



Lydney Town

Annual Town Centre Monitoring Report

July 2024 - June 2025

Presented by:

Forest of Dean District Council

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Introduction

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

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

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

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

This report contains a key set of data and evidence that is collected every year to monitor changes in each of our market towns. It can be used by anyone with an active interest in improving the experience and vitality of our town centres in the Forest of Dean. The information in this report represents the performance of Lydney for the period 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 Lydney town centre by focusing on key themes such as footfall, vitality and economic characteristics to highlight emerging trends so that strategic actions can be taken to enhance the town centre performance.

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

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

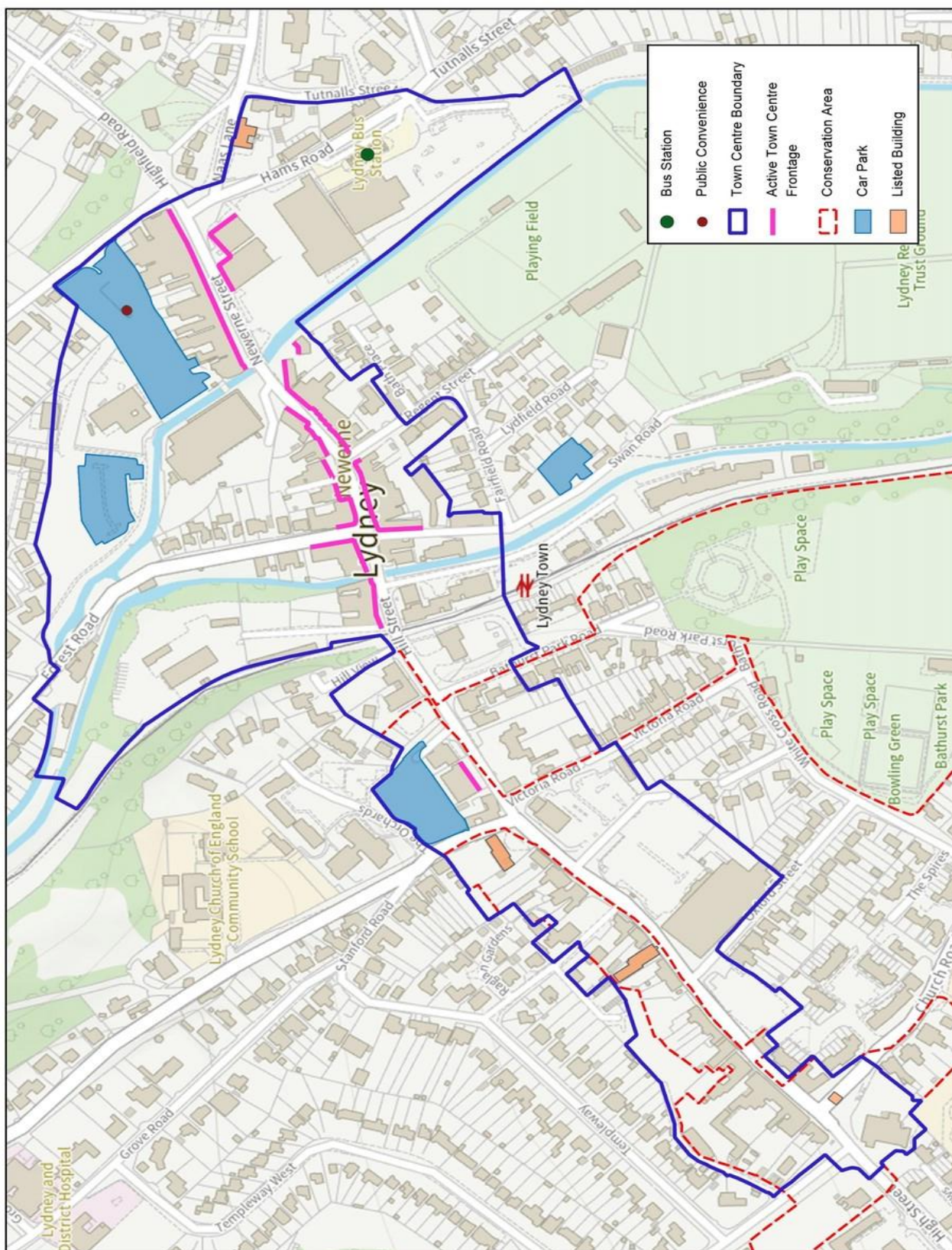
The toolkit advises that a number of indicators are assessed, including but not limited to:

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



1.2 The Town Centre Boundary

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



2. People and Footfall

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



2.1 Local Demographics

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

Census Data 2021	Lydney	Forest of Dean
Population	10,000	87004 (+6.2% since 2011)
Age	17.1% 0-15 59.2% 16-64 23.8% 65+	16% 0-15 58.9% 16-64 25.1% 65+
Sex	51.2% female; 48.8% male	51.1% female; 48.9% male
Identity	5.2% of residents were born outside of the UK (approx. 430 people) 94.5% White British 5.5% Ethnic Minorities 2.7% of people identify as lesbian, gay, bisexual or other (LGB+) (approx. 270 people) 6.4% did not answer	5.1% of residents were born outside of the UK (approx. 4435 people) 94.6% White British 5.4% Ethnic Minorities 2.28% of people identify as lesbian, gay, bisexual or other (LGB+) (approx. 2000 people)
Education & Work	60.5% of Lydney's population is 'Economically Active', with the majority of people working in: skilled trade, professional, elementary, care and leisure occupations. 39.5% of residents stated that they are 'Economically Inactive'. 80.8% of people have a higher education qualification. 19.2% of people have no higher education qualifications.	57.2% of the Forest of Dean's population is 'Economically Active', with the majority of people working in: skilled trade, managerial, professional, care and leisure occupations. 42.8% of residents stated that they are 'Economically Inactive'. 81.6% of people have a higher education qualification. 18.4% of people have no higher education qualifications.
Health & Wellbeing	43.6% Very good health 36.4% Good health 14.2% Fair health 4.4% Bad health 1.4% Very bad health 19.6% 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

- Lydney Town is situated in a GL15 postcode, which has a population of around 11,719 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 Lydney town centre was 177,408. This is 0.19 % 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

2.2.1.2 Local Loyalty

- On average, 64.3 % of residents with a GL15 postcode visit their town centre every month, and 94 % of all visitors live within a 10-mile radius of the town.

2.2.1.3 UK Visitor Information

- On average, 6 % of all visitors live over 10 miles away.
- In Jan-Jun 25 there were 6.3 % more visitors coming from 50+ miles away than the previous year.
- The majority of visitors to Lydney from over 10 miles away were from Caldicot, Gloucester and Newent.

