

CINDERFORD 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, 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.

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 Cinderford 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
- 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

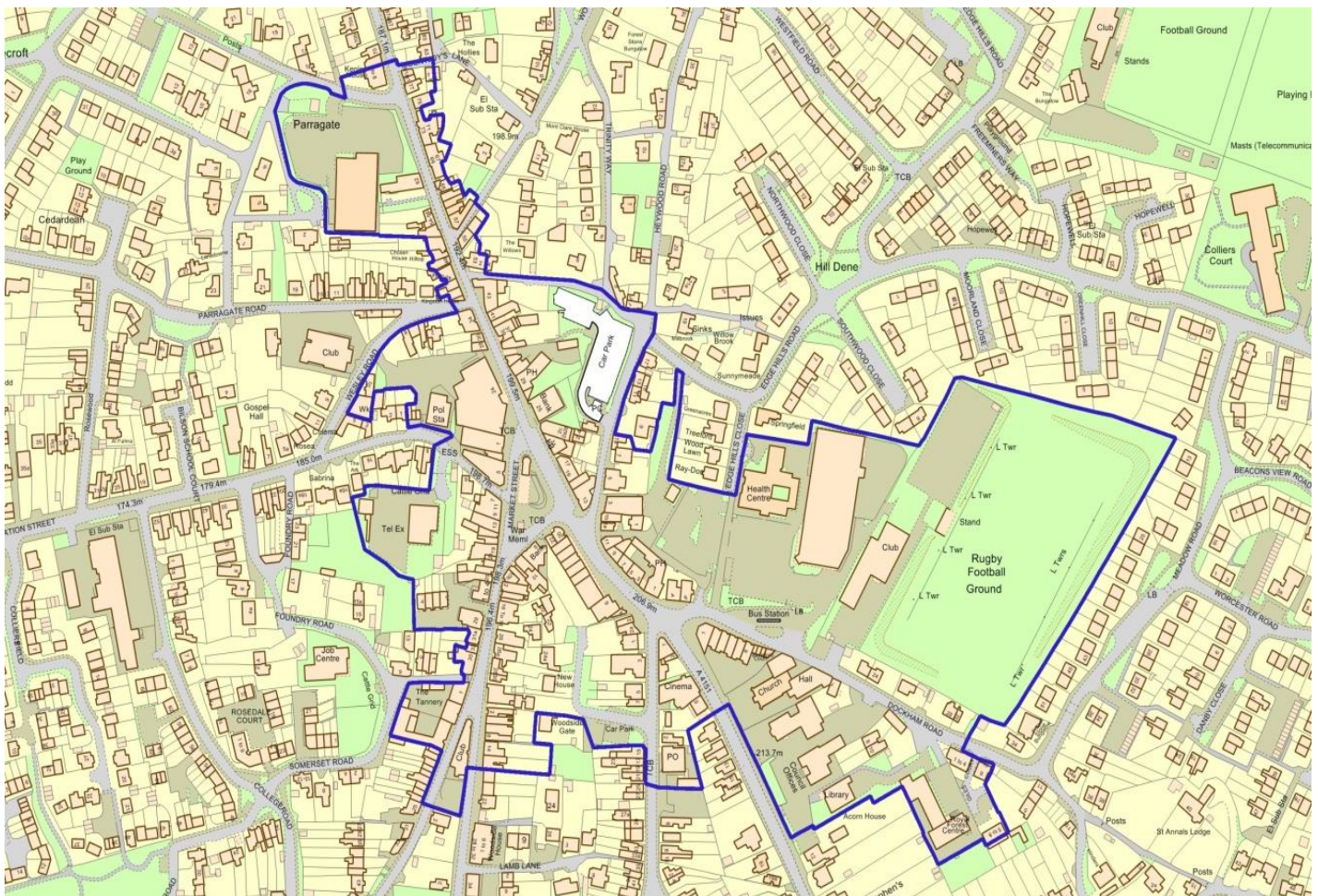
1.1.4 The town centre performance toolkit aims to monitor the performance of the town centre by collecting data on various themes which are reviewed annually, enabling a comparison of town centre performance.

