

LYDNEY TOWN CENTRE AUDIT REPORT

2019

Regeneration Services
Forest of Dean District Council



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1. Introduction

Town and City centres are complex places that serve a wide range of people and purposes. The importance of healthy vibrant town centres has been highlighted in recent years. In certain locations, due to the effect of vacant shops and a perception among some that their towns are not providing them with all the services they need or want, there has been found to be a negative impact on people's quality of life.

Town centres, and those who operate in and manage them, are having to adapt to changing circumstances as global issues impact on local conditions. Similarly, local authorities are also having to adapt to rapid changes in the fiscal climate and increasingly challenging budgetary constraints.

As with any change process, it is important to be able to measure where we are, monitor progress, learn from others and realistically compare and measure performance. This report aims to record key sets of data/evidence that can be used by those with an active interest in improving the experience and vitality of town centres, so that they in turn provide a healthy sustainable environment for the businesses and communities that depend on them.

1.1 Successful Town Centres

1.1.1 This report follows the guidelines/suggestions laid out in the 'Successful Town Centres – Developing Effective Strategies: Indicators Toolkit' <https://www.bl.uk/britishlibrary/~media/bl/global/business-and-management/pdfs/secure/s/u/c/successful-town-centres--developing-effective-strategies-annex-c-d-e-f-indicators-toolkit-001.pdf>. The document was launched by the Gloucestershire Local Enterprise Partnership in March 2013.

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

1.1.3 The indicators toolkit advises that a numbers of indicators are assessed. This report monitors the following indicators:

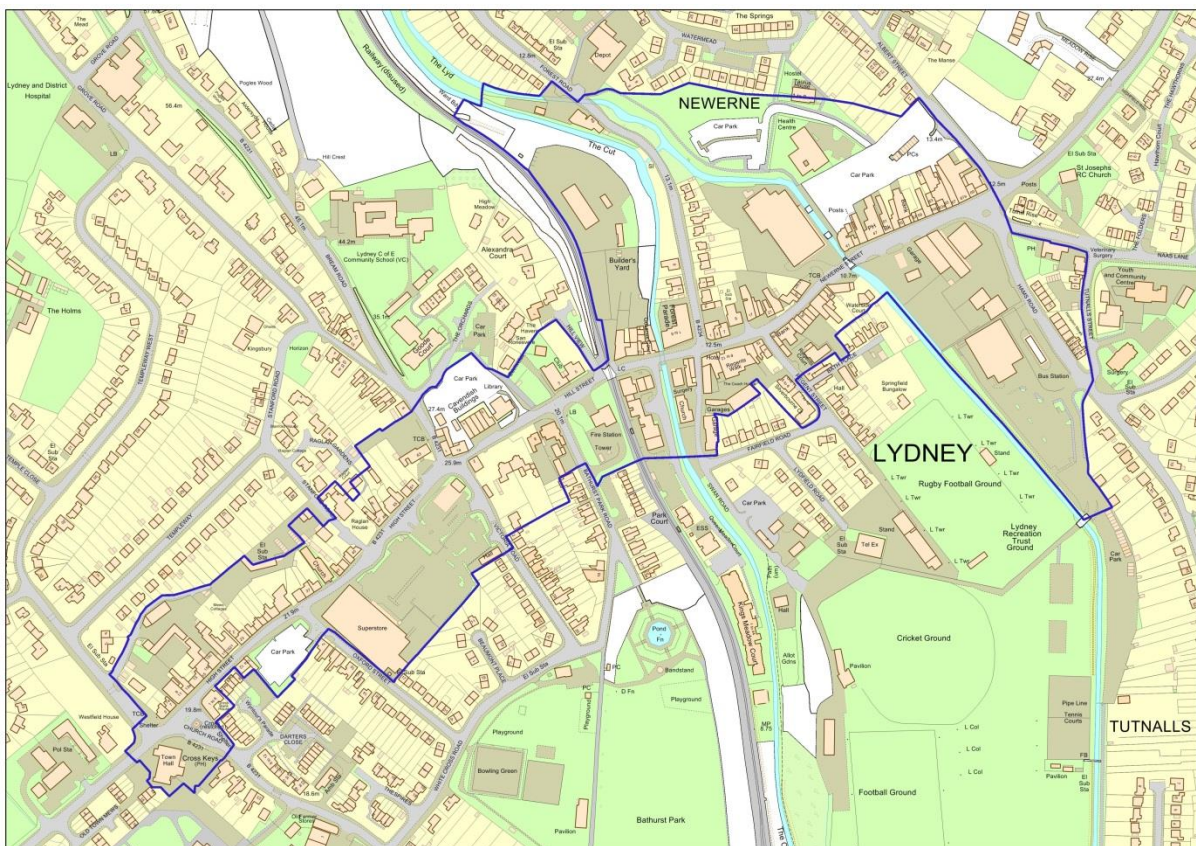
- Footfall
- Car Parking
- Retail and Commercial Offer
- Convenience vs Comparison
- Trader Types
- Culture and Leisure Offer
- Events

Reported Crime
Markets
Charity Shops
Vacant Shops
Town Centre Investment
Evening/Night Time Economy

- 1.1.4 The town centre performance toolkit aims to monitor the performance of the town centre by collecting data on various themes which are reviewed annually, enabling a comparison of town centre performance.
- 1.1.5 It is suggested that this report be updated on a yearly basis to provide a year on year indication of the health and viability of Lydney town centre.
- 1.1.6 It should be noted that the purpose of this document is not to address the future needs of the town centre, but an audit to provide information for annual comparisons. The aim is to provide a range of data sets for the reader to interpret.

1.2 Lydney Town Centre Boundary

The designated Town Centre Boundary is shown below (boundary outlined)



2. People & Footfall

The overall aim of obtaining this data is to provide an assessment of who comes to visit the town centre.

