



Lydney Town

Annual Town Centre Monitoring Report July 2023 - July 2024

Presented by:

Forest of Dean District Council



Forest of Dean
— DISTRICT COUNCIL —



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Introduction

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

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 Lydney 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 Lydney 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 Lydney 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. Lydney Town Council have been consulted during the preparation of this report.

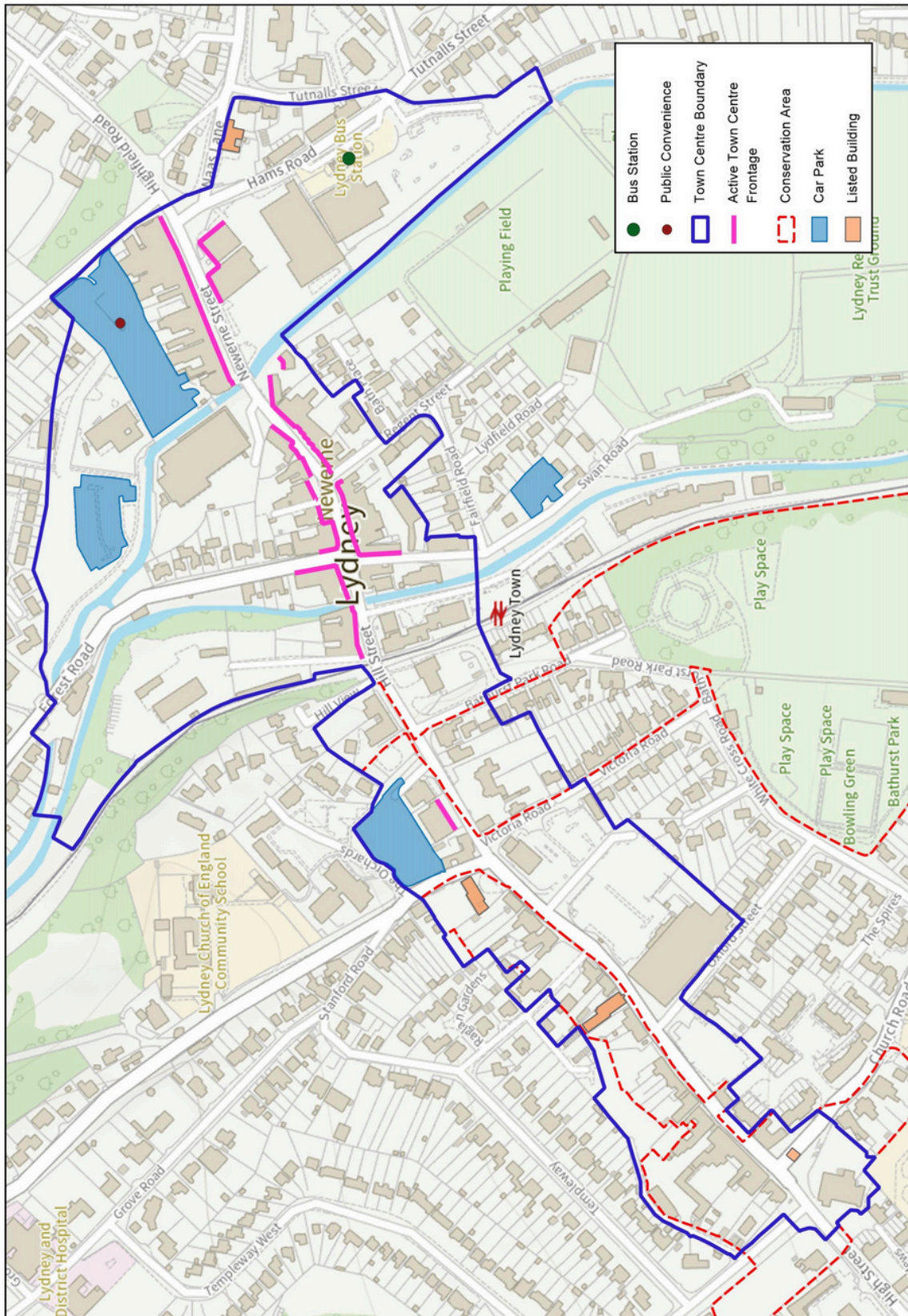
The toolkit advises that a number of indicators are assessed, including but not limited to:

- 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 Lydney 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 Lydney 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 Lydney from the 2021 Census managed by the Office of National Statistics (ONS).

2021 Census	Lydney	Forest of Dean
Population	10,000	87,004 (+6.2% since 2011)
Age	17.1% 0-15 59.2% 16 - 64 23.8% 65+	16% 0-15 58.9% 16 - 64 25.1% 65+
Sex	51.2% female 48.8% male	51.1% female 48.9% male
Identity	5.2% of residents were born outside of the UK (approx. 430 people) 94.5% White British 5.5% Ethnic Minorities 2.7% of people identify as lesbian, gay, bisexual or other (LGB+) (approx. 270 people) (6.4% 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	60.5% of Lydney's population is 'Economically Active', with the majority of people working in skilled trade, professional, elementary, care and leisure occupations. 39.5% of residents stated that they are 'Economically Inactive' 80.8% of people have a higher education qualification. 19.2% 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	43.6% Very good health 36.4% Good health 14.2% Fair health 4.4% Bad health 1.4% Very bad health 19.6% 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).

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

- Lydney Town is situated in a GL15 postcode, which has a population of around 20,743 people.
- On average, between July 2023 - July 2024, the town centre received around 27,946 unique visitors a month. This is -3% less than last year.
- Visitors peaked in September 2023 with 30,990 unique visitors.

2.2.1.2 Local Loyalty

- On average, 75.2% of residents with a GL15 postcode visit the town centre every month and 78.7% of all visitors live within a 10-mile radius of the town. Of all four Forest towns, Lydney has the highest percentage of residents regularly using it's town centre.

*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, 21.3% of visitors to Lydney live over 10 miles away.
- Visitors from +10 miles away peaked in July 2024, at 25%.
- The majority of visitors from over 10 miles away were from Chepstow, however Lydney also receives frequent monthly visitors from Gloucester, Caldicot, Ross on Wye and Bristol.

2.2.1.4 Missed Potential Spend by Postcode**

Lydney 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](#).)

- NPI 6 (Chepstow)
- GL16 (Coleford)
- GL14 (Cinderford)

*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 Lydney Town

The following data provides information on the total footfall within Lydney 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 Lydney has stayed the same year-on-year, decreasing marginally by -0.3% 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 decreased by -3%, 'visitor' refers to the number of individual persons who have visited a destination.

