



Cinderford Town

Annual Town Centre Monitoring Report July 2023 - July 2024

Presented by:
Forest of Dean District Council



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Introduction

Hello and welcome to this year's annual town centre monitoring report for Cinderford.

Our town centres in the Forest of Dean are complex places that serve a wide range of people and purposes. In recent years, we've been reminded of how important it is for our residents and visitors to have access to a healthy, vibrant town centre.

During the COVID-19 pandemic we relied on our local shops and suppliers to support our communities. We know our town centres are resilient and have the ability to adapt to serve the needs of the people who use them.

However, we also know our town centres are still recovering from the effects of the pandemic and other global issues. Therefore, it is important we are able to measure where we are, monitor progress, learn from others and plan for the future.

This report contains a key set of data and evidence that is collected every year to monitor changes in each of our market towns. It can be used by anyone with an active interest in improving the experience and vitality of our town centres in the Forest of Dean. The information in this report represents the performance of Cinderford for the period July 2023 to July 2024.

Thank you in advance for taking the time to read this report. I hope you find it useful and I look forward hearing about how it's helped develop your ideas for our market towns.



Nigel Brinn
CEO of Forest of Dean District Council



Successful Town Centres: Developing Effective Strategies

This report follows the guidelines and suggestions laid out in the '[Successful Town Centres](#) – 'Developing Effective Strategies: Indicators Toolkit' - launched by the Gloucestershire Local Enterprise Partnership in March 2013.

It presents key findings which can be used to evaluate the effectiveness of Cinderford town centre by focusing 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.

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.

It is suggested that this report be updated on an annual basis to provide a year-on-year indication of the health and viability of Cinderford town centre. It should be noted that the purpose of this document is to provide a range of data sets for the reader to interpret. Cinderford Town Council have been consulted during the preparation of this report.

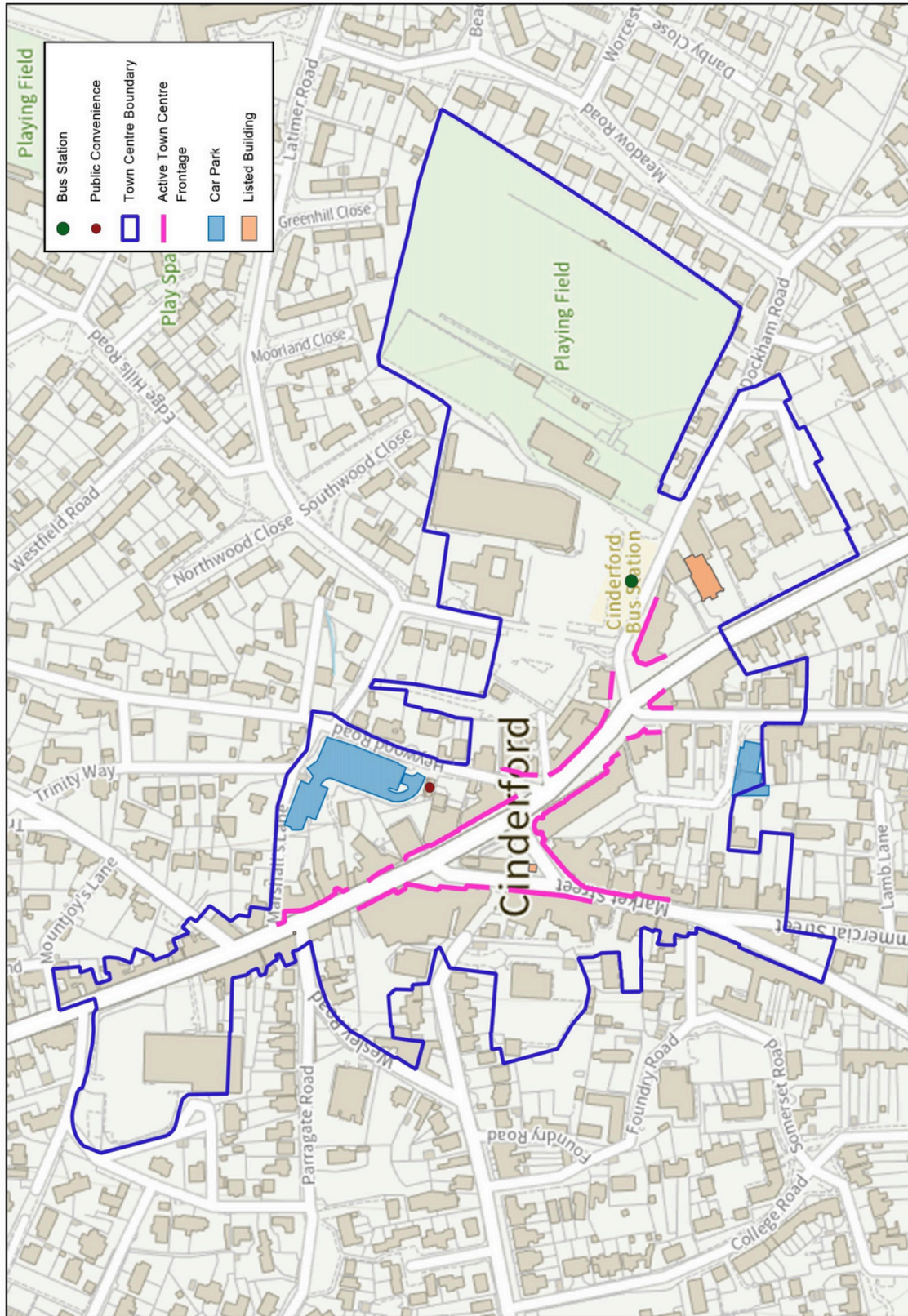
The toolkit advises that a number of indicators are assessed, including but not limited to:

- Footfall
- Car Parking
- Retail and Commercial Offer
- Trader Types
- Culture and Leisure Offer
- Events
- Reported Crime
- Markets
- Charity Shops
- Vacant Shops
- Town Centre Investment
- Evening/Night Time Economy



The Town Centre Boundary

The map below shows the designated town centre boundary for Cinderford which helps govern the data produced for this report.



2. People and Footfall

The overall aim in this theme is to provide an assessment of who comes to visit the town centre, what their socio-economic background is likely to be, how close they feel to the people around them and how they travel to the town centre.

2.1 Local Demographics

2.2 Visitor and Footfall Data

2.2.1 Visitor Trends and Insights

2.2.1.1 General Information

2.2.1.2 Local Loyalty

2.2.1.3 UK Visitors

2.2.2 Footfall

2.2.2.1 Cinderford footfall

2.2.2.2 Comparative Market Town footfall

2.2.3 High Street Recovery

2.3 Car Parking

2.3.1 Car Parking Charges

2.3.2 Monthly Sales Data

2.3.3 Ticket Sales Data



2.1 Local Demographics

This indicator refers to demographic information about the population of Cinderford from the 2021 Census managed by the Office of National Statistics (ONS).

