

COLEFORD TOWN CENTRE AUDIT REPORT

2019

Regeneration Services
Forest of Dean District Council



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1. Introduction

Town and City centres are complex places that serve a wide range of people and purposes. The importance of healthy vibrant town centres has been highlighted in recent years. In certain locations, due to the effect of vacant shops and a perception among some that their towns are not providing them with all the services they need or want, there has been found to be a negative impact on people's quality of life.

Town centres, and those who operate in and manage them, are having to adapt to changing circumstances as global issues impact on local conditions. Similarly, local authorities are also having to adapt to rapid changes in the fiscal climate and increasingly challenging budgetary constraints.

As with any change process, it is important to be able to measure where we are, monitor progress, learn from others and realistically compare and measure performance. This report aims to record key sets of data/evidence that can be used by those with an active interest in improving the experience and vitality of town centres, so that they in turn provide a healthy sustainable environment for the businesses and communities that depend on them.

1.1 Successful Town Centres

1.1.1 This report follows the guidelines/suggestions laid out in the 'Successful Town Centres – Developing Effective Strategies: Indicators Toolkit' <https://www.bl.uk/britishlibrary/~media/bl/global/business-and-management/pdfs/secure/s/u/c/successful-town-centres--developing-effective-strategies-annex-c-d-e-f-indicators-toolkit-001.pdf>. The document was launched by the Gloucestershire Local Enterprise Partnership in March 2013.

1.1.2 This report presents key findings which can be used to evaluate the effectiveness of Coleford town centre. It focuses on key themes such as footfall, vitality and economic characteristics to highlight emerging trends so that strategic actions can be taken to enhance the town centre performance.

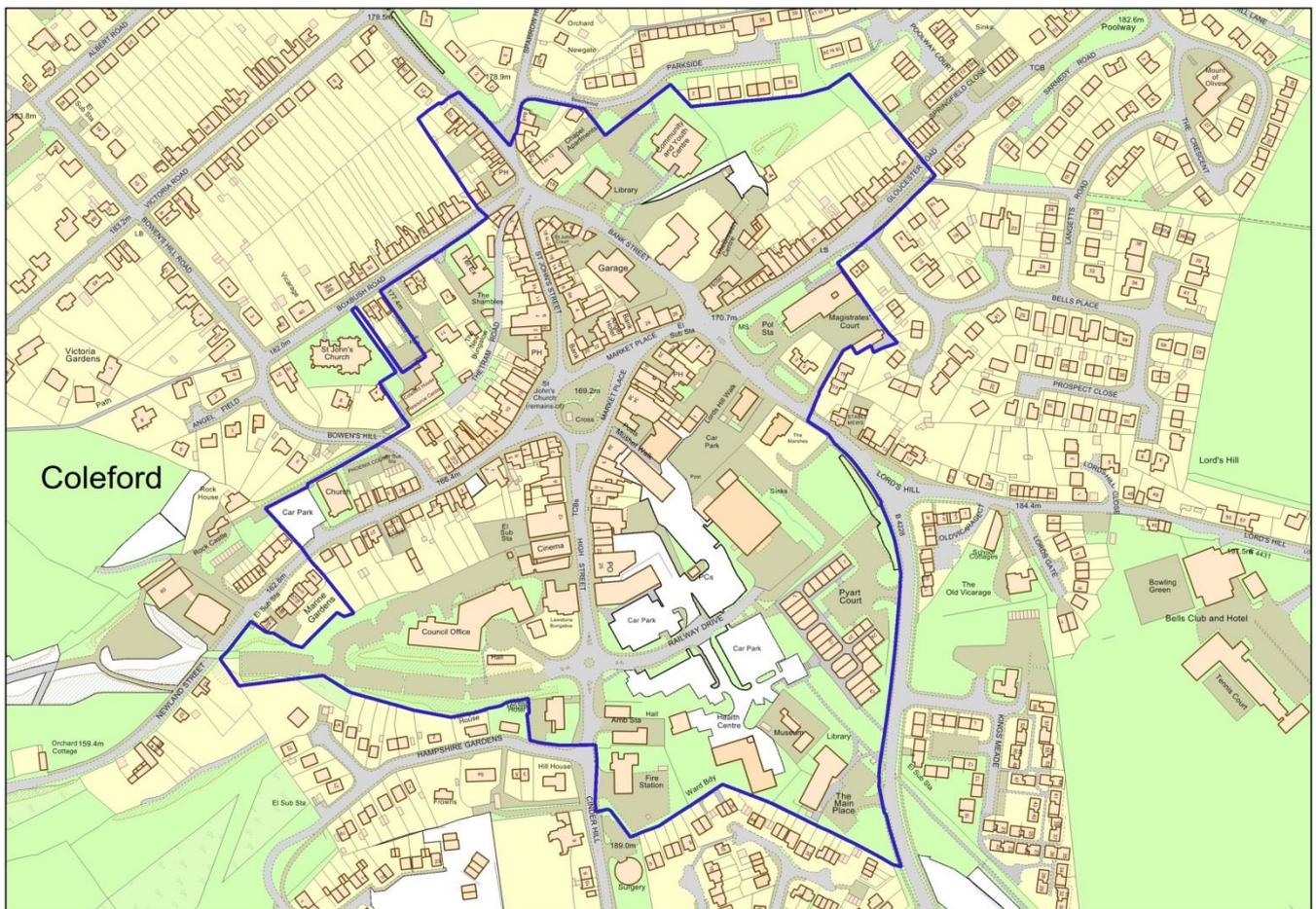
1.1.3 The indicators toolkit advises that a numbers of indicators are assessed. This report monitors the following indicators:

- Footfall
- Visitor Survey
- Car Parking
- Retail and Commercial Offer
- Convenience vs Comparison
- Trader Types
- Culture and Leisure Offer
- Events
- Reported Crime

Markets
Charity Shops
Vacant Shops
Town Centre Investment
Evening/Night Time Economy

- 1.1.4 The town centre performance toolkit aims to monitor the performance of the town centre by collecting data on various themes which are reviewed annually, enabling a comparison of town centre performance.
- 1.1.5 It is suggested that this report be updated on a yearly basis to provide a year on year indication of the health and viability of Coleford town centre.
- 1.1.6 It should be noted that the purpose of this document is not to address the future needs of the town centre, but an audit to provide information for annual comparisons. The aim is to provide a range of data sets for the reader to interpret.