Lydney Footfall Data June 2020 - July 2024	20/21	21/22	22/23	23/24	24/25
June	77,201	116,298	172,805	184,797	173,083
July	110,004	114,082	177,190	181,927	184,771
August	98,632	137,543	166,595	177,737	
September	110,956	140,583	181,139	179,359	
October	119,632	143,972	178,519	178,573	
November	74,390	159,428	188,542	180,999	
December	75,925	148,172	186,275	174,500	
January	69,718	145,285	179,849	178,042	
February	68,577	147,903	165,903	174,464	
March	88,620	160,310	178,737	176,705	
April	109,221	167,385	172,865	174,708	
May	111,634	173,939	175,250	179,910	

*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.

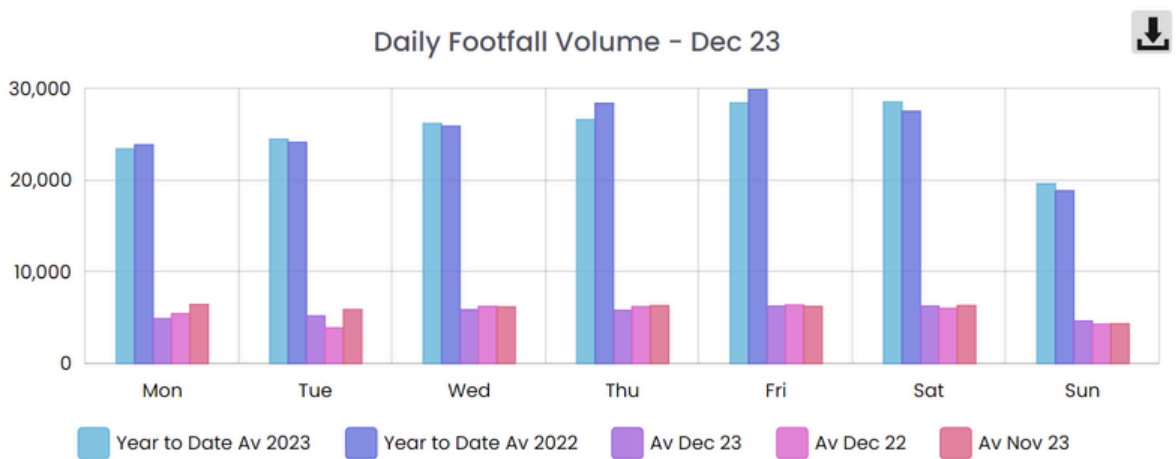
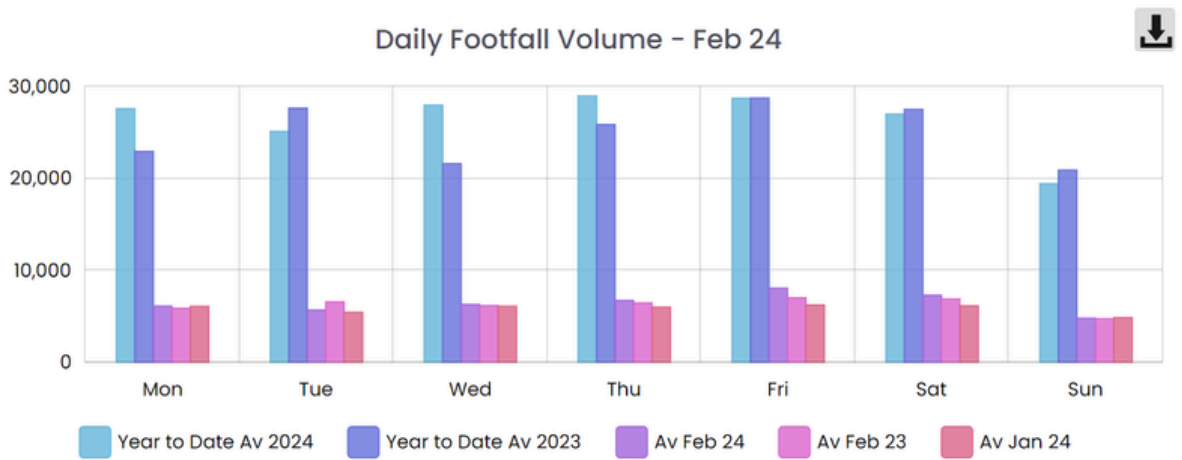
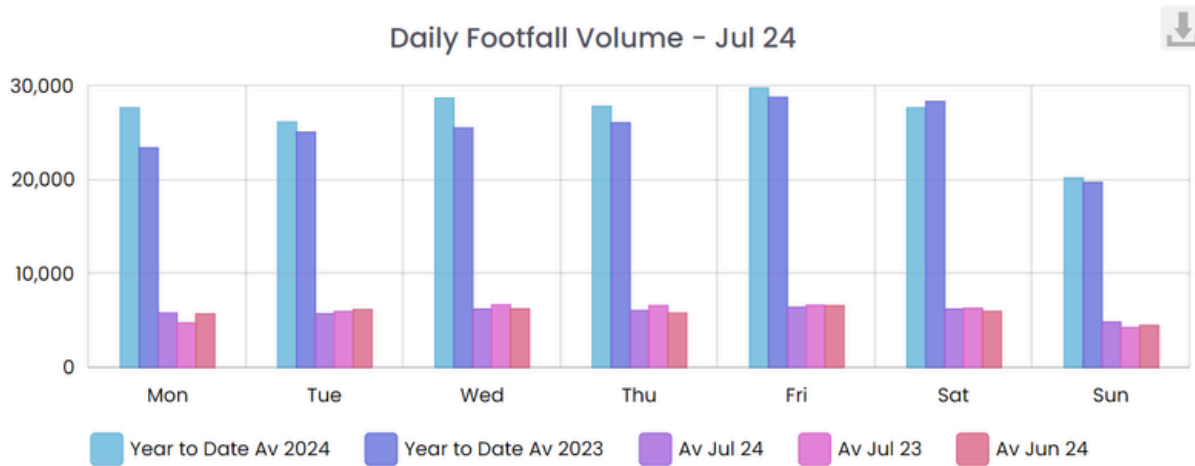
2.2 Visitor and Footfall Data

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 Lydney Town Daily Footfall

The below charts show daily footfall for July 24, Feb 24 and Dec 23.



2.2 Visitor and Footfall Data

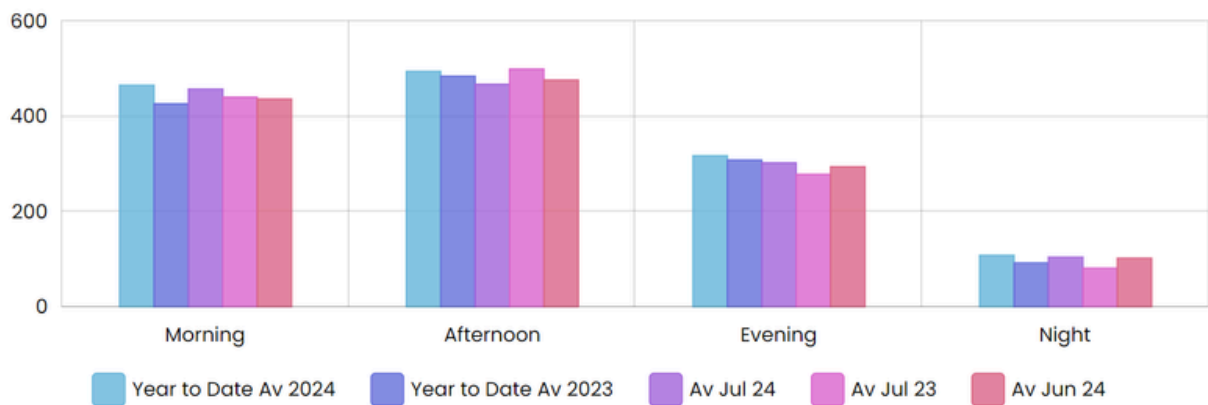
This indicator provides an assessment of visitors and footfall between the months of July 2022 - July 2023.