The town centre's car parking (in and around the town centre) is included to account for the fact that a large proportion of visitors to many town centres still travel using their own means of private transport in a similar way to how they would visit out-of-town shopping centres.

2.1 Footfall

Footfall refers to the number of people walking up and down a given town centre (or single street) regardless of their reasons for doing so. Typical reasons may include shopping, a pleasant stroll, going to work or school/college, to the cinema or for a meal, accessing public services, visiting friends or simply passing through. Footfall is often linked to the level of attractiveness of a location and its ability to satisfy customer and visitor needs and expectations successfully.

The information below provides a summary of the 10 minute footfall counts for 2019-2013, 2009, 2008 and 1999. The 10 minute average has been calculated across the whole week (weekday and weekend counts) to provide factual evidence.

It should be noted that different methodology was used to collect data for footfall counts in 1999 and 2008/2009.

The methodology used in 2013 onwards is as per the guidance stated in the 'Successful Town Centres – Developing Effective Strategies: Indicators Toolkit' document <https://www.bl.uk/britishlibrary/~media/bl/global/business-and-management/pdfs/secure/s/u/c/successful-town-centres--developing-effective-strategies-annex-c-d-e-f-indicators-toolkit-001.pdf>. The methodology stated in this document should be used to repeat the data collection on an annual basis. Data was collected in one location on a Wednesday, Friday and Saturday for 1 hour starting at 10.30. Footfall was recorded for both sides of the street, noting people walking either direction.

2.1.1 Footfall Summary Comparison

2.1.1.1 10 Minute Average Summary Comparison

2019	2018	2017	2016	2015	2014	2013	2009	2008	1999
50	51	67	52	79	81	78	91	85	212

2.1.1.2 The following information indicates the breakdown of the footfall counts for each recorded year. The 2019-2013 footfall counts were recorded on Wednesday, Friday

and Saturday. The 2009 footfall counts were recorded on Monday and Saturday. The 2008 footfall counts were recorded on Wednesday and Saturday. The 1999 counts were recorded on a Friday and Saturday.

2.1.2 Footfall Count Breakdown 2019

DATE/TIME	10.7.19 (Weds)	DATE/TIME	12.7.19 (Fri)	DATE/TIME	13.7.19 (Sat)
10.30 – 10.40	45	10.30 – 10.40	44	10.30 – 10.40	55
10.40 – 10.50	33	10.40 – 10.50	50	10.40 – 10.50	65
10.50 – 11.00	34	10.50 – 11.00	65	10.50 – 11.00	79
11.00 – 11.10	34	11.00 – 11.10	50	11.00 – 11.10	41
11.10 – 11.20	35	11.10 – 11.20	41	11.10 – 11.20	81
11.20 – 11.30	30	11.20 – 11.30	40	11.20 – 11.30	83
TOTAL	211	TOTAL	290	TOTAL	404
10 min ave	35	10 min ave	48	10 min ave	67
WEEKLY AVERAGE: 50					

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

DATE	WEATHER/OTHER FACTORS
10.7.19	Hot and Sunny
12.7.19	Hot and Sunny
13.7.19	Hot and Sunny

2.1.2.2 Counts were conducted for an hour and footfall was recorded at 10 minute intervals. Counts were taken outside Frankie's, 65 Newerne Street, Lydney.

2.2 Car Parking

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

2.2.2 For many people, the possibility of driving into town and parking their car in a safe car park remains a considerable element of convenience-based attractiveness as it grants them a higher sense of perceived comfort and independence. Many retailers and high street businesses would tend to agree with this and, in some cases, would prefer for their customers to be able to park near their shop or outlet for ease of access.

- 2.2.3 Parking plays a significant role in mobility, access and the economic development of a town centre. The town centre car parking market has increased in importance as the market for cars has grown. Cars have become a fundamental element of journey mobility and in consequence parking has followed suit.
- 2.2.4 Car parking has always been important in regard to mobility, since it's a fundamental element in achieving a high level of accessibility. Many businesses and towns centre see an adequate supply of parking, especially for visitors, as crucial for their competitive growth, yet at the same time, parking is and will remain as the most powerful means of traffic restraint available.
- 2.2.5 Measuring and monitoring the level of car park usage, along with footfall contribute to a dynamic picture of activity levels in the town centre. Over time, this data can provide the basis of a comparison between actual perceived variances of activity and the impact of initiatives like events, special offers and the arrival or departure of high profile businesses.
- 2.2.6 The Forest of Dean District Council Cabinet made the decision to implement car parking charges in September 2011, with charging commencing on 1 July 2012.
- 2.2.7 The table below shows the recorded monthly figures for tickets purchased within the period of July 2018 to May 2019.

Newerne Street

MONTH	NO. OF TICKETS OF PURCHASED
July 2018	4570
August 2018	8136
September 2018	6398
October 2018	6221
November 2018	7635
December 2018	6114
January 2019	5146
February 2019	9108
March 2019	6426
April 2019	5992
May 2019	7666

Bream Road

MONTH	NO. OF TICKETS OF PURCHASED
July 2018	1023
August 2018	1215
September 2018	1062
October 2018	924
November 2018	1089
December 2018	1123
January 2019	1055
February 2019	1066
March 2019	1153
April 2019	1107
May 2019	1441

2.2.8 Based on a monthly recording, the average recorded ticket sales for Lydney at Newerne Street has increased from 2018's recording of 6,586 tickets per month to an average of 6,674 tickets per month. At Bream Road car park, the number of tickets purchased in 2019 has decreased to 1,114 tickets per month from last year's average of 1,339 tickets per month.

3. Diversity & Vitality of Place

The overall aim of this theme is to provide an assessment of the actual offer of the town centre and its diversity taking an all-inclusive approach that includes daytime, evening and night time economies.

