

BETA

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Section 1: Introduction questions

Check your answers for this section

What is the legal name of the lead applicant organisation?

Monmouthshire County Council

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Where is your bid being delivered?

Wales

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/1?fastForward=653001ce-792d-42c7-9650-297fb3ae587b&cameFromPageIdx=15#fdls1_q1_3_7_whereIsBidBeingDeliveredII\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/1?fastForward=653001ce-792d-42c7-9650-297fb3ae587b&cameFromPageIdx=15#fdls1_q1_3_7_whereIsBidBeingDeliveredII)

Select your local authority

Monmouthshire (Sir Fynwy)

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Enter the name of your bid

Monmouth – Revitalising the Heart of Monmouth

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Does your bid contain any projects previously submitted in round 1?

Yes

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Bid manager contact details

Full name

Daniel Fordham

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/1?fastForward=d9af9253-036d-420d-aae3-47a05fd93e69&cameFromPageIdx=15#fdlbidManagerNameI\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/1?fastForward=d9af9253-036d-420d-aae3-47a05fd93e69&cameFromPageIdx=15#fdlbidManagerNameI)

Position

Regeneration Manager

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Telephone number

07890 024489

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[2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/1?fastForward=d9af9253-036d-420d-aae3-47a05fd93e69&cameFromPageIdx=15#fdlbidManagerTelephoneNumberll](https://apply-for-levelling-up-fund-round-2/-/1?fastForward=d9af9253-036d-420d-aae3-47a05fd93e69&cameFromPageIdx=15#fdlbidManagerTelephoneNumberll))

Email address

danielfordham@monmouthshire.gov.uk

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Postal address

County Hall
The Rhadyr
Usk
Monmouthshire
NP15 1GA

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Senior Responsible Officer contact details

Full name

Mark Hand

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Position

Head of Placemaking, Regeneration, Highways and Flooding

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Telephone number

07773478579

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Email address

markhand@monmouthshire.gov.uk

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Chief Finance Officer contact details

Full name

Peter Davies

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Telephone number

01633 644644

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/1?fastForward=f0604ff7-02f1-4e32-a925-f036aad4ccae&cameFromPageIdx=15#fdlcfoTelephoneNumberII\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/1?fastForward=f0604ff7-02f1-4e32-a925-f036aad4ccae&cameFromPageIdx=15#fdlcfoTelephoneNumberII)

Email address

peterdavies@monmouthshire.gov.uk

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Local Authority Leader contact details

Full name

Mary Ann Brocklesby

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Position

Leader of the Council

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Telephone number

01633 644644

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Email address

maryannbrocklesby@monmouthshire.gov.uk

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Enter the name of any consultancy companies involved in the preparation of the bid

Chris Jones Regeneration
Arup

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Enter the total grant requested from the Levelling Up Fund

£16304622

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Investment themes

Regeneration and town centre

78.6%

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Cultural

21.4%

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Transport

0%

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Section 2: Eligibility and gateway criteria

Check your answers for this section

Which bid allowance are you using?

Full constituency allowance

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How many component projects are there in your bid?

3

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Are you submitting a joint bid?

No

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Grant value declaration

I am submitting a bid as a single applicant and can confirm that the bid overall does not exceed £20 million grant value

Tick to confirm

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Gateway criteria: costings, planning and defrayment

I confirm that some LUF grant funding will be defrayed in the 2022/23 financial year

Tick to confirm

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Costings and Planning Workbook

LUF_Package_Bid_Costings__Planning_Workbook_V2.00newmonmouth202207029clt.xlsx

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Section 3: Bid Summary

Check you answers for this section

Provide bid name

Monmouth – Revitalising the Heart of Monmouth

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Provide a short description of your bid

Monmouth is a beautiful town with superb history and attractions, but its town centre is currently suffering from a downturn due to the pandemic, the rise in online shopping and the exit of multiples. This bid aims to change that with a three-pronged approach to restoring the towns fortunes via three linked projects which when combined will rejuvenate the very heart of Monmouth, restore pride in its incredible civic buildings, set up vacant space as co-working spaces and create a stunning entrance to the Town, showcasing the historic Monnow bridge. This will bring significant economic benefits to Monmouth for years to come.

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Provide a more detailed overview of your bid proposal

Monmouth is a market town and historic county town of Monmouthshire in South Wales. Whilst it has been a popular visitor destination and cultural centre for many years, there are compelling reasons why investment is required now:

- **Economic fragility:** Its future prosperity is increasingly fragile as signs of deterioration are apparent due to its location and physical setting. The town centre vacancy rate has sharply increased from 4.9% in 2016 to over 15.5% in 2021, now exceeding the UK average. This is starting to render the town centre unattractive to visitors and deterring new occupiers, which is compounded by an ageing population and lack of youth retention.
- **Regional deprivation:** Monmouth is an important entry point to east Wales and wider Cardiff Capital Region. It has the potential to strengthen its catalytic effect: attracting visitors, generating economic activity, and creating employment opportunities. Areas in south Wales are amongst the most deprived in the country according to the Welsh Index of Multiple Deprivation, and Monmouth itself includes pockets of significant deprivation with the Overmonnow 2 LSOA ranked 425/1909 in Wales.
- **Cross-border activity:** Monmouth is two miles from the Wales-England border and is a focal point for cross-border activity through education, employment, trade and leisure. This set of proposals represent an opportunity to reinforce and strengthen these relationships and build upon those important links for the benefit of communities on both sides of the border.

The prospect of revitalising Monmouth's role in the sub-region and reinventing how a rural borders market town might operate and thrive has prompted the development of a package bid comprising:

1. **Shire Hall Improvement** – To reconfigure and improve this existing underutilised Grade I listed public building to enhance its role as a visitor attraction, community and learning hub and develop a cohesive and high-quality attractor within the higher area of the town centre. This will include the relocation of Monmouth Museum from Market Hall into Shire Hall to develop an enhanced cultural offer. A feasibility study was undertaken in May 2021 and a vision is also attached.
2. **Arrival and Making the Connection - Public Realm Enhancement** – Blestium St and Monnow St. Enhancement of the town's main arrival point and its primary footfall areas will create a more attractive space for visitors, businesses and residents. The project will include a visitor centre and active travel routes.
3. **Market Hall Redevelopment** – Relocating Monmouth Museum to the Shire Hall allows for the redevelopment of this Grade II listed Market Hall. The project

will involve internal fit out and some structural improvements to support the change of use to a local enterprise, co-working, business support and outreach hub.

The Shire Hall and Market Hall are amongst Monmouth's key assets, with potential to support cultural and economic activity, attract a younger demographic, and diversify the visitor base. Investment in these new community assets, alongside an enhanced arrival space and public realm, will strengthen and diversify the offer within the town centre, leading to a more cohesive and resilient town economy.

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=e3ea3029-07ea-413a-af1a-9441004d5496&cameFromPageldx=61#fdls3_q3_2_provideAMoreDetailedOverviewOfTheBidProposalll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=e3ea3029-07ea-413a-af1a-9441004d5496&cameFromPageldx=61#fdls3_q3_2_provideAMoreDetailedOverviewOfTheBidProposalll)

Provide a short description of the area where the investment will take place

The town of Monmouth is in the north eastern corner of the County, some two miles from the English county of Herefordshire. It is located on the A40 which connects south east Wales with the Midlands region. It has no railway station with a town bus station providing local, regional and national bus and coach services. The town has a population of c.12,000, and acts as a rural service centre for the outlying villages of Mitchel Troy, Redbrook, Rockfield, Trellech and Wye Valley communities.

The wider town of Monmouth is shown in the spatial plan in appendix A with the River Wye creating physical severance between Wyesham to the east and the remainder of the town to the west. Employment is predominantly outside of the town centre, with a mixture of small manufacturing, service, office-based industry on Wonastow Road and Hadnock Road. The town has a strong educational function with a number of schools, and has a notable history associated with Henry V and Agincourt, Charles Rolls and more recently with Rockfield recording studio.

The main development constraint for the town is the proximity to its rivers, with Monmouth known for flooding risk to the east with the River Wye breaching its banks on a number of occasions. The River Monnow and Trothy also flow into the Wye at Monmouth.

The area of the intended LUF investment is the town centre which is shown in appendix A. The town centre is bordered by the River Monnow to the west and

north and by Chippenham playing fields/A40 to the south with it gently rising to St Mary's Church on its eastern edge. The three projects that form part of the package bid are shown in green and labelled.

Arrival and Making the Connection - Public Realm Enhancement is located on the main vehicular arrival into the town centre from the south west. Travelling over the new Monnow bridge, visitors to the town arrive in Blestium Street and the main long stay car park. The area is alongside the ancient Monnow bridge, the only remaining mediaeval fortified river bridge in Great Britain with its gate tower still standing in place. The existing space is dominated by an unsightly toilet block, the hardscape of the car park area. The river Monnow is inaccessible here in spite of its proximity, and the general public realm lacks quality or cohesion as a place of arrival. The space adjoins the traffic dominated Monnow Street that provides a long sweeping route to Agincourt Square, where the remaining two LUF projects are located.

Shire Hall Improvement and Market Hall Redevelopment are in the Agincourt Square and Priory Street area of the town centre, which is the original marketplace of the town, formed from the bailey of Monmouth castle. These two heritage assets have significant physical presence, yet do not contribute with positive activity and do not draw visitors through from Monnow Street, resulting in footfall tapering off, reduced economic activity with the place performing well below its potential.

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=142795dc-aa22-4d17-b75d-cd0a2a512e2f&cameFromPageIdx=61#fdls3_q3_3a_pleaseProvideAShortDescriptionOfTheAreaWhereTheInvestmentWillTakePlacell\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=142795dc-aa22-4d17-b75d-cd0a2a512e2f&cameFromPageIdx=61#fdls3_q3_3a_pleaseProvideAShortDescriptionOfTheAreaWhereTheInvestmentWillTakePlacell)

Optional Map Upload

Monmouth_A3_ProjectLocations.pdf

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=142795dc-aa22-4d17-b75d-cd0a2a512e2f&cameFromPageIdx=61#fdls3_q3_3b_optionalMapUploadfileName\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=142795dc-aa22-4d17-b75d-cd0a2a512e2f&cameFromPageIdx=61#fdls3_q3_3b_optionalMapUploadfileName)

Does your bid include any transport projects?

No

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?)

Provide location information

Location 1

Enter location postcode

NP25 3DY

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5a_LocationPostcodeII0\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5a_LocationPostcodeII0)

Enter location grid reference

SO 50752 12854

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5b_LocationGridReferenceII0\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5b_LocationGridReferenceII0)

Percentage of bid invested at the location

21%

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5c_percentageOfBidInvestedAtTheLocationII0\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5c_percentageOfBidInvestedAtTheLocationII0)

Optional GIS file upload for the location

Shire Hall Improvement.zip

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5d_optionalGISFileUploadFileNameII0\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5d_optionalGISFileUploadFileNameII0)

Location 2

Enter location postcode

NP25 3EQ

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5a_LocationPostcodell1\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5a_LocationPostcodell1)

Enter location grid reference

SO 50564 12603

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5b_LocationGridReferencell1\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5b_LocationGridReferencell1)

Percentage of bid invested at the location

52%

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5c_percentageOfBidInvestedAtTheLocationll1\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5c_percentageOfBidInvestedAtTheLocationll1)

Optional GIS file upload for the location

Arrival and Making the Connection.zip

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5d_optionalGISFileUploadfilenamel1\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5d_optionalGISFileUploadfilenamel1)

Location 3

Enter location postcode

NP25 3XA

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?)

[fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5a_LocationPostcodeI12\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5a_LocationPostcodeI12)

Enter location grid reference

SO 50764 12961

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Percentage of bid invested at the location

27%

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5c_percentageOfBidInvestedAtTheLocationI12\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5c_percentageOfBidInvestedAtTheLocationI12)

Optional GIS file upload for the location

The Market Hall Redevelopment.zip

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5d_optionalGISFileUploadIfileI12\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=c34f6108-9fb2-4f53-a3d7-763621de1177&cameFromPageIdx=61#fdls3_3_5d_optionalGISFileUploadIfileI12)

Select the constituencies covered in the bid

Constituency 1

Constituency name

Monmouth

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=0723c6e9-cb5e-410a-9fd9-3859d4f836fa&cameFromPageIdx=61#fdls3_3_5e_ConstituencyI10\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=0723c6e9-cb5e-410a-9fd9-3859d4f836fa&cameFromPageIdx=61#fdls3_3_5e_ConstituencyI10)

Estimate the percentage of the bid invested in this constituency

100%

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=0723c6e9-cb5e-410a-9fd9-3859d4f836fa&cameFromPageIdx=61#fdls3_3_5e_ConstituencyPercentII0\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=0723c6e9-cb5e-410a-9fd9-3859d4f836fa&cameFromPageIdx=61#fdls3_3_5e_ConstituencyPercentII0)

Select the local authorities covered in the bid

Local Authority 1

Local authority name

Monmouthshire (Sir Fynwy)

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Estimate the percentage of the bid invested in this local authority

100%

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=b48fd4a2-028e-4fb3-84ea-a412f547f5bd&cameFromPageIdx=61#fdls3_3_5f_LocalAuthorityPercentII0\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=b48fd4a2-028e-4fb3-84ea-a412f547f5bd&cameFromPageIdx=61#fdls3_3_5f_LocalAuthorityPercentII0)

Sub-categories that are relevant to your investment

Select one or more regeneration sub-categories that are relevant to your investment

Commercial

Civic

Residential

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=cb30c3d4-8aff-472c-9cce-b70f42580c1e&cameFromPageIdx=61#fdls3_3_6a_RegenerationSubcategoriesII\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=cb30c3d4-8aff-472c-9cce-b70f42580c1e&cameFromPageIdx=61#fdls3_3_6a_RegenerationSubcategoriesII)

Select one or more cultural sub-categories that are relevant to your

investment

Arts and Culture

Visitor Economy

Heritage buildings and sites

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=cb30c3d4-8aff-472c-9cce-b70f42580c1e&cameFromPageIdx=61#fdls3_3_6b_CulturalSubcategoriesII\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=cb30c3d4-8aff-472c-9cce-b70f42580c1e&cameFromPageIdx=61#fdls3_3_6b_CulturalSubcategoriesII)

Select one or more transport sub-categories that are relevant to your investment

Active Travel

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=cb30c3d4-8aff-472c-9cce-b70f42580c1e&cameFromPageIdx=61#fdls3_3_6c_TransportSubcategoriesII\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=cb30c3d4-8aff-472c-9cce-b70f42580c1e&cameFromPageIdx=61#fdls3_3_6c_TransportSubcategoriesII)

Provide details of any applications made to other funding schemes for this same bid that are currently pending an outcome

The following funding applications are pending:

Shire Hall Improvement

All of the match funding for this submission is from the County Council's capital programme.

Please note there is a separate and complementary bid being made to National Lottery Heritage Fund, which would support enhanced activities, community engagement and outreach programme. A decision on the development funding is expected in early 2023.

Arrival and Making the Connection – Blestium St/Monnow St

Welsh Government Active Travel monies would be sought in the autumn of 2022 for 2023/24 as a part contribution towards this project. This is shown within the workbook document. In the interim, the County Council would underwrite this contribution until such time the Active Travel grant is secured.

The Market Hall Redevelopment

All of the match funding for this submission is from the County Council's capital programme.

