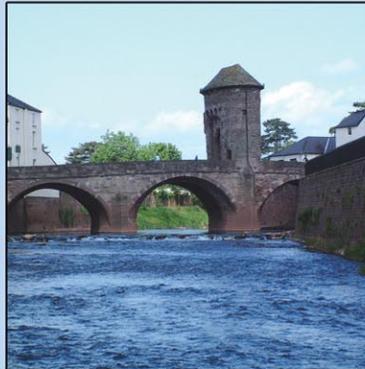
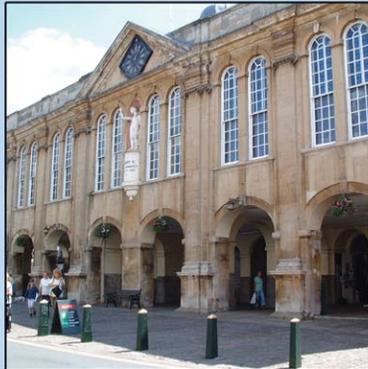


Vision Monmouth

Planning for the Future



May 2009

Final V2



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Introduction

The purpose of this document is to reflect clarity and consensus between Monmouthshire County Council and its partners regarding projects that seek to consolidate and build upon the improving performance and prosperity of the town.

Vision Monmouth brings together a series of action based projects that are perceived to be deliverable in the medium term, which, together, will strengthen the presentation and viability of the town as a shopping and tourism destination, thereby improving the quality of life of those that live and work in the town and its hinterland.

Vision Monmouth recognises that these ambitions need to be delivered through partnerships, involving and apportioning responsibility to those best placed to deliver, and ensuring that the collective skills, resources and knowledge of the town are employed to produce the most successful results.

Vision Monmouth is not intended to be a strategic document but a summary of the key aspirations jointly held by partner organisations within the town. A vision of where the town could, and should, be in years to come.

Purpose

‘To provide a co-ordinated approach to the delivery of cultural, economic, environmental and tourism projects that, together, consolidate and enhance the presentation and prosperity of Monmouth as an historic market town.’

Background

In 1999 Monmouthshire County Council and the Welsh Development Agency appointed Ove Arup to undertake an assessment and design study into the regeneration of Monmouth.

At that time Monmouth, the ‘county town’ of Monmouthshire was on the brink of serious decline, with the towns vitality and viability threatened by inadequate infrastructure, prohibiting easy access into the town for trade and visitors alike. The primary access to the town was via the unique medieval bridge – a restricted gateway designed for the age of the horse and cart, not a 21st century market town.

Consequently, many local businesses were operating on the margins of viability, with low levels of business confidence and prosperity within the town centre.

The recommendation and subsequent investment in the construction of the New Monnow Bridge in 2004, has impacted significantly on the vitality and confidence within the town, resulting in high quality national brands establishing themselves, providing much needed impetus to the town.

Uncertainty has transformed into an emerging confidence, with key organisations in the town working together to deliver significant infrastructure projects such as the Shire Hall Renovation Project, ‘Overlooking the Wye’ and Monmouth Links. The establishment and growing confidence of the Monmouth Partnership Forum is also a sign of the growing acceptance that the town needs to work together to deliver common goals.

The task now, is to identify projects that will build on this newly found confidence and secure Monmouth’s long term prosperity for years to come.

Objectives



The projects contained within Vision Monmouth set out the goals that the County Council and its partners need to undertake to maximise the potential that the town has to offer local residents and visitors:

- To enhance, protect and promote Monmouth's heritage, natural and cultural assets.
- To create clear, safe and accessible environments for the community.
- To create a sustainable and healthy environment for the community.
- Establish and promote Monmouth as a tourism destination.
- Establish and promote Monmouth as a shopping destination.
- To further improve the sustainable economic environment in Monmouth

Strategic Context

The contents of this action plan need to be compliant with wider strategic frameworks for the delivery of facilities for all those that live and work in the County. These strategic documents have been developed through extensive consultation and consideration at the national, regional and local policy making level.

The documents that provide the context are:

- People, Places, Futures - The Wales Spatial Plan
- Environment Strategy for Wales
- SEWTA Draft Regional Transport Plan 2008
- The Wye Valley and Vale of Usk Rural Tourism Growth Area- Action Plan 2002-2008
- Monmouthshire Community Strategy 2008 -2012
- Unitary Development Plan (2006)
- Fresh Directions: Economic Development Strategy and Action Plan 2004-2008
- MCC Climate Change and Sustainable Energy Strategy 2008
- MCC Waste Strategy
- Central Monmouthshire Area Agenda 2006-2009

Strategic Fit

People, Places, Futures - The Wales Spatial Plan

The Wales Spatial Plan sets out a national framework for the development of Wales in accordance with the following objectives:

- Building sustainable communities
- Promoting a sustainable economy
- Valuing our environment
- Achieving sustainable accessibility
- Respecting Distinctiveness

Monmouthshire forms part of the 'Capital Network' of South East Wales, within which tourism and leisure are identified as major contributors to the local and national economy.

