



Town Centre Audits Coleford

2020/21



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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, have 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.

The information in this report represents the town's performance for the period June 2020 to July 2021.

During this period the Forest of Dean was placed under full and partial national Covid-19 lockdowns by the Government which commenced in March 2020 and ended in July 2021.

1.1 Successful Town Centres

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

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.

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

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

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 Coleford town centre.

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 Covid-19

Since March 2020, the world has been dealing with the Covid-19 Global Pandemic. The effects of this virus will be felt for many years across a multitude of areas. We have tried to capture the initial impact it has had on the town centre in this report.

It is important to note the following key dates which record public movement/trading restrictions during the Covid-19 pandemic up to the end of the reporting period:

- 23 March 2020 - UK Government declares National Lockdown. Closing all non-essential stores and the entire hospitality sector
 - 10 May 2020 - First easing of England's lockdown, (public allowed to leave the house to exercise more than once a day.)
 - 1 June 2020 - Lockdown measures eased with school children in reception, year 1 and 6 returning to school
 - 15 June 2020 - High Street stores reopened (exc hospitality, beauty and hairdressing sectors)
 - 4 July 2020 - Remaining business sectors reopened
 - 24 July 2020 - UK Government announces mandatory use of masks in England
 - 3 August 2020 - Eat Out to Help Out scheme launched
 - 1 September 2020 - First day of school term for Gloucestershire
 - 24 September 2020 - 10pm Curfew in England began
 - 14 October 2020 - The Government introduced the Three Tier System
 - 31 October 2020 - The Government announced a 4 week lockdown ending 2 December 2020
 - 2 December 2020 - England returned to the Three Tier System with a Fourth Tier added later in December 2020
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- 4 January 2021 - The Government announced a full lockdown
- 8 March 2021 - Schools in England returned (step 1a of the COVID Recovery Roadmap)
- 29 March 2021 - Rule of 6 (outdoor) reintroduced (step 1b of the COVID Recovery Roadmap)
- 12 April 2021 - England moved to step 2 of the COVID Recovery Roadmap
- 17 May 2021 - England moved to step 3 of the COVID Recovery Roadmap
- 19 July 2021 - England moved to step 4 of the COVID Recovery Roadmap

Forest of Dean District Council and the Town Council took steps to ensure the safety of the town's residents whilst maintaining business operations.

Community efforts saw the town centres and shopping habits change within the first few months of the pandemic as shown in the Town Centre Report from 2019-2020.

To offset the effects of COVID-19, in 2020 Central Government introduced rate relief, furlough, VAT relief and business grant schemes to help with the recovery of the economy and the high street.

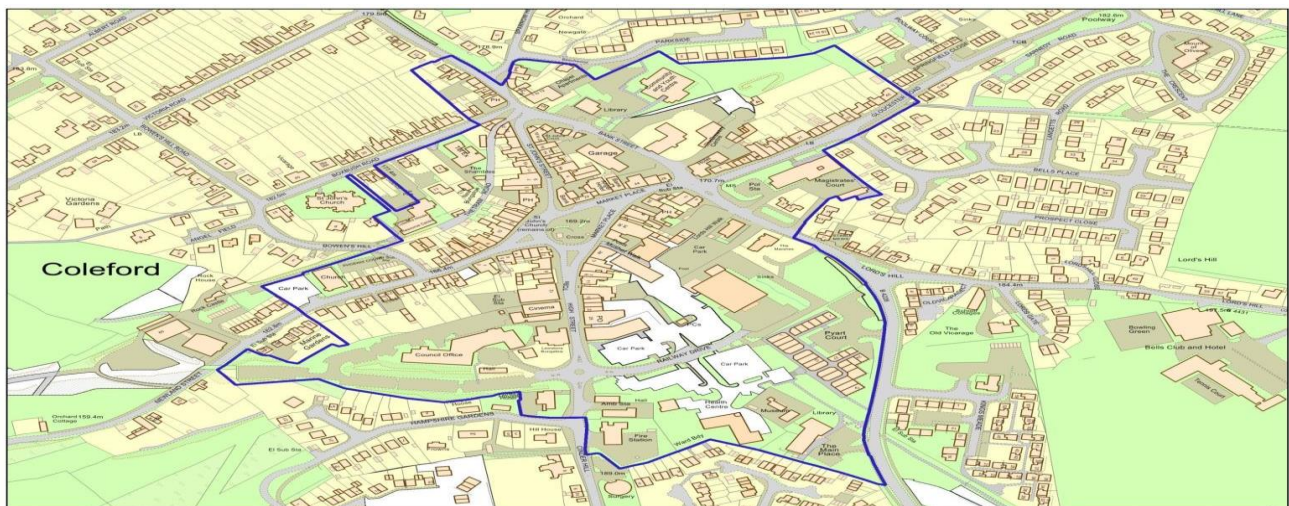
The Forest of Dean District Council received the following ERDF funding to assist the Town and Parishes in their recovery:

