



PEOPLE & PLACES
Insight

TOWN BENCHMARKING

Measuring the performance of Town Centres

Coleford

2020

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EXECUTIVE SUMMARY

OVERVIEW

People and Places Insight strive to improve the performance of localities through a series of well used and advanced Town Centre Services.

People and Places Insight have worked with National Government, Business Improvement Districts, Local Authorities, Town Councils, Community and Town Partnerships and Retailers on a wide range of projects including: Town Benchmarking, First Time Visitor Reviews, Signage and Wayfinding Reviews, Footfall Counting, Event Evaluation, Car Parking Studies, Disability Access Audits and Neighbourhood Planning.

Coleford Town Council commissioned People and Places Insight Limited to undertake a Town Benchmarking Review, First Time Visitor Review and Disability Access Audit in the Town Centre. The detailed results of the Benchmarking Review can be found in the following report whilst the Executive Summary provides the headline findings.

GENERAL

Commercial Offer

- 46% of the occupied ground floor commercial units in Coleford are A1 Shops
- 75% of the A1 Shops mainly sell Comparison Goods which is 7% lower than the National Small Towns average.
- 80% of the A1 Shops are unique to Coleford, 19% higher than the National Small Towns average.
- 8% of the ground floor units were vacant at the time of the Audit in October 2020 which is 1% lower than the National Small Towns average.

- Over half of the Businesses surveyed have 'Changed opening hours' as a result of Covid-19 and will be continuing with this change.
- 60% of the respondents generally visit Coleford Town Centre for 'Convenience Shopping' which is 16% higher than the National Small Towns average.

Car Parking

- On the Market Day 29% of all car parking provision was vacant, similar to the National Small Towns (27%) figure. On the Non-Market Day vacancy rate increased to 37%, 4% higher than the National average.

Town Centre Use

- Replicating the National Small Towns trend of frequent visitors 85% of Town Centre Users travelled into Coleford at least once a week.
- 71% of Town Centre Users surveyed travelled into Coleford by Car which is 16% higher than the National Small Towns figure.
- 87% of Town Centre Users stayed in Coleford for less than 2 hours, 8% higher than the National Small Towns average.



POSITIVE

Visit Recommendation

- 82% of Town Centre Users would recommend a visit to Coleford, 10% higher than the National figure.

Local Customers

- Following the National pattern over three quarters of Businesses reported that 'Potential local customers' were a positive aspect of operating in Coleford whilst over half stated that 'Sense of local community'.

Potential Tourist Customers

- 69% of Businesses stated that 'Potential tourist customers' were a benefit of trading from Coleford, 33% higher than the National Small Towns figure.

Lack of Crime

- 84% of Businesses reported that they had not suffered from any crime over the last 12 months.

Communication

- 88% of Businesses rated Communication with the Town Council as either 'Good' or 'Very Good'

Customer Spend

- Perhaps highlighting the regular use of the Town Centre by locals for Convenience Shopping, 35% of respondents stated that on a normal visit they spend £10.01-£20.00 in Coleford with 32% spending £20.01-£50.00, 6% higher than the National average.



Commercial Offer

- The commercial offer in Coleford is rated highly with 59% of Town Centre Users rating 'Retail Offer-Independent Shops', 43% 'Retail Offer-Supermarkets' and 49% 'Access to Services' as positive aspects of Coleford.

Physical Appearance

- 'Physical Appearance' (47%) and 'Cleanliness' (52%) were considered positive aspects of Coleford by Town Centre Users.

ROOM FOR IMPROVEMENT

Footfall

- Footfall in Coleford on the Market Day, 39 persons per 10 minutes, is significantly lower than the National Small Towns average (110). On a Non-Market Day, the Coleford footfall figure (29) is a 72% reduction on the National Small Towns average (105).

Business Confidence

- 38% of Businesses reported that their Profitability had 'Decreased' from March 2019 to March 2020. In regard to Business Confidence, three quarters of respondents indicated that over the next 12 months their Turnover would 'Decrease', 56% higher than the National Small Towns average.

Transport

- 48% of Businesses stated that 'Transport Links' were a negative aspect of operating from Coleford, 33% higher than the National Small Towns average.

Car Parking

- 43% of Businesses and 36% of Town Centre Users stated 'Car Parking' was a negative aspect of Coleford. Qualitative comments highlighted the want for 'Free Parking'.

Public Toilets

- 27% of Town Centre Users stated 'Public Toilets' (27%) were a negative aspect of Coleford.

Physical Appearance

- Qualitative comments illustrated that Town Centre Users felt that the appearance of some buildings within Coleford needed to be improved.

Empty Units

- 39% of Businesses reported that 'Number of Vacant Units' was a negative aspect of Coleford.

Retail Offer

- Despite quantitative figures highlighting that Town Centre Users were happy with the 'Retail Offer' a large number of qualitative comments indicated the need for this to be improved with both better independent and named stores. Specific reference was made in terms of attracting clothes shops to the town.

Leisure Facilities/Events

- 43% of Town Centre Users rated 'Leisure Facilities' as a negative aspect of Coleford, 16% higher than the National Small Towns average.
- Town Centre Users indicated that they would like more events based in Coleford.



BENCHMARKING

THE APPROACH

The People and Places Insight Town Benchmarking System has been developed to address the real issues of how to understand measure, evaluate and ultimately improve town centres. The approach offers a simple way of capturing data on Key Performance Indicators selected by those involved in Town Centre management. By having the tools to measure performance, strategic decision-making is both encouraged and improved. By considering performance, forward strategies and action planning can be more focused and effective.

THE SYSTEM

The Benchmarking system is divided into two sections:

- National Large Towns; consisting of those localities with more than 250 units
- National Small Towns; consisting of those localities with less than 250 units

Towns, depending on their size, contribute to either the Large or Small-Town analysis. The defined town centre area of **Coleford** consists of **130** units and is thus classed as a **Small Town**.

The analysis provides data on each KPI for the Benchmarked town individually and in a National and Longitudinal. The National figure is the average for all the towns which participated in Benchmarking from July 2018 to January 2020.

THE REPORTS

The People and Places Insight Town Benchmarking report provides statistical analysis of each of the KPI's. The reports are used by a variety of key stakeholders such as Local Authorities, Town and Parish Councils, Business Improvement Districts, Local Partnerships, Retailers and Universities to assist with;

- Measuring High Street regeneration projects
- Developing Town Centre regeneration
- Measuring the impact of events and festivals against normal trading conditions
- Providing an evidence base for funding applications
- Providing an evidence base for car parking initiatives
- Providing an evidence base for Neighbourhood Planning
- Supporting Business Improvement Districts
- Supporting Community groups



METHODOLOGY

Each KPI is collected in a standardized manner as highlighted in the Table below.

KEY PERFORMANCE INDICATOR	METHODOLOGY
KPI: COMMERCIAL UNITS; USE CLASS	Visual Survey of ground floor units in defined Town Centre area.
KPI: COMMERCIAL UNITS; COMPARISON/CONVENIENCE	Visual Survey of A1 ground floor units in defined Town Centre area.
KPI: COMMERCIAL UNITS; TRADER TYPE	Visual Survey of A1 ground floor units in defined Town Centre area.
KPI: COMMERCIAL UNITS; VACANCY RATES	Visual Survey of A1 ground floor units in defined Town Centre area. Please note that if a vacant commercial unit has been bought but is still under renovation and not open for trade it will be classed as vacant.
KPI: MARKETS	Visual Survey of total number of traders.
KPI: FOOTFALL	Footfall Survey on a Market Day and Non-Market Day.
KPI: CAR PARKING	Audit of total number of spaces and vacancy rate on a Market Day and Non-Market Day.
KPI: BUSINESS CONFIDENCE SURVEYS	Face to face and hand surveys with covering letter and freepost envelope.
KPI: TOWN CENTRE USER SURVEYS	Face to face and online surveys.
KPI: SHOPPERS ORIGIN SURVEYS	Distributed with Business Confidence Surveys and Businesses are asked to record the home locations of customers over a set time period.

KEY FINDINGS

KPI: COMMERCIAL UNITS; USE CLASS

It is important to understand the scale and variety of the “commercial offer” throughout the town. A variety of shops and a wide range of services in a town are important to its ability to remain competitive and continue to attract customers. Sustaining a balance between the different aspects of buying and selling goods and services ensures that the local population (and visitors from outside) can spend time and money there, keeping the generated wealth of the town within the local economy. Importantly, it forms the employment base for a substantial proportion of the community too, helping to retain the population rather than lose it to nearby towns and cities.

The following table provides a detailed breakdown of each of the Use Classes:

CLASS	TYPE OF USE	CLASS INCLUDES
A1	Shops	Shops, retail warehouses, hairdressers, 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 Cafes	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 nightclubs).
A5	Hot Food Takeaways	Sale of hot food for consumption off the premises.
B1	Businesses	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	General Industrial.
B8	Storage and Distribution	Warehouses, includes open air storage.
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.
D1	Non-Residential Institutions	Clinics, health centres, crèches, 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 nightclubs), swimming baths, skating rinks, gymnasiums or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).
SG	Sui Generis ("unique" establishments)	Theatres, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/ or displaying motor vehicles. Retail warehouse clubs, nightclubs, laundrettes, taxi business, amusement centres, casinos, haulage yards, transport depots, veterinary clinics, dog parlours, tanning and beauty salons and tattoo studios.

The following table provides a detailed analysis of the commercial offering in the town centre by Use Class. The figures are presented as a percentage of the **119** occupied units recorded.

CLASS	TYPE OF USE	NATIONAL SMALL TOWNS (%)	COLEFORD 2020 (%)
A1	Shops	51	46
A2	Financial and Professional Services	13	8
A3	Restaurants and Cafes	9	9
A4	Drinking Establishments	4	2
A5	Hot Food Takeaways	4	6
B1	Businesses	3	8
B2	General Industrial	1	0
B8	Storage and Distribution	0	1
C1	Hotels	1	1
C2	Residential Institutions	0	0
C2A	Secure Residential Institution	0	1
D1	Non-Residential Institutions	7	8
D2	Assembly and Leisure	1	1
SG	Sui Generis	5	8

46% of the occupied ground floor commercial units in Coleford are A1 Shops, which is 5% lower than the National Small Towns average. 9% of the ground floor units are A3 Cafes and Restaurants.

