



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.

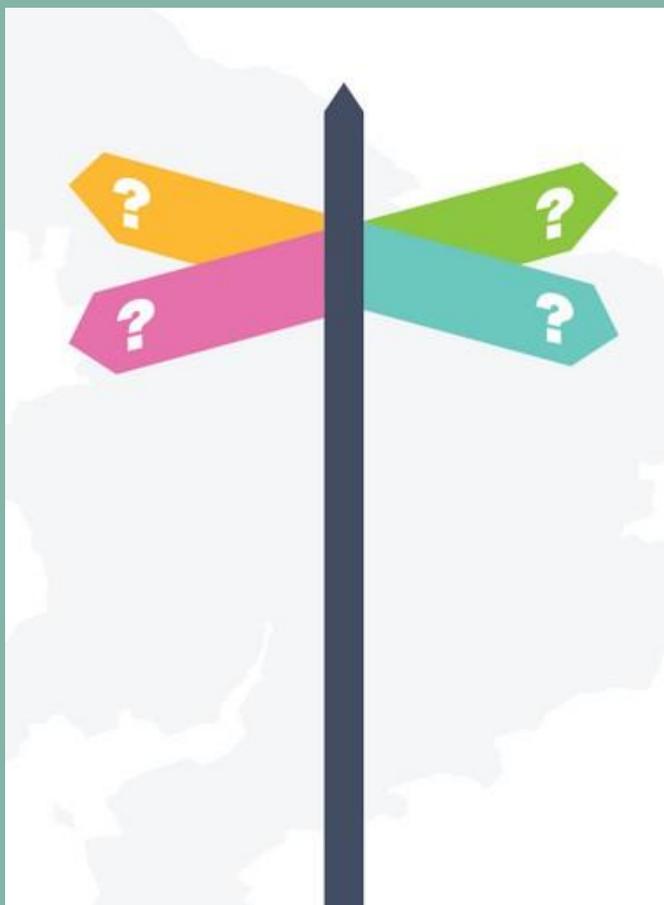
It presents key findings which can be used to evaluate the effectiveness of Coleford town centre by focusing on key themes such as footfall, vitality and economic characteristics to highlight emerging trends so that strategic actions can be taken to enhance the town centre performance.

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.

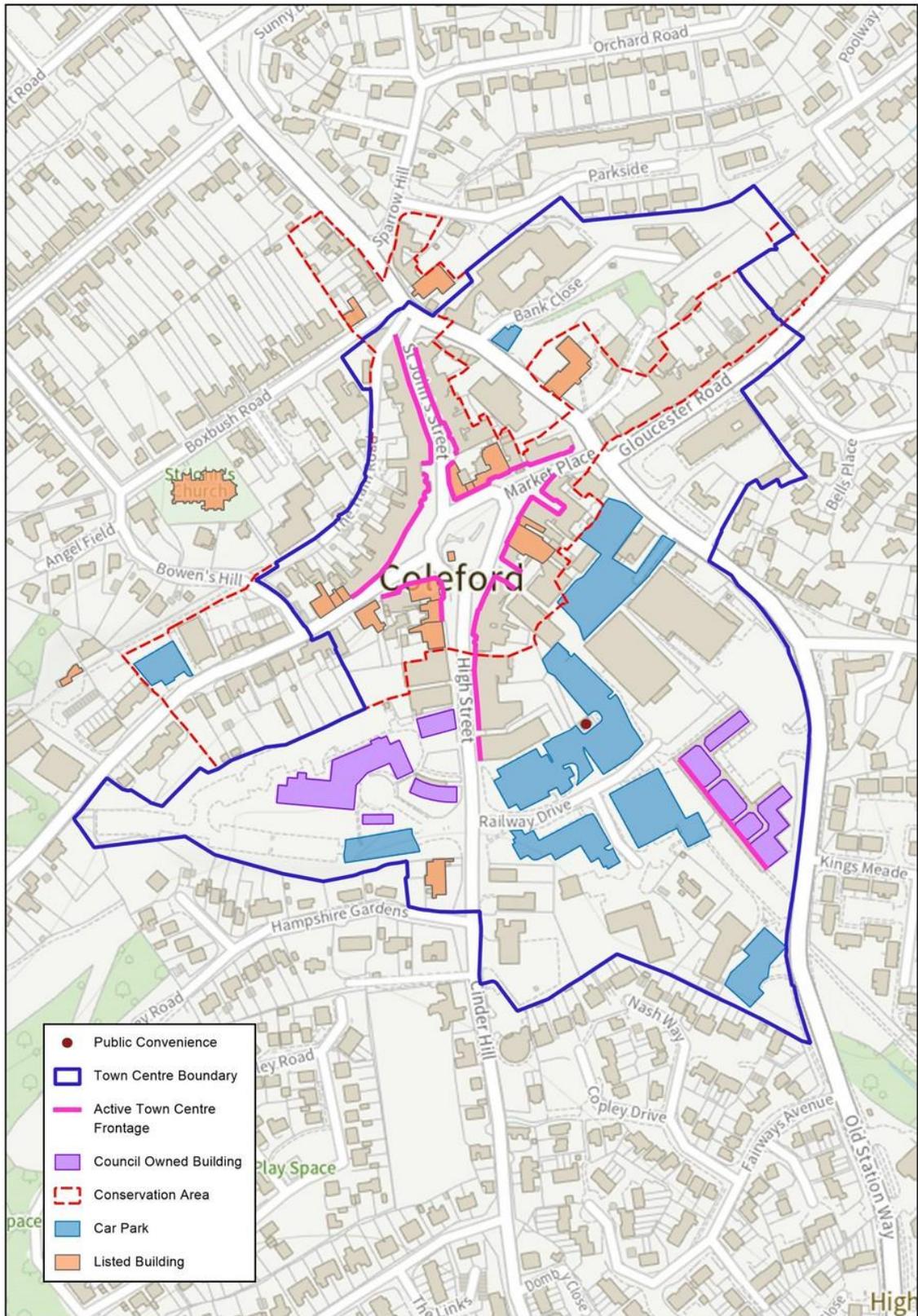
The toolkit advises that a number of indicators are assessed, including but not limited to:

- 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 way 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 complete 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

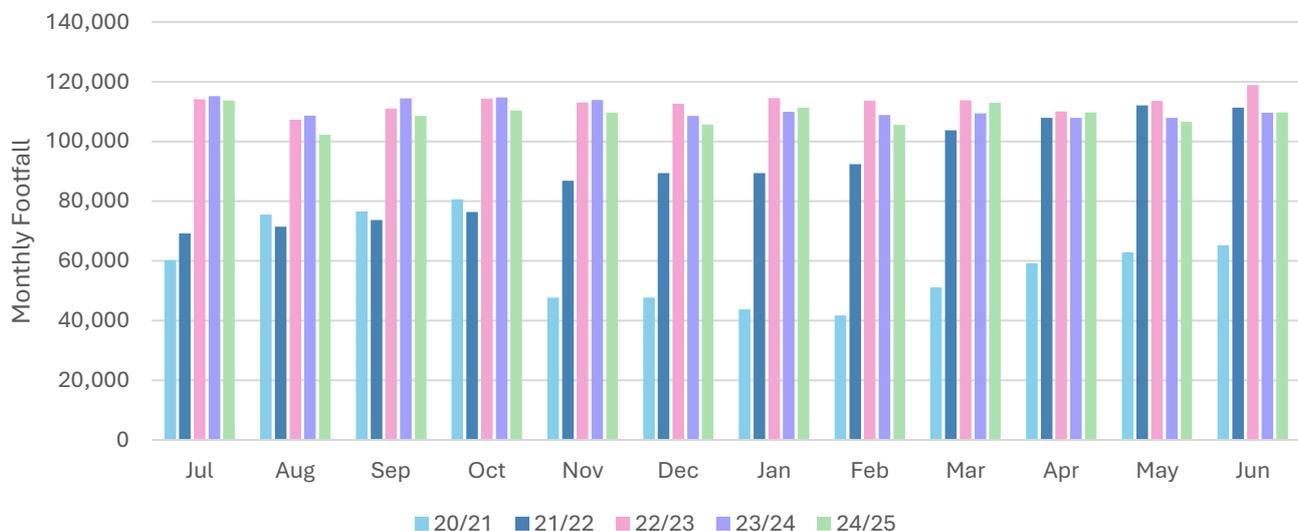
2.2.2.1 Coleford Town Footfall

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



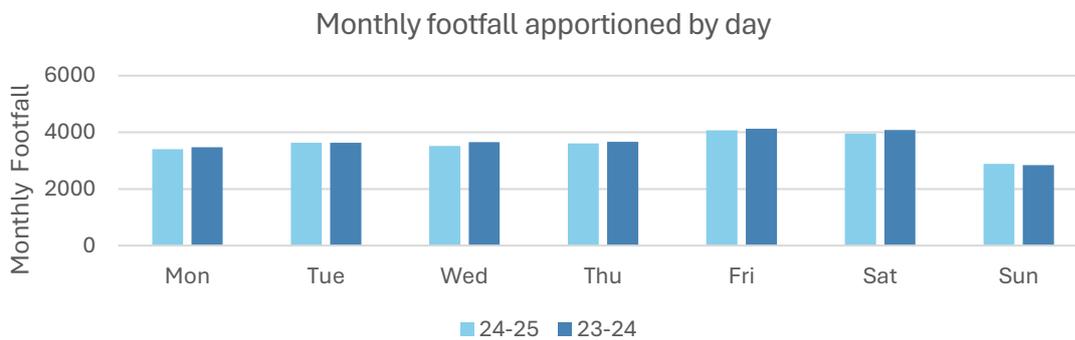
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2.2.2 Footfall