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 Cinderford 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 Cinderford 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 customer 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
63	93	63	75	79	81	78	91	85	212

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	19.6.19 (Weds)	DATE/TIME	21.6.19 (Fri)	DATE/TIME	22.6.19 (Sat)
10.30 – 10.40	44	10.30 – 10.40	58	10.30 – 10.40	68
10.40 – 10.50	59	10.40 – 10.50	49	10.40 – 10.50	50
10.50 – 11.00	49	10.50 – 11.00	79	10.50 – 11.00	73
11.00 – 11.10	63	11.00 – 11.10	62	11.00 – 11.10	67
11.10 – 11.20	42	11.10 – 11.20	61	11.10 – 11.20	81
11.20 – 11.30	69	11.20 – 11.30	53	11.20 – 11.30	114
TOTAL	326	TOTAL	362	TOTAL	453
10 min ave	54	10 min ave	60	10 min ave	75
WEEKLY AVERAGE: (per 10 minutes): 63					

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

19.6.19	Cloudy and Dry
21.6.19	Sun in patches, mostly dry & overcast
22.6.19	Sunny and Hot

2.1.2.2 Counts were conducted for an hour and footfall was recorded at 10 minute intervals. Counts were taken outside McColls (formally Spar), 8 High Street.

2.2 Car Parking

2.2.1 This indicator refers to the total public car parking usage in and around the town centre.

2.2.2 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.

- 2.2.3 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.
- 2.2.4 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.
- 2.2.5 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.
- 2.2.6 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.
- 2.2.7 The table below show the recorded monthly figures for tickets purchased within the period of July 2018 to May 2019.

Heywood Road:

MONTH	NO. OF TICKETS OF PURCHASED
July 2018	2775
August 2018	3541
September 2018	2686
October 2018	2005
November 2018	3224
December 2018	2308
January 2019	1973
February 2019	2366
March 2019	2501
April 2019	2095
May 2019	3294

- 2.2.8 Based on a monthly recording, the average recorded ticket sales for Cinderford between last year's report and this year has shown a decrease in number of tickets purchased. The number of tickets purchased at Heywood Road has decreased from 2,939 tickets per month in 2018 to an average of 2,615 tickets per month in 2019.

3. Diversity & 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. 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 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 slight variation on the area assessed.

Cinderford Use Class Breakdown 2019:

USE CLASS	NO. OF UNITS	% WITHIN EACH CLASS
A1	49	46%
A2	10	10%
A3	8	8%
A4	2	2%
A5	8	8%
B1	2	2%
D1	13	12%
D2	1	1%
Sui Generis	0	0%
Vacant	12	11%
TOTAL	105	100%

3.1.6 The 2019 data indicates that use class A1 (shops) have the highest retail offer percentage within the town centre, whilst A3 (Restaurant and Cafés) and B1 (Business) have decreased. The following A2 (Financial and professional services), A4 (Drinking establishments), A5 (Hot food takeaways), D1 (Non-residential institutions), 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	Cinderford
	%	%
Convenience	19	22
Comparison	81	78

3.2.6 78% of the A1 shops within the town centre mainly sell comparison goods, slightly lower than the national average of 81%. The number of A1 convenience shops (22%) is higher than 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 countryside 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	Cinderford
	%	%
Key Attractor	7	2
Multiples	18	15
Regional	10	10
Independent	65	74

3.3.7 74% of the A1 shops in the town centre are unique to Cinderford, considerably higher than the national average of 65%. 15% of the A1 shops have a nationwide presence, whilst 10% of the town contains stores that are regionally significant, corresponding to the national average.

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 Cinderford town centre for 2019.

FACILITY	2019
Museums	0
Art Galleries	1
Art Centre	1
Take Away	8
Restaurants and Cafés	9
Swimming Pools	0
Gyms	0
Cinemas	1
Theatres	0
Community Halls	2
Parks/Gardens	0
Games Arcade	0
Other Specialist Outlets	2 (Library & Rugby Club)

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 Cinderford over the past year are as follows (date shown is when application was made):

Road Closure Orders -

'Christmas lights event', Market Street – 1.12.2018

Temporary Event Notices -

8C Market Street. 31.12.2018 Extension of Hours

The Triangle, Cinderford - 27.08.2018 - Music Event

Premises Licences -

N/A

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 these perceptions (captured in the "crime and safety perceptions" indicator) 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 Cinderford 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	3	1	4	4	3	3	5	4	3	4	2
Anti-Social Behaviour	13	16	9	3	3	5	8	7	3	13	10
Criminal Damage and Arson		1	3		1			2		3	
Vehicle Crime		1						1			
Burglary				1			2	1			
Other Theft	2	2	2			1	1	1	1	1	2
Drugs		1					1				2
Robbery		1		1		1				1	
Shoplifting	2	1	5		1		1		4	3	1