KPI: COMMERCIAL UNITS; USE CLASS

A1 Retail units selling goods can be split into two different types Comparison and Convenience.

Convenience goods - Low-cost, everyday items that consumers are unlikely to travel far to purchase.

Defined as:

- Food and non-alcoholic drinks
- Tobacco
- Alcohol
- Newspapers and magazines
- Non-durable household goods

Comparison goods - All other retail goods.

Defined as:

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

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

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

	NATIONAL SMALL TOWNS (%)	COLEFORD 2020 (%)
COMPARISON	82	75
CONVENIENCE	18	25

75% of the A1 Shops mainly sell Comparison Goods which is 7% lower than the National Small Towns average.

KPI: COMMERCIAL UNITS; TRADER TYPES

The vitality of a Town Centre depends highly on the quality and variety of retailers represented. A sustainable balance of key attractors and multiple names alongside local independent shops is likely to have the greatest positive impact on the vitality and viability of a town.

The following shops are considered Key attractors by Experian Goad.

DEPARTMENT STORES

- Marks and Spencer
- Debenhams
- House of Fraser
- John Lewis

MIXED GOODS RETAILERS

- Wilkinson
- Argos
- Boots
- TK Maxx
- WH Smith

SUPERMARKETS

- Waitrose
- Sainsbury's
- Tesco

CLOTHING

- Burton
- Dorothy Perkins
- H & M
- New Look
- Primark
- River Island
- Topman
- Topshop

OTHER RETAILERS

- Carphone Warehouse
- Clarks
- Clintons
- O2
- Superdrug
- Phones 4 U
- Vodafone
- Waterstones

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

	NATIONAL SMALL TOWNS (%)	COLEFORD 2020 (%)
KEY ATTRACTOR	8	2
MULTIPLE	21	13
REGIONAL	10	5
INDEPENDENT	61	80

80% of the A1 Shops are unique to Coleford, 19% higher than the National Small Towns average.

KPI: COMMERCIAL UNITS VACANCY RATES

Vacant units are an important indicator of the vitality and viability of a Town Centre. The presence of vacant units over a period of time can identify potential weaknesses, whether due to locational criteria, high rent levels or strong competition from other centres.

The following table provides the percentage figure of vacant units from the total number of commercial units.

	NATIONAL SMALL TOWNS (%)	COLEFORD 2020 (%)
VACANCY	9	10

10% of the ground floor units were vacant at the time of the Audit in October 2020 which is 1% higher than the National Small Towns average.

KPI: MARKETS

Good quality markets provide competition and choice for consumers. A busy and well-used street market can therefore be a good indicator of the vitality of a town centre. Conversely, if a market is in decline (e.g. empty pitches reducing numbers), it can be an indication of potential weaknesses in the town centre e.g. a lack of footfall customers due to an inappropriate retail mix or increased competitor activity. Street markets can also generate substantial benefits for the local economy. Markets can also provide a local mechanism for a diverse range of local enterprises to start, flourish and grow, adding to the sustainable mix of shops services on offer throughout the town.

The following table provides the average number of market traders at the main regular (at least once a fortnight) weekday market within the locality.

	NATIONAL SMALL TOWNS	COLEFORD 2020
TRADERS	15	2

2 Traders were present at the time of the Market Day Audit in September 2020 which is considerably lower than the National Small Towns average of 15.

KPI: FOOTFALL

The arrival and movement of people, whether as residents, workers, visitors or a shopper is vital to the success of the majority of businesses within the Town Centre. Measuring passing people in a consistent manner in the same place, at the same time builds up a picture of the town, its traders and their relative success over the weeks and months.

Benchmarking footfall is conducted on weekdays in specific locations for a set period, between 10.00am to 1.00pm, counting the people passing in both directions through a fixed point (e.g. an imaginary line across the road) for a precise ten minutes in every hour (e.g. 10.00–10.10am, 11.20am-11.30am, 12.40pm-12.50pm). Aside from the above basic rules are applied to the process:

- An accurate stopwatch and a hand operated mechanical counter are used
- If a person walks passed more than once they are included in the count each time they pass through the 'line'
- Children under 12 are not included in the count
- Footfall counts are not conducted in weather conditions which will limit the number of town centre users i.e. heavy rain, snow

The following table provides the average number of people per 10 minutes between 10am and 1pm from the busiest footfall location in the locality on the relevant days recorded.

	NATIONAL SMALL TOWNS	COLEFORD 2020
MARKET DAY	110	39
NON-MARKET DAY	105	29

Footfall in Coleford on the Market Day, 39 persons per 10 minutes, is significantly lower than the National Small Towns average (110). On a Non-Market Day, the Coleford footfall figure (29) is a 72% reduction on the National Small Towns average (105).



The following tables provide the full detail of each footfall count.

MARKET DAY FOOTFALL COUNT: FRIDAY 4TH SEPTEMBER 2020

LLOYDS BANK, MARKET PLACE		THE CRUSTY LOAF, MARKET PLACE		POSTS, MUSHET WALK/ MARKET PLACE		NUMBER 4, PYART COURT	
10.30-10.40	30	10.40-10.50	44	10.50-11.00	39	10.00-10.10	39
11.30-11.40	31	11.40-11.50	41	11.50-12.00	21	11.00-11.10	37
12.30-12.40	25	12.40-12.50	33	12.50-13.00	49	12.00-12.10	38
TOTAL	86		118		109		113
AVERAGE	29		39		36		38

NON-MARKET DAY FOOTFALL COUNT: MONDAY 19TH OCTOBER 2020

LLOYDS BANK, MARKET PLACE		THE CRUSTY LOAF, MARKET PLACE		POSTS, MUSHET WALK/ MARKET PLACE		NUMBER 4, PYART COURT	
10.30-10.40	23	10.40-10.50	31	10.50-11.00	35	10.00-10.10	22
11.30-11.40	23	11.40-11.50	33	11.50-12.00	28	11.00-11.10	36
12.30-12.40	20	12.40-12.50	22	12.50-13.00	24	12.00-12.10	29
TOTAL	66		86		87		87
AVERAGE	22		29		29		29

The individual count tables highlight that footfall is consistent throughout the town centre locations with just a 10 persons difference on the Market Day between the highest and lowest footfall counts and a 7 persons difference on the Non-Market Day.

KPI: CAR PARKING

A large proportion of spending customers in a Town Centre come by car. In the rural setting, the car tends to be an essential tool, used by both those who come to spend and those who come to work. The provision of adequate and convenient car parking facilities is therefore a key element of town centre vitality. An acceptable number of available spaces with a regular, quick turn-over for shoppers are the ideal while adequate longer stay, less convenient spaces for local owners/ workers and visitors must be considered too.

Within the town on street and off parking within the core commercial offering were identified as being integral to the study. The following tables provide a summary of the Car Parking offering broken down into;

- Percentage number of spaces in the designated car parks.
- Percentage number of short-stay, long stay and disabled spaces in designated car parks
- Percentage of vacant spaces in designated car parks on a Market Day and on a Non-Market Day
- Percentage number of on street car parking spaces
- Percentage number of on street short stay, long stay and disabled spaces
- Percentage of vacant on street spaces on a Market Day and on a Non-Market Day
- Overall percentage of short stay, long stay and disabled spaces
- Overall percentage of vacant spaces on a Market Day and on a Non-Market Day

	NATIONAL SMALL TOWNS (%)	COLEFORD 2020 (%)
CAR PARK:		
Total spaces:	83	89
Short stay spaces: (4 hours and under)	42	22
Long stay spaces: (over 4 hours)	54	70
Disabled spaces:	5	8
Not registered	0	0
Vacant spaces on a market day:	30	29
Vacant spaces on a non-market day:	36	38
ON STREET:		
Total spaces:	17	11
Short stay spaces: (4 hours and under)	78	48
Long stay spaces: (over 4 hours)	15	43
Disabled spaces:	6	9
Not registered	1	0
Vacant spaces on a market day:	14	30
Vacant spaces on a non-market day:	17	34



OVERALL	NATIONAL SMALL TOWNS (%)	COLEFORD 2020 (%)
TOTAL SPACES:	N/A	N/A
Short stay spaces: (4 hours and under)	48	24
Long stay spaces: (over 4 hours)	47	68
Disabled spaces:	5	8
Not registered	0	0
Vacant spaces on a market day:	27	29
Vacant spaces on a non-market day:	33	37

89% of the parking provision in Coleford is based in designated in car parks.

Overall, on the Market Day 29% of all car parking provision was vacant, similar to the National Small Towns (27%) figure. On the Non-Market Day vacancy rate increased to 37%, 4% higher than the National average.

KPI: BUSINESS CONFIDENCE SURVEY

With regards to the ‘business confidence’ by establishing the trading conditions of Town Centre businesses, stakeholders can focus their regeneration efforts on building on existing strengths and addressing any specific issues.

The following percentage figures are based on the **26** returned Business Confidence Surveys.

	NATIONAL SMALL TOWNS (%)	COLEFORD 2020 (%)
WHAT IS THE NATURE OF YOUR BUSINESS?		
Comparison Retail	N/A	38
Convenience Retail	N/A	12
Financial/ Professional Services	11	8
Public Sector	2	0
Restaurant/ Café/ Pub	12	23
Accommodation	2	0
Motor Services	N/A	0
Health and Beauty	N/A	15
Other	14	0
WHAT TYPE OF BUSINESS ARE YOU?		
Multiple Trader	11	0
Regional	6	0
Independent	83	100
HOW LONG HAS THE BUSINESS BEEN IN THE TOWN?		
Less than a year	8	12
One to Five Years	20	23
Six to Ten Years	13	12
More than Ten Years	59	54
DO YOU RENT OR OWN YOUR BUSINESS PREMISES?		
Rent	N/A	81
Own	N/A	19

38% of respondents are ‘Comparison Retailers’. All of the Businesses are ‘Independent’ traders and over half (54%) have been based in Coleford for ‘More than Ten Years’. 81% of Business respondents rent their premises.