2.2.2 Footfall

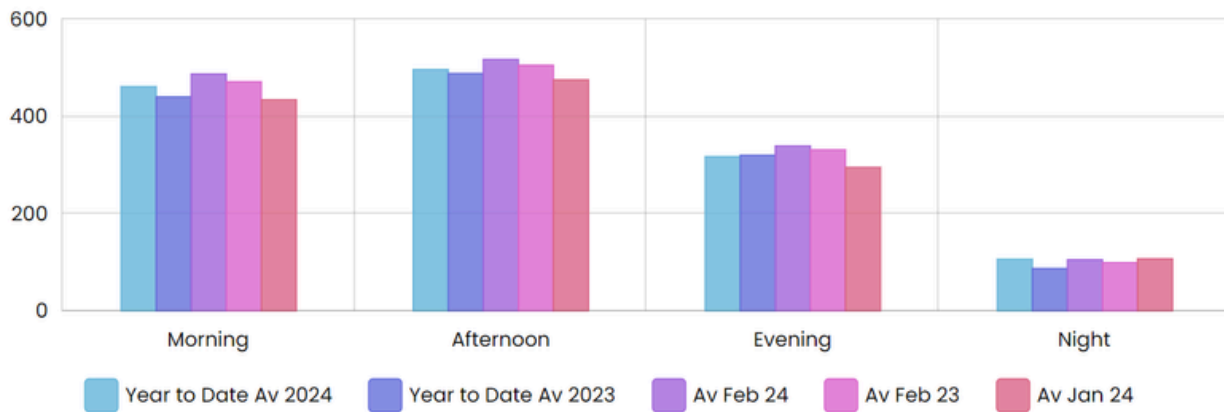
2.2.2.1 Lydney Town Hourly Footfall

The below charts show 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 Lydney is 11 am - 12 noon.