- Reopening the High Street
- Welcome Back Fund
- Contain Outbreak Management Fund

£35m has also been distributed to businesses under Forest of Dean District Council's Additional Restrictions Grant Scheme.

1.3 Coleford Town Centre Boundary

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



2. People and Footfall

The [Local Insight profile](#) commission by Gloucestershire County Council in 2016 indicated that the population of Coleford was 10,145 at this time.

This report recognises that since this date, the housing development in each of the Towns within the Forest of Dean may have affected these figures.

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 customer and visitor needs and expectations successfully.

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

2.1 Footfall 2013 to 2020

2.1.1 The information below provides a summary of the 10 minute footfall counts for 2020-2013, 2009, 2008 and 1999. The 10 minute average has been calculated across the whole week (weekday and weekend counts).

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

2.1.3 The methodology used in 2013 and onwards is as per the guidance stated in the ‘Successful Town Centres – Developing Effective Strategies: Indicators Toolkit’. 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.

2.1.4 The table below shows the results of the footfall counts for each recorded year up to 2020. 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.

2020	2019	2018	2017	2016	2015	2014	2013	2009	2008	1999
43	64	79	47	53	52	40	60	40	31	29

2.1.5 Due to the Covid-19 pandemic, the 2020 counts were carried out over an extended period of 4 weeks and as such the count data for this year is an average of the 4 week duration.

2.1.6 Counts were conducted for an hour and recorded at 10 minute intervals. Counts were taken outside Tesco Express. This does differ to previous years (previously adjacent to Sue Ryder Cancer Care) as we were also surveying pedestrian use on the Highway interventions.

2.2 Footfall 2021

2.2.1 In 2020, funded by [ERDF Restarting the High Street funding](#), Forest of Dean District Council procured new footfall counting software [TownCentre.AI](#). TownCentre.AI is a platform that provides instant town centre footfall and visitor behaviour insights to local government and business improvement districts across the UK.

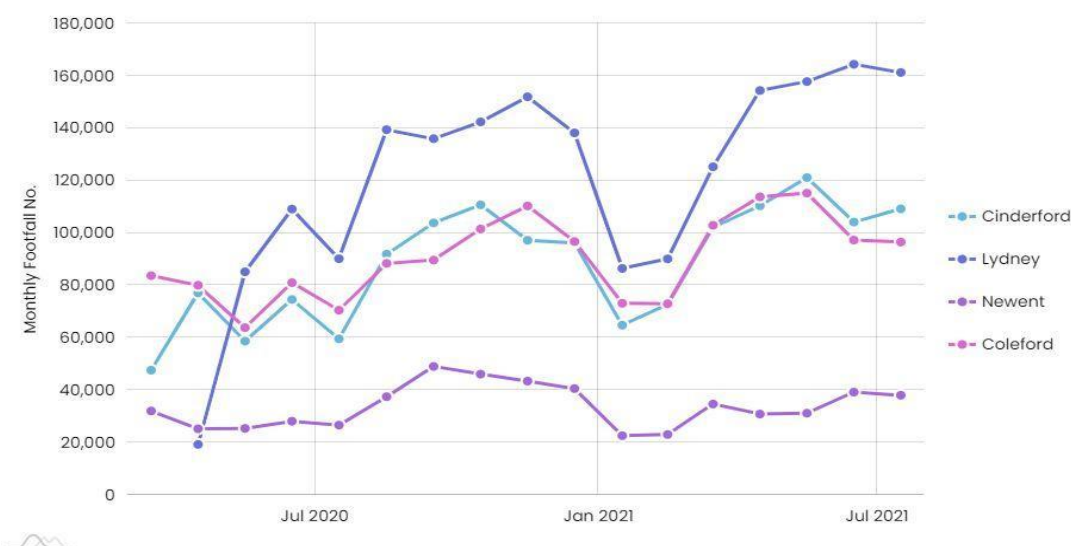
2.2.2 The methodology into collecting town footfall data has now changed and this approach will be used for a 3 year period April 2021 -March 2024 whilst the previous data was collected manually, the following data has been collected by Artificial Intelligence and GPS data. Therefore, it is not possible to compare the new AI data with the manual footfall counts recorded previously.