	NATIONAL SMALL TOWNS (%)	COLEFORD 2020 (%)
FROM MARCH 2019 TO MARCH 2020 DID YOUR TURNOVER?		
Increase	39	42
Stay the Same	27	29
Decrease	34	29
FROM MARCH 2019 TO MARCH 2020 DID YOUR PROFITABILITY?		
Increase	30	33
Stay the Same	32	29
Decrease	39	38
OVER THE NEXT 12 MONTHS DO YOU THINK YOUR TURNOVER WILL...?		
Increase	42	8
Stay the Same	39	17
Decrease	19	75

42% of Business respondents stated that from March 2019 to March 2020 their Turnover had ‘Increased’ which is slightly higher than the National Small Towns average. (42%) 38% of Businesses reported that their Profitability had ‘Decreased’ from March 2019 to March 2020. In regard to Business Confidence, three quarters of respondents indicated that over the next 12 months their Turnover would ‘Decrease’, 56% higher than the National Small Towns average.

	NATIONAL SMALL TOWNS (%)	COLEFORD 2020 (%)
AS A RESULT OF COVID-19 HAVE YOU INTRODUCED ANY NEW ASPECTS TO YOUR BUSINESS? (PLEASE TICK ALL THAT APPLY)		
Home Delivery	N/A	26
Online Sales	N/A	30
Pre-Booking Only	N/A	30
Changed Opening Hours	N/A	57
Other	N/A	22
WILL YOU BE CONTINUING WITH ANY OF THE SERVICES?		
Home Delivery	N/A	39
Online Sales	N/A	39
Pre-Booking Only	N/A	22
Changed Opening Hours	N/A	50
Other	N/A	17

Over half of Businesses have ‘Changed opening hours’ as a result of Covid-19 and will be continuing with this change. 30% have introduced ‘Online sales with 39% of this cohort will be continuing with this service.



WHAT ARE THE POSITIVE ASPECTS OF THE TOWN CENTRE?	NATIONAL SMALL TOWNS %	COLEFORD 2020 %
Physical Appearance	50	42
Prosperity of The Town	42	35
Labour Pool	15	8
Geographical Location	47	19
Mix of Retail Offer	50	38
Potential Tourist Customers	36	69
Potential Local Customers	74	77
Affordable Housing	16	8
Transport Links	41	19
Footfall	31	31
Car Parking	27	35
Rental Value/Property Costs	12	27
Market(S)	13	12
Events/Activities	20	46
Marketing/Promotions	10	15
Local Partnerships/Organisations	20	8
Sense of Local Community	N/A	65
Tourist Information Centre	N/A	35
Access to Services	N/A	54
Mobile Phone Signal	N/A	4
Broadband Coverage	N/A	12
Other	4	0

Following the National pattern over three quarters of Businesses reported that 'Potential local customers' were a positive aspect of operating in Coleford. 69% of Businesses stated that 'Potential tourist customers' were a benefit of trading from Coleford, 33% higher than the National Small Towns figure.

Over half of Businesses stated that 'Sense of local community' and 'Access to Services' were positive aspects of Coleford.

WHAT ARE THE NEGATIVE ASPECTS OF THE TOWN CENTRE?	NATIONAL SMALL TOWNS %	COLEFORD 2020 %
Physical Appearance	18	22
Prosperity of The Town	22	26
Labour Pool	16	13
Geographical Location	8	0
Mix of Retail Offer	25	9
Number of Vacant Units	47	39
Potential Tourist Customers	13	0
Potential Local Customers	5	4
Affordable Housing	14	4
Transport Links	15	48
Footfall	23	26
Car Parking	44	43
Rental Value/Property Costs	25	9
Market(S)	9	4
Local Business Competition	21	9
Competition from Other Localities	29	9
Competition from Out of Town Shopping	39	26
Competition from Internet	44	26
Events/ Activities	6	4
Marketing/Promotions	6	4
Local Partnerships/Organisations	6	4
Sense of Local Community	N/A	4
Tourist Information Centre	N/A	4
Access to Services	N/A	9
Mobile Phone Signal	N/A	39
Broadband Coverage	N/A	22
Other	10	0

48% of Businesses stated that 'Transport Links' were a negative aspect of operating from Coleford, 33% higher than the National Small Towns average, whilst following the national trend 43% stated 'Car Parking'. 39% of Businesses reported that 'Number of Vacant Units' was a negative aspect of Coleford and the same figure 'Mobile phone signal'.

HAS YOUR BUSINESS SUFFERED FROM ANY CRIME OVER THE LAST 12 MONTHS?	NATIONAL SMALL TOWNS %	COLEFORD 2020 %
Yes	27	16
No	73	84
WHAT TYPE OF CRIME HAS YOUR BUSINESS SUFFERED OVER THE LAST 12 MONTHS?		
Theft	66	50
Criminal damage	27	0
Abuse	12	50
Anti-Social Behaviour	N/A	50
Other	8	0

84% of Businesses reported that they had not suffered from any crime over the last 12 months, 11% higher than the National Small Towns average.

HOW DO YOU RATE COMMUNICATION WITH THE TOWN COUNCIL?	NATIONAL SMALL TOWNS %	COLEFORD 2020 %
Very Good	N/A	16
Good	N/A	72
Poor	N/A	8
Very Poor	N/A	4

88% of Businesses rated Communication with the Town Council as either ‘Good’ or ‘Very Good’.

HOW COULD COMMUNICATION WITH THE TOWN COUNCIL BE IMPROVED?

- *Regular meetings, newsletters, zoom*
- *Digital updates and easy access online portal*
- *Newsletters, social media, specific meetings, weekly update*

WHAT PRIORITIES SHOULD COLEFORD TOWN COUNCIL SET THE TOWN CENTRE MANAGER ON APPOINTMENT?

- *Traffic warden*
- *Increased footfall*
- *Try and bring the businesses together instead of everyone having their own agenda*
- *Talk and listen to the businesses*
- *Inform them of what is happening and promote the positives of change*
- *Better shops to bring people into the town*
- *Footfall into town*
- *Free parking*
- *Long stay free parking*



- *Build rapport with each business owner and explain what things they can help with, how we can get hold of them and how we can keep updated with what's being worked on or introduced. They could get known to customers too, like a jolly town host.*
- *Communication, marketing, promotions*
- *More parking spaces in town centre*
- *Visiting business owners*
- *Increase market presence*
- *Seek grants to help business owners*
- *Landlords to improve appearance of business buildings, we have some great architecture, let's look after it.*
- *Encourage those who are not open but have TAT in the windows to remove it.*
- *Use vacant shop fronts for exhibiting artists work or promoting other businesses/ attractions etc*
- *Work with all business owners to be open more. There are far too many businesses that don't open full days, or even at all on many days. They don't understand or care the impact this has on other businesses in the town centre. Work with business owners and landlords to tidy up frontages. Painting and signage. The look from outside of some businesses makes the town look tatty and run down. Signs tied to fences and lamp posts again make the town look messy. The White Hart pub.....*
- *Visit every shop and listen to their concerns/ ideas/ thoughts*

WHAT TWO SUGGESTIONS WOULD YOU MAKE TO IMPROVE THE TOWN'S ECONOMIC PERFORMANCE?

DURING THE DAYTIME

A number of comments centred on 'Free Parking'.

- *Increase in car parking charges has had an effect on footfall, even more so no Lidl is open with free parking. The move to make the car park charges cash free next year will have an impact. Many older customers do not have smart phones and don't trust contactless etc, so they will drive in to see if there are any free spaces and if not, drive off.*
- *Get rid of car parking charges.*

'Events', including 'Markets' were also cited by a number of respondents:

- *More events*
- *A Town Market we are classed as a Market Town*
- *Presuming lockdown measures end, my plans to resave my savings to re-render my building will build. And have some huge events to get people out in the town together again. If they don't, then one central online shopping Coleford shopping website would be amazing, with a web designer to help with each business to help develop their corner of the site. Professional video adverts of each business could be*



included, if the TC could pay for a director for this to help that would be essential (I know I couldn't make a pro advert! Haha)

- *Set up regular weekly markets – much larger than the Country market currently.*

DURING THE EVENING

A number of comments centred on 'Restaurants':

- *Restaurants*
- *Make pubs and restaurants more inviting/ cleaner*
- *Places to sit and eat not takeaways*
- *Pubs and restaurants to be open, some are only open 3 or 4 evenings a week. The White Hart Pub needs change!*

'Late night opening' was also cited:

- *Late night opening seasonal*
- *Maybe businesses could be encouraged to offer events within their businesses for evenings. Dance classes, quiz nights, themed nights, cocktail masterclasses etc etc for pubs, beauty salons could have massage lessons, twilight treatments, pamper parties etc, retail could have fashion shows and free bubbly or clothes making lessons. A 'Coleford by night' campaign, one Friday a month for example, incentivising shops to take part as some will be more eager than others, leaflets advertising and ever-changing website, maybe part of the website mentioned above*
- *A late-night shopping evening*



KPI: TOWN CENTRE USERS SURVEY

The aim of the Town Centre Users Survey is to establish how your town is seen by those people who use it. By asking visitors, of all types, a more detailed picture can be obtained as what matters to regular visitors can be different to someone who has never been to the place before.

In total **481** Town Centre User Surveys were completed. The following percentage figures are based upon the total number of respondents to each question.

	NATIONAL SMALL TOWNS (%)	COLEFORD 2020 (%)
GENDER		
Male	32	34
Female	67	64
Prefer not to answer	1	2
AGE		
16-25	6	4
26-35	15	12
36-45	24	16
46-55	23	27
56-65	17	20
Over 65	14	20
Prefer not to answer	1	1
WHAT DO YOU GENERALLY VISIT THE TOWN CENTRE FOR?		
Work	11	11
Convenience Shopping	44	60
Comparison Shopping	6	2
Access Services	16	11
Leisure	16	9
As part of a visit to the Forest of Dean	n/a	2
Other	9	5

60% of the respondents generally visit Coleford Town Centre for 'Convenience Shopping' which is 16% higher than the National Small Towns average.