Other Crime											1
Public Disorder		1	1			1	1	1	1	1	
Theft from a Person	1							1			
Possession of a Weapon	1			1							
TOTAL	22	25	24	10	8	11	19	18	12	26	18

3.6.6 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 Cinderford. It should however be noted that there is currently a very small Farmers Market on a Friday morning in the Triangle area.

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 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, 5 Heywood Road
Sue Ryder Care, 3 Heywood Road
Dial-a-Ride, 2a High Street
Age Concern, 6 High Street

2018:

Dean Forest Hospice, 5 Heywood Road
Sue Ryder Care, 3 Heywood Road
Dial-a-Ride, 2a High Street
Age Concern, 6 High Street

2017:

Dean Forest Hospice, 5 Heywood Road
Sue Ryder Care, 3 Heywood Road
Dial-a-Ride, 2a High Street
Age Concern, 6 High Street

2016:

Dean Forest Hospice, 5 Heywood Road
Sue Ryder Care, 3 Heywood Road
Dial-a-Ride, 2a High Street
Age Concern, 6 High Street

2015:

Dean Forest Hospice, 5 Heywood Road
Sue Ryder Care, 3 Heywood Road
Dial-a-Ride, 2a High Street

2014:

Dean Forest Hospice, 5 Heywood Road
Sue Ryder Care, 3 Heywood Road
Dial-a-Ride, 2a High Street
Maggie's Charity Shop, 23 Market Street

2013:

Great Oaks Hospice, 6 High Street
Sue Ryder Care, 3 Heywood Road
Age Concern, 23 Market Street
Dial-a-Ride, 2a High Street

2008:

Great Oaks Hospice, 6 High Street
Sue Ryder Care, 3 Heywood Road
Age Concern, 23 Market Street
Dial-a-Ride, 2a High 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.

CINDERFORD VACANT UNITS 2019

Vacant unit amount	% of units that are Vacant
12	11
Units surveyed: 105	
67a High Street 40 High Street 43 High Street 27a High Street 23 Market Street 14 Commercial Street 4 Commercial Street 3 Commercial Street 2 Commercial Street 12 Market Street 6 Market Street 2a Belle Vue Road	

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 Cinderford.
- 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 Cinderford Town Council, with Forest of Dean District Council support has recently made a bid for a share of the Governments £675 million Future High Street Fund Scheme. The bid is for a £2.9 million proposal, with priorities including;
- Buying and refurbishing Cinderford Methodist Church
 - Pedestrianising the Market Street side of The Triangle
 - and, refurbishing and re-purposing the site of the former HSBC bank
- 4.3.5 There has been further improvement in the town centre in relation to new soft or hard landscaping works, new street furniture and active green initiatives encouraging the improvement of the public realm.
- 4.3.6 The Cinderford Regeneration board have progressed a number of town centre improvement, which include;
- A self-enforced 20mph traffic-calming zone
 - Lighting columns and bulb improvements
 - Re-surfacing and new road markings
 - Creation of a shared space for both pedestrians and motorists within 'The Triangle'.
 - Instalment of plantings to enhance the street scene
 - Pavement widening outside the Palace Cinema
 - Installation of new road signs to direct HGVs away from the town centre

- 4.3.7 The 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 Cinderford include; St Whites Primary School, Forest View Primary School, the Forest High School, and Steam Mills Primary School.