2.2.3 The following data provides information on the total footfall within Coleford town centre boundary during the period of June 2020 to July 2021.

Month	Total Footfall
June 2020	81,018
July 2020	70,507
August 2020	88,380
September 2020	89,650
October 2020	101,526
November 2020	110,327
December 2020	96,733
January 2021	73,172
February 2021	72,981
March 2021	102,929
April 2021	113,786
May 2021	115,199
June 2021	97,281

Month	Total Footfall
July 2021	96,536

2.2.4 The graph below shows Coleford footfall from March 2020 to August 2021 in comparison to the other 3 market towns.



2.3 Car Parking

2.3.1 This indicator refers to the 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 Car parking charges were increased by [Forest of Dean District Council](#) in October 2019 which came into effect in June 2020 (they were due to be implemented in April 2020, however this was delayed due to Covid-19).

2.3.8 The table below shows the recorded monthly figures for tickets purchased within the period of June 2020 to July 2021.

Railway Drive:

Month	NO. of Tickets Purchased
June 2020	1774
July 2020	8117
August 2020	6604
September 2020	6474
October 2020	8608
November 2020	5160
December 2020	5352
January 2021	3451
February 2021	3937
March 2021	4660
April 2021	7038
May 2021	6361
June 2021	7686
July 2021	7760

Newland Street:

Month	NO. of Tickets Purchased
June 2020	36
July 2020	235
August 2020	214
September 2020	229
October 2020	243
November 2020	133
December 2020	185
January 2021	72
February 2021	88
March 2021	104
April 2021	257
May 2021	273
June 2021	264
July 2021	264

2.3.9 Based on a monthly recording for Railway Drive car park, the average ticket sales for Coleford between 2020 and this year has decreased. Likewise, Newland Street Car Park saw a fall in monthly ticket sales. The reduction in ticket sales will no doubt be due in part to COVID-19 - a reduction in shoppers during lockdown and beyond meant a reduction in vehicles.

2.3.10 Due to Covid-19, the car park charges were suspended for April and May 2020 however free parking on Saturdays remained until 1 September 2020. In June 2020, Forest of Dean District Council also introduced 5 free short term (30 minutes) parking bays per town to support safe, local shopping and local traders following the first national lockdown. The 5 free bays are still in place.

3. Diversity and Vitality of Place

The overall aim of 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.

The 'Diversity and Vitality of Place' section covers the following key items; Retail and Commercial Offer, 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 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.

3.1.5 On 1 September 2020 the Use Classes Order of 1987 was amended. [Please refer to appendix 2.](#)

3.1.6 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.

3.1.7 Coleford Use Class Breakdown 2021:

Use Class	2020	2021
E	93	92
F.I	3	3
Sui Generis	30	31

Use Class	2020	2021
Total Units	126	126

3.2 Trader Type

3.2.1 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.

3.2.2 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.