	NATIONAL SMALL TOWNS (%)	COLEFORD 2020 (%)
HOW OFTEN DO YOU VISIT THE TOWN CENTRE?		
Daily	23	15
More than once a week	37	46
Weekly	21	24
Fortnightly	7	5
More than once a Month	5	4
Once a Month or Less	8	6
HOW DO YOU NORMALLY TRAVEL INTO THE TOWN CENTRE?		
On Foot	40	28
Bicycle	1	0
Motorbike	0	0
Car	55	71
Bus	2	0
Taxi	N/A	0
Other	0	1
ON AVERAGE, ON YOUR NORMAL VISIT TO THE TOWN CENTRE HOW MUCH DO YOU NORMALLY SPEND?		
Nothing	3	2
£0.01-£5.00	11	3
£5.01-£10.00	23	19
£10.01-£20.00	32	35
£20.01-£50.00	26	32
More than £50.00	6	9
Other	N/A	1

Replicating the National Small Towns trend of frequent visitors 85% of respondents travelled into Coleford Town Centre at least once a week.

71% of those surveyed travelled into Coleford Town Centre by Car which is 16% higher than the National Small Towns figure.

Perhaps highlighting the regular use of the Town Centre by locals for Convenience Shopping, 35% of respondents stated that on a normal visit they spend £10.01-£20.00 in Coleford with 32% spending £20.01-£50.00, 6% higher than the National average.



WHAT WOULD ENCOURAGE YOU TO SPEND MORE MONEY IN THE TOWN CENTRE?

The 'Introduction of Free Parking' was a key theme to emerge from the qualitative comments:

- *Free parking for short visits e.g. first hour free. If I have to pay to park, I might as well travel further and have a better shopping choice.*
- *Free parking hopefully would free up on street to be able to click and collect rather than keep lugging purchases back to the car.*
- *Free parking would encourage me to visit the town centre more frequently and so spend more. A better supermarket would encourage me to visit more and do more shopping.*
- *Free parking. Limitations of existing on street parking mean you need to leave after an hour.*
- *I tend not to drop in on my way home from work, as other places have free parking I'll usually walk into town on a Saturday to pick up odds and ends, but better parking would encourage me to stop on my way home too, easily doubling my spending in Coleford.*

An 'Improved Retail Offer' was cited as opportunity which would encourage Town Centre Users to spend more money in Coleford. Comments included:

- *I tend not to drop in on my way home from work, as other places have free parking I'll usually walk into town on a Saturday to pick up odds and ends, but better parking would encourage me to stop on my way home too, easily doubling my spending in Coleford*
- *Greater variety of shops*
- *More independent and high-end shops*
- *A wider range of shops, e.g. a book shop, a shoe shop, an affordable clothes shop, a national store like WH Smiths or M&S food.*
- *More proper shops & less hairdressers & charity shops.*
- *Individual shops selling things you don't see in chain stores e.g. vintage stuff, men's clothes, books etc. or new things that you don't see elsewhere.*
- *Bigger variety of shops*
- *More individualised shops offering value for money i.e. Forest Deli*
- *Less hairdressers and charity shops and more shops like Monmouth*

Within the 'Improved Retail Offer' theme 'Clothes Shops' were identified as a driver for visitors to spend more money in the town centre. Comments included:

- *Womens clothes shop*
- *Clothing shops like fat face, joules, a shop that sells childrens clothing.*
- *Different types of shops, good shoe shop and good ladies' clothes*
- *Good clothes shop for adults and teens alike...Select is a good shop, be great to get them in.*

- *Men’s clothes shop*
- *Clothes shop between M&S & Primark prices.*
- *More high street shops. If I need to buy a pair of jeans, trousers, shirt, trainers etc I need to travel 25/30 miles to Gloucester, Newport, Cwmbran or Bristol to be able to do so.*
- *More clothing shops*

WHAT ARE THE POSITIVE ASPECTS OF THE TOWN CENTRE?	NATIONAL SMALL TOWNS %	COLEFORD 2020 %
Physical Appearance	45	47
Cleanliness	40	52
Retail Offer-Supermarkets	N/A	43
Retail Offer-Independent Shops	N/A	59
Customer Service	24	24
Cafes/ Restaurants	56	40
Access to Services	57	49
Leisure Facilities	14	3
Cultural Activities	20	6
Events	N/A	32
Heritage	N/A	16
Pubs/ Bars/ Nightclubs	29	15
Public Toilets	20	9
Transport Links	14	5
Ease of Walking Around the Town Centre	59	58
Convenience	69	71
Safety	23	18
Car Parking	27	32
Market(S)	25	8
Other	6	4

Replicating the National pattern, ‘Convenience’ (71%) and ‘Ease of walking around the town centre’ were classed as positive aspects of Coleford.

The commercial offer in Coleford is rated highly with 59% of Town Centre Users rating ‘Retail Offer-Independent Shops’, 43% ‘Retail Offer-Supermarkets’ and 49% ‘Access to Services’ as positive aspects of Coleford. ‘Physical Appearance’ (47%) and ‘Cleanliness’ (52%) were also considered positive aspects of Coleford town centre.



WHAT ARE THE NEGATIVE ASPECTS OF THE TOWN CENTRE?	NATIONAL SMALL TOWNS %	COLEFORD 2020 %
Physical Appearance	25	22
Cleanliness	19	12
Retail Offer-Supermarkets	N/A	13
Retail Offer-Independent Shops	N/A	15
Customer Service	7	3
Cafes/ Restaurants	12	13
Access to Services	12	7
Leisure Facilities	27	43
Cultural Activities	N/A	16
Events	N/A	8
Heritage	N/A	5
Pubs/ Bars/ Nightclubs	14	23
Public Toilets	25	27
Transport Links	19	15
Ease of Walking Around the Town Centre	10	3
Convenience	3	1
Safety	16	6
Car Parking	43	36
Market(S)	15	23
Other	17	14

43% of Town Centre Users rated ‘Leisure Facilities’ as a negative aspect of Coleford, 16% higher than the National Small Towns average. ‘Car Parking’ (36%) and ‘Public Toilets’ (27%) were also classed as negative aspects of the town centre.

HOW LONG DO YOU STAY IN THE TOWN CENTRE?	NATIONAL SMALL TOWNS %	COLEFORD 2020 %
Less than an hour	35	49
1-2 Hours	44	38
2-4 Hours	13	6
4-6 Hours	3	2
All Day	4	3
Other	1	2

87% of Town Centre Users stayed in Coleford for less than 2 hours, 8% higher than the National Small Towns average.



WHAT DICTATES YOUR PLANNED VISIT DURATION?

The 'Type of Shopping' the respondent visited Coleford for was the key driver behind the length of stay in the town centre. Comments included:

- *How much shopping I need to do.*
- *Visits to relevant shops.*
- *Food shop*
- *What provisions I need*
- *The type of shopping that I wish to do, also visit doctor and pharmacy.*
- *How long it takes to do our food shopping and how long we can park for free within easy walking distance of the greengrocers*

WHAT ARE THE TWO GREATEST CHALLENGES OR ISSUES TO BE ADDRESSED IN THE TOWN CENTRE?

The current 'Retail Offer' was cited as a challenge/ issue which needed to be addressed. Comments included:

Within the current 'Retail Offer' heading the 'Number of Vacant Units' was another key theme to emerge, including comments such as:

- *All the vacant shops*
- *Filling of empty shops.*
- *Encouraging people into the town centre by full occupancy of all shops and smartening up of old and tired shop fronts*
- *too many empty shops: some need to give way to new uses such as housing. More people shop more online.*

'Physical Appearance' was cited by a number of respondents with comments including:

- *Tidyness of the shop fronts*
- *Run down state of many shop premises particularly in Newland Street.*
- *More greenery and a bit of sprusing up the buildings.*
- *Old/disused shops that look a bit tatty*
- *Appearance, it does look so run down*
- *something needs to be done about appearances of buildings e.g. the white hart*
- *cleanup/paint buildings*
- *Improve appearance of some of main buildings in town centre, improve signage appearance. Show off the old buildings*

‘Car Parking Fees’ was a key theme to emerge from the qualitative comments:

- *More people to shop local and free parking at all times would have massive impact on this*
- *Parking charges, which for a small town with limited shopping choices is a definite discouragement for people to come here.*
- *Address the car parking charges e.g. facilitate shorter stay reduction in charge.*
- *Not enough short-term parking*
- *Car Park charges which barely cover the cost of administering them.*
- *Price of parking*
- *Make parking free.*
- *The car parking. 50p is a ridiculous price for what little is on offer. It merely deters people from wanting to visit shops*

WOULD YOU RECOMMEND A VISIT TO THE TOWN CENTRE?	NATIONAL SMALL TOWNS %	COLEFORD 2020 %
Yes	72	82
No	28	18

82% of Town Centre Users would recommend a visit to Coleford, 10% higher than the National figure.

DO YOU USE ANY OTHER TOWN CENTRES ON A REGULAR (FORTNIGHTLY) BASIS?

38% of those who regularly use another town centre stated that this was Monmouth.

WHAT TWO SUGGESTIONS WOULD YOU MAKE TO IMPROVE THE TOWN CENTRE?

‘Improving the Retail Offer’ was cited by a large number of respondents with comments including:

- *There is nothing there. I use Lidl and maybe a hairdresser, that is about it*
- *Different shops, something that will stand out and attract tourists. We have a lot of the hairdressers and pubs which is good but the people who live here get bored of seeing the same shops.*
- *Attract 2 large names - Costa / peacocks / etc and then encourage independents to surround them.*
- *Better range of shops! St. Johns street and pyart court have a good range of shops!*
- *More shops for adult clothing, kids’ clothes/toys.*
- *Less charity shops*
- *Wider range of independent stores*
- *Bring in some popular shops that they have in Monmouth as explained previously so I can spend my money in Coleford*
- *Probably a clothing shop. Coleford has everything I could think of apart from clothes & shoe shops. There are lots of families around the town and rely on online or the bigger cities to go clothes shopping.*



It's difficult at the moment with covid, but this would help alot of families out and would definitely keep people from buying outside the forest!