2021 Census	Cinderford	Forest of Dean
Population	8,800	87,004 (+6.2% since 2011)
Age	17.7% 0-15 60.3% 16-64 22% 65+	16% 0-15 58.9% 16 - 64 25.1% 65+
Sex	50.4% female 49.6% male	51.1% female 48.9% male
Identity	6.5% of residents were born outside of the UK (approx. 560 people) 92.7% White British 7.3% Ethnic Minorities 2.47% of people identify as lesbian, gay, bisexual or other (LGB+) (approx. 217 people) (7.49% did not answer)	5.1% of residents were born outside of the UK (approx. 4435 people) 94.6% White British 5.4% Ethnic Minorities 2.28% of people identify as lesbian, gay, bisexual or other (LGB+) (approx. 2,000 people)
Education & Work	58.9% of Cinderford's population is 'Economically Active', with the majority of people working in skilled trade, care, leisure or elementary occupations. 41.1% of residents stated that they are 'Economically Inactive' 75.5% of people have a higher education qualification. 24.5% of people have no higher education qualifications	57.2% of the Forest of Dean's population is 'Economically Active', with the majority of people working in skilled trade, managerial, professional, care and leisure occupations. 42.8% of residents stated that they are 'Economically Inactive' 81.6% of people have a higher education qualification. 18.4% of people have no higher education qualifications
Health & Wellbeing	40.8% Very good health 36.5% Good health 15.9% Fair health 5.3% Bad health 1.5% Very bad health 20.7% of people have a disability under the Equality Act	44.8% Very good health 35.5% Good health 14.2% Fair health 4.2% Bad health 1.3% Very bad health 19.2% of people have a disability under the Equality Act

2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2022 - July 2023.

Methodology

In 2020, the Forest of Dean District Council procured a new footfall counting software called [TownandPlace.AI](#) to support the recovery of our town centres following the COVID-19 pandemic.

The software was supported by UK Gov '[Welcome Back](#)' [Funding](#). TownandPlace.AI is a platform that uses artificial intelligence and GPS data to create algorithmic visitor and footfall insights for local government and business improvement districts across the UK.

As the data is produced by an algorithm, it may not be 100% accurate but gives a very good indication of how and when people move around our towns.

In this data set, 'visitor' refers to a unique singular person who visits a destination and 'footfall' refers to the number of visits made to a destination (which could be multiple visits by a singular person but not in the same day).

Please note this data has been produced using geo-locations and postcodes, so has a bigger baseline than our town centre boundary and is not produced using population statistics from the Office of National Statistics as documented in section 2.1.

However, town centre boundaries have been drawn on to the Town and Place software to track specific movement within these locations.

Whilst we cannot identify specific reasons for visits to the town, we can use this data to analyse patterns of visitor behaviour to inform town planning and enhance user experience.

2.2.1 Visitor Trends and Insights*

2.2.1.1 General Information

- Cinderford Town is situated in a GL14 postcode, which has a population of around 15,722 people.
- On average, between July 2023 - July 2024, the town centre received around 20,715 unique visitors a month. This is +7% more than last year.
- Visitors peaked in September 2023 with 21,533 unique visitors.

2.2.1.2 Local Loyalty

- On average, 60.1% of residents with a GL14 postcode visit the town centre every month and 80% of all visitors live within a 10-mile radius of the town

*The Town and Place data has been revised this year due to an enhancement to the methodology and data modelling. Therefore all data history has been revised and some numbers will be different to previous years. This methodology is more accurate and will be followed going forwards.

2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2022 - July 2023.

2.2.1 Visitor Trends and Insights*

2.2.1.3 UK Visitor Information

- On average, 21% of visitors live over 10 miles away.
- Visitors from +10 miles away peaked in June 2024, at 26%.
- The majority of visitors from over 10 miles away were from Gloucester, however Cinderford also receives frequent monthly visitors from Ross on Wye, Monmouth and Newent.

2.2.1.4 Missed Potential Spend by Postcode**

Cinderford could increase its potential spend by extending its marketing and retail offer to cater for the needs of people in the below postcodes (focusing on its unique offer, so not to compete with the other market towns. See Market Town Regeneration Report [here](#).)

- GL17 (Mitcheldean, Drybrook, Longhope, Mitcheldean, Ruardean)
- GL15 (Lydney)
- GL16 (Coleford)

*The Town and Place data has been revised this year due to an enhancement to the methodology and data modelling. Therefore all data history has been revised and some numbers will be different to previous years. This methodology is more accurate and will be followed going forwards.

**Missed potential spend is calculated using data from the Office for National Statistics.

2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2022 - July 2023.

2.2.2 Footfall

2.2.2.1 Cinderford Town

The following data provides information on the total footfall within Cinderford town centre boundary for each month between June 2020 – July 2024*. This data is helpful as you can see the year-on-year difference in footfall for each month.

Footfall in Cinderford has increased by +3% year-on-year when compared to the same time period last year. 'Footfall' refers to the number of total visits made to a destination. As mentioned previously in the report, unique visitors has increased by +7%, 'visitor' refers to the number of individual persons who have visited a destination.

Cinderford Footfall Data June 2020 - July 2024	20/21	21/22	22/23	23/24	24/25
June	66,437	106,865	133,225	144,008	142,561
July	81,281	112,855	138,141	140,905	141,232
August	81,834	116,223	129,977	140,314	
September	92,457	118,005	144,497	153,654	
October	98,590	121,821	145,576	144,376	
November	86,532	138,909	144,466	144,360	
December	85,606	129,360	143,386	138,246	
January	60,968	112,980	139,881	142,331	
February	60,802	118,294	125,426	142,217	
March	90,903	123,635	138,988	141,637	
April	98,274	130,654	133,325	139,644	
May	107,851	135,782	135,121	144,567	

*Please note this is the most up to date data and some numbers in previous reports may be different due to updated and more accurate algorithmic data.