1.2 Coleford Town Centre Boundary



The designated Town Centre Boundary is shown below (boundary outlined)

2. People & Footfall

The overall aim of obtaining this data is to provide an assessment of who comes to visit the town centre.

The town centre's car parking (in and around the town centre) is included to account for the fact that a large proportion of visitors to many town centres still travel using their own means of private transport in a similar way to how they would visit out-of-town shopping centres.

2.1 Footfall

Footfall refers to the number of people walking up and down a given town centre (or single street) regardless of their reasons for doing so. Typical reasons may include shopping, a pleasant stroll, going to work or school/college, to the cinema or for a meal, accessing public services, visiting friends or simply passing through. Footfall is often linked to the level of attractiveness of a location and its ability to satisfy customers and visitor needs and expectations successfully.

The information below provides a summary of the 10 minute footfall counts for 2019-2013, 2009, 2008 and 1999. The 10 minute average has been calculated across the whole week (weekday and weekend counts).

It should be noted that different methodology was used to collect data for footfall counts in 1999 and 2008/2009.

The methodology used in 2013 and onwards is as per the guidance stated in the 'Successful Town Centres – Developing Effective Strategies: Indicators Toolkit' (pg. 5). The methodology stated in this document should be used to repeat the data collection on an annual basis. Data was collected in one location on a Wednesday, Friday and Saturday for 1 hour starting at 10.30. Footfall was recorded for both sides of the street, noting people walking either direction.

2.1.1 Footfall Summary Comparison

2.1.1.1 10 Minute Average Summary Comparisons

2019	2018	2017	2016	2015	2014	2013	2009	2008	1999
64	79	47	53	52	40	60	40	31	29

2.1.1.2 The following information indicates the breakdown of the footfall counts for each recorded year. The 2019-2013 footfall counts were recorded on Wednesday, Friday

and Saturday. The 2009 footfall counts were recorded on Monday and Saturday. The 2008 footfall counts were recorded on Wednesday and Saturday. The 1999 counts were recorded on a Friday and Saturday.

2.1.2 Footfall Count Breakdown 2019

DATE/TIME	26.6.19 (Weds)	DATE/TIME	28.6.19 (Fri)	DATE/TIME	29.6.19 (Sat)
10.30 – 10.40	32	10.30 – 10.40	69	10.30 – 10.40	79
10.40 – 10.50	50	10.40 – 10.50	76	10.40 – 10.50	77
10.50 – 11.00	46	10.50 – 11.00	55	10.50 – 11.00	71
11.00 – 11.10	52	11.00 – 11.10	70	11.00 – 11.10	100
11.10 – 11.20	26	11.10 – 11.20	75	11.10 – 11.20	72
11.20 – 11.30	45	11.20 – 11.30	87	11.20 – 11.30	73
TOTAL	251	TOTAL	432	TOTAL	472
10 min ave	42	10 min ave	72	10 min ave	78
WEEKLY AVERAGE (per 10 minutes): 64					

2.1.2.1 The weather conditions and other influencing factors were noted when gathering footfall data. They are as follows:

DATE	WEATHER/OTHER FACTORS
26.6.19	Little Drizzle to start, overcast
28.6.19	Sunny with wind (Small market and armed forces wreath laying)
29.6.19	Sunny and Warm (Small market at the Clock Tower)

2.1.2.2 Counts were conducted for an hour and footfall was recorded at 10 minute intervals. Counts were taken outside Mushet Walk (adjacent to Sue Ryder Cancer Care).

2.2 Visitor Survey

2.2.1 Working in partnership with the Coleford Tourist Information Centre (TIC) and their volunteer staff, we have devised a brief visitor survey, of which sixty two visitors were kind enough to complete, over the August/ September period. The surveys were devised as a trial inclusion to gather new data, which if considered valuable; would be repeated for the subsequent reports. The surveys gathered information on origin, profile and behaviour of visitors to identify the elements driving visitor satisfaction.

- 2.2.2 The visitor survey provided a snapshot, which has highlighted that of the sixty two people that responded; nearly all have visited the area from outside the district. Visitors have travelled from around the country, from locations including; London, Devon, Bristol, Cardiff, Birmingham, and Manchester. Furthermore, the survey has shown the town is also attracting visitors from abroad, with France and the Netherlands being reoccurring origins of residence, whilst a couple of people have visited from Canada and Australia.
- 2.2.3 The survey has shown that the main reason for people to visit Coleford is for a vacation, as 74% of the respondents stated they were on holiday. 21% visited due to either events or festivals, whilst other reasons included finding out more about their family ancestors.
- 2.2.4 The visitor survey has shown that 68% of respondents were staying within Coleford e.g. Bells Hotel, or the surrounding area, such as Forest Oak Farm in Lydney. The remaining 32% stayed in accommodation outside of the Forest of Dean, with Monmouth, Hereford, Cardiff, and the cities of Gloucester and Worcester being cited.
- 2.2.5 With regard to duration, the survey highlighted that 32% of those who responded stayed in Coleford for a week, while 54% were visiting the area for one to five days. 6% of the respondents stated they were visiting for a period of three to five weeks.
- 2.2.6 63% of those that took part in the survey were visiting the town with one other person, while 11% were within a group of four people. A few respondents noted they were within larger groups, with some being as large as 38 people.
- 2.2.7 This visitor survey has shown the total average estimated daily spend from the respondents is approx. £1,812, with the individual estimated average spending ranging from £10 to £125 per day.
- 2.2.8 We asked visitors for their own thoughts on the town, in order to get a better understanding of what the town does well and what improvements could be made. The survey included positive comments that stated the car parks are well priced, whilst others noted the people were very helpful and were impressed with the TIC, with comments on the very friendly staff and informative service. For improvements, one respondent noted the empty stores were a depressing factor of the town, with another stating the town looked tired. Other comments included the need for a town map and history boards around the town, better signage, and clearer bus routes as well as improved accessible parking.
- 2.2.9 Our thanks to the staff of the Coleford Tourist Information Centre and Coleford Town Council.