The approach does not differentiate here between the public and private sectors as it is interpreted that both contribute to the provision of services, products and an overall experience for town centre visitors to enjoy and keep coming back to. This theme does not monitor consumer demand, expectations or their perceptions of the offer provided by the town centre. This should be covered by a separate theme.

The 'Diversity and Vitality of Place' section covers the following key items; Retail and Commercial Offer, Convenience vs Comparison, Trader Types, Culture and Leisure Offer, Events, Reported Crime and Markets.

3.1 Retail and Commercial Offer

- 3.1.1 This indicator keeps track of the range and variety of retail goods and commercial services offered in the town centre, measured as the change in the number of businesses in each category over a 12 month period.
- 3.1.2 In order to remain competitive, town centres need to ensure they provide a level of offer that matches the demand of their current (or intended) visitors and consumers.
- 3.1.3 This indicator is often linked to footfall and levels of business as well as visitor satisfaction. It can also be used (in conjunction with other indicators) to monitor the balance and relationship between the area's daytime and night time/evening economies.
- 3.1.4 The retail and commercial offer is broken down into Use Class Orders. A summary of the Use Class Order can be found below:
 - A1** – Shops
 - A2** – Financial and Professional Services
 - A3** – Restaurants and Cafes
 - A4** – Drinking Establishments
 - A5** – Hot Food Takeaways
 - B1** – Business
 - D1** – Non-residential Institutions
 - D2** – Assembly and Leisure
 - Sui Generis** – Theatres, Amusement Arcades, Funfair, Launderette, Sale of Fuel, Sale or Display of Motor Vehicles, Taxis, Scrapyard, Hostel, Waste Disposal, Retail Warehouse, Night Club, Casino
 - Vacant** – As described

3.1.5 It should be noted that the number of units recorded sometimes differ between each year. This may be as a result of the division of shop units, or variation on the area assessed.

Lydney Use Class Breakdown 2019:

USE CLASS	NO. OF UNITS	% WITHIN EACH CLASS
A1	75	44%
A2	25	15%
A3	9	5%
A4	3	2%
A5	8	5%
B1	2	1%
B8	2	1%
D1	11	7%
D2	0	0%
Sui Generis	12	7%
Vacant	22	13%
TOTAL	169	100%

3.1.6 The 2019 data indicates that use class A1 (Shops) has the highest retail offer percentage within Lydney, whilst A4 (Drinking establishments) and Sui Generis have increased. The following A2 (Financial and professional services), A3 (Restaurants and Cafés), A5 (Hot Food takeaways), B1 (Business), B8 (Storage or distribution), D1 (Non-residential institutions) and D2 (Assembly and leisure) have remained consistent with last year’s data.

3.2 Convenience vs Comparison

3.2.1 The presence of a variety of shops within a town centre is important to its ability to remain competitive and continue to attract customers. A balance of convenience and comparison goods is therefore ideal in terms of encouraging visitors and potential customers.

3.2.2 Convenience Stores provide low-cost everyday items that consumers are unlikely to travel far to purchase. This can include; food and non-alcoholic drinks; tobacco; alcohol; newspapers and magazines; and non-durable household goods.

3.2.3 Comparison Stores involve all other retail goods, which include:

- Books
- Clothing and Footwear
- Furniture, floor coverings and household textiles
- Audio-visual equipment and other durable goods
- Hardware and DIY supplies
- Chemist goods
- Jewellery, watches and clocks
- Recreational and Miscellaneous goods
- Hairdressing

3.2.4 Customers are more likely to be happy to travel greater distances in order to reach stores retailing these items.

3.2.5 The following table provides a percentage of the A1 shops which sell mainly Convenience Goods/ Comparison Goods.

	National Small Towns	Lydney
	%	%
Convenience	19	12
Comparison	81	88

3.2.6 88% of the A1 shops within the town centre mainly sell comparison goods, higher than the national average of 81%. The number of A1 convenience shops (12%) falls below the national average of 19%.

3.3 Trader Types

3.3.1 The vitality of a town centre depends highly on the quality and variety of retailers represented. National retail businesses are considered key attractors and are particularly important in terms of attracting visitors and shoppers to a town.

3.3.2 The character and profile of a town often also depends on the variety and mix of independent shops that can give a town a 'unique selling point' and help distinguish it from other competing centres.

3.3.3 A sustainable balance of key attractors and multiple names alongside local independent shops is therefore likely to have the greatest positive impact on the vitality and viability of a town.

3.3.4 The following shops below are considered key Attractors by Experian Goad.

Department Stores	Clothing
BHS	Burton
Debenhams	Dorothy Perkins
House of Frazer	H & M
John Lewis	New Look
Marks and Spencer	Primark
	River Island
Mixed Good Retailers	Topman
Argos	Topshop
Boots	
TK Maxx	Other Retailers
WH Smith	Carphone Warehouse
Wilkinson	Clarks
	Clintons
Supermarkets	HMV
Sainsbury's	O ₂
Tesco	Superdrug
Waitrose	Phones 4 ^U
	Vodafone
	Waterstones

3.3.5 Multiple traders have a countrywide presence and are well known household names. Regional shops are identified as those with stores / units in several towns throughout one geographical region only and independent shops are identified as those that are specific to a particular town.

3.3.6 The following table provides a percentage of the A1 shops which are Key Attractors, Multiples, Regional, and Independent to the locality.

	National Small Towns	Lydney
	%	%
Key Attractor	7	2
Multiples	18	15
Regional	10	3
Independent	65	80

3.3.7 80% of the A1 shops in the town centre are unique to Lydney, considerably higher than the national average of 65%. 15% of the A1 shops have a nationwide presence, whilst 3% of the town contains stores that are regionally significant.

3.4 Culture & Leisure Offer

3.4.1 This indicator captures the variety of leisure related services offered in the town centre, including publicly supported services such as swimming pools and theatres.