Environment Strategy for Wales

This is a long term strategy setting out environmental targets for the next 20 years in Wales. The strategy sets out five themes for delivery.

Objectives include improving 'walkability' within urban areas, improving access to the countryside and coast and preserving landscapes and their historic character.

South East Wales Transport Alliance Regional Transport Plan Draft 2008

The Regional Transport plan has been developed by the South East Wales Transport Alliance - a consortium of ten local authorities in South East Wales. The aim of the plan is to improve regional transport in South East Wales and to help deliver the social, economic and environmental objectives of the Wales Spatial Plan and the Wales Transport Strategy.

The Wye Valley and Vale of Usk Rural Tourism Growth Area - Action Plan 2002-2008

The Wales Tourist Board, 'Rural Tourism Growth Area Programme' has established generic objectives for its tourism growth areas. These are to:

- Provide a catalyst for rural regeneration
- Develop a distinctive and quality Welsh country holiday experience
- Improve packaging and marketing of the rural tourism product.

The report highlights that Monmouth should play an important role as the main centre for historical and landscape interpretation and should play a more prominent role as a visitor orientation centre or gateway.

New Destination Management and Marketing Strategy from 2009 being reviewed



Monmouthshire Community Strategy 2008-2012

The aim of the community strategy is to reflect the main priorities of Monmouthshire's residents and communities to present a vision that public, private, voluntary and community organisations in the county can share. The 5 themes are:

- Health and well being
- A better environment
- Stronger and safer communities
- Local economic development
- Lifelong learning and experience

Unitary Development Plan (2006)

The Unitary Development Plan (UDP) for Monmouthshire is an overarching document that sets out a vision and objectives for the development and use of land in Monmouthshire, and contains detailed policies to achieve this; therefore all projects need to comply with the UDP. The UDP states a number of objectives which cover topics including the environment, industry and employment, movement, tourism and shopping.

Fresh Directions: Economic Development Strategy and Action Plan 2004 -2008

The Economic Development Strategy and Action Plan developed through consultation with the Monmouthshire Economic Development Forum states as its aim:

'To raise the prosperity and quality of life in Monmouthshire by developing a more sustainable local economy utilising its natural resources and encouraging indigenous growth.'

In order to achieve the objectives set out in the strategy, an action programme has been devised which identifies specific themes for each of the county's towns. Monmouth is rightly identified as the county's pre-eminent 'County Town'.

The document is currently being updated for the period 2009-13.

MCC Climate Change and Sustainable Energy Strategy

This strategy summarises the work done so far to address climate change and sustainable energy and sets an agenda for the next steps. The strategy sets out a number of strategic objectives in 4 areas for action which are; Our Own Estate, Housing, Transport and Community. Action plans are drawn up for each of these areas, with community action plans for the Abergavenny, Monmouth and Chepstow areas.

MCC Waste Strategy

Produced in 2004 the Waste strategy aims to meet or exceed the WAG's targets on recycling and composting. Targets include recycling compost and at least 40% of municipal waste by 2009-10. Targets for landfill waste for each year up to 2020 are currently being met. The Welsh Assembly Government are currently preparing a Waste Strategy for Wales which is due to be released for consultation at the end of April 2009. The Council will need to meet the new stringent requirements across all areas of the county

Central Monmouthshire Area Agenda 2006-2009

The Central Monmouthshire Area Agenda forms part of the Monmouthshire Community Strategy detailing the projects which are taking place in Central Monmouthshire under each of the five Community Strategy themes.

'Vision Monmouth' therefore fits strategically into existing policy documents established at a national, regional and local level.

Delivery through Partnership

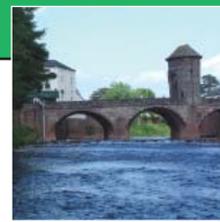
As part of Monmouthshire County Council's 'Area Working' initiative, this document resides within the Central Monmouthshire Area, with Monmouth being the main retail and administrative centre within the wider hinterland.

As part of a localisation agenda a local area committee and area partnership forum have been established to provide the focus of local decision making and debate. All reports and decisions that have strategic or financial implications are reported to monthly meetings of the County Councils cabinet.

The Action Programme

The following programme of projects has been brought together through consultations with representatives of key organisations within the town. Together, the identified projects are seen as consolidating achievements made in recent years, whilst outlining a roadmap of ambitions seen as complementing and strengthening Monmouth as a place to live in, work in and visit.

The programme broadly identifies three types of projects. Firstly, those projects that are located within the heart of the town centre and have a direct relationship, enhancing the towns shopping and tourism experience. Other projects, whilst of equal importance to the community, may not be rooted in the town centre and are not dependent on other sites or developments. Finally there are a wide range of emerging projects that seek to promote Monmouth as a sustainable town.



It should be recognised, that the delivery of many of these projects is subject to funding from various sources for which there is currently no commitment. Furthermore, inclusion of projects or principles within the document does not convey, or imply, support by the regulatory authority in the consideration of applications.