2.3 Car Parking

- 2.3.1 This indicator refers to the total public car parking usage in and around the town centre.
- 2.3.2 For many people, the possibility of driving into town and parking their car in a safe car park remains a considerable element of convenience-based attractiveness as it grants them a higher sense of perceived comfort and independence. Many retailers and high street businesses would tend to agree with this and, in some cases, would prefer for their customers to be able to park near their shop or outlet for ease of access.
- 2.3.3 Parking plays a significant role in mobility, access and the economic development of a town centre. The town centre car parking market has increased in importance as the market for cars has grown. Cars have become a fundamental element of journey mobility and in consequence parking has followed suit.
- 2.3.4 Car parking has always been important in regard to mobility, since it's a fundamental element in achieving a high level of accessibility. Many businesses and towns centre see an adequate supply of parking, especially for visitors, as crucial for their competitive growth, yet at the same time, parking is and will remain as the most powerful means of traffic restraint available.
- 2.3.5 Measuring and monitoring the level of car park usage, along with footfall contribute to a dynamic picture of activity levels in the town centre. Over time, this data can provide the basis of a comparison between actual perceived variances of activity and the impact of initiatives like events, special offers and the arrival or departure of high profile businesses.
- 2.3.6 The Forest of Dean District Council Cabinet made the decision to implement car parking charges in September 2011, with charging commencing on 1 July 2012.
- 2.3.7 The table below shows the recorded monthly figures for tickets purchased within the period of July 2018 to May 2019.

Railway Drive

MONTH	NO. OF TICKETS OF PURCHASED
July 2018	11832
August 2018	16916
September 2018	12915
October 2018	9794

November 2018	15510
December 2018	11010
January 2019	12877
February 2019	11513
March 2019	10329
April 2019	11187
May 2019	14249

Newland Street

MONTH	NO. OF TICKETS OF PURCHASED
July 2018	521
August 2018	732
September 2018	556
October 2018	536
November 2018	664
December 2018	422
January 2019	489
February 2019	417
March 2019	512
April 2019	520
May 2019	681

2.3.8 Based on a monthly recording, the average recorded ticket sales for Coleford in 2019 have shown at Railway Drive, the number of tickets purchased has increased from 12,099 per month to an average of 12,557 tickets per month. Whilst, at Newland Street the number of tickets purchased in 2019 has decreased to 550 tickets per month from last year's average of 609 tickets per month.

3. Diversity and Vitality of Place

The overall aim in this theme is to provide an assessment of the actual offer of the town centre and its diversity taking an all-inclusive approach that includes daytime, evening and night time economies.

The approach does not differentiate here between the public and private sectors as it is interpreted that both contribute to the provision of services, products and an overall experience for town centre visitors to enjoy and keep coming back to. This theme does not monitor consumer demand, expectations or their perceptions of the offer provided by the town centre. This should be covered by a separate theme.

The 'Diversity and Vitality of Place' section covers the following key items; Retail and Commercial Offer, Convenience and Comparison, Trader Types, Culture and Leisure Offer, Events, Reported Crime and Markets.

3.1 Retail and Commercial Offer

- 3.1.1 This indicator keeps track of the range and variety of retail goods and commercial services offered in the town centre, measured as the change in the number of businesses in each category over a 12 month period.
- 3.1.2 In order to remain competitive, town centres need to ensure they provide a level of offer that matches the demand of their current (or intended) visitors and consumers.
- 3.1.3 This indicator is often linked to footfall and levels of business as well as visitor satisfaction. It can also be used (in conjunction with other indicators) to monitor the balance and relationship between the area's daytime and night time/evening economies.
- 3.1.4 The retail and commercial offer is broken down into Use Class Orders. A summary of the Use Class Order can be found below:

A1 – Shops

A2 – Financial and Professional Services

A3 – Restaurants and Cafes

A4 – Drinking Establishments

A5 – Hot Food Takeaways

B1 – Business

D1 – Non-residential Institutions

D2 – Assembly and Leisure

Sui Generis – Theatres, Amusement Arcades, Funfair, Launderette, Sale of Fuel, Sale or Display of Motor Vehicles, Taxis, Scrapyard, Hostel, Waste Disposal, Retail Warehouse, Night Club, Casino

Vacant – As described

3.1.5 It should be noted that the number of units recorded sometimes differ between each year. This may be as a result of the division of shop units, or variation on the area assessed.

3.1.6 This year there are two new commercial sites within the town centre currently under construction. The first is the 1,139 sq. m. Lidl supermarket with 76 car parking spaces being built on an allocated retail site adjacent to the co-op, due to open in early 2020. The second is the District Council led Foxglove Gardens development in the High Street, a mixed use build with 10 apartments and 3 commercial units (each unit 72-80 sq. m.) due to complete in December 2019.

Coleford Use Class Breakdown 2019:

USE CLASS	NO. OF UNITS	% WITHIN EACH CLASS
A1	62	46%
A2	15	11%
A3	9	7%
A4	4	3%
A5	11	8%
B1	2	1%
D1	7	5%
D2	1	1%
Sui Generis	12	9%
Vacant	11	8%
TOTAL	134	100%

3.1.7 The 2019 data indicates that use class A1 (Shops) have the highest retail offer percentage within Coleford, whilst A2 (Financial and professional services) and D1 (Non-residential institutions) have shown a decrease in percentage of units. The following A3 (Restaurants and Cafés), A4 (Drinking establishments), A5 (Hot Food takeaways), B1 (Business), D2 (Assembly and leisure) and Sui Generis have remained consistent with last year's data.