- *Decent shops, instead of all charity shops, bring in more variety that will bring back the shoppers and keep the tourist's here longer. Give them something they want.*
- *It's full of charity shops, take aways. Only use the ATM at Lloyds*

'Free Parking' was a key theme to emerge when Town Centre Users were asked what would improve Coleford. Comments included:

- *Free car parking would encourage people to stay longer and explore the town, rather than just rushing to get what they want in under 2 hours. Years ago, people used to stay around and chat to people they knew, now adays everyone is in a rush.*
- *First hour free parking More free parking spaces in the car park and for a longer period, at least 1 hour. Loading bays to be used for free parking on a Saturday.*
- *Scrap the car parking fees to start off.*
- *Free parking it's not worth paying for 2 hours to go to a couple of shops*
- *Stop charging for parking as we have little to offer other than cafes estate agents and charity shops*

Improving the 'Physical Appearance' of Coleford was highlighted as a need by a large number of Town Centre Users:

- *General tidiness smarten up what shops are present; all looks a bit shabby. The area is stunning, and it deserves a welcoming town, currently it looks run down.*
- *Clean up old looking shop fronts*
- *Clean up the Town initiative - try to get sponsorship from a paint company and get the businesses to paint shops in contrasting colours.*
- *Refurbish run-down buildings/areas. (although they may be privately owned)*
- *Some buildings require redecorating/work carried out.*
- *Investment in physical buildings.*
- *Tidy up the tired building*
- *Giving some of the shops/ pubs a good clean up, repainting etc*

'Town Centre Events' were highlighted as an initiative to improve Coleford:

- *It's called a market town. So, bring back a decent market. You would be surprised how many tourist's ask where the market is*
- *make use of centre for entertainment to bring people into the town*
- *open air market for local producers*
- *More weekly events.*
- *Encourage a good farmer's market, not just the jam stall we get*
- *Perhaps more events/leisure opportunities. Something to encourage people to spend time there. What is there for young people to do in the town centre?*
- *if you could get a decent market, rather than just one stall on a weekend (like Chepstow)*



- *More activities so the younger generation do not get bored. The activities dont have to be just for the younger generation. Activities for families or a decent market with advertisement to attract the people.*
- *Independent food market once a month*
- *More culture-based activities like an art week*
- *More events and a regular market*



KPI: SHOPPERS ORIGIN SURVEY

The Shoppers Origin Survey tracks the general area that your town centre visitors originate from. The data can be used to target local marketing or promotional literature. It can also be used as evidence of the success of such campaigns by gauging the penetration into the population.

The postcodes gathered from businesses are split into 3 categories to be able to compare with other towns. The categories are:

- Locals; those who live within a Post Code covering the town
- Visitors; those who live within a Post Code less than a 30-minute drive away
- Tourists; those who live within a Post Code further than a 30-minute drive away

	NATIONAL SMALL TOWNS %	COLEFORD 2020 %
LOCALS	55	51
VISITORS	29	36
TOURISTS	15	13

51% of the postcodes gathered from businesses were from those living in Coleford whilst 36% were from those living within a 30-minute drive.

FIRST TIME VISITOR REVIEW

First Time Visitor Reviews are completed by a member of the People and Places Insight Research Team who have not visited the locality before. The Fieldworker rates and reviews a range of criteria, which have been identified and refined over time as being important to a first-time visitor to the Town Centre, using standardised pro-forma. Please note that the First Time Visitor Review is meant to be used as a qualitative extra to the quantitative data gathered in the Benchmarking project and are the views of the Researcher alone.

First Time Visitor Reviews are well used by towns looking at tapping into the tourism market or for a holistic mystery shop type review of the locality. Fieldworkers will identify and review key aspects of the town centre such as signage, car parking, public realm and accessibility which a regular use may not identify.

The following report is structured on the pro-forma categories reviewed during the Fieldworkers visit:

- Physical Appearance
- Retail Offer
- Food and Drink Offer
- Access to Services
- Leisure
- Culture
- Signage
- Car Parking
- Public Toilets
- Accommodation

Each category is scored on a 5-star rating scale with 5 stars being Very Good and 1 star Very Poor.

Public Toilets	
	<i>A sound provision of clean, accessible and well signed public conveniences is important to the visitor experience in a town centre.</i>
Positive	Public Toilets are available in Railway Drive Car Park and signposted from town centre locations. The facilities are free of charge.
Negative	The toilets are in poor condition and the facilities in the Men’s urinal were unpleasant. The sharps bin located in the toilet may be a necessity but it does not portray a strong image of the town as tourists and visitors are likely to use this car park on a visit to Coleford and subsequently the toilet facilities.
Rating	**

Car Parking	
	<i>A large proportion of spending customers in a town centre come by car. In the rural setting, the car tends to be an essential tool, used by both those who come to spend and those who come to work. The provision of adequate and convenient car parking facilities is therefore a key element of town centre vitality. An acceptable number of available spaces with a regular, quick turn-over for shoppers are the ideal while adequate longer stay spaces for local owners/ workers and visitors must be considered too.</i>
Positive	Finding a place to park in a car park in Coleford is easy with plenty of available spaces in Railway Drive. Signage to the Railway Drive Car Park is easy to navigate from approach roads to the town. Car Parking charges are favourable in comparison to other town centres of a similar size. Between 08.00-18.00 Monday to Saturday 2 hours car parking costs £0.50 and a full day is £2.00. There are also options for the purchase of a Weekly, Monthly, Quarterly, 6 Monthly and Yearly ticket. Fees can be paid with cash or remotely, the latter being particularly useful in the increasingly cashless society.
Negative	Free short stay parking is available on-street but the number of spaces for this is limited.
Rating	****

Access to Services	
	<i>21st Century Market Towns have evolved from retail centres and to compete in the modern economic environment need to be employment, leisure and cultural hubs as well providing services which cater for local residents, workers and visitors.</i>
Positive	Banking facilities at Lloyds are located in a prominent town centre location in the Market Place. Public services such as the Forest of Dean Council headquarters, Coleford Town Council, Coleford Tourist Information Centre, Health Centre, Royal Mail Office and Police Station are all located in the town centre. Coleford Library is located in the Main Place Building which also hosts the Forest Drop-in Centre for Adults. The Main Place offers facilities to hire for business meetings, conferences and events and training days.
Negative	Homeworking, across Britain, for those employed and self-employed has been on the increase over the last few years and even more so as a result of Covid-19. Aside from working in the Library, one of Café/ Coffee Shops or renting the more formal business space at The Main Place, there is a lack of shared office space in the town centre.
Rating	****

Physical Appearance	
	<i>An attractive and clean town centre is appealing to the first time visitor and is a key component in repeat visits and future recommendations.</i>
Positive	<p>The Church tower in the heart of the town centre provides a wonderful sightline and open space in which is surrounded by attractive planters.</p> <p>The public art on a variety of buildings in the town centre offers a real sense of place-making to the first-time visitor.</p> <p>St Johns Street is the most attractive part of the town centre with some very well-kept commercial units.</p> <p>The Baptist Church on Newland Street is a striking building.</p>
Negative	<p>A number of buildings in the town centre have a very poor external appearance, most noticeably the White Hart in the Market Place.</p> <p>Generally, the shop fronts in Market Place are in need of improvement.</p> <p>Pyart Court is an unattractive part of the town centre and feels disjointed.</p>
Rating	**

Cultural Offer	
	<i>21st Century Market Towns have evolved from retail centres and to compete in the modern economic environment need to be cultural hubs providing facilities and events which cater for local residents, workers and visitors.</i>
Positive	<p>The Cinema located on High Street is a superb enhancement of the cultural offer in the town centre. Coleford is one of the smallest towns in which People and Places Insight Limited have worked in which houses a cinema. Cinemas and Theatres are pivotal in the night-time economy which is sadly missing in most of Britain’s Market Towns.</p> <p>The Great Western Railway Museum is located in the last surviving building of the old Train Station in Railway Drive Car Park, the main car park for visitors and tourists arriving to Coleford.</p> <p>The plaque in the pavement of the Market Place commemorating the Battle of Coleford in 1643 is an excellent example of using the public realm to promote the historical offer of the town.</p> <p>Secondary Data Review indicates that in non Covid-19 times there are a number of events held in the Market Place such as the Carnival of Transport, The Faddle Fair, Morris Festival, Skate Jam and Coleford Music Festival. The Coleford Music Festival has its own designated web page and from interaction with town centre users has built up a reputation as a key attractor to the town. Coleford is dubbed the ‘Festival Capital of the Forest’.</p>
Negative	<p>St Johns Church is closed and cannot be accessed due to the danger of falling masonry.</p> <p>The current Market, with one or two stalls does not add anything to Coleford and in fact the offer is so small it is detrimental. As a First Time Visitor it felt that the Market was a sad, token gesture.</p>
Rating	****

Leisure Facilities	
	<i>21st Century Market Towns have evolved from retail centres and to compete in the modern economic environment need to provide leisure facilities which cater for local residents, workers and visitors.</i>
Positive	The wider Forest of Dean offers great opportunities for walking and cycling. Cycle Routes are signposted throughout the town centre and walks starting from Coleford can be found online or in the Tourist Information Centre.
Negative	The town centre does not have a Leisure Centre or Gym. There are no public parks in or on the edge of the town centre.
Rating	**

Accommodation	
	<i>For locations looking to attract Tourists or housing large employment bases readily available overnight accommodation is important.</i>
Positive	A pre visit online search provided three holiday rental properties in Coleford
Negative	The Angel Inn provides the only accommodation in the specified town centre. The offer is very disappointing considering the Forest of Dean provides potential tourism opportunities such as walking and cycling, activities which lend themselves to an overnight stay.
Rating	*

Retail Offer	
	<i>The presence of a variety of shops in a town centre is important to its ability to remain competitive and continue to attract customers. A balance of both comparison and convenience retail units is therefore ideal in terms of encouraging visitors/ potential customers</i>
Positive	For Convenience Shopping there are independent Butchers, Bakers, Greengrocers and Deli plus sizeable nationwide Co Op and Lidl stores.
Negative	Comparison Shopping opportunities are severely limited. There is a dearth of clothes, shoe and outdoor shops. For the First Time Visitor there is currently little in terms of retail offer which would increase 'stay time' in the town centre. There are a number of vacant commercial premises throughout the town centre
Rating	**