2.2.1.4 Missed Potential Spend by Postcode

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

- BS35 (Thornbury and nearby villages in South Gloucestershire)
- NP16 (Chepstow)
- NP25 (Monmouth)

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

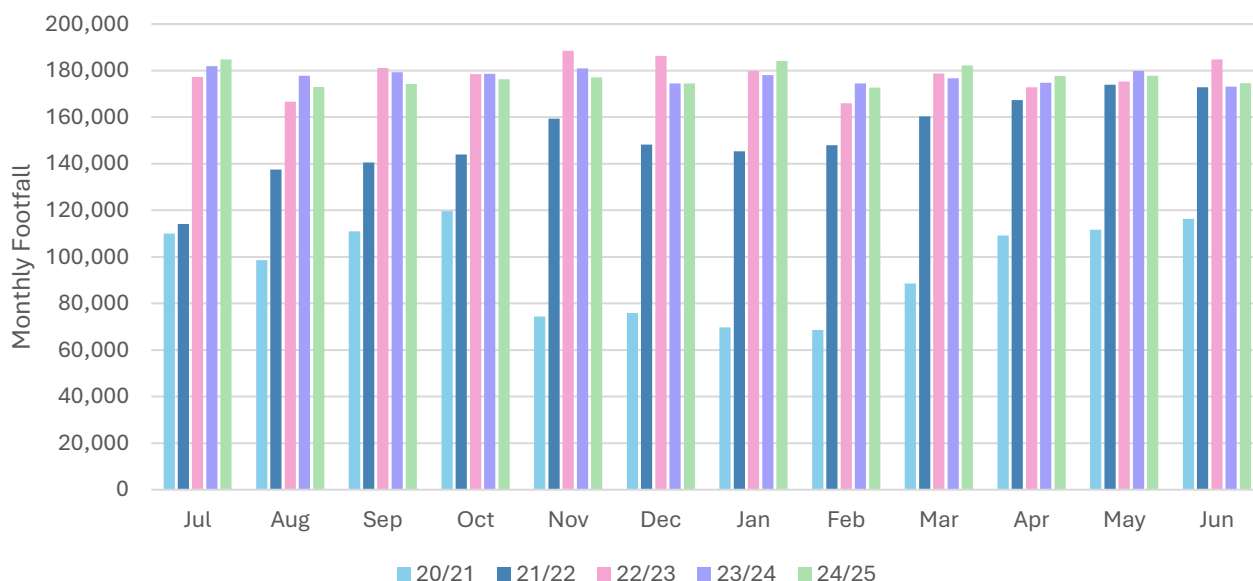
2.2.2.1 Lydney Town Footfall

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

Lydney Footfall Data	20/21	21/22	22/23	23/24	24/25
July	110,004	114,082	177,190	181,927	184,771
August	98,632	137,543	166,595	177,737	173,007
September	110,956	140,583	181,139	179,359	174,264
October	119,632	143,972	178,519	178,573	176,211
November	74,390	159,428	188,542	180,999	177,134
December	75,925	148,172	186,275	174,500	174,520
January	69,718	145,285	179,849	178,042	184,110
February	68,577	147,903	165,903	174,464	172,720
March	88,620	160,310	178,737	176,705	182,128
April	109,221	167,385	172,865	174,708	177,627
May	111,634	173,939	175,250	179,910	177,787
June	116,298	172,805	184,797	173,083	174,611
Total	1,153,607	1,811,407	2,135,661	2,130,007	2,128,890

Footfall in Lydney has decreased by 0.05 % between Jul 24 - Jun 25 when compared to the previous year.

Monthly Footfall 2020 - 2025



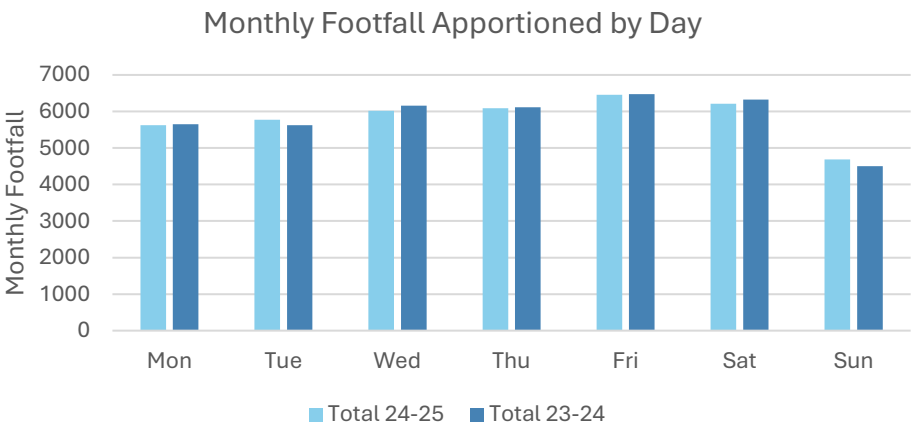
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2.2.2 Footfall