3.2.3 Data collected by [TownCentre.AI](#) provides a breakdown of National Chain providers versus the independent stores within each of the town centres. The National Chains are indicated below:

Chain	Category	Subcategory
B&M	Store	Variety
Betfred	Leisure	Betting Shop
Bonmarche	Store	Clothing
Boots	Medical Organisation	Pharmacy
Cancer Research	Charity	Charity Store
COOP	Store	Grocery
Coventry Building Society	Financial Service	Bank or Credit Union
Greggs	Food Establishment	Food to Go
Lidl	Store	Grocery
Lloyds Bank	Financial Service	Bank or Credit Union
Tesco Express	Store	Grocery
Tesco Superstore	Store	Grocery
The Original Factory Shop	Store	Variety
TSB	Financial Service	Bank or Credit Union

Chain	Category	Subcategory
William Hill	Leisure	Betting Shop

3.2.4 As highlighted in the table above, Coleford Town Centre features 6 of these national chains out of 126 occupied units

3.3 Culture and Leisure Offer

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

3.3.2 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.

3.3.3 This indicator captures this characteristic of town centre activity.

3.3.4 The following provides an indication of the cultural and leisure offer within Coleford town centre for 2021.

Facility	2021
Museums	1
Art Galleries	0
Art Centre	0
Take Away	11
Restaurants and Cafés	8
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 Events

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

3.4.2 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).

3.4.3 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.

3.4.4 Typically, events may range from small carnivals or fairs, to major cultural festivals, conferences.

3.4.5 Licensed events in Coleford over the past year are as follows (date shown is when application was made). It should be noted that many of the usual yearly events were cancelled due to the Covid-19 restrictions including:

3.4.6 Temporary Event Notices:

Date	Location	Reason
19.6.21	Market	Sale of alcohol at market
17.7.21	Market	Sale of alcohol at market
31.7.21	Coleford Town Centre	Busking Festival
30.8.20	St Johns Street	Fiddle Fair

4.4.7 Road Closure Orders:

- None

4.4.8 Premises Licences:

- None

4.4.9 Pavement Licences:

- Scoffs Coffee House

3.5 Reported Crime

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

3.5.2 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.

3.5.3 This indicator will allow its users to contrast these perceptions (captured in the "crime and safety perceptions" indicator) with actual reported crime statistics.

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

3.5.5 The data provides information on reported crime within Coleford Town Centre from June 2020 - July 2021.

	Jun 20	July 20	Aug 20	Sep 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21	May 21	Jun 21	July 21
Violence and Sexual Offences		8	5		4	3		4	1	4	4	3	6	7
Anti-Social Behaviour	9	4	13	7	2	11	5	25	4	9	11	5	10	13
Criminal Damage and Arson	1	3		2						3	2	2		1
Vehicle Crime														
Burglary		1	3											
Other Theft	3					1							1	4
Drugs			2				1						2	
Robbery														
Shoplifting				4										
Other Crime		1	6					1		4	4	5	3	1
Public Disorder	1						1	1						2
Theft from a Person														
Possession of a Weapon														
TOTAL	14	17	29	13	6	16	7	31	5	20	21	15	21	28

3.5.6 This data 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.

3.6 Markets

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

3.6.2 Markets, like events, 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 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.

3.6.3 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.

3.6.4 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. However, due to the COVID-19 pandemic these markets were cancelled from March 2020 and returned in June 2020 to December 2020 and from February 2021.

3.6.5 Coleford Town Council introduced a monthly market on 17 April 2021, running monthly on the 3rd Saturday, from 10am until 3pm in Mushet Walk and the Town Centre. These markets are hosted by Green Top Events.

3.6.6 Additionally, St John's Street Traders Association presents The Fiddle Fair, to be held on the first Bank Holiday Sunday in May, Bank Holiday Sunday in August and a special Christmas market for the town's 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, 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 twenty 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 reuse and recycling function, reducing the volume of waste going to landfill and bringing 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 2021 and previous years.

