



Coleford Town

Annual Town Centre Monitoring Report

July 2024 - June 2025

Presented by:

Forest of Dean District Council



Forest of Dean
— DISTRICT COUNCIL —

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Introduction

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

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 Coleford 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.

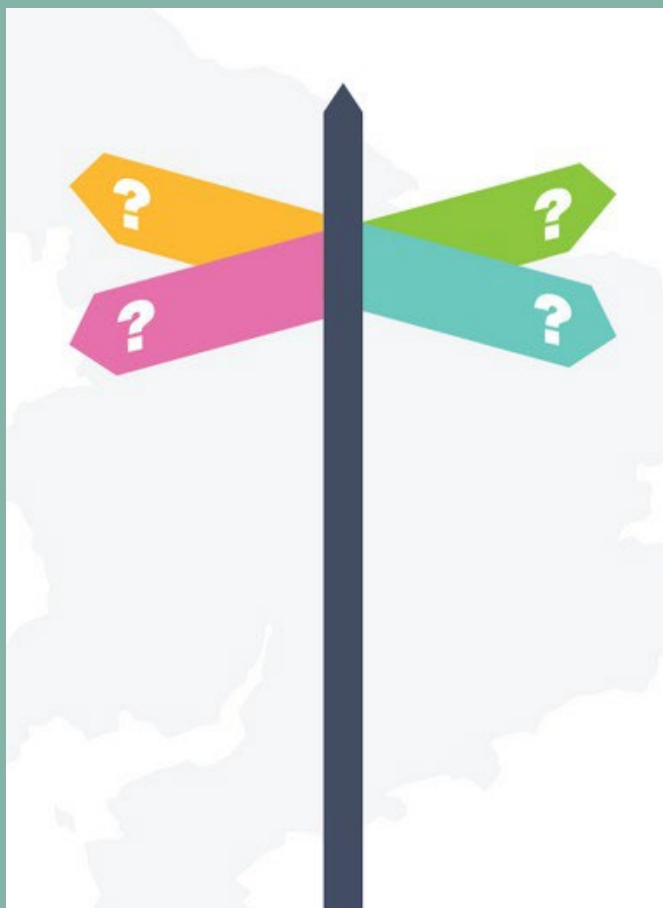
It presents key findings which can be used to evaluate the effectiveness of Coleford town centre by focusing on key themes such as footfall, vitality and economic characteristics to highlight emerging trends so that strategic actions can be taken to enhance the town centre performance.

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

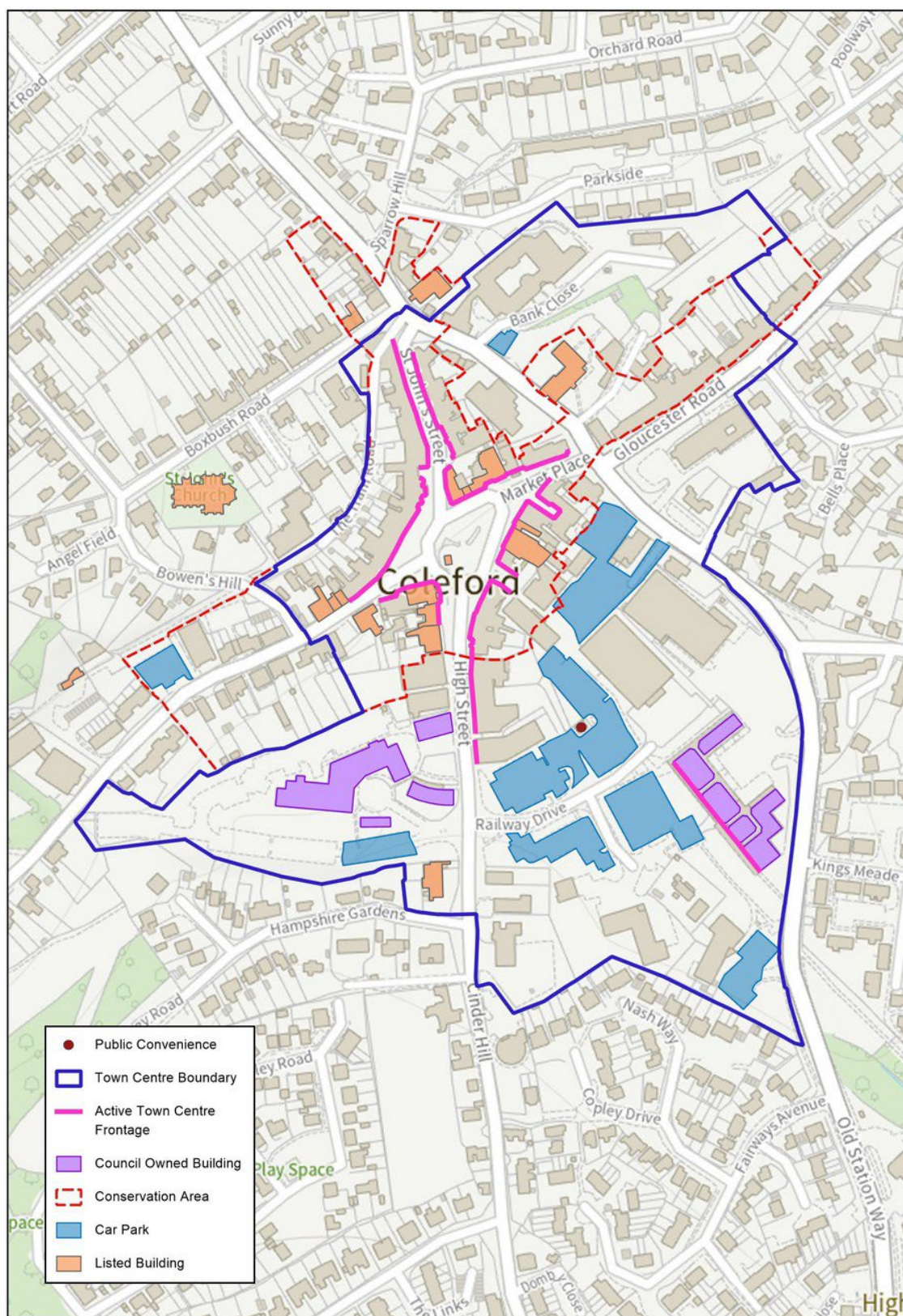
The toolkit advises that a number of indicators are assessed, including but not limited to:

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

Census Data 2021	Coleford	Forest of Dean
Population	9,300	87004 (+6.2% since 2011)
Age	16.9% 0-15 58% 16-64 25.1% 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	3.2% of residents were born outside of the UK (approx. 230 people) 96.8% White British 3.2% Ethnic Minorities 2.06% of people identify as lesbian, gay, bisexual or other (LGB+) (approx. 158 people) 7.04% 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)
Education & Work	56.5% of Coleford's population is 'Economically Active', with the majority of people working in: skilled trade, professional, care, leisure and elementary occupations. 43.5% of residents stated that they are 'Economically Inactive'. 77.6% of people have a higher education qualification. 22.4% 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	42.4% Very good health 35% Good health 16.3% Fair health 5.0% Bad health 1.3% Very bad health 21.2% 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.

2.2.1 Visitor Trends and Insights

2.2.1.1 General Information

- Coleford Town is situated in a GL16 postcode, which has a population of around 8,114 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 Coleford town centre was 108,835. This is 1.7% 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 data)

2.2.1.2 Local Loyalty

- On average, 59.7% of residents with a GL16 postcode visit their town centre every month, and 93% of all visitors live within a 10-mile radius of the town.

2.2.1.3 UK Visitor Information

- On average, 8% of all visitors live over 10 miles away.
- In Jan-Jun 25 there were 24.5% more visitors coming from 50+miles away than the previous year.
- The majority of visitors to Coleford from over 10 miles away were from Chepstow, Gloucester and Hereford.

2.2.1.4 Missed Potential Spend by Postcode

Coleford 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

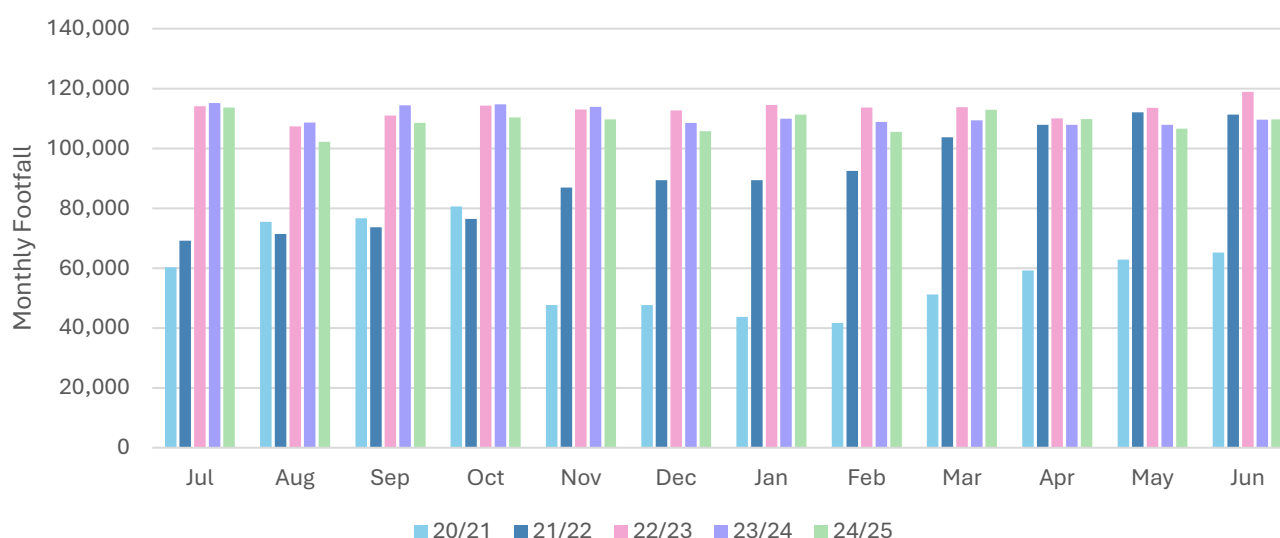
2.2.2.1 Coleford Town Footfall

The following data provides information on the total footfall within Coleford 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.

Coleford Footfall Data	20/21	21/22	22/23	23/24	24/25
July	60,248	69,164	114,091	115,136	113,689
August	75,521	71,423	107,297	108,624	102,238
September	76,606	73,649	111,031	114,383	108,493
October	80,660	76,401	114,275	114,696	110,361
November	47,707	86,883	113,004	113,890	109,655
December	47,708	89,396	112,654	108,569	105,700
January	43,734	89,397	114,487	109,950	111,272
February	41,655	92,431	113,702	108,827	105,546
March	51,144	103,757	113,767	109,386	112,928
April	59,243	107,924	110,053	107,897	109,772
May	62,833	112,107	113,556	107,897	106,652
June	65,191	111,321	118,872	109,610	109,713
Total	712,250	1,083,853	1,356,789	1,328,865	1,306,019

Footfall in Coleford has decreased by 1.7% between Jul 24 - Jun 25 when compared to the previous year.