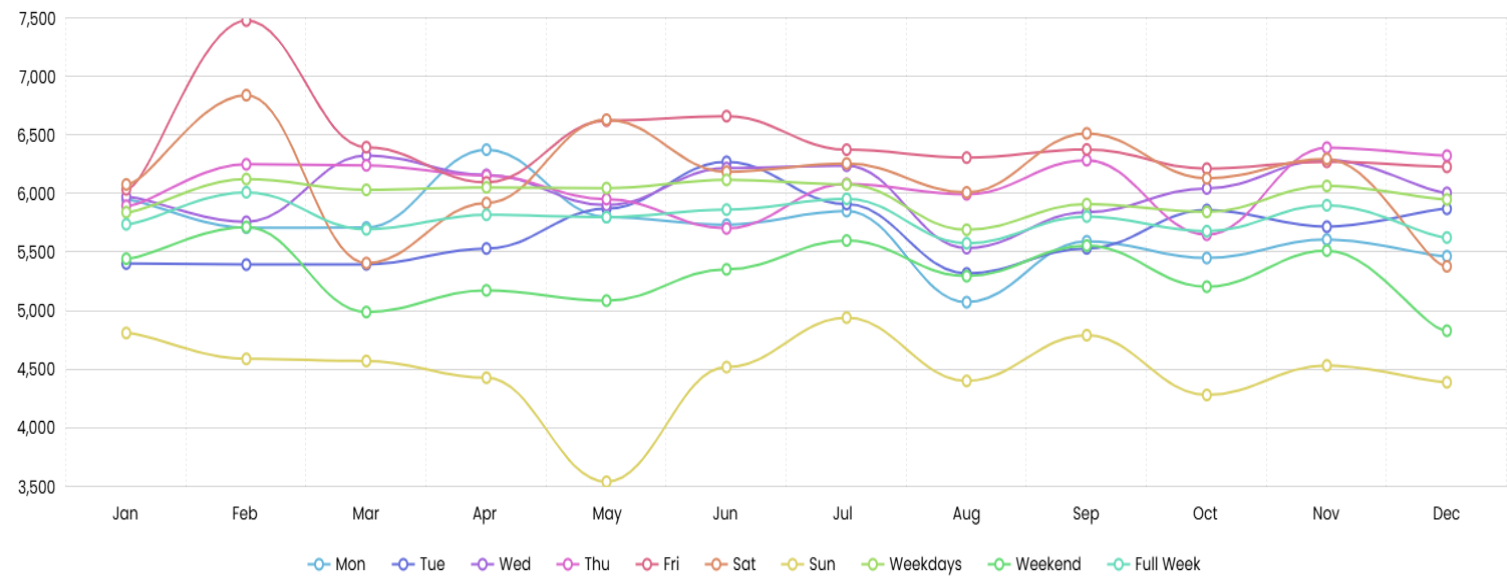
2.2.2.2 Lydney Town Daily Data

The chart below shows daily footfall for Jul 24 – Jun 25 and a comparison for the same period in the previous year.



Friday and Saturday are the busiest days in Lydney 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

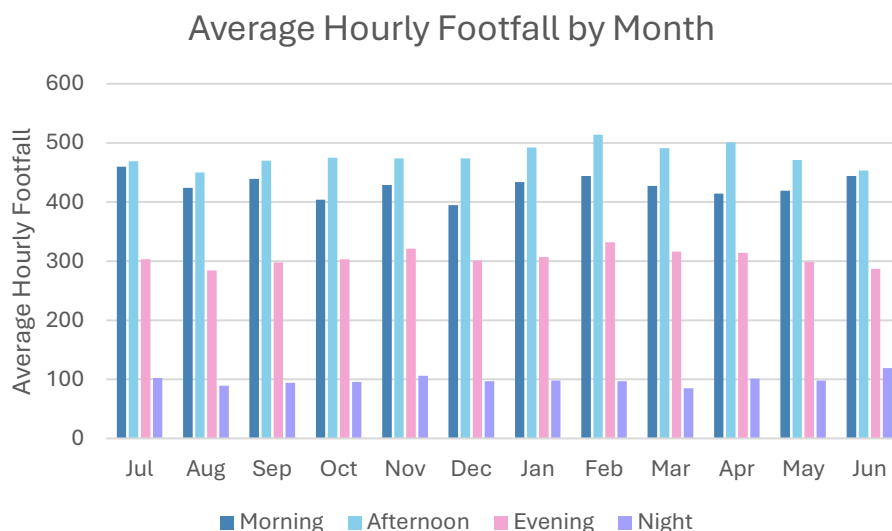
This indicator provides an assessment of visitors and footfall between the months of July 2024 – June 2025.

2.2.2 Footfall

2.2.2.3 Lydney Town Hourly Data

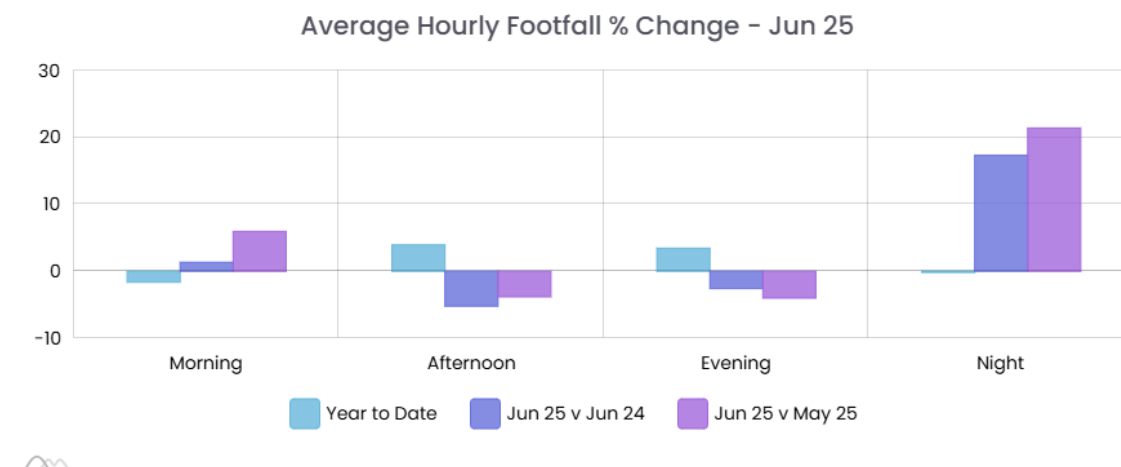
The chart below shows average hourly footfall data for Lydney town centre between Jul 24 – Jun 25.

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



Lydney 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.

There has been a year-to-date increase in afternoon and evening footfall. Jun 25 average hourly night footfall is +18.71 % compared to Jun 24.