The portfolio of projects therefore reflects the consensus of ambition that the town seeks to achieve in the coming years.

This action plan contains detailed profiles of projects in accordance with the following format. Crucially, the document identifies those organisations with the primary responsibility for delivery.

Objectives - Outlining which objectives, from those stated above that the project will meet.

Key Strategic Drivers - The strategic documents with which the project comply

Work to be undertaken - Lists the actions that are needed in order to deliver the project.

Cost - The estimated cost of delivering the project.

Timescale - The anticipated timescales within which the project will be delivered.

Lead Partner - Lead agency delivering the project.

Key Consultees - A list of key groups that need to be consulted during the development of the project.

Funding - Identified or potential funding sources.

Progress - The progress that has been made so far with the project.

Action Plan Projects

Below is a summary of the projects that have been included in this action plan. The majority of these projects are located in the centre of Monmouth, although some are located elsewhere.

- Shire Hall Renovation
- Gateway Monmouth
- Overlooking the Wye
- Portal Road Development
- Monnow Bridge Gatehouse
- Visitor Parking
- Monnow Street - New Approaches to Street Design
- Shopmobility
- Monmouth Cemetery Chapel
- Monmouth Links Project
- Sustainable Monmouth
- Slaughterhouse Arches
- Connect Monmouth
- 20-24 Monnow Street

Shire Hall Renovation



Location	Agincourt Square
Objectives	<ul style="list-style-type: none"> - To enhance, protect and promote Monmouth's heritage, natural and cultural assets. - To create clear, safe and accessible environments for the community.
Key Strategic Drivers	<p>Central Monmouthshire Area Agenda 2006-2009 'Fresh Directions' Local Economic Development Strategy 2004-2008 Monmouth on the Move</p>
Description	<p>The project will deliver the renovation of the towns keynote building in the 'citadel' of Agincourt Square. The fabric of the building will be restored and conserved with the installation of a lift to allow everyone with unrestricted access to the building. A glass loggia will also create a reception point at the front of the building.</p> <p>The rooms within the building will be enhanced to make sure that community groups can make good use of the building.</p>
Work to be undertaken	<ul style="list-style-type: none"> - Recruit new manager for the building - Secure community match funding - Begin restoration work - Undertake staff training - Reopen Shire Hall to the public
Cost	£4,542,840.
Timescale	2008-2010
Lead Partners	<p>Monmouthshire County Council (Estates) Monmouth Town Council Heritage Lottery Fund</p>
Key Consultees	<p>Monmouth Town Council Shire Hall Stewards CAIR CADW Heritage Lottery Fund Highways Authority</p>
Funding	<p>Heritage Lottery Fund Monmouthshire County Council Monmouth Town Council CADW Community Fundraising</p>
Progress	<p>Stage 2bid of Heritage Lottery Fund successful. Work commenced.</p>

Gateway Monmouth



Location	Cattle Market Car Park
Objectives	<ul style="list-style-type: none"> - Establish and promote Monmouth as a tourism destination. - To enhance, protect and promote Monmouth's heritage, natural and cultural assets. - To further improve the sustainable economic environment in Monmouth. - To create clear, safe and accessible environments for the community - To create a sustainable and healthy environment for the community.
Key Strategic Drivers	<p>Fresh Directions' Local Economic Development Strategy.</p> <p>The Rural Development Plan for Wales 2007-2013</p> <p>Central Monmouthshire Area Agenda 2006-2009</p> <p>Wye Valley And The Vale Of Usk Tourism Growth Area Action Plan 2002-2008.</p> <p>Adventa: Monmouthshire's Leader+ Rural Development Programme Interpretation And Visitor Experience Plan For The Lower Wye Valley 2005</p>
Description	<p>Planning consent has been obtained for development of a Welcome Centre, Civic Square and improved riverside access on the former cattle market site. However, it is clear from Vision Monmouth consultations that there remain reservations regarding the business case and design of the current proposal. It is also evident from an unsuccessful application from the Rural Development Plan for funding that the prospects for development funding, in its current form, are limited.</p> <p>The 'Gateway Monmouth' project will review all aspects of the current proposal, from which an amended or alternative concept will emerge.</p>
Work to be undertaken	<ul style="list-style-type: none"> - Undertake review of current proposals. - Develop amended or alternative scheme. - Assess opportunities for funding
Cost	To be determined
Timescale	Dependent on funding.
Lead Partners	Monmouthshire County Council (Economic Development)
Key Consultees	<p>Monmouth Town Council</p> <p>Monmouth District Chamber of Trade and Commerce</p> <p>Monmouth Partnership Forum</p> <p>Environment Agency</p> <p>CADW</p> <p>Local Traders</p> <p>Civic Society</p> <p>Highways Authority</p>

Funding	Options to be assessed
Progress	Planning and conservation consent obtained Funding options to be reconsidered in wake of RDP decision