3.4.2 Interaction with other people, cultural activities and a bit of enjoyment not related to a 'to do/buy' lists are some of the many reasons why people come to town centres.

3.4.3 This indicator captures this characteristic of town centre activity.

3.4.4 The following provides an indication of the cultural and leisure offer within Lydney town centre for 2019.

FACILITY	2019
Museums	0
Art Galleries	0
Art Centre	0
Take Away	8
Restaurants and Cafés	9
Swimming Pools	0 (1 within walking distance of Town Centre)
Gyms	0 (2 within walking distance of Town Centre)
Cinemas	0
Theatres	0
Community Halls	2 (Town Hall and Naas Lane Community Hall)
Parks/Gardens	0 (2 within walking distance of Town Centre)
Games Arcade	0
Other Specialist Outlets	1 Library within the town centre boundary. Additionally there is an excellent Park, Recreation Grounds/facilities to include Tennis Courts, a lake and sports pitches all within walking distance of the town centre. Cricket, Football, Rugby, Angling and Tennis Clubs are also within walking distance of the Town Centre.

3.5 Events

- 3.5.1 This indicator keeps track of the number of events held in the town centre public realm, measured using local authority's data of event licenses awarded over a 12-month period and those held in town centre venues that have a significant impact on footfall.
- 3.5.2 Events and festivals are a major reason for people to come to town centres. A diverse event offer can be a major source of attraction for visitors as well as local residents, particularly if these events take place throughout the year and are aimed at different audiences (e.g. cultural tourists, business tourists, young people, children, families, ethnic minorities).
- 3.5.3 Events can make a significant contribution to the local economy and foster a stronger sense of community among residents, promoting pride of place and inclusiveness.
- 3.5.4 Typically, events may range from small carnivals or fairs, to major cultural festivals, conferences.
- 3.5.5 Licensed events in Lydney over the past year are as follows (dates noted may be the date the permission was granted rather than the event date). Please note this list includes events held both within and just outside of the town centre boundary:

Road Closure Orders:

'Remembrance Parade', Hams Road, Church Street – 11.11.2018

'Lydney Hospital Fete', Grove Road – 21.07.2018

Temporary Event Notices:

Party in the Park, Bathurst Park, Whitecross Road – 06.07.19

Fireworks Event, Bathurst Park, Whitecross Road

Christmas Light Switch

Lydney Festival

Summer Event

Premises Licences:

N/A –

3.6 Reported Crime

- 3.6.1 This indicator monitors the number of reported incidents of crimes in a range of categories in the town centre.
- 3.6.2 In some cases, fear of crime can act as a deterrent for people not to visit a town centre, particularly in the evenings and at night. Yet, as powerful as perceptions can be in influencing people's behaviour, they are not always directly related to reality.
- 3.6.3 This indicator will allow its users to contrast these perceptions (captured in the "crime and safety perceptions" indicator) with actual reported crime statistics.
- 3.6.4 It is important to note that the data included within this section act as an indicator.
- 3.6.5 The data provides information on reported crime within Lydney Town Centre from June 2018 - April 2019.

	June 18	July 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19
Violence and Sexual Offences	4	3	2	1	4	2	1	2		3	6
Anti-Social Behaviour	10	14	12	11	10	11	15	10	10	9	9
Criminal Damage and Arson	1	1	2		1	2	5	3	1	4	2
Vehicle Crime						1					1
Burglary			1	1				1	2		3
Other Theft		1	3			1	1	2		1	
Drugs	2						1			2	
Robbery									1		

Shoplifting	5	6	2	3		2	5	2		2	2
Other Crime				1						1	
Public Disorder				1	2					1	
Theft from a Person							1				
Possession of a Weapon											
Bike Theft											
TOTAL	22	25	22	17	17	19	29	20	14	23	23

3.6.6 This data is taken from the www.police.uk/gloucestershire website. Further information on the crimes committed and the status of the investigations into them can be accessed using the website. Users can select the geographical area they are interested in, click on **Explore the Crime Map** and then search by Type of Crime, Month Reported and more.

3.7 Markets

3.7.1 This indicator monitors the existence of regular markets in the town centre.

3.7.2 Markets, like events, can be a major motivating factor for people to come to a town centre. The presence of a regular (albeit temporary) traditional market can add diversity to the retail offer of a town centre and can act as a catalyst for other more specialist markets to come to the area, including farmers' markets, artisan markets, continental markets, Christmas markets, night markets, etc.

3.7.3 All of this can contribute to the area's diversity of offer, satisfy a wider range of needs and attract local residents as well as visitors from a growing catchment area.

3.7.4 The National Market Trade Federation has 1 record of a Market being held in Lydney – an outdoor market held on a Saturday.

4. Economic Characteristics

The overall aim in this theme is to provide users with an assessment of static and dynamic elements linked to the economic performance of a town centre. Some of the more 'static' elements, which in turn may influence perceptions, will include changes in the number of charity shops or vacant retail units.

4.1 Charity Shops

- 4.1.1 This indicator monitors yearly changes in the number of charity shops in a town centre.
- 4.1.2 Over the last fifteen years, the proliferation of charity shops in town centres may have been interpreted in certain circles as a sign of decline. On the other hand, charity shops fill an important gap in the retail offer of any town centre, not just in towns and cities with more modest income catchment areas and/ or ageing demographics.
- 4.1.3 Charity shops provide a valuable re-use and re-cycling function, reducing the volume of waste going to landfill and bring in valuable income for worthy causes. In addition, charity shops are cutting across social and demographic boundaries in attracting customers, providing affordable and specialist items.
- 4.1.4 Regardless of how the existence of charity shops is interpreted, their growth or decline impacts on perceptions and forms an important element in the monitoring of the economic performance of any town centre.
- 4.1.5 This indicator alone can act as a barometer for the impact of strategic decisions on the daytime economy of a town centre.
- 4.1.6 The information below details the number of charity shops within the town centre for 2019 and previous years.