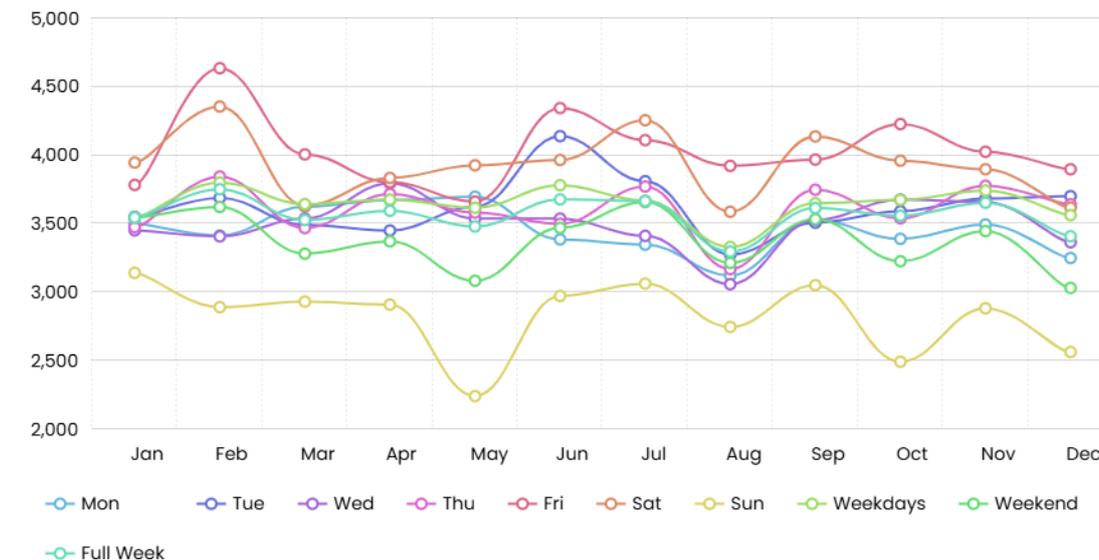
2.2.2.2 Coleford Town Daily Data

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

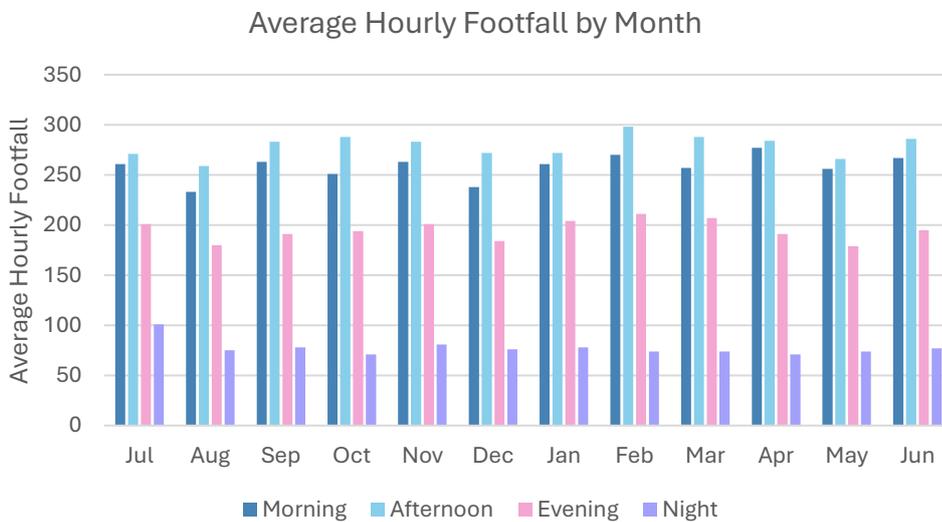
This indicator provides an assessment of visitors and footfall between the months of July 2024 – June 2025.

2.2.2 Footfall

2.2.2.3 Coleford Town Hourly Data

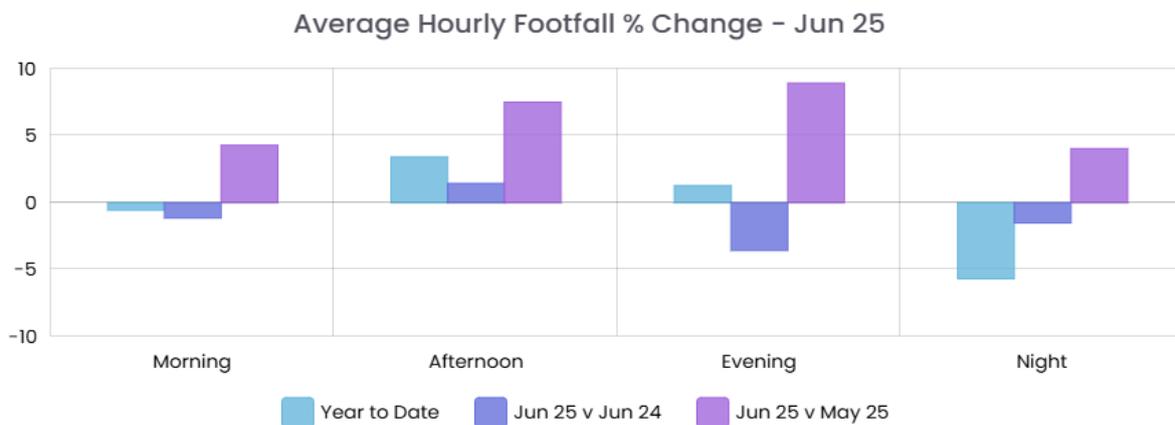
The chart below shows average hourly footfall data for Coleford town centre for Jul 24 – Jun 25.

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.