Overlooking the Wye



Location	Overlooking the Wye landscape partnership scheme in the lower Wye Valley embraces 40 projects located in Herefordshire, Gloucestershire and Monmouthshire. The Monmouth projects cover the Kymin, Monmouth Quay and interpretation displays in the proposed Monmouth Welcome Centre.
Objectives	<ul style="list-style-type: none"> - To enhance, protect and promote Monmouth's heritage, natural and cultural assets - Establish and promote Monmouth as a tourism destination. - To create clear, safe and accessible environments for the community.
Key Strategic Drivers	<p>Wye Valley Area of Outstanding Natural Beauty Management Plan 2004-2009</p> <p>Lower Wye Valley Interpretation and Visitor Experience Plan 2005</p> <p>The Wye Valley and Vale of Usk Rural Tourism Growth Area - Action Plan 2002-2008</p>
Description	<p>The Overlooking the Wye project takes a co-ordinated and holistic approach to the historic environment of the Wye Valley. This will include providing new and improved opportunities to visit and view the landscape, new information and interpretation on the heritage, creating new and improved access to heritage sites.</p> <p>The Monmouth aspects will include landscape improvements at the Kymin, conservation of the historic quay side and community involvement in the research and design of the interpretation and display material.</p>
Work to be undertaken	<p>The Kymin</p> <ul style="list-style-type: none"> - Clearance of vegetation. - Gate and railings at perimeter car park. - Improvements to driveway and pathway. - Wall to be built by stables/ wall restoration <p>Monmouth Quay</p> <ul style="list-style-type: none"> - Community engagement with research and design elements. - Murals in subway - Ceramic plaque on wall. - Conservation of quay features (stonework/railings etc.)
Cost	<p>The Kymin - £26,500</p> <p>Monmouth Quay - £51,000</p> <p>Overall project cost - £2, 800, 000</p>
Timescale	<p>Provisional subject to match funding and detailed programme:</p> <p>The Kymin- 2008/2009</p> <p>Monmouth Quay- 2008/2010</p>

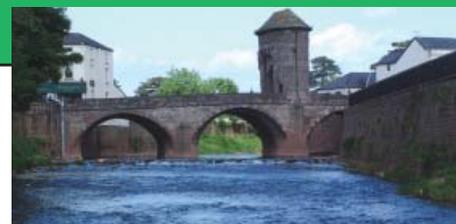
Lead Partner	Wye Valley AONB
Key Consultees	Monmouthshire County Council Monmouth Town Council Monmouth Rowing Club Environment Agency National Trust Highways Authority
Funding	Heritage Lottery Fund (£1, 915, 000 funding approved) National Trust Other sources to be identified
Progress	Stage 2 bid to Heritage Lottery Fund successful Public awareness events underway Project appointments advertised with a view to confirming appointments/posts by Oct 2008

Portal Road Development



Location	Portal Road
Objectives	- To further improve the sustainable economic environment of Monmouth.
Key Strategic Drivers	Unitary Development Plan 'Fresh Directions' Local Economic Development Strategy 2004-2008
Description	The site is located by the A40 behind the garage and has been earmarked for disposal by Monmouthshire County Council. The use proposed for the site is for a hotel or business use. The site could also include coach parking.
Work to be undertaken	Market site opportunity Conclude negotiations Resolve environment issues Develop the site
Cost	Cost of the private development to be determined.
Timescale	To be determined
Lead Partner	Monmouthshire County Council (Estates) Private Sector
Key Consultees	Environment Agency Local Planning Authority Highways Authority Monmouth Town Council Monmouth District Chamber of Trade and Commerce
Funding	Private Sector Finance
Progress	Cabinet decision in March 2008 confirming restrictions on use.

Monnow Bridge Gatehouse



Location	Monnow Bridge
Objectives	<ul style="list-style-type: none"> - To enhance, protect and promote Monmouth's heritage, natural and cultural assets. - Establish and promote Monmouth as a tourism destination.
Key Strategic Drivers	<p>The Wye Valley and Vale of Usk Rural Tourism Growth Area- Action Plan 2002-2008</p> <p>Central Monmouthshire Area Agenda</p>
Description	This project seeks to restore the gatehouse on the Monnow Bridge enabling people to explore its history further, building on successful work already undertaken after the bridge was pedestrianised in 2005.
Work to be undertaken	<ul style="list-style-type: none"> - Funding to be secured - Plans to be drawn up - Restoration work to be undertaken
Cost	£130,000
Timescale	2009 -2012
Lead Partner	Monmouth Partnership Forum
Key Consultees	<p>Monmouthshire County Council</p> <p>CADW</p> <p>Monmouth Town Council</p> <p>Highways Authority</p>
Funding	To be identified
Progress	<p>Structural report and initial plans drawn up.</p> <p>Assessing options for funding.</p>