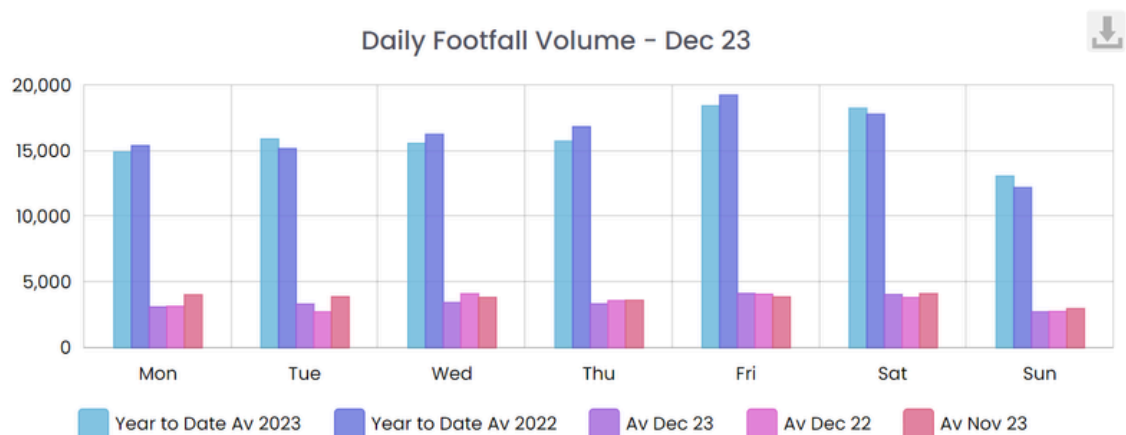
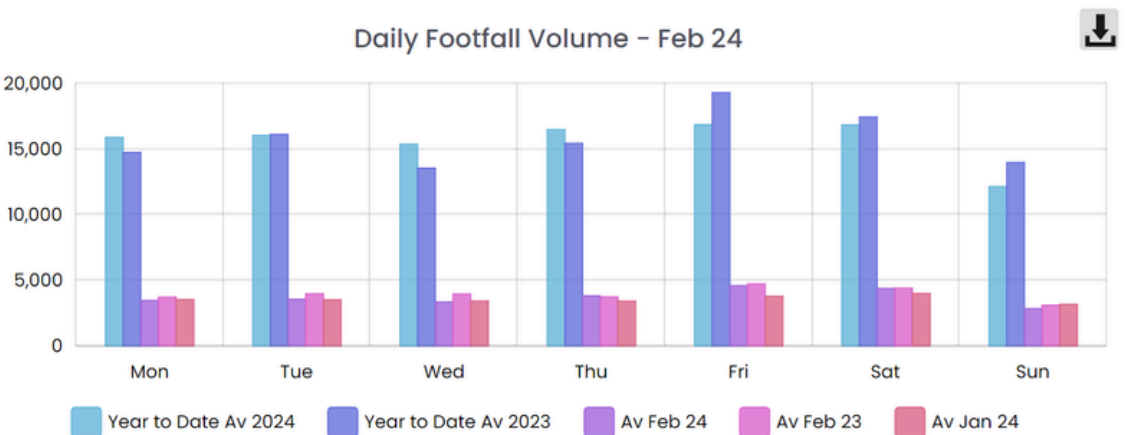
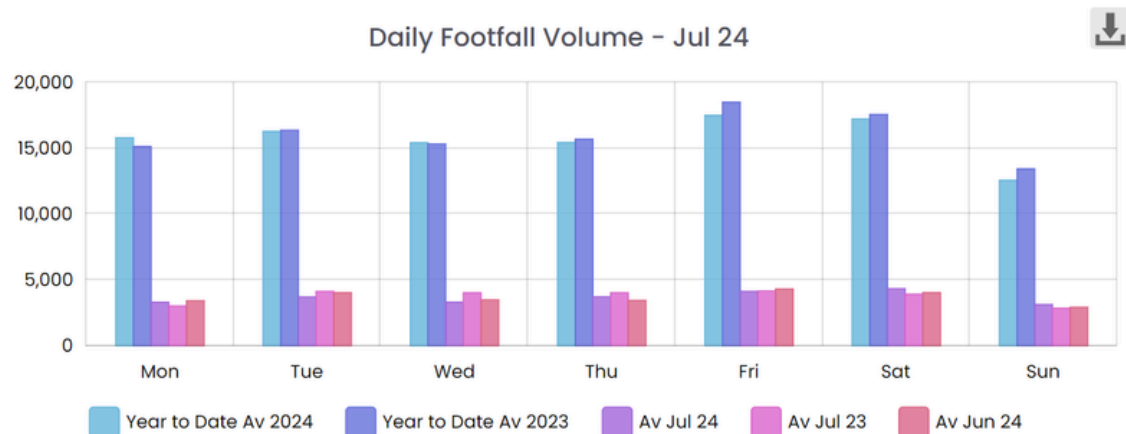
2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2022 - July 2023.

2.2.2 Footfall

2.2.2.1 Cinderford Town Daily Footfall

The below charts show daily footfall for July 24, Feb 24 and Dec 23. Friday is consistently the busiest day in Cinderford town throughout the year. Closely followed by Saturday. Sunday is always the quietest day.



2.2 Visitor and Footfall Data

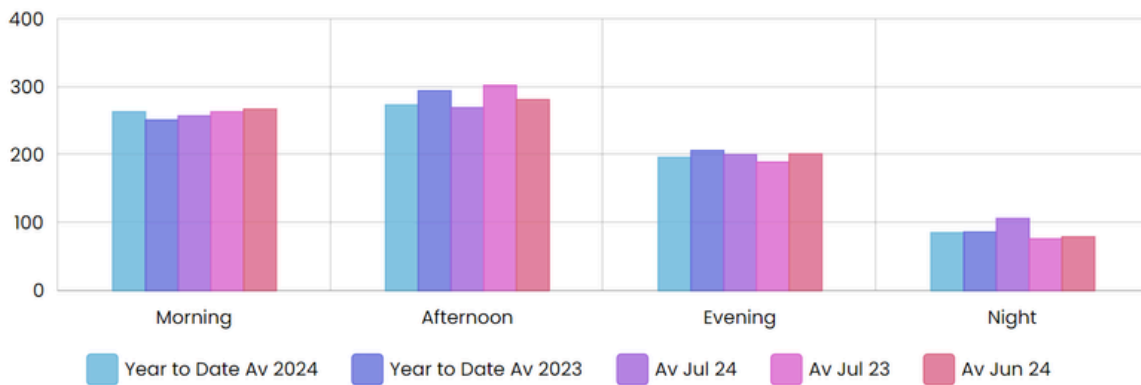
This indicator provides an assessment of visitors and footfall between the months of July 2022 - July 2023.

2.2.2 Footfall

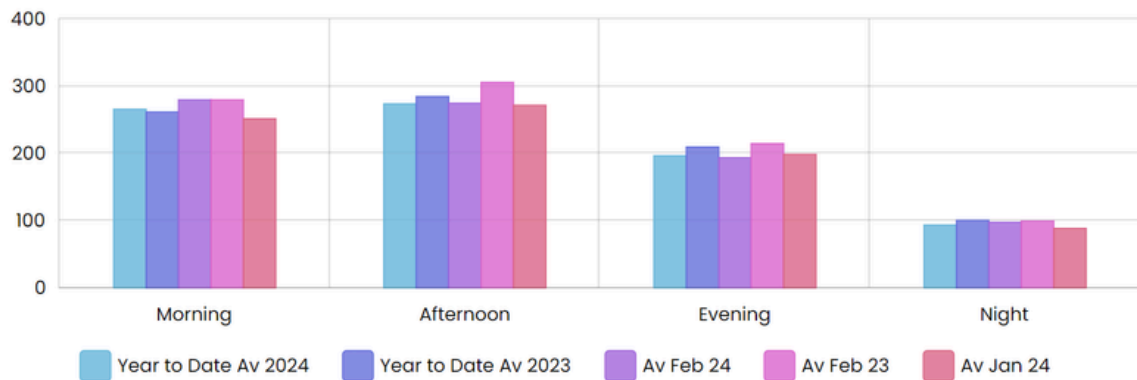
2.2.2.1 Cinderford Town Hourly Footfall

The below charts show average hourly footfall for July 24, Feb 24 and Dec 23. Analysis of the full data set for every month between July 2023 and July 2024 shows the peak footfall hour in Cinderford is 10-11am.