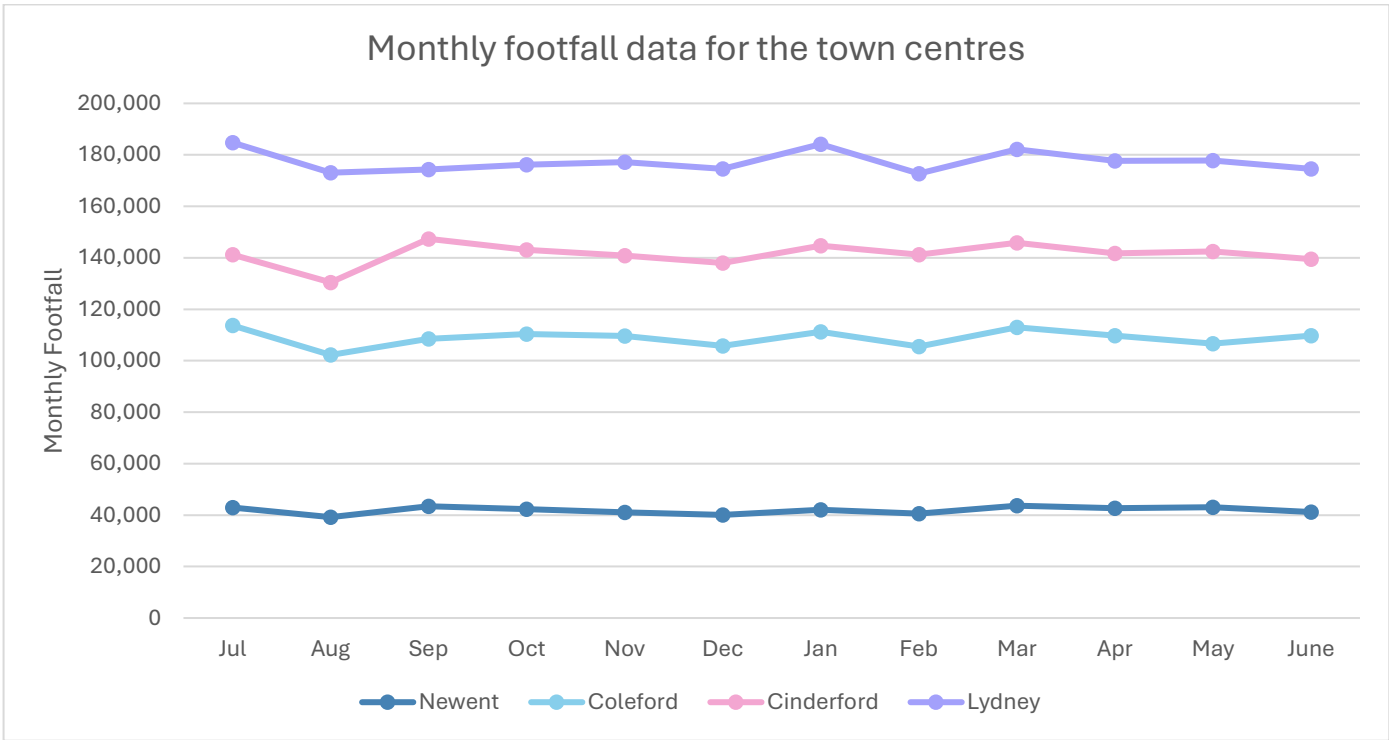
2.2 Visitor and Footfall Data

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 Jan 25 compared to the previous month.

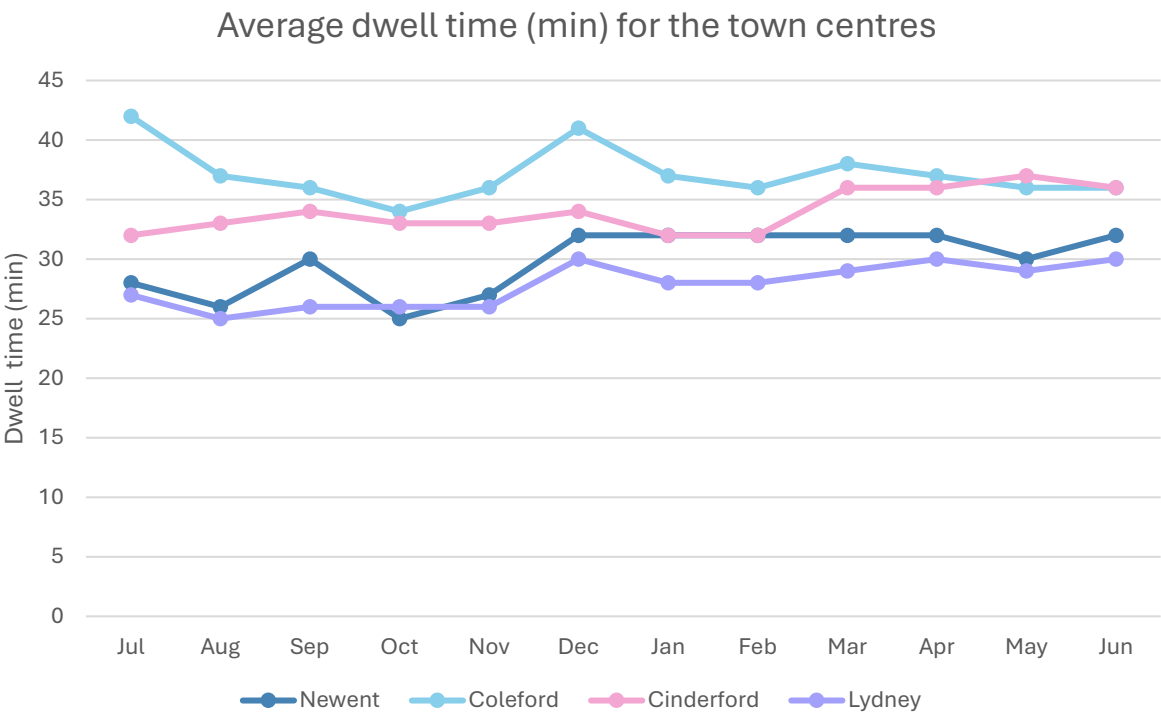
2.2 Visitor and Footfall Data

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2.2.2 Footfall

2.2.2.5 Comparative Market Town Dwell Time Data

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



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

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

The average dwell time (rounded to the nearest minute) for visitors between Jul 24 – Jun 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 Lydney 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	+1.49
2024	Aug	-5.15
2024	Sep	-7.91
2024	Oct	-3.07
2024	Nov	-5.58
2024	Dec	+4.80
2025	Jan	+3.36
2025	Feb	+3.36
2025	Mar	-9.72
2025	Apr	-5.44
2025	May	-3.91
2025	Jun	-6.00

The monthly footfall data in this period has been higher than pre-pandemic levels such as in Jul 24, Dec 24, Jan-Feb 25. However, in recent months monthly footfall figures have been lower than the comparative months pre-pandemic.

2.3 Car Parking

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

2.3.1 Car Parking Charges

In September 2011, the Forest of Dean District Council Cabinet made the decision to implement car parking charges, with charging commencing on 1 July 2012.

The current car parking charges are:

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

Car parking charges apply Monday to Saturday, 8am – 6pm. For more information about car parking charges in the Forest of Dean, visit: [Car Parks and Charges](#).

2.3.2 Monthly Car Parking Ticket Sales Data

The tables below show the recorded monthly figures for tickets purchased at Newerne Street and Bream Road car parks in Lydney from July 2024 to June 2025.

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

Newerne 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	1230	1520	1202	1543	1288	655	1339	1228	1105	1104	1394	1221
Phone tickets	898	927	883	975	892	773	939	921	921	883	947	924
Free tickets (< 1hr)	3620	3589	3707	5229	5173	3530	5093	5193	5837	5628	6934	6616
Total	5748	6046	5792	7747	7353	4958	7371	7342	7863	7615	9275	8761

Bream Road	Jul 24	Aug 24	Sept 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25
Machine tickets	357	360	296	321	259	303	300	248	260	231	277	302
Phone tickets	274	255	202	248	259	201	254	238	228	247	234	257
Free tickets (< 1hr)	822	825	1956	2094	2251	1458	2004	1859	2286	1500	2050	2294
Total	1453	1440	2454	2663	2769	1962	2558	2345	2774	1978	2561	2853

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 Newerne Street and Bream Road car parks. This includes ticket purchased from the machines and using a phone during the period indicated. For this time period 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
Newerne Street	75,654	57,127	31,436	57,982	52,979	47,541	25,722 85,871 (incl. free tickets)
Bream Road	13,585	18,390	4,368	8,942	10,711	10,626	6411 27,810 (incl. free tickets)

The Jul 24 – Jun 25 year ticket sales have decreased in both the Newerne Street and Bream Road car park by 45.9 % and 39.7 % respectively when compared to the previous year.