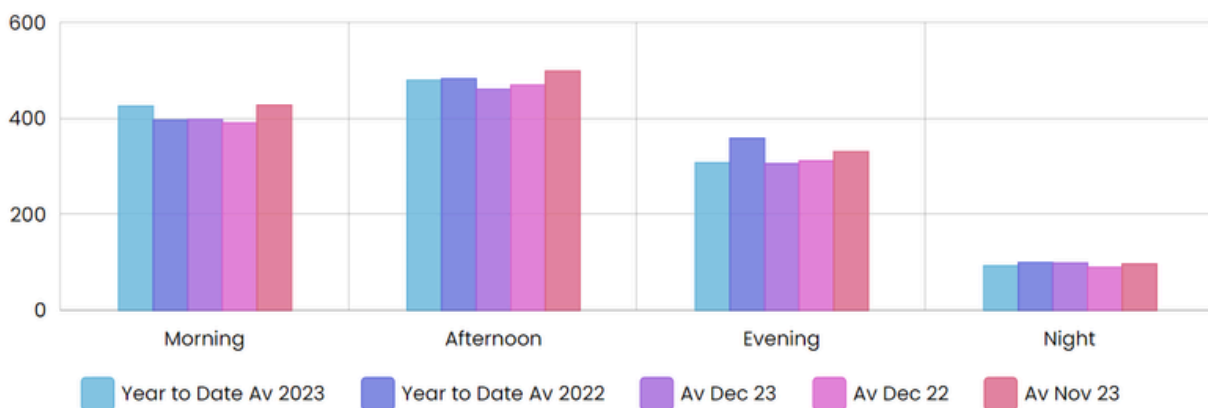
Average Hourly Footfall Volume - Jul 24



Average Hourly Footfall Volume - Feb 24



Average Hourly Footfall Volume - Dec 23

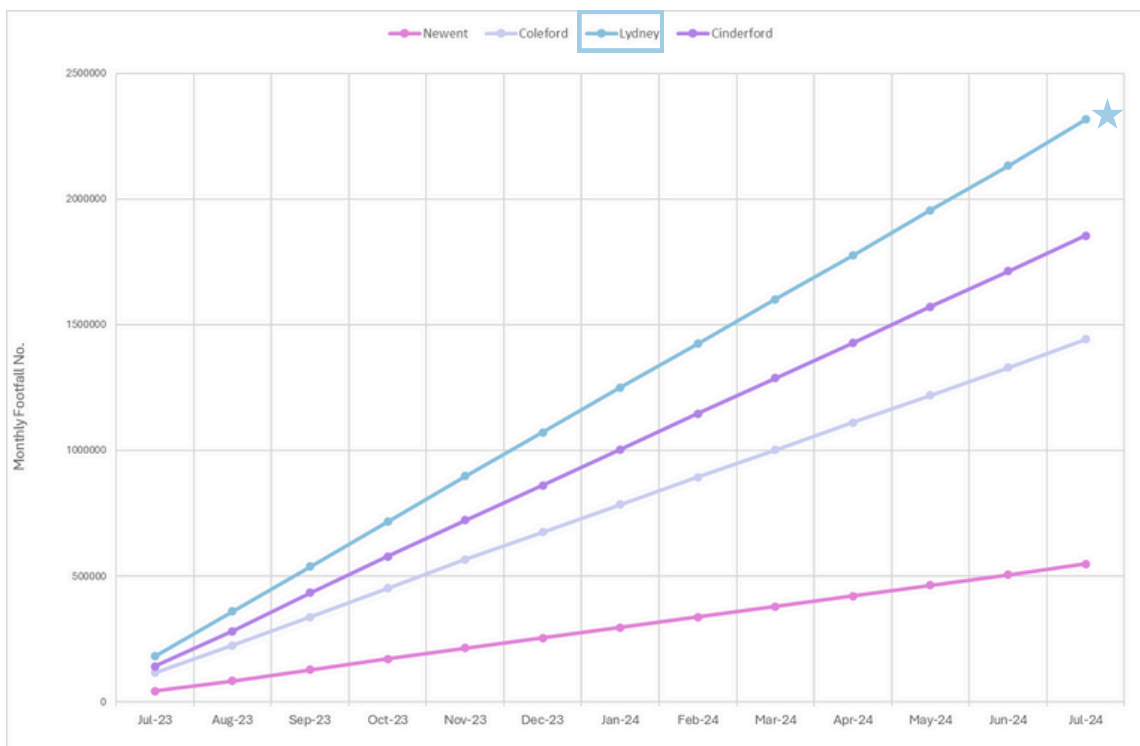
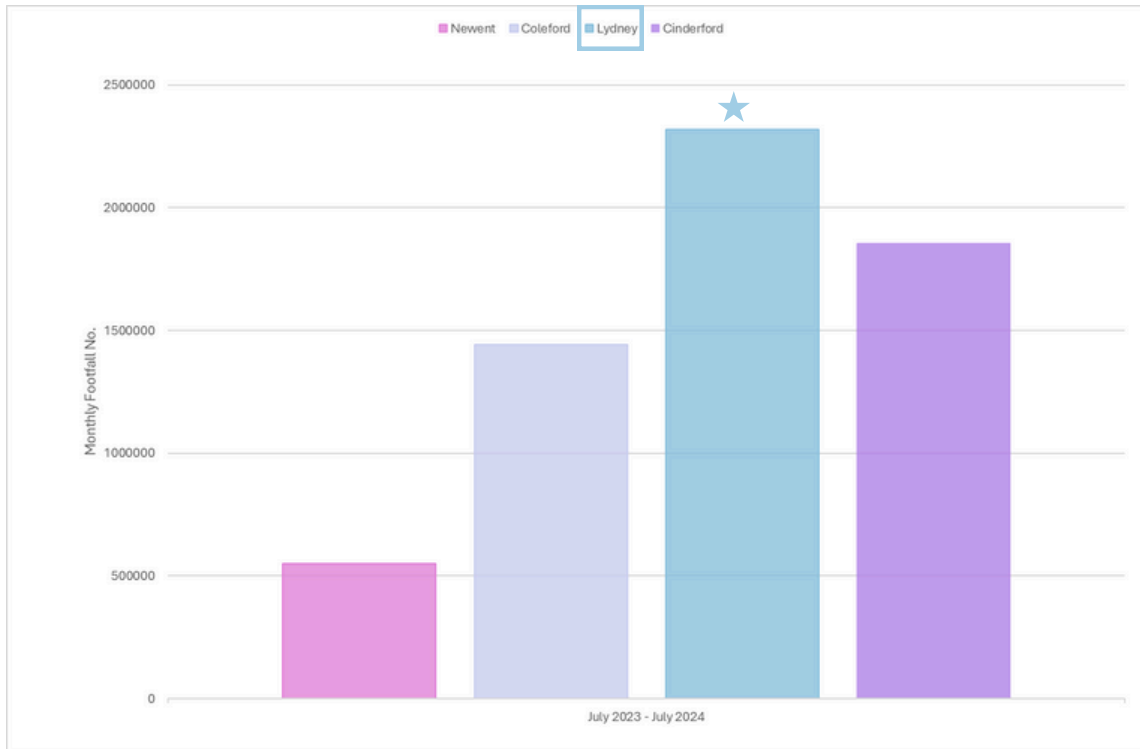


2.2 Visitor and Footfall Data

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.

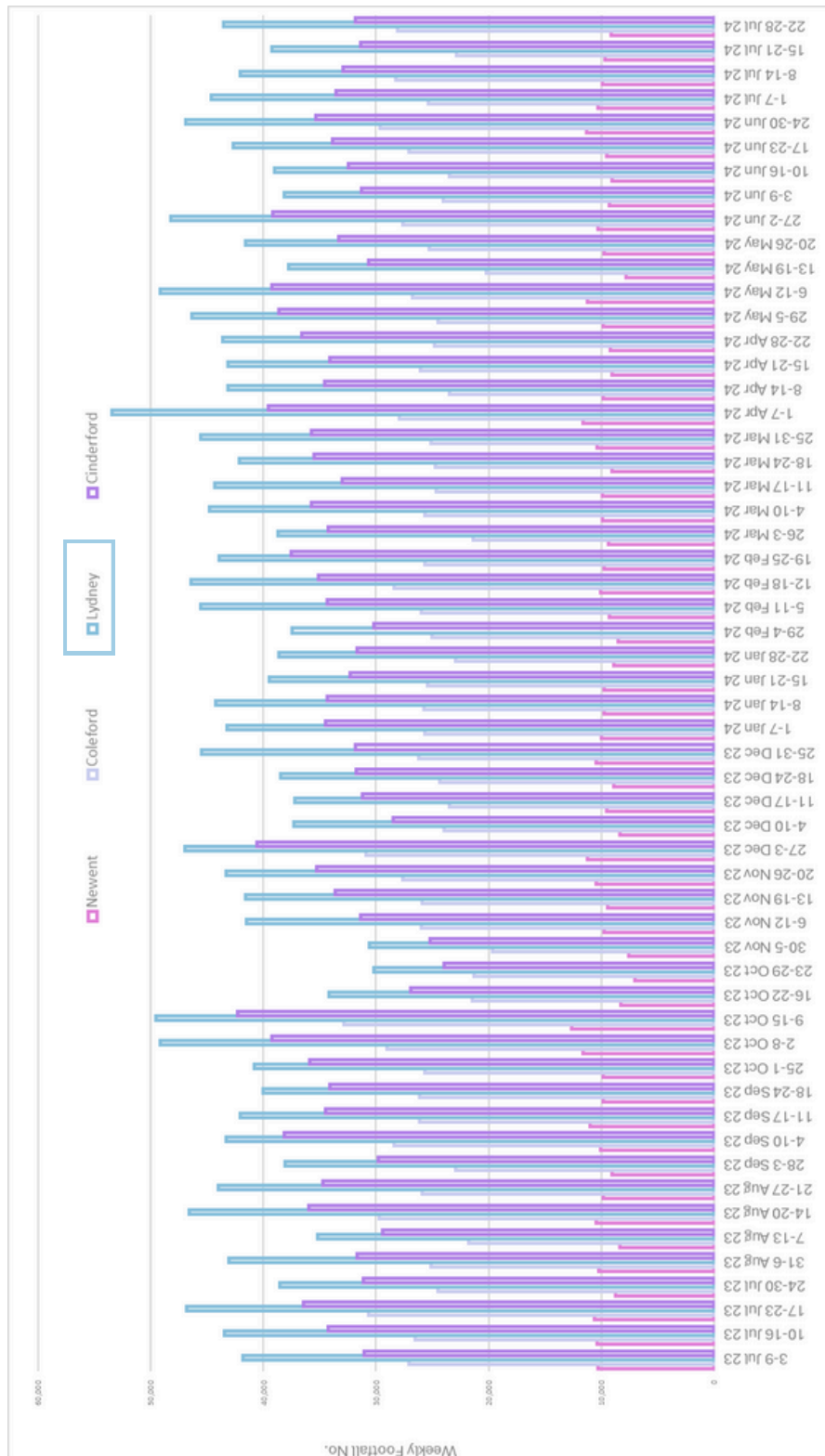


2.2 Visitor and Footfall Data

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 aggregated footfall data of the four market towns in the Forest of Dean. The same trend continues as identified in last year's report, and shows Lydney as having the highest footfall, followed by Cinderford, then Coleford and Newent.