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=6dcc0f10-3cf2-4e25-8c8c-7373c82ab0d9&cameFromPageIdx=61#fdls3_3_8_applicationsPendingOutcomell\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=6dcc0f10-3cf2-4e25-8c8c-7373c82ab0d9&cameFromPageIdx=61#fdls3_3_8_applicationsPendingOutcomell)

Provide VAT number if applicable to your organisation

GB 655 5436 19

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=0d8de9e9-3d3a-4459-a2c0-f27bf2c12e97&cameFromPageIdx=61#fdls3_3_9_provideVATNumberIfApplicableToYourOrganisationll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/48?fastForward=0d8de9e9-3d3a-4459-a2c0-f27bf2c12e97&cameFromPageIdx=61#fdls3_3_9_provideVATNumberIfApplicableToYourOrganisationll)

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Section 4: Equalities

Check your answers for this section

Bidders are invited to outline how their bid will promote good community relations, help reduce disparities amongst different groups, or strengthen integration across the local community

As the strategic case has shown, Monmouth is facing significant economic challenges that are undermining its role and function as a rural service centre. Its higher than average vacancy rate of 20% and physical environmental challenges are limiting its performance and resilience to change. There is also anxiety from town centre businesses and organisations with a need for an integrated set of interventions that helps enhance the physical environment, creates generators of activity and maximises its heritage and cultural offer. This opportunity provides a common ground for relationship building between civic organisations, interest groups, commerce and the County and Town Councils and a platform for future ways of working and delivery.

Whilst hidden from visitors, the town centre is also close to neighbourhoods such as Overmonnow which is facing deprivation issues with economic inactivity, low educational attainment and poorer than average health barriers to prosperity. A successful LUF bid would provide pathways for residents that would enhance their skills and employability leading to greater community cohesion as well as improved economic prospects within the town. The Market Hall project would be a hub for training, networking and a springboard for grow on enterprises as well as community support. The Shire Hall project will also provide channels for education, volunteering and community activity that would include those that are inactive as well as a diversity of community groups.

The Monmouth submission therefore bridges physical gaps in the town but

importantly presents an integrated pathway of opportunities for all sectors of the community.

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Section 5: Subsidy control and state aid analysis

Check your answers for this section

Is the support provided by a ‘public authority’ and does the support constitute a financial (or in kind) contribution such as a grant, loan or guarantee?

Yes

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/77?fastForward=54dee8f4-73fd-4341-aa03-cfa8a2c6d591&cameFromPageIdx=109#fdlq2b_1_1_isSupportPublicAuthorityII\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/77?fastForward=54dee8f4-73fd-4341-aa03-cfa8a2c6d591&cameFromPageIdx=109#fdlq2b_1_1_isSupportPublicAuthorityII)

Does the support measure confer an economic advantage on one or more economic actors?

No

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/77?fastForward=31820d10-0f74-44b1-b04a-bcb1980e947f&cameFromPageIdx=109#fdlq2b_1_2_doesSupportConferEconomicAdvantageII\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/77?fastForward=31820d10-0f74-44b1-b04a-bcb1980e947f&cameFromPageIdx=109#fdlq2b_1_2_doesSupportConferEconomicAdvantageII)

Provide further information supporting your answer

No, the proposal is to improve public infrastructure (the public realm) and publicly owned premises for the benefit of locals and visitors alike.

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Is the support measure specific insofar as it benefits, as a matter of law or fact, certain economic actors over others in relation to the production of certain goods or services?

No

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Provide further information supporting your answer

No, as per previous response.

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Does the support measure have the potential to cause a distortion in or harm to competition, trade or investment?

No

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Provide further information supporting your answer

No, as per previous response.

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Will you be disbursing the funds as a potential subsidy to third parties?

No

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Section 6: Strategic Fit

Check your answers for this section

Has an MP given formal priority support for this bid?

Yes

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Full name of MP

David TC Davies

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MP's constituency

Monmouth

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Upload pro forma 6

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Describe what engagement you have undertaken with local relevant stakeholders. How has this informed your bid and what support do you have from them?

The engagement and participation approach to place-based regeneration in Monmouth was initiated in 1997 as part of the County Council's Three Towns Initiative with an action plan centred in ways to enhance the physical fabric, improving linkages and using its rich history and culture as part of its identity and draw to visitors.

Since the early 2000s, a number of town centre management regeneration initiatives have taken place which has worked to include the local Town Council, Chamber of Commerce, Civic Society and other stakeholder interests.

Some of the key engagement highlights are outlined below:

- Gateway Monmouth consultation 2014 – engagement activities undertaken by Monmouthshire County Council (MCC) on the vision and options development for Gateway Monmouth. The proposals were part of a planning application at Blestium St, which did not progress, to enhance the gateway into Monmouth town centre. It involved various workshops, surveys and public consultation.
- Monmouth Museum – A planning workshop undertaken with MonLife in February 2021 on the 'ambitions and audience' for the Monmouth Museum. The purpose of this engagement was to understand the future direction of Monmouth Museum and how the town can develop an enhanced cultural offer. It formed part of the completion of the feasibility study for Shire Hall. Following these further actions and engagement to support the development of Shire Hall have been undertaken, including community consultation, focus groups, young person's advisory panel, developing the digital offer and targeted activities to engage with a wider range of audiences.
- Local Strategies – A range of consultation has taken place on a number of local strategies such as Monmouthshire Destination Plan 2017-2020, Vale of Usk Local Development Strategy 2021, and Monmouthshire Corporate Business Plan 2017-2022.
- Agincourt Square public realm – The consultation undertaken on Agincourt Square helped guide the proposals for Monnow Street and Blestium Street. A diverse group of stakeholders (county and town councils, disabled groups, civic society, chamber of commerce, schools) and the public were engaged in

developing the concepts and detailed details for the town public realm.

Future Engagement

- For Shire Hall we will ensure co-creation of our learning programmes through the establishment of a panel of teachers, FE and HE providers and business leaders. We will establish a Family Forum to develop ideas for robust and relevant family learning programmes. Building on current engagement we will establish a young people's panel, which will be involved in planning events and programmes.
- The future use of Market Hall has benefited from early conversations amongst officers, members and key stakeholders but detailed engagement with local business and community leaders will follow. A study on how rural businesses might work in the future has already prompted further work on the feasibility of a town based working hub being most suited to serve rural businesses. Market Hall has been earmarked as an option for such a use.

For further details see reports of consultation in appendix C.

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Has your proposal faced any opposition?

As shown throughout the range of engagement activities that have been undertaken as stated in 4.2.1, there is strong support from the public and stakeholders to regenerate and revitalise the town centre. To date there has been no controversial aspects or aspects not supported by the community.

The continuation of the public realm proposals from Agincourt Square into Monnow St has been subject to comprehensive consultation which is appended to this submission. Much of the debate has been about reaching consensus on ensuring the town centre is convenient to use as a rural service centre whilst shifting the priority to pedestrians and cyclists rather than the motorist by widening the footpaths and presenting a people friendly environment.

Further engagement with stakeholders and the public will be undertaken on the projects as they progress into delivery. Specifically, the County Council has had active dialogue with the Chamber of Commerce on parking provision and is moving towards a joint solution that was discussed through the recent town workshop session.

Please see letters of support within Appendix N.

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Do you have statutory responsibility for the delivery of all aspects of the bid?

Yes

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Provide evidence of the local challenges / barriers to growth and context that the bid is seeking to respond to

Monmouth's future prosperity is increasingly fragile as signs of deterioration become apparent.

At a regional level, the town is an important entry point to east Wales including Brecon Beacons, the Valleys and the wider Cardiff Capital Region. There is the potential to strengthen its catalytic effect: attracting visitors, generating economic activity, and creating employment opportunities. In the context of pockets of hidden deprivation in the town and rural hinterland, it is vital that this potential is maximised.

Monmouth is also a focal point for cross-border activity through education, employment, trade and leisure. The town acts as a hub with public transport links to destinations such as Gloucester; Newport; Hereford; Abergavenny and Ross-on-Wye. Our proposals represent a unique opportunity to strengthen and build upon those important links for the benefit of communities on both sides of the border.

The socioeconomic disparities that are present in Monmouthshire, and in Monmouth in particular, are often obscured, with the more affluent wards masking those that are more deprived. House prices in Monmouth are high, for example with four wards among the 10 most expensive in the county. But two wards are among the 10 least expensive – with the least expensive of all in Overmonnow (shown in map), which is in the 30% most deprived LSOAs in

Wales.

In 2021, 15.4 of all units within Monmouth's central shopping area were vacant, the highest proportion on record, following a rise in 2019. The steepest climb in vacancy rates has been across secondary frontages, from 12.3% in 2018 to 21.1%. This might, in part, reflect the impact of the Covid-19 pandemic on the high street, particularly with the loss of some national chains from Monmouth, such as New Look, Holland & Barratt, and Boots the Opticians (see appendix D for photos of vacant premises).

In the Monmouth area, 7% of the working-age population receive employment-related benefits, with 12% considered to be income deprived. 105 people (0.94%) are claiming Job Seeker's Allowance or Universal Credit for unemployment, of which 25 are aged 16-24. 329 14.8% of children are in low-income families. Monmouth includes Overmonnow 2, which is in the 30% most deprived LSOAs in Wales and has the third-highest percentage of people in income deprivation in the county, and the highest percentage of working-age people in employment deprivation. Part of Overmonnow (Overmonnow 2) is ranked the second most deprived area in Monmouthshire, where employment and education are the main concerns. 16% of working-age people in Overmonnow 2 are in employment deprivation, the highest in Monmouthshire, and 23.2% of working-age adults have no qualifications. Residents in some parts of Overmonnow are eligible for Flying Start for pre-school children. Our proposals with the support of Shared Prosperity Fund and other outreach activity will help build capacity, skills and employability of residents in these specific areas through community enterprise led support at the Market Hall Hub and through volunteering, community learning and wellbeing approach at the Shire Hall.

A community data profile report can be found in appendix E.

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Explain why Government investment is needed (what is the market failure)

There is a clear funding gap 'market failure' (i.e. externality of upfront funding): without LUF funding, it is unlikely that the proposed interventions would be funded, but these interventions are essential in order to provide Monmouth with economic resilience.

Monmouth has always faced structural funding challenges in Wales, falling outside West Wales and the Valleys EU funding and perceived to be on the fringe of the East Wales and Powys transitional funding. Its service centre role and function has also capped its funding from the Rural Development Plan for Wales, meaning that it has had to look to domestic funding such as lottery programmes. It has never been able to access integrated and thematic types of funding that LUF offers.

Furthermore, the fact that no mechanism exists to obtain the necessary funds from existing residents and employers (or to do so in the required timescale) means that it is not realistic for all beneficiaries of the infrastructure to make financial contributions towards the asset. As such, key elements can be considered public goods, including Shire Hall, public realm improvements at Blestium St and along Monnow St. These are typically goods that are provided to be used at no charge and would not be provided by the market alone, which reinforces the case for government investment. There is also a rationale for government intervention when the economic and social metrics show that the town centre performance requires a stimulus for it to get back on track.

The proposals at Market Hall involve the delivery of commercial space creating opportunities for small 'start-up' retail companies to trade flexibly and individuals to come together in an innovative coworking environment. Without the public sector investment, the businesses and individuals that would directly benefit from the space would not be able to leverage enough revenue to sustain the proposals. Additionally, Market Hall is a Grade II listed building, which makes it a less attractive proposition for the private sector to convert for these uses but generates significant positive externalities due to the value of enhancing a key heritage asset and boosting the town's vitality.

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Explain what you are proposing to invest in and why the proposed interventions in the bid will address those challenges and barriers

This package bid a series of inter-related capital projects:

PROJECT 1: SHIRE HALL IMPROVEMENT

- To provide an integrated community cultural facility and visitor attraction that inspires people from the local area and beyond by integrating Monmouth

Museum including the nationally significant Nelson collection.

- Create an inspirational learning hub that partners with formal education providers, local business, leaders and entrepreneurs, creatives, makers and producers to provide inspirational real-world learning opportunities.
- To better announce the building and engage with its immediate space in Agincourt Square.

Challenges & Barriers

- Address the concerns around the vitality of the town centre, currently with 15.4% empty shops, through generating footfall and therefore boosting the local economy through offering a new enhanced cultural offer.
- Maximise the heritage and character of Monmouth through realising the potential of an underutilised listed building.
- Reach a wider target user group including young people.
- Visitor numbers have declined over the last five years, with most visitors being 55+ and a particular gap in attracting school-age groups and local users.

Evidence

- Feasibility study and vision statement.
- Council annual retail surveys demonstrating low rates of performance such as vacant properties and pedestrian footfall.

PROJECT 2: ARRIVAL AND MAKING THE CONNECTION – BLESTIUM ST/MONNOW ST

- The Blestium St space will be enhanced through greening, including trees to create a better place for visitors, markets, and events.
- The proposals place the historic Town Bridge and Arch at the heart of the town making it a more attractive setting as the main commercial centre of the town creating a key gateway.
- Public realm enhancement along Monnow St includes pavement widening using quality products suitable for the historic environment to create more pedestrian space and room for businesses to expand with street-based offers.

Challenges & Barriers

- Address some of the challenges associated with an ageing population through improving health and wellbeing.
- Improve the air quality in the town through encouraging active travel routes and incorporating greening to support biodiversity.
- Enhance the historic character of the town creating a gateway at the bridge.
- The public space bounded by Blestium St, the River Monnow, the Gated Bridge and the existing car park requires improvements to bring it in line with the historic character of the town and conservation area.

Evidence

- 2014 Design Study and supporting report of consultation.
- Council annual retail surveys demonstrating low rates of performance such as vacant properties and pedestrian footfall.

PROJECT 3: MARKET HALL REDEVELOPMENT

- Relocation of Monmouth Museum to Shire Hall enables redevelopment of the publicly owned space at Market Hall as a co-working and enterprise space linked to the public realm improvements at Monnow Street.
- Market Hall will support new ways of working, providing space for start-ups, agile working, and meeting facilities. It could also provide test trading space for micro businesses such as local food and drink providers.

Challenges & Barriers

- Maximise the heritage and character of Monmouth through realising the potential of a key asset.
- Increase business and employment space in Monmouth, addressing the existing limited availability and quality of employment sites in Monmouth.
- Attract a younger demographic through offering modern ways of working.
- Increase access to employment opportunities for younger generations.
- Phosphate pollution in the River Wye affecting wider aspirations for the building (residential development)

Evidence

- 2021/22 – Feasibility Study and Options Appraisal.
- Council annual retail surveys demonstrating low rates of performance such as vacant properties and pedestrian footfall.

See town regeneration document and respective project information sheets in appendix F.

It should also be noted that these projects will complement future Shared Prosperity Fund activity which includes a number of local and regional proposals that have synergy with the focus of LUF projects in Caldicot town centre, such as:

- Community Wellbeing Spaces & Places. Empowering communities as active partners and delivery agents with a voice in shaping the future of town centres
- Community Enhancement Scheme. Supporting local communities to improve their social fabric through investment in activities that foster “pride of place”

At a regional level, there is an opportunity to manage/coordinate and deliver regionally, with:

- Place Promotion
- Innovation & Clusters
- Start-Ups & Entrepreneurship
- Feasibility Fund

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Upload Option Assessment report (optional)

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How will you deliver the outputs and confirm how results are likely to flow from the interventions?

Our approach to how we are to monitor and evaluate outputs and outcomes is outlined in more detail further on in this document, specifically in our appendices. A theory of change visual is shown in appendix G (and also uploaded with this response) that shows the chain between inputs, the LUF projects, outputs and outcomes.

Inputs. Some of these are already established and operational in relation to project team staff, town centre partners and communication structures and resources. The LUF will lever in other funds from Heritage Fund, Welsh Government and the County Council. These will be organised into a common monitoring evaluation framework that will track expenditure to the respective activities and outputs.

Outputs. Across the three project areas, physical monitoring supported by survey work will provide evidence and qualify the respective outputs by project. Physical and financial claims will work with interim and final milestones.

Outcomes. These will happen post-delivery and will require extended quantitative and qualitative survey work to understand attribution of outcomes to project activity.