Visitor Parking



Location	To be determined
Objectives	<ul style="list-style-type: none"> - Establish and promote Monmouth as a tourism destination. - Establish and promote Monmouth as a shopping destination. - To further improve the sustainable economic environment in Monmouth
Key Strategic Drivers	Central Monmouthshire Area Agenda 2006-2009
Description	<p>Parking arrangements within the town centre are perceived to be insufficient to meet the current requirements of the residents and visitors.</p> <p>The continuing growth of the town, emerging retail confidence and potential for increasing visitor demand through projects such as the Shire Hall Renovation Project, cast doubt on the adequacy of provision.</p> <p>The purpose of the project will be to examine existing, and projected, needs of the town, with a view to pursuing a combination of measures that will meet the needs of the town for years to come.</p> <p>This could include:</p> <ul style="list-style-type: none"> • promotion of alternative forms of transport. • extending existing parking provision. • improving linkages between the central shopping area and existing, underutilised, parking - for example through accessible development at key 'nodes' such as the site known as 20-24 Monnow Street. <p>Provision of spaces for coach parking will also be considered.</p>
Work to be undertaken	<ul style="list-style-type: none"> - Conduct needs assessment - Present options paper - Identify development opportunities - Deliver preferred scheme/s
Cost	To be determined
Timescale	To be determined
Lead Partner	Monmouthshire County Council (Highways & Economic Development)
Key Consultees	<p>Monmouth Town Council</p> <p>Monmouth District Chamber of Trade and Commerce</p> <p>Monmouthshire Tourism Alliance</p> <p>Monmouth Partnership Forum</p> <p>CAIR</p>
Funding	To be determined
Progress	<p>Highway consultants employed to assess car and all vehicle parking across Monmouthshire. The data collected as part of this assessment will inform demand and future course of the project.</p> <p>Current developer interest in Monmouthshire County Council owned land at Rockfield Road, and plot alongside the A40.</p>

Monnow Street - New Approaches to Street Design



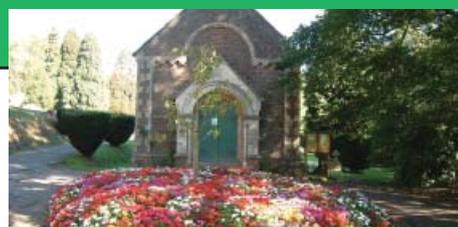
Location	Town Centre
Objectives	<ul style="list-style-type: none"> - To create clear, safe and accessible environments for the community. - Establish and promote Monmouth as a tourism destination. - Establish and promote Monmouth as a shopping destination.
Key Strategic Drivers	'Fresh Directions' Local Economic Development Strategy 2004-2008. Environment Strategy for Wales
Description	<p>The Shire Hall and other town centre projects provide exciting opportunities for the improved presentation of keynote buildings and enhancement of the public realm. For town centre projects to achieve their maximum potential it is important that Monnow Street provides a safe, accessible and attractive pedestrian environment for visitors.</p> <p>The current streetscape is functional, dominated by vehicular traffic and does little to encourage pedestrian visitors to dwell in the town, or overcome its topographical constraints.</p> <p>A scoping study undertaken by Ben Hamilton Baillie in 2008 has provided broad options for consideration, identifying key locations at various points along Monnow Street.</p> <p>The study highlighted the importance to Monmouth of the connectivity of pedestrian linkages to and from the central shopping area and the potential for improving accessibility through sympathetic development along Monnow Street</p>
Work to be undertaken	<p>Assess study undertaken by Ben Hamilton Baillie Associates</p> <p>Consider options</p> <p>Review potential for implementation</p>
Cost	To be assessed
Timescale	Spring 2008-2013
Lead Partner	Monmouthshire County Council, (Highways & Economic Development)
Key Consultees	<p>Welsh Assembly Government</p> <p>Highways Authority</p> <p>Monmouth Town Council</p> <p>Monmouth Partnership Forum</p> <p>Monmouth District Chamber of Trade and Commerce</p>
Funding	<p>Monmouthshire County Council</p> <p>Monmouth Town Council</p> <p>Department of Economy and Transport- Welsh Assembly Government</p>
Progress	<p>Report produced and presented to town stakeholders.</p> <p>Reviewing contents and approach.</p>

Shopmobility



Location	Monmouth Town Centre
Objectives	- To create clear, safe and accessible environments for the community.
Key Strategic Drivers	Community Strategy 2004-2008
Description	To create a shopmobility centre to provide local people and visitors to Monmouth with mobility scooters and wheelchairs to enable them to travel around the town centre. There is also the potential to improve opportunities for countryside mobility.
Work to be undertaken	<ul style="list-style-type: none"> - Identify a suitable location for the centre - Synchronise with other projects being undertaken in the town - Identify suitable funding sources - Apply for funding - Secure funding - Set up the centre and purchase vehicles.
Cost	To be determined
Timescale	To be determined
Lead Partner	Action 50+
Key Consultees	<p>Monmouthshire County Council Highways Authority Monmouth Town Council Monmouth Partnership Forum CAIR</p>
Funding	Funding for feasibility study from Monmouth Town Council.
Progress	<p>Action 50+ co-ordinating meetings of potential partners ongoing. Options being investigated Currently at feasibility stage.</p>