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

5. Conclusion

- 5.1 The ten minute average footfall figures have decreased this year to 63, which is the joint lowest figure recorded, down from last year's high of 93 (per 10 minute average). The recorded figure from Saturday was the highest perhaps owing to the fact that the weather was noticeably hotter than the previous days the data was recorded. However, we cannot report with any certainty that more people have taken to the town centre on this day as a direct consequence of the nice weather.
- 5.2 Based on a monthly recording, the average recorded car parking ticket sales at Heywood Road car park has decreased when compared to last year's recording. The number of tickets purchased decreased from 2,939 per month in 2018 to an average of 2,615 tickets per month in 2019.
- 5.3 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 Cinderford. The use class rates have remained fairly consistent with last year's data with only a few variations. The highest use class is still A1, increasing marginally to 46% from last year's 45%. Information and data will continue to be collected on a yearly basis to monitor how this contributes to local vitality.
- 5.4 The majority of the A1 shops (74%) in Cinderford are independent; offering the town a unique selling point. 15% of Cinderford town contains shops that are nationwide, while 10% are regionally significant.
- 5.5 The vacancy rate for 2019 has remained consistent with last year's percentage of units unoccupied, continuing at 11%, which thereby falls just below the national average for high streets of 11.5% (Local Data Company).
- 5.6 The number of reported crimes has remained relatively consistent over the past year with only minor variations within each of the different categories of crime. Mirroring last year's data, violence and sexual offences and anti-social behaviour are the most common types of crime, with the latter being the highest recorded crime. However, unlike last year, shoplifting has risen in popularity, doubling from last year's figure.
- 5.7 Overall the retail indicators are consistent with last year's data collection.

Appendix 1

6. Use Class Lists 2019

ADDRESS	SERVICE	USE CLASS	CONVENIENCE/ COMPARISON	TRADER TYPE
79-79a High Street	Electrical Services	A1	Comparison	Independent
67a High Street	Vacant	Vacant		
Lidl, Paragate Road	Lidl Foodstore	A1	Convenience	Multiple
61-63 High Street	Ashton and Daniels Optometrist	D1		
56 High Street	Exodus Hair Salon	A1	Comparison	Independent
54 High Street	Jolly Forest Fryer - Fish and Chips	A5		
46 High Street	Jonny's Barbershop	A1	Comparison	Independent
44 & 44a High Street	Ark Property Management	A2		
40 High Street	Vacant (Was Shamarka Books, Crystals, Artwork)	Vacant		
38 High Street	Exquisite Nail & Beauty	A1	Comparison	Independent
36 High Street	Greengrocer	A1	Convenience	Independent
43 High Street	Vacant (was The Forester)	Vacant		
41 High Street	Altered Images Hair Salon	A1	Comparison	Independent
34 High Street	The IBIZA Sun Tanning Studio	A1	Comparison	Independent
37-39 High Street	Curry Leaf Indian Takeaway	A5		
35 High Street	Mark Harper MP Office	B1		
33a High Street	A1 Mobile	A1	Comparison	Independent
31 High Street	Cutting Edge Hair & Beauty	A1	Comparison	Independent

29 High Street	Nails and Beauty	A1	Comparison	Independent
27 High Street	Golden Lion Pub	A4		
27a High Street	Vacant	Vacant		
25 High Street	Lloyds Bank	A2		
Westgate Stores	The Original Factory Shop	A1	Comparison	Multiple
23 High Street	Scoops Cards	A1	Comparison	Independent
21a High Street	Bidmead Cook	A2		
21b High Street	Bidmead Cook	A2		
17-19 High Street	TSB	A2		
15a High Street	KJT Residential - Estate Agents	A2		
13 High Street	Costcutter	A1	Convenience	Independent
11 High Street	Jasmine Café	A3		
5 Heywood Road	Dean Forest Hospice Charity Shop	A1	Comparison	Regional
3 Heywood Road	Sue Ryder Care Charity Shop	A1	Comparison	Multiple
1a Heywood Road	SAJ Indian Takeaway	A5		
1b Heywood Road	Fork 'n' Spoon Chinese Takeaway	A5		
1 Market Street	Real Deal	A1	Comparison	Independent
3 Market Store	Mel's Top Cutz	A1	Comparison	Independent
5-7 Market Street	Carpenters - DIY Store	A1	Comparison	Independent
9-11 Market Street	Boots Pharmacy	A1	Comparison	Independent
13 Market Street	Wyedean Healthfoods	A1	Convenience	Regional
15 Market Street	McClean's General Store and Clothing Boutique	A1	Comparison	Independent