Food and Drink	
	<i>The opportunity for town centre users to visit for either take away or sit-down food at lunch and dinner time is an important element of the town centre function and experience. The night-time economy in town centres is often overlooked with few opportunities to eat and drink in the evening being prevalent in many modern-day locations.</i>
Positive	<p>There are a number of opportunities for visitors and workers to purchase takeaway lunches such as Thurabread, Crusty Loaf and the Baguette Shop.</p> <p>Sit down lunches are available in cafes and coffee shops such as Scoffs, Kaplans and The Angel Hotel.</p> <p>The Dog House micro pub provided a good ambience and selection of drinks.</p> <p>7 A5 Hot-Food Takeaways are located in the defined town centre area.</p> <p>For an evening meal European cuisine is also offered at Ritmo Bar and Restaurant which is open late and Amici's Italian restaurant.</p>
Negative	The Kings Head pub is closed down leaving the run down looking White Horse and Angel Hotel as the larger establishments for evening drinks.
Rating	***

Signage and Wayfinding	
	<i>'First time/ infrequent visitors' often prefer to wander; excessive signage can be a sign of failure and that the town is hard to navigate. The real aim of signage is to ensure the balance between promoting town heritage, leisure and cultural facilities, services and businesses. It is important to indicate the location of key local services such as public toilets, post office, tourist information and heritage centre that can be used by visitors as well. Heritage and landmarks are important attractions that hold visitors in a town and encourage them to wander around it.</i>
Positive	The information on the existing signage is consistent and links up the key locations in the town centre.
Negative	<p>The physical appearance of the current signage is poor. There is a lack of consistency in design with the use of the traditional black finger posts in the town centre alongside green signage used in Railway Drive Car Park by the public toilets.</p> <p>There is duplication of information regarding the 'Toilets' on the Market Place finger post.</p> <p>In Railway Drive Car Park there is a lack of Town Centre Maps for the first-time or infrequent visitor.</p> <p>There is a lack of permanent 'Welcome to Coleford Town Centre' signs. These could be placed in key entrance points such as the mini roundabout at the intersection of Cinderhill, Railway Drive and High Street.</p>
Rating	***

Road Signage	
	<i>Effective road signage guides drivers, helps to regulate the flow of traffic among vehicles, pedestrians, motorcycles, bicycles and others who travel the streets, highways and other roadways</i>
Positive	There is information signage on the approach to the town centre via Gloucester Road indicating car parking in the town centre for cars and buses/ coaches. Signage at the intersection of Market Place/ High Street directs visitors to the Railway Museum and the Forest of Dean Council Offices.
Negative	The road signage outside Bank House which includes directions to Clearwell Caves, Ocean Heritage Centre and Town Centre Parking was obscured by overgrown branches.
Rating	***

Transport Links	
	<i>Good public transport is important for those looking to visit a town centre and as an incentive for those wishing to invest in the local economy</i>
Positive	Buses travel to and from Gloucester Transport Hub on average once an hour. Monmouth is a 15-minute bus journey from Coleford. Cinderford is a 38-minute bus journey from Coleford. Lydney is a 34-minute bus journey from Coleford.
Negative	One of the positive attributes of Coleford is the location in the Forest of Dean but this has an obvious impact in terms of travelling to the town. Gloucester Transport Hub is a 90-minute bus journey whilst Newport in Wales via public transport is estimated to take over 2 hours 30 minutes. No train station in the town centre.
Rating	**

Digital Presence	
	<i>The first interaction a 'First time/ infrequent visitor' often has with a locality is an internet review looking for general information and more specific detail such as commercial offer, food and drink establishments, access to services, leisure facilities, cultural activities and events and accommodation.</i>
Positive	<p>Colefordtown.net provides a host of information in a useable format. Categories include, 'What to See', 'Where to Stay' and 'Regular Events'. Local businesses are also listed under specific categories with details such as address, contact details, opening times, websites and a picture.</p> <p>Colefordtown.net is one of the best examples of a town council driven website reviewed by People and Places Insight.</p> <p>Coleford Music Festival has its own designated website.</p>
Negative	<p>To access specific detail on Coleford it is not obvious on the Visit Dean and Wye website. The user is required to scroll down and access the 'Explore our characterful town and villages' tile.</p> <p>As a First Time Visitor it is useful to be able to download a map of the town centre from the Town Council/ Tourist Information page.</p>
Rating	****



SUMMARY

21st Century Market Towns need to cater for residents, workers and visitors. The First Time Visitor reported that Coleford provides a strong set of services that can be accessed by both residents and those living within the hinterland. The First Time Visitor reported that they would currently recommend a trip into Coleford as part of a wider visit to the Forest of Dean. The bakeries, delis and supermarkets provide the visitor with the opportunity for a short visit to pick up provisions.

The First Time Visitor recorded that Coleford is currently a town with untapped potential. The Church Tower in the Market Place is a wonderful open space and centre piece to the historic market town, based on this heritage and information boards would enhance a visit. Churches and monuments across Britain offer visits to the top of the buildings and with views across the Forest of Dean this should be considered.

Walking and Cycling are being heavily promoted as the health of the nation is high on the Governments agenda. Cycle routes are indicated on town centre signage but there was little evidence of Walkers and Cyclists on the two day visit to Coleford. A linked-up approach to enhance the accommodation offer to attract walkers and cyclists to use Coleford as an overnight stay destination would provide beneficial to the Restaurants, Micro Pub and Cinema that the town centre has to offer.



DISABILITY ACCESS AUDIT

On the High Street, £249 Billion is being lost across the country every year due to the barriers that disabled people face. Considering these startling figures, People and Places Insight have built an audit that specifically looks at disability and access to good and services within a defined town centre area.

We have noticed from our reviews that there are multiple barriers that disabled people are facing when trying to buy and access goods and services in town centres. The aim of the audit is to highlight the barriers that people face due to their disability and celebrate what Local Authorities are already doing well to remove those barriers. The audit covers:

- Street Furniture
- Highways and Pavements
- Access to a sample of Shops and Services in the town centre

The Single Equalities Act 2010 was introduced to update and replace all existing equalities legislation. All areas are covered including gender, sexual orientation, disability, religion and ethnicity. As a result of the Act, all providers of goods and services are legally required to make reasonable adjustments to enable a disabled person to be able to access and use your good and services. A reasonable adjustment is something that removes a barrier for a disabled person to be able to access goods and services. Reasonable means is the adjustment practical, within a reasonable cost and will it benefit disabled people.

Example of Council's working with businesses and organisations to improve town centres for disabled people include town accessibility maps, business advice service around making a business more accessible, making sure car parking spaces are in the right place, providing drop kerbs, making sure footpaths are accessible and free of street clutter, providing support for people, induction loops for hearing impaired people and having well developed shop mobility services.

A highly skilled and experienced assessor who has carried out equalities' audits on behalf of Local Government and the former Improvement and Development Agency conducted the audit in Coleford.

The following information provides a detailed outline of the Disability Access Audit complete. In the report:

- ✓ means that this is a positive comment concerning the current town centre offer
- means that this is a negative comment concerning the current town centre offer

STREET FURNITURE

Provision of seating, waste bins, the avoidance of unnecessary obstructions, such as bollards, shop displays, that encroach onto pavements. Signage and Wayfinding throughout the town centre.

- ✓ The seating at the top of St Johns Street and in the Market Place have arm rests which is very important for those who have difficulty in getting seated and standing up from a seated position.



Street Furniture with supportive arm rests in St. Johns Street

- The current signage design throughout the town centre is difficult to read for those with impaired vision due to the faded gold lettering against a black background. The finger post in the Market Place cannot be easily read from a wheelchair as some of the slats obscure other slats.



Signage in the Market Place which is difficult to read



- There is a lack of Maps in the town centre which highlight facilities for the disabled. For those disabled visitors arriving by car who have concerns about travelling any distance into the town centre this is extremely off-putting.
- A disability access map would be particularly useful. On the Map all the publicly available disabled friendly toilets and disabled parking spaces would be marked. It also could include a list of disabled friendly shops and food and drink establishments.
- The bollards in Newland Street make navigation in a wheelchair difficult

HIGHWAYS AND PAVEMENTS

Condition of pavements for wheelchair use and access to the facilities in the town centre.

- ✓ There are a significant number of car parking spaces for disabled people in Railway Drive Car Park
- ✓ Road signage on the High Street directs car users to the Disabled Toilets
- ✓ On Street Disabled Parking is available on the High Street, St. Johns Street and in the Market Place outside Crusty Loaf
- ✓ Disabled Car Parking in the town centre is free and this is clearly posted on the signage



Clear notification that Disabled Parking is Free

- ✓ There is access directly into the town centre from Railway Drive Car Park for wheelchair users
- ✓ Access is easy for wheelchair users into Pyart Court



Access into Pyart Court directly from the Disabled parking bay in Railway Drive

- ✓ The pavements around Pyart Court are even and make access in a wheelchair easy
- ✓ Pavements in the new development off the High Street are even for wheelchair users



Even pavements in the new development off High Street

- ✓ Provision of dropped kerbs prevalent through the town centre providing good access for wheelchair users and visually impaired people.
- ✓ The wide-open spaces in the Market Place provide an open and spacious environment for those in wheelchairs and mobility scooters to explore this part of the town centre. The pavement which loops around the Church Tower offers an alternative to the steps.
- ✓ Litter bins throughout the town centre are at a wheelchair accessible height.
- ✓ Tactile paving is used throughout the town centre at designated road crossings
 - The steep incline from the Market Place up to the High Street is steep for a wheelchair user and those with walking difficulties
 - The zebra crossing at the intersection of High Street and Market Place is not automated.



Zebra Crossing

- The pavement by 10-14 Newland Street is very narrow for wheelchair access



Narrow pavements and bollards in Newland Street

ACCESS TO SHOPS AND SERVICES

Access to a sample of shops, leisure facilities, municipal and government buildings and public toilets.