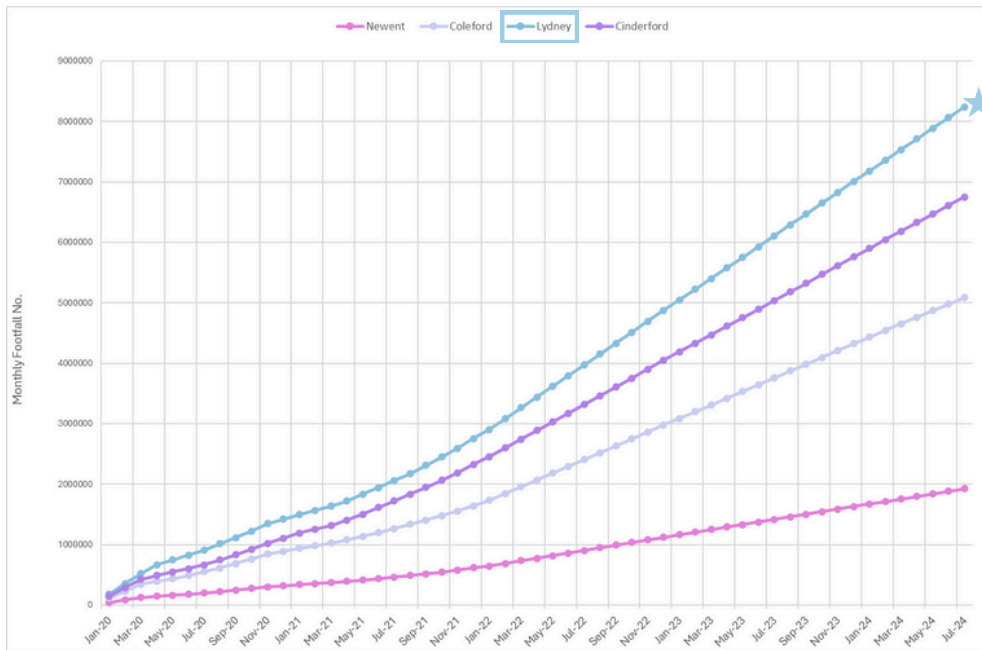


2.2 Visitor and Footfall Data

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 Lydney 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	-2.6%
	September	-5.2%
	October	-1.8%
	November	-3.5%
	December	+4.8%

2024	January	0%
	February	+4.4%
	March	-12.4%
	April	-7%
	May	-2.8%
	June	-5.2%
	July	+1.5%

2.3 Car Parking

This indicator refers to the 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 Newerne St. and Bream Road car parks from July 2023 to July 2024. Car parking charges apply Monday to Saturday, 8am-6pm.

Newerne St	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	4116	4659	4203	4328	5363	3785	3794	4672	3976	4042	2355	2248	2128

Bream Rd.	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	980	1022	796	864	1185	659	820	1133	948	1013	666	540	631

2.3 Car Parking

This indicator refers to the 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.

2.3.2 Annual Car Parking Ticket Sales Data

The table below shows annual ticket sales data for Newerne St. and Bream Rd. car parks. Ticket sales have decreased slightly 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
Newerne St.	75,654	57,127	31,436	57,982	52,979	47,541
Bream Rd.	13,585	18,390	4,368	8,942	10,711	10,626

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.

3.1 Retail and Commercial Offer

- 3.1.1 Lydney Use Class 2020-2023
- 3.1.2 National Chains
- 3.1.3 Markets
- 3.1.4 Retail Sector Analysis

3.2 Culture and Leisure Offer

3.3 Events

3.4 Reported Crime



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 Lydney 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 Lydney Use Class 2020 - 2023

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 Lydney Town centre from 2020 - 2023.

Use Class	2020	2021	2022	2023	2024
E (Commercial business and service)	114	118	116	118	114
F.1 (Learning and Non-Residential Institutions)	4	4	3	3	3
F.2. (Community Hall / Recreational Space)	1	1	1	1	1
Sui Generis	29	28	26	27	25

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.

The National Chains in Lydney for this year are indicated below.

Chain	Category	Subcategory
B&M	Store	Variety
Betfred	Leisure	Betting Shop
COOP Travel	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 Superstore	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 Lydney and the community have not organised any markets between July 2023 and July 2024. However, Lydney have hosted a few traders. To encourage this, the Town Council has agreed to hire out land at a minimal cost. The Town Trust resolved to introduce a local market. This initiative aims to attract diverse vendors and contribute to the economic growth of our community.

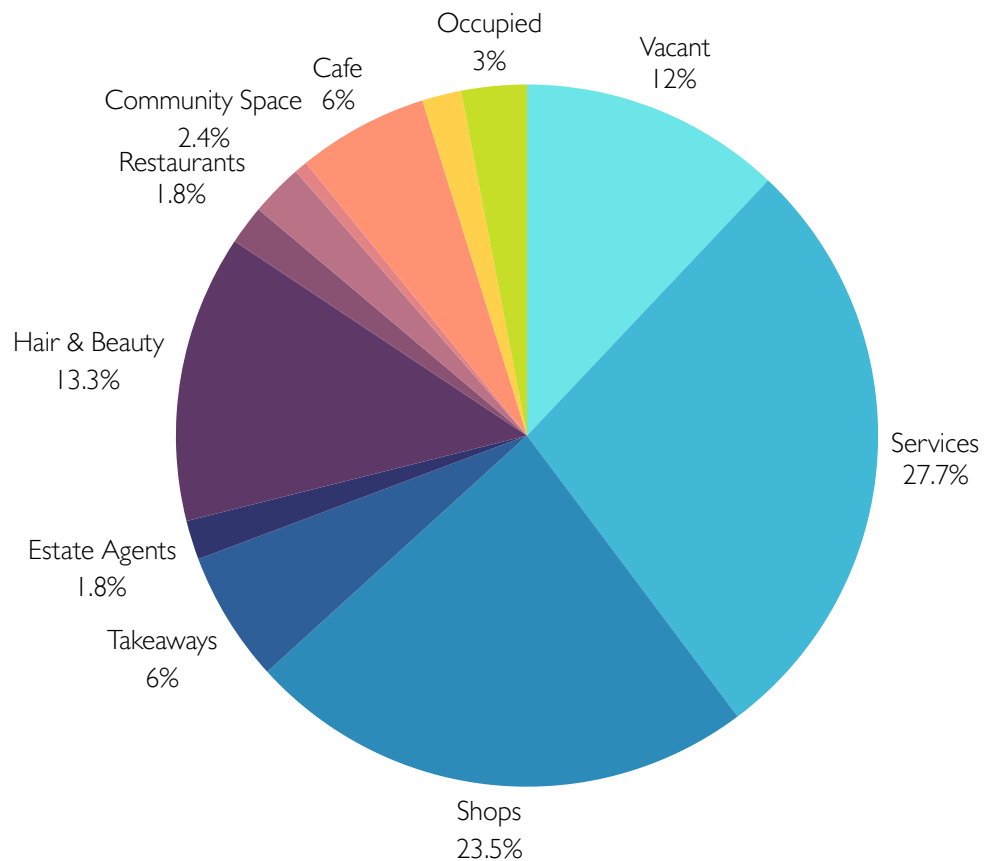
3.1 Retail and Commercial Offer

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 Lydney town as of January 2024 when the retail audit was conducted.

