



# Cinderford Town

## Annual Town Centre Monitoring Report

July 2024 - June 2025

Presented by:

**Forest of Dean District Council**



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## Introduction

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

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

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

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

This report contains a key set of data and evidence that is collected every year to monitor changes in each of our market towns. It can be used by anyone with an active interest in improving the experience and vitality of our town centres in the Forest of Dean. The information in this report represents the performance of Cinderford for the period of July 2024 to June 2025.

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



Nigel Brinn

CEO of Forest of Dean District Council



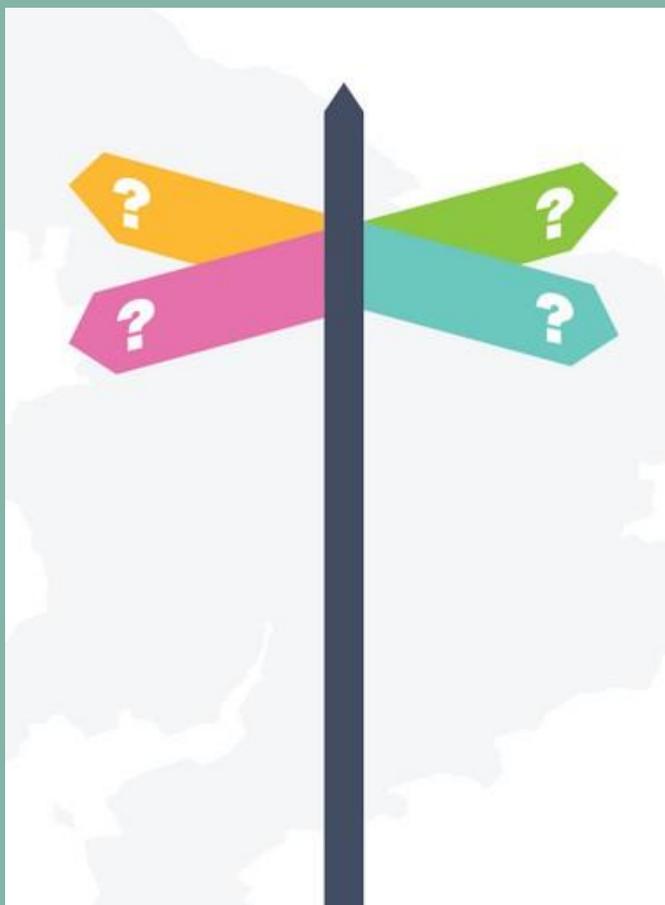
# 1.1 Successful Town Centres: Developing Effective Strategies

This report follows the guidelines and suggestions laid out in the ‘Successful Town Centres – Developing Effective Strategies: Indicator Toolkit’ – launched by the Gloucestershire Local Enterprise Partnership in March 2013. We have updated the indicators to reflect how our high streets have evolved and adapted since the toolkit’s original publication.

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

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

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

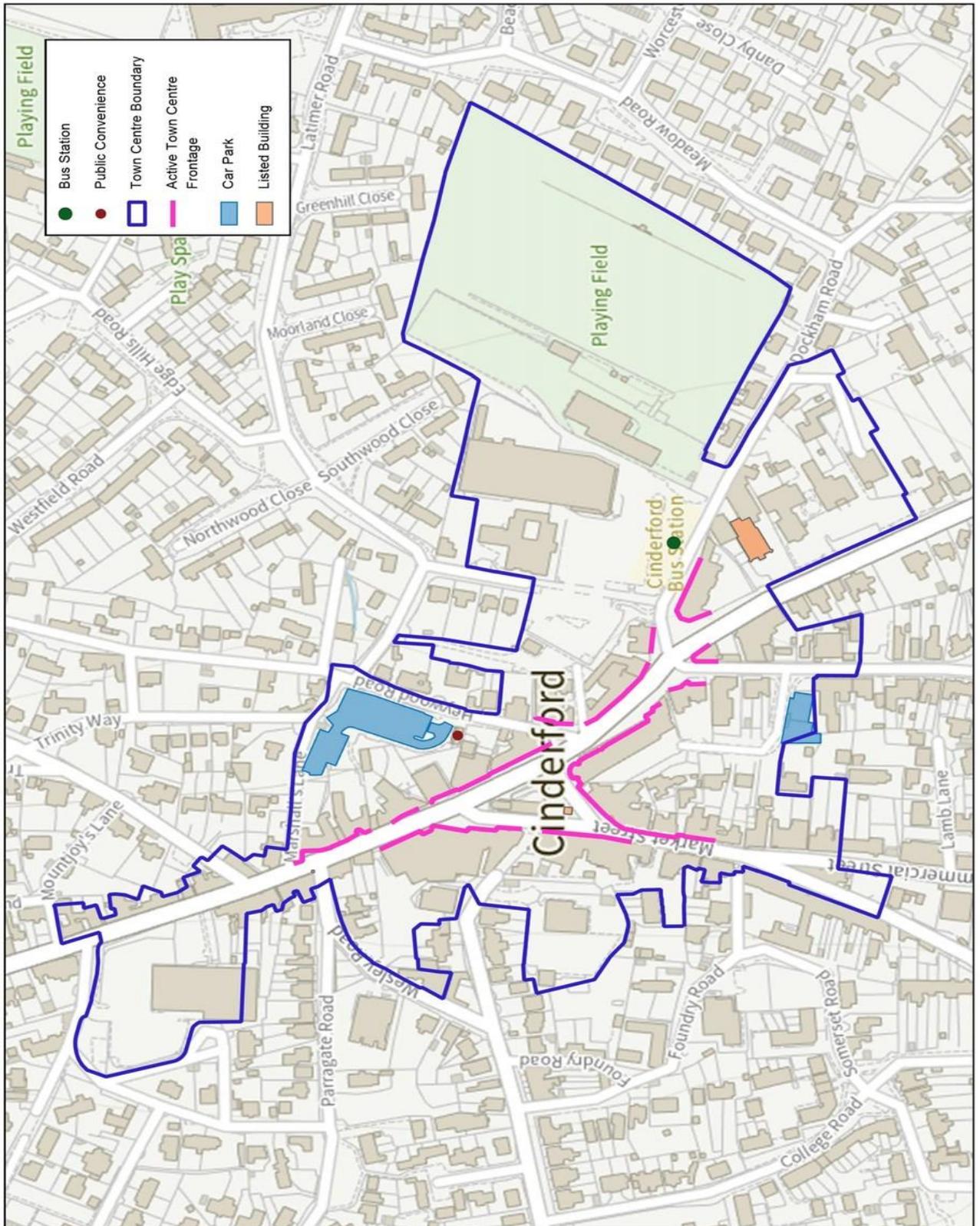


The toolkit advises that a number of indicators are assessed, including but not limited to:

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

# 1.2 The Town Centre Boundary

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



## 2. People and Footfall

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



## 2.1 Local Demographics

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

Census Data 2021	Cinderford	Forest of Dean
<b>Population</b>	8,800	87004 (+6.2% since 2011)
<b>Age</b>	17.7% 0-15 60.3% 16-64 22.0% 65+	16% 0-15 58.9% 16-64 25.1% 65+
<b>Sex</b>	50.4% female; 49.6% male	51.1% female; 48.9% male
<b>Identity</b>	6.5% of residents were born outside of the UK (approx. 560 people)  92.7% White British 7.3% Ethnic Minorities  2.47% of people identify as lesbian, gay, bisexual or other (LGB+) (approx. 217 people) 7.49% did not answer	5.1% of residents were born outside of the UK (approx. 4435 people)  94.6% White British 5.4% Ethnic Minorities  2.28% of people identify as lesbian, gay, bisexual or other (LGB+) (approx. 2000 people)
<b>Education &amp; Work</b>	58.9% of Cinderford's population is 'Economically Active', with the majority of people working in: skilled trade, professional, care, leisure and elementary occupations.  41.1% of residents stated that they are 'Economically Inactive'.  75.5% of people have a higher education qualification.  24.5% of people have no higher education qualifications.	57.2% of the Forest of Dean's population is 'Economically Active', with the majority of people working in: skilled trade, managerial, professional, care and leisure occupations.  42.8% of residents stated that they are 'Economically Inactive'.  81.6% of people have a higher education qualification.  18.4% of people have no higher education qualifications.
<b>Health &amp; Wellbeing</b>	40.8% Very good health 36.5% Good health 15.9% Fair health 5.3% Bad health 1.5% Very bad health 20.7% 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% 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 2024 – June 2025.

### 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 single 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).

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.

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### 2.2.1 Visitor Trends and Insights

#### 2.2.1.1 General Information

- Cinderford Town is situated in a GL14 postcode, which has a population of around 9,035 people (this data is from [Inform Gloucestershire](#) presenting 2024 data from the Office of National Statistics).
- On average, between July 2024 – June 2025, the monthly footfall in Cinderford town centre was 141,361. This is 1.0% less than the same period in the previous year.

# 2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2024 – June 2025.

## 2.2.1 Visitor Trends and Insights (Jan – Jun 25)

### 2.2.1.2 Local Loyalty

- On average, 54.3 % of residents with a GL14 postcode and 36.9 % of residents with a GL17 postcode, visit their town centre every month.
- 95 % of all visitors live within a 10-mile radius of the town.

### 2.2.1.3 UK Visitor Information

- On average, 6 % of all visitors live over 10 miles away.
- In Jan - Jun 25 there were 4.4 % fewer visitors from 0 - 3 miles away, yet 14.2 % more visitors coming from 3-10 miles away than the previous year.
- The majority of visitors to Cinderford from over 10 miles away were from Gloucester, however Cinderford also receives frequent monthly visitors from Cheltenham and Chepstow.

### 2.2.1.4 Missed Potential Spend by Postcode

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

- HR9 (Ross-on-Wye)
- NP25 (Monmouth)
- GL15 (Lydney)

# 2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2024 – June 2025.

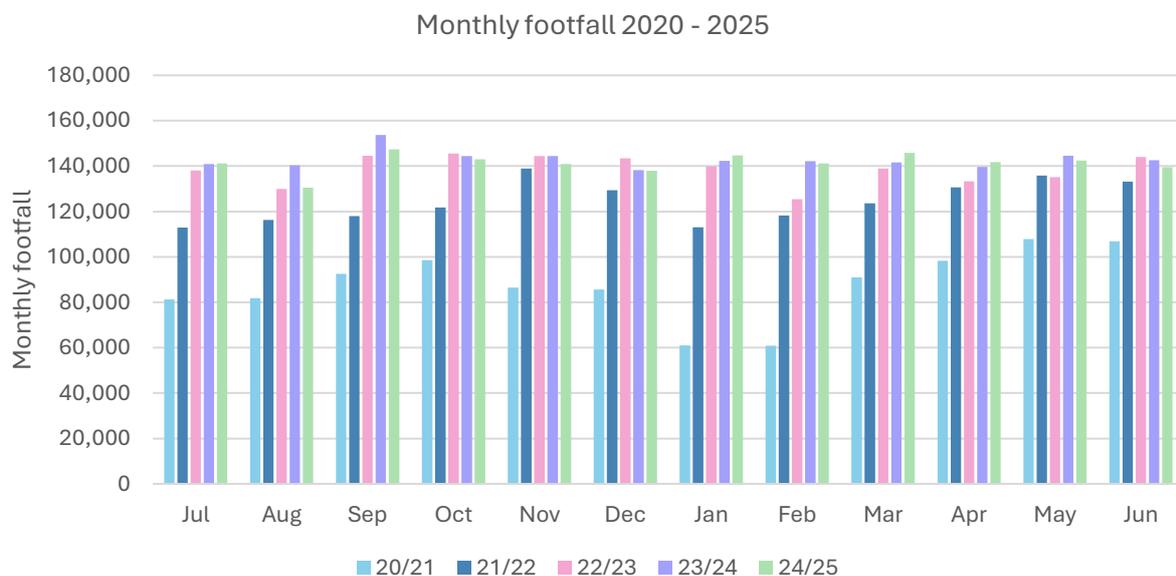
## 2.2.2 Footfall

### 2.2.2.1 Cinderford Town Footfall

The following data provides information on the total footfall within Cinderford town centre boundary for each month between Jul 20 – Jun 25. This data is helpful as you can see the year-on-year difference in footfall each month.

Cinderford Footfall Data	20/21	21/22	22/23	23/24	24/25
July	81,281	112,855	138,141	140,905	141,232
August	81,834	116,223	129,977	140,314	130,444
September	92,457	118,005	144,497	153,654	147,365
October	98,590	121,821	145,576	144,376	143,024
November	86,532	138,909	144,466	144,360	140,874
December	85,606	129,360	143,386	138,246	137,978
January	60,968	112,980	139,881	142,331	144,751
February	60,802	118,294	125,426	142,217	141,187
March	90,903	123,635	138,988	141,637	145,862
April	98,274	130,654	133,325	139,644	141,692
May	107,851	135,782	135,121	144,567	142,439
June	106,865	133,225	144,008	142,561	139,483
<b>Total</b>	<b>1,051,963</b>	<b>1,491,743</b>	<b>1,662,792</b>	<b>1,714,812</b>	<b>1,696,331</b>

Footfall in Cinderford has decreased by 1.0% between Jul 24 - Jun 25 when compared to the previous year.



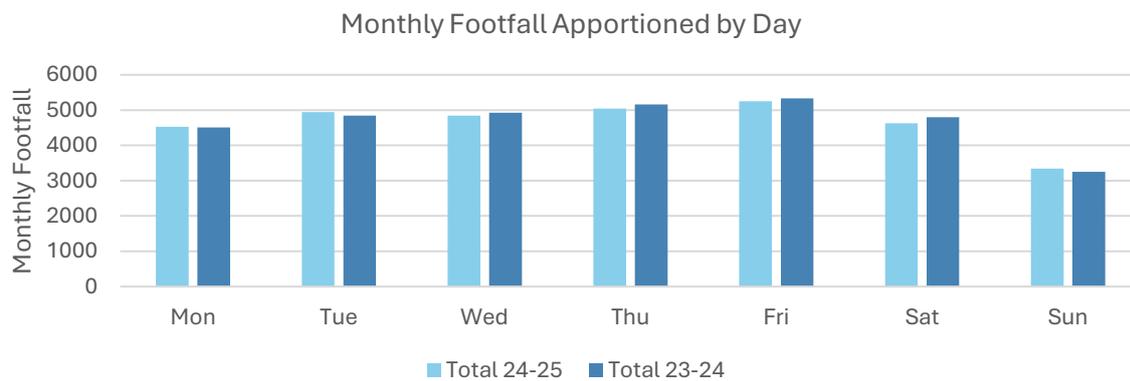
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## 2.2.2 Footfall