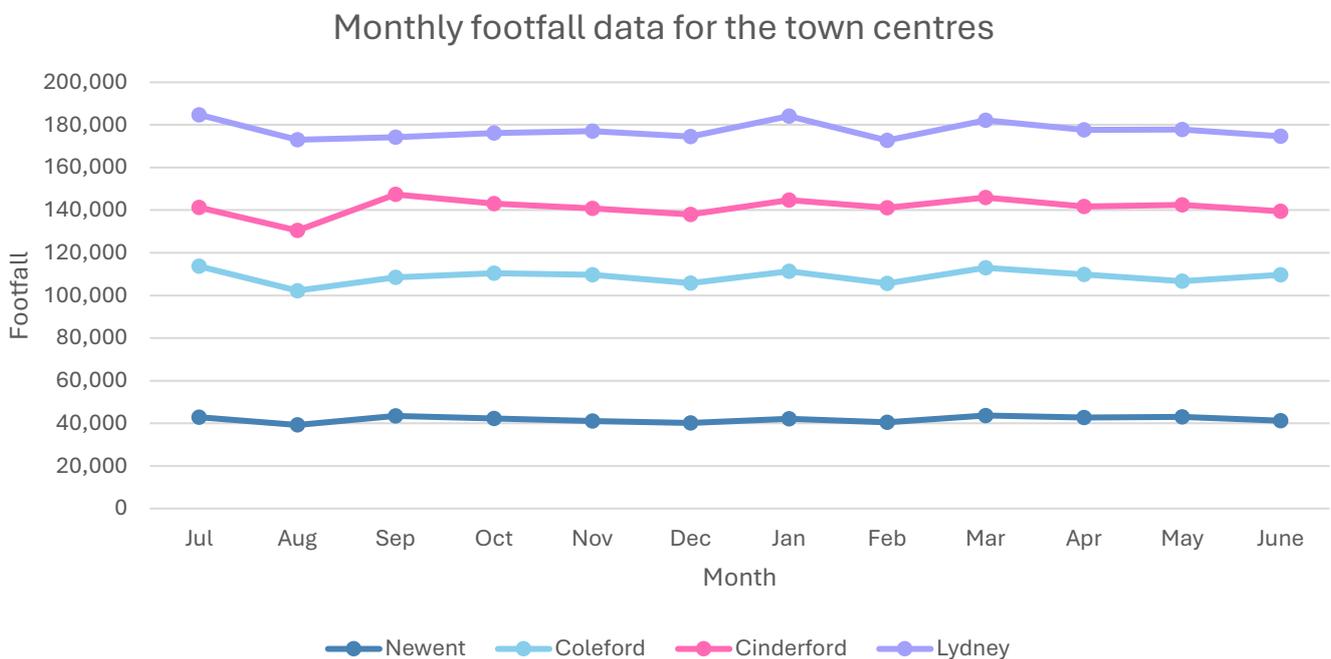
2.2 Visitor and Footfall Data

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.