Monthly Footfall 2020 - 2025



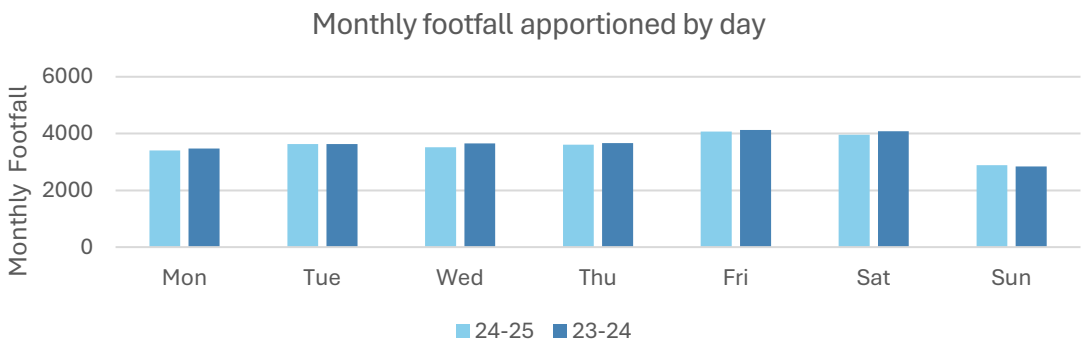
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2.2.2 Footfall

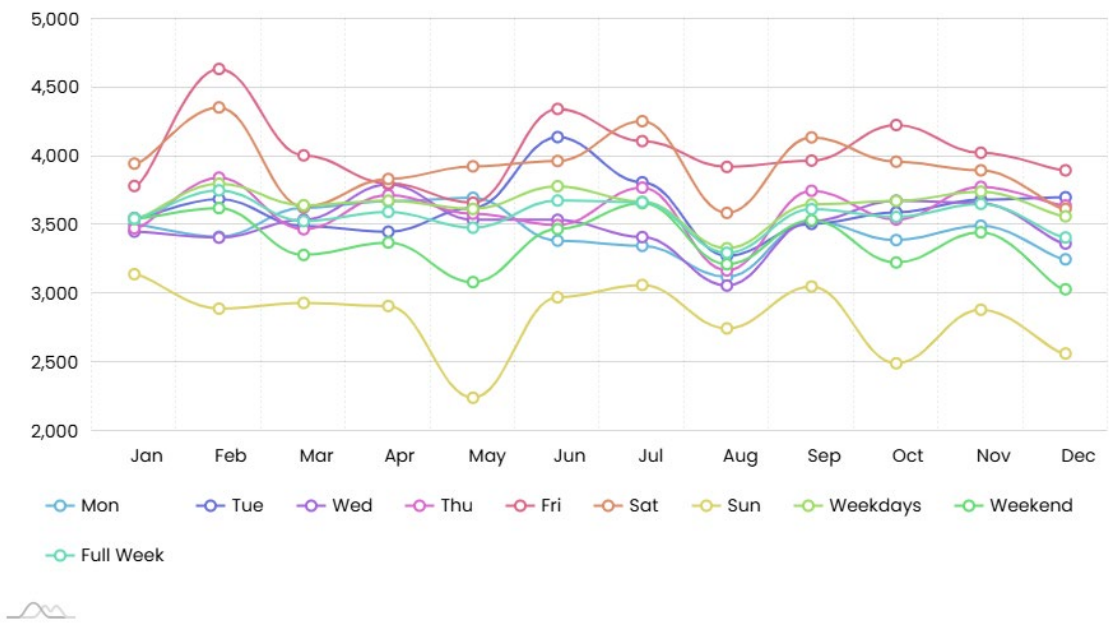
2.2.2.2 Coleford Town Daily Data

The chart below shows monthly footfall apportioned by day for Coleford town centre for Jun 24 – Jul 25, and a comparison for the same period in the previous year.



Friday and Saturday are the busiest days in Coleford 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

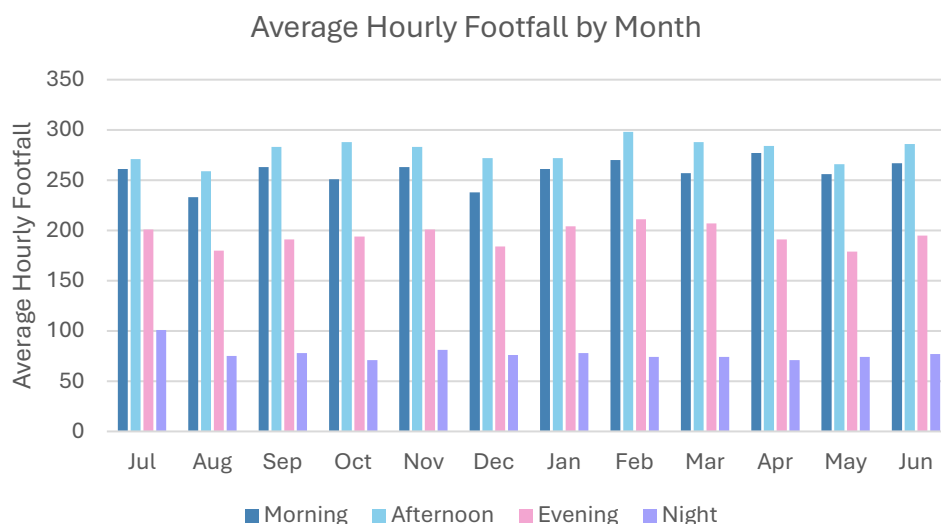
This indicator provides an assessment of visitors and footfall between the months of July 2024 – June 2025.

2.2.2 Footfall

2.2.2.3 Coleford Town Hourly Data

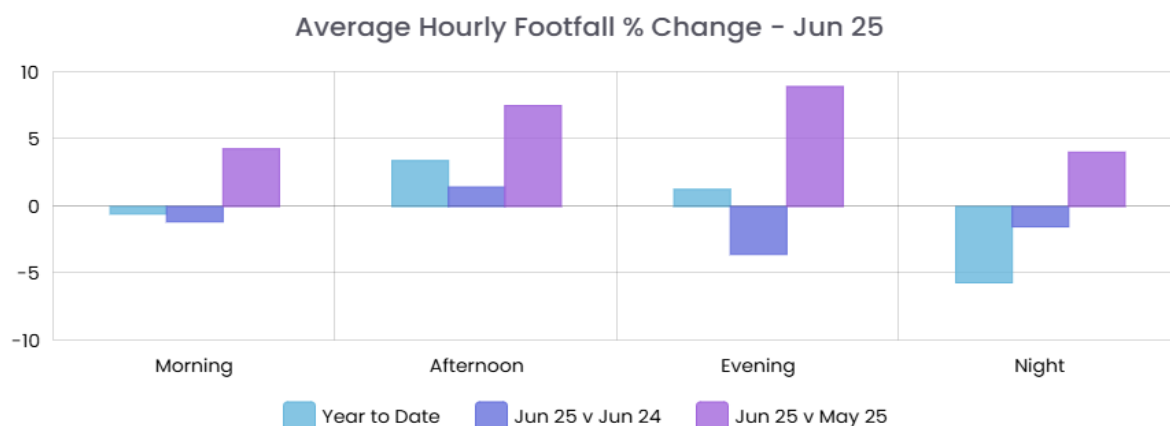
The chart below shows average hourly footfall data for Coleford town centre for Jul 24 – Jun 25.