Outputs from the projects are as follows:

Shire Hall Improvements

- Awarded building contractor will refurbish and fit out the building to an agreed specification of works which will be signed off by the client or agent on completion; this will be in line with the project components and activities;
- This will generate the quantum of space that is planned to be created with a quantity surveyor certifying any final claim;
- The Council will design, organise and deliver a culture and educational programme for volunteers that will support the Shire Hall

Arrival and Making the Connection: Blestium Street/Monnow Street

- 8416 square metres of public realm will be improved by a civils type contractor to an agreed specification and standard;
- 620 sqm of amenity building will be constructed as part of the overall civils contracts;
- Other outputs such as trees planted will also be certified as part of monitoring returns.

Market Hall Redevelopment

- Awarded building contractor will redevelop, refurbish and fit out the building to an agreed specification of works that will be monitored through to completion;
- Office and enterprise space will be created with follow on monitoring in terms of take-up.

Secondary Outputs

Whilst not listed in the UK Government output definitions, there will be some secondary outputs from the respective projects, as outlined below.

Shire Hall Improvements: Secondary Outputs

- No of events
- No of training activities
- No of community run activities
- No of community groups supported
- No of inactive people supported/engaged with

Arrival and Making the Connection: Blestium Street/Monnow Street: Secondary Outputs

- No of events, festivals held in riverside space

- No of markets held
- No of micro-businesses supported
- No of visitors engaged with
- No of inactive people supported/engaged with

Market Hall Redevelopment: Secondary Outputs

- No of new start ups
- No of grow on businesses
- No of enterprise events/networking
- No of inactive people supported/engaged with

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Theory of change upload (optional)

Theory of Change - Monmouth20220622.pdf

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Explain how the component projects in your package bid are aligned with each other and represent a coherent set of interventions

This package bid is about Connecting Civic & Commerce, bridging the present gap in the performance of the town centre that is about its drawn-out environment and underused assets. There is a direct relationship and dependency on all parts to work as a whole in order for the direct project and multiplier benefits to be generated.

At a physical place level, the main arrival point into the town centre in Blestium Street needs to fulfil its role in functional and visual terms, alongside the setting to the only gated medieval bridge in the United Kingdom. Whilst it needs to be a space to orientate, be informed and explore it also needs to be a place for town celebration and enterprise. Being the platform to explore the town from also leads us into Monnow Street which needs to draw visitors through the town with some meaningful pauses in terms of local shops, food and drink and arcades. With extended public realm and improved frontages, long-standing vacant properties can be activated giving a purpose to explore further into

Agincourt Square and Priory Street.

The Shire Hall and Market Hall projects provide a blend of historical, cultural, community and enterprise uses that will create a cohesive and diverse cluster of attractors that will maintain footfall, dwell, expenditure for this upper end of the town. The activities will also be a stimulus and pipeline for other investments and activities in the town and help support local skills and tackling economic inactivity in Monmouth.

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Set out how other public and private funding will be leveraged as part of the intervention

Shire Hall Improvements

This LUF submission is standalone to the overall project.

The County Council is making a complementary development bid to National Lottery Heritage Fund to support enhanced activities, outreach and community engagement. On the successful completion of this development phase the Council expects to make an application for NLHF funds thereafter to further enhance the conservation and interpretation of the museum collection, in particular of the Nelson collection.

Arrival and Making the Connection – Blestium St/Monnow St

As part of its Active Travel programme, the County Council would be making an application to Welsh Government in late autumn 2022 with a decision due in March 2023. There is a close working relationship with Sustrans and Transport for Wales on the Monnow Street project, but in the interim the County Council would underwrite this contribution until such time it secures approval from Welsh Government in Spring 2023.

Market Hall Redevelopment

This project is not subject to any external match funding - all match funding will be provided by Monmouthshire County Council's capital programme.

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Explain how your bid aligns to and supports relevant local strategies and local objectives for investment, improving infrastructure and levelling up

Cardiff Capital Region Regeneration Plan

CCR's vision is for "A Prosperous Capital City-Region for Wales" — a decision making centre, a global gateway for capital, trade, and visitors, a knowledge hub and a major population centre and business cluster for Wales.

Its approach to investment and levelling up is centred on ensuring that the Strategic Hubs and Cities provide and receive the maximum economic benefit from a complementary relationship. It supports the different and distinctive roles of strategic hubs such as Monmouth and builds on their key strengths to provide a diverse range of complementary employment opportunities.

Monmouthshire Corporate Plan

The Plan is in line with the goals and ambitions of partners in other public services such as the NHS, Police, Public Health, housing associations and Fire and Rescue Service. These and many more organisations are part of the Monmouthshire Public Service Board (PSB). Priorities include:

- Social Justice - a fair and equal society, respecting and upholding diversity within our communities, addressing child poverty and worklessness
- Enterprise & Job creation - capitalise on the Cardiff Capital Region City Deal and reducing bridge tolls to unlock opportunity and drive economic growth so that productivity becomes a lever for increased prosperity
- Locally Accessible Services – maintaining a local service offer and enhancing our leisure and recreation provision
- The provision of quality housing, including affordable housing, to meet the needs of our communities and to address the needs of our changing demography.

Monmouthshire's Replacement Local Development Plan

Monmouthshire County Council is preparing a Replacement Local Development Plan (RLDP) for the period from 2018 to 2033. The RLDP will allocate land for development, designate areas for protection and contain policies to provide the basis for decisions on planning applications. Its Growth and Spatial Options and Preferred Strategy is recommending a Population-Led approach (Option 5) as it would:

- Provide a level of growth that will help to deliver the Council's core purpose of building sustainable and resilient communities for current and future generations.
- Provide a wide choice of homes and secure a significant level of affordable homes.
- Assist in ensuring communities have a balanced population and are socially sustainable.
- Result in an increase in the working age population group, which would support job growth within the County.

Wellbeing Assessment 2022

In 2021, the five local authorities in Gwent moved from having five separate Public Service Boards to having one overall Gwent Public Service Board. The four statutory members of the Public Service Board, or PSB, are the Local Authorities, Local Health Board, Fire and Rescue Authority and Natural Resources Wales. PSBs must prepare and publish an assessment of local well-being and produce a well-being plan. In May 2022, Monmouthshire published its first well-being assessment, and it will describe well-being in the county based on a broad range of evidence. It was produced following a range of engagement with people and groups across Monmouthshire. This included an online survey, young people's workshops and stalls at community events.

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Explain how the bid aligns to and supports the UK Government policy objectives

Well-Being of Future Generations Act

Our projects fit with the seven-well-being goals and five ways of working as outlined in the Act, being:

- The best possible start in life
- Lifelong well-being
- Maximise the potential of the natural and built environment
- Thriving and well-connected county
- Future-focused Council – including providing good sustainable local services whilst delivering excellent customer experience.

Future Wales – the National Plan 2040

Future Wales – the National Plan 2040 is the national development framework, setting the direction for development in Wales to 2040. It is a development plan with a strategy for addressing key national priorities through the planning system, including sustaining and developing a vibrant economy, achieving decarbonisation and climate-resilience, developing strong ecosystems and improving the health and well-being of our communities.

In looking at Monmouth's location Across the South East there are a range of strategic issues. Many of these issues have national, regional and local dimensions and will be delivered through co-ordinated action at all levels. Housing, economic growth, digital and transport connectivity infrastructure should be co-ordinated and planned on the basis of the whole region. The management of natural resources, flooding and the protection and enhancement of areas of environmental and landscape importance should inform strategic decisions on locations for growth and new infrastructure. Decarbonisation and responding to the threats of the climate emergency should be central to all regional planning.

Wales Transport Strategy

The Wales Transport Strategy provides the framework for transport related activities and sets out the strategic priorities of a safe, integrated, sustainable, efficient and economic transport system serving Wales. It provides the context for the Welsh Government's aim to reduce the need to travel, particularly by private car, and supports a modal shift to walking, cycling and public transport. This is reflected in Planning Policy Wales and Future Wales, which put placemaking at the heart of the planning system. This modal shift is supported by the sustainable transport hierarchy, which prioritises walking, cycling and public transport. The LUF proposals align to this framework with completed and planned infrastructure improvements that will be aligned to the planned town centre activity.

Active Travel (Wales) Act 2013

Walking and Cycling has gained support when the Welsh Assembly passed the Active Travel (Wales) Act, received royal assent in November 2013. The Act places a number of duties on the local authorities to continuously improve new and existing facilities and routes for walkers and cyclists and to prepare maps identifying current and potential future routes for their use. The active travel network should be designed or enhanced to meet a set of best practice standards. The three LUF projects would ensure connectivity with the immediate active travel network in the town, which would underpin the wellbeing objectives of this submission.

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Alignment and support for existing investments

Where applicable explain how the bid complements or aligns to and supports existing and/or planned investments in the same locality

Welsh Government Transforming Towns

Transforming Towns was launched in January 2020 to address the decline in town and city centres and the reduced demand for high street retail. The focus of the Programme is sustainable growth of our towns and cities, and their transformation into places of living, working, learning and leisure. Projects funded by the s Programme will be located in town and city centres, will typically focus on the built environment, and might include interventions such as the refurbishment and repurposing of empty and derelict buildings; new build projects; improving biodiversity through green infrastructure; and improvements to public spaces.

Welsh Government Active Travel

The Active Travel (Wales) Act aims to make it easier for people to walk and cycle in Wales, specifically to promote walking and cycling as viable modes of transport for everyday journeys such as to the shops, work or college. It places a legal duty upon local authorities in Wales to map, plan for and promote active travel journeys. The County Council has a cluster of Monmouth based projects.

Outside LUF Project Scope

Active Travel Network

There a number of complementary active travel route proposals in the town including i) Kingswood Gate – Williams Field Lane route ii) Wye Crossing & Wyesham and iii) Williams Field Lane link to town centre.

Managing Future Growth

This submission is centred on developing the right level and quality of infrastructure to meet current and future growth needs. If this level of investment is not secured there will be significant economic, social and environmental implications for the town and its immediate rural hinterland.

Confirm which Levelling Up White Paper Missions your project contributes to

Select Levelling Up White Paper Missions (p.120-21)

Transport Infrastructure

Digital Connectivity

Skills

Health

Pride in Place

Housing

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Write a short sentence to demonstrate how your bid contributes to the Mission(s)

Transport Infrastructure

By 2030, Monmouth will fulfil its role and function as a service centre providing connectivity with its rural catchment also onwards within the region. The town will also feel connected and will support walking, cycling but still allowing a level of convenience for shoppers and visitors.

Digital Connectivity

By 2030, Monmouth town centre will be digitally facing, with good 4G and 5G coverage, so that people have a better awareness of local businesses, events and activities and local enterprise is confident in its local infrastructure.

Skills

By 2030, the skills gaps in Monmouth are bridged through LUF investment and other complementary activity through accessible training and community support pathways hosted through the Market Hall hub and partnering other centres such as Bridges, Overmonnow family learning centre so that low skills are addressed and improved.

Health

By 2030, the gap in Healthy Life Expectancy (HLE) will have narrowed, specifically in Overmonnow for mental health and premature death incidents through accessible and inclusive well-being and health referral programmes.

Pride in Place

By 2030, pride in place, such as people's satisfaction with Monmouth town centre and engagement in local culture participation and community activism will have risen and there will be a confident and vibrant sense of place.

Housing

By 2030, renters will have a secure path to ownership with the number of first-time buyers increasing in all areas through investment in town centre homes and through its immediate neighbourhoods that have quality environments and linkages.

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Section 7: Economic Case

Check your answers for this section

Provide up to date evidence to demonstrate the scale and significance of local problems and issues

Monmouth is a market town and historic County town of Monmouthshire in South Wales. Whilst it has been a popular visitor destination and cultural centre for many years, there are compelling reasons why investment is required now.

Economic fragility:

- Future prosperity is increasingly fragile as signs of deterioration are apparent due to its location and physical setting.

Regional deprivation:

- Monmouth is an important entry point to east Wales including Brecon Beacons National Park, South Wales Valleys and the wider Cardiff Capital Region. It has the potential to strengthen its catalytic effect: attracting visitors, generating economic activity, and creating employment opportunities.
- Areas in the town like Overmonnow 2 LSOA ranked 425/1909 in Wales, being in the top 20-30% in Wales for the Welsh Index of Multiple Deprivation.

Cross-border activity:

- Monmouth is two miles from the Wales-England border and is a focal point for cross-border activity through education, employment, trade and leisure. This set of proposals represent an opportunity to reinforce and strengthen these relationships and build upon those links for the benefit of communities on both sides of the border.

Ageing population and lack of youth retention

- Vision Monmouthshire states that Monmouthshire's population is ageing. With a median age of 48, Monmouthshire has the oldest population in the Cardiff Capital Region (CCR).
- Projections suggest that by 2036, 36% of the county's population will be over 65.

Deprivation

- CCR has significant levels of deprivation with 18.3% of LSOAs in the CCR being amongst the top 30% most deprived LSOAs in Wales.
- In the town, 7% of the working-age population receive employment-related benefits, with 12% considered to be income deprived.
- 105 people (0.94%) are claiming Job Seeker's Allowance or Universal Credit for unemployment, of which 25 are aged 16-24. 32.9% of children are in low-income families.
- Overmonnow 2 LSOA, which is in the 30% most deprived LSOAs in Wales and has the third-highest percentage of people in income deprivation in the county, and the highest percentage of working-age people in employment deprivation.
- Overmonnow is also ranked the second most deprived area in Monmouthshire, where employment and education are the main concerns. 16% of working-age people in Overmonnow 2 are in employment deprivation, the highest in Monmouthshire, and 23.2% of working-age adults have no qualifications.

Heritage and character

- The existing Monmouth Museum has seen visitor numbers declining over the last five years, with most visitors being 55 and over.
- Families and schools identified as gaps in the visitor profile with children accounting for only 2% of visitors.

Town centre vitality

- Percentage of empty shops is 15.4% compared to 4.9% in 2016 - above the UK average (14%).
- 2.28 million people visit Monmouthshire per annum, of whom 1.72 million are day visitors and 560,000 staying visitors.

Unsustainable travel

- Monmouth has a self-containment ratio of 60% and 44% of the workforce travel less than 5km to work however many still drive.

Community data profile is in appendix E.

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Demonstrate the quality assurance of data analysis and evidence for explaining the scale and significance of local problems and issues

MCC adopted its Local Development Plan (LDP) 2011-2021 in 2014 and has commenced work on a Replacement Local Development Plan (RLDP). The Monmouthshire Destination Plan 2017-20 provides a focus on the area's cultural offer, while the Local Transport Plan highlights the need for a modal shift away from car dependence to more sustainable modes of transport, prioritising active travel. Together these provide a robust, up to date and unbiased evidence base, which is comprehensive in coverage both for Monmouth itself and its significance for south Wales and across the border to England.

Ageing population and lack of youth retention

The LDP recognises the area has a higher proportion of older age groups and lower proportion of older younger age groups. The Vale of Usk Local Development Strategy supports this by highlighting the need for a population with a viable age structure i.e. a health mix of old and young.

Deprivation

The Welsh Index of Multiple Deprivation (WIMD) is the official measure of relative deprivation for small areas in Wales. It is a National Statistic produced by statisticians at the Welsh Government. WIMD identifies areas with the highest concentrations of several different types of deprivation. The prime purpose of the Index is to provide the evidence needed about the most deprived areas of Wales to inform a variety of decisions, such as funding or targeting of programmes and services for local areas. WIMD ranks all small areas in Wales from 1 (most deprived) to 1,909 (least deprived). The Index has three main components: i) The 47 underlying indicator datasets ii) Ranks for the eight separate domains (or types) of deprivation, created by combining relevant indicators within each domain iii) Overall WIMD ranks, created by combining the domain ranks.

Heritage and character

The Action Plan contained within the Monmouthshire Destination Plan identifies the need to develop an iconic 'gateway' feature project to reflect the destination's position, values and creativity. The improvements to the public realm at Blestium St will deliver such a project.