- ✓ There is disabled access to Lloyds Bank on Market Place
- ✓ The entrance to the Library provides good, wide access
- ✓ Disabled toilet facilities are available in Railway Drive Car Park

- The Disabled toilet facilities in Railway Drive Car Park are in need of a deep clean
- On the High Street there are steps into Co-Op Funeral Care, Bidmead Cook, Skoops Cards, Royal Mail, Gwyn James, Shirleys Den and GMT Mortgage Bureau



Difficult wheelchair access to a shop on High Street

- There are steps into Le Petit Bijou on the Market Place
- A number of shops in St Johns Street have steps
- Access to the Tourist Information Centre is via a step. (Please note there is ramped access on the side of the building but this isn't well promoted so was easily missed during the audit)



MOVING FORWARD

The following action points have been identified from the holistic Town Benchmarking Review, First Time Visitor Review and Disability Access Audit as potential projects for Coleford Town Council to improve the town centre for residents, workers and visitors. Importantly the Town Council are considering the appointment of a Town Centre Manager. Historically, effective Town Centre Managers who are governed by an evidence-based Business Plan have been essential in the continuous improvement of localities. The action points below are based on evidence which is vital when looking to attract funding for regeneration activities and flavoured with case studies of good practice from across the United Kingdom.

TOWN CENTRE PROSPECTUS

The opportunity to influence which Businesses are attracted to town centre is very difficult, however Local Authorities should be proactive. Huntingdonshire District Council commissioned a series of Inward Investment prospectuses to attract businesses to the four town centres of Huntingdon, St. Neots, St. Ives and Ramsey.

The prospectuses were provided to commercial agents and outlined details on the towns such as current commercial offer, zone a rents and property yields, footfall, customer spend employment statistics and house prices. The Town Benchmarking Report provides detail on many of these outputs alongside qualitative information on the type of businesses town centre users would like to see attracted such as clothes shops.

SHARED OFFICE SPACE

'Homeworking' is on the increase in Britain. Before the first Covid-19 lockdown in March 2020, over 1.5 million people worked from home for their main job, up from 880,000 in 2010. Recent studies have highlighted that despite increased productivity from being home-based there are negative aspects such as social isolation. People and Places Insight conducted a study in 2017 in Warwickshire on the use of empty premises in town centres and the key feedback from home-based workers were that vacant commercial units to be used as shared office space. Respondents stated that by having the opportunity to use shared office space on a regular basis they would also increase customer spend in the town centre by also using the local coffee shops, cafes, pubs for lunches and meetings.

BENCHMARKING

An evidence-based approach to town centre management is essential. The current Benchmarking Report provides a baseline for Coleford, specifically in terms of vacancy rates, footfall, car parking, business confidence, customer spend and town centre use. Events/ Markets have been highlighted as potential projects for Coleford and to understand their effectiveness replica Footfall and Town Centre User Surveys must be conducted on these Key Calendar Dates to ascertain impact. Most of the elements of the Benchmarking Review should be conducted each year to act as a Business Plan for the Town Centre Manager. Research conducted by Mike King for Towns Alive illustrated that effective town centre management was driven by officers who acted as a central co-ordinator and delivered a holistic evidence driven plan for all stakeholders in the town centre.

NEW SIGNAGE

First time or infrequent visitors often prefer to wander, and excessive signage can be a sign of failure and that the town is hard to navigate. However, it is important that the 'first time or infrequent visitors' are provided with the relevant information to ensure that they can enjoy the retail, food, drink, leisure, cultural and heritage offering in the town centre. As highlighted in the Towns Alive Report co-written by People and Places Director, Mike King, '21st Century Market Towns' it is the wider offering encompassing retail, leisure and culture which is essential to the vibrancy of the modern small-town centre.

Regarding individual street signage it must be clearly readable, visible, and in character with the surroundings. The real aim is to ensure the balance between promoting town heritage, services and businesses. Thus, before embarking on providing new signage it is important to determine who it is for and its purpose. Too often signage in towns indicates civic buildings and local services which are of most value to residents who probably already know how to find them. It is important to indicate the location of key local services such as public toilets, post office, tourist information and heritage centre that can be used by visitors as well. Heritage and landmarks are important attractions that hold visitors in a town and encourage them to wander around.

People and Places Insight recommend the development of new family of pedestrian signage in Coleford. The project is a great opportunity to create something which is unique and builds the town's sense of place. Differentiation and distinctiveness will have more, not less, importance in the digital age, as local flavour will be ever more sought after. Any new signage can incorporate both 'interpretive' and historic information as well as wayfinding information with specific linkage to the walking and cycling attractions in Coleford.

Coleford has some very strong townscape elements, such as the Church Tower, which should be used as part of a visual brand. Overly complicated wayfinding signage is confusing so great efforts should be made to keep the designs simple. Visitors should be able to spot signage and process information in seconds, which means keeping it clear and to-the-point.

Current best practice thinking is that Maps are better for orientating people than words alone. The 'legible cities' approach which has grown in popularity over the last twenty years in cities and towns uses 'heads up maps' i.e. they are shown so as to orient the person looking at them in the space rather than using the convention of always having north at the top of a map. They often show walking distances, using the rule of thumb that people walk at 5km per hour a 5-minute walking circle can be drawn on the map to encourage visitors to explore. These maps are needed at major 'decision points' such as major road intersections or in public open spaces where people need guidance. Maps should also be placed in the key arrival points in the town centre such as Railway Drive Car Park, Newland St Car Park, Bus Stops and the Market.

The town centre would also benefit from permanent 'Welcome to Coleford Town Centre' signs. Rather than a traditional approach the 'Welcome' to a town centre provide a wonderful opportunity to commission art to create a sense of arrival.

A disability access map would be particularly useful. On the Map all the publicly available disabled friendly toilets and disabled parking spaces would be marked. It also could include a list of disabled friendly shops and food and drink establishments.

PROMOTION OF WALKING AND CYCLING

Currently 60% of Town Centre Users visit Coleford for 'Convenience Shopping' trips which correlates with the fact that 87% of this cohort stayed for less than 2 hours, 8% higher than the National Small Towns average. Coleford being situated in the Forest of Dean lends itself to attracting Walkers and Cyclists to the town centre, but this needs to be more than a simple stop off point for conveniences. The Coleford Town Trail leaflet offers an existing promotional tool that has the potential to encourage the movement of visitors around the whole town centre. In the future Coleford could consider heritage trails that have been developed successfully in other market towns, such as the Talbot Trail from Sudbury in Suffolk, which comprises 14 key heritage sites, each marked with a numbered sculpture.

The attraction of Walkers and Cyclists would boost evening economy with spend in the food and drink establishments and the potential requirement for an overnight stay in the town centre. Qualitative feedback from the Benchmarking Report identified a keenness by stakeholders that the evening economy needs to be improved and such a promotion could provide the stimulus.

DISABILITY ACCESS

The Disability Access Audit illustrated the vast amount of customer spend which is lost to town centres across the United Kingdom due to the lack of facilities suitable for disabled customers. A checklist could be provided to all Shops in the town centre to ensure that they are Disabled Access 'friendly'. The checklist would provide information and guidance on:

- Signage for ramp assistance
- Height of customer tills
- Height of products and customer displays. It is essential that in shops customer displays are placed at an accessible height otherwise disabled people lose some of their independence as they must rely on other people to help them make purchases.
- Specific support for a disabled person with their purchase, for example, helping them to put items into their own shopping bag.
- Shop displays which do not block wheelchair access

PHYSICAL APPEARANCE

The First Time Visitor Report highlighted that the public art on a number of the buildings was well received and offered insights into Coleford's uniqueness. It is essential that this work is maintained and there are general improvements to the physical appearance of the town. Central Bedfordshire Council recently delivered a Market Towns Regeneration Fund in which towns could apply for the improvement, maintenance and renovation of buildings and street furniture.

EVENTS AND ACTIVITIES

A successful 21st Century Market Town must be a blend of retail suitable for locals and visitors, a place of employment and have a strong leisure, culture and events-based offer. Regular well run events will attract visitors to the town centre and should be linked up to ensure increased spend in the wider town centre. As previously noted, the performance of Events must be tracked with a Benchmarking Review to evidence impact and understand where visitors are travelling from to aid with future marketing.



APPENDIX

BUSINESS UNIT DATABASE

STREET NO.	STREET NAME	BUSINESS NAME	USE CLASS	TYPE	TYPE	NOTES
5	Bank Street	Oriental Garden	A5	N/A	N/A	
6	Bank Street	Ian Tobin	B1	N/A	N/A	
9	Bank Street	Frank Ita Tattoo	SG	N/A	N/A	
16	Bank Street	Sixteen	A3	N/A	N/A	
	Bank Street	Independent Chapel	D1	N/A	N/A	
	Bank Street	Beale Garage	B1	N/A	N/A	
	Bank Street	Forestry Commission	B1	N/A	N/A	
	Bank Street	Motorcycle Performance	A1	Comp	Ind	
	Bank Street	Paul Jones and Sons Garage	B1	N/A	N/A	
	Cinderhill	Fire Station	SG	N/A	N/A	
	Cinderhill	Army Cadets	D1	N/A	N/A	
13	Gloucester Road	Vacant	N/A	N/A	N/A	Vacant
17	Gloucester Road	Reckless Designs	A1	Comp	Ind	
23	Gloucester Road	The Beauty Spot	SG	N/A	N/A	
29	Gloucester Road	Balti Hut	A3	N/A	N/A	
31	Gloucester Road	Al's Plaice	A5	N/A	N/A	
33	Gloucester Road	Maa Cuisine	A5	N/A	N/A	
11A	Gloucester Road	The Beauty Boutique	SG	N/A	N/A	
11B	Gloucester Road	Vacant	N/A	N/A	N/A	Vacant
	Gloucester Road	Police Station	C2A	N/A	N/A	
1	High Street	Steve Gooch	A2	N/A	N/A	
3	High Street	Shirleys Den	A1	Comp	Ind	
5	High Street	N/A	N/A	N/A	N/A	Vacant
8	High Street	GMT	A2	N/A	N/A	
9	High Street	KJT	A2	N/A	N/A	
10	High Street	David Kear	A1	Comp	Reg	
11	High Street	Gwyn James	A2	N/A	N/A	
12	High Street	Mikes Auto Service	B1	N/A	N/A	
14	High Street	Studio Cinema	D2	N/A	N/A	
15	High Street	Royal Mail	B8	N/A	N/A	
17	High Street	Skoops Cards	A1	Comp	Ind	
19	High Street	Bidmead Cook	A2	N/A	N/A	
21	High Street	Co Op Funeral Care	A1	Comp	Mult	
23	High Street	Headlines	A1	Comp	Ind	
25	High Street	Tesco Express	A1	Conv	Key Att	