2021	2020	2019	2018	2017	2016	2015	2014	2013	2008
3	4	4	5	5	5	5	6	5	5

2020	2021
Dean Forest Hospice, 2 Musher Walk	Dean Forest Hospice, 2 Musher Walk
Sue Ryder Care, 38 Market Place	Sue Ryder Care, 38 Market Place
Forest Aid, 15 Market Place	
Cancer Research, 10 Market Place	Cancer Research, 10 Market Place

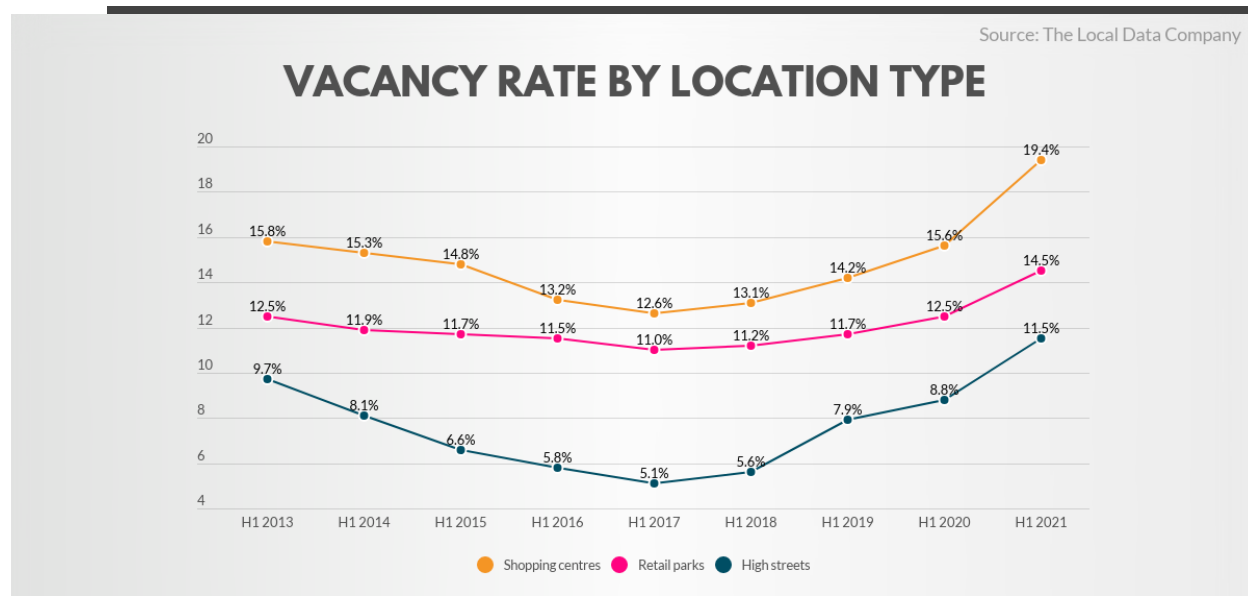
4.1.7 Nationally, some traders report concerns about the proportion of new goods on sale in charity shops. As charities are able to claim up to 80% discount on their business rates, this could be interpreted as unfair competition.

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 The graph below shows the national changes in vacancy rates for High Street, Shopping Centre and Retail Parks since 2013 as reported by the [Local Data Company](#). It demonstrates that over the period of 2020 to 2021 the High Streets vacancy rate increased from 8.8% to 11.5%.



4.2.4 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.

4.2.5 Coleford Vacant Units 2021:

Vacant Unit Quantity	Units Surveyed	% of Vacant Units
12	138	9.5%

4.2.6 List of Empty Units:

- 11b Gloucester Road
- 20 Market Place
- 15 Market Place
- 13 Gloucester Road
- 4 Mushet Walk
- 10-14 Newland Street
- 3 Market Place
- 4 High Street
- 4a High Street
- 5 High Street
- 21 High Street
- Unit 2, Foxglove Gardens

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 towns 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 On 30 July 2020, Coleford saw the opening of a new supermarket, Lidl, creating 30 new jobs for the local community. This was a multimillion pound investment in the town.