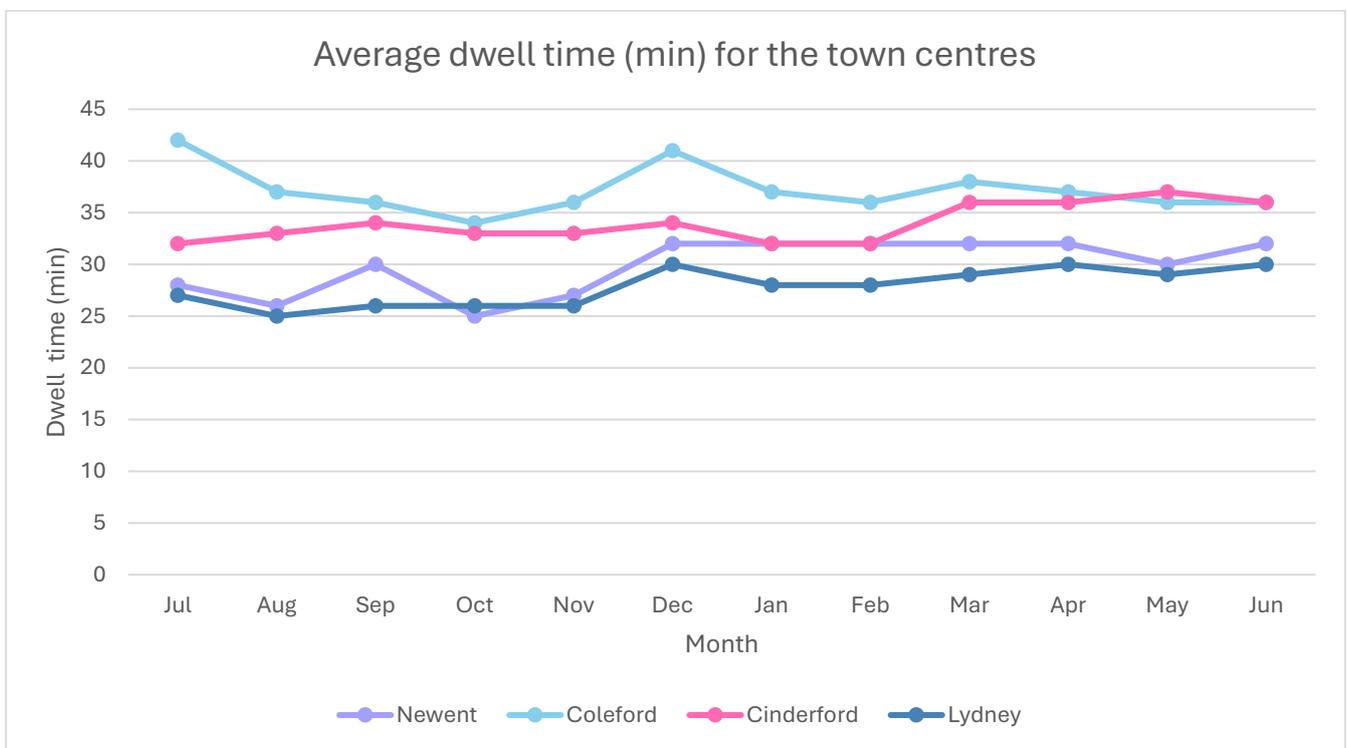
2.2 Visitor and Footfall Data

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

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 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

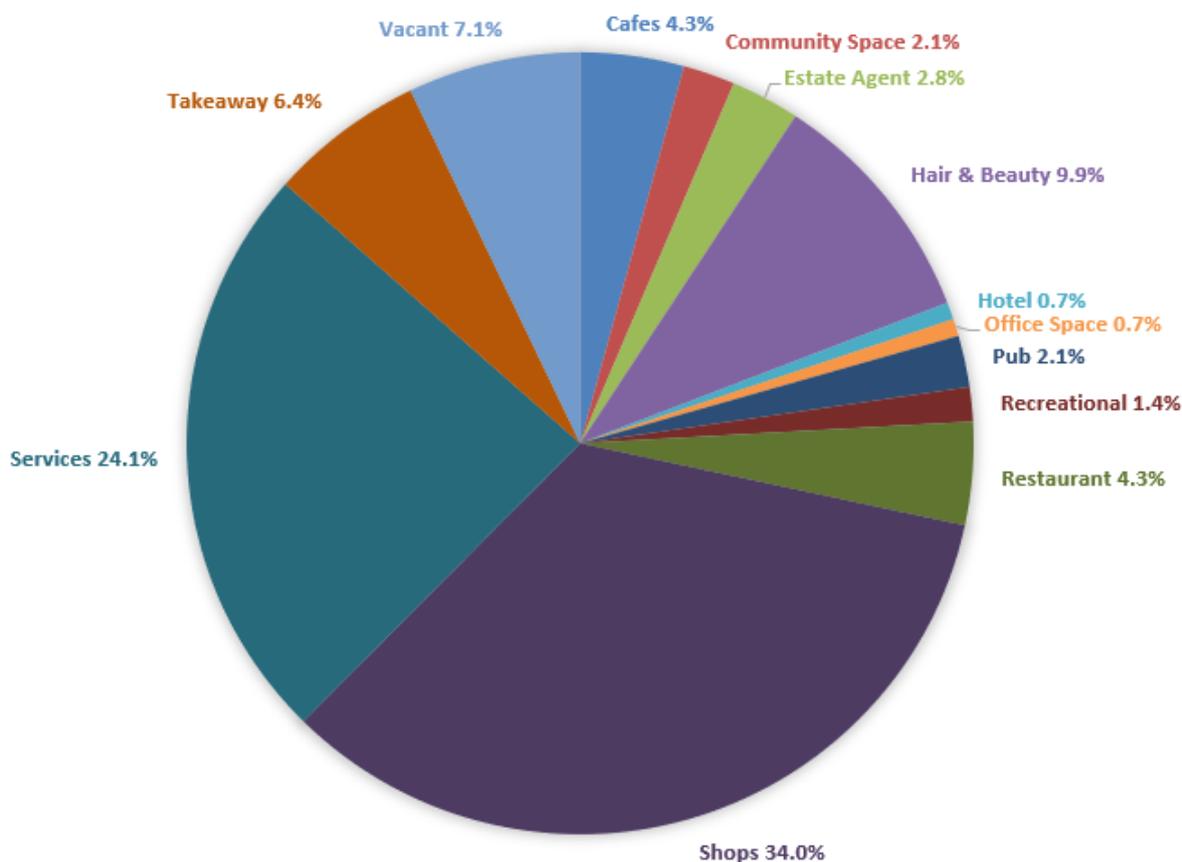
This indicator keeps track of the range and variety of retail goods and services offered in the town centre, measured as the change in the number of businesses in each category over a 12-month period.

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 – Town centre footfall was 5,227, a 70% 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 – Town centre footfall was 4,016, a 25% 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 |