Cafes	10
Community Space	4
Estate Agent	3
Hair & Beauty	22
Hotel	1
Office Space	1
Pub	3
Recreational	0
Restaurant	2
Shops	39
Services	48
Takeaway	10
Vacant	20
Occupied but not in use	5



3.2 Culture and Leisure Offer

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

Facilities	2023	Signposting Information
Art Galleries	0	
Art Centres	0	
Children's Play Area	0	2 within walking distance of the town centre. Bathurst Park and The Mesne on Primrose Hill.
Cinema	0	
Community Halls	3	<ul style="list-style-type: none"> Lydney Town Hall: https://lydneytownhall.co.uk/ Naas Lane Community Hall: https://www.grcc.org.uk/village-hall-finder/village-hall/lydney-youth-and-community-centre Victoria Centre: https://victoriacentre.uk/
Community Garden	0	
Games / Arcades	0	
Gym	0	2 within walking distance of the town centre

3.2 Culture and Leisure Offer

This indicator captures the characteristics of Lydney 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	2 within walking distance of the town centre. Bathurst Park and The Mesne on Primrose Hill.
Restaurants / Cafe's	15	
Swimming Pool	0	2 within walking distance of the town centre, including outdoor Lido
Take-away's	10	
Theatre	1	Lydney Town Hall is used as a theatre
Other Special Venues	7	<p>On the border of the town boundary are the below venues:</p> <ul style="list-style-type: none"> • • Lydney Rugby Club • Lydney Football Club • Lydney Cricket Club • Freedom Leisure Centre • Bathurst Park • Lydney Boating Lake • Skatepark
Local Attractions (out of town centre)	5	<ul style="list-style-type: none"> • Lydney Harbour: https://www.visitdeanwye.co.uk/things-to-do/lydney-harbour-p1312571 • Lydney Park Estate: https://www.lydneyparkestate.co.uk/ • Bathurst Open Air Pool: https://www.bathurstpool.co.uk/ • Dean Forest Railway: https://deanforestrailway.co.uk/ • Taurus Crafts: https://www.camphillvillagetrust.org.uk/shops-cafes/taurus-crafts/

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

Community Event

November 2023

Fireworks

Remembrance Parade

December 2023

Christmas Light Switch-On

April 2024

Easter Event

June 2024

D-Day

July 2024

Community Event

3.4 Reported Crime

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

From July 2022 - July 2023, a total of 288 crimes were reported to the police. When compared to last year's data, reported crime in Lydney had decreased by -0.7%.

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	16	15	13	5	14	11	8	10	6	8	3	9	5	118
Anti-Social Behaviour	5	1	-	-	6	3	4	2	4	3	4	6	2	38
Criminal Damage and Arson	2	2	2	-	1	1	1	-	2	2	2	-	-	15
Vehicle Crime	-	-	-	-	1	-	-	-	1	1	-	-	-	3
Burglary	-	1	-	-	1	1	1	-	-	1	2	2	-	9
Other Theft	-	1	-	1	1	1	1	1	-	1	-	-	-	7
Drugs	-	1	-	-	-	-	1	-	-	-	-	1	-	3

Ctd. on next page...

3.4 Reported Crime

This indicator monitors the number of reported crimes in Lydney 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	2	-	-	-	1	-	1	-	-	-	-	-	5
Shoplifting	5	3	4	2	3	3	5	-	-	-	2	1	-	28
Other Crime	-	-	-	-	-	2	1	-	-	3	-	-	-	6
Public Order	6	2	1	-	3	7	13	1	3	4	4	1	-	45
Theft from a Person	-	1	1	-	-	-	-	-	-	-	-	-	-	2
Possession of a Weapon	-	-	1	-	-	1	-	-	-	-	-	-	-	2
Total TY	35	29	22	8	30	31	35	15	16	23	17	20	7	288
Total LY	33	18	21	26	20	20	16	21	15	22	18	25	35	290
Difference	+2	+11	+1	-18	+10	+11	+19	-6	+1	+1	-1	-5	-28	-0.7%

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



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 Lydney.

4.1.1 July 2023 - July 2024

Lydney town has had no significant investment or improvements this year. However, the council are currently working on their Neighbourhood Development Plan up to 2041 and have recently commissioned the development of a neighbourhood 'Masterplan Framework'. which can be found on their website here:

<https://lydneytowncouncil.gov.uk/wp-content/uploads/2024/09/Lydney-Masterplan-final-report-May-2024.pdf>

Find out more about their NDP here: <https://lydneyndp2.com/>

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 Lydney as of August 2024 when the retail audit was conducted. There are 3 less vacant properties than were recorded in 2023. To note, the national average high street vacancy rate in Q4 2023 was 14%.

Year	Vacant Unit Qty	Units Surveyed	% of Vacant Units
2024	20	168	11.9%
2023	23	168	13.7%
2022	17	162	10.5%

4.2.2 List of Vacant Units in Lydney

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

- | | | |
|----------------------------|----------------------------|---------------------------------|
| 6 Bridge House Newerne St. | 151 High Street | The Tindle Suite Kings Building |
| 9 Newerne St. | 35 High Street | Unit 1a Silverbourne Court |
| 36 Newerne St. | Baptist Church High Street | Units 1-6 Regents Yard |
| 51 Newerne St. | 1a Hill Street | Unit 11 Regents Yard |
| 63b Newerne St. | | |
| 28a Newerne St. | | |
| 33 Newerne St. | | |

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 council's 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 Lydney town centre for 2024 and previous years.