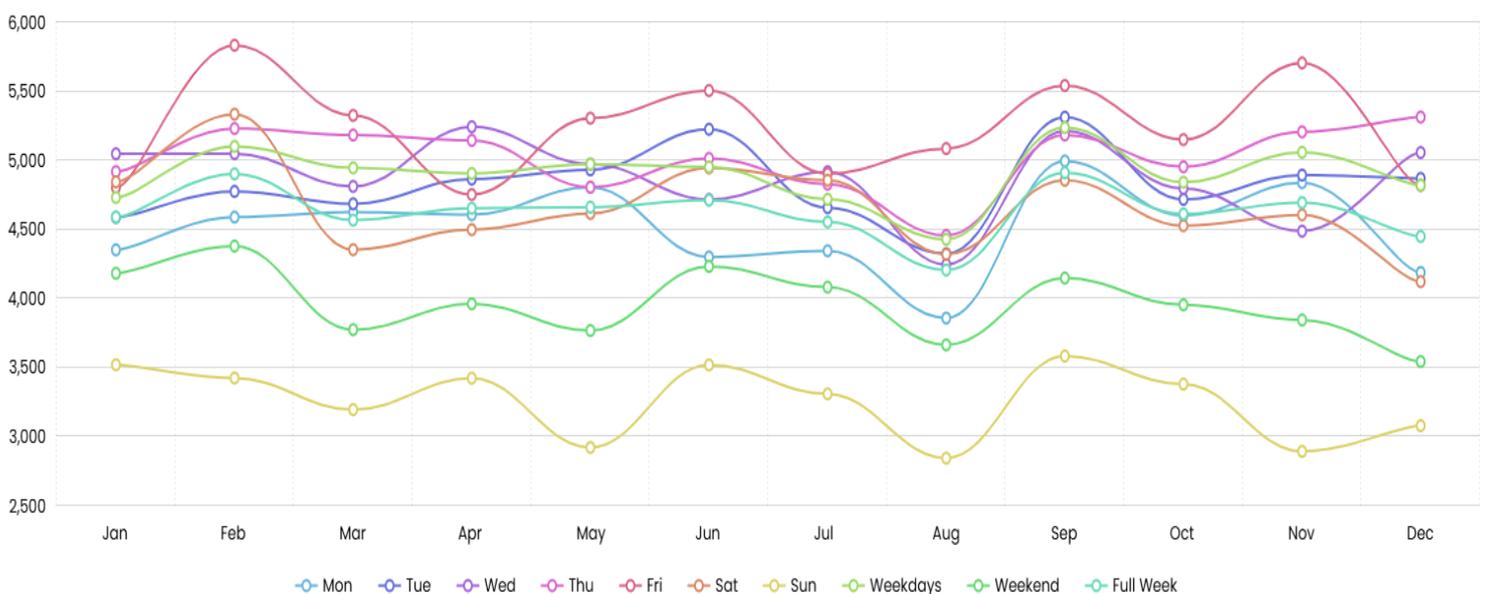
### 2.2.2.2 Cinderford Town Daily Data

The chart below shows monthly footfall apportioned by day for Cinderford town council for Jul 24 – Jun 25.



Friday and Thursday are the busiest days in Cinderford town during the week. Sunday is the quietest day.

This can also be seen in the chart below showing monthly footfall apportioned by day average for Jan - Dec 2024.



# 2.2 Visitor and Footfall Data

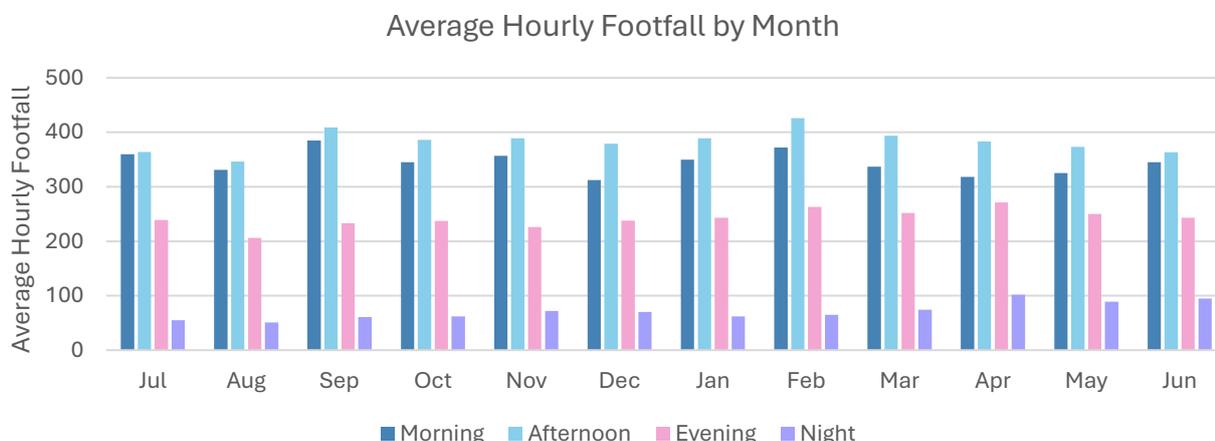
This indicator provides an assessment of visitors and footfall between the months of July 2024 – June 2025.

## 2.2.2 Footfall

### 2.2.2.3 Cinderford Town Hourly Data

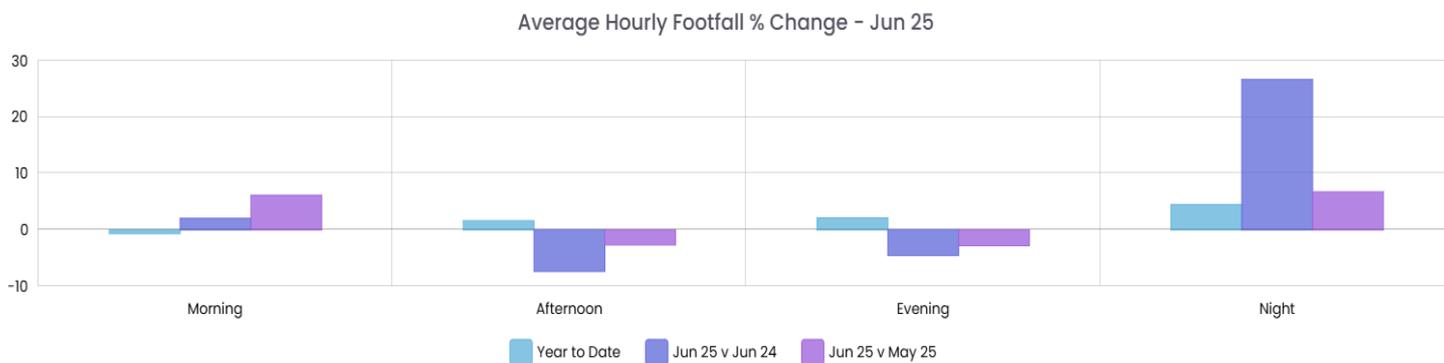
The chart below shows average hourly footfall data for Cinderford town centre for Jul 24 – Jun 25.