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



Coleford 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 and evening footfall. Jun 25 average afternoon footfall is +1.45% compared to Jun 24.



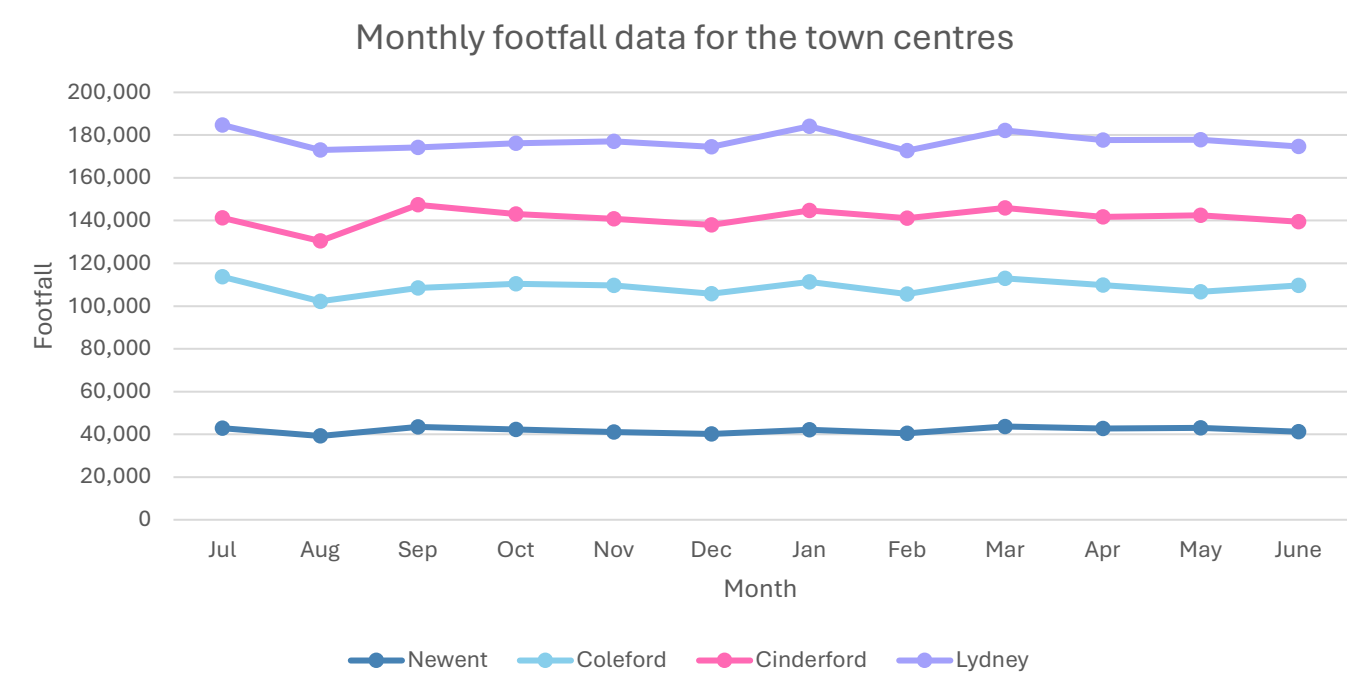
2.2 Visitor and Footfall Data

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 July 2024 – June 2025.



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.