STREET NO.	STREET NAME	BUSINESS NAME	USE CLASS	TYPE	TYPE	NOTES
27	High Street	Proper Job	A1	Comp	Reg	
4 to 6	High Street	White Building next to GMT	N/A	N/A	N/A	Vacant
Foxg. Gard.	High Street	New Development	N/A	N/A	N/A	Vacant
Foxg. Gard.	High Street	New Development	N/A	N/A	N/A	Vacant
Foxg. Gard.	High Street	New Development	N/A	N/A	N/A	Vacant
	High Street	Forest of Dean Council Offices	B1	N/A	N/A	
	High Street	St. Johns Ambulance	SG	N/A	N/A	
2	Lords Hill	William Hill	A2	N/A	N/A	
4	Lords Hill	Tourist Information Centre	B1	N/A	N/A	
Schooner	Lords Hill	Amici	A3	N/A	N/A	
2	Lords Hill Walk	Coleford Town Council	B1	N/A	N/A	
3	Market Place	Vacant	N/A	N/A	N/A	Vacant
4	Market Place	Forest Deli	A1	Conv	Ind	
8	Market Place	Mills Newsagents	A1	Conv	Ind	
9	Market Place	Reveal	A1	Comp	Ind	
10	Market Place	Cancer Research	A1	Comp	Ind	
12	Market Place	The Choice is Yours	A1	Conv	Ind	
13	Market Place	Odds and Ends	A1	Comp	Ind	
16	Market Place	Wydean Healthfoods	A1	Conv	Ind	
17	Market Place	Tobin and Sons	A1	Comp	Ind	
19	Market Place	Lloyds	A2	N/A	N/A	
20	Market Place	Platinum World Travel	A1	Comp	Ind	
23	Market Place	Ritmo	A3	N/A	N/A	
27	Market Place	The Barbers	A1	Comp	Ind	
27	Market Place	The Barbers	A1	Comp	Ind	
28	Market Place	Milano	A3	N/A	N/A	
29	Market Place	Step a Side	B1	N/A	N/A	
31	Market Place	Dean Conveyancing	A2	N/A	N/A	
32	Market Place	Hong Kong	A5	N/A	N/A	
33	Market Place	White and Miller	A1	Conv	Ind	
38	Market Place	Sue Ryder	A1	Comp	Mult	
40	Market Place	Kaplans Café	A3	N/A	N/A	
1 to 2	Market Place	The Crusty Loaf	A1	Conv	Ind	
10a	Market Place	Moonstones	A1	Comp	Ind	
17b	Market Place	Coleford Charcoal Grill	A5	N/A	N/A	
24 to 25	Market Place	Dean Estate Agents	A2	N/A	N/A	
34 to 35	Market Place	Fairways	A1	Comp	Ind	
5 to 6	Market Place	Le Petit Hibou	N/A	N/A	N/A	Vacant
7 and 7a	Market Place	Spa Rituals	SG	N/A	N/A	
Uni. Hse.	Market Place	Celestial Adornment	A1	Comp	Ind	
Uni. Hse.	Market Place	Bristows	D1	N/A	N/A	
Uni. Hse.	Market Place	The Baguette Shop	A3	N/A	N/A	
	Market Place	Air Ambulance	A1	Comp	Mult	



STREET NO.	STREET NAME	BUSINESS NAME	USE CLASS	TYPE	TYPE	NOTES
	Market Place	The White Hart	A4	N/A	N/A	
	Market Place	The Angel Hotel	C1	N/A	N/A	
2	Mushet Walk	Great Oaks Dean Hospice	A1	Comp	Reg	
2	Newland Street	China 21	A5	N/A	N/A	
4	Newland Street	Butchers	A1	Conv	Ind	
5	Newland Street	Biker Dean	A1	Comp	Ind	
8	Newland Street	Severn Studio	SG	N/A	N/A	
	Newland Street	Aladdins Cave	N/A	N/A	N/A	Vacant
	Newland Street	Baptist Church	D1	N/A	N/A	
	Old Station Way	The Main Place	D1	N/A	N/A	
	Old Station Way	Library	D1	N/A	N/A	
	Old Station Way	Lidl	A1	Conv	Mult	
4	Pyart Court	Little Black Dog	SG	N/A	N/A	
5	Pyart Court	Smith Pet and Garden	A1	Comp	Ind	
6	Pyart Court	The Looking Glass	A1	Comp	Ind	
7	Pyart Court	Forget Me Not	A1	Comp	Ind	
8	Pyart Court	Thurabread	A1	Conv	Ind	
13	Pyart Court	Vacant	N/A	N/A	N/A	Vacant
14	Pyart Court	Day Lewis	A1	Comp	Mult	
15	Pyart Court	Bickys	A3	N/A	N/A	
17	Pyart Court	Royal Forest Kitchens	A1	Comp	Ind	
19	Pyart Court	Dean Properties	A2	N/A	N/A	
22	Pyart Court	Flewid	A1	Conv	Ind	
23	Pyart Court	Studio M	A1	Comp	Ind	
24	Pyart Court	Bubbles Laundrette	SG	N/A	N/A	
11 to 12	Pyart Court	Blueboy Carpets	A1	Comp	Ind	
2 to 3	Pyart Court	Willow Tree	D1	N/A	N/A	
9 to 10	Pyart Court	Lloyds Pharmacy	A1	Comp	Mult	
	Pyart Court	Next to Dean Properties	SG	N/A	N/A	
	Railway Drive	GWR Museum	D1	N/A	N/A	
	Railway Drive	Health Centre	D1	N/A	N/A	
4	St Johns Street	Lucky Restaurant	A3	N/A	N/A	
5	St Johns Street	David Sheppards	A1	Conv	Ind	
6	St Johns Street	BMC Weston	A1	Comp	Ind	
8	St Johns Street	Pomegranite	A1	Comp	Ind	
10	St Johns Street	Hair Force 1	A1	Comp	Ind	
11	St Johns Street	WHA	B1	N/A	N/A	
12	St Johns Street	Cinnamons	A3	N/A	N/A	
14	St Johns Street	Kitchens By Design	A1	Comp	Ind	
16	St Johns Street	Twisted	A1	Comp	Ind	
17	St Johns Street	Scoffs	A3	N/A	N/A	
19	St Johns Street	Tram Stop	A5	N/A	N/A	
1	St Johns Street	Caked Up	A1	Conv	Ind	



STREET NO.	STREET NAME	BUSINESS NAME	USE CLASS	TYPE	TYPE	NOTES
21	St Johns Street	Coleford Computers	A1	Comp	Ind	
22	St Johns Street	Soul Magik	A1	Comp	Ind	
23	St Johns Street	Oasis/ JD Hair	A1	Comp	Ind	
25	St Johns Street	Raymonds	A1	Comp	Ind	
13 to 15	St Johns Street	The Dog House	A4	N/A	N/A	
17A	St Johns Street	Byfield Emporium	A1	Comp	Ind	
18 to 20	St Johns Street	Changes	A1	Comp	Ind	
6A	St Johns Street	Wyedean Foot Care	D1	N/A	N/A	
	The Marshes	Co Op	A1	Conv	Mult	



CAR PARKING DATABASE

Name:	Gloucester Road
On Street/ Car Park:	On Street
Total Spaces:	20
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	19
Disabled Spaces:	1
Vacant Spaces on Friday 4th September 2020:	12
Vacant Spaces on Monday 19th October 2020:	5

Name:	Outside Tesco Express
On Street/ Car Park:	On Street
Total Spaces:	3
Short Stay Spaces: (4 hours and under)	2
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	1
Vacant Spaces on Friday 4th September 2020:	0
Vacant Spaces on Monday 19th October 2020:	1

Name:	St. Johns Street
On Street/ Car Park:	On Street
Total Spaces:	7
Short Stay Spaces: (4 hours and under)	6
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	1
Vacant Spaces on Friday 4th September 2020:	1
Vacant Spaces on Monday 19th October 2020:	4

Name:	Market Place
On Street/ Car Park:	On Street
Total Spaces:	14
Short Stay Spaces: (4 hours and under)	13
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	1
Vacant Spaces on Friday 4th September 2020:	0
Vacant Spaces on Monday 19th October 2020:	5



Name:	Lords Hill Walk Car Park
On Street/ Car Park:	Car Park
Total Spaces:	54
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	51
Disabled Spaces:	3
Vacant Spaces on Friday 4th September 2020:	1
Vacant Spaces on Monday 19th October 2020:	3

Name:	Newland Street
On Street/ Car Park:	Car Park
Total Spaces:	19
Short Stay Spaces: (4 hours and under)	5
Long Stay Spaces: (Over 4 hours)	13
Disabled Spaces:	1
Vacant Spaces on Friday 4th September 2020:	5
Vacant Spaces on Monday 19th October 2020:	3

Name:	Railway Road
On Street/ Car Park:	Car Park
Total Spaces:	204
Short Stay Spaces: (4 hours and under)	5
Long Stay Spaces: (Over 4 hours)	180
Disabled Spaces:	19
Vacant Spaces on Friday 4th September 2020:	86
Vacant Spaces on Monday 19th October 2020:	124

Name:	Lidl
On Street/ Car Park:	Car Park
Total Spaces:	73
Short Stay Spaces: (4 hours and under)	68
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	5
Vacant Spaces on Friday 4th September 2020:	9
Vacant Spaces on Monday 19th October 2020:	2