The timings are recorded as: morning: 7am to midday, afternoon: midday to 5pm, evening: 5pm to 8pm and night: 8pm to midnight.



Cinderford sees the largest number of visitors in the afternoon (midday to 5pm), with the morning (7am to midday) also being a popular time to visit the town centre.

As shown in the chart below there has been a year-to-date increase in afternoon, evening and night footfall. Jun 25 average night footfall is +26.68% compared to Jun 24.



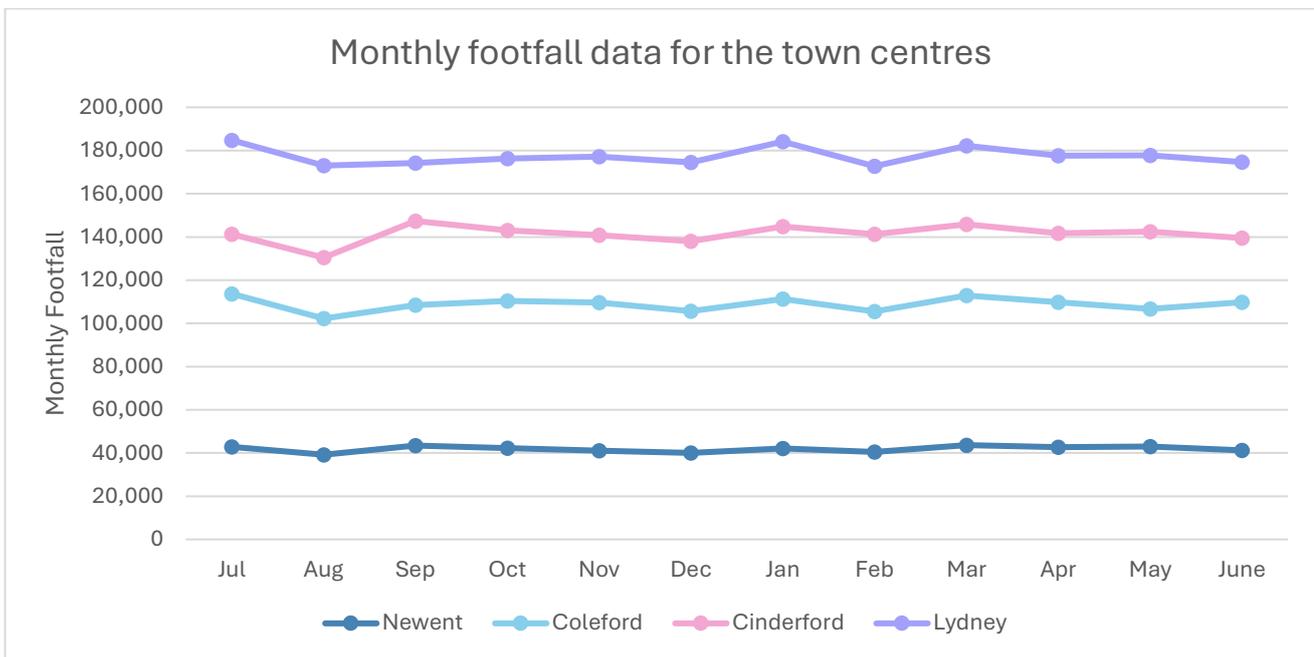
# 2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2024 – June 2025.

## 2.2.2 Footfall

### 2.2.2.4 Comparative Market Town Footfall Data

The chart below shows comparative monthly footfall data for the four market towns in the Forest of Dean between Jul 24 – Jun 25.



The data shows that Lydney has the highest footfall over the year, followed by Cinderford, Coleford and Newent.

Each of the four town centres saw a rise in footfall figures in January 2025 compared to the previous month.

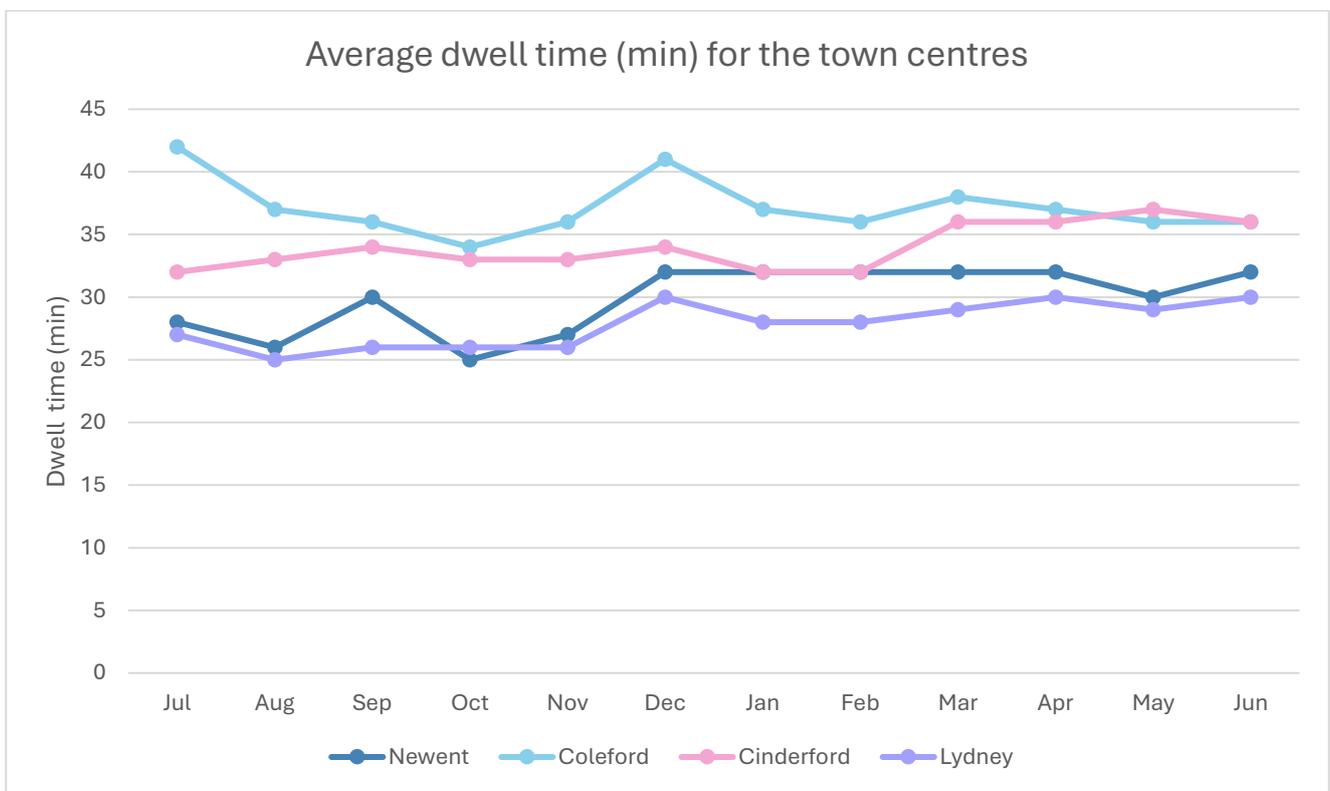
# 2.2 Visitor and Footfall Data

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## 2.2.2 Footfall

### 2.2.2.5 Comparative Market Town Dwell Time Data

The chart below shows comparative average dwell time (minutes) for the four market towns in the Forest of Dean between July 2024 – June 2025.