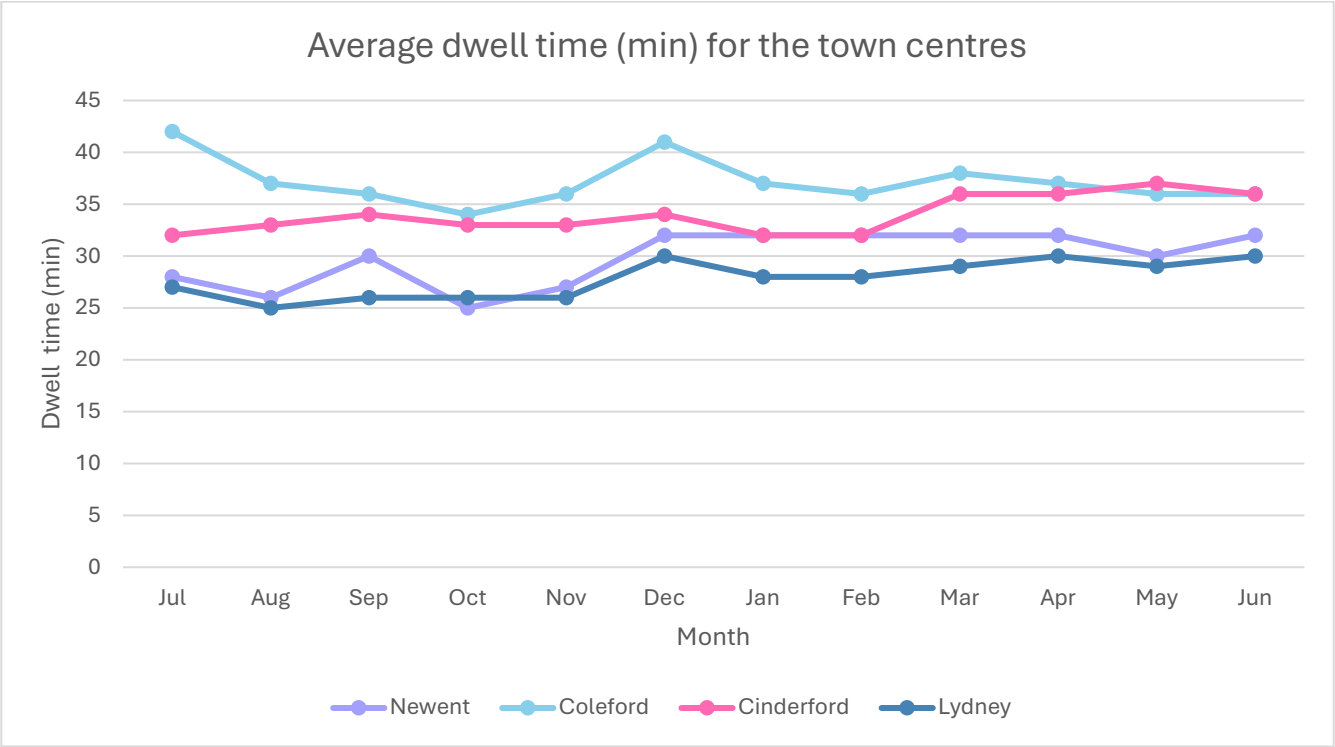
2.2 Visitor and Footfall Data

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

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 Coleford 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	-1.51
2024	Aug	-11.78
2024	Sep	-10.47
2024	Oct	-7.75
2024	Nov	-7.45
2024	Dec	0.87
2025	Jan	-3.54
2025	Feb	-9.84
2025	Mar	-11.61
2025	Apr	-6.03
2025	May	-9.09
2025	Jun	-6.23

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

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 (in July 2025) 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 Railway Drive and Newland Street car parks in Coleford from Jul 24 to Jun 25.

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

Railway Drive	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	1991	2576	1850	2286	1906	1240	2305	1787	1871	1708	2337	1705
Phone tickets	1082	1195	929	1088	1089	1018	1036	1091	1166	1201	1174	991
Free tickets (< 1hr)	9699	10661	9785	12904	12042	12388	12647	12117	14147	14250	15279	13702
Total	12772	14432	12564	16278	15037	14646	15988	14995	17184	17159	18790	16398

Newland Street	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	206	211	162	218	188	129	250	227	176	175	196	147
Phone tickets	76	99	87	101	111	125	115	142	139	139	130	97
Free tickets (< 1hr)	266	289	274	367	349	361	354	406	341	371	309	293
Total	548	599	523	686	648	615	719	775	656	685	635	537

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 Railway Drive and Newland Street car parks. 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
Railway Drive	150,293	125,888	73,248	95,511	99,687	88,465	36,622 186,243 (incl. free tickets)
Newland Street	6349	4177	2297	4205	5056	4805	3646 7626 (incl. free tickets)

The July 24 – June 25 year ticket sales have decreased 41.4% in the Railway Drive car park compared to the previous year.

Ticket sales in the Newland Street car park have also decreased when compared to the same period last year.

However, there has been a 110.5% increase (for Railway Drive) and 58.7% increase (for Newland Street) in overall parking tickets obtained (including free tickets) from 23-24 to 24-25.

3. Diversity & Vitality of Place



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 Coleford 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 Coleford 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 Coleford Town Centre from 2020 – 2025.

Use Class	2020	2021	2022	2023	2024	2025
E (Commercial business and service)	93	92	93	97	103	96
F1 (Learning and Non-Residential Institutions)	3	3	3	3	3	3
F2 (Community Hall/Recreational Space)	N/A	N/A	N/A	1	1	2
Sui Generis	30	31	31	33	27	30
C1 (Hotel/B&B)	N/A	N/A	N/A	1	1	1

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.

Notably, since Lloyds bank left Coleford in 2022, there are no financial or banking services in the town centre which has impacted the town offer. Whilst we can’t indefinitely link footfall data to the bank closure, FoDDC has carried out a community consultation and discovered that residents of Coleford are travelling to nearby Lydney and elsewhere to use banking services.

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

Chain	Category	Subcategory
Cancer Research UK	Charity	Charity Store
Sue Ryder	Charity	Charity Store
COOP	Store	Grocery
Lidl	Store	Grocery
Tesco Express	Store	Grocery
William Hill	Leisure	Betting Shop

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 could 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 Coleford.

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

[Coleford Country Market](#):

Fridays from 9:30am to 12:00pm, and Saturdays from 10: 00am to 12:00pm.

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

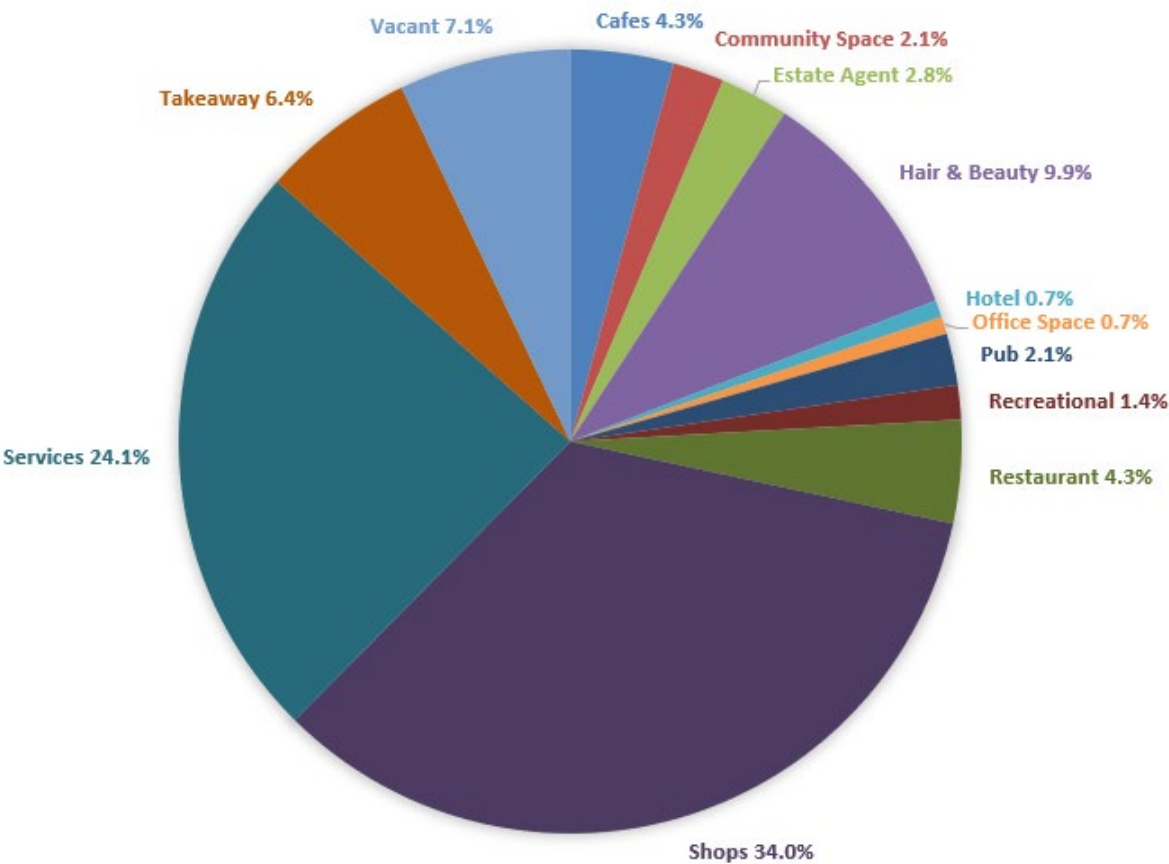
This indicator keeps track of the range and variety of retail goods and services offered in the town centre, measured as the change in the number of businesses in each category over a 12-month period.