However, there has been an 80.6% increase (at Newerne Street) and 161.7% increase (at Bream Road) 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 Lydney can be found in appendix 2. It should be noted that the number of units recorded sometimes differ between each year. This may be as a result of the division of shop units, vacancies, or very slight variations on the area assessed.

3.1.1 Lydney Use Class 2020 - 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 Lydney Town Centre from 2020 – 2025.

Class code C1 has not been reported in previous town centre monitoring reports.

Use Class	2020	2021	2022	2023	2024	2025
E (Commercial business and service)	114	118	116	118	114	120
F1 (Learning and Non-Residential Institutions)	4	4	3	3	3	3
F2 (Community Hall/Recreational Space)	1	1	1	1	1	1
Sui Generis	29	28	26	27	25	22
C1 (Hotel/B&B)	-	-	-	-	-	0

3.1 Retail and Commercial Offer

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

3.1.2 National Chains

The vitality of a town centre depends highly on the quality and variety of retailers represented. National retail businesses are considered key attractors and are particularly important in terms of attracting visitors to a town. The character and profile of a town often also depends on the variety and mix of independent shops that can give a town a 'unique selling point' and help distinguish it from other competing centres.

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

Chain	Category	Subcategory
Bargain Booze	Shop	Off Licence
B&M	Shop	Variety
Betfred	Leisure	Betting Shop
Coop Travel	Shop	Grocery
Coventry Building Society	Building Society	Banking & financial services
Greggs	Shop	Food products
Lidl	Shop	Grocery
Lloyds Bank	Bank	Banking & financial services
Morrison's Daily	Shop	Grocery
Tesco Superstore	Shop	Grocery
The Original Factory Store	Shop	Discount department store

3.1 Retail and Commercial Offer

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

3.1.3 Markets

This indicator monitors the existence of regular markets in the town centre. Markets can be a major motivating factor for people to come to a town centre. The presence of a regular, traditional market can add diversity to the retail offer of a town centre and act as a catalyst for other more specialist markets to come to the area. Specialist markets can include farmers' markets, artisan markets, continental markets, Christmas markets and night markets.

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

The Town Trust has resolved to introduce a local market. This initiative aims to attract diverse vendors and contribute to the economic growth of the community.

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

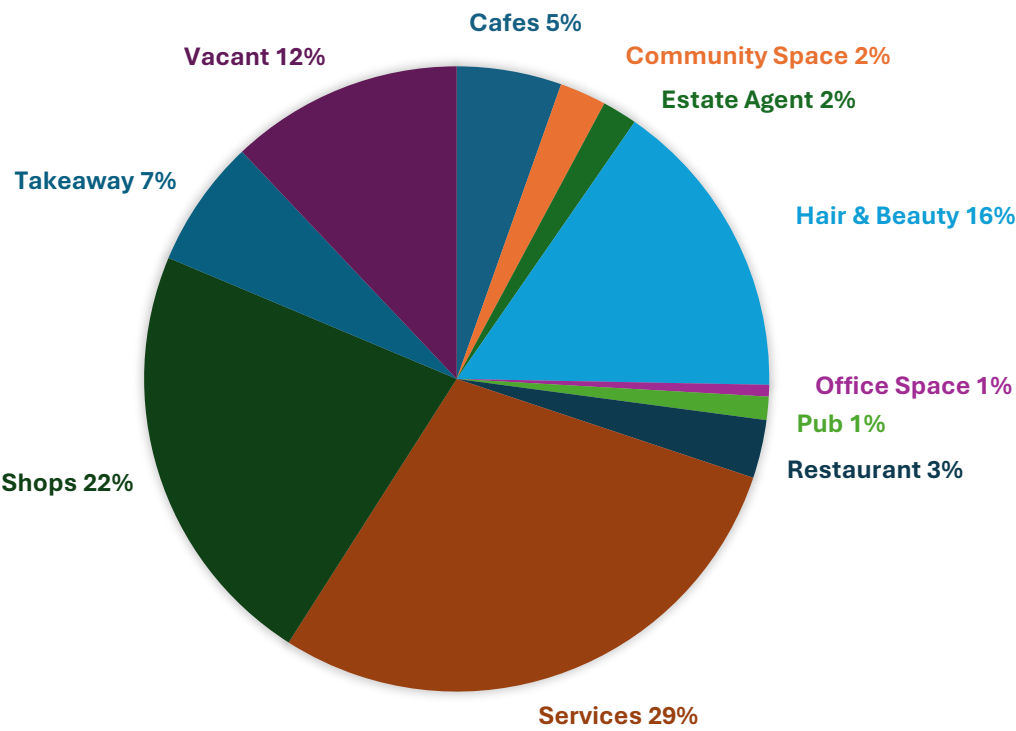
This indicator keeps track of the range and variety of retail goods and services offered in the town centre, measured as the change in the number of businesses in each category over a 12-month period.

3.1.4 Retail Sector Analysis

The below information shows how the retail and commercial offer is distributed in Lydney 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	9	4	3	26	0	1	2	0	5	48	37	11	20

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 Lydney:

- Lloyds – cash point, personal and business banking
- Post Office – cash at the till
- Tesco superstore – cash point

3.2.2 Electric Vehicle Charging Points

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

The location of electric vehicle charging points in Lydney are:

- Newerne Street – 10 available (up to 7kW)
- Lidl – 3 available (up to 50kW)
- Bream Road – 6 available (up to 7kW)

3.3 Culture and Leisure Offer

This indicator captures the characteristics of Lydney 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	0	2 located within walking distance of the town centre, Bathurst Park and the Mesne on Primrose Hill.
Cinema	0	
Community Halls	3	Lydney Town Hall, Naas Lane Community Hall and the Victoria Centre.
Community Garden	0	
Games / Arcades	0	
Gym	0	2 located within walking distance of the town centre.
Library	1	
Museum	0	
Park and Gardens	0	2 located within walking distance of the town centre, Bathurst Park and The Mesne on Primrose Hill
Restaurant/Café	14	
Swimming Pool	0	2 located within walking distance of the town centre.
Take-away	11	
Theatre	1	Lydney Town Hall is used as a theatre.
Additional special venues and public spaces	6	The following are on the border of the town boundary: Lydney Rugby Club, Lydney Football Club, Lydney Cricket Club, Freedom Leisure Centre, Lydney Boating Lake and the Skatepark.
Local tourism attractions (out of town centre)	5	Lydney Harbour Lydney Park Estate Bathurst Open Air Pool Dean Forest Railway Taurus Crafts

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	April 2025
Lydney Community Event	Easter Event
November 2024	May 2025
Fireworks Display	VE Day Commemoration
Remembrance Sunday Parade	
Christmas Lights Switch On	

Lydney Community Event
Saturday 20th July 2024, 5:30 – 8:30pm

Event footfall was 7,780, a +29% growth versus the same day the month before. There was a 10% increase in visitors compared to the same event day in 2024.