4.3.5 The Coleford Town Council Marketing and Regeneration Committee continue to lobby both the Forest of Dean District Council and Gloucestershire County Council for support with its Mushet Walk Corridor public realm improvements scheme which seeks to connect the town centre with the Coleford to Parkend cycle track through creating an attractive shared space with urban greening, enhanced seating and cycle storage. In addition to this link, the Town Council continue to work with Gloucestershire County Council to try and deliver on their vision to connect Perrygrove Railway and Puzzlewood to the existing cycle path from Coleford to Milkwall, and to create a link between the Town Centre and Christchurch - this would ensure that there are strong walking and cycling links with both Forest Holidays and Whitemead Park to the town centre.

4.3.6 Forest of Dean District Council secured Levelling Up funding in 2021 with the District given the status of Level 1 priority place for LUF support. In addition to £20m LUF funding, the District Council were allocated £125,000 Capacity Funding to support project delivery. The District Council has approved £40,000 Capacity Funding to develop an Active Travel Strategy to promote walking and cycling links in the District. The Coleford Town Council cycle links referenced in 4.3.5 will be included in the emerging strategy.

4.4 Evening and 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 customers 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.

4.4.10 Due to restrictions in place from the Government due to the Covid-19 pandemic, all pubs/clubs and restaurants were put on a mandatory lockdown, unless they served takeaway from 23 March 2020 to the 4 July 2020.

4.4.11 On 24 September 2020, the Government imposed a 10pm curfew on all pubs, restaurants and takeaways. This curfew was lifted upon the reopening of hospitality trade in line with the COVID Recovery Roadmap in May 2021.

5. Conclusion

5.1 People and Footfall

5.1.1 The footfall data shows a clear indication of how national restrictions affected the high street. From the graph shown in 2.2.4, there was a clear drop in footfall following the national lockdown which was enforced in December 2020.

5.1.2 In June 2019 Town Centre AI recorded 141,382 visitors to Coleford. In June 2020 81,018 visitors were recorded with 97,281 recorded in June 2021, showing that the high street has not operated at its full potential during this latest reporting period however it is assumed this is largely due to the restrictions and reservations around the COVID-19 pandemic.

5.1.3 Further monitoring in 2021/22 will determine if COVID-19 has had a permanent effect on the high street.

Based on a monthly recording for Railway Drive car park, the average ticket sales for Coleford between June 2020 and July 2021 has significantly decreased from 10,021 per month in our previous report to 5,927 tickets per month. Likewise, Newland Street Car Park saw a fall in monthly ticket sales from 338 per month to 186 per month. The reduction in ticket sales will no doubt be due in part to COVID-19 - a reduction in shoppers during lockdown and beyond meant a reduction in vehicles.

5.2 Diversity and Vitality of Place

5.2.1 The town centre's retail and commercial offer has changed since 1999 and this is consistent with national trends and the variety of ways consumers choose to shop, providing a level of resilience for the town of Coleford. We have compared 2019 and 2020 data, taking the New Use Classes introduced in September this year into account. The results are very similar with very few variations.

5.2.2 As indicated in 3.2.4 Coleford high street retained a strong presence of independent and non national chain retailers.

5.2.3 Despite COVID-19 restrictions, Coleford still saw a number of its annual events returning to the High Street, however a number of the regular larger events did not go ahead in this period.

5.2.4 Coleford Town Centre has a strong culture and leisure offer. This collaborated with the [Active Lives Report](#) published in 2017 which indicated the Forest of Dean District has a strong participational relationship between the arts and cultural projects.

5.2.5 The number of reported crimes has increased over the past year slightly. Mirroring last year's data, violence and sexual offences and anti-social behaviour are the most common types of crime.

5.3 Economic Characteristics

5.3.1 The vacancy rate for 2020/21 has decreased very slightly from the previous year with 12 of the 138 vacant commercial units (at the time of the audit), compared to 13 in the previous period. This equates to a 9.5% vacancy rate which is also favourable when compared to the National High Streets Vacancy figure of 11.5% (source: Local Data Company).

5.3.2 It is still unclear the full effect COVID-19 has had on the evening and night time economy in Coleford due to governmental curfews and restrictions. However, the 2021/22 report will look to gauge if there has been a lasting effect on the High Street.