3.1.4 Retail Sector Analysis

The below information shows how the retail and commercial offer is distributed in Coleford 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	6	3	4	14	1	1	3	2	6	48	34	9	10

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 Coleford:

- Midcounties Co-Op – cash point
- Mills Newsagency – cash at the till
- Post Office – cash at the till
- Tesco express – cash point

In October 2024 Coleford Town Council sought a review of ‘Access to Cash’ due to the lack of banking facilities but the review deemed no further action was necessary.

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 Coleford are:

- Lidl, Old Station Way – 3 available (up to 50kW)

3.3 Culture and Leisure Offer

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

Facility	Number of facilities	Signposting Information
Art Galleries	0	
Art Centres	0	
Children's Play Area	2	2 located within walking distance of the town, Bells Field & Angus Buchanan Recreation Ground
Cinema	1	Studio Cinema Coleford
Community Halls	1	The Main Place
Community Garden	0	
Games / Arcades	0	
Gym	0	
Library	1	Coleford library located in the Main Place
Museum	1	The Great Western Railway Museum
Park and Gardens	0	2 located within walking distance of the town, Bells Field & Angus Buchanan Recreation Ground
Restaurant/Café	12	
Swimming Pool	0	
Take-away	9	
Theatre	0	
Additional special venues and public spaces	9	Forest of Dean District Council Offices, Forestry England Offices, Tourism Information, Police Station, Ambulance Station, Fire Station, Cadet Centre, Skate park, Clock Tower and other public space for events.
Local tourism attractions (out of town centre)	5	Puzzlewood Perrygrove Railway Hopewell Colliery Beechenhurst Clearwell Caves

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

Coleford Music Festival

August 2024

Sportily in Coleford

September 2024

Heritage Open Days

November 2024

St Johns School Fireworks

Remembrance Sunday

Pride of Coleford Awards

Twinning Association Wine Tasting

Christmas Lights Switch On

December 2024

Carols Around the Christmas Tree

February 2025

Battle of Coleford

April 2025

Coleford Carnival of Transport

St George's Day Parade

May 2025

VE Day Commemoration

Coleford Area Walking Festival

June 2025

Forest of Dean Morris Festival

Coleford Festival of Brass

Coleford Music Festival

Day 1: Saturday 12th July - Event daily footfall was 8,800, a +186% growth versus the same day the month before. There was a 3% decrease in visitors compared to the same event day in 2024.

Day 2: Sunday 13th July - Event daily footfall was 8,400, a +178% growth versus the same day the month before. There was a 6% increase in visitors compared to the same event day in 2024.

The origin of visitors was 47.7% from 0-3 miles, 30.5% from 3-10 miles, 21.4% from 10-25 miles and 0.4% from 50+miles.

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 Coleford 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
Violence & Sexual Offences	10	1	1	1	3	8	4	5	2	5	7	7	54
Anti-Social Behaviour	5	1	-	2	2	4	4	4	3	3	2	5	35
Criminal Damage & Arson	1	-	1	1	1	2	-	1	1	1	-	1	10
Vehicle Crime	-	-	-	-	-	-	1	1	1	1	1	-	5
Burglary	2	1	-	-	-	-	-	-	-	1	-	-	4
Other Theft	1	-	-	-	1	-	1	1	1	-	-	-	5
Drugs	-	-	-	1	1	-	-	2	-	-	-	-	4
Robbery	-	-	-	-	-	-	1	-	-	-	-	-	1
Shoplifting	-	5	1	1	5	-	2	4	-	2	-	5	25
Other Crime	-	-	-	-	-	-	-	-	-	-	-	1	1
Public Order	1	1	2	2	-	-	1	3	1	3	1	-	15
Theft from a Person	-	-	-	-	-	-	-	-	-	-	-	-	0
Possession of a Weapon	2	-	-	-	-	-	-	-	-	-	-	-	2
Total 24/25	22	9	5	8	13	14	14	21	9	16	11	19	161
Total 23/24	34	20	13	23	16	15	14	34	13	20	13	15	230
Difference	-12	-11	-8	-15	-3	-1	0	-13	-4	-4	-2	+4	-69

From July 2024 – June 2025, a total of 161 crimes were reported to the police. When compared to last year's data, reported crime in Coleford town centre has decreased by 30%.

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 centres 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 Coleford.

UKSPF Community Regeneration Plan

In 2022 Coleford Town Council were awarded £50,040 of UKSPF funding to create a [Town Centre Regeneration Plan](#) for Coleford.

The project was managed by the Marketing and Regeneration Committee and consultants at Chris Jones Studio. The project completed in March 2025.