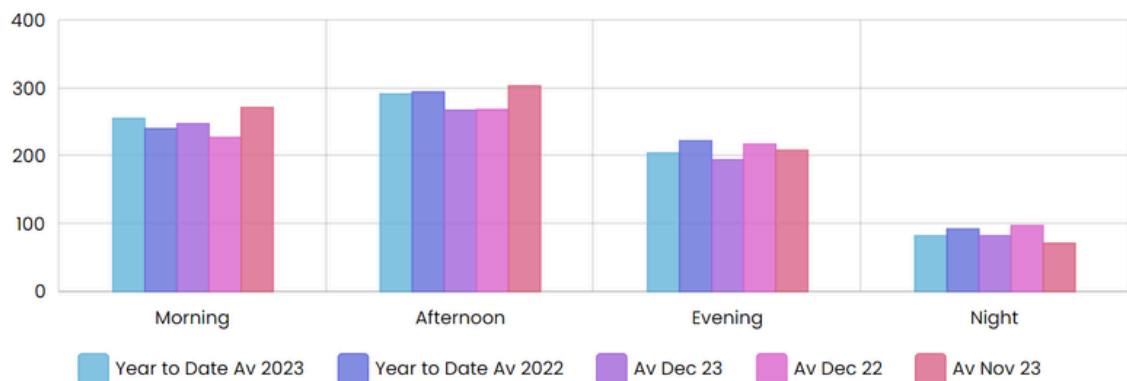
Average Hourly Footfall Volume - Jul 24



Average Hourly Footfall Volume - Feb 24



Average Hourly Footfall Volume - Dec 23

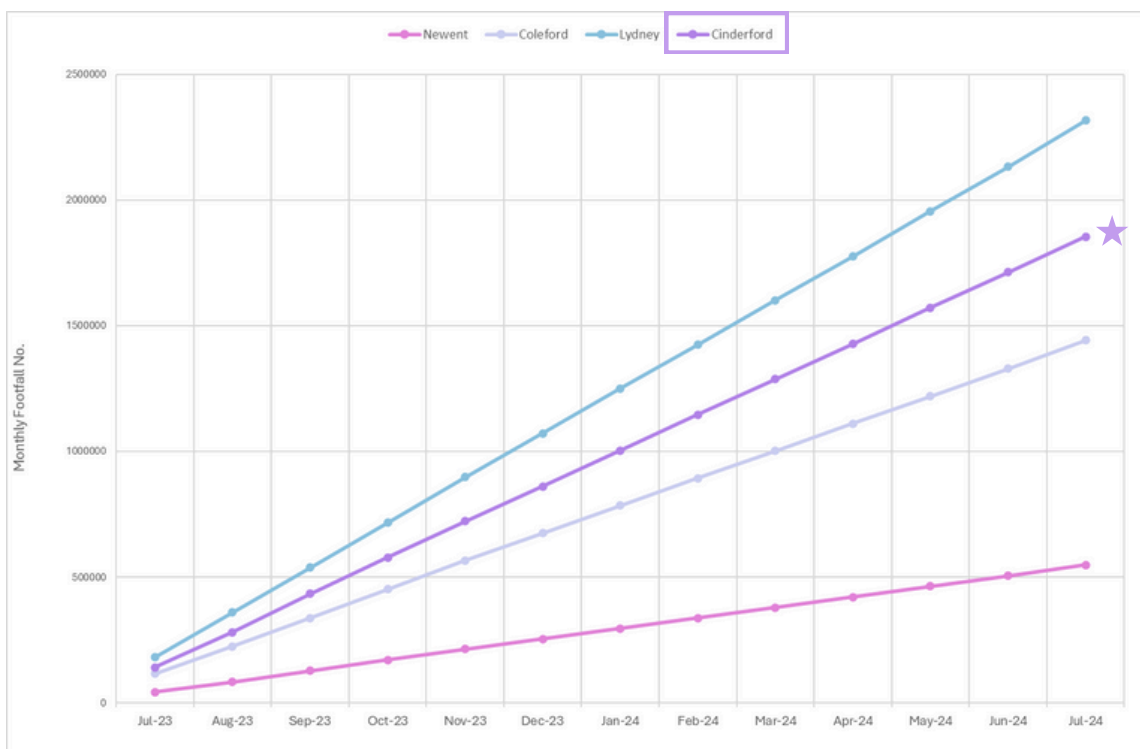


2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2022 - July 2023 and post-pandemic town recovery.

2.2.2.2 Comparative Market Town Footfall Data

The below data shows comparative aggregated footfall data of the four market towns in the Forest of Dean.

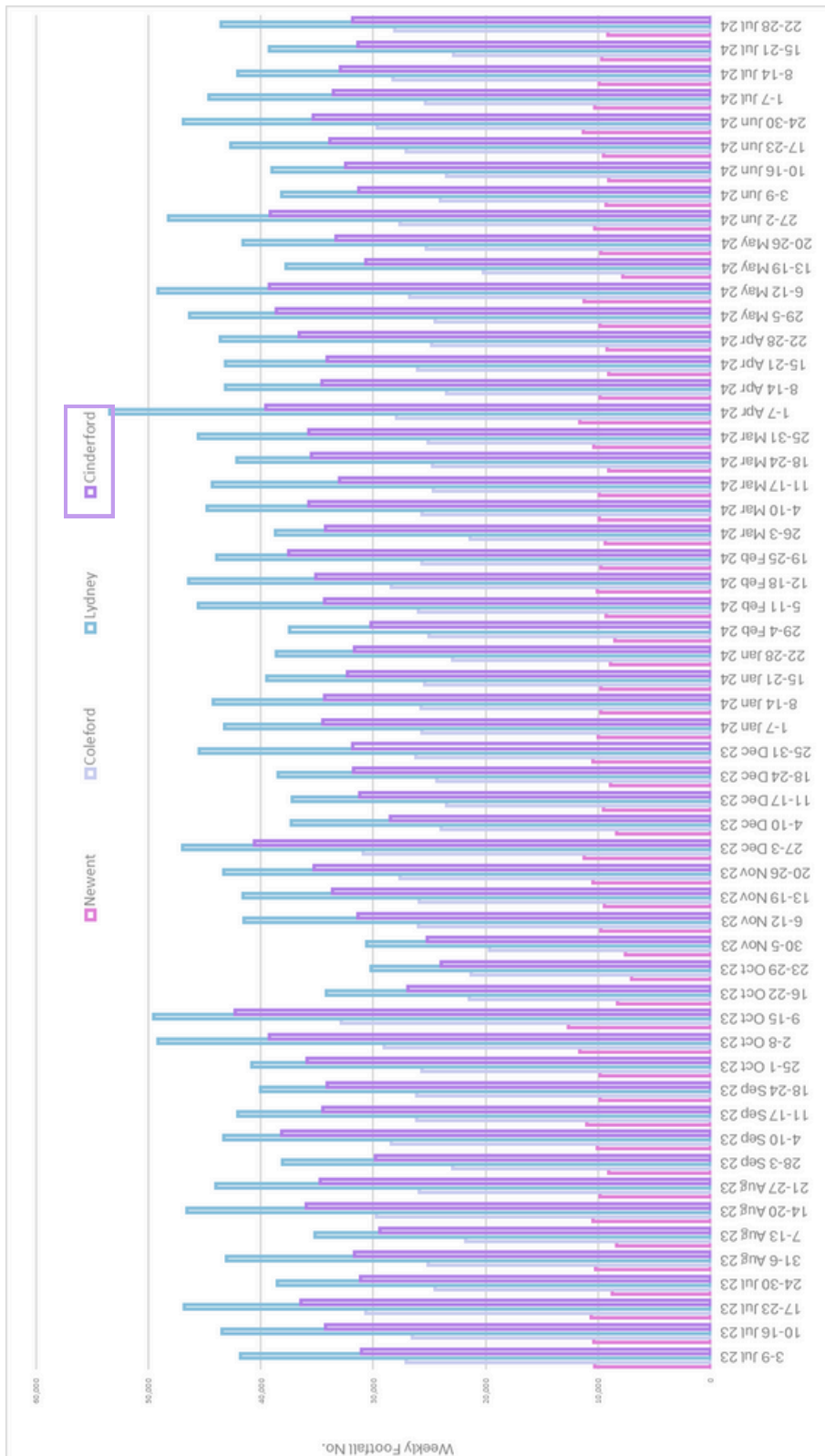


2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2022 - July 2023 and post-pandemic town recovery.