Appendix I

6. Use Class List 2021

No/Name	Address	Service	Use Class
16	Bank Street	Café 16	E
Bank House	Bank Street	Forestry Commission	E
Beales Garage	Bank Street	Beales Garage	Sui Generis
Motorcycle Performance Store	Bank Street	Motorcycle Performance Store	E
Telephone Exchange	Boxbush Road	BT	Sui Generis
6	Cinderhill	Fire Station	Sui Generis
Cadet Centre	Cinderhill	Cadet Centre	Sui Generis
13	Gloucester Road	Vacant	
17	Gloucester Road	Reckless Design	E
23	Gloucester Road	Beauty Stop	E
29	Gloucester Road	Balti Hut Restaurant	E
31	Gloucester Road	Al's Plaice Fish and Chips	Sui Generis
33	Gloucester Road	MAA Tandoori Bangladeshi Takeaway	Sui Generis
I1A	Gloucester Road	The Beauty Boutique	E
I1B	Gloucester Road	Vacant	
Police Station	Gloucester Road	Police Station	Sui Generis
1	High Street	Steve Gooch Estate Agents	E
3	High Street	Shirley's Den	E
4	High Street	Vacant	
5	High Street	Vacant	
8	High Street	GMT Mortgage Bureau & Financial Consultancy	E
9	High Street	KJT Estate Agents	E
10	High Street	David Kear Opticians	E

No/Name	Address	Service	Use Class
11	High Street	Gwyn James Solicitors	E
12	High Street	Mikes Auto Services	Sui Generis
14	High Street	Cinema	Sui Generis
15	High Street	Sorting/Post Office	E
17	High Street	Skoops Cards	E
19	High Street	Bidmead Cook	E
21	High Street	Vacant	
23	High Street	Headlines Hairdressers	E
25	High Street	Tesco	E
27	High Street	Proper Job	E
4A	High Street	Vacant	
Ambulance Station	High Street	Ambulance Station	Sui Generis
Forest of Dean District Council	High Street	High Street	E
Foxglove Gardens - Unit 1	High Street	Row and Wye Flooring	E
Foxglove Gardens - Unit 2	High Street	Vacant	Vacant
Foxglove Gardens - Unit 3	High Street	Beautiful Fern	E
St Johns Ambulance	High Street	St Johns Ambulance	Sui Generis
2	Lords Hill	William Hill Betting Shop	E
4	Lords Hill	Tourist Information Centre	E
Co-OP	Lords Hill	Co-op	E
The Schooner	Lords Hill	Amici Italian Restaurant	E
3	Market Place	Vacant	Vacant
4	Market Place	Forest Deli	E
9	Market Place	REVEAL Hair Salon	E
9	Market Place	Mills Newsagents	E
10	Market Place	Cancer Research UK	E
12	Market Place	The Choice is Yours	E

No/Name	Address	Service	Use Class
13	Market Place	Odds and Ends	E
14	Market Place	Vacant	Vacant
15	Market Place	Wyedean Healthfoods	E
16	Market Place	Coleford Charcoal and Grill Takeaway	Sui Generis
19	Market Place	Lloyds Bank	Sui Generis
20	Market Place	Vacant	Vacant
23	Market Place	Ritmo Tapas Bar Restaurant	E
27	Market Place	The Barbers	E
28	Market Place	Milano Takeaway	Sui Generis
29	Market Place	Offices	E
30	Market Place	The Feather Pub	Sui Generis
32	Market Place	Hong Kong House	Sui Generis
33	Market Place	White and Miller Butchers	E
38	Market Place	Sue Ryder Care Charity Shop	E
40	Market Place	Kaplans Café	E
1/2	Market Place	The Crusty Loaf Bakery	E
5/6	Market Place	Le Petit Hibou	E
10A	Market Place	Moonstone	E
17A	Market Place	Light Fantastic	E
24/25	Market Place	Dean Estate Agents	E
29A	Market Place	The Barber Shop	E
31A	Market Place	Dean Conveyancing	E
34/35	Market Place	Fairways Furnishings	E
7/7A	Market Place	Spa Rituals	E
Angel Hotel	Market Place	Angel Hotel/Pub	Sui Generis
Old White Hart Inn	Market Place	Pub	Sui Generis
Union House	Market Place	Celestial Adornment Gift Shop	E
The Baguette Shop	Market Street	The Baguette Shop	E
Unicorn House	Market Street	Marcus P. Bristow Chiropodist/Podiatrist	E
2	Mushet Walk	Dean Forest Hospice	E