Monmouth Cemetery Chapel



Location	Monmouth Cemetery
Objectives	<ul style="list-style-type: none"> - To enhance, protect and promote Monmouth's heritage, natural and cultural assets. - Establish and promote Monmouth as a tourism destination. - To create clear, safe and accessible environments for the community.
Key Strategic Drivers	<p>The Wye Valley and Vale of Usk Rural Tourism Growth Area- Action Plan 2002-2008</p> <p>Central Monmouthshire Area Agenda</p>
Description	<p>The project will restore the chapel at Monmouth cemetery and create a genealogy and interpretation centre. This will enable locals and visitors alike to explore their own family history and discover what it was like to live in Monmouth in the past.</p>
Work to be undertaken	<ul style="list-style-type: none"> - Historical Investigations - Suppliers for materials sought - Training workshops identified for roof and stone work. - Restoration work to be undertaken - Installation of interpretation boards and computers
Cost	£150,000
Timescale	November 2010
Lead Partner	Friends of Monmouth Cemetery
Key Consultees	<p>Monmouthshire County Council</p> <p>Monmouth Partnership Forum</p> <p>Monmouth Town Council</p>
Funding	<p>Monmouthshire County Council</p> <p>Rural Development Plan for Wales (RDP)</p>
Progress	<p>RDP funding application successful.</p> <p>Works to commence 2008/9</p> <p>Plans and permissions being processed</p>

Monmouth Links



Location	Eight routes in and around Monmouth.
Objectives	<ul style="list-style-type: none"> - To create a sustainable and healthy environment for the community. - To create clear, safe and accessible environments for the community.
Key Strategic Drivers	Unitary Development Plan Local Transport Plan School Travel Plans Rights of Way Improvement Plan Community Strategy 2008-2012 Central Monmouthshire Area Agenda 2006-2009
Description	<p>The project involves the improvement of eight walking/cycling routes in and around Monmouth through signage, improved surfacing and a more comprehensive development.</p> <p>The routes would provide walking and cycling links to Wyesham, two schools, the Wye Valley Walk, the new Monmouth Showground, north to Symonds Yat along the Peregrine path and south to Redbrook and beyond.</p> <p>The project will also involve restoration of the old iron railway bridge over the Wye to create an off road route into town and a new foot/cycle bridge over the river Monnow from Monmouth bus station to Vauxhall Fields and Drybridge Park.</p>
Work to be undertaken	<p>The first phase of the project will restore the Duke of Beaufort Iron Bridge. This will involve:</p> <ul style="list-style-type: none"> - Confirming licences, land leases and access routes to the bridge. - Draw up construction brief. - Commission work to be undertaken. - Undertake restoration of the bridge. <p>Future phases are to be determined.</p>
Cost	£3.5 million (minimum for all eight routes) £250,000 of funding confirmed
Timescale	2008-2013 5 year scheme for phase 1 from grant awarded.
Lead Partner	Monmouth Links Board
Key Consultees	Monmouthshire County Council Monmouth Town Council Monmouth Partnership Forum Sustrans Wye Valley AONB
Funding	Big Lottery funding secured as part of Connect 2 Project RDP application unsuccessful - awaiting further information Other funding to be identified.
Progress	<ul style="list-style-type: none"> - Public consultation taken place. - A master plan created. - Scheme publicised - Funding successful from Connect 2 Sustrans bid for the Big Lottery's People Millions. - Memorandum of understanding between MCC and Sustrans signed.

Sustainable Monmouth



Location	Monmouth
Objectives	<ul style="list-style-type: none"> - To create a sustainable and healthy environment for the community - To further improve the sustainable economic environment in Monmouth
Key Strategic Drivers	<p>Monmouthshire Community Strategy 2008-2012 Central Monmouthshire Area Agenda 2006-2009 Environment Strategy for Wales MCC Strategy on Climate Change and Sustainable Energy MCC Waste Strategy</p>
Description	<p>There is a growing recognition of the need to embrace the sustainability agenda across all areas of civic life.</p> <p>From the impact of climate change, to the depletion of oil reserves. From recycling to sustainable energy production and local production, there is a wholesale re-evaluation of practices and priorities. This is particularly evident in Monmouth where discussion documents circulated by the Partnership Forum and others seek to prompt wide ranging discussions that will shape Monmouth as an exemplar transition town. The overarching aim being to achieve legislative targets of a 40% reduction in emissions by 2020 and 80% by 2050.</p> <p>Sustainable Monmouth is an 'umbrella' project comprising of existing and emerging initiatives that have been agreed amongst partners in the town, aimed at enhancing the sustainability of Monmouth and reducing the town's carbon footprint.</p> <p>From small initiatives such as promotion of re-usable shopping bags to more ambitious aspirations to reduce waste and energy consumption, there is a desire to take every opportunity to find local solutions to global problems.</p> <p>The project will identify realistic objectives and timescales to improve the economic and environmental sustainability of the town.</p>
Work to be undertaken	To be determined
Cost	To be determined
Timescale	To be determined
Lead Partner	<p>Monmouthshire County Council Monmouth Partnership Forum.</p>
Key Consultees	<p>Monmouth Town Council Monmouth and District Chamber of Trade and Commerce Monmouth Partnership Forum Transition Monmouth</p>
Funding	To be determined
Progress	<p>Monmouth Adopts Transition Town Status Sept 2008 Green Travel Day held Sept 2008</p>