17 Market Street	Taylor's Jewellers	A1	Comparison	Independent
19 Market Street	AB FAB Flooring	A1	Comparison	Independent
Lower Ground Kiosk, Market Street	Truly Scrumptious Baguette Shop	A3		
Upper Kiosk, Market Street	The Barber Shop	A1	Comparison	Independent
21 Market Street	C+J's Bakery	A3		
23 Market Street	Vacant	Vacant		
25 Market Street	Elsa's Pet Shop	A1	Comparison	Independent
31a Market Street	Candi	A1	Comparison	Independent
37a Market Street	Reptiles and Aquatics Angling	A1	Comparison	Independent
1a Victoria Street	RMD Key Cutting	A1	Comparison	Independent
1 Commercial Street	Soldiers and Sailors Club	D1		
16 Commercial Street	Bowkett's Off License	A1	Convenience	Independent
14 Commercial Street	Vacant (Was Gwyn Jones + Co. Solicitors)	Vacant		
6 Commercial Street	The Chippy, Cinderford	A5		
4 Commercial Street	Vacant	Vacant		
3 Commercial Street	Vacant (Was RMD Computer Repairs)	Vacant		
2 Commercial Street	Vacant	Vacant		
26a Market Street	Ensors Butchers	A1	Convenience	Independent
26 Market Street	My Dentist Dental Care	D1		
16-18 Market Street	Premier	A1	Convenience	Multiple
14 Market Street	Vape It Easy	A1	Comparison	Independent
12 Market Street	Vacant (was Digital Forest Web Café)	Vacant		

10a Market Street	Vintage Rose Florist	A1	Comparison	Independent
8 Market Street	The Doghouse (Micro Pub)	A4		
8c Market Street	Greenhill Coffee House	A3		
6 Market Street	Vacant	Vacant		
22 High Street	Camerons Butchers	A1	Convenience	Independent
20 High Street	Lotus Restaurant	A3		
18 High Street	The Crusty Loaf Bakery	A3		
16 High Street	Forest Carpets	A1	Comparison	Independent
14 High Street	Dave and Jean Jackson Butchers	A1	Convenience	Independent
12 High Street	Pick-a-Pizza	A5		
10 High Street	Cinderford Kebab and Pizza	A5		
8 High Street	McColl's Newsagents	A1	Convenience	Independent
6 High Street	Age Concern	A1	Comparison	Multiple
4 High Street	Betfred	A2		
2 High Street	Gordon Blake Funeral Directors	A1	Comparison	Independent
2a High Street	Dial-a-Ride Charity Shop	A1	Comparison	Regional
Cinderford Delivery Office	Post Office	A1	Comparison	Multiple
3 Woodside Street	Art Space Cinderford Gallery	D1		
1 Woodside Street	David Kear Opticians	D1		
1 Belle Vue Road	Ripping Yarns	A1	Comparison	Independent
2a Belle Vue Road	Vacant	Vacant		
3 Belle Vue Road	Locksmith	A1	Comparison	Independent

The Palace Cinema	Cinema	D2		
9 High Street	Cameron's Quality Fish and Game	A1	Comparison	Independent
7 High Street	Seafresh Fish and Chips	A5		
3-5 High Street	Pitman Blackstock and White Solicitors	A2		
1 High Street	The Fern Ticket	A3		
2 Dockham Road	Grindles Coaches	B1		
4 Dockham Road	Dean Estate Agents	A1	Comparison	Regional
6 Dockham Road	Cut 'N' Dry Hair Dressers	A1	Comparison	Independent
1 Berisford Court, Dockham Road	The Cash Exchange	A1	Comparison	Regional
2-3 Berisford Court, Dockham Road	NFU Mutual	A2		
4-5 Berisford Court, Dockham Road	Gwyn James Solicitors (since Nov 17)	A2		
6 Berisford Court, Dockham Road	Muzo's Café Bar and Restaurant	A3		
Health Centre, Dockham Road	Health Centre Dockham Road	D1		
The County Store, Dockham Road	Co-operative Foodstore	A1	Convenience	Multiple
Rugby Club, Dockham Road	Rugby Club Dockham Road	D1		
Cinderford Methodist Church, Belle Vue Road	Cinderford Methodist Church	D1		
Wesley Hall, Belle Vue Road	Wesley Hall	D1		
4 Belle Vue Road	Offices	D1		
6 Belle Vue Road	Offices	D1		
Library, Belle Vue Road	Library	D1		
Royal Forest Centre, Dockham Road	Royal Forest Centre	D1		

Appendix 2

7. 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.