The origin of visitors was 54.0% from 0-3 miles, 39.0% from 3-10 miles, 6.4% from 10-25 miles and 0.6% from 25+ miles. Visitor dwell time during the event was 23 minutes.

3.5 Reported Crime

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

The table below shows the crimes committed within the Lydney 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	2	1	2	8	1	2	1	2	4	2	8	6	39
Anti-Social Behaviour	1	1	-	-	2	-	1	1	4	2	4	1	17
Criminal Damage & Arson	-	1	-	1	1	-	-	-	1	2	-	-	6
Vehicle Crime	-	-	-	-	-	-	-	-	-	-	2	-	2
Burglary	-	-	-	-	-	-	-	-	-	1	-	-	1
Other Theft	-	2	2	1	-	-	-	1	2	1	-	1	10
Drugs	-	-	1	-	-	-	-	-	-	-	2	-	3
Robbery	-	-	-	-	-	-	-	-	-	-	-	-	-
Shoplifting	-	2	-	-	-	1	3	7	12	8	3	1	37
Other Crime	-	-	-	-	1	-	-	1	-	-	-	-	2
Public Order	-	-	-	2	-	-	2	-	-	-	2	2	8
Theft from a Person	-	-	-	-	-	-	-	-	1	-	1	-	2
Possession of a Weapon	-	-	-	-	-	-	-	-	-	-	-	-	-
Total 24/25	3	7	5	12	5	3	7	12	24	16	22	11	127
Total 23/24	8	12	7	7	9	6	6	4	13	2	9	4	87
Difference	-5	-5	-2	+5	-4	-3	+1	+8	+11	+14	+13	+7	+40

From July 2024 – June 2025, a total of 127 crimes were reported to the police. When compared to last year's data, reported crime in Lydney town centre has increased by 46%.

4. Economic Characteristics

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

On the other hand, more ‘dynamic’ elements such as evidence of partnership working or active management of the evening economy offer insights into the town centre’s willingness to pull together and adopt a purposeful way forward to make it a more sustainably prosperous place regardless of the level of resources at its disposal.



4.1 Town Centre Investments

This indicator monitors evidence of public realm improvements and the level of investment from both the private and public sectors within the town centre of Lydney.

UKSPF Community Regeneration Plan

Lydney town council have developed a Neighbourhood Development Plan up to 2041, and have commissioned the development of a neighbourhood 'Masterplan Framework'.

The [Lydney Neighbourhood Development Plan](#) website provides more details about the plan.

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 Lydney 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 the same number of vacant properties as were recorded in 2024. To note, the national average high street vacancy rate [reported by UK Government](#) in June 2025

Year	Vacant Unit Qty	Units Surveyed	% of Vacant Units
2025	20	166	12.0
2024	20	168	11.9
2023	23	168	13.7
2022	17	162	10.5

4.2.2 List of Vacant Units in Lydney

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

9, 28A, 36, 38E, 63A, 63B, The Archway and Regents Walk Unit 9 Newerne Street

19, 23 and 27 Hams Road Baptist Church High Street Unit 1-5 Regents Yard

5B Cavendish Building, 3B Forest Parade and 2 Hill Street

4.3 Charity Shops

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

Charity shops fill an important gap in the retail offer of any town centre. They provide a valuable reuse and recycling function, reducing the volume of waste going to landfill and bringing in valuable income for worthy causes. The council's Sustainable Economy Strategy sets out to promote the circular economy in the district and encourage residents to re-use and recycle their textiles and household items. Charity shops are an essential part of promoting the circular economy.

Charity shops also cut across social and demographic boundaries attracting customers and providing affordable and specialist items. These stores add significant value to local residents who can't or may not want to buy new items. This indicator alone can act as a barometer for the impact of strategic decisions on the daytime economy of a town centre.

The charts below summarise charity shops in Lydney town centre for 2025 and previous years:

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

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

Charity Shop	Address
Age UK	1 Newerne Street
Great Oaks Hospice	17 Newerne Street
Dial-a-Ride	Hams Road

4.4 Evening and Night-time Economy

This indicator monitors evidence of active management of the evening and night-time economies in the town centre.

This indicator monitors evidence of active management of the evening and night-time economies in the town centre. The evening and night-time economies may vary in size and character from one location to another. In many cases, the town centre attracts a completely different demographic of customers in the evening to those who visit the high street during the daytime.

It is also worth distinguishing between the evening consumers (5-8pm often referred to as the 'shoulder period') and the late-night customer, as each can have quite different demographics.

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

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

The retail pathfinder toolkit advises that the [Purple Flag](#) recognition system is used. Purple flag is the accreditation scheme that recognises excellence in the management of town and city centres at night. Entertainment areas that achieve the standard will be those that can offer a better night out to visitors. Purple flag aims to raise the standards and improve the quality of towns and cities at night. Lydney 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 Lydney:

Venue	Address	Class code
Greyhound Inn Pub	Tuthill	Sui Generis
Jimmy's Kitchen Chinese Takeaway	Unit 1, 71 Newerne Street	Sui Generis
Sanremo Italian Restaurant	49 Newerne Street	E
Ruddy's Fish and Chips	53 Newerne Street	Sui Generis
Kaplan's Café & Bistro	61 Newerne Street	E
Jimmy's Kitchen Chinese Takeaway	Unit 1, 71 Newerne Street	Sui Generis
Rominos Pizza Takeaway	21 Ham Road	Sui Generis
Great Wall Chinese Takeaway	25 Ham Road	Sui Generis
Chilliz Indian Takeaway	15A High Street	Sui Generis
Lydney Pizza & Kebab House	35 High Street	Sui Generis
3 Hill Street	3 Hill Street	Sui Generis
NG Thai Food	18 Hill Street	E
Bengal Balti Bangladeshi Takeaway	3 Cavendish Building, Hill Street	Sui Generis
D+M Pizza House	3 Forest Parade, Hill Street	Sui Generis
Saffron Balti Restaurant	5a Forest Parade, Hill Street	E
Lydney Charcoal Grill	6 Forest Parade, Hill Street	Sui Generis
Lydney Chippy	7 Forest Parade, Hill Street	Sui Generis
Kunming Chinese Takeaway	8 Forest Parade, Hill Street	Sui Generis