2019:

Cats Protection, 28a Newerne Street
Age Concern, 2b Forest Parade Hill Street
Age UK Charity Shop, 1 Newerne Street
Dean Forest Hospice Charity, 17 Newerne Street
Dial-a-Ride, Bus Station, Hams Road

2018:

Cats Protection, 28a Newerne Street
Age Concern, 3b Forest Parade Hill Street
Age UK Charity Shop, 1 Newerne Street
Dean Forest Hospice Charity, 17 Newerne Street
Dial-a-Ride, Bus Station, Hams Road

2017:

Cats Protection, 28a Newerne Street
Age Concern, 3b Forest Parade Hill Street
Age UK Charity Shop, 1 Newerne Street
Dean Forest Hospice Charity, 17 Newerne Street
Dial-a-Ride, Bus Station, Hams Road

2016:

Cats Protection, 28a Newerne Street
Age Concern, 3b Forest Parade Hill Street
Age UK Charity Shop, 1 Newerne Street
Dean Forest Hospice Charity, 17 Newerne Street
Dial-a-Ride, Bus Station, Hams Road

2015:

Cats Protection, 28a Newerne Street
Age Concern, 3b Forest Parade Hill Street
Age UK Charity Shop, 1 Newerne Street
Dean Forest Hospice Charity, 17 Newerne Street
Dial-a-Ride, Bus Station, Hams Road

2014:

Cats Protection, 28a Newerne Street
Age Concern, 3b Forest Parade Hill Street
Age UK, 1 Newerne Street
Dean Forest Hospice, 17 Newerne Street
Dial-a-Ride, Bus Station Hams Road
Charity Shop, 13 Hill Street

2013:

Cats Protection, 28a Newerne Street
Age UK, 1 Newerne Street
Dean Forest Hospice, 17 Newerne Street
Dial-a-Ride, Bus Station Hams Road

Charity Shop, 13 Hill Street

2008:

Oxfam. 4 Forest Parade
Dial-a-ride, 19 Hams Road
Dean Forest Hospice, Hill Street
Age Concern, 1 Newerne Street
Cats Protection, 28a Newerne Street

4.1.7 Nationally, some traders report concerns about the proportion of new goods on sale in charity shops. As charities are able to claim up to 80% discount on their business rates, this could be interpreted as unfair competition.

4.2 Vacancy

4.2.1 This indicator monitors changes in a town centre’s vacant retail units. An increase in vacant retail units in town centres has traditionally been linked to economic decline both locally and nationally.

4.2.2 On the other hand this could also be interpreted as a temporary opportunity for the town centre to strategically re-balance its visitor offer, and for culture and leisure-related outlets and community services to gain more of a foothold in the town centre.

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

LYDNEY VACANT UNITS 2019:

Vacant unit amount	% of units that are vacant
22	13%
Units surveyed: 169	
33-33a High Street 5 Cavendish Building, Hill Street 5b Cavendish Building, Hill Street 20 Hill Street x7 Regents Yard 12 Newerne Street x1 Regents Walk, Newerne Street 11 Hill Street 23 Newerne Street 25a Newerne Street 51 Newerne Street	

Unit 2 71 Newerne Street Unit 3 71 Newerne Street 1a Hylton Court, Newerne Street 23 Hams Road 27 Hams Road

4.3 Town Centre Investment

- 4.3.1 This indicator monitors evidence of public realm improvements and the level of investment from both the private and public sectors within the town centre of Lydney.
- 4.3.2 The growth of online shopping, rising business rates, and other economic challenges has resulted in many areas with struggling town centres that either have become stagnated or in decline.
- 4.3.3 In order to revitalise town centres, local authorities must think afresh about the role of the high street and what it provides for local communities. Incorporating new homes, alongside renewed retail, commercial and leisure space can play a key role in building a walking catchment population that can sustain the town's uses more effectively. Proactively leading investment in town centres, through the acquisition and re-purposing of assets such as initiating event programmes and investing in the public realm are crucial ways of creating confidence in places and the right conditions to rejuvenate a town centre.
- 4.3.4 In Lydney there have been a number of schemes to improve the public realm, which include green initiatives such as the town's endorsement of school gardening initiatives and the participation within the 'Britain in Bloom' campaign.
- 4.3.5 School gardening initiatives are part of the Royal Horticultural Society in support of communities to develop sustainable gardens for young people's learning, health and wellbeing. Here is a list of school gardening initiatives currently active within Lydney; Lydney Church of England Community, the Dean Academy, and Severnbanks Primary School.
- 4.3.6 Lydney Town Council has also been part of the 'Britain in Bloom' campaign, working in partnership with the local business community and residence to enhance the visual appearance of areas throughout the town. The scheme has seen the improvements to the areas outside the fire station and Hylton Court parade of shops.

4.4 Evening & Night Time Economy

- 4.4.1 This indicator monitors evidence of active management of the evening and night time economies in the town centre.
- 4.4.2 The majority of town and city centres (or at least parts of them) do not go to sleep after the last shop closes for the day. They often have evening and night time economies too, which may vary in size and character from one location to another.
- 4.4.3 In some areas, this part of the economy forms a crucial part of the service offer.
- 4.4.4 In many cases, the town centre attracts a completely different demographic of customer in the evening to those who visit the high street during the day time.
- 4.4.5 It is also worth distinguishing between the evening consumers (5-8 pm often referred to as the 'shoulder period') and the late night consumer, as each can have quite different demographics.
- 4.4.6 Evidence is building to support the collective and active management of town centres after dark to increase visitor confidence, improve perceptions, prevent crime and disorder, and provide a healthy trading environment for a range of businesses and providers who operate at night.
- 4.4.7 This indicator enables users to monitor how effectively the evening and night time economies are managed (if they are managed at all) in a town centre.
- 4.4.8 The retail pathfinder toolkit advises that the Purple Flag recognition system is used. Purple flag is the accreditation scheme that recognises excellence in the management of town and city centres at night. Entertainment areas that achieve the standard will be those that can offer a better night out to visitors. Purple flag aims to raise the standards and improve the quality of towns and cities at night.
- 4.4.9 Lydney town centre is not accredited as a purple flag location.