3.2 Convenience vs Comparison

3.2.1 The presence of a variety of shops within a town centre is important to its ability to remain competitive and continue to attract customers. A balance of convenience and comparison goods is therefore ideal in terms of encouraging visitors and potential customers.

3.2.2 Convenience Stores provide low-cost everyday items that consumers are unlikely to travel far to purchase. This can include; food and non-alcoholic drinks; tobacco; alcohol; newspapers and magazines; and non-durable household goods.

3.2.3 Comparison Stores involve all other retail goods, which include:

- Books
- Clothing and Footwear
- Furniture, floor coverings and household textiles
- Audio-visual equipment and other durable goods
- Hardware and DIY supplies
- Chemists goods
- Jewellery, watches and clocks
- Recreational and Miscellaneous goods
- Hairdressing

3.2.4 Customers are more likely to be happy to travel greater distances in order to reach stores retailing these items.

3.2.5 The following table provides a percentage of the A1 shops which sell mainly Convenience Goods/Comparison Goods.

	National Small Towns	Coleford
	%	%
Convenience	19	20
Comparison	81	80

3.2.6 84% of the A1 shops within the town centre mainly sell comparison goods, higher than the national average of 81%. The number of A1 convenience shops (20%) is just above the national average of 19%.

3.3 Trader Types

3.3.1 The vitality of a town centre depends highly on the quality and variety of retailers represented. National retail businesses are considered key attractors and are particularly important in terms of attracting visitors and shoppers to a town.

3.3.2 The character and profile of a town often also depends on the variety and mix of independent shops that can give a town a ‘unique selling point’ and help distinguish it from other competing centres.

3.3.3 A sustainable balance of key attractors and multiple names alongside local independent shops is therefore likely to have the greatest positive impact on the vitality and viability of a town.

3.3.4 The following shops below are considered Key Attractors by Experian Goad.

Department Stores	Clothing
BHS	Burton
Debenhams	Dorothy Perkins
House of Frazer	H & M
John Lewis	New Look
Marks and Spencer	Primark
	River Island
Mixed Good Retailers	Topman
Argos	Topshop
Boots	
TK Maxx	Other Retailers
WH Smith	Carphone Warehouse
Wilkinson	Clarks
	Clintons
Supermarkets	HMV
Sainsbury’s	O ₂
Tesco	Superdrug
Waitrose	Phones 4 ^U
	Vodafone
	Waterstones

3.3.5 Multiple Traders have a countrywide presence and are well known household names. Regional shops are identified as those with stores / units in several towns throughout one geographical region only and independent shops are identified as those that are specific to a particular town.

3.3.6 The following table provides a percentage of the A1 shops which are Key Attractors, Multiples, Regional, and Independent to the Locality.

	National Small Towns %	Coleford %
Key Attractors	7	2
Multiples	18	13
Regional	10	6
Independent	65	79

3.3.7 79% of the A1 shops in the town centre are unique to Coleford, considerably higher than the national average of 65%. 13% of the A1 shops have a nationwide presence, whilst 6% of the town contain stores that are regionally significant.

3.4 Culture & Leisure Offer

3.4.1 This indicator captures the variety of leisure related services offered in the town centre, including publicly supported services such as swimming pools and theatres.

3.4.2 Interaction with other people, cultural activities and a bit of enjoyment not related to a 'to do/buy' lists are some of the many reasons why people come to town centres.

3.4.3 This indicator captures this characteristic of town centre activity.

3.4.4 The following provides an indication of the cultural and leisure offer within Coleford town centre for 2019.

FACILITY	2019
Museums	1
Art Galleries	0
Art Centre	0
Take Away	11
Restaurants and Cafés	9
Swimming Pools	0
Gyms	0
Cinemas	1
Theatres	0
Community Halls	1
Parks/Gardens	0
Games Arcade	0
Other Specialist Outlets	2 (Library and Tourist Information Centre)

3.4.5 As indicated there is a Tourist Information Centre within the Town Centre which sells theatre and concert tickets, as well as promoting local leisure activities and attractions.

3.5 Events

- 3.5.1 This indicator keeps track of the number of events held in the town centre public realm, measured using local authority's data of event licenses awarded over a 12-month period and those held in town centre venues that have a significant impact on footfall.
- 3.5.2 Events and festivals are a major reason for people to come to town centres. A diverse event offer can be a major source of attraction for visitors as well as local residents, particularly if these events take place throughout the year and are aimed at different audiences (e.g. cultural tourists, business tourists, young people, children, families, ethnic minorities).
- 3.5.3 Events can make a significant contribution to the local economy and foster a stronger sense of community among residents, promoting pride of place and inclusiveness.
- 3.5.4 Typically, events may range from small carnivals or fairs, to major cultural festivals, conferences.
- 3.5.5 Licensed events in Coleford over the past year are as follows (dates may be when the application was made rather than the event date):

Road Closure Orders:

'Coleford Music Festival' – 13.07.19 and 14.07.19

'Coleford Fiddle Fair', Coleford Town Centre – 05.05.19

'Coleford Festival of Transport', Coleford Town Centre – 22.04.2019

'Christmas Lights Switch on Event and Fiddle Fair', Coleford Town Centre – 01.12.2018

'Remembrance Parade', Coleford Town Centre – 11.11.2018

'Forest Fiddle Fair', Coleford Town Centre – 25.08.2018

Temporary Event Notices:

The Dog House Micro Pub. 13-15 St John Street – 21.12.2018

Coleford Town Centre Christmas Lights Switch On Event - 01.12.2018

Premises Licences:

Coleford Music Festival – 13.07.19

3.6 Reported Crime

3.6.1 This indicator monitors the number of reported incidents of crimes in a range of categories in the town centre.

3.6.2 In some cases, fear of crime can act as a deterrent for people not to visit a town centre, particularly in the evenings and at night. Yet, as powerful as perceptions can be in influencing people's behaviour, they are not always directly related to reality.