Town centre vitality

The main source of data is the County Council's Local Development Plan – Annual Retail Background Paper. This data is collected on an annual basis and is in accordance with Planning Guidance (Wales) Technical Advice Note 4, Retail and Commercial Development and includes i) The Diversity of Uses ii) Retailer Representation iii) The Proportion of Vacant Street Level Property iv) Pedestrian Flow v) Accessibility and vi) Customer Views and Shopping Patterns.

The 2019 Monmouthshire Visitor Survey Report provided data on both visitors to Monmouthshire in general as well as to Monmouth town centre. The creation of a new cultural attraction at Shire Hall would contribute to the Destination Management Plan objective of developing the county's cultural product offer. The provision of a contemporary offer in Monmouth is also identified within the Museum Forward Plan.

Unsustainable travel

Monnow St and Wye Bridge surveys were undertaken as part of the Welsh Transport Appraisal Guidance (WelTAG) report.

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Demonstrate that the data and evidence supplied is appropriate to the area of influence of the interventions

To justify the three projects and their proposed interventions the following data and evidence has been collected.

Shire Hall Improvements

A detailed feasibility study has been produced for the Shire Hall project. This has looked at visitor data and has made a business case for the investment.

Although the Monmouthshire visitor survey was countywide it did provide granular information on visits to Monmouth town centre that fits within the context of these projects.

Arrival and Making the Connection: Blestium St/Monnow St

Full physical site surveys have been undertaken, leading to a planning application package of information. A design and access statement has also been produced for the improvements to the public realm at Blestium St. The annual retail surveys have identified areas of concern in terms of clusters of vacancies and a trend in pedestrian reduced footfall. Traffic/pedestrian and cycling surveys have been undertaken. The surveys produced for the WelTAG report provide data on road traffic, walking and cycling. There are specific survey points within Monmouth town that feed into the geographical context of the bid.

Market Hall Redevelopment

Data and evidence from the Wye Valley Action Plan and from the Monmouthshire wide co-working demand study has informed this project and also considering on the retail performance of the town centre, specifically around Agincourt Square and Church Street. In addition, a County Wide co-working study was developed in late 2017, with the Monmouth town area being favoured highly, with the need for a space close to a place of residence.

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Provide analysis and evidence to demonstrate how the proposal will address existing or anticipated future problems

The below methodology and assumptions have been selected based on their appropriateness for the level of investment, the information available to us and how each proposal looks to address any current or potential issues in the area. The benefits set out below have been based on the assumptions and workings of the Theory of Change set out in the earlier sections. Benefits identified have either been monetised, where appropriate, or included within the wider economic benefit analysis. Benefits identified from the proposed interventions include improved public realm, improved cultural spaces and heritage buildings, an increase in visitor numbers and a reduction of vacancy rates within the town centre. Interventions as part of the proposed package of

improvements will also create spaces that will enable skills and training programmes to be delivered to the local community.

Public Realm Improvements: For the Gateway to Monmouth Scheme, BCR benchmarks from the 2010 Communities and Local Government, Valuing the Benefits of Regeneration have been used. These have been based on similar measures related to public realm improvements.

Willingness To Pay (WTP): For Shire Hall we have used WTP estimates along with the number of visitors expected at Shire Hall. The WTP estimates have been taken from a range of studies conducted by the Department for Digital, Culture, Media and Sport (DCMS), and visitor numbers have been taken from surveys undertaken by MCC. As a measure to not overestimate benefits, we have only applied WTP estimates in proportion with the number of users. The WTP estimates increase at the same rate as value for time estimates from the TAG Databook. WTP estimates have also been used for public realm improvements based on the 2010 DCLG Valuing the Benefits of Regeneration report.

Wider Land Value Uplift (LVU) Analysis: A wider LVU analysis has also been completed as it is considered that the regeneration of public realm and buildings within Monmouth including proposals at Market Hall, Shire Hall and Blestium and Monnow Street would make the area more attractive and therefore would increase the value of properties. The radius for wider land value uplift has been assumed to be the area surrounding the town centre due to the nature of improvements being delivered (500m). The assumption on the number of residential properties has been made using data from the HM Land Registry. Data regarding the number of commercial units have been provided by Monmouthshire Country Council. Wider LVU analysis has been undertaken using the framework provided as part of MHCLG's Future High Streets Fund (FHSF) clarification process. It is considered that this is an appropriate framework to use as the schemes proposed as part of this LUF bid are in line with the scale of interventions brought forward as part of the FHSF.

Labour Supply Impacts:

Elements of the Market Hall development will generate a total of 17 gross direct jobs. This number is calculated by applying the appropriate employment densities (from the HCA Employment Densities Guide, 3rd Edition) to the floorspace of each use, as follows:

- Type of use: commercial
- Floorspace (sqm) (NIA): 537
- Employment density (sqm per FTE): 10
- Gross direct jobs: 17

Based on the number of jobs estimated above, the labour supply benefits have

been monetised using the methodology set out by MHCLG in the Future High Street Fund clarification process. In line with this the number of jobs generated as a result of investment has been apportioned to the number of new entrants to the market and a benefit has been calculated using the Gross Value Added per Worker using ONS sub-regional productivity statistics.

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Describe the robustness of the analysis and evidence supplied such as the forecasting assumptions, methodology and model outputs

The quantitative approach to inform the value for money has been selected for its robustness and conservatism. This is to ensure that the value of benefits is not overstated and proportionate to the investments that are included in this application. As noted above, the estimates have been made as robust as possible by using reliable and official data from government guidance or reliable academic and government sources. These provide an appropriate level of detail and are sufficient to demonstrate the scale and significance of projects.

The quantified benefits and costs of the proposed schemes are presented in base year 2022 real prices (adjusted for inflation) and discounted to appraisal year 2022 using a discount factor of 3.5%, as recommended by the HM Treasury's Green Book guidance and LUF guidance.

All benefits have been assessed through a robust economic model and benefits have been appraised over the appropriate timescales (20 years for wider benefits) as well as a varied range of timescales based on frameworks used by MHCLG on the Future High Street Fund including 5 years for wider land value uplift and 10 years for labour supply impacts.

For the Accessing and Connecting Blestium and Monnow Streets Scheme (as outlined in response 5.2a) BCR estimates have been used as benchmarks to determine the value for money. A conservative benchmark has been used to estimate benefits and is considered to be in line with what is expected for such a scheme in line with data presented in the 2010 DCLG Valuing the Benefits of Regeneration report. It is estimated that there will be £1 of benefit based on every £1 spent.

In order to ensure that wider benefits have been estimated accurately, a series of assumptions has been made around additionality. To account for additionality within the calculations, assumptions for the level of deadweight and displacement have been made in line with the HCA's Additionality Guide. Deadweight refers to the level of benefits that would have been realised without government interventions and displacement refers to the level of benefit that will be transferred from one area to the area where the interventions are being delivered. Once additionality has been considered, the net additional impacts can be ascertained.

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Explain how the economic costs of the bid have been calculated, including the whole life costs

Present Value Costs (2022 prices) £'s

Shire Hall £3,877,596.34

Accessing and Connecting Blestium St and Monnow St £11,641,107.80

Market Hall £4,730,238.03

All scheme costs have been based on the cost figures that are presented within Section 8 of this application form. The following assumptions have been applied:

- Changed to real terms using 2022 as a base year
- Discounted using the standard rates set out in the government's Green Book Guidance.

Optimism bias has been applied to all scheme interventions, based on the level of scheme development and in line with OB rates following Green Book guidance and standard practice.

The Monnow Street works include optimism bias at 30%; this falls within the range of 3-44% that is recommended in TAG Unit A1.2 for road projects and is therefore appropriate at this stage of project development. For Blestium St optimism bias is included at 7.5%, since scheme designs have already been developed and the scheme is considered to be low risk.

For the Shire Hall and Market Hall proposals, the first step was to identify the appropriate project type by considering the characteristics of the scheme; this was deemed to be "standard buildings" in line with the Green Book definition.

The recommended adjustment range for standard buildings is 2% (lower) to 24% (upper). The starting point is therefore the upper boundary of 24%. To reduce this upper bound optimism bias, we have identified the key contributing factors and assigned a mitigation factor to each of them. As this can be a subjective, mostly qualitative exercise, we have assigned a score of 1.0 to contributory factors that are fully mitigated, 0.5 to those which are partially mitigated. The key optimism bias contributing factors, their contribution to the upper bound optimism bias (values taken from the Green Book guidance), the mitigation factors applied to them and the justification are provided below.

OB contributing factor: Poor contractor/developer capabilities

% contribution to upper bound OB: 9%

Mitigation factor: 1.0

Justification: MCC's proven track record in the successful delivery of similar schemes. Further information on MCC's track record can be found in Section 8.

OB contributing factor: Design Complexity

% contribution to upper bound OB: 1%

Mitigation factor: 1.0

Justification: No design complexities have been identified for this scheme.

OB contributing factor: Degree of Innovation

% contribution to upper bound OB: 4%

Mitigation factor: 1.0

Justification: There are no unusual site conditions requiring innovative solutions.

OB contributing factor: Poor project intelligence

% contribution to upper bound OB: 2%

Mitigation factor: 1.0

Justification: Detailed research has been undertaken to ensure the business case is based on a robust understanding of the current local context, market failure, and property market characteristics.

OB contributing factor: Public relations

% contribution to upper bound OB: 2%

Mitigation factor: 1.0

Justification: The scheme enjoys strong support from the local community.

Based on the above, OB was reduced from 24% by 18%, resulting in an OB value of 20%. The calculation is as follows:

Managed OB contribution = Reduction in OB = $9 + 1 + 4 + 2 + 2 = 18\%$

Resultant OB = $(100\% - 18\%) * 24\% = 20\%$

Describe how the economic benefits have been estimated

In accordance with MHCLG's Levelling Up Fund Business Case Guidance, the benefit-cost ratio (BCR) which demonstrates the value for money of the scheme should be based on LVU s. The BCR for this LUF bid is based purely on regeneration benefits as well as wider benefits associated with the improvements.

The proposed scheme is made up of three elements: improvements to Shire Hall, Market Hall and the Accessing and Connecting Blestium and Monnow Street scheme comprising public realm improvements.

The below outlines each intervention and the benefits that it generates.

Market Hall

Land Value Uplift: Monetised

Wider Land Value uplift: Monetised

Supporting increased footfall in the town centre: Non-monetised

Reduction in vacancy rates: Non-monetised

Increased visitor spend within the town centre: Non- monetised

Shire Hall

Heritage Benefits: Monetised

WTP public realm benefits: Monetised

Wider Land Value Uplift: Monetised

Health and wellbeing benefits associated with access to museums: Monetised

Creation of skills and wellbeing benefits: Non- Monetised

Accessing and Connecting Blestium and Monnow Street

Wider Land Value Uplift: Monetised

Public Realm Benefits: Monetised

Wider Land Value Uplift

Wider land value uplift benefits have been monetised (attributed to all schemes coming forward) as the regeneration within the town centre will have an impact

on residential and commercial land values in and around Monmouth Town Centre. This methodology has been based on that used within the Future High Street Fund clarification process. Assumptions used within the framework have been based on local authority studies or existing market information available at the time of analysis.

Heritage impacts

Historic buildings deliver a public benefit to those who visit, want to use them, and want to preserve the cultural heritage for future generations. The redevelopments identified in this bid are located Grade 1 listed buildings. The bid contains locally significant historic buildings and proposes to retain their historic frontages and appearance, enhancing the streetscape.

The heritage benefits associated with the development have been quantified using guidance on Heritage and value of place by SIMETRICA and Jacobs which is also recommended by the Towns Fund economic case best practice guide- Annex C. The study represents the local resident's Willingness-to-Pay (WTP) to keep the heritage site in its good condition.

The estimated benefit is £5.73 per household (uplifted to 9.83 in 2022 prices) and has been applied to the existing number of households within Monmouth. The benefits are appraised over a 20-year period to align with the general lifecycle of the museum.

WTP Benefits from access to a museum

The Arts Council England: Local Museums Benefit Transfer Report sets out the willingness to pay for visitors and non-visitors having access to a regional museum. In this case, the exhibitions and displays that will form part of the Shire Hall museum will attract visitors across the Monmouthshire region due to its importance in local history. The willingness to pay values are based on values from surveys undertaken across a range of regional museums. The WTP benefit for visitors per visit is considered to be £6.16 and for non-visitors the WTP is expected to be £3.25. Figures are presented in 2020 prices and have been uplifted as appropriate. The benefits are appraised over a 20-year period to align with a rough estimate of the life of the museum.

Wider benefits associated with access to museum have also been calculating comprising of wellbeing impacts. The approach to the calculation has been based on the HMT Green Book recommended approach to the quantification of wellbeing benefits. The 2014 DCMS study developed by Fujiwara et Al suggests that engagement with the cultural sector leads to higher levels of wellbeing and provides a monetary value of £1,084 per person per year. This figure shows the increase in an individuals income that would result in the same increase in terms of wellbeing.

Public Realm Benefits

For benefits related to public realm improvements benefits from the Gateway to Monmouth Scheme have been estimated using an economic model and have been based on benchmarks set out in the 2010 DCLG Valuing Regeneration report and have been based on conservative estimates for similar scheme type set out within the DCLG report.

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Provide a summary of the overall Value for Money of the proposal

The central benefit-cost ratio (BCR) which demonstrates the value for money of the scheme should be based on the valuation of interventions coming forward as part of the proposed scheme.

Key points on the approach are as follows:

- Some benefits calculated (including Land Value Uplift) have been based on assumptions using best practice.
- Scheme specific costs and values have therefore been captured in the appraisals.
- Values have been discounted at 3.5%

The present value of costs (including optimism bias) is estimated to be £20,248,942.17. This includes costs for improvements at Shire Hall, Market Hall, and the Accessing and Connecting Blestium and Monnow Street public realm improvements. All costs and benefits are present in 2022/23 prices.

Benefits (for initial BCR) from improving Shire Hall amount to £2,652,981.43 present value benefits in 2022/23 prices. Benefits for adjusted BCR comprise of additional benefits such as heritage benefits, access to museum benefits and wider benefits from access to a museum. They are estimated to be £18,048,642.51.

Benefits at Market Hall comprise of employment benefits. A net present value benefit from interventions at Market Hall is estimated to be £4,138,536. The estimated present value (in 2022/23 prices) of benefits from public realm improvements within the Accessing and Connecting Blestium and Monnow

Street proposals total to £19,174,704.19

Wider land value uplift benefits generated from all proposals being brought forward is estimated to be £13,978,580.01 in present values (in 2022/23 prices).

The total present value of benefits (for initial BCR) totals £25,966,221.19 and the value of benefits (for adjusted BCR) is £41,361,882.27. These are in 2022/23 prices.

Benefit-Cost Ratio

Taking into account the above the initial BCR is estimated to be 1.28 and the adjusted BCR is 2.04.

The below sets out total net additional benefits and Preferred Option NPVs, in 2022-23 prices (£ms).

Benefits for the BCR

Shire Hall (Benefits for Initial BCR) £2.65

Shire Hall (Adjusted BCR Benefits) £18.05

Market Hall £4.14

Gateway to Monmouth Public Realm £19.17

Total benefits for initial BCR (I) £25.97

Total benefits for adjusted BCR (A) £41.36

Costs

LUF cost/funding (B) £18.22

Co-funding local authority cost (including borrowing) (C) £2.03

Total cost (LFU + Co-funding) (D) £20.25

Private sector cost (E) -

Initial BCR (I-E) / D 1.28

Adjusted BCR (A-E)/D 2.04

The scheme is therefore considered to have an acceptable value for money.

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Upload explanatory note (optional)

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Have you estimated a Benefit Cost Ratio (BCR)?