5. Conclusion

- 5.1 The report demonstrates that town centre performance is not just a reflection of retail and commercial performance.
- 5.2 This year's weekly average footfall count for the town centre has revealed a slight decrease from last year's data, declining from 51 to 50 per 10 minutes. Despite only a minimal decline, this year's findings result in a figure that not only represents the lowest figure on record, but also a trend supporting decline. The data collected from Wednesday and Friday showed figures that fell short of last year's data on those respective days, but the recorded figure for Saturday did show an increase from last year's data, maybe owing to the noticeable hot weather. However, as shoppers were not asked directly, we cannot report with any certainty that more people have taken to the town centre as a direct consequence of the nice weather.
- 5.3 Based on monthly recordings, Newerne Street has increased in the number of car parking tickets purchased per month, rising from 6,586 tickets in 2018 to 6,674 tickets in 2019. At Bream Road car park the number of tickets purchased has decreased to 1,114 tickets per month from last year's average of 1,339 tickets per month.
- 5.4 The majority of the A1 shops (80%) in Lydney are independent; offering the town a unique selling point. 15% of Lydney's shops and services are nationwide, while 3% are regionally significant.
- 5.5 Lydney town centre's retail offer has changed since 1999 and this seems to be consistent with national trends and the ways in which people are now choosing to shop. Use Class has stayed consistent with only minor variations. The highest use class is still A1, slightly decreasing from last year's 48% to 44%, which is in part due to an overall decrease in the total number of units eligible for the count.
- 5.6 The vacancy rate has increased from 11.6% to 13%, which falls above the national average for high street of 11.5% (Local Data Company). It's important to note a large contributor for this rise in vacancy rate has been due to numerous units becoming vacant within the Regents Yard, an indoor marketplace.
- 5.7 The number of reported crimes has remained consistent with last year's data, with only minor variations between the individual categories of crime. Violence and Sexual Offences, Shoplifting and Anti-Social Behaviour are recorded as the most common crimes within the town centre, with the latter achieving the highest number of reports.
- 5.8 Lydney has endorsed a number of schemes to improve the public realm, which include the School Gardening Initiative and the 'Britain in Bloom' campaign. These schemes are voluntary groups affiliated to the Royal Horticultural Society providing a platform for communities to brighten up the town centre.

Appendix 1

6. Use Class Lists 2019

ADDRESS	SERVICE	USE CLASS	CONVENIENCE/ COMPARISON	TRADER TYPE
Town Hall, High Street	Town Hall	D1		
5 & 7 High Street	Bohemia Hair and Beauty	A1	Comparison	Independent
11 High Street	Sundean Veterinary Clinic	D1		
13 High Street	Tasty Bites Café	A3		
15 High Street	Waggly Tails Grooming	A1	Comparison	Independent
2 High Street	WPS Financial Group	A2		
15b High Street	Imagitec Ltd	A1	Comparison	Independent
15c High Street	Zizzoo - Office Stationary	A1	Comparison	Independent
15 High Street	Alcock Watson Associates Chartered Accountants	A2		
15a High Street	Mincost - Garden products	A1	Comparison	Independent
15e High Street	Cycle Centre	A1	Comparison	Independent
15e High Street	Steve Virgo Garden Machinery	A1	Comparison	Independent
15f High Street	Equipment Hire Service	A1	Comparison	Independent
17 High Street	Bigger Boss Music Store	A1	Comparison	Independent
33 + 33a High Street	Vacant (was Yer Tiz – Antiques)	Vacant		
35 High Street	Golden Phoenix Chinese	A5		
Tesco Store, High Street	Tesco Foodstore	A1	Convenience	Key Attractor
Baptist Church, High Street	Baptist Chapel	D1		
41 High Street	Looby's Curtain Craft	A1	Comparison	Independent

43 High Street	FDH Architects	A2		
43a High Street	Reflections Hair Salon	A1	Comparison	Independent
Stanford Road Garage	Car Garage	Sui Generis		
47 High Street	Ferrino and Partners Estate Agents	A2		
49 High Street	Sun Kissed Tanning Salon	A1	Comparison	Independent
51 +53 + 55 High Street	Lydney Launderette	Sui Generis		
Tesco Petrol Station	Tesco Petrol Station	Sui Generis		
Victoria Centre	Community Lunches/Café	A3		
2 Hill Street	Beauty Retreat Nail Retreat	A1	Comparison	Independent
1 Hill Street	Inspirations	A1	Comparison	Independent
1a Hill Street	Makinson and Co Accounts	A2		
1 Cavendish Building, Hill Street	Revival Hair and Beauty (was Kudos Hair Salon)	A1	Comparison	Independent
2 Cavendish Building, Hill Street	A.K.McCullagh and Sons Jewellers	A1	Comparison	Independent
3 Cavendish Building, Hill Street	Bengal Balti Bangladeshi Takeaway	A5		
4 Cavendish Building, Hill Street	Cavendish Dry Cleaners and Laundry Service	Sui Generis		
5 Cavendish Building, Hill Street	Vacant	Vacant		
5b Cavendish Building, Hill Street	Vacant (was Pitman Blackstock White)	Vacant		
6 Cavendish Building, Hill Street	Pitman, Blackstock White Solicitors	A2		
Lydney Library, Hill Street	Library	D1		
8 Hill Street	Francis Law LLP Solicitors	A2		
Kings Building	Arty Type	A1	Comparison	Independent
Old Police Station, Hill Street	Signs 4 U	A1	Comparison	Multiple
Bungalow, Hill Street	3 Hill Street Club	D1		