The data shows that for most months within this time period the longest dwell time in minutes by visitors to the town centre was seen in Coleford, followed by Cinderford, Newent then Lydney.

There are some months within the time period when the pattern varies from this trend.

The average dwell time (rounded to the nearest minute) for visitors between July 24 – June 25 in the town centres is:

Coleford 37 minutes, Cinderford 34 minutes, Newent 30 minutes and Lydney 28 minutes.

## 2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2024 – June 2025.

### 2.2.3 High Street Recovery

The table below shows the footfall difference in Cinderford for 24/25 compared to the same months in 19/20 (pre-pandemic). The pre-pandemic data used is from Mar 19 – Feb 20. 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	% change in footfall compared to 2019/20
2024	Jul	-3.27
2024	Aug	-12.31
2024	Sep	-2.36
2024	Oct	-6.82
2024	Nov	-7.22
2024	Dec	+2.81
2025	Jan	-1.29
2025	Feb	+5.01
2025	Mar	-13.24
2025	Apr	-5.40
2025	May	-3.59
2025	Jun	-7.33

The monthly footfall data in this time period is lower than pre-pandemic levels, apart from Dec 24 and Feb 25 which saw higher footfall levels compared to in Dec 19 and Feb 20 respectively.

## 2.3 Car Parking

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

The current car parking charges are:

1 hour – Free, 2 hours - £1, 3 hours - £2, 4 hours - £3.

Car parking charges apply Monday to Saturday, 8am – 6pm. 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 tables below show the recorded monthly figures for tickets purchased at Heywood Road car park in Cinderford from July 2024 to June 2025.

The car parking data now includes free ticket sales as the collection of this data was introduced in April 2024.

Heywood Road	Jul 24	Aug 24	Sept 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25
Machine tickets	612	783	540	702	549	465	746	580	469	589	664	561
Phone tickets	301	260	214	268	318	283	259	300	243	308	782	314
Free tickets (< 1hr)	647	632	591	714	741	872	790	717	870	930	1000	872
<b>Total</b>	<b>1560</b>	<b>1675</b>	<b>1345</b>	<b>1684</b>	<b>1608</b>	<b>1620</b>	<b>1795</b>	<b>1597</b>	<b>1582</b>	<b>1827</b>	<b>2446</b>	<b>1747</b>

## 2.3 Car Parking

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

### 2.3.2 Annual Car Parking Ticket Sales Data

The table below shows annual ticket sales data for Heywood Road car park. This includes ticket purchased from the machines and using a phone during the period indicated.

For Jul 24 – June 25 free ticket sales are also shown – the collection of this data was introduced in April 2024.

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	Jul 24 – Jun 25
Heywood Road	31,322	24,208	12,814	18,029	18,618	15,676	11,110 20,486 (incl. free tickets)

The Jul 24 – Jun 25 year ticket sales have decreased by 29.1% in the Heywood Road car park compared to the previous year.

There has been a 30.7% increase in overall parking tickets obtained (including free tickets) from 23-24 to 24-25.

### 3. Diversity & Vitality of Place

The overall aim in 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

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

In order to remain competitive, town centres need to ensure they provide a level of offer that matches the demand of their current or intended visitors and consumers. This indicator is often linked to footfall and levels of business as well as visitor satisfaction. It can also be used (in conjunction with other indicators) to monitor the balance and relationship between the area's daytime and night-time/evening economies.

A detailed audit of all retail and commercial properties in Cinderford can be found in appendix 2. It should be noted that the number of units recorded sometimes differ between each year. This may be as a result of the division of shop units, vacancies, or very slight variations on the area assessed.

## 3.1.1 Cinderford Use Class 2020 - 2025

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 outlines the Use Classes of the buildings in Cinderford Town Centre from 2020 – 2025.

Class C1 have not been previously recorded in the Cinderford town centre monitoring report.

Use Class	2020	2021	2022	2023	2024	2025
<b>E (Commercial business and service)</b>	71	67	72	62	61	54
<b>F1 (Learning and Non-Residential Institutions)</b>	7	8	7	7	9	7
<b>F2 (Community Hall/Recreational Space)</b>	1	1	1	1	1	1
<b>Sui Generis</b>	11	11	11	13	13	16
<b>C1 (Hotel/B&amp;B)</b>	-	-	-	-	-	0

# 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 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.

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

<b>Chain</b>	<b>Category</b>	<b>Subcategory</b>
Betfred	Leisure	Betting Shop
Tesco Superstore	Shop	Grocery
Lidl	Shop	Grocery
The Original Factory Shop	Shop	Discount department
NFU Mutual	Service	Financial services and insurance

# 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. Specialist markets can include farmers' markets, artisan markets, continental markets, Christmas markets and night markets.

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

However, the below market is organised locally by the community:

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

### 3.1.3.1 Market Towns Regeneration Framework

The Market Towns Regeneration Framework is a Forest of Dean District Council led strategy. The Market Town Officer is employed for 24 months jointly funded by the Forest of Dean District Council and each of the four town councils (Cinderford, Coleford, Lydney and Newent) to deliver the [Market Towns Regeneration Framework](#).

The market town officer is exploring the re-introduction or expansion of markets in the four towns.

The Forest of Dean District Council has also subscribed to [The National Association of British Market Authorities \(NABMA\)](#).

# 3.1 Retail and Commercial Offer

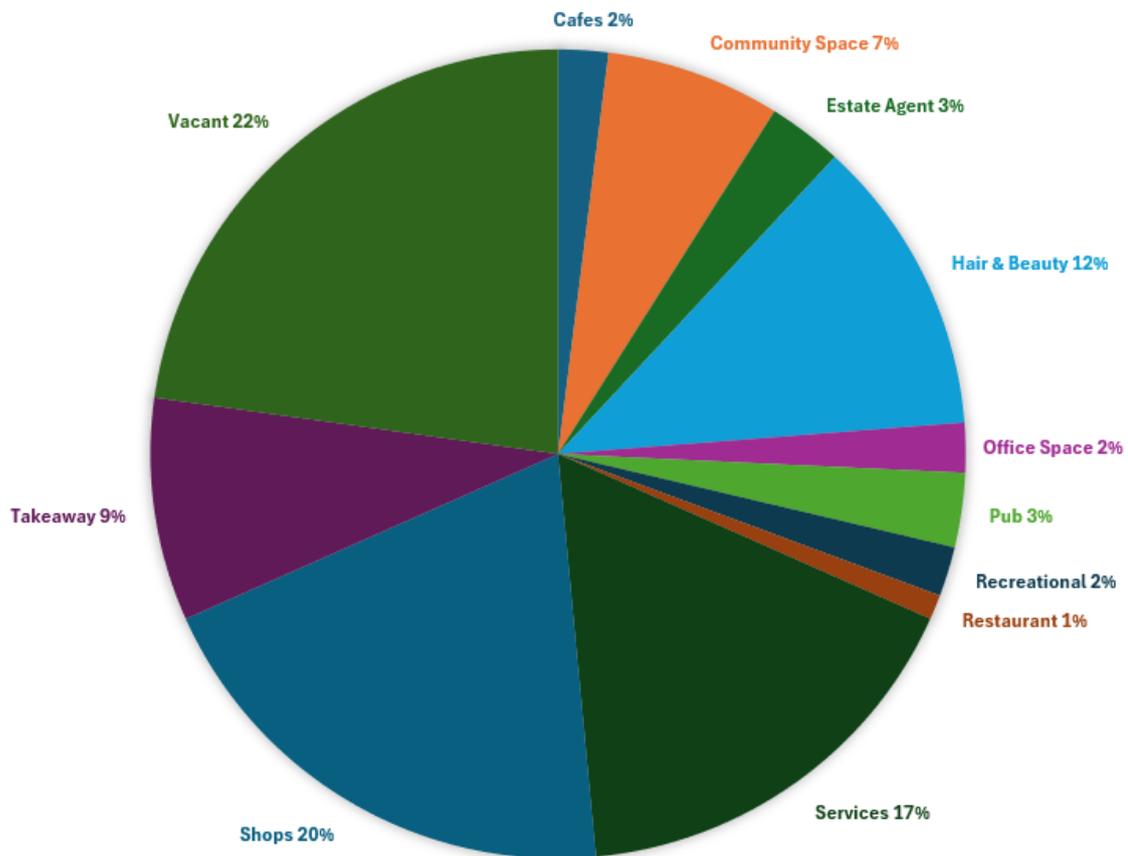
This indicator keeps track of the range and variety of retail goods and services offered in the town centre, measured as the change in the number of businesses in each category over a 12-month period.