Yes

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Estimated Benefit Cost Ratios

Initial BCR

1.28

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Adjusted BCR

2.04

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Describe the non-monetised impacts the bid will have and provide a summary of how these have been assessed

Interventions will improve the image and perception of Monmouth Town Centre, which will lead to increased footfall and will benefit local businesses through increased visitor expenditure and may reduce vacancy rates. The improved offer in the town centre will help to diversify the visitor base in Monmouth and make it attractive for a wider group. Improved mobility for pedestrians through the town centre will encourage more people to visit also leading to increased footfall. The aim of the regeneration will be to boost visitor numbers and visitor spend. The ambition is to increase visitor demand by 12.5% in 2027 from 2019

levels (238 movements per hour) and a further 25% in 2032.

The creation of co-working space in Monmouth will lead to local SME's growing, new businesses creation and can help to retain businesses in the local area. Having an open workspace will encourage peer support networks and help to create agglomeration benefits.

Having such workspaces within the Market Hall will increase the level of footfall through the area, increasing spend amongst existing businesses in the town centre. Increased footfall through the town centre would therefore lead to additional spend within the local economy.

Gross direct jobs (outlined in section 5.2a) created from proposals would support further indirect and induced jobs. The area in the town centre will also become more attractive for potential businesses and will result in bringing vacant units within the town centre back into use and generating further economic activity within the town centre.

The interventions should also help to retain younger age groups in the area by creating a more diverse hybrid workplace environment in the town centre as well as affordable and flexible spaces for micro businesses and start ups. Through these proposals there is potential for the sectoral profile to diversify within Monmouth with a shift to more STEM based SME's and may mean an increase in young people training in these areas and finding inspiration from activity in Monmouth Town Centre. This will all lead to higher levels of retention amongst younger people.

Proposals within the Shire Hall scheme include a community space which will act as an incubator for skills and training programmes for the local community providing opportunities for the local population to retrain, gain qualifications and potentially re enter the labour market. Such initiatives can lead to improved community well-being on top of improved skill levels and increased earnings through. Local communities may feel a sense of improved trust and belonging.

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Provide an assessment of the risks and uncertainties that could affect the overall Value for Money of the bid

Assumptions have been made for the proposed interventions and are based on studies or benchmarks and may cause some uncertainty with the value for

money analysis. To ensure the robustness of the assessment a number of sensitivity tests have been undertaken.

Sensitivity analysis

Sensitivity analysis tests the impact on the BCR from changing a number of key assumptions and variables. The sensitivity tests undertaken include:

- Higher costs – 20% higher than the preferred option
- Lower Benefits – 20% lower than the preferred option
- Higher Benefits- 20% higher than the preferred option

The results of these tests are as follows:

Initial BCR

- Preferred option 1.28
- Higher costs (+20% cost) 1.07
- Lower Benefits (-20%) 1.03
- Higher Benefits (+20%) 1.54

Adjusted BCR

- Preferred option 2.04
- Higher costs (+20% cost) 1.70
- Lower Benefits (-20%) 1.63
- Higher Benefits (+20%) 2.45

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Upload an Appraisal Summary Table to enable a full range of impacts to be considered

Appraisal Summary Table 1

Upload appraisal summary table

Appraisal summary table Monmouth 220728.docx

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Additional evidence for economic case

None selected

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Section 8: Deliverability

Check your answers for this section

Confirm the total value of your bid

Total value of bid

£18116246

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Confirm the value of the capital grant you are requesting from LUF

Value of capital grant

£16304622

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Confirm the value of match funding secured

£1811625

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Evidence of match funding (optional)

LUF Monmouth match funding 220726 SIGNED.docx

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Where match funding is still to be secured please set out details below

Shire Hall Improvement

For the LUF element of this project, Monmouthshire County Council will provide a sum of £387,323 through its capital programme.

Arrival and Making the Connection – Blestium St/Monnow St

As part of the County Council's commitment to Active Travel it has identified Monnow Street as part of its forward commitments with Welsh Government. An application for match funding would be made in late 2022 with a decision due in March 2023. The amount being sought is £400,000. For the purposes of this submission, the County Council will underwrite this contribution until such time it receives an approval from Welsh Government. In addition, the County Council will provide £545,091 through its capital programme.

Market Hall Redevelopment

The County Council will make a contribution of £479,211 through its capital programme.

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Land contribution

If you are intending to make a land contribution (via the use of existing owned land), provide further details below

n/a

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Upload letter from an independent valuer

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Confirm if your budget includes unrecoverable VAT costs and describe what these are, providing further details below

Not applicable to this submission, VAT will be recoverable.

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Describe what benchmarking or research activity you have undertaken to help you determine the costs you have proposed in your budget

Cost plans have been provided by independent cost consultants. These are Appleyard & Trew, Arup and Rhomco. All assumptions and exclusions are noted in the respective cost plans in appendix I.

Shire Hall Improvements

All building work costs are based at 3rd Quarter 2022 with an adjustment for inflation to 3rd Quarter 2024. The adjustment for inflation applied to the construction works is calculated from the RICS BCIS All in Tender Price Index

current at 16th May 2022. Inflation, particularly in the construction industry, can be subject to very rapid change over a short period of time, as has been the case in the last 12 months, so needs to be monitored regularly.

Costs are assumed to be based on them being obtained at competitive tender and being procured using a standard form of building contract. If a bespoke framework agreement is to be used we would normally expect the costs to be at least 10% over the levels given above.

Arrival and Making the Connection – Blestium St/Monnow St

Arup have applied 2022 inflation and prices to this project.

Market Hall Redevelopment

The Cost Estimate has been developed, based on the design information received to date and prepared in accordance with the “RICS new rules of measurement NRM 1: Order of cost estimating and cost planning for capital building works” based on historic cost data obtained from the RICS Building Cost Information Services (BCIS), in house data collected from similar schemes and construction price books.

Allowances for Main Contractor’s preliminaries, overheads and profit have been included based on percentages benchmarked against similar developments.

This estimate is to be read as a whole, bearing in mind the assumptions, exclusions and further design / investigations that are required to confirm all costings.

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Provide information on margins and contingencies that have been allowed for and the rationale behind them

Shire Hall Improvement

- A contingency of £462,000 is based on 20% of the total capital cost relating to the built environment to represent the current level of cost development.
- A professional fees margin of £196,000.

Arrival and Making the Connection: Monnow Street/Blestium Street

Monnow Street

- A contingency of £1,144,000 is based on 30% of the total capital cost relating to the civil works to represent the current level of cost development.

Blestium Street

- A preliminaries margin of £440,000 is based on 20% of Public Realm Surfaces and Drainage, New Build Art and Tensile Structure, to represent the project delivery requirements.
- A contingency of £198,000 is based on 7.5% of the total capital cost relating to the built environment cost to represent the current level of cost development.

Market Hall Redevelopment

- A contingency of £69,000 is based on 20% of total capital cost relating to the built environment to represent the current level of cost development

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Describe the main financial risks and how they will be mitigated

The County Council has undertaken an appraisal of costs for all three projects that are either new or updated. These have been undertaken by independent and qualified cost consultants (Appleyard & Trew Rhomco and Arup). These order of cost estimates have been obtained for the three projects with 2022 construction rates, inflation and other costs included.

As outlined later in the delivery plan there will be robust project management procedures that will manage project delivery, budget setting, change control and variance reporting. Whilst the costs are accurate and physical preliminary surveys have directed us to the right level of risk costs, projects can be exposed to unknown costs which need to be carefully managed. These may include:

- Availability of contractors and a lack of competitive tenders due to capacity of submitting;
- Location of unknown services and their diversion or accommodation;
- Rise in costs in specific materials due to global or local supply chain issues;
- A further global outbreak of Covid-19 or other virus;

The mechanisms to control the main financial risks are:

- Use of an approved tender framework that the County Council is signed upto;
- Thorough assessment of tenders returned for the respective works packages to understand assumptions made by contractors and where the client is exposed to unknown risk and the means to mitigate;
- Use of a project initiation document that sets out the protocols for communication and reporting;
- Clear lines of management and decision-making;
- Strict change control mechanisms and register;
- Regular accounting reports on actual spend against projected and anticipated outturn cost;
- Continuous dialogue with the respective funders.

Our risk register is found in the appendices (L) which identifies some of the main financial risks.

Through our change control and project management protocols we will receive, consider and manage project variances and their implications. Where a financial cost cannot be accommodated within the existing budget, a change request form will be issued through the Senior Responsible Officer and to the Head of Finance. If this cost cannot be met by the County Council, the SRO and strategic project manager will be shared with UK Government and with other grant giving organisations

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Upload risk register

Monmouth - Risk Register.pdf

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If you are intending to award a share of your LUF grant to a partner via a contract or sub-grant, please advise below

n/a

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What legal / governance structure do you intend to put in place with any bid partners who have a financial interest in the project?

n/a

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Summarise your commercial structure, risk allocation and procurement strategy which sets out the rationale for the strategy selected and other options considered and discounted

As public procurers the County Council is in a unique position to move beyond just 'saving money' – to addressing social, economic and environmental issues. Optimal public procurement can improve lives and make Monmouthshire a more sustainable and resilient place. The Wales Procurement Policy Statement supports the use of procurement in being a strategic tool to deliver economic benefit.

Monmouthshire County Council's Key Financial Thresholds & Procurement Procedures are found within our appendices J. For LUF, the Council will be utilising existing frameworks, utilising those that offer the best value for money. Where officers wish to rely upon the use of a framework arrangement, they must ensure that all relevant guidance issued in relation to the use of the framework is understood and abided by. This will include, the scope of the framework, the process for utilising the framework, whether this be a mini competition or direct award, the weightings attached to the award criteria and the terms and conditions that govern its use. All mini competitions made via a framework agreement must include a contract award notice via Sell2Wales when the contract has been awarded.

The procurement strategies for the respective projects are outlined below.

Shire Hall Improvements

A refurbishment specification will be prepared by the County Council's internal design team and tenders would be invited via the Sell2Wales portal to maximise the opportunity for SME and local contractors to bid for this work. Bids will be evaluated against price, quality and decarbonisation criteria.

Arrival and Making the Connection – Blestium St/Monnow St

For the public realm based projects we will use the SEWH - the South East & Mid Wales Collaborative Civil Engineering and Highways Construction Framework. The Framework covers maintenance works, project works, and surfacing and surfacing preservation for highways and civil engineering schemes. The specification of the Framework is the 'Specification for Highway Works' published by The Stationary Office (formerly HMSO). The main form of contract that would be used would be the Institution of Civil Engineers' NEC 4 Engineering and Construction Contract, June 2017, Option A.

Market Hall Redevelopment

A redevelopment and fit out specification will be prepared by the County Council's internal design team and tenders would be invited via the Sell2Wales portal to maximise the opportunity for SME and local contractors to bid for this work. Bids will be evaluated against price, quality and decarbonisation criteria.

See copy of financial regulations and standing orders in Appendix J.

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ea35944b2383&cameFromPageIdx=177#fdlq6_2_1_commercialStructureII\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/151?fastForward=b0bd74c9-9953-4cb2-a243-
ea35944b2383&cameFromPageIdx=177#fdlq6_2_1_commercialStructureII)

Who will lead on the procurement and contractor management on this bid and explain what expertise and skills do they have in managing procurements and contracts of this nature?

Monmouthshire County Council will lead on the procurement and management of the respective contracts. This will be co-ordinated and managed through its strategic project delivery structure that is outlined in more detail within the delivery response.

Each project will have a senior responsible officer that will report to an overall programme director.

A project manager will be assigned to each project, who will lead on the strategic management and delivery of the various activities. The project manager will be a key resource in facilitating the procurement process and eventually contractor management. Specific details on each project are outlined here:

Shire Hall.

The Council's Environment & Culture Manager will oversee the initial development and mobilisation/refurbishment phase of this LUF with an appointed project manager to follow.

They will manage the procurement of this project through Sell2Wales, with the advice of the Council's procurement team. The Council's legal team will oversee the opening and award of tenders. On award of contract, the Council's Landlord Services team will oversee the contract management of the refurbishment works such as works inspection, valuation, handling design variances and completion/hand-over. The respective officers have experience of procuring and managing contracts for:

- New County Hall, Usk
- Various leisure centres in Abergavenny and Monmouth
- Borough theatre, Abergavenny

Arrival and Making the Connection – Blestium St/Monnow St.

The Council's Regeneration Manager will manage the procurement of this project through the SEWH - the Southeast & Mid Wales Collaborative Civil Engineering and Highways Construction Framework. The Council's legal team will oversee the opening and award of tenders. Through its consultancy framework with Capita, it will use engineering personnel to manage contracts and supervise the site works. It will monitor delivery, design variances, handle any claims, value/certify works at key stages and help with the completion, snagging and hand-over. The respective officers have experience of procuring and managing contracts for:

- Agincourt Square
- The Cross Destination Space
- Church Road Phases 1 and 2

Market Hall Redevelopment

The County Council's Landlord Services team will manage the procurement of this project through Sell2Wales, with the advice of the Council's procurement team. The Council's legal team will oversee the opening and award of tenders.

On award of contract, the Council's Property Services team will oversee the contract management of the refurbishment works such as works inspection, valuation, handling design variances and completion/hand-over. The respective officers have experience of procuring and managing contracts for:

- New County Hall, Usk
- Various leisure centres in Abergavenny and Monmouth
- Borough theatre, Abergavenny

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Are you intending to outsource or sub-contract any other work on this bid to third parties?

Outsourcing and sub-contracting will occur as outlined below.

Shire Hall Improvements

We will need to re-procure the detailed design as the current contract has run its course. Envisage the core design team will work alongside a museum/interpretative specialist (depending on procurement responses they could be the same team but more likely based on similar projects to be separate.

Arrival and Making the Connection – Blestium Street/Monnow Street

It is proposed that Capita will act as contract managers and site supervisors including CDM activities within this work.

Market Hall Redevelopment.

The detailed design development and contract documents will be subject to separate procurement exercise.

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How will you engage with key suppliers to effectively

manage their contracts so that they deliver your desired outcomes

The County Council will need to satisfy that key suppliers can demonstrate that appropriately experienced, technically competent and financially resilient contractors have the essential credentials to be shortlisted. Supplier Selection criteria for shortlisting may include, but not be limited to:

- Financial standing, including provisions for insurance to cover liability
- Technical or professional capability and capacity
- Health & Safety assurances
- Environmental Sustainability
- Evidence as to whether they are unsuitable on certain grounds, e.g. people trafficking, bankruptcy, bribery, corruption, money laundering or failure to pay taxes
- Data Protection – GDPR Implications.
- Ethical Supply chain considerations

Authorised Officers will ensure that appropriate and proportionate supplier selection questions are included at the selection or pre-qualification stage depending on the outcomes of the risk assessment and the procurement process being used.

All tenders more than £75,000 should consider the appointment of a dedicated contract manager, being the strategic project manager of thematic project manager lead. The resources spent managing the contract will be proportionate to the price being paid and the risks being managed.

In addition to the processes by which Contracts are established, there is a need to ensure that the respective Contracts are properly managed during their life. These Contract Procedure Rules therefore cover aspects of Contract Management, which relate to ongoing day to day contract welfare, Contract variation & price control at any time during the Contract period.

The day to day management of Contracts shall be undertaken by the Contract Manager and shall include monitoring in respect of:

- Performance
- Compliance with specification and contract terms
- Cost
- Value for money
- User satisfaction
- Risk
- Community benefits (where applied)

It is the responsibility of the contract manager to raise any incidents of poor

performance immediately with the Contractor and seek rectification. In instances of particularly poor performance, or persistent poor performance, the Contract Manager should consider the appropriate course of action taking advice from the Strategic Procurement Manager in the first instance.

Contracts may be varied without a new procurement procedure where:

- The variations have been provided for in the relevant contract documents in clear unequivocal terms and these do not alter the overall nature of the contract; and/or
- Additional goods, services or works which were not included in the original quotation or tender have become necessary, where a change of contractor cannot be made for economic or technical reasons or where it would cause serious inconvenience or duplication and the price does not exceed 20% of the original contract value and that it does not extend the contract period by more than 50%; and/or
- The circumstances causing the need for variation were unforeseen, the variation does not alter the overall nature of the contract and the price does not exceed 20% of the original contract value and that it does not extend the contract period by more than 50%.