The Royal British Legion, Hill Street	3 Hill Street Club & Railway Restaurant	A3		
Town Station Business Park	TJ Site Services	B8		
Town Station Business Park	SWM Installation & Building Supplies	B8		
Fire Station, Hill Street	Fire Station	Sui Generis		
Unit 8 The Tindle Suite, Hill Street	The Forest of Dean & Wye Review	B1		
Unit 6 The Tindle Suite, Hill Street	Wildin & co. Chartered Accountants	A2		
Unit 3-4 The Tindle Suite, Hill Street	Betfred	A2		
1, Kings Buildings	Wildin & Co	A2		
Dental Surgery, Hill Street	Dentist	D1		
Coffee Bar, Hill Street	Pulp Coffee Wine Bar	A4		
Church, Swan Road	Church	D1		
Mills and Walker Garage, Swan Road	Mills and Walker Garage, Swan Road	Sui Generis		
The Swan Hotel, Newerne Street	The Swan Hotel Pub	A4		
20 Hill Street	Vacant	Vacant		
22 Hill Street	Zelish Hair & Beauty	A1	Comparison	Independent
The Coach House, Swan Road	Ugly Duckling	A3		
Regents Yard	Vacant (was Unique The Shoe Boutique)	Vacant		
	Vacant (was Vape Vixen)	Vacant		
	Vacant (was Herbal Ways)	Vacant		
	Vacant (was Lydney Bathrooms)	Vacant		
	Builders Junk	A1	Comparison	Independent
	Vacant (was the Pet Bazaar)	Vacant		
	Vacant	Vacant		

	Vacant	Vacant		
Unit 1a Silverbourne Court, Regent Street	Co-operative Funeral Care	A2		
2a Regent Street	Lydney Shoe Repairs	A1	Comparison	Independent
16 Newerne Street	Motor World	A1	Comparison	Multiple
14 Newerne Street	Taylor's Jewellers	A1	Comparison	Independent
12 Newerne Street	Vacant	Vacant		
5 Newerne Street	No 45 Nails & Beauty	A1	Comparison	Independent
Regents Walk, Newerne Street	Mum's Beautiful Mess	A1	Comparison	Independent
	Choice Cards	A1	Comparison	Independent
	Coffee Local	A3	Convenience	Independent
	Jarred's Barber Shop	A1	Comparison	Independent
	Johnsons Property Contractors	B1		
	HALO	A1	Comparison	Independent
	Silver Chic Boutique	A1	Comparison	Independent
	Vacant	Vacant		
3 Regent Street, Chapel of Rest Regent Street	Funeral Directors	A1	Comparison	Independent
18 Newerne Street	Forest Tackle	A1	Comparison	Independent
20 Newerne Street	Griffin Griffiths Marshall Accountants	A2		
22-24 Newerne Street	William Hill	A2		
26 Newerne Street	DK Furnishings	A1	Comparison	Independent
28 Newerne Street	Forest of Dean Mobility	A1	Comparison	Independent
28a Newerne Street	Cats Protection Charity Shop	A1	Comparison	Multiple
32 Newerne Street	Raymond's Stores Clothes	A1	Comparison	Independent
34 Newerne Street	Hot Stuff	A1	Comparison	Independent

36 Newerne Street	Armstrong and North Opticians	D1		
38a & b Newerne Street	The Bridge Café	A3		
38c Newerne Street	Tucker Sandwiches	A1	Convenience	Independent
38d Newerne Street	Arden Estate Agents	A2		
6 bridge house Newerne street	Razors (Barbers)	A1	Comparison	Independent
38e Newerne Street	Beauty Within	A1	Comparison	Independent
Unit 2 Waterside Court, Newerne Street	Knockley Pet Shop	A1	Comparison	Independent
9 Hill Street	David Kear Opticians	D1		
11 Hill Street	Vacant (was Severn Valley Cycles)	Vacant		
13a Hill Street	Hairways	A1	Comparison	Independent
13b Hill Street	Cream Xtends	A1	Comparison	Independent
1 Forest Parade, Hill Street	Poppies Florist	A1	Comparison	Independent
2 Forest Parade, Hill Street	The Worx hair Salon	A1	Comparison	Independent
3 Forest Parade, Hill Street	D+M Pizza House	A5		
3b Forest Parade, Hill Street	Age Concern	A1	Comparison	Multiple
4 Forest Parade, Hill Street	The Cash Exchange	Sui Generis		
5 + 5a Forest Parade, Hill Street	Saffron Balti Restaurant	A3		
6 Forest Parade, Hill Street	Lydney Charcoal Grill	A5		
7 Forest Parade, Hill Street	Quick Stop Newsagents	A1	Convenience	Independent
8 Forest Parade, Hill Street	Kunming Chinese Takeaway	A5		
6a Forest Road	Light Fantastic DIY	A1	Comparison	Independent
6a Forest Road	Ford Garage Thomas Bee	Sui Generis		
1 Newerne Street	Age UK Charity Shop	A1	Comparison	Multiple