3.6.3 This indicator will allow its users to contrast perceptions with actual reported crime statistics.

3.6.4 It is important to note that the data included within this section act as an indicator.

3.6.5 The data provides information on reported crime within Coleford Town Centre from June 2018 - April 2019.

	Jun 18	July 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19
Violence and Sexual Offences	2	6		1	1	3		1	2		1
Anti-Social Behaviour	11	7	5	8	1	4	4	2	1	7	4
Criminal Damage and Arson	3	1	4	1			1	1	3	1	4
Vehicle Crime						2			1	1	2
Burglary		1		2	1			1		1	1
Other Theft		1		1						2	2
Drugs	1			2							2
Robbery	1	1				2					
Shoplifting	7	6	3	3	2		2	1		5	2

Other Crime											
Public Disorder			1	3		1					
Theft from a Person											
Possession of a Weapon											
Bicycle Theft				1							
TOTAL	25	23	13	22	5	12	7	6	7	17	18

3.6.5 This data is taken from the www.police.uk/gloucestershire website. Further information on the crimes committed and the status of the investigations into them can be accessed using the website. Users can select the geographical area they are interested in, click on **Explore the Crime Map** and then search by Type of Crime, Month Reported and more.

3.7 Markets

3.7.1 This indicator monitors the existence of regular markets in the town centre.

3.7.2 Markets, like events, can be a major motivating factor for people to come to a town centre. The presence of a regular (albeit temporary) traditional market can add diversity to the retail offer of a town centre and can act as a catalyst for other more specialist markets to come to the area, including farmers' markets, artisan markets, continental markets, Christmas markets, night markets, etc.

3.7.3 All of this can contribute to the area's diversity of offer, satisfy a wider range of needs and attract local residents as well as visitors from a growing catchment area.

3.7.4 The National Market Trade Federation has no record of any Markets being held in Coleford. It should however be noted that there is currently a small (1 or 2 stalls) Country Market by the Clock Tower on a Friday morning between 9:30 and 12 Noon and on Saturday morning, 10 till Noon, by the Co-operative Food store area. Additionally, St John's Street Traders Association presents The Faddle Fair, to be held on the first Bank Holiday Sunday in May, Bank Holiday Sunday in August and a special Christmas market for the towns annual light switch on. With 25 stalls selling everything from local handmade goods, art, craft, local produce and more. Children's entertainment, Live music and delicious food!

4. Economic Characteristics

The overall aim in this theme is to provide users with an assessment of static and dynamic elements linked to the economic performance of a town centre. Some of the more 'static' elements, which in turn may influence perceptions, too, will include changes in the number of charity shops or vacant retail units.

4.1 Charity Shops

- 4.1.1 This indicator monitors yearly changes in the number of charity shops in a town centre.
- 4.1.2 Over the last fifteen years, the proliferation of charity shops in town centres may have been interpreted in certain circles as a sign of decline. On the other hand, charity shops fill an important gap in the retail offer of any town centre, not just in towns and cities with more modest income catchment areas and/ or ageing demographics.
- 4.1.3 Charity shops provide a valuable re-use and re-cycling function, reducing the volume of waste going to landfill and bring in valuable income for worthy causes. Charity shops are cutting across social and demographic boundaries in attracting customers, providing affordable and specialist items.
- 4.1.4 Regardless of how the existence of charity shops is interpreted, their growth or decline impacts on perceptions and forms an important element in the monitoring of the economic performance of any town centre.
- 4.1.5 This indicator alone can act as a barometer for the impact of strategic decisions on the daytime economy of a town centre.
- 4.1.6 The information below details the number of charity shops within the town Centre for 2019 and previous years.

2019:

Dean Forest Hospice, 2 Mushet Walk
Sue Ryder Care, 38 Market Place
Forest Aid, 15 Market Place
Cancer Research, 10 Market Place

2018:

Opportunity Box, 16 St. John's Street
Dean Forest Hospice, 2 Mushet Walk
Sue Ryder Care, 38 Market Place
Forest Aid, 15 Market Place
Cancer Research, 10 Market Place

2017:

Opportunity Box, 16 St. John's Street
Dean Forest Hospice, 2 Mushet Walk
Sue Ryder Care, 38 Market Place
Forest Aid, 15 Market Place
Cancer Research, 10 Market Place

2016:

Opportunity box, 16 St John's Street
Sue Ryder Care, 35 Market Place
Forest Aid, 15 Market Place
Cancer Research UK, 10 Market Place
Dean Forest Hospice, 2 Mushet Walk

2015:

Opportunity box, 16 St John's Street
Sue Ryder Care, 35 Market Place
Forest Aid, 15 Market Place
Cancer Research UK, 10 Market Place
Dean Forest Hospice, 6a St John's Street

2014:

Opportunity box, 16 St John's Street
Sue Ryder Care, 35 Market Place
Forest Aid, 15 Market Place
Cancer Research UK, 10 Market Place
Dial-a-Ride, 2 Market Place
Dean Forest Hospice, 6a St John's Street

2013:

Sue Ryder Care, 38-40 Market Place
Forest Aid, 15 Market Place
Cancer Research UK, 10 Market Place
Dial-a-Ride, 2 Market Place
Dean Forest Hospice, 6a St John's Street

2008:

Sue Ryder Care, 38-40 Market Place
Forest Aid, 14 Market Place
Cancer Research UK, 11 Market Place
Dial-a-Ride, 2 Market Place
Dean Forest Hospice, 6a St John's Street

4.1.7 Nationally, some traders report concerns about the proportion of new goods on sale in charity shops. As charities are able to claim up to 80% discount on their business rates, this could be interpreted as unfair competition.