2.2.2.2 Comparative Market Town Footfall Data

The below data shows comparative weekly footfall data for the four market towns in the Forest of Dean. The same trend continues as identified in last years report, and shows Lydney as having the highest footfall, followed by Cinderford, then Coleford and Newent.

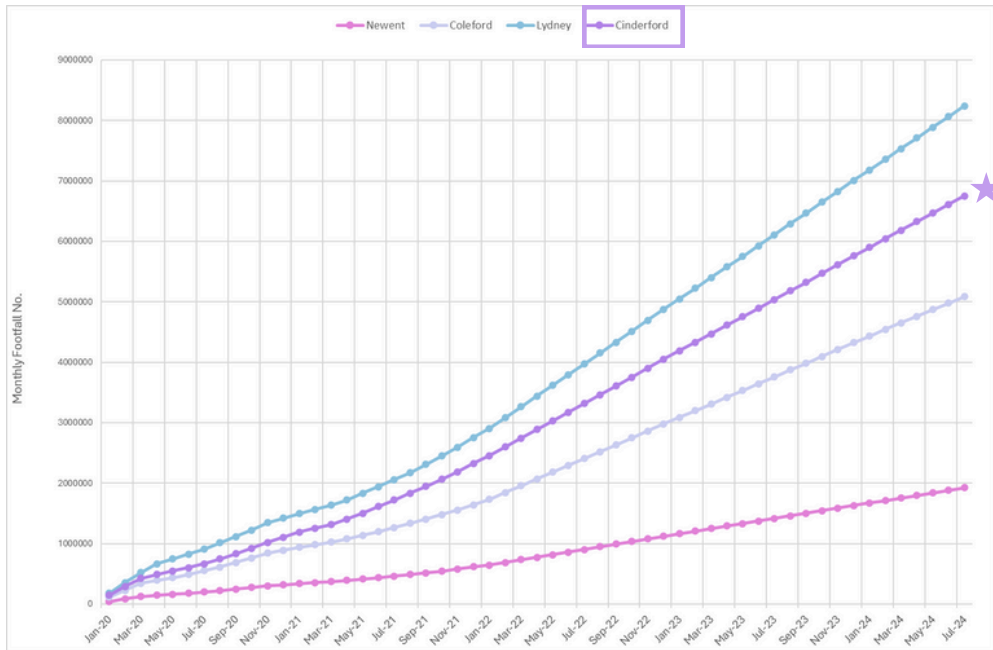


2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2022 - July 2023.

2.2.3 High Street Recovery

The graph below shows aggregated footfall trends in each market town since July 2020.



The chart below shows the footfall difference in Cinderford for 2023/24 when compared to the same months in 2019/20 (pre-pandemic). This data should be used as an indicator of post-pandemic town recovery, with an aim for footfall to be level or higher than 2019.

Year	Month	vs. 2019 (pre-pandemic)
2023	July	
	August	-5.7%
	September	+1.8%
	October	-5.9%
	November	-4.9%
	December	+3%

2024	January	-2.9%
	February	+5.8%
	March	-15.8%
	April	-6.8%
	May	-2.1%
	June	-6%
	July	-3.3%

2.3 Car Parking

This indicator refers to the off-street public car park usage in and around the town centre. Parking plays a significant role in mobility, access and economic development of a town centre. Data for this indicator is extracted from car parking ticket sales data held by Forest of Dean District Council.

2.3.1 Car Parking Charges

In September 2011, the Forest of Dean District Council Cabinet made the decision to implement car parking charges, with charging commencing on 1 July 2012. In October 2019, the car parking charges were increased which came into effect in June 2020 (they were due to be implemented in April 2020, however this was delayed due to Covid-19). In February 2024, car parking charges were increased again but the first hour was agreed to be free.

1 hour - Free

2 hours - £1 (was 50p)

3 hours - £2 (was £1)

4 hours - £3 (was £1.50)

For more information about car parking charges in the Forest of Dean, visit: [Car Parks and Charges](#).

2.3.2 Monthly Car Parking Ticket Sales Data

The table below shows the recorded monthly figures for tickets purchased at Heywood Road car park from July 2023 to July 2024. Car parking charges apply Monday to Saturday, 8am-6pm.

Heywood Road	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24
23-24	1393	1810	1271	1262	1518	1266	1197	1378	1281	1384	1025	891	913

2.3 Car Parking

This indicator refers to the off-street public car park usage in and around the town centre. Parking plays a significant role in mobility, access and economic development of a town centre. Data for this indicator is extracted from car parking ticket sales data held by Forest of Dean District Council.

2.3.3 Annual Car Parking Ticket Sales Data

The table below shows annual ticket sales data for Heywood Road car park. Ticket sales have fallen by around 2,000 since last year.

Annual Ticket Sales	Jul 18 – Jun 19	Jul 19 – Jun 20	Jul 20 – Jun 21	Jul 21 – Jun 22	Jul 22 – Jun 23	Jul 23 – Jun 24
Heywood Road	31,322	24,208	12,814	18,029	18,618	15,676

3. Diversity & Vitality of Place

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

The approach does not differentiate between the public, private and community/charity sectors as all contribute to the provision of services, products and overall experience of the town centre. This theme does not monitor consumer demand, expectations or their perceptions of the offer provided by the town centre., this information can be found in section 4 - Consumer and Business Perceptions.

3.1 Retail and Commercial Offer

- 3.1.1 Cinderford Use Class 2020-2023
- 3.1.2 National Chains
- 3.1.3 Markets

3.2 Culture and Leisure Offer

3.3 Events

3.4 Reported Crime



Aerial view of Cinderford new skate park

3.1 Retail and Commercial Offer

This indicator keeps track of the range and variety of retail goods and services offered in the town centre, measured as the change in the number of businesses in each category over a 12-month period.

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. 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.

A detailed audit of all retail and commercial properties in Cinderford can be found in Appendix 2. 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, vacancies, or very slight variations on the area assessed.

3.1.1 Cinderford Use Class 2020 - 2024

The [Town and Country Planning \(Use Classes\) Order 1987](#) puts uses of land and buildings into various categories known as 'Use Classes' which are detailed in appendix 1. The chart below outlines the Use Classes of the buildings in Cinderford Town centre from 2020 - 2023.

Use Class	2020	2021	2022	2023	2024
E (Commercial business and service)	71	67	72	62	61
F.1 (Learning and Non-Residential Institutions)	7	8	7	7	9
F.2 (Community Hall / Recreational Space)	1	1	1	1	1
Sui Generis	11	11	11	13	13

3.1 Retail and Commercial Offer

This indicator keeps track of the range and variety of retail goods and 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 National Chains

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. 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.

Data collected by [Town and Place.AI](#) provides a breakdown of National Chain providers within each of the town centres. Since last year's report was issued, Cinderford has lost two national chains - Lloyds and TSB.

The National Chains in Cinderford for this year are indicated below:

Chain	Category	Subcategory
Betfred	Leisure	Betting Shop
COOP	Store	Grocery
Tesco Superstore	Store	Grocery
Lidl	Store	Grocery
The Original Factory Shop	Store	Variety

3.1 Retail and Commercial Offer

This indicator keeps track of the range and variety of retail goods and services offered in the town centre, measured as the change in the number of businesses in each category over a 12-month period.