2008	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
5	5	6	5	5	5	5	5	4	4	4	3	3

2022	2021	2023	2024
Cats Protection, 28a Newerne Street	Cats Protection, 28a Newerne Street	Age UK Charity Shop, 1 Newerne Street	Age UK Charity Shop, 1 Newerne Street
Age UK Charity Shop, 1 Newerne Street	Age UK Charity Shop, 1 Newerne Street	Dean Forest Hospice Charity, 17 Newerne Street	Great Oaks Hospice Charity, 17 Newerne Street
Dean Forest Hospice Charity, 17 Newerne Street	Dean Forest Hospice Charity, 17 Newerne Street	Dial-a-Ride, Bus Station, Hams Road	Dial-a-Ride, Bus Station, Hams Road
Dial-a-Ride, Bus Station, Hams Road	Dial-a-Ride, Bus Station, Hams Road		

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. Lydney 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 Lydney:

The Swan Hotel	Newerne Street	The Swan Hotel Pub
48-49	Newerne Street	The Annexe
18	Hill Street	NG Thai Food
5a Forest Parade	Hill Street	Saffron Balti Restaurant
Greyhound Inn	Tuthill	Greyhound Inn Pub
3	Hill Street	3 Hill Street Club & Watney Hall

APPENDICES.

1 Use Class Orders

2 Lydney 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 Lydney Retail Unit Audit

As of August 2024, the businesses below occupied the retail and commercial outlets in Lydney 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
Unit 1 71	Newerne Street	Jimmy's Kitchen Chinese Takeaway	Sui Generis	Takeaway
Unit 2 71	Newerne Street	HiPS Social	Sui Generis	Café
1	Newerne Street	Age UK Charity Shop	E	Shop
3	Newerne Street	Vape Escape	E	Shop
5	Newerne Street	Occupied	E	N/A
9	Newerne Street	Vacant	E	Vacant
14	Newerne Street	Taylor's Jewellers	E	Shop
16	Newerne Street	Pop-Up Craft Shop	E	Shop
17	Newerne Street	Great Oaks Hospice Charity Shop	E	Shop
18	Newerne Street	Forest Tackle	E	Shop
19A	Newerne Street	Hair Republic	E	Hair & Beauty
19B	Newerne Street	Lydney Footcare	E	Service
20	Newerne Street	Griffiths Marshall Accountants	E	Service
21	Newerne Street	Bryan James Insurance	E	Service
23	Newerne Street	Gio's Barbers	E	Hair & Beauty
25	Newerne Street	FireStyles	E	Shop
25A	Newerne Street	FireStyles	E	Shop
26	Newerne Street	Beauty and Beyond Cosmetics	E	Shop
27	Newerne Street	Afterlife Tattoo	E	Service
28	Newerne Street	Forest Eco Shop	E	Shop
29	Newerne Street	Polish Nail and Beauty	E	Hair & Beauty
31	Newerne Street	The Card Box	E	Shop
32	Newerne Street	Raymond's Stores Clothes	E	Shop
34	Newerne Street	Hot Stuff	E	Shop
36	Newerne Street	Vacant	Vacant	Vacant
41- 43	Newerne Street	Forest Pharmacy	E	Service
43a	Newerne Street	EKB Studio Hair & Nails	E	Hair & Beauty
47	Newerne Street	Bargain Booze	E	Shop
51	Newerne Street	Vacant	E	Vacant

2 Lydney Retail Unit Audit

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

No/Name	Street	Service	Use Class	Sector
53	Newerne Street	Ruddy's Fish and Chips	Sui Generis	Takeaway
55	Newerne Street	Lloyds Bank	E	Service
57	Newerne Street	The Coventry Building Society	E	Service
61	Newerne Street	Kaplan's Café & Bistro	E	Café
63A	Newerne Street	Frankies	E	Shop
63A	Newerne Street	Forest Apparel	E	Shop
63B	Newerne Street	Vacant	E	Vacant
63C	Newerne Street	Top to Toes	E	Hair & Beauty
65D	Newerne Street	The Flower Pot	E	Shop
The Archway	Newerne Street	Elan	E	Shop
The Archway	Newerne Street	The Dressing Room	E	Shop
The Archway	Newerne Street	360 Tan	E	Hair & Beauty
The Archway	Newerne Street	Health Well Nutrition	E	Service
The Archway	Newerne Street	Nanny B's	E	Shop
67	Newerne Street	Morrisons Daily	E	Shop
67A	Newerne Street	The Original Factory Shop	E	Shop
69	Newerne Street	The Cash Exchange	E	Shop
1a Hylton Court	Newerne Street	Armstrong and North Opticians	E	Service
1b Hylton Court,	Newerne Street	Imperial Dental Care	E	Service
1c Hylton Court	Newerne Street	Co-operative Travel	E	Service
2-6 Hylton Court	Newerne Street	Greggs	E	Café
22-24	Newerne Street	Betfred	E	Service
28A	Newerne Street	Vacant	E	Vacant
38a & 38B	Newerne Street	The Bridge Café	E	Café
38C	Newerne Street	Tucker Sandwiches	E	Café
38D	Newerne Street	Dean Estate Agents	E	Estate Agents
48-49	Newerne Street	The Annexe	Sui Generis	Pub
5 + 7	Newerne Street	Aroha Lettings & Property	E	Estate Agents
6 bridge house	Newerne Street	Vacant	E	Vacant

2 Lydney Retail Unit Audit

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

No/Name	Street	Service	Use Class	Sector
Regents Walk Unit 1	Newerne street	No 45 Nails & Beauty	E	Hair & Beauty
Regents Walk Unit 2	Newerne street	Choice Cards	E	Shop
Regents Walk Unit 3	Newerne street	Bespoke Mentoring	E	Service
Regents Walk Units 4&5	Newerne street	Coffee Local	E	Café
Regents Walk Unit 6	Newerne street	HALO Hairdressers	E	Hair & Beauty
Regents Walk Unit 7 & 8	Newerne street	Office Space / Flexible Working	E	Office Space
Regents Walk Unit 9	Newerne street	Jarred's Barbers	E	Hair & Beauty
Regents Walk Unit 10	Newerne street	Johnson Building & Contractor	E	Service
The Swan Hotel	Newerne street	The Swan Hotel Pub	Sui Generis	Hotel / Pub / Restaurant
Unit 2 Waterside Court	Newerne street	Knockley Pet Shop	E	Shop
Unit 2 Waterside Court	Newerne street	Scruffy to Fluffy	E	Service
Unit 2, Rear of 45	Newerne street	Beauty Shop	E	Hair & Beauty
33	Newerne Street, County Store	Closed (was Co-op)	E	Vacant
Autumn Leaves Funeral Home	Albert St	Gordon Blake Funeral Services	E	Service
Lydney Health Centre	Albert Street	Lydney Health Centre	E	Service
6A	Forest Road	Light Fantastic DIY	E	Shop
6a	Forest Road	ETB	Sui Generis	Service
13	Hams Road	Hannya Tattoo	E	Service
15	Hams Road	Espie Hair	E	Hair & Beauty
17	Hams Road	Be Lovely Beauty	E	Hair & Beauty
19	Hams Road	Lydney Barbers	E	Hair & Beauty
21-23	Hams Road	Rominos Pizza Takeaway	Sui Generis	Takeaway
25-27	Hams Road	Great Wall Chinese Takeaway	Sui Generis	Takeaway
B&M Stores	Hams Road	B&M Store	E	Shop
Bus Station	Hams Road	Dial A Ride Charity Shop	E	Shop
Exhaust + Tyres	Hams Road	LIDL	E	Shop
Town Hall	High Street	Town Hall	F.1	Community Space