4.2 Vacancy

4.2.1 This indicator monitors changes in a town centre's vacant retail units. An increase in vacant retail units in town centres has traditionally been linked to economic decline both locally and nationally.

4.2.2 On the other hand, this could also be interpreted as a temporary opportunity for the town centre to strategically re-balance its visitor offer, and for culture and leisure-related outlets and community services to gain more of a foothold in the town centre.

4.2.3 Regardless of how vacant retail units are interpreted, their growth or decline forms an important element in the monitoring of the economic performance of any town centre.

COLEFORD VACANT UNITS 2019:

Vacant Unit Amount	% of units that are Vacant
11	8%
Units surveyed: 134	
Bank Street	
4 Mushet Walk	
10-14 Newland Street	
3 Market Place	
High Street	
4 & 4a High Street	
5 High Street	
27 High Street	
13 Pyart Court	
15 Pyart Court	
21 Pyart Court	

4.3 Town Centre Investment

- 4.3.1 This indicator monitors evidence of public realm improvements and the level of investment from both the private and public sectors within the town centre of Coleford.
- 4.3.2 The growth of online shopping, rising business rates, and other economic challenges has resulted in many areas with struggling town centres that either have become stagnated or in decline.
- 4.3.3 In order to revitalise town centres, local authorities must think afresh about the role of the high street and what it provides for local communities. Incorporating new homes, alongside renewed retail, commercial and leisure space can play a key role in building a walking catchment population that can sustain the town's uses more effectively. Proactively leading investment in town centres, through the acquisition and re-purposing of assets such as initiating event programmes and investing in the public realm are crucial ways of creating confidence in places and the right conditions to rejuvenate a town centre.
- 4.3.4 In Coleford there has been recent public investment, as shown below containing new builds that have been given planning permission and are currently in the stages of implementation.
- 4.3.5 A Forest of Dean District Council led development at Foxglove Gardens is currently in progress, with an investment of £2.3 million to build 10 new apartments and 3 commercial units, with associated public space and gardens. The scheme is currently being implemented, which is due to be completed by December 2019.
- 4.3.6 Construction of a new 1,139 sq. m. Lidl supermarket, and associated 76 car parking spaces at Lords Hill. The development is being built on an allocated retail site adjacent to the Co-op, which is planned to open early 2020.
- 4.3.7 The former Kings Head pub and hotel is being converted into 5 No. residential apartments and erection of 4 No. residential apartments with ancillary works including additional parking. This is a Net gain of 8 no. residential apartments. Retrospective)
- 4.3.8 In Coleford there have been a number of schemes to improve the public realm, which includes active green campaigns, such as the School Gardening Initiative.
- 4.3.9 School Gardening initiatives are part of the Royal Horticultural Society campaign in support of developing sustainable gardens for young people's learning, health and wellbeing. School Gardening Initiatives within Coleford include; Coalway Junior School and St John's Church of England Academy.

4.4 Evening & Night Time Economy

- 4.4.1 This indicator monitors evidence of active management of the evening and night time economies in the town centre.
- 4.4.2 The majority of town and city centres (or at least parts of them) do not go to sleep after the last shop closes for the day. They often have evening and night time economies too, which may vary in size and character from one location to another.
- 4.4.3 In some areas, this part of the economy forms a crucial part of the service offer.
- 4.4.4 In many cases, the town centre attracts a completely different demographic of customer in the evening to those who visit the high street during the day time.
- 4.4.5 It is also worth distinguishing between the evening consumers (5-8 pm often referred to as the 'shoulder period') and the late night consumer, as each can have quite different demographics.
- 4.4.6 Evidence is building to support the collective and active management of town centres after dark to increase visitor confidence, improve perceptions, prevent crime and disorder, and provide a healthy trading environment for a range of businesses and providers who operate at night.
- 4.4.7 This indicator enables users to monitor how effectively the evening and night time economies are managed (if they are managed at all) in a town centre.
- 4.4.8 The retail pathfinder toolkit advises that the Purple Flag recognition system is used. Purple flag is the accreditation scheme that recognises excellence in the management of town and city centres at night. Entertainment areas that achieve the standard will be those that can offer a better night out to visitors. Purple flag aims to raise the standards and improve the quality of towns and cities at night.
- 4.4.9 Coleford town centre is NOT accredited as a purple flag location.

5. Conclusion

- 5.1 The ten minute average footfall has decreased from last year's figure of 79 to 64. Despite this decrease, the footfall is still relatively high, when compared against the averages of the years prior. The figures recorded on Friday and Saturday were particularly high perhaps owing to the small markets that were present across the two days, the noticeable hot weather, and the wreath laying ceremony by the armed forces that took place on the Friday.
- 5.2 The relatively high recorded footfall count is particularly important, not only in relation to the overall number of visitors, but this demonstrates that the events/markets help contribute in attracting visitors to the area. This should allow local businesses to capitalise on visitor presence and demonstrate what the town has to offer.
- 5.3 Based on a monthly recording, the car parking tickets purchased in 2019 at Railway Drive have increased from last year's 12,099 tickets per month to an average of 12,557 tickets per month. At Newland Street, the number of tickets sold in 2019, declined to 550 tickets per month from last year's average of 609 tickets per month.
- 5.4 The report details data and information on the cultural and leisure offer within Coleford for 2019. Information and data will continue to be collected on a yearly basis to monitor how this contributes to local vitality.
- 5.5 The majority of the A1 shops (80%) in Coleford are independent; offering the town a unique selling point. 13% of Coleford town contains shops that are nationwide, while 6% are regionally significant.
- 5.6 The vacancy rate for 2019 has shown a slight decrease, from 9% to 8%, which reveals a figure that falls below the national average for high streets of 11.5% (Local Data Company). The use class rates have mainly remained consistent, with use class A1 still representing the highest retail offer at 45%, mirroring 2018's figure.
- 5.7 The number of reported crimes within the town has decreased, with improvements across the majority of the independent indicators of crime. This year's data has shown that criminal damage and arson, shoplifting, and anti-social behaviour are the most common types of crime within the town; with the latter being the most reported.
- 5.8 There are signs that this evolving picture and the new commercial investments underway this year will help to build resilience locally to the threat of long term decline on the town centre share of retail spending. These investments include the construction of Lidl supermarket, due to open in early 2020, and the District Council led development at Foxglove Gardens, a mixed use build of 10 apartments and 3 commercial units due to be completed by December 2019.