3.1.3 Markets

This indicator monitors the existence of regular markets in the town centre. Markets can be a major motivating factor for people to come to a town centre. The presence of a regular traditional market can add diversity to the retail offer of a town centre and 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.

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.

The [National Market Traders Federation](#) has no record of any markets being held in Cinderford.

However the below markets are organised locally by the community:

- Cinderford Friday Market, Woolshed Yard, Belle Vue Road. Every Friday, 10am – 3pm.

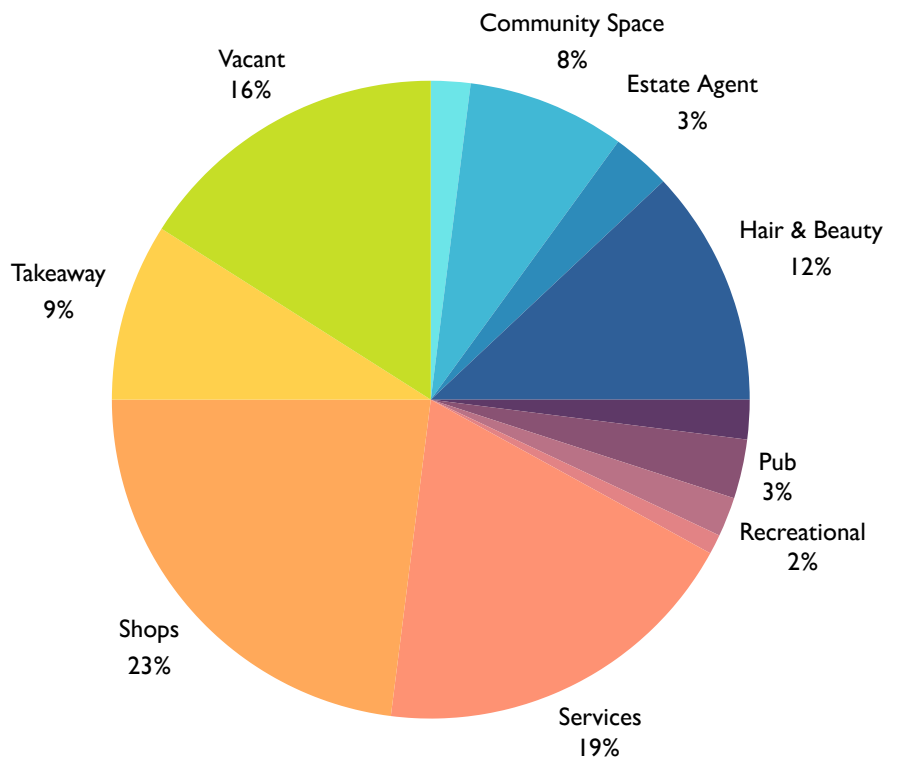
3.1 Retail and Commercial Offer

This indicator keeps track of the range and variety of retail goods and services offered in the town centre, measured as the change in the number of businesses in each category over a 12-month period.

3.1.4 Retail Sector Analysis

The below information demonstrates how the retail and commercial offer is distributed in Cinderford town as of August 2024 when the retail audit was conducted.

Cafes	2
Community Space	8
Estate Agent	3
Hair & Beauty	12
Hotel	0
Office Space	2
Pub	3
Recreational	2
Restaurant	1
Services	19
Shops	23
Takeaway	9
Vacant	16



3.2 Culture and Leisure Offer

This indicator captures the characteristics of Cinderford town centre related to culture and leisure activities for enjoyment and social interaction, not just necessity.

Facilities	2023	Signposting Information
Art Galleries	1	Picture House Gallery: https://www.visitdeanwye.co.uk/things-to-do/picture-house-gallery-p1922991
Art Centres	2	Artspace Cinderford: https://artspacecinderford.org/ Wyldwood Arts: https://www.wyldwoodarts.co.uk/about
Children's Play Area	0	Children's Play Area is located out of town boundary
Cinema	1	Palace Cinema: https://cinderpal.com/cinderford/now/
Community Halls	1	The Wesley: https://www.facebook.com/TheWesleyCinderford/ The Miners Welfare Hall (just outside of town centre boundary)
Community Garden	0	
Games / Arcades	0	
Gym	0	Gym is located out of town boundary

3.2 Culture and Leisure Offer

This indicator captures the characteristics of Cinderford town centre related to culture and leisure activities for enjoyment, not just necessity.

Facilities	2023	Signposting information
Library	1	
Museum	0	
Parks and Gardens	0	
Restaurants / Cafe's	3	
Swimming Pool	0	Swimming pool is located out of town boundary
Take-away's	9	
Theatre	0	The Wesley community hall has a new stage a dressing room, therefore can be used as a theatre
Other Special Venues & Public Spaces	3	<ul style="list-style-type: none"> • Cinderford Rugby Club • FVAF - Volunteering Centre • The Music Works • New co-working Space at Rheola House (Levelling Up Funded project) • The Triangle - outdoor auditorium and covered space for events
Local Tourism Attractions	5	<ul style="list-style-type: none"> • Littledean Jail • Mallards Pike Lake • Dean Heritage Centre • St Anthony's Well • The Rusty Pole

3.3 Events

This indicator keeps track of the number of events held in the town centre public realm, measured using local authority's data of event licences awarded over a 12-month period and those held in town centre venues that have a significant impact on footfall.

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).

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.

July 2023

16th FOD Pride
22nd Drumming Festival
22nd Crossroads Fun Day

August 2023

27th Cindyfest

September 2023

16th Memorabilia Day

November 2023

6th Crossroads Fireworks and Rugby Club Fireworks
12th Remembrance Sunday Parade
16th Christmas Carols at The Wesley
17th 100th Anniversary of War Memorial
25th Light Switch on and Lantern Parade

December 2023

3rd Forest of Dean Dog Rescue Christmas Market
9th Christmas Convoy

March 2024

9th Spiritualist Fayre
16th Canopy Art Exhibition
16th Cinderford Exchange
20th Artspace Trampolining Showcase
23rd Charlies Cancer Care Event
30th Easter Family Fun Day

April 2024

18th Glos. Wildlife Trust Open Discussion
20th Canopy Art Exhibition
27th Crossroads Glos. Carers Event

May 2024

2nd Polling Station
6th King's Coronation Event
18th Crossroads Glos. Carers Event

June 2024

6th D-day & Beacon Lighting
8th D-day Afternoon Tea Dance
9th The Life & Works of Dennis Potter

July 2024

4th Polling Station
6th Spiritualist Fayre
6th - 14th Art Trail
19th Artspace Showcase
20th Crossroads Glos. Carers Event
27th DrumFest
28th FOD Pride

3.4 Reported Crime

This indicator monitors the number of reported crimes in Cinderford Town Centre using data from the Police UK [website](#).

From July 2023 - July 2024, a total of 161 crimes were reported to the police. When compared to last year's data, reported crime in Cinderford had increased by 19.7%.

The data below is taken from the [Police UK 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.

	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Total
Violence and Sexual Offences	3	3	2	2	-	1	4	5	8	5	3	6	9	42
Anti-Social Behaviour	-	4	3	6	-	-	3	3	6	6	4	7	6	42
Criminal Damage and Arson	-	-	-	2	-	-	1	-	1	-	-	1	0	5
Vehicle Crime	-	-	-	-	-	-	-	-	-	-	-	-	0	-
Burglary	1	1	-	-	-	-	-	1	-	-	-	-	0	3
Other Theft	-	2	-	1	1	2	-	-	-	3	-	-	2	9
Drugs	-	-	-	-	-	-	-	-	1	-	-	-	1	1

Ctd. on next page...