In all cases of contract variation, careful consideration must be made of the impact of the increased value of the contract on the procurement threshold levels, particularly whether the increase in value will move a contract from below OJEU value into high value, OJEU level. In this circumstance the variation should not normally be granted.

Assignments and novation. Any contracts subject to novation must be referred to the Head of Law/ Monitoring Officer at the earliest possible instance.

Termination of Contract. For any Contract exceeding £75,000 in value, early termination must be approved by the Head of Law/ Monitoring Officer. Contracts of a lesser value may be terminated early by agreement prior to the expiry date or in accordance with the termination provisions set out in the contract following consultation with the Strategic Procurement Manager.

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Set out how you plan to deliver the bid

The Delivery Plan is found in appendix K to this bid which provides a more in-depth detail on the delivery programme, key milestones, dependencies,

organisational and skills set up, statutory consents, engagement strategy and monitoring, amongst other items.

There are three projects which are subject to a logic of phasing between those that are stand-alone, well-advanced and “shovel ready” and those that need to be implemented earlier on in terms of the sequence of works.

The project plan within the appendices provides a summary of the main headline activities with a more detailed Gantt chart within the appendices. To meet Gateway 1 of this submission, a number of our projects can incur capital expenditure in 2022-23.

Key Milestones, Dependencies & Resources

Shire Hall Improvements.

The Shire Hall works would be mobilised in the autumn of 2023 once listed building and planning has been secured with works commencing in the spring of 2024 with an anticipated 9–12-month construction period

Arrival and Making the Connection – Blestium Street and Monnow Street.

Monnow street would not require any consents, with the exception of SAB. Blestium Street would require consents from Cadw, Conservation Area consent and planning due to the setting of the ancient monument. This project will there be split into two phase with Monnow Street construction works starting in April 2023, with Blestium Street commencing in April 2024, with a project finish in February 2025.

Market Hall Redevelopment.

This project is subject to further detailed design, listed building and planning consent. It is also dependent on the Shire Hall project with a need to move the museum artefacts across to this space, in order to release the redevelopment works for the enterprise space. The works are planned to start in January 2024 with a completion by December 2024.

Roles, Responsibilities, Skills & Capacity

The organisational structure for project delivery is shown in appendix J, which demonstrates the structure and protocols for reporting and communication across this package of projects with overarching strategic co-ordination/due diligence activities, in addition to the respective project management.

Key skills include:

- Strategic programme and project management
- Financial monitoring, claims and reporting
- Physical monitoring and evaluation
- Communication and engagement
- Design services – planning, architecture, urban design, engineering, property, cost, amongst other items
- Procurement, contracts management including CDM/Health & Safety
- Site supervision

Stakeholder Management

This is developed further within our communications strategy and plan and builds on our existing channels with the multi-sector town centre stakeholder forum supporting the County Council with communications message on site and through digital information and messaging.

Statutory Consents

Shire Hall Improvements.

Listed building consent would be required for all works due to the Grade I listed status of the building. Planning consent will also be required for the proposed ground floor extension

Arrival and Making the Connection – Blestium St/Monnow.

Planning permission is required for the works in Blestium Street due to is being defined as development and is within the setting of the ancient Monnow Bridge. Consent from Natural Resources Wales would need to be obtained due to the works being within the river area.

Planning permission is not required for the public realm works in Monnow Street. SAB approval would be required for the proposed works in the two streets and environs.

Market Hall Redevelopment.

Listed building consent would be required for all works due to the Grade II listed status of the building. Planning permission would also be required for the change of use and modifications.

Monitoring

The Council's approach to monitoring progress will be led by the senior responsible officer with delegated responsible to the respective project managers to ensure the following activities are undertaken:

- Produce regular management reports – highlight and where needed more detailed progress reports
- Identification, recording, assessment, management and reviewing of risks
- Ensure the Consultants and Contractor deliver to time and that their products are appropriately presented and signed off
- Monitor any payments and claims made through the project
- Manage all payments to Consultants and Contractors
- Facilitate issue resolution
- Confirm and manage project communication, reporting, authorisation and change management procedures to operate between MCC and the consultants, and contractors
- Monitor the achievement of milestones and overall programme progress, including the signing off of completed tasks, and ensuring all deadlines are met
- Ensure quality checks are planned and undertaken during the delivery stages. Establish and work to safety, quality and environmental policy strategies and plans
- Draft and manage the project controls
- Ensure the drafting of a post programme plan

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Demonstrate that some bid activity can be delivered in 2022-23

The level of bid activity that can be undertaken in the 2022-23 period is shown below. This is subject to an award of LUF funding in October 2022. Risks are shown within the risk management section of this form and within our risk register.

Shire Hall Improvements

- Design development – Q3-Q4 2022/23

Arrival and Making the Connection – Blestium St/Monnow

- Detailed design development – Q3 2022/23
- Procurement and mobilisation – Q4 2022/23

Market Hall Redevelopment

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Risk Management: Set out your detailed risk assessment

The Monmouth (LUF) project risk register lists all identified risks, their causes and consequences, assessment of likelihood and impact, and proposed management actions to mitigate the risk. The register is the focal point for addressing risks, actions and impacts and is the key management tool for communication and tracking actions.

Key Barriers and Level of Risk

See below examples of key barriers we have identified:

Shire Hall Improvements

Securing LBC and planning consents – AMBER
Availability of contractor and supply chains – AMBER
Disruption to service during works – AMBER
Retention of customer base – AMBER
Impact on upper end of town centre – GREEN

Arrival and Making the Connection – Blestium St/Monnow

Managing business continuity during works – AMBER
Availability of contractor and supply chains – AMBER
Traffic management and access to parking – AMBER

Market Hall Redevelopment

Securing LBC and planning consents – AMBER
Availability of contractor and supply chains – AMBER
Limited street frontage and use of traffic management – GREEN

Management/Mitigation

The risks on the current register have been identified at the detailed design development stage of the project. New risks will be added from the issues log, highlight reports and specific workshops. The risks will need to be quantified and considered when presenting budget costs, this will assist the Client Team

in managing tolerances etc. The owner of individual risks should also be noted on the risk register; however, risks will generally be owned by the Client Team, their management will often be delegated to Project Team members. The RAG system helps focus the need for mitigation action.

The key controls are:

- procedures are in place to identify, assess, prevent or contain material known risks, and these procedures are operating effectively throughout the Authority;
- a monitoring process is in place to review regularly the effectiveness of risk reduction strategies and the operation of these controls;
- managers know that they are responsible for managing relevant risks and are provided with relevant information on risk management initiatives;
- managers apply a standard approach to risk identification and recording, using the risk management strategy;
- provision is made for losses that might result from the risks that remain;
- procedures are in place to investigate claims within required timescales;
- acceptable levels of risk are determined and insured against where appropriate;
- the Authority has identified business continuity plans for implementation in the event of disaster that results in significant loss or damage to its resources.

Roles and Responsibilities

The Strategic Project Manager will be the main risk manager that co-ordinates, monitors, records and is part of the decision-making process in the event of any project variances. This post will report to the SRO and lead accountant and Senior Finance Officer in relation to financial implications and recommendations.

Please see our risk register in appendix L.

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Provide details of your core project team and provide evidence of their track record and experience of delivering schemes of this nature

The County Council has a sound track record in delivering projects within the regeneration and heritage and culture setting.

The Council uses a mix of in-house technical officers and when needed augments these with external consultancies. In-house skills include:

- Regeneration and place-making
- Property and asset management/delivery
- Transport and traffic
- Active travel
- Green infrastructure and biodiversity
- Well-being and leisure
- Social inclusion

The core team includes:

- Strategic Project Manager – Daniel Fordham
- Project Manager – Shire Hall
- Project Manager – Blestium Street/Monnow Street
- Project Manager – Market Hall

Full CVs can be found in appendix K.

External consultancies include:

- Roberts Limbrick Architects
- Macgregor Smith Landscape Architects
- Requirement to appoint Shire Hall architect for detailed design

In recent years, notable projects include:

- Church Rd Connections Project, Caldicot - £500,000, completed August 2021
- Provision of new gym and associated fitness space, Abergavenny Leisure Centre - £1.7m – completed March 2022
- Refurbishment of Abergavenny Town Hall into a multi-purpose facility (library, TIC, community space, one stop shop, etc) - £1.8 million, completed March 2021
- Civilised street scheme, Cross Destination space, Caldicot - £1.5 million, completed March 2021
- Provision of new leisure centre at Monmouth – cost of £7.3 million, phased opening fitness offer only August 2018 & fully open February 2019
- Chepstow High Street regeneration scheme - £1.5 million, April 2005

Project Case Study 1

Civilised Street Scheme, Caldicot - £1.55m, completed in August 2020. A local transport scheme integrated with public realm to improve pedestrian and cycling priority at a busy town centre junction and forming a physical link to the castle and country park. New bus shelters, street furniture, tree planting and

landscaping and the creation of a functional civic space for events and activities.

Project Case Study 2

Monmouth Leisure Centre – A 7.3M complete re-development of the whole leisure centre building, fully opened in February 2019. New facilities included a 25m swimming pool and changing village, spa, dedicated first floor fitness offer, children’s soft play centre and café.

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Set out what governance procedures will be put in place to manage the grant and project

The Chief Financial Officer is a key member of the overall Project Board. The Board will receive reports to confirm project delivery and costs to ensure the individual projects remain on target and within the project plan.

Project Board will meet bi-monthly and will receive a financial report, key milestone report and a review of the risk register to support any variation to expenditure, timescales or project delivery.

The Project Board will consist of Senior Leadership Team Officers. The Strategic Project Lead Officer will report directly to the Board and will ensure that all programme changes and variations are reported there. The Board is responsible for ensuring that changes to the programme are managed effectively and will monitor any remedial actions implemented to ensure that the project remains on track. Should significant concerns be raised that may impact the ability to deliver any aspect of the project, then the Project Board will commission an independent gateway review which will be undertaken to provide an objective and independent view and to assess the continued viability of the scheme.

Financial governance of the funding will fall under the authority’s grants protocol. The protocol lays out the responsibilities for grant claim co-ordination and ensures financial control is in place for each part of the claims process leading up to final S151 officer approval. Further governance checks will also be provided by our internal and external audit partners.

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If applicable, explain how you will cover the operational costs for the day-to-day management of the new asset / facility once it is complete to ensure project benefits are realised

The County Council will meet the following operational resources, post completion, from established staffing costs.

The Shire Hall

The building has a site lead and operational staff that will continue once the planned works have taken place. The Council also has a learning manager based at Shire Hall who will lead on the community outreach work.

Landlord services will manage the physical fabric and planned maintenance which will form part of an ongoing business plan for the building.

Access and Making the Connection – Blestium Street/Monnow Street

The physical extent of this project is within the highway and is maintained by Monmouthshire County Council. A continued cleansing and landscape maintenance contract would be maintained.

The County Council is also looking to partnering local community organisations to develop joint approaches to maintaining the quality of the environment across the year.

Market Hall Redevelopment

The County Council will assign an asset manager for the block that will manage the following:

- Managing defects
- Existing tenant liaison and management
- Energy plan management
- Maintenance
- Licensing
- On-site marketing and promotion
- Links to the town centre stakeholder group

The Council's Business Development team will also support in the following ways:

- Handle enquiries and signpost to asset manager
- Address any business support needs
- Account manage business
- Run business surgeries
- Host network events – meet the buyer

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Upload further information (optional)

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Set out proportionate plans for monitoring and evaluation

Objectives

The evaluation of Monmouth's Place (LUF) Project will have the following objectives:

1. To assess how the package of projects are being developed and delivered against agreed LUF aims and objectives;
2. To assess the project governance and management during the project and also its future sustainability, post 2024;
3. To assess the impact of implementation of the package of projects and the resultant aggregated outcomes and impacts.

The scope of the evaluation is for the period October 2022 to March 2025. The geographical coverage is Monmouth town centre. The evaluation will also look at secondary and multiplier benefits across the wider place and community.

Evaluation Approach

Our approach to this evaluation is formative and summative assessing the process and impact of LUF on several suggested Fund objectives:

1. Regeneration and town centre investment to upgrade eyesore buildings and

dated infrastructure, acquire and regenerate brownfield sites, invest in secure community infrastructure and crime reduction so that public services and safe community spaces are brought back into town and city centres.

2. Cultural investment to maintaining, regenerate, or create repurposed museums, galleries, visitor attractions (and associated green spaces) and heritage assets as well as creating new community-owned spaces to support the arts and serve as cultural spaces.

3. For investment proposals to support high priority projects that will make a visible impact in local areas.

4. For capital and infrastructure projects to have a visible impact on our surroundings, being aligned to and support Net Zero goals, either based on low or zero carbon best practice, adopt and support innovative clean tech and/or support the growth of green skills and sustainable supply chains.

Audience for Evaluation

We have identified a hierarchy of stakeholders as follows:

Strategic

- UK Government – DLUHC, BIS
- Welsh Government
- Monmouthshire County Council
- Other strategic organisations

Local

- Monmouth Town Council
- Monmouth Chamber of Commerce
- Community and voluntary groups and networks

Beneficiary

- Residents
- Visitors
- Users

The evaluation will be open to a multi-layered audience as shown above with case studies, lessons learnt and knowledge transfer and continual free flow of information during the process.

Tasks

The key tasks for the evaluation include:

- To sense check the baseline data that has been brought together, that is both

qualitative and quantitative that sets a benchmark for the evaluation process, identifies any barriers/opportunities at the start and validates the project aim and objectives;

- To review the Monmouth (LUF) project process from a strategic to operational level and how progress is being made against project objectives;
- To understand the process, logic and outputs from that lead to “improved lives by giving people pride in their local communities; bringing more places across the UK closer to opportunity; and demonstrating that government can visibly deliver against the diverse needs of all places and all geographies”.
- To understand the impact of the key projects and deliverables.

Data & Monitoring

The programme manager will have responsibility for requesting, collecting, analysing and reporting data to the town centre project board. A centralised system will be used to record and evidence activity. Storage will be secured and will abide by the Data Protection Act 2018.

Monitoring Systems

The project will create a library of baseline project documentation, management and monitoring information. This will provide a technical context for any future evaluation of the project and its constituent parts. Documents and information will include the following:

- Key strategic documents that support the project;
- Approved project application and funding letters with conditions;
- Monitoring and reporting documents; financial and physical (MIS);
- Project management manuals – systems and protocols;
- Organisation and management systems;
- Meeting notes and reports;
- Marketing and promotion activities and associated material;
- Desktop analysis of project documentation – strategic and delivery information e.g. monitoring returns on expenditure, milestones, outputs.

The management information system will provide a spreadsheet-based file that tags project activity to key results, outputs and outcomes by theme or at a strategic level. These systems also have links to evidence identifying progress to date. It provides an actual position on indicators against targets and shows variances. It is also linked to financial expenditure, claim made, and grant income received.

Overview of key metrics for M&E

The strategic outputs and outcomes which we plan to achieve through this LUF investment and in aligning other funds and investment are outlined below.

REGENERATION

Indicators

- Vacancy rates
- Diversity of uses
- Footfall
- Dwell
- Business confidence
- Perception

Outputs

- 1720 Sqm of town centre space refurbished/repurposed
- 8416 Sqm of public realm improved generating more footfall and active travel activity

Outcomes

- Growth in local town centre enterprise and employment that creates wellness within the community
- A town centre whose public space is inclusive, active, enterprising and is a hub to meet and explore from

CULTURE & HERITAGE

Indicators

- Number of visitors
- Learning activities
- Perceptions of place
- Direct spend
- Dwell
- Courses and training

Outputs

- 2500 people per year engaging in learning
- 500 residents accessing training
- 5 volunteers engaged per year
- 10 local enterprise supported

Outcomes

- Change in visitor type and numbers
- Greater awareness of the Monmouth story
- Change in activity and economic activity at upper end of town
- Greater life chances for the inactive members of the local community

Resources Required and Governance Arrangements

The Strategic Project Manager will have ultimate responsibility for monitoring and claims for Monmouthshire County Council and onwards to UK Government. This will include physical monitoring evidence linked to financial expenditure.