3 Newerne Street	Vape Escape	A1	Comparison	Independent
5 + 7 Newerne Street	Aroha Lettings & Property	A2		
5 Newerne Street	Box and Co Accountants	A2		
9 Newerne Street	Bidmead Cook	A2		
17 Newerne Street	Dean Forest Hospice Charity Shop	A1	Comparison	Regional
19a Newerne Street	Absolute Hair Salon	A1	Comparison	Independent
19b Newerne Street	The Dressing Room	A1	Comparison	Independent
21 Newerne Street	Bryan James Insurance	A2		
23 Newerne Street	Vacant (formerly Crazy Occasions)	Vacant		
25 Newerne Street	Balanced Fitness & Beauty	A1	Comparison	Independent
25a Newerne Street	Vacant (was Butchers)	Vacant		
27 Newerne Street	Afterlife Tattoo	Sui Generis		
29 Newerne Street	Polish Nail and Beauty	A1	Comparison	Independent
30 Newerne Street	Hairdressers (Upper floor)	A1	Comparison	Independent
31 Newerne Street	The Card Box	A1	Comparison	Independent
33 Newerne Street, County Store	The Cooperative Food	A1	Convenience	Multiple
Lydney Health Centre	Lydney Health Centre	D1		
41 Newerne Street	Lloyds Pharmacy	A1	Comparison	Multiple
43 + 43a Newerne Street	KJT Residential Estate Agents	A2		
47 Newerne Street	Bargain Booze	A1	Convenience	Multiple
48-49 Newerne Street	Amigos	A3		
51 Newerne Street	Vacant (was NatWest)	Vacant		
53 Newerne Street	Ruddy's Fish and Chips	A5		
55 Newerne Street	Lloyds Bank	A2		

59 Newerne Street	The Coventry Building Society	A2		
61 Newerne Street	Kaplan's Café & Bistro	A3		
63a Newerne Street	Willowdean Gifts	A1	Comparison	Independent
63b Newerne Street	Greggs	A1	Convenience	Multiple
65 Newerne Street	Frankies (was Scott's Shoes)	A1	Comparison	Independent
67 Newerne Street	Martin's Newsagents	A1	Convenience	Independent
67a Newerne Street	The Original Factory Shop	A1	Comparison	Multiple
69 Newerne Street	Pilkington White Estate Agents	A2		
Unit 1 71 Newerne Street	Jimmy's Kitchen Chinese Takeaway	A5		
Unit 2 71 Newerne Street	Vacant (was ME Damsel Stoves and Flues)	Vacant		
Unit 3 71 Newerne Street	Vacant (ME Damsel Stoves and Flues)	Vacant		
Car Centre, Newerne Street	Car Sales/Car Wash	Sui Generis		
a The Archway, Newerne Street	Nicholas Terry Estate Agents	A2		
b The Archway, Newerne Street	Elan	A1	Comparison	Independent
2-6 Hylton Court, Newerne Street	Furniture Recycling Project	A1	Comparison	Independent
1a Hylton Court, Newerne Street	Vacant	Vacant		
1b Hylton Court, Newerne Street	BUPA Dental Care	D1		
65 Newerne Street	The Flower Pot	A1	Comparison	Independent
63C Newerne Street	Top to Toes	A1	Comparison	Independent
Autumn Leaves Funeral Home, Albert St,	Gordon Blake Funeral Services	A2		
Unit 2, Rear of 45 Newerne Street	The Little £1 Shop	A1	Comparison	Independent
Exhaust + Tyres, Hams Road	Exhaust + Tyres	Sui Generis		
Bus Station, Hams Road	Part - Dial A Ride Charity Shop	A1	Comparison	Regional

13 Hams Road	Hannya Tattoo	Sui Generis		
15 Hams Road	Espie Hair	A1	Comparison	Independent
17 Hams Road	Be Lovely Beauty	A1	Comparison	Independent
19 Hams Road	Vitality Mortgages Ltd	A2		
21 Hams Road	Rominos Pizza Takeaway	A5		
23 Hams Road	Vacant	Vacant		
25 Hams Road	Great Wall Chinese Takeaway	A5		
27 Hams Road	Vacant	Vacant		
Greyhound Inn, Tuthill	Greyhound Inn Pub	A4		
Hams Road	B&M Store	A1	Convenience	Multiple

Appendix 2

7. Use Class Order

This is a guide to the various Use Classes and the unit types that they represent:

CLASS A

A1 Shops - Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes.

A2 Financial and professional services - Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices.

A3 Restaurants and cafés - For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.

A4 Drinking establishments - Public houses, wine bars or other drinking establishments (but not night clubs).

A5 Hot food takeaways - For the sale of hot food for consumption off the premises.

CLASS B

B1 Business - Offices (other than those that fall within A2), research and development of products and processes, light industry appropriate in a residential area.

B2 General Industrial - Use for industrial process other than one falling within class B1 (excluding incineration purposes, chemical treatment or landfill or hazardous waste).

B8 Storage or distribution - This class includes open air storage.

CLASS C

C1 Hotels - Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels).

C2 Residential institutions - Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.

C2A Secure Residential Institution - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.

C3 Dwelling houses - this class is formed of 3 parts:

C3 (a) covers use by a single person or a family (a couple whether married or

not, a person related to one another with members of the family of one of the couple to be treated as members of the family of the other), an employer and certain domestic employees (such as an au pair, nanny, nurse, governess, servant, chauffeur, gardener, secretary and personal assistant), a carer and the person receiving the care and a foster parent and foster child.

C3(b) up to six people living together as a single household and receiving care e.g. supported housing schemes such as those for people with learning disabilities or mental health problems.

C3(c) allows for groups of people (up to six) living together as a single household. This allows for those groupings that do not fall within the C4 HMO definition, but which fell within the previous C3 use class, to be provided for i.e. a small religious community may fall into this section, as could a homeowner who is living with a lodger.

C4 Houses in multiple occupation - small shared houses occupied by between three and six unrelated individuals, as their only or main residence, who share basic amenities such as a kitchen or bathroom.

CLASS D

D1 Non-residential institutions - Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non-residential education and training centres.

D2 Assembly and leisure - Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or areas for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).

SUI GENERIS

Certain uses do not fall within any use class and are considered 'sui generis'. Such uses include: theatres, houses in multiple occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres and casinos.