You can find out more information on the [Coleford Town Council website](#).

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 Coleford 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 5 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	10	142	7.0
2024	5	143	3.5
2023	9	142	6.4
2022	12	138	8.6

4.2.2 List of Vacant Units in Coleford

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

4 High Street	4A High Street	5 High Street	19 Market Place
31A Market Place	4 Newland Street	10-14 Newland Street	15 Gloucester Road
4 Pyart Court	19 Pyart Court		

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 cut across social and demographic boundaries in 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 Coleford town centre for 2025 and previous years:

Year	2020	2021	2022	2023	2024	2025
No. of charity shops	4	3	3	3	3	3

From 2021-2025 the three charity shops in Coleford town centre have remained as:

Charity Shop	Address
Great Oaks Hospice	2 Mushet Walk
Sue Ryder Care	38 Market Place
Cancer Research	10 Market Place

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 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. Coleford 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 Coleford:

Venue	Address	Class code
Studio Cinema	14 High Street	Sui Generis
Simply Wild	3 Market Place	E
Ritmo Tapas Bar Restaurant	23 Market Place	E
The Feathers Pub	30 Market Place	Sui Generis
Art of Coffee / The Lounge	5/6 market Place	E
Angel Hotel/Pub	Angel Hotel, Market Place	Sui Generis
Old White Hart Pub	Old White Hart Pub, Market Place	Sui Generis
Cinnamons Restaurant and Takeaway	12 St Johns Street	Sui Generis
The Doghouse (Micro Pub)	13/15 St Johns Street	Sui Generis
Amici Italian Restaurant	The Schooner, Lords Hill	E
The Balti Hut	26 Gloucester Road	E

Appendices

- A. Use Class Orders
- B. Coleford 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 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 Musica Venue	D2	Sui Generis

B. Coleford Retail Unit Audit

As of July 2025, the businesses below occupied the retail and commercial outlets in Coleford 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
6	Cinderhill	Fire Station	Sui Generis	Service
Cadet centre	Cinderhill	Cadet centre	Sui Generis	Service
Ambulance Station	High Street	Ambulance Station	Sui Generis	Service
Forest of Dean District Council	High Street	Forest of Dean District Council	E	Service
Foxglove Gardens - Unit 1	High Street	Row and Wye Flooring	E	Shop
Foxglove Gardens - Unit 2	High Street	Little Learners	E	Service
Foxglove Gardens - Unit 3	High Street	Beauti'ful Fern	E	Hair & Beauty
St Johns Ambulance	High Street	St Johns Ambulance	Sui Generis	Service
1	High Street	Steve Gooch Estate Agents	E	Estate Agent
3	High Street	Shirley's Den	E	Shop
4	High Street	Vacant	Vacant	Vacant
4A	High Street	Vacant	Vacant	Vacant
5	High Street	Vacant	Vacant	Vacant
8	High Street	GMT Mortgage Bureau & Financial Consultancy	E	Service
7 - 9	High Street	KJT Estate Agents	E	Estate Agent
10	High Street	David Kear Opticians	E	Service
11	High Street	Gwyn James Solicitors	E	Service
12	High Street	Mikes Auto Services	Sui Generis	Service
14	High Street	Cinema	Sui Generis	Recreational

No./Name	Street	Service	Use Class	Sector
13 - 15	High Street	Sorting/Post Office	Sui Generis	Service
17	High Street	Forever Young Tattoo	Sui Generis	Shop
19	High Street	MC Traditional Barbers	E	Hair & Beauty
21	High Street	Amy's nails	E	Hair & Beauty
23	High Street	Headlines Hairdressers	E	Hair & Beauty
25	High Street	Tesco	E	Shop
27	High Street	Proper Job	E	Shop
1 & 2	Market Place	The Crusty Loaf Bakery	E	Shop
3	Market Place	Simply Wild	E	Restaurant
4	Market Place	Forest Deli	E	Shop
5 - 6	Market Place	Art of Coffee / The Lounge	E	Café
7/7A	Market Place	Spa Rituals	E	Hair & Beauty
8	Market Place	Mills Newsagents	E	Shop
9	Market Place	REVEAL Hair Salon	E	Hair & Beauty
10	Market Place	Cancer Research UK	E	Shop
10A	Market Place	Moonstone	E	Shop
12	Market Place	The Choice is Yours	E	Shop
13	Market Place	Odds and Ends	E	Shop
14	Market Place	Be You-tiful	E	Hair & Beauty
15	Market Place	Forest books and crafts	E	Shop
16	Market Place	Coleford Charcoal and Grill Takeaway	Sui Generis	Takeaway
17	Market Place	Light Fantastic	E	Shop
19	Market Place	Vacant	Vacant	Vacant

No./Name	Street	Service	Use Class	Sector
20	Market Place	Bridie Thorne Hairdressers	E	Hair & Beauty
23	Market Place	Ritmo Tapas Bar Restaurant	E	Restaurant
24/25	Market Place	Milano Kebab Takeaway	Sui Generis	Takeaway
27	Market Place	The Barbers	E	Hair & Beauty
28	Market Place	Milano Takeaway	Sui Generis	Takeaway
29	Market Place	Step aside	E	Service
30	Market Place	The Feathers Pub	Sui Generis	Pub
32	Market Place	Hong Kong House	E	Restaurant
33	Market Place	Vacant	E	Shop
38	Market Place	Sue Ryder Care Charity Shop	E	Shop
Unicorn House	Market Place	Celestial Adornment Gift Shop	E	Shop
40	Market Place	Kaplans Café	E	Café
31A	Market Place	Vacant	vacant	Vacant
34/35	Market Place	Fairways furnishings + mobility centre	E	Shop
Angel Hotel	Market Place	The Angel Hotel	C1	Hotel
Old White Hart Inn	Market Place	Old White Hart Pub	Sui Generis	Pub
Mushet Walk	Mushet Walk	The Baguette Shop	E	Café
Mushet Walk	Mushet Walk	Marcus P. Bristow Chiropodist/Podiatrist	E	Service
2	Mushet Walk	Great Oaks Hospice charity shop	E	Shop
4	Mushet Walk	Coleford Town Council - The Hive and Tourist Information Centre	E	Service
2	Newland Street	China 21	Sui Generis	Takeaway
4	Newland Street	Vacant	Vacant	Vacant