Key roles and responsibilities for the Strategic Project Manager include:

- Ensuring appropriate resources
- Ensuring information is collected and available
- Procurement of evaluation consultant
- Day to day management
- Progress and meeting milestones
- Dealing with consultant queries
- Ensuring feedback
- Dissemination of evaluation findings

A copy of our monitoring and evaluation plan is found in appendix M.

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Section 9: Declarations

Check your answers for this section

Senior Responsible Owner Declaration

Upload pro forma 7 - Senior Responsible Owner Declaration

LUF Round 2 Pro formas V6.1 Proforma 7 MONMOUTH.docx

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Chief Finance Officer Declaration

Upload pro forma 8 - Chief Finance Officer Declaration

LUF Round 2 Pro formas V6.1 Proforma 8 MONMOUTH.docx

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Publishing

URL of website where this bid will be published

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/178?fastForward=9bdf289b-2f06-4340-abd3-242be48c8c64&cameFromPageIdx=183#fdlq7_4_publishingWebsiteI\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/178?fastForward=9bdf289b-2f06-4340-abd3-242be48c8c64&cameFromPageIdx=183#fdlq7_4_publishingWebsiteI)

Additional attachments

Additional file attachment 1

Upload attachment

Monmouth LUF Appendices 20220728clt.pdf

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Check your answers for Annex A

Project 1 Name

Shire Hall Improvement

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Provide a short description of this project

This project will reconfigure and improve an existing underutilised Grade I listed public building to enhance its role as a visitor attraction, community and learning hub and develop a cohesive and high quality attractor within the higher area of the town centre. This will include the relocation of Monmouth Museum from Market Hall into Shire Hall to develop an enhanced cultural offer.

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Provide a more detailed overview of the project

This package bid is about Connecting, Civic & Commerce that bridges the present gap in the performance of the town centre that is about its drawn out environment and underused assets. There is a direct relationship and

dependency on all parts to work as a whole in order for the direct project and multiplier benefits to be generated. This is at a physical and socio-economic level.

The Shire Hall project is to reconfigure and improve this existing underutilised Grade I listed public building to enhance its role as a visitor attraction, community and learning hub and develop a cohesive and high-quality attractor within the higher area of the town centre. This will include the relocation of Monmouth Museum from Market Hall into Shire Hall to develop an enhanced cultural offer. Specific activities include:

- To provide an integrated community cultural facility and visitor attraction that inspires people from the local area and beyond by integrating Monmouth Museum including the nationally significant Nelson collection.
- Create an inspirational learning hub that partners with formal education providers, local business, leaders and entrepreneurs, creatives, makers and producers to provide inspirational real-world learning opportunities.
- To better announce the building and engage with its immediate space in Agincourt Square.

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Provide a short description of the area where the investment will take place for this project

The town of Monmouth is in the north eastern corner of the County, some two miles from the English county of Herefordshire. It is located on the A40 which connects south east Wales with the Midlands region. It has no railway station with a town bus station providing local, regional and national bus and coach services. The town has a population of c.12,000 with it acting as a rural service centre for the outlying villages.

The wider town of Monmouth is shown in the spatial plan in appendix A with the River Wye creating physical severance between Wyesham to the east and the remainder of the town to the west. Employment is outside of the town being a mixture of small manufacturing, service, office based industry on Wonastow Road and Hadnock Road. The town has a strong educational function with a number of schools, and has a notable history associated with Henry V and Agincourt, Charles Rolls and more recently with Rockfield recording studio.

The main development constraint for the town is the proximity to its rivers, with Monmouth known for flooding risk to the east with the River Wye breaching its banks on a number of occasions.

The area of the intended LUF investment is the town centre which is shown in appendix A. The town centre is bordered by the River Monnow to the west and north and by Chippenham playing fields/A40 to the south with it gently rising to St Mary's Church on its eastern edge.

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Further location details for this project

Project location 1

Postcode

NP25 3DY

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Grid reference

SO 50752 12854

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Upload GIS/map file (optional)

Shire Hall Improvement.zip

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% of project investment in this location

21%

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Select the constituencies covered by this project

Project constituency 1

Select constituency

Monmouth

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Estimate the percentage of this package project invested in this constituency

100%

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Select the local authorities / NI councils covered by this project

Project local authority 1

Select local authority

Monmouthshire (Sir Fynwy)

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Estimate the percentage of this package project invested in this Local Authority

100%

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[1925bf9a9e5c&cameFromPageIdx=206#fdla5_investmentLocalAuthorityPercent_p11l0\).](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=5b8059d3-1eb3-4a21-8f40-1925bf9a9e5c&cameFromPageIdx=206#fdla5_investmentLocalAuthorityPercent_p11l0)

What is the total grant requested from LUF for this project?

£3485904

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[fastForward=4c61400c-98bf-459d-9700-](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=4c61400c-98bf-459d-9700-db3dad3803e2&cameFromPageIdx=206#fdla6_totalGrant_p11l1)

[db3dad3803e2&cameFromPageIdx=206#fdla6_totalGrant_p11l1\).](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=4c61400c-98bf-459d-9700-db3dad3803e2&cameFromPageIdx=206#fdla6_totalGrant_p11l1)

What is the proportion of funding requested for each of the Fund's three investment themes?

Regeneration and Town Centre

0%

[Change \(https://apply-for-levelling-up-fund-round-](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=229b7c3b-579d-4e35-b75f-dc50adf82678&cameFromPageIdx=206#fdla7_regenerationPc_p11l1)

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[fastForward=229b7c3b-579d-4e35-b75f-](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=229b7c3b-579d-4e35-b75f-dc50adf82678&cameFromPageIdx=206#fdla7_regenerationPc_p11l1)

[dc50adf82678&cameFromPageIdx=206#fdla7_regenerationPc_p11l1\).](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=229b7c3b-579d-4e35-b75f-dc50adf82678&cameFromPageIdx=206#fdla7_regenerationPc_p11l1)

Cultural

100%

[Change \(https://apply-for-levelling-up-fund-round-](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=229b7c3b-579d-4e35-b75f-dc50adf82678&cameFromPageIdx=206#fdla7_culturalPc_p11l1)

[2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=229b7c3b-579d-4e35-b75f-dc50adf82678&cameFromPageIdx=206#fdla7_culturalPc_p11l1)

[fastForward=229b7c3b-579d-4e35-b75f-](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=229b7c3b-579d-4e35-b75f-dc50adf82678&cameFromPageIdx=206#fdla7_culturalPc_p11l1)

[dc50adf82678&cameFromPageIdx=206#fdla7_culturalPc_p11l1\).](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=229b7c3b-579d-4e35-b75f-dc50adf82678&cameFromPageIdx=206#fdla7_culturalPc_p11l1)

Transport

0%

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=229b7c3b-579d-4e35-b75f-dc50adf82678&cameFromPageIdx=206#fdla7_transportPc_p1ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=229b7c3b-579d-4e35-b75f-dc50adf82678&cameFromPageIdx=206#fdla7_transportPc_p1ll)

Confirm the value of match funding secured for the component project

£387323

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=b6b6c10f-6f4e-416a-acfa-c24aa19b94ab&cameFromPageIdx=206#fdla8_matchFunding_p1ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=b6b6c10f-6f4e-416a-acfa-c24aa19b94ab&cameFromPageIdx=206#fdla8_matchFunding_p1ll)

Provide details of all the sources of match funding within your bid for this component project

The match funding for this submission will be provided by Monmouthshire County Council .

Phase 2 of the works is subject to a separate Heritage Fund application but is standalone to this submission.

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=505c36f1-d555-4ddc-9bcd-7ee4b192f055&cameFromPageIdx=206#fdla8_matchFundingDesc_p1ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=505c36f1-d555-4ddc-9bcd-7ee4b192f055&cameFromPageIdx=206#fdla8_matchFundingDesc_p1ll)

Value for money

The benefits generated by this intervention are summarised below.

Heritage Benefits: Monetised

WTP public realm benefits: Monetised

Wider Land Value Uplift: Monetised

Health and wellbeing benefits associated with access to museums: Monetised

Creation of skills and wellbeing benefits: Non- Monetised

Wider Land Value Uplift

Wider land value uplift benefits have been monetised (attributed to all schemes coming forward) as the regeneration within the town centre will have an impact on residential and commercial land values in and around Monmouth Town Centre. This methodology has been based on that used within the Future High Street Fund clarification process. Assumptions used within the framework have been based on local authority studies or existing market information available at the time of analysis.

Heritage impacts

Historic buildings deliver a public benefit to those who visit, want to use them, and want to preserve the cultural heritage for future generations. The redevelopments identified in this bid are located Grade 1 listed buildings. The bid contains locally significant historic buildings and proposes to retain their historic frontages and appearance, enhancing the streetscape.

The heritage benefits associated with the development have been quantified using guidance on Heritage and value of place by SIMETRICA and Jacobs. The study represents the local resident's Willingness-to-Pay (WTP) to keep the heritage site in its good condition.

The estimated benefit is £5.73 per household (uplifted to 9.83 in current prices) and has been applied to the existing number of households within Monmouth. The benefits are appraised over a 20-year period to align with the general lifecycle of the museum.

WTP Benefits from access to a museum

The Arts Council England: Local Museums Benefit Transfer Report sets out the willingness to pay for visitors and non-visitors having access to a regional museum. In this case, the exhibitions and displays that will form part of the Shire Hall museum will attract visitors across the Monmouthshire region due to its importance in local history. The willingness to pay values are based on values from surveys undertaken across a range of regional museums. The WTP benefit for visitors per visit is considered to be £6.16 and for non-visitors the WTP is expected to be £3.25. Figures are presented in 2020 prices and have been uplifted as appropriate. The benefits are appraised over a 20-year period to align with a rough estimate of the life of the museum.

Wider benefits associated with access to museum have also been calculating comprising of wellbeing impacts. The approach to the calculation has been based on the HMT Green Book recommended approach to the quantification of wellbeing benefits. The 2014 DCMS study developed by Fujiwara et Al

suggests that engagement with the cultural sector leads to higher levels of wellbeing and provides a monetary value of £1,084 per person per year. This figure shows the increase in an individual's income that would result in the same increase in terms of wellbeing.

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BCR and value assessment

If it is not possible to provide an overall BCR for your package bid, explain why below

The central benefit-cost ratio (BCR) which demonstrates the value for money of the scheme should be based on the valuation of interventions coming forward as part of the proposed scheme

The BCR for the Shire Hall Improvement project has been calculated as follows:

- WTP Public Realm £63,310.48
- WTP Heritage £6,878,124.18
- WTP Museum Access £1,645,500.72
- WTP Museum wider Access £6,872,036.18
- Wider LVU £2,589,670.95
- TOTAL BENEFITS £18,048,642.51

- PVC £3,877,596.34

- Initial BCR 0.68

- Adjusted BCR 4.65

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Benefit Cost Ratios

Initial BCR

0.68

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=f6898e02-ad84-4be5-aab6-9187917639ca&cameFromPageIdx=206#fdla11_initialBcr_p1II\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=f6898e02-ad84-4be5-aab6-9187917639ca&cameFromPageIdx=206#fdla11_initialBcr_p1II)

Adjusted BCR

4.65

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=f6898e02-ad84-4be5-aab6-9187917639ca&cameFromPageIdx=206#fdla11_adjustedBCR_p1II\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=f6898e02-ad84-4be5-aab6-9187917639ca&cameFromPageIdx=206#fdla11_adjustedBCR_p1II)

Non-monetised benefits for this project

Proposals within the Shire Hall scheme include a community space which will act as an incubator for skills and training programmes for the local community providing opportunities for the local population to retrain, gain qualifications and potentially re enter the labour market. Such initiatives can lead to improved community well-being on top of improved skill levels and increased earnings through. Local communities may feel a sense of improved trust and belonging.

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=595da0c7-3669-4810-8c66-0dda5a20b2f9&cameFromPageIdx=206#fdla12_nonMonetisedBenefits_p1II\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=595da0c7-3669-4810-8c66-0dda5a20b2f9&cameFromPageIdx=206#fdla12_nonMonetisedBenefits_p1II)

Does this project include plans for some LUF grant expenditure in 2022-23?

Yes

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=66316725-9aa9-4e96-b8b8-0924ad82c901&cameFromPageIdx=206#fdla13_includePlansSpend23_p1II\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=66316725-9aa9-4e96-b8b8-0924ad82c901&cameFromPageIdx=206#fdla13_includePlansSpend23_p1II)

Could this project be delivered as a standalone project?

Yes - the project could be delivered as a standalone project

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=cb83598c-0a7e-4d7c-97d5-7484ee866dc9&cameFromPageIdx=206#fdla14_couldProjectBeStandalone_p1ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=cb83598c-0a7e-4d7c-97d5-7484ee866dc9&cameFromPageIdx=206#fdla14_couldProjectBeStandalone_p1ll)

Demonstrate that activity for this project can be delivered in 2022-23

Physical works will not commence but design development will be underway with statutory consent packages assembled.

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=b17ab096-d23a-4975-ad61-82fa2473d41b&cameFromPageIdx=206#fdla15_projectActivityDeliverable23_p1ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=b17ab096-d23a-4975-ad61-82fa2473d41b&cameFromPageIdx=206#fdla15_projectActivityDeliverable23_p1ll)

Statutory Powers and Consents

List separately below each power/consents etc. obtained for this project
n/a

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=91d9b18b-9bf9-47b8-8afb-715871720267&cameFromPageIdx=206#fdla16_statutoryPowersContents_p1ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=91d9b18b-9bf9-47b8-8afb-715871720267&cameFromPageIdx=206#fdla16_statutoryPowersContents_p1ll)

Upload content documents (optional)

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=91d9b18b-9bf9-47b8-8afb-715871720267&cameFromPageIdx=206#fdla16_uploadContentDocs_p1lfileName1\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/184?fastForward=91d9b18b-9bf9-47b8-8afb-715871720267&cameFromPageIdx=206#fdla16_uploadContentDocs_p1lfileName1)

Outstanding statutory powers/consents

Listed building and planning permission required.

These applications will be submitted to the LPA in April 2023 with a determination due in September 2023.

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Check your answers for Annex B

Project 2 Name

Arrival and Making the Connection – Blestium Street and Monnow Street

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Provide a short description of this project

Enhancement of the town's main arrival point and its primary footfall areas will create a more attractive space for visitors, businesses and residents. The project will include a visitor centre and active travel routes. Specific activities include:

- The Blestium St space will be enhanced through greening, including trees to create a better place for visitors, markets, and events.
- Public realm enhancement along Monnow St includes pavement widening using quality products suitable for the historic environment to create more pedestrian space and room for businesses to expand with street-based offers. The narrowed carriageway will slow traffic and support cycling.

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Provide a more detailed overview of the project

This package bid is about Connecting, Civic & Commerce that bridges the present gap in the performance of the town centre that is about its drawn out environment and underused assets. There is a direct relationship and dependency on all parts to work as a whole in order for the direct project and multiplier benefits to be generated. This is at a physical and socio-economic level.

Arrival and Making the Connection - Public Realm Enhancement is located on the main vehicular arrival into the town centre from the south west. Travelling over the new Monnow bridge, visitors to the town arrive in Blestium Street and the main long stay car park. The area is alongside the ancient Monnow bridge, the only remaining mediaeval fortified river bridge in Great Britain with its gate tower still standing in place. The existing space is currently dominated by the hardscape of the car park, with the river Monnow not accessible with the general public realm lacking quality or cohesion as a place of arrival. The space is also linked with the traffic dominated Monnow Street that provides a long sweeping route up to Agincourt Square, where the remaining two LUF projects are located.