## 3.1.4 Retail Sector Analysis

The below information shows how the retail and commercial offer is distributed in Cinderford town as of July 2025 when the retail audit was conducted.

	Cafes	Community Space	Estate agent	Hair & Beauty	Hotel	Office Space	Pub	Recreational	Restaurant	Services	Shops	Takeaway	Vacant
No. of commercial settings	2	7	3	12	0	2	3	2	1	17	20	9	23

**RETAIL/COMMERCIAL DISTRIBUTION**



## 3.2 Cash and Charging Facilities

This indicator reflects the availability of key infrastructure that supports access to cash and low-emission travel, through the presence of cash points and EV charging facilities in the town centre.

### 3.2.1 Cash points

Cash points are vital in a town centre for supporting local businesses, especially those that rely on cash transactions. They also provide financial inclusion for people who may not use digital banking.

Cash points provide convenient, 24/7 access to money, helping maintain footfall and economic activity in a town centre.

Cash can be obtained from the following locations in Cinderford:

- 16-18 Market Street – cash point
- Cinderbury's Local – cash point and cash at the till
- Post Office (located inside Tesco) – cash at the till
- Tesco – cash point

### 3.2.2 Electric Vehicle Charging Points

Electric charging points in town centres bring economic benefits by increasing footfall and dwell time, as drivers may shop or dine while their vehicles charge. They may attract new visitors and future-proof the town's infrastructure.

The location of electric vehicle charging points in Cinderford are:

- Tesco, Dockham Road – 4 available (up to 7kW)
- Belle Vue Centre – 3 available (up to 7kW)

## 3.3 Culture and Leisure Offer

This indicator captures the characteristics of Cinderford town centre related to culture and leisure activities for enjoyment and social interaction.

Facility	Number of facilities	Signposting Information
Art Galleries	1	Picture House Gallery
Art Centres	2	Artspace Cinderford Wyldwood Arts
Children's Play Area	0	Located outside the town boundary
Cinema	1	Palace Cinema
Community Halls	1	The Wesley
Community Garden	0	
Games / Arcades	0	
Gym	0	Located outside the town boundary
Library	1	
Museum	0	
Park and Gardens	0	
Restaurant/Café	3	
Swimming Pool	0	Located outside the town boundary
Takeaway	9	
Theatre	1	Wesley Theatre Hall
Additional special venues and public spaces	5	Cinderford Rugby Club FVAF – Volunteering Centre The Music Works Co-working space at Rheola House The Triangle – outdoor auditorium and covered event space
Local tourism attractions (out of town centre)	5	Littledean Jail Mallards Pike Lake Dean Heritage Centre St Anthony's Well The Rusty Pole Forest of Dean Sculpture Trail Beechenhurst Cannop Ponds

## 3.4 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.

### July 2024

Pride in Cinderford

### August 2024

CindyFest

### September 2024

Memorabilia Day

### November 2024

Remembrance Sunday Parade

Christmas Parade and Lights  
Switch On

### December 2024

Christmas Convoy

### March 2025

Cinderford Pancake Race

Cinderford EMF Plaque

### April 2025

Carnival of Transport

St George's Day Parade

### May 2025

VE Day Commemoration

### CindyFest:

Sunday 25<sup>th</sup> August 2024, 12 noon - 10pm

Total town centre footfall was 5,400, a +59% growth versus the same day the month before. There was an 8% increase in visitors compared to the same event day in 2024. The majority (60%) of visitors attended in the afternoon (midday to 5pm).

The origin of visitors was 72.6% from 0-3 miles, 12.5% from 3-10 miles and 14.9% from 10-25 miles.

Visitor dwell time during the event was 6% higher compared to the average visitor dwell time in Cinderford town.

## 3.5 Reported Crime

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

The table below shows the crimes committed within the Cinderford town centre boundary between Jul 24 – Jun 25.

Further information on the crimes committed and the status of the investigations into them can be accessed using the [Police UK website](#).