Slaughterhouse Arches



Location	Slaughterhouses below Priory Street
Objectives	<ul style="list-style-type: none"> - To enhance, protect and promote Monmouth's heritage, natural and cultural assets. - To create clear, safe and accessible environments for the community. - To create a sustainable and healthy environment for the community. - Establish and promote Monmouth as a tourism destination.
Key Strategic Drivers	Community Strategy 2008-2012
Description	<p>The Slaughterhouse Arches provide an important historic reference point in the town. Not only its connection with the town's livestock 'industry', but as a significant Victorian architectural structure in its own right (an early 'by-pass', allowing traffic to avoid Church Street).</p> <p>Coupled with its location opposite Vauxhall Fields and the potential for a riverside walk connection, there is significant potential to dramatically improve this much overlooked piece of Monmouth's heritage.</p> <p>Various options have been considered in the past, but the extent of dilapidation and competing priorities have meant that no progress has been made.</p> <p>The project will investigate the feasibility of options for the site and the potential for implementation funding, including the necessary protected species surveys and consultations.</p>
Work to be undertaken	<p>Identify funding to undertake feasibility study and develop brief</p> <p>Undertake feasibility study.</p> <p>Obtain consents and identify funding streams for delivery</p>
Cost	To be determined
Timescale	To be determined
Lead Partner	<p>Monmouth Partnership Forum</p> <p>Monmouthshire County Council</p>
Key Consultees	<p>Monmouth Town Council</p> <p>Monmouth District Chamber of Trade and Commerce</p> <p>Cadw</p> <p>Environment Agency</p> <p>Countryside Council for Wales</p>
Funding	To be determined
Progress	

Connect Monmouth



Location	To be determined
Objectives	<ul style="list-style-type: none"> - To create clear, safe and accessible environments for the community. - To create a sustainable and healthy environment for the community - To further improve the sustainable economic environment in Monmouth.
Key Strategic Drivers	SEWTA Draft Regional Transport Plan 2008
Description	<p>Compared with other towns within the County, public transport connections to Monmouth are extremely limited. There is no rail service and national coach companies are reluctant to improve their service to the town, without improved coach stop facilities. Existing, local bus services are limited and underutilised.</p> <p>In line with the Draft Regional Transport Plan, 'Connect Monmouth' will allow consideration of a number of initiatives which promote and improve existing public transport provision with a view to improving sustainable transport within the region.</p> <p>One initial task will be to secure funding to investigate the feasibility for the provision of a coach stop within the town, acceptable to a national coach service operator. A potential site has been identified at Dixon Roundabout but is subject to a more detailed assessment</p>
Work to be undertaken	<p>Identify Funds</p> <p>Carry out feasibility study</p>
Cost	To be determined
Timescale	To be determined
Lead Partner	Monmouth and District Chamber of Trade and Commerce
Key Consultees	<p>National Express</p> <p>Monmouthshire County Council</p> <p>Monmouth Town Council</p> <p>Monmouth Partnership Forum – Sustainable Transport Group</p> <p>Wye Valley AONB</p> <p>SEWTA</p> <p>Wye Valley and Forest of Dean Tourism Assoc.</p>
Funding	To be determined
Progress	

20-24 Monnow Street



Location	20-24 Monnow Street
Objectives	<ul style="list-style-type: none"> - To create clear, safe and accessible environments for the community. - Establish and promote Monmouth as a shopping destination. - To further improve the sustainable economic environment in Monmouth.
Description	<p>Commercial success for market towns depends on the coherence, continuity and connectivity of the retail centre.</p> <p>Constrained by the Rivers Wye and Monnow, the historical development of the town has produced a well-defined, linear pattern of trading activity along Monnow Street, with limited pedestrian connections to parking and other facilities to the rear of central shopping area.</p> <p>Limited connectivity has resulted in imbalanced use of parking and missed opportunities to add variety and interest to the retail offer, through 'arcades and alleyways', associated with other market towns.</p> <p>A site has been identified at 20-24 Monnow Street which potentially offers the opportunity to add an additional pedestrian link to Monnow Street, which in turn would improve the distribution of usage amongst the towns car parks.</p> <p>Combined with the prospect of improvements to rear servicing and access to Chippenham Fields and Nelson Gardens, appropriate and sympathetic development, that recognizes the statutory protection of the buildings and location in the conservation area, could improve accessibility and enhance the towns shopping experience</p>
Work to be undertaken	<p>Apply for relevant statutory consents</p> <p>Undertake development</p>
Cost	To be determined
Timescale	To be determined
Lead Partner	Private Developer
Key Consultees	<p>Local Planning Authority</p> <p>Monmouth Town Council</p> <p>Monmouth Partnership Forum</p> <p>Monmouth District Chamber of Trade and Commerce</p> <p>Monmouthshire County Council</p>
Funding	Private Sector Finance
Progress	Planning proposals prepared

What Happens Next?