3.4 Reported Crime

This indicator monitors the number of reported crimes in Cinderford town centre using data from the Police UK [website](#).

	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Total
Robbery	-	-	-	-	-	-	-	1	-	-	-	-	-	1
Shoplifting	-	1	1	1	-	1	2	4	-	1	1	-	2	12
Other Crime	1	-	-	-	-	-	-	-	-	1	-	-	-	2
Public Order	1	2	2	5	-	-	1	5	-	-	4	1	-	21
Theft from a Person	-	-	-	-	-	-	1	-	-	-	1	-	-	2
Possession of a Weapon	-	-	1	-	-	-	-	-	-	-	-	-	-	1
Total TY	6	13	9	17	1	4	12	19	16	16	13	15	20	161
Total LY	14	19	13	10	9	2	6	6	15	7	10	15	6	132
Difference	-8	-6	-4	+7	-8	+2	+6	+13	+1	+9	+3	0	+14	+19.7%

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.

On the other hand, more 'dynamic' elements such as evidence of partnership working or active management of the evening economy offer insights into the town centre's willingness to pull together and adopt a **purposeful** way forward to make it a more sustainably prosperous place regardless of the level of resources at its disposal.

4.1 Town Centre Investments

4.2 Vacant Retail Units

4.3 Charity Shops

4.4 Evening and Night Time Economy



The Music Works at No.6 Market Street and Greenhill Coffee House

4.1 Town Centre Investments

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 Cinderford.

4.1.1 Levelling Up - Cinderford

In June 2021, Cinderford Town Council received £880k of the District's £20m Levelling Up bid package to support the regeneration of the town centre.

Cinderford Town Council have used the Levelling Up fund to preserve and modernise a number of key heritage buildings within the town centre, bringing them back into community use.

This year, the former HSBC Bank has been transformed into a state-of-the-art facility for The Music Works which aims to bring music into the heart of the town centre and community.

The Wesley, Forest of Dean Community and Arts Centre, has become a central space for arts, creativity and community. The building needed a great deal of improvement including: a new roof; now fully insulated and lined with Solar PV, the building is generating its own electricity. A complete rebuild of the stage provides a much-valued performance space and, with the addition of a rain water garden in the courtyard, there is an outside space for all to enjoy.

Next to The Wesley is Rheola House, a Cinderford Town Council owned building now used as a co-working space, central to town and home to many local businesses. The building has been completely refurbished with the installation of 3 EVCPs (a 4th is on the way!) and a resurfaced car park.



The Wesley Forest of Dean Community and Arts Centre



Rheola House

4.2 Vacant Retail Units

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.

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. 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.

4.2.1 Vacant Retail Units

The chart below summarises the amount of vacant retail units in Cinderford as of August 2024 when the retail audit was conducted. There are 2 less vacant properties than were recorded in 2023. To note, the national average high street vacancy rate in Q4 2023 was 14% (Local Data Company)

Year	Vacant Unit Qty	Units Surveyed	% of Vacant Units
2024	16	100	16%
2023	18	101	17.8%
2022	13	103	12.6%

4.2.2 List of Vacant Units in Cinderford

See below the list of vacant retail units within Cinderford town centre boundary as of August 2024.

- 1 High Street
- 18 High Street
- 21A High Street
- 21B High Street
- 25 High Street
- 27a High Street
- 29 High Street
- 31 High Street
- 36 High Street
- 43 High Street
- 67a High Street
- 5-7 Market Street
- 10a Market Street
- 14 Market Street
- 19 Market Street
- 5 Heywood Road

4.3 Charity Shops

This indicator monitors yearly changes in the number of charity shops in a town centre.

Charity shops fill an important gap in the retail offer of any town centre. They provide a valuable reuse and recycling function, reducing the volume of waste going to landfill and bringing in valuable income for worthy causes. The councils Sustainable Economy strategy sets out to promote the circular economy in the district and encourage residents to re-use and recycle their textiles and household items. Charity shops are an essential part of promoting the circular economy.

As well as their environmental benefits, charity shops are cutting across social and demographic boundaries in attracting customers, providing affordable and specialist items. During the cost of living crisis, these stores add significant value to local residents who can't or may not want to buy new items. This indicator alone can act as a barometer for the impact of strategic decisions on the daytime economy of a town centre.

The chart's below summarise charity shops in Cinderford town centre for 2024 and previous years.

2008	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
4	4	4	3	4	4	4	4	4	3	3	3	3

2021	2022	2023	2024
Dean Forest Hospice, 5 Heywood Road	Dean Forest Hospice, 5 Heywood Road	Great Oaks, Dean Forest Hospice, 5 Heywood Road	Great Western Air Ambulance, 8 High Street
Sue Ryder Care, 3 Heywood Road	Sue Ryder Care, 3 Heywood Road	Sue Ryder Care, 3 Heywood Road	Sue Ryder Care, 3 Heywood Road
Dial-a-Ride, 2a High Street	Dial-a-Ride, 2a High Street	Dial-a-Ride, 2a High Street	Dial-a-Ride, 2a High Street

4.4 Evening and Night Time Economy

This indicator monitors evidence of active management of the evening and night time economies in the town centre.

This indicator monitors evidence of active management of the evening and night time economies in the town centre. 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. In many cases, the town centre attracts a completely different demographic of customers in the evening to those who visit the high street during the daytime.

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.

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.

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.

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. Cinderford town centre is not accredited as a purple flag location.

Outlined below are a list of town centre venues which generate revenue for the evening and night-time economy in Cinderford:

37-39	High Street	Curry Leaf Indian Takeaway & Restaurant	Sui Generis
8	Market Street	The Doghouse (Micro Pub)	Sui Generis
27	High Street	The Golden Lion	Sui Generis
1	Commercial Street	Soldiers and Sailors Club	Sui Generis
The Palace Cinema	Belle Vue Road	Cinema	Sui Generis

APPENDICES.

1 Use Class Orders

2 Cinderford Retail and Commercial Unit Audit

I Use Class Order

The changes amend the Use Classes Order 1987 and took effect on 1 September 2020. This is a guide to the changes in the various Use Classes and the unit types that they represent.

Use	Old Use Class	New Use Class
Shops	A1	E
Financial and Professional Services	A2	E
Food and Drink	A3	E
Business (office, research and development, light industrial process)	B1	E
Non-residential Institutions (medical or health services, creches, day nurseries and centres)	D1	E
Assembly and Leisure (indoor sport, recreation or fitness, gyms)	D2	E
Non-Residential Institutions (education, art gallery, museum, public library, public exhibition hall, places of worship, law courts)	D1	F1
Shops no larger than 280m ² (selling mostly essential goods and at least 1km from other similar shops)	A1	F2
Community Hall, outdoor sport/recreation, indoor or outdoor swimming pool, skating rink	A1	F2
Public House, wine bar, drinking establishments	A4	Sui Generis
Hot Food Takeaway	A5	Sui Generis
Cinema, Concert Hall, Bingo Hall, Dance Hall, Live Music Venue	D2	Sui Generis

2 Cinderford Retail Unit Audit

As of August 2024, the businesses below occupied the retail and commercial outlets in Cinderford Town Centre.