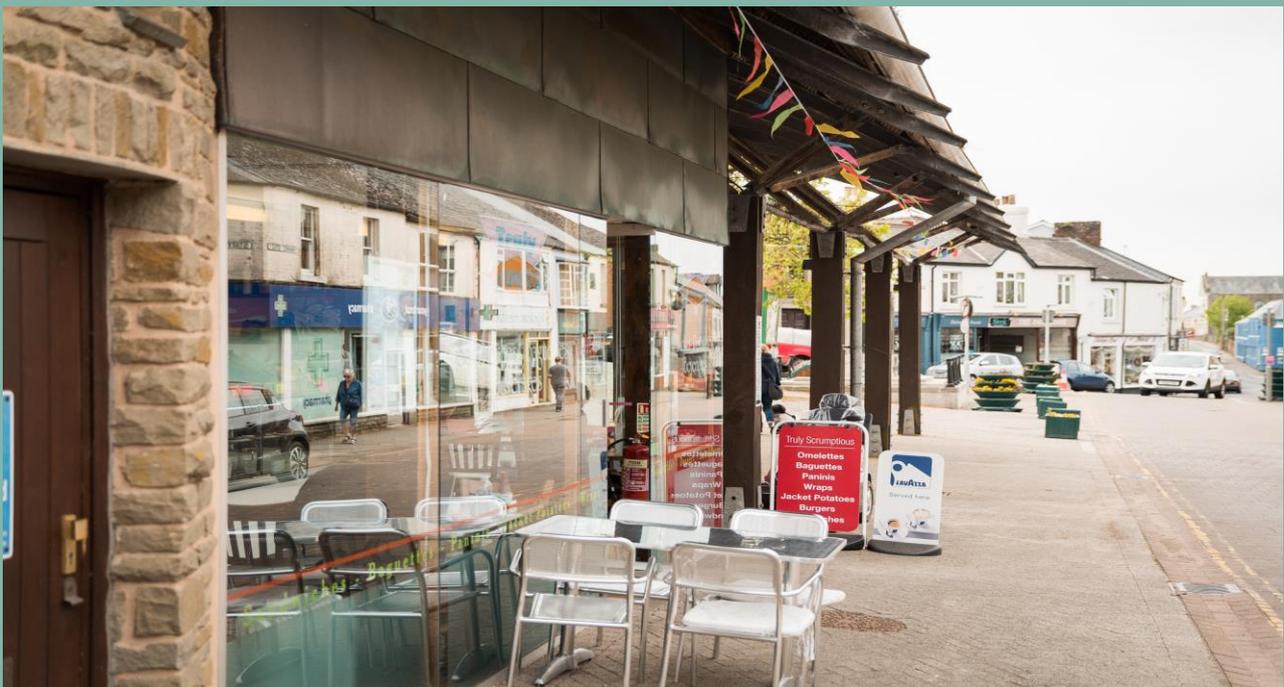
Crime	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Total
<b>Violence &amp; Sexual Offences</b>	1	1	-	2	-	3	8	2	-	8	7	1	33
<b>Anti-Social Behaviour</b>	4	1	1	1	3	2	7	5	9	2	3	7	45
<b>Criminal Damage &amp; Arson</b>	-	1	-	3	-	-	-	1	1	-	-	1	7
<b>Vehicle Crime</b>	-	-	-	-	-	-	1	-	-	-	-	-	1
<b>Burglary</b>	-	-	1	-	-	-	-	-	-	1	-	-	2
<b>Other Theft</b>	2	-	-	-	-	-	2	1	3	-	1	2	11
<b>Drugs</b>	-	-	-	-	1	-	-	-	-	1	-	-	2
<b>Robbery</b>	-	-	-	-	-	-	2	-	-	-	-	-	2
<b>Shoplifting</b>	1	1	-	3	-	1	-	1	-	1	2	1	11
<b>Other Crime</b>	-	-	-	-	1	-	1	-	-	-	-	-	2
<b>Public Order</b>	-	-	-	-	4	3	1	-	2	-	4	-	14
<b>Theft from a Person</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Possession of a Weapon</b>	-	-	-	1	-	-	-	-	-	-	-	-	1
<b>Total 24/25</b>	8	4	2	10	9	9	22	10	15	13	17	12	131
<b>Total 23/24</b>	6	13	9	17	1	4	12	19	16	16	13	15	141
<b>Difference</b>	+2	-9	-7	-7	+8	+5	+10	-9	-1	-3	+4	-3	-10

From July 2024 – June 2025, a total of 131 crimes were reported to the police. When compared to last year's data, reported crime in Cinderford town centre has decreased by 7.1%.

## 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

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.

## Levelling Up the Future of the Forest

In June 2021, Cinderford Town Council received £880k from the Local Regeneration Fund (previously named Levelling Up Fund) to support the regeneration of the town centre.

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

A former bank has been transformed into a state-of-the-art facility for the Music Works, which brings music into the heart of the town centre and community.

The Wesley, Forest of Dean Community and Arts Centre, has become a central space for arts, creativity and community. The Theatre Hall provides a much-valued performance space, and with the addition of a rainwater garden in the courtyard, there is an outside space for users to enjoy.

Rheola House has been purchased by Cinderford Town Council and now serves as a co-working space that is home to many local businesses. The building has been completely refurbished with the installation of 3 EV charging points and a resurfaced car park.

## 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.

Although vacant retail units have traditionally been linked to economic decline both locally and nationally, it can also be interpreted as a temporary opportunity for the town centre to strategically re-balance its visitor offer. There is an opportunity for culture and leisure-related outlets and community services to gain more of a foothold in the town centre.

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

### 4.2.1 Vacant Retail Units

The chart below summarises the amount of vacant retail units in Cinderford as of July 2025 when the retail audit was conducted. A unit was considered vacant if there was no visual evidence of business occupation. There are 7 more vacant properties than were recorded in 2024. To note, the national average high street vacancy rate [reported by UK Government](#) in June 2025 was 14.3%.

Year	Vacant Unit Qty	Units Surveyed	% of Vacant Units
2025	23	101	22.8
2024	16	100	16.0
2023	18	101	17.8
2022	13	103	12.6

### 4.2.2 List of Vacant Units in Cinderford

See below the list of vacant retail units within Cinderford town centre boundary as of July 2025.

1, 18, 21, 23, 25, 25a, 29, 31, 33a, 35, 36, 43, 61, 67a High Street

5,14,17,19, 21, 23 Market Street

1A Victoria Street

14 Commercial Street

5 Heywood Road

## 4.3 Charity Shops

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

Charity shops fill an important gap in the retail offer of any town centre. They provide a valuable reuse and recycling function, reducing the volume of waste going to landfill and bringing in valuable income for worthy causes. The 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.

Charity shops also cut across social and demographic boundaries, attracting customers and providing affordable and specialist items. 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 charts below summarise charity shops in Cinderford town centre for 2025 and previous years:

<b>Year</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
<b>No. of charity shops</b>	4	3	3	3	3	3

The three charity shops located in Cinderford town centre are:

<b>Charity Shop</b>	<b>Address</b>
Dial-a-Ride	2a High Street
Great Western Air Ambulance	8 High Street
Sue Ryder Care	3 Heywood 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 evening and night-time economies 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 (5-8pm often referred to as the 'shoulder period') and the late-night customer, as each can have quite different demographics.

Evidence is building to support the collective and active management of town centres after dark to increase visitor confidence, improve perceptions, prevent crime and disorder, and provide a healthy trading environment for a range of businesses and providers who operate at night.

This indicator enables users to monitor how effectively the evening and night-time economies are managed (if they are managed at all) in a town centre.

The retail pathfinder toolkit advises that the [Purple Flag](#) recognition system is used. Purple flag is the accreditation scheme that recognises excellence in the management of town and city centres at night. Entertainment areas that achieve the standard will be those that can offer a better night out to visitors. Purple flag aims to raise the standards and improve the quality of towns and cities at night. Cinderford town centre is currently not accredited as a purple flag location.

## 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.

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

<b>Venue</b>	<b>Address</b>	<b>Class code</b>
Wendy's Fish & Chip Shop	7 High Street	Sui Generis
Cinderford Kebab and Pizza	10 High Street	Sui Generis
Cinderford Balti House	11 High Street	Sui Generis
Pick-a-Pizza	12 High Street	Sui Generis
Lotus Takeaway	20 High Street	Sui Generis
Jolly Forest Fryer - Fish and Chips	54 High Street	Sui Generis
The Chippy, Cinderford	6 Commercial Street	Sui Generis
SAJ Indian Takeaway	1a Heywood Road	Sui Generis
Fork 'n' Spoon Chinese Takeaway	1b Heywood Road	Sui Generis
Tesco	Dockham Road	E
Golden Lion Pub	27 High Street	Sui Generis
The Doghouse (Micro Pub)	8 Market Street	Sui Generis
Soldiers and Sailors Club	1 Commercial Street	Sui Generis
Cinema	Belle Vue Road	Sui Generis
Curry Leaf Indian Takeaway & Restaurant	37-39 High Street	Restaurant

# Appendices

- A. Use Class Orders
- B. Cinderford Retail and Commercial Unit Audit

# A. 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 <sup>2</sup> (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 Musica Venue	D2	Sui Generis

# B. Cinderford Retail Unit Audit

As of July 2025, the businesses below occupied the retail and commercial outlets in Cinderford Town Centre.