No./Name	Street	Service	Use Class	Sector
5	Newland Street	Biker Dean Motorcycles	Sui Generis	Shop
8	Newland Street	Severn Sun Studio	E	Shop
27	Newland Street	Church	F1	Community Space
10 - 14	Newland Street	Vacant	Vacant	Vacant
1	Lords Hill Walk	Rainbow gifts	E	Service
2	Lords Hill Walk	Offices	E	Office Space
2	Lords Hill	William Hill Betting Shop	E	Shop
4	Lords Hill	Hattons Estate Agent	E	Estate Agent
Co-op	Lords Hill	Co-op	E	Shop
6	Lords Hill	Amici Italian Restaurant	E	Restaurant
Old Station Way	Old Station Way	Lidl	E	Shop
Old Station Way	Old Station Way	The Main Place Community Centre	F2	Community Space
Old Station Way	Old Station Way	Library	F1	Community Space
2 - 4	St Johns Street	Lucky Restaurant and Takeaway	Sui Generis	Takeaway
5	St Johns Street	David Sheppard Family Butchers	E	Shop
6	St Johns Street	B.M.C. Weston Florist	E	Shop
6A	St Johns Street	Wyedean Footcare	E	Service
8	St Johns Street	Pomegranate (Clothes)	E	Shop
10	St Johns Street	Hairforce 1	E	Hair & Beauty
11	St Johns Street	Wyedean Housing Association	E	Service
12	St Johns Street	Cinnamons Restaurant and Takeaway	Sui Generis	Restaurant

No./Name	Street	Service	Use Class	Sector
13/15	St Johns Street	The Doghouse (Micro Pub)	Sui Generis	Pub
14	St Johns Street	Dean estate agents	E	Estate Agent
17 & 17a	St Johns Street	Scoffs	E	Café
18	St Johns Street	Twisted Barbers	E	Hair & Beauty
19	St Johns Street	The Tram Fish and Chip Shop	Sui Generis	Takeaway
20	St Johns Street	Changes Hair Salon	E	Hair & Beauty
21	St Johns Street	Barking Mad Groomers	E	Service
21A	St Johns Street	Forest Sweet Treats	E	Shop
22	St Johns Street	Rockit Records	E	Shop
23	St Johns Street	JD Hair and Lisa Jane Beauty	E	Hair & Beauty
25	St Johns Street	Forest of Dean Stove Solutions	E	Shop
1	Boxbush Road	Raymond's Stores Coleford	E	Shop
3	Boxbush Road	Raymond's Carpets and Vinyls	E	Shop
Telephone Exchange	Boxbush Road	BT Telephone Exchange	Sui Generis	Service
5	Bank Street	Oriental Garden	Sui Generis	Takeaway
6	Bank Street	Ian Tobin Decorators	E	Service
9	Bank Street	Frank Ista Tattoo	Sui Generis	Shop
16	Bank Street	Café 16	F2	Community Space
Bank House	Bank Street	Forestry England	E	Service
Bank Street	Bank Street	Beales Garage	Sui Generis	Service
Bank Street	Bank Street	Motorcycle Performance Store	Sui Generis	Service
Spout Garage	Spout Lane	Paul Jones and Son Motors	Sui Generis	Service

No./Name	Street	Service	Use Class	Sector
13	Gloucester Road	Dented Bascinet	F2	Community Space
15	Gloucester Road	Vacant	Vacant	Vacant
11A	Gloucester Road	The Beauty Boutique	E	Hair & Beauty
11B	Gloucester Road	Blooming Mad	E	Shop
17	Gloucester Road	Reckless Design	E	Shop
23	Gloucester Road	TKI Bookkeeping & Accounts	E	Service
29	Gloucester Road	Balti Hut Restaurant	E	Restaurant
31	Gloucester Road	Al's Plaice Fish and Chips	Sui Generis	Takeaway
33	Gloucester Road	MAA Tandoori Bangladeshi Takeaway	Sui Generis	Takeaway
Police Station	Gloucester Road	Police Station	Sui Generis	Service
4	Pyart Court	Vacant	Vacant	Vacant
5	Pyart Court	Coleford Pet Shop	E	Shop
6	Pyart Court	Looking Glass Nails	E	Shop
7	Pyart Court	Forget Me Not Florists	E	Shop
8	Pyart Court	Thurabread Bakery	E	Shop
9	Pyart Court	Coleford Pharmacy	E	Shop
10	Pyart Court	Coleford Pharmacy	E	Shop
11	Pyart Court	Blue Boy Carpets	E	Shop
12	Pyart Court	Blue Boy Carpets	E	Shop
13	Pyart Court	Day Lewis Pharmacy	E	Shop
14	Pyart Court	Day Lewis Pharmacy	E	Shop
15	Pyart Court	Bickys Coffee Shop	E	Café

No./Name	Street	Service	Use Class	Sector
16	Pyart Court	Royal Forest Kitchens	E	Shop
17	Pyart Court	Royal Forest Kitchens	E	Shop
18	Pyart Court	Niue Tatu Shop	Sui Generis	Shop
19	Pyart Court	Vacant	Vacant	Vacant
20	Pyart Court	Thurabread Bakery (Storage)	E	N/A
21	Pyart Court	Ignite Plumbing Services	E	Service
22	Pyart Court	The Vape Shop	E	Shop
23	Pyart Court	Doggie style salons	E	Service
24 & 25	Pyart Court	Bubbles Laundrette	Sui Generis	Service
2 & 3	Pyart Court	Willow Tree Dental Practice	E	Service
Coleford Health Centre	Railway Drive	Health Centre	E	Service
Drybridge Veterinary Clinic	Railway Drive	Drybridge Veterinary Clinic	E	Service
Railway Museum	Railway Drive	Railway Museum	F1	Recreational