Appendix 1

6. Use Class Lists 2019

ADDRESS	SERVICE	USE CLASS	CONVENIENCE/ COMPARISON	TRADER TYPE
6 St Johns Court	Oriental Garden	A5		
9 St Johns Court	JD Hair	A1	Comparison	Independent
Beales Garage, Bank Street	Beales Garage	Sui Generis		
1 Bank House Street	Forestry Commission	B1		
Bank Street	Café 16	A3		
Spout Garage, Spout Lane	Paul Jones and Son Motors	Sui Generis		
11a Gloucester Road	The Beauty Boutique	A1	Comparison	Independent
11b Gloucester Road	Scruffs to Crufts	A1	Comparison	Independent
13 Gloucester Road	Sarah's Kitchen Café	A3		
17 Gloucester Road	Reckless Design	A1	Comparison	Independent
23 Gloucester Road	Beauty Stop	A1	Comparison	Independent
29 Gloucester Road	Balti Hut Restaurant	A3		
31 Gloucester Road	Al's Plaice Fish and Chips	A5		
33 Gloucester Road	MAA Tandoori Bangladeshi Takeaway	A5		
Police Station, Gloucester Road	Police Station	Sui Generis		
2 Lords Hill	William Hill Betting Shop	A2		

4 Lords Hill	Tourist Information Centre	A2		
The Schooner, Lords Hill	Amici Italian Restaurant (was Xchange Steakhouse Carvery and Grill)	A3		
Telephone Exchange Box	BT	Sui Generis		
1 Tram Road	Raymond's Carpets	A1	Comparison	Independent
Bank Street	Vacant (was Opportunity Box)	Vacant		
25 St Johns Street	Raymond's Stores Coleford Clothes	A1	Comparison	Independent
23 St Johns Street	Change Hair Salon	A1	Comparison	Independent
21 St Johns Street	Coleford Computers	A1	Comparison	Independent
21a St Johns Street	Sugar 'N' Sin	A1	Convenience	Independent
19 St Johns Street	The Tram Fish and Chip Shop	A5		
17 St Johns Street	Hunky Dory Café	A3		
17a St Johns Street	Free as a Bird - Jewellery	A1	Comparison	Independent
13-15 St Johns Street	The Doghouse (Micro Pub)	A4		
11 St Johns Street	Wyedean Housing Association	A1	Convenience	Regional
7 St Johns Street	Offices	B1		
5 St Johns Street	David Sheppard Family Butchers (was Ray Winman's Butchers)	A1	Convenience	Independent
18 St Johns Street	Helmet Hair	A1	Comparison	Independent
22 St Johns Street	Soul Magik	A1	Comparison	Independent
19-20 St Johns Street	Moot	A1	Comparison	Independent
14 St Johns Street	Kitchen By Design	A1	Comparison	Independent

12 St Johns Street	Cinnamons Restaurant and Takeaway	A5		
10 St Johns Street	Hairforce 1	A1	Comparison	Independent
8 St Johns Street	Pomegranate (Clothes)	A1	Comparison	Independent
6 St Johns Street	B.M.C. Weston Florist	A1	Comparison	Independent
6a St Johns Street	Church on the Street	D1		
4 St Johns Street	Lucky Restaurant and Takeaway	A5		
19 Market Place	Lloyds Bank	A2		
20 Market Place	Platinum World Travel	A1	Comparison	Independent
Angel Hotel, Market Place	Angel Hotel/Pub	A4		
23 Market Place	Ritmo Tapas Bar Restaurant	A3		
24-25 Market Place	Dean Estate Agents	A2		
27 Market Place	The Barbers	A1	Comparison	Independent
28 Market Place	Milano Takeaway	A5		
29a Market Place	The Barber Shop	A1	Comparison	Independent
29 Market Place	Offices	A2		
30 Market Place	The Feather Pub	A4		
31a Market Place	Dean Conveyancing	A2		
32 Market Place	Hong Kong House	A5		
33 Market Place	White and Miller Butchers	A1	Convenience	Independent
34-35 Market Place	Fairways Furnishings	A1	Comparison	Independent

Union House, Market Place	Celestial Adornment Gift Shop	A1	Comparison	Independent
The Baguette Shop, Market Street	The Baguette Shop	A3		
Surgery, Market Street	Marcus P. Bristow Chiropodist/Podiatrist	D1		
4 Mushet Walk	Vacant (was Job Centre)	Vacant		
2 Mushet Walk	Dean Forest Hospice	A1	Comparison	Regional
38 Market Place	Sue Ryder Care Charity Shop	A1	Comparison	Multiple
40 Market Place	Kaplans Café	A3		
Old White Hart Inn, Market Place	Pub	A4		
17a Market Place	Carpenters DIY	A1	Comparison	Independent
17b Coleford Charcoal and Grill	Takeaway	A5		
16 Market Place	Wyedean Healthfoods	A1	Convenience	Regional
15 Market Place	Forest Aid Charity Shop	A1	Comparison	Regional
13 Market Place	Odds and Ends	A1	Comparison	Independent
12 Market Place	The Choice is Yours	A1	Convenience	Independent
10 Market Place	Cancer Research UK	A1	Comparison	Multiple
10a Market Place	Moonstone	A1	Comparison	Independent
9 Market Place	REVEAL Hair Salon	A1	Comparison	Independent
8 Market Place	Mills Newsagents	A1	Convenience	Independent
7+7a Market Place	Spa Rituals	A1	Comparison	Independent
2 Newland Street	China 21	A5		