No/Name	Address	Service	Use Class
4	Musket Walk	Vacant	
2	Newland Street	China 21	Sui Generis
4	Newland Street	F C Voyce & Son Butchers	E
5	Newland Street	Biker Dean Motorcycles	Sui Generis
8	Newland Street	Severn Sun Studio	E
27	Newland Street	Church	F.I
10/14	Newland Street	Vacant	
Lidl	Old Station Way	Lidl	E
4	Pyart Court	Little Black Dog Pet Salon	E
5	Pyart Court	Smith's Pet & Garden Shop	E
6	Pyart Court	Looking Glass Hair Salon	E
7	Pyart Court	Forget Me Not Florists	E
8	Pyart Court	Thurabread Bakery	Sui Generis
9	Pyart Court	Lloyds Pharmacy	E
10	Pyart Court	Lloyds Pharmacy	E
11	Pyart Court	Blue Boy Carpets	E
12	Pyart Court	Blue Boy Carpets	E
13	Pyart Court	Day Lewis Pharmacy	E
14	Pyart Court	Day Lewis Pharmacy	E
15	Pyart Court	Bickys Coffee Shop	Sui Generis
16	Pyart Court	Bathroom Shop	E
17	Pyart Court	Royal Forest Kitchens	E
18	Pyart Court	Niue Tatu Shop	Sui Generis
19	Pyart Court	Lettings Agent – Dean Properties	E
20	Pyart Court	Thurabread Bakery (Storage)	E
21	Pyart Court	Ignite Plumbing Services	E
22	Pyart Court	The Vape Shop	E
23	Pyart Court	Studio M	AI
24	Pyart Court	Bubbles Laundrette	Sui Generis
2/3	Pyart Court	Dental Practice	E

No/Name	Address	Service	Use Class
Coleford Health Centre	Railway Drive	Health Centre	E
Drybridge Veterinary Clinic	Railway Drive	Drybridge Veterinary Clinic	E
Railway Museum	Railway Drive	Railway Museum	F.I
Spout Garage	Spout Lane	Paul Jones and Son Motors	Sui Generis
6	St Johns Court	Oriental Garden	Sui Generis
9	St Johns Court	Frank Ista Tattoo	Sui Generis
4	St Johns Street	Lucky Restaurant and Takeaway	Sui Generis
5	St Johns Street	David Sheppard Family Butchers	E
6	St Johns Street	B.M.C. Weston Florist	E
7	St Johns Street	Offices	E
9	St Johns Street	Pomegranate (Clothes)	E
10	St Johns Street	Hairforce I	E
11	St Johns Street	Wyedean Housing Association	E
12	St Johns Street	Cinnamon's Restaurant and Takeaway	Sui Generis
14	St Johns Street	Kitchen By Design	E
17	St Johns Street	Scoffs	E
18	St Johns Street	Twisted Barbers	E
19	St Johns Street	The Tram Fish and Chip Shop	Sui Generis
21	St Johns Street	Coleford Computers	E
22	St Johns Street	Soul Magik	E
23	St Johns Street	JD Hair and Lisa Jane Beauty	E
25	St Johns Street	Raymond's Stores Coleford Clothes	E
13/15	St Johns Street	The Doghouse (Micro Pub)	Sui Generis
17a	St Johns Street	Byefield Emporium	E
19/20	St Johns Street	Changes Hair Salon	E
21A	St Johns Street	Caked Up	E
6A	St Johns Street	Wyedean Footcare	F.I
I	Tram Road	Raymond's Carpets	E

Appendix 2

7. Use Class Order

The changes amend the Use Classes Order 1987 and take 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