Appendices

- A. Use Class Orders
- B. Lydney 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. Lydney Retail Unit Audit

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

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

No./Name	Street	Service	Use Class	Sector
Unit 1 71	Newerne Street	Jimmy's Kitchen Chinese Takeaway	Sui Generis	Takeaway
Unit 2 71	Newerne Street	HiPS Social Cafe	E	Cafe
1	Newerne Street	Age UK Charity Shop	E	Shop
3	Newerne Street	Vape Escape	E	Shop
5	Newerne Street	E+A Barbershop	E	Hair & Beauty
9	Newerne Street	Vacant	Vacant	Vacant
14	Newerne Street	Taylor's Jewellers	E	Shop
16	Newerne Street	Twifinity Ink Tattoo	E	Service
17	Newerne Street	Great Oaks Hospice Charity Shop	E	Shop
18	Newerne Street	Forest Tackle	E	Shop
19A	Newerne Street	Hair Republic	E	Hair & Beauty
19B	Newerne Street	Lydney Footcare	E	Service
20	Newerne Street	Griffiths Marshall Accountants	E	Service
21	Newerne Street	Bryan James Insurance	E	Service
22-24	Newerne Street	Betfred	E	Service
23	Newerne Street	Gio's Barbers	E	Hair & Beauty
25 & 25A	Newerne Street	FireStyles	E	Shop
26	Newerne Street	Beauty & Beyond Cosmetics	E	Hair & Beauty
27	Newerne Street	Afterlife Tattoo	E	Service

No./Name	Street	Service	Use Class	Sector
28	Newerne Street	Forest Friendly Eco-Conscious Shop	E	Shop
28A	Newerne Street	Vacant	Vacant	Vacant
29	Newerne Street	Polish Nail and Beauty	E	Hair & Beauty
31	Newerne Street	The Card Box	E	Shop
32	Newerne Street	Raymond's Stores Clothes	E	Shop
33	Newerne Street, County Store	Lydney Pharmacy	E	Service
34	Newerne Street	Hot Stuff	E	Shop
36	Newerne Street	Vacant	Vacant	Vacant
38a & 38B	Newerne Street	The Bridge Café	E	Cafe
38C	Newerne Street	Tucker Sandwiches	E	Cafe
38D	Newerne Street	Dean Estate Agents	E	Estate Agents
38E	Newerne Street	Vacant	Vacant	Vacant
41- 43	Newerne Street	Forest Pharmacy	E	Service
43a	Newerne Street	Elles Beauty Salon	E	Hair & Beauty
45	Newerne Street	EKB Studio	E	Hair & Beauty
47	Newerne Street	Bargain Booze	E	Shop
48	Newerne Street	Archie's Bar	E	Restaurant
49	Newerne Street	Sanremo Italian Restaurant	E	Restaurant
51	Newerne Street	Post Office	E	Service
53	Newerne Street	Ruddy's Fish and Chips	Sui Generis	Takeaway
55	Newerne Street	Lloyds Bank	E	Service
57	Newerne Street	The Coventry Building Society	E	Service
61	Newerne Street	Kaplan's Café & Bistro	E	Cafe

No./Name	Street	Service	Use Class	Sector
63	Newerne Street	Vacant	Vacant	Vacant
63A	Newerne Street	Forest Apparel	E	Shop
63B	Newerne Street	Vacant	Vacant	Vacant
63C	Newerne Street	Top to Toes	E	Hair & Beauty
63D	Newerne Street	The Flower Pot	E	Shop
67	Newerne Street	Morrisons Daily	E	Shop
67A	Newerne Street	The Original Factory Shop	E	Shop
69	Newerne Street	The Cash Exchange	E	Shop
The Archway	Newerne Street	Elan	E	Shop
The Archway	Newerne Street	The Dressing Room	E	Shop
The Archway	Newerne Street	360 Tan	E	Hair & Beauty
The Archway	Newerne Street	Vacant	Vacant	Vacant
The Archway	Newerne Street	Nanny B's	E	Shop
1a Hylton Court	Newerne Street	Armstrong and North Opticians	E	Service
1b Hylton Court,	Newerne Street	Imperial Dental Clinic	E	Service
1c Hylton Court	Newerne Street	Co-operative Travel	E	Service
2-6 Hylton Court	Newerne Street	Greggs	E	Cafe
6 Bridge House	Newerne street	Some Hair Over the Rainbow	E	Hair & Beauty
Regents Walk 1	Newerne street	Aroha, Estate Agents	E	Estate Agents
Regents Walk Unit 1	Newerne street	No 45 Nails & Beauty	E	Hair & Beauty
Regents Walk Unit 2	Newerne street	Choice Cards	E	Shop
Regents Walk Unit 3	Newerne Street	Bespoke Mentoring	E	Service
Regents Walk Units 4&5	Newerne Street	Coffee Local	E	Cafe

No./Name	Street	Service	Use Class	Sector
Regents Walk Unit 6	Newerne Street	HALO Hairdressers	E	Hair & Beauty
Regents Walk Unit 7 & 8	Newerne Street	Office Space / Flexible Working	E	Office Space
Regents Walk Unit 8	Newerne Street	Jarred's Barbers	E	Hair & Beauty
Regents Walk Unit 9	Newerne Street	Vacant	Vacant	Vacant
Regents Walk Unit 10	Newerne Street	Johnson Building & Contractor	E	Service
The Swan Hotel	Newerne Street	The Swan Hotel Pub	Sui Generis	Pub
Unit 2 Waterside Court	Newerne Street	Knockley Pet Shop	E	Shop
Unit 2 Waterside Court	Newerne Street	Scruffy to Fluffy	E	Hair & Beauty
Unit 2, Rear of 45	Newerne Street	Capelli	E	Shop
Autumn Leaves Funeral Home	Albert St	Gordon Blake Funeral Services	E	Service
Lydney Health Centre	Albert Street	Lydney Health Centre	E	Service
6A	Forest Road	Light Fantastic DIY	E	Shop
6a	Forest Road	ETB Car Garage	Sui Generis	Service
13	Hams Road	Hannya Tattoo	E	Service
15	Hams Road	Espie Hair	E	Hair & Beauty
17	Hams Road	Be Lovely Beauty	E	Hair & Beauty
19	Hams Road	Vacant	Vacant	Vacant
21	Hams Road	Rominos Pizza Takeaway	Sui Generis	Takeaway
23	Hams Road	Vacant	Vacant	Vacant
25	Hams Road	Great Wall Chinese Takeaway	Sui Generis	Takeaway
27	Hams Road	Vacant	Vacant	Vacant
B&M Stores	Hams Road	B&M Store	E	Shop