2 Lydney Retail Unit Audit

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

No/Name	Street	Service	Use Class	Sector
Tesco Store	High Street	Tesco Foodstore	E	Shop
Tesco Petrol Station	High Street	Tesco Petrol Station	Sui Generis	Service
2	High Street	WPS Financial Group	E	Service
11	High Street	Sundean Veterinary Clinic	E	Service
13	High Street	Tasty Bites Café	E	Café
15	High Street	Alcock Watson Associates Chartered Accountants / Dean Accountancy	E	Service
15A	High Street	Chilliz Indian Takeaway	E	Takeaway
15B	High Street	Imagitec	E	Service
15C	High Street	Waggly Tails Grooming	E	Service
15D	High Street	Williams Accounts	E	Service
15E	High Street	Hardys Publishing Shop	E	Service
15F	High Street	Occupied	N/A	N/A
15G	High Street	Occupied	N/A	N/A
15H	High Street	Equipment Hire Service	E	Service
15I	High Street	Vacant	Vacant	Vacant
15J	High Street	Occupied	N/A	N/A
15K	High Street	Occupied	N/A	N/A
17	High Street	Forest Appliances	E	Shop
35	High Street	Vacant	Sui Generis	Vacant
41	High Street	Looby's Curtain Craft	E	Shop
43	High Street	FDH Architects	E	Service
43A	High Street	Reflections Hair Salon	E	Hair & Beauty
47	High Street	Ferrino and Partners Estate Agents	E	Estate Agents
49	High Street	Tan Junkies Tanning Salon	E	Service
5&7	High Street	Bohemia Hair and Beauty	E	Hair & Beauty
51 +53 + 55	High Street	Lydney Launderette	Sui Generis	Service
Baptist Church	High Street	Vacant	Vacant	Vacant

2 Lydney Retail Unit Audit

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

No/Name	Street	Service	Use Class	Sector
1	Hill Street	Inspirations Picture Shop	E	Shop
1A	Hill Street	Vacant	E	Vacant
3	Hill Street	3 Hill Street Club & Watney Hall	Sui Generis	Pub
8	Hill Street	Thrings / Francis Law LLP Solicitors	E	Service
9	Hill Street	David Kear Opticians	E	Service
11	Hill Street	The Training Rooms	E	Service
18	Hill Street	NG Thai Food	Sui Generis	Restaurant
20	Hill Street	Lydney Nails	E	Hair & Beauty
20a	Hill Street	Taxi Cars	Sui Generis	Service
22	Hill Street	Zelish Hair & Beauty	E	Hair & Beauty
1 Cavendish Building	Hill Street	Revival Hair and Beauty (was Kudos Hair Salon)	E	Hair & Beauty
2 Cavendish Building	Hill Street	A.K.McCullagh and Sons Jewellers	E	Shop
3 Cavendish Building	Hill Street	Bengal Balti Bangladeshi Takeaway	Sui Generis	Takeaway
4 Cavendish Building	Hill Street	Cavendish Dry Cleaners and Laundry Service	Sui Generis	Service
5 Cavendish Buildin	Hill Street	All About Eve	E	Shop
6 Cavendish Building	Hill Street	Pitman, Blackstock White Solicitors	E	Service
1 Goscox Court	Hill Street	Cream Xtends	E	Hair & Beauty
Unit 3-5, Gosscoc Court,	Hill Street	Hairways	E	Hair & Beauty
6 - 7 Goscox Court	Hill Street	K&Tea's Café		Café
1 Forest Parade	Hill Street	Poppies Florist	E	Shop
2 Forest Parade	Hill Street	The Worx hair Salon	E	Hair & Beauty
3 Forest Parade	Hill Street	D+M Pizza House	Sui Generis	Takeaway
3b Forest Parade	Hill Street	S&L Furniture	Vacant	Shop
4 Forest Parade	Hill Street	Gibb Menswear	E	Shop

2 Lydney Retail Unit Audit

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

No/Name	Street	Service	Use Class	Sector
5 Forest Parade	Hill Street	Magic Scissors	E	Hair & Beauty
5a Forest Parade	Hill Street	Saffron Balti Restaurant	Sui Generis	Restaurant
6 Forest Parade	Hill Street	Lydney Charcoal Grill	Sui Generis	Takeaway
7 Forest Parade	Hill Street	Lydney Chippy	Vacant	Takeaway
8 Forest Parade	Hill Street	Kunming Chinese Takeaway	Sui Generis	Takeaway
Dental Surgery	Hill Street	Central Dentist Surgery	E	Service
Fire Station	Hill Street	Fire Station	Sui Generis	Service
Kings Buildings	Hill Street	Wildin & Co	E	Service
6 Kings Building	Hill Street	Pro-Stars Sports	E	Service
The Tindle Suite - Kings Building	Hill Street	Vacant	Vacant	Vacant
Lydney Library	Hill Street	Library	F.1	Community Space
Old Police Station	Hill Street	Signs 4 U	E	Service
Rear of 1	Hill Street	Coco & Bliss Coffee Garden	E	Café
2a	Regent Street	Lydney Shoe Repairs	E	Service
3	Regent Street	Philip Blatchly & Son Ltd Funeral Directors	E	Service
Unit 1a Silverbourne Court	Regent Street	Vacant	E	Vacant
Unit 1	Regents Yard	Vacant	Vacant	Vacant
Unit 2	Regents Yard	Vacant	Vacant	Vacant
Unit 3	Regents Yard	Vacant	Vacant	Vacant
Unit 4	Regents Yard	Vacant	Vacant	Vacant
Unit 5	Regents Yard	Vacant	Vacant	Vacant
Unit 6	Regents Yard	Vacant	Vacant	Vacant
Unit 7	Regents Yard	Bon's Cauldron	E	Shop
Unit 11	Regents Yard	Vacant	Vacant	Vacant
Stanford Road Garage	Stanford Road	Car Garage	Sui Generis	Service

2 Lydney Retail Unit Audit

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

No/Name	Street	Service	Use Class	Sector
Church	Swan Road	Church	F.1	Community Space
Mills and Walker Garage	Swan Road	Mills and Walker Garage, Swan Road	Sui Generis	Service
The Coach House	Swan Road	Ugly Duckling	Sui Generis	Café
Town Station Business Park	Swan Road	TJ Site Services	E	Service
Town Station Business Park	Swan Road	SWM Installation & Building Supplies	E	Service
Greyhound Inn	Tuthill	Greyhound Inn Pub	Sui Generis	Pub
Victoria Centre	Victoria Road	Community Lunches/Café	E	Community Space