The lines highlighted in **green** show a change in occupancy or new vacant commercial unit for this year.

No/Name	Street	Service	Use Class	Sector
1	High Street	Vacant	Vacant	Vacant
2	High Street	Gordon Blake Funeral Directors	E	Service
2A	High Street	Dial-a-Ride Charity Shop	E	Shop
03-May	High Street	Pitman Blackstock and White Solicitors	E	Service
4	High Street	Betfred	E	Service
6	High Street	Brambles home care	E	Service
8	High Street	Great Western Air Ambulance Charity Shop	E	Shop
7	High Street	Fish & Chip Shop	Sui Generis	Takeaway
9	High Street	Elsa's Pet Shop	E	Shop
10	High Street	Cinderford Kebab and Pizza	Sui Generis	Takeaway
11	High Street	Cinderford Grill & Peri Peri Chicken	Sui Generis	Takeaway
12	High Street	Pick-a-Pizza	Sui Generis	Takeaway
13	High Street	Cinderbury's Local	E	Shop
14	High Street	European Market	E	Shop
15	High Street	Caremark	E	Service
15A	High Street	KJT Residential - Estate Agents	E	Estate Agents
16	High Street	Marmaris Barbers	E	Hair & Beauty
17/19	High Street	Forest Tailoring	E	Service
18	High Street	Vacant	Vacant	Vacant
20	High Street	Lotus Takeaway	Sui Generis	Takeaway
21A	High Street	Vacant	Vacant	Vacant
21B	High Street	Vacant	Vacant	Vacant
22	High Street	Cameron's Butchers	E	Shop
23	High Street	Scoops Cards	E	Shop
24/26	High Street	The Original Factory Shop	E	Shop
25	High Street	Vacant	Vacant	Vacant
27	High Street	Golden Lion Pub	E	Pub

2 Cinderford Retail Unit Audit

As of August 2024, the businesses below occupied the retail and commercial outlets in Cinderford Town Centre.

No/Name	Street	Service	Use Class	Sector
27a	High Street	Vacant	Vacant	Vacant
29	High Street	Vacant	Vacant	Vacant
31	High Street	Vacant	Vacant	Vacant
33a	High Street	Mobile King Repairs	E	Shop
34	High Street	No: 32 Hair Dressers	E	Hair & Beauty
35	High Street	Mark Harper MP Office	F.I	Service
36	High Street	Vacant	Vacant	Vacant
37-39	High Street	Curry Leaf Indian Takeaway & Restaurant	E	Restaurant
38	High Street	Exquisite Nail & Beauty	E	Hair & Beauty
40	High Street	Tattoo Studio	E	Service
41	High Street	Serenity	E	Hair & Beauty
43	High Street	Vacant	Vacant	Vacant
44 & 44a	High Street	Ark Property Management	E	Estate Agents
46	High Street	Jonny's Barbershop	E	Hair & Beauty
54	High Street	Jolly Forest Fryer - Fish and Chips	Sui Generis	Takeaway
56	High Street	Exodus Hair Salon	E	Hair & Beauty
61/63	High Street	Ashton and Daniels Optometrist	E	Service
67a	High Street	Vacant	Vacant	Vacant
79-79a	High Street	Electrical Services	E	Service
Westgate Stores	High Street	The Original Factory Shop	E	Shop
1	Market Street	The Real Deal	E	Shop
3	Market Street	Mel's Top Cutz	E	Hair & Beauty
5 to 7	Market Street	Vacant	E	Shop
6	Market Street	The Music Works	Sui Generis	Community Space
8	Market Street	The Doghouse (Micro Pub)	Sui Generis	Pub
8C	Market Street	Greenhill Coffee House	E	Café
09-Nov	Market Street	Forest Pharmacy	E	Service
10A	Market Street	Vacant	Vacant	Vacant
12	Market Street	Jimmys Barbers	E	Hair & Beauty
13	Market Street	Wyedean Healthfoods	E	Shop
14	Market Street	Vacant	Vacant	Vacant
15	Market Street	Forest Barbers	E	Hair & Beauty

2 Cinderford Retail Unit Audit

As of August 2024, the businesses below occupied the retail and commercial outlets in Cinderford Town Centre.

No/Name	Street	Service	Use Class	Sector
16-18	Market Street	Premier	E	Shop
17	Market Street	Taylor's Jewellers	E	Shop
19	Market Street	Vacant	Vacant	Vacant
25	Market Street	Cinderford Nails	E	Hair & Beauty
26	Market Street	My Dentist Dental Care	E	Service
26a	Market Street	CJ Bakery	E	Shop
31	Market Street	CANDI Drop In Centre	F.I	Community Space
37A	Market Street	Reptiles and Aquatics Angling	E	Shop
Lower Ground Kiosk	Market Street	Truly Scrumptious Baguette Shop	E	Shop
Upper Kiosk	Market Street	The Barber Shop	E	Hair & Beauty
1	Commercial Street	Soldiers and Sailors Club	Sui Generis	Pub
6	Commercial Street	The Chippy, Cinderford	Sui Generis	Takeaway
16	Commercial Street	Bowkett's Off License	E	Shop
3	Heywood Road	Sue Ryder Care Charity Shop	E	Shop
5	Heywood Road	Vacant	Vacant	Vacant
1a	Heywood Road	SAJ Indian Takeaway	Sui Generis	Takeaway
1b	Heywood Road	Fork 'n' Spoon Chinese Takeaway	Sui Generis	Takeaway
4-5 Berisford Court	Dockham Road	Gwyn James Solicitors	E	Service
6 Berisford Court	Dockham Road	Muzo's Café Bar and Restaurant	E	Café
Health Centre	Dockham Road	Ow Bist - Community Centre	F.I	Community Space
Royal Forest Centre	Dockham Road	Royal Forest Centre	F.I	Community Space
TESCO	Dockham Road	TESCO	E	Shop
2	Dockham Road	Grindles Coaches	E	Service
4	Dockham Road	Dean Estate Agents	E	Estate Agents
6	Dockham Road	Victoria's Beauty and aesthetics	E	Hair & Beauty
1 Berisford Court,	Dockham Road	The Cash Exchange	E	Shop
2-3 Berisford Court	Dockham Road	NFU Mutual	E	Service

2 Cinderford Retail Unit Audit

As of August 2024, the businesses below occupied the retail and commercial outlets in Cinderford Town Centre.

No/Name	Street	Service	Use Class	Sector
Rugby Club	Dockham Road	Rugby Club Dockham Road	F.2	Community Space
1	Woodside Street	David Kear Opticians	E	Service
3	Woodside Street	Art Space Cinderford Gallery	F.1	Community Space
Cinderford Delivery Office	Woodside Street	Post Office	E	Service
Wesley Hall	Belle Vue Road	The Wesley - Forest of Dean Community and Arts Centre	F.1	Community Space
1	Belle Vue Road	Picture House Gallery	F.1	Recreational
1 C/2A	Belle Vue Road	Woolshed	E	Shop
3	Belle Vue Road	Locksmith	E	Service
4	Belle Vue Road	Offices	E	Office Space
6	Belle Vue Road	Offices	E	Office Space
Library	Belle Vue Road	Library	F.1	Community Space
The Palace Cinema	Belle Vue Road	Cinema	Sui Generis	Recreational
Lidl	Parragate Road	Lidl Foodstore	E	Shop
1A	Victoria Street	RMD Key Cutting	E	Service