In developing this plan and identifying the projects, it is evident that some projects are at an advanced stage and are immediate priorities, whilst others are longer term aspirations which require further planning and development. Indeed, some are a statement of intent on the part of the town, that will, in practice, comprise of a number of composite projects i.e. Sustainable Monmouth.

The document is not intended to be an inanimate manuscript but a 'living' programme, within which the projects themselves will mature and evolve, as will the scope, remit and process for delivery.

Monmouthshire County Council will clearly have a central role to play, at member and officer level, however the authority is realistic about the capital, revenue and wider resourcing required to deliver the plan as a whole. The authority also recognises that there are partner organisations within the town that are better placed in terms of skills, knowledgebase and resources to deliver certain projects.

Therefore, the ability to deliver the plan will depend upon the respective partner organisations within the town, having confidence in its ambition and sharing a commitment to deliver. Consequently, each of the projects is assigned a lead partner with primary responsibility for the delivery of that project.

Steering Group

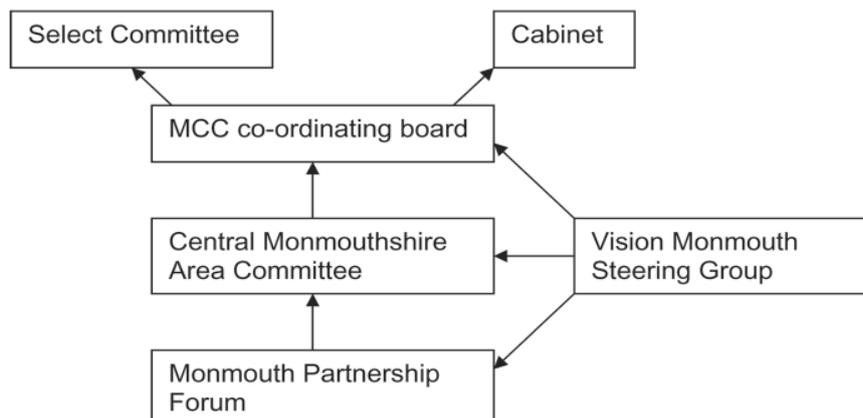
Notwithstanding this, Monmouthshire County Council recognises the pivotal role it will play in delivering a number of key, related, projects.

Whilst Monmouthshire County Council remains active in existing partnership organisations within the town, it recognises the need to establish a delivery mechanism that is both corporately owned by Monmouthshire County Council yet allows real engagement with its partners including the Monmouth Partnership Forum, Town Council, the Monmouth District Chamber of Trade and Commerce etc.

It is therefore suggested that a 'Steering Group', is established to co-ordinate delivery of component projects and oversee the progress of Vision Monmouth.

The group will comprise officers relevant to the projects identified for delivery, together with 3 representatives from key partner organisations in the town (1 each from the Monmouth Town Council, Monmouth Partnership Forum and Monmouth District Chamber of Trade and Commerce). The Chair of the Central Monmouthshire Area Committee will have a standing invitation to attend.

The relationship between the steering group and formal decision making structures within MCC is as follows:



Vision Monmouth Steering Group



Aim

To ensure a coherent and strategic approach to the development of a number of projects in the town of Monmouth embodied in the document '*Vision Monmouth*'

Objectives

1. To share information about what is needed to achieve the successful completion of identified projects.
2. To ensure consultation and communication regarding the plan and its component projects, promoting transparency and engagement.
3. To specifically identify funding opportunities in order to maximise financial resources.
4. To identify any other "resources" including local/national expertise that can assist project development.
5. To prepare briefings, reports for County Councillors, other authority members, member committee's etc- when required.
6. To oversee and update the document 'Vision Monmouth' as required

Membership

Chair of Central Monmouthshire Area Committee to have a standing invitation to attend group meetings (Local members to be invited at discretion of chair).

Representatives from:

Monmouth Town Council,

Monmouth District Chamber of Trade and Commerce

Monmouth Partnership Forum

Jenny Lewis, Area Manager, Central Monmouthshire

Colin Phillips, Regeneration Officer

Nicola Smith, Principle Tourism Officer

Keith Davies, Estates

Paul Keeble, Highway Manager

Frequency

- every two months or as required

Venues

- To be determined.

Useful Documents

- People, Places, Futures – The Wales Spatial Plan
- The Environment Strategy for Wales
- SEWTA Draft Regional Transport Plan 2008
- The Wye Valley and Vale of Usk Rural Tourism Growth Area – Action Plan 2002-2008
- Monmouthshire Community Strategy 2008-2012
- Unitary Development Plan (2006)
- Fresh Directions: Economic Development Strategy and Action Plan 2004-2008
- MCC Climate Change and Sustainable Energy Strategy 2008
- MCC Waste Strategy
- Central Monmouthshire Area Agenda 2006-2009
- Monmouth on the Move 2004-2007
- Monmouth Regeneration Project, Consultants Report- Ove Arup (1999)