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

No./Name	Street	Service	Use Class	Sector
1	High Street	Vacant	Vacant	Vacant
2	High Street	Gordon Blake Funeral Directors	E	Service
2A	High Street	Dial-a-Ride Charity Shop	E	Shop
3	High Street	Pitman Blackstock and White Solicitors	E	Service
4	High Street	Betfred	E	Service
6	High Street	Brambles Home Care	E	Service
8	High Street	Great Western Air Ambulance Charity Shop	E	Shop
7	High Street	Wendy's Fish & Chip Shop	Sui Generis	Takeaway
9	High Street	Skoops Cards	E	Shop
10	High Street	Cinderford Kebab and Pizza	Sui Generis	Takeaway
11	High Street	Cinderford Balti House	Sui Generis	Takeaway
12	High Street	Pick-a-Pizza	Sui Generis	Takeaway
13	High Street	Cinderbury's Local	E	Shop
14	High Street	European Market	E	Shop
15 + 15A	High Street	Caremark	E	Service
16	High Street	Marmaris Barbers	E	Hair & Beauty
17	High Street	Forest Tailoring	E	Service
18	High Street	Vacant	Vacant	Vacant
19	High Street	KJT Residential - Estate Agents	E	Estate Agents

<b>No./Name</b>	<b>Street</b>	<b>Service</b>	<b>Use Class</b>	<b>Sector</b>
20	High Street	Lotus Takeaway	Sui Generis	Takeaway
21	High Street	Vacant	Vacant	Vacant
22	High Street	Cameron's Butchers	E	Shop
23	High Street	Vacant	Vacant	Vacant
24/26	High Street	The Original Factory Shop	E	Shop
25	High Street	Vacant	Vacant	Vacant
25a	High Street	Vacant	Vacant	Vacant
27	High Street	Golden Lion Pub	Sui Generis	Pub
29	High Street	Vacant	Vacant	Vacant
31	High Street	Vacant	Vacant	Vacant
33a	High Street	Vacant	Vacant	Vacant
32	High Street	No: 32 Hair Dressers	E	Hair & Beauty
35	High Street	Vacant	Vacant	Vacant
36	High Street	Vacant	Vacant	Vacant
37-39	High Street	Curry Leaf Indian Takeaway & Restaurant	E	Restaurant
38	High Street	Exquisite Nail & Beauty	E	Hair & Beauty
40	High Street	Tattoo Studio	Sui Generis	Service
41	High Street	Serenity	E	Hair & Beauty
43	High Street	Vacant	Vacant	Vacant
44 & 44a	High Street	Ark Property Management	E	Estate Agents
46	High Street	Jonny's Barbershop	E	Hair & Beauty
54	High Street	Jolly Forest Fryer - Fish and Chips	Sui Generis	Takeaway
52	High Street	Exodus Hair Salon	E	Hair & Beauty

<b>No./Name</b>	<b>Street</b>	<b>Service</b>	<b>Use Class</b>	<b>Sector</b>
61/63	High Street	Vacant	Vacant	Vacant
67a	High Street	Vacant	Vacant	Vacant
73	High Street	Electrical Services	E	Service
1	Market Street	The Real Deal	E	Shop
3	Market Street	Mel's Top Cutz	E	Hair & Beauty
5	Market Street	Vacant	Vacant	Vacant
6	Market Street	The Music Works	Sui Generis	Service
8	Market Street	The Doghouse (Micro Pub)	Sui Generis	Pub
8C	Market Street	Greenhill Coffee House	E	Café
9	Market Street	Market St Pharmacy	E	Service
10A	Market Street	Tattoo Studio	Sui Generis	Shop
12	Market Street	Jimmys Barbers	E	Hair & Beauty
13	Market Street	Wyedean Healthfoods	E	Shop
14	Market Street	Vacant	Vacant	Vacant
15	Market Street	Forest Barbers	E	Hair & Beauty
16-18	Market Street	Cinderford Stores	E	Shop
17	Market Street	Vacant	Vacant	Vacant
19	Market Street	Vacant	Vacant	Vacant
21	Market Street	Vacant	Vacant	Vacant
23	Market Street	Vacant	Vacant	Vacant
25	Market Street	Cinderford Nails	E	Hair & Beauty
26	Market Street	My Dentist Dental Care	E	Service

<b>No./Name</b>	<b>Street</b>	<b>Service</b>	<b>Use Class</b>	<b>Sector</b>
26a	Market Street	CJ Bakery	E	Shop
31	Market Street	CANDI Drop In Centre	F1	Community Space
37A	Market Street	New Hope	E	Shop
Lower Ground Kiosk	Market Street	Truly Scrumptious	E	Shop
Upper Kiosk	Market Street	The Barber Shop	E	Hair & Beauty
1	Commercial Street	Soldiers and Sailors Club	Sui Generis	Pub
6	Commercial Street	The Chippy, Cinderford	Sui Generis	Takeaway
14	Commercial Street	Vacant	Vacant	Vacant
16	Commercial Street	Bowketts Off License	E	Shop
3	Heywood Road	Sue Ryder Care Charity Shop	E	Shop
5	Heywood Road	Vacant	Vacant	Vacant
1a	Heywood Road	SAJ Indian Takeaway	Sui Generis	Takeaway
1b	Heywood Road	Fork 'n' Spoon Chinese Takeaway	Sui Generis	Takeaway
4-5 Berisford Court	Dockham Road	Gwyn James Solicitors	E	Service
6 Berisford Court	Dockham Road	Muzo's Café Bar and Restaurant	E	Café
Ow Bist	Dockham Road	Forest Voluntary Action Forum & Citizen Advice Bureau	F1	Community Space
Royal Forest Centre	Dockham Road	Royal Forest Centre	F1	Community Space
TESCO	Dockham Road	Tesco	E	Shop
2	Dockham Road	Grindles Coaches	E	Service
4 (Rheola House)	Dockham Road	Dean Estate Agents	E	Estate Agents
6 (St Annals House)	Dockham Road	Victoria's Beauty and aesthetics	E	Hair & Beauty
1 Berisford Court,	Dockham Road	The Cash Exchange	E	Shop

<b>No./Name</b>	<b>Street</b>	<b>Service</b>	<b>Use Class</b>	<b>Sector</b>
2-3 Berisford Court	Dockham Road	NFU Mutual	E	Service
Rugby Club	Dockham Road	Rugby Club Dockham Road	F2	Community Space
1	Woodside Street	David Kear Opticians	E	Service
3	Woodside Street	Art Space Cinderford Gallery	F1	Community Space
Cinderford Delivery Office	Woodside Street	Post Office	E	Service
Wesley Hall	Belle Vue Road	The Wesley - Forest of Dean Community and Arts Centre	F1	Community Space
1	Belle Vue Road	Picture House Gallery	F1	Recreational
1C/2A	Belle Vue Road	Woolshed	E	Shop
3	Belle Vue Road	Locksmith	E	Service
4	Belle Vue Road	Offices	E	Office Space
6	Belle Vue Road	Offices	E	Office Space
Library	Belle Vue Road	Library	F1	Community Space
The Palace Cinema	Belle Vue Road	Cinema	Sui Generis	Recreational
Lidl	Parragate Road	Lidl Supermarket	E	Shop
1A	Victoria Street	Vacant	Vacant	Vacant