No./Name	Street	Service	Use Class	Sector
Bus Station	Hams Road	Dial A Ride Charity Shop	E	Shop
Lidl	Hams Road	Lidl	E	Shop
Town Hall	High Street	Town Hall	F1	Community Space
Tesco Store	High Street	Tesco Foodstore & Timpson	E	Shop
Tesco Petrol Station	High Street	Tesco Petrol Station	Sui Generis	Service
2	High Street	WPS Financial Group	E	Service
5&7	High Street	Bohemia Hair and Beauty	E	Hair & Beauty
11	High Street	Sundean Veterinary Clinic	E	Service
13	High Street	Tasty Bites Café	E	Cafe
15	High Street	Alcock Watson Associates Chartered Accountants	E	Service
15A	High Street	Chilliz Indian Takeaway	Sui Generis	Takeaway
15B	High Street	Imagitec	E	Service
15C	High Street	Waggly Tails Grooming	E	Service
15E	High Street	Publishing Shop	E	Service
15F	High Street	Equipment Hire Service	E	Service
17	High Street	Forest Appliances	E	Shop
35	High Street	Lydney Pizza & Kebab House	Sui Generis	Takeaway
41	High Street	Looby's Curtain Craft	E	Shop
43	High Street	FDH Architects	E	Service
43A	High Street	Reflections Hair Salon	E	Hair & Beauty
47	High Street	Ferrino and Partners Estate Agents	E	Estate Agents
49	High Street	Tan Junkies	E	Hair & Beauty

No./Name	Street	Service	Use Class	Sector
51,53,55	High Street	Lydney Launderette	Sui Generis	Service
Baptist Church	High Street	Vacant	Vacant	Vacant
1	Hill Street	Inspirations Picture Shop	E	Shop
1A	Hill Street	Makinson and Co Accounts	E	Service
Rear of 1	Hill Street	Coco & Bliss Coffee Garden	E	Cafe
2	Hill Street	Vacant	Vacant	Vacant
3	Hill Street	3 Hill Street	Sui Generis	Café & Restaurant
8	Hill Street	Thrings / Francis Law LLP Solicitors	E	Service
9	Hill Street	David Kear Opticians	E	Service
11	Hill Street	The Training Rooms	E	Service
18	Hill Street	NG Thai Food	E	Restaurant
20	Hill Street	Lydney Nails	E	Hair & Beauty
20a	Hill Street	Taxi Cars	E	Service
22	Hill Street	Zelish Hair & Beauty	E	Hair & Beauty
1 Cavendish Building	Hill Street	Revival Hair and Beauty	E	Hair & Beauty
2 Cavendish Building	Hill Street	A.K.McCullagh and Sons Jewellers	E	Shop
3 Cavendish Building	Hill Street	Bengal Balti Bangladeshi Takeaway	Sui Generis	Takeaway
4 Cavendish Building	Hill Street	Cavendish Dry Cleaners and Laundry Service	Sui Generis	Service
5 Cavendish Buildin	Hill Street	All About Eve	E	Shop
5b Cavendish Building	Hill Street	Vacant	Vacant	Vacant
6 Cavendish Building	Hill Street	Pitman, Blackstock White Solicitors	E	Service

No./Name	Street	Service	Use Class	Sector
1 Goscox Court	Hill Street	Hairways	E	Hair & Beauty
3 - 5, Gosscoc Court,	Hill Street	Cream Xtends	E	Hair & Beauty
6 - 7 Goscox Court	Hill Street	S&L furniture	E	Shop
1 Forest Parade	Hill Street	Poppies Florist	E	Shop
2 Forest Parade	Hill Street	The Worx hair Salon	E	Hair & Beauty
3 Forest Parade	Hill Street	D+M Pizza House	Sui Generis	Takeaway
3b Forest Parade	Hill Street	Vacant	Vacant	Vacant
4 Forest Parade	Hill Street	Gibb Menswear	E	Shop
5 Forest Parade	Hill Street	Magic Scissors	E	Hair & Beauty
5a Forest Parade	Hill Street	Saffron Balti Restaurant	E	Restaurant
6 Forest Parade	Hill Street	Lydney Charcoal Grill	Sui Generis	Takeaway
7 Forest Parade	Hill Street	Lydney Chippy	Sui Generis	Takeaway
8 Forest Parade	Hill Street	Kunming Chinese Takeaway	Sui Generis	Takeaway
Dental Surgery	Hill Street	Central Dentist Surgery	E	Service
Fire Station	Hill Street	Fire Station	Sui Generis	Service
Kings Buildings	Hill Street	Wildin & Co	E	Service
Lydney Library	Hill Street	Library	F1	Community Space
Old Police Station	Hill Street	Signs 4 U	E	Service
2a	Regent Street	Lydney Shoe Repairs	E	Service
3	Regent Street	Philip Blatchly & Son Ltd Funeral Directors	E	Service
Unit 1	Regents Yard	Vacant	Vacant	Vacant
Unit 2	Regents Yard	Vacant	Vacant	Vacant

No./Name	Street	Service	Use Class	Sector
Unit 3	Regents Yard	Vacant	Vacant	Vacant
Unit 4	Regents Yard	Vacant	Vacant	Vacant
Unit 5	Regents Yard	Vacant	Vacant	Vacant
Unit 6	Regents Yard	Regent's Yard Boutique	E	Shop
Unit 7	Regents Yard	Bon's Cauldron	E	Shop
Unit 9	Regents Yard	Happy Hounds	Sui Generis	Service
Stanford Road Garage	Stanford Road	Car Garage	Sui Generis	Service
Church	Swan Road	Church	F1	Community Space
Mills and Walker Garage	Swan Road	Mills and Walker Garage, Swan Road	Sui Generis	Service
The Coach House	Swan Road	Ugly Duckling (part of Swan Hotel)	E	Cafe
Town Station Business Park	Swan Road	TJ Site Services	E	Service
Town Station Business Park	Swan Road	SWM Installation & Building Supplies & Escapology	E	Service
Greyhound Inn	Tuthill	Greyhound Inn Pub	Sui Generis	Pub
Victoria Centre	Victoria Road	Community Lunches/Café	F2	Community Space
Unit 6	Regents Yard	Regent's Yard Boutique	E	Shop
Unit 7	Regents Yard	Bon's Cauldron	E	Shop
Stanford Road Garage	Stanford Road	Car Garage	Sui Generis	Service
Church	Swan Road	Church	F1	Community Space
Mills and Walker Garage	Swan Road	Mills and Walker Garage, Swan Road	Sui Generis	Service