4 Newland Street	F C Voyce & Son Butchers	A1	Convenience	Independent
8 Newland Street	Severn Sun Studio	A1	Comparison	Independent
10-14 Newland Street	Vacant	Vacant		
Coleford Baptist Church	Church	D1		
5 Newland Street	Biker Dean Motorcycles	Sui Generis		
5-6 Market Place	Le Petit Hibou	A3		
4 Market Place	Forest Deli	A1	Convenience	Independent
3 Market Place	Vacant	Vacant		
1-2 Market Place	The Crusty Loaf Bakery	A1	Convenience	Multiple
2 High Street	Make a Cake	A1	Convenience	Independent
High Street	Vacant (was Drum Lessons)	Vacant		
4 & 4a High Street	Vacant (was James Warry & Co Solicitors)	Vacant		
8 High Street	GMT Mortgage Bureau & Financial Consultancy	A2		
10 High Street	David Kear Opticians	A2		
12 High Street	Mikes Auto Services	Sui Generis		
14 High Street	Cinema	D2		
St Johns Ambulance	St Johns Ambulance	Sui Generis		
1 High Street	Steve Gooch Estate Agents	A2		
3 High Street	Shirley's Den	A1	Comparison	Independent
5 High Street	Vacant	Vacant		

9 High Street	KJT Estate Agents	A2		
11 High Street	Gwyn James Solicitors	A2		
15 High Street	Sorting/Post Office	A1	Comparison	Multiple
17 High Street	Skoops Cards	A1	Comparison	Independent
19 High Street	Bidmead Cook	A2		
21 High Street	Co-op Funeral Care	A2		
23 High Street	Headlines Hairdressers	A1	Comparison	Independent
25 High Street	Tesco	A1	Convenience	Key Attractors
27 High Street	Vacant	Vacant		
Cadet Centre	Cadet Centre	Sui Generis		
Ambulance Station, High Street	Ambulance Station	Sui Generis		
Fire Station	Fire Station	Sui Generis		
Vets	Drybridge Veterinary Clinic	D1		
Health Centre	Health Centre	D1		
Railway Museum	Railway Museum	D1		
Co-op, Lords Hill	Co-op	A1	Convenience	Multiple
2-3 Pyart Court	Dental Practice	D1		
4 Pyart Court	Little Black Dog Pet Salon	A1	Comparison	Independent
5 Pyart Court	Smith's Pet & Garden Shop	A1	Comparison	Independent
6 Pyart Court	Looking Glass Hair Salon	A1	Comparison	Independent

7 Pyart Court	Forget Me Not Florists	A1	Comparison	Independent
8 Pyart Court	Thurabread Bakery	A5		
9 Pyart Court	Lloyds Pharmacy	A1	Comparison	Multiple
10 Pyart Court	Lloyds Pharmacy	A1	Comparison	Multiple
11 Pyart Court	Blue Boy Carpets	A1	Comparison	Independent
12 Pyart Court	Blue Boy Carpets	A1	Comparison	Independent
13 Pyart Court	Vacant (was Mauds Fabric Finds)	Vacant		
14 Pyart Court	Day Lewis Pharmacy	A1	Comparison	Multiple
15 Pyart Court	Vacant	Vacant		
16 Pyart Court	Bathroom Shop	A1	Comparison	Independent
17 Pyart Court	Royal Forest Kitchens	A1	Comparison	Independent
18 Pyart Court	Niue Tatu Shop	Sui Generis		
19 Pyart Court	Lettings Agent – Dean Properties	A2		
20 Pyart Court	Offices	A2		
21 Pyart Court	Vacant (was Black Rock Reptiles)	Vacant		
22 Pyart Court	The Vape Shop	A1	Comparison	Independent
23 Pyart Court	Studio M	A1	Comparison	Independent
24 Pyart Court	Bubbles Laundrette	Sui Generis		

Appendix 2

6. Use Class Order

This is a guide to the various Use Classes and the unit types that they represent:

CLASS A

A1 Shops - Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes.

A2 Financial and professional services - Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices.

A3 Restaurants and cafés - For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.

A4 Drinking establishments - Public houses, wine bars or other drinking establishments (but not night clubs).

A5 Hot food takeaways - For the sale of hot food for consumption off the premises.

CLASS B

B1 Business - Offices (other than those that fall within A2), research and development of products and processes, light industry appropriate in a residential area.

B2 General Industrial - Use for industrial process other than one falling within class B1 (excluding incineration purposes, chemical treatment or landfill or hazardous waste).

B8 Storage or distribution - This class includes open air storage.

CLASS C

C1 Hotels - Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels).

C2 Residential institutions - Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.

C2A Secure Residential Institution - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.

C3 Dwelling houses - this class is formed of 3 parts:

C3 (a) covers use by a single person or a family (a couple whether married or not, a person related to one another with members of the family of one of the couple to be treated as members of the family of the other), an employer and certain domestic employees (such as an au pair, nanny, nurse, governess, servant, chauffeur, gardener, secretary and personal assistant), a carer and the person receiving the care and a foster parent and foster child.

C3(b) up to six people living together as a single household and receiving care e.g. supported housing schemes such as those for people with learning disabilities or mental health problems.

C3(c) allows for groups of people (up to six) living together as a single household.

This allows for those groupings that do not fall within the C4 HMO definition, but which fell within the previous C3 use class, to be provided for i.e. a small religious community may fall into this section, as could a homeowner who is living with a lodger.

C4 Houses in multiple occupations - small shared houses occupied by between three and six unrelated individuals, as their only or main residence, who share basic amenities such as a kitchen or bathroom.

CLASS D

D1 Non-residential institutions - Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non-residential education and training centres.

D2 Assembly and leisure - Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or areas for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).

SUI GENERIS

Certain uses do not fall within any use class and are considered 'sui generis'. Such uses include: theatres, houses in multiple occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres and casinos.