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Provide a short description of the area where the investment will take place for this project

The town of Monmouth is in the north eastern corner of the County, some two miles from the English county of Herefordshire. It is located on the A40 which connects south east Wales with the Midlands region. It has no railway station with a town bus station providing local, regional and national bus and coach services. The town has a population of c.12,000 with it acting as a rural service centre for the outlying villages.

The wider town of Monmouth is shown in the spatial plan in appendix A with the River Wye creating physical severance between Wyesham to the east and the remainder of the town to the west. Employment is outside of the town being a mixture of small manufacturing, service, office based industry on Wonastow Road and Hadnock Road. The town has a strong educational function with a number of schools, and has a notable history associated with Henry V and Agincourt, Charles Rolls and more recently with Rockfield recording studio.

The main development constraint for the town is the proximity to its rivers, with Monmouth known for flooding risk to the east with the River Wye breaching its banks on a number of occasions.

The area of the intended LUF investment is the town centre which is shown in appendix A. The town centre is bordered by the River Monnow to the west and north and by Chippenham playing fields/A40 to the south with it gently rising to St Mary's Church on its eastern edge.

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Further location details for this project

Project location 1

Postcode

NP25 3EQ

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=fb1cc024-e162-474f-a4d3-80e1672ad15a&cameFromPageIdx=228#fdla5_investmentLocationPostcode_p2II0\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=fb1cc024-e162-474f-a4d3-80e1672ad15a&cameFromPageIdx=228#fdla5_investmentLocationPostcode_p2II0)

Grid reference

SO 50564 12603

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=fb1cc024-e162-474f-a4d3-80e1672ad15a&cameFromPageIdx=228#fdla5_locationGridRef_p2II0\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=fb1cc024-e162-474f-a4d3-80e1672ad15a&cameFromPageIdx=228#fdla5_locationGridRef_p2II0)

Upload GIS/map file (optional)

Arrival and Making the Connection.zip

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% of project investment in this location

52%

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=fb1cc024-e162-474f-a4d3-80e1672ad15a&cameFromPageIdx=228#fdla5_locationInvestmentPc_p2ll0\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=fb1cc024-e162-474f-a4d3-80e1672ad15a&cameFromPageIdx=228#fdla5_locationInvestmentPc_p2ll0)

Select the constituencies covered by this project

Project constituency 1

Select constituency

Monmouth

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=d50de4dc-1397-40b5-9dcd-740903abaec6&cameFromPageIdx=228#fdla5_investmentConstituency_p2ll0\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=d50de4dc-1397-40b5-9dcd-740903abaec6&cameFromPageIdx=228#fdla5_investmentConstituency_p2ll0)

Estimate the percentage of this package project invested in this constituency

100%

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=d50de4dc-1397-40b5-9dcd-740903abaec6&cameFromPageIdx=228#fdla5_investmentConstituencyPercent_p2ll0\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=d50de4dc-1397-40b5-9dcd-740903abaec6&cameFromPageIdx=228#fdla5_investmentConstituencyPercent_p2ll0)

Select the local authorities / NI councils covered by this project

Project local authority 1

Select local authority

Monmouthshire (Sir Fynwy)

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?)

[fastForward=c0de6d43-ee64-4dbb-9cf2-](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=c0de6d43-ee64-4dbb-9cf2-f6a990b2e9f0&cameFromPageIdx=228#fdla5_investmentLocalAuthority_p2ll0)

[f6a990b2e9f0&cameFromPageIdx=228#fdla5_investmentLocalAuthority_p2ll0](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=c0de6d43-ee64-4dbb-9cf2-f6a990b2e9f0&cameFromPageIdx=228#fdla5_investmentLocalAuthority_p2ll0)

Estimate the percentage of this package project invested in this Local Authority

100%

[Change \(https://apply-for-levelling-up-fund-round-](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=c0de6d43-ee64-4dbb-9cf2-f6a990b2e9f0&cameFromPageIdx=228#fdla5_investmentLocalAuthorityPercent_p2ll0)

[2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=c0de6d43-ee64-4dbb-9cf2-f6a990b2e9f0&cameFromPageIdx=228#fdla5_investmentLocalAuthorityPercent_p2ll0)

[fastForward=c0de6d43-ee64-4dbb-9cf2-](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=c0de6d43-ee64-4dbb-9cf2-f6a990b2e9f0&cameFromPageIdx=228#fdla5_investmentLocalAuthorityPercent_p2ll0)

[f6a990b2e9f0&cameFromPageIdx=228#fdla5_investmentLocalAuthorityPercent_p2ll0](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=c0de6d43-ee64-4dbb-9cf2-f6a990b2e9f0&cameFromPageIdx=228#fdla5_investmentLocalAuthorityPercent_p2ll0)

What is the total grant requested from LUF for this project?

£8505815

[Change \(https://apply-for-levelling-up-fund-round-](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=362cf564-8f23-4c77-bd6d-250394744eee&cameFromPageIdx=228#fdla6_totalGrant_p2ll)

[2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=362cf564-8f23-4c77-bd6d-250394744eee&cameFromPageIdx=228#fdla6_totalGrant_p2ll)

[fastForward=362cf564-8f23-4c77-bd6d-](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=362cf564-8f23-4c77-bd6d-250394744eee&cameFromPageIdx=228#fdla6_totalGrant_p2ll)

[250394744eee&cameFromPageIdx=228#fdla6_totalGrant_p2ll](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=362cf564-8f23-4c77-bd6d-250394744eee&cameFromPageIdx=228#fdla6_totalGrant_p2ll)

What is the proportion of funding requested for each of the Fund's three investment themes?

Regeneration and Town Centre

100%

[Change \(https://apply-for-levelling-up-fund-round-](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=272e0da1-d05e-4ac5-b118-1ebbaa095607&cameFromPageIdx=228#fdla7_regenerationPc_p2ll)

[2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=272e0da1-d05e-4ac5-b118-1ebbaa095607&cameFromPageIdx=228#fdla7_regenerationPc_p2ll)

[fastForward=272e0da1-d05e-4ac5-b118-](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=272e0da1-d05e-4ac5-b118-1ebbaa095607&cameFromPageIdx=228#fdla7_regenerationPc_p2ll)

[1ebbaa095607&cameFromPageIdx=228#fdla7_regenerationPc_p2ll](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=272e0da1-d05e-4ac5-b118-1ebbaa095607&cameFromPageIdx=228#fdla7_regenerationPc_p2ll)

Cultural

0%

[Change \(https://apply-for-levelling-up-fund-round-](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=272e0da1-d05e-4ac5-b118-1ebbaa095607&cameFromPageIdx=228#fdla7_culturalPc_p2ll)

[2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=272e0da1-d05e-4ac5-b118-1ebbaa095607&cameFromPageIdx=228#fdla7_culturalPc_p2ll)

[fastForward=272e0da1-d05e-4ac5-b118-](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=272e0da1-d05e-4ac5-b118-1ebbaa095607&cameFromPageIdx=228#fdla7_culturalPc_p2ll)

[1ebbaa095607&cameFromPageIdx=228#fdla7_culturalPc_p2ll](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=272e0da1-d05e-4ac5-b118-1ebbaa095607&cameFromPageIdx=228#fdla7_culturalPc_p2ll)

Transport

0%

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=272e0da1-d05e-4ac5-b118-1ebbaa095607&cameFromPageIdx=228#fdla7_transportPc_p2ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=272e0da1-d05e-4ac5-b118-1ebbaa095607&cameFromPageIdx=228#fdla7_transportPc_p2ll)

Confirm the value of match funding secured for the component project

£945091

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=e60fae84-fc9b-4789-b08b-c04168eea554&cameFromPageIdx=228#fdla8_matchFunding_p2ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=e60fae84-fc9b-4789-b08b-c04168eea554&cameFromPageIdx=228#fdla8_matchFunding_p2ll)

Provide details of all the sources of match funding within your bid for this component project

The County Council will provide a contribution of capital match funding of £545,091, and will underwrite any the anticipated Active Travel Fund contribution from Welsh Government of £400,000 until a decision is taken on this application in March 2023.

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=59ee4a4a-4d88-4346-b8cb-737b59df1fef&cameFromPageIdx=228#fdla8_matchFundingDesc_p2ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=59ee4a4a-4d88-4346-b8cb-737b59df1fef&cameFromPageIdx=228#fdla8_matchFundingDesc_p2ll)

Value for money

The benefits that this intervention will generate are summarised below.

- Wider Land Value Uplift: Monetised
- Public Realm Benefits: Monetised

Wider Land Value Uplift

It should be noted that wider land value uplift benefits have been monetised

(attributed to all schemes coming forward) as the regeneration within the town centre will have an impact on residential and commercial land values in and around Monmouth Town Centre. This methodology has been based on that used within the Future High Street Fund clarification process. Assumptions used within the framework have been based on local

Public Realm Benefits

For benefits related to public realm improvements benefits from the Gateway to Monmouth Scheme have been estimated using an economic model and have been based on benchmarks set out in the 2010 DCLG Valuing Regeneration report and have been based on conservative estimates for similar scheme type set out within the DCLG report.

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=8d54d833-92bf-4f56-96be-81b743b1b549&cameFromPageIdx=228#fdla9_valueForMoney_p2ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=8d54d833-92bf-4f56-96be-81b743b1b549&cameFromPageIdx=228#fdla9_valueForMoney_p2ll)

BCR and value assessment

If it is not possible to provide an overall BCR for your package bid, explain why below

The central benefit-cost ratio (BCR) which demonstrates the value for money of the scheme should be based on the valuation of interventions coming forward as part of the proposed scheme.

The BCR for the Arrival and Making the Connection: Blestium Street and Monnow Street project has been calculated as follows:

- BCR Benchmark PR £11,081,413.40
- Wider LVU £8,093,290.78
- TOTAL BENEFITS £19,174,704.19

- PVC £11,641,107.80

- Initial BCR 1.65

- Adjusted BCR n/a

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=7aa7931c-1b0a-4f6c-9f47-c5a373a7fade&cameFromPageIdx=228#fdla10_bcrAndValueAssessment_p2ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=7aa7931c-1b0a-4f6c-9f47-c5a373a7fade&cameFromPageIdx=228#fdla10_bcrAndValueAssessment_p2ll)

Benefit Cost Ratios

Initial BCR

1.65

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=33ab9bfb-79fb-4745-9d27-8f65d29ec015&cameFromPageIdx=228#fdla11_initialBcr_p2ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=33ab9bfb-79fb-4745-9d27-8f65d29ec015&cameFromPageIdx=228#fdla11_initialBcr_p2ll)

Adjusted BCR

1.65

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=33ab9bfb-79fb-4745-9d27-8f65d29ec015&cameFromPageIdx=228#fdla11_adjustedBCR_p2ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=33ab9bfb-79fb-4745-9d27-8f65d29ec015&cameFromPageIdx=228#fdla11_adjustedBCR_p2ll)

Non-monetised benefits for this project

Interventions will improve the image and perception of Monmouth Town Centre, which will lead to increased footfall and will benefit local businesses through increased visitor expenditure and may reduce vacancy rates. The improved offer in the town centre will help to diversify the visitor base in Monmouth and make it attractive for a wider group. Improved mobility for pedestrians through the town centre will encourage more people to visit also leading to increased footfall.

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=084a94cd-f1f8-4e86-8366-ce1c0835e37f&cameFromPageIdx=228#fdla12_nonMonetisedBenefits_p2ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=084a94cd-f1f8-4e86-8366-ce1c0835e37f&cameFromPageIdx=228#fdla12_nonMonetisedBenefits_p2ll)

Does this project include plans for some LUF grant expenditure in 2022-23?

Yes

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=cbcc5828-59ad-4594-8fba-c7cebbbeb106a&cameFromPageIdx=228#fdla13_includePlansSpend23_p2ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=cbcc5828-59ad-4594-8fba-c7cebbbeb106a&cameFromPageIdx=228#fdla13_includePlansSpend23_p2ll)

Could this project be delivered as a standalone project?

Yes - the project could be delivered as a standalone project

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=7b1fc783-ea0c-43b2-8cb4-a01ee70f9837&cameFromPageIdx=228#fdla14_couldProjectBeStandalone_p2ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=7b1fc783-ea0c-43b2-8cb4-a01ee70f9837&cameFromPageIdx=228#fdla14_couldProjectBeStandalone_p2ll)

Demonstrate that activity for this project can be delivered in 2022-23

It is proposed to mobilise the works within Monnow Street in February and March 2023, and before this the associated costs with design development, contract documents preparation and procurement.

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=f83b4efa-caf3-40b2-af39-d7b41e0a1a43&cameFromPageIdx=228#fdla15_projectActivityDeliverable23_p2ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=f83b4efa-caf3-40b2-af39-d7b41e0a1a43&cameFromPageIdx=228#fdla15_projectActivityDeliverable23_p2ll)

Statutory Powers and Consents

List separately below each power/consents etc. obtained for this project

n/a

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=b1d01a90-4b5f-485e-8805-3498a913ac1d&cameFromPageIdx=228#fdla16_statutoryPowersContents_p2ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=b1d01a90-4b5f-485e-8805-3498a913ac1d&cameFromPageIdx=228#fdla16_statutoryPowersContents_p2ll)

Upload content documents (optional)

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=b1d01a90-4b5f-485e-8805-3498a913ac1d&cameFromPageIdx=228#fdla16_uploadContentDocs_p2lfilename!\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=b1d01a90-4b5f-485e-8805-3498a913ac1d&cameFromPageIdx=228#fdla16_uploadContentDocs_p2lfilename!)

Outstanding statutory powers/consents

For Blestium Street, conservation area consent and planning permission will be

required as well as consultation with Natural Resources Wales on flood related matters.

For statutory consents, the Monnow Street element will require pre-SAB and potentially full SAB approval in relation to sustainable urban drainage. These would be obtained before November 2022. No planning permission is required due to the works being deemed as permitted development.

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=e813a2d2-731c-4d22-88ed-3a72e0d6d538&cameFromPageIdx=228#fdla17_outstandingPowersConsents_p2ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/207?fastForward=e813a2d2-731c-4d22-88ed-3a72e0d6d538&cameFromPageIdx=228#fdla17_outstandingPowersConsents_p2ll)

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Check your answers for Annex C

Project 3 Name

Market Hall Redevelopment

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=9b753025-87b4-443e-bd5d-4183ad5db856&cameFromPageIdx=250#fdla1_projectName_p3ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=9b753025-87b4-443e-bd5d-4183ad5db856&cameFromPageIdx=250#fdla1_projectName_p3ll)

Provide a short description of this project

Relocating Monmouth Museum to the Shire Hall allows for the redevelopment of this Grade II listed Market Hall. The project will involve internal fit out and some structural improvements to support the change of use to a local enterprise, co-working, business support and outreach hub.

The Market Hall will support new ways of working, providing space for start-ups, agile working, and meeting facilities. It could also provide test trading space for micro businesses such as local food and drink providers.

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=460f7dc3-1eb0-4072-be59-70b902c25610&cameFromPageIdx=250#fdla2_projectDescription_p3ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=460f7dc3-1eb0-4072-be59-70b902c25610&cameFromPageIdx=250#fdla2_projectDescription_p3ll)

Provide a more detailed overview of the project

This package bid is about Connecting, Civic & Commerce that bridges the present gap in the performance of the town centre that is about its drawn out environment and underused assets. There is a direct relationship and dependency on all parts to work as a whole in order for the direct project and multiplier benefits to be generated. This is at a physical and socio-economic level.

The Market Hall project provides an opportunity to bring additional enterprise space into the heart of the town centre that will appeal to new and grow on businesses and be a space for support and networking. Working with the Shire Hall project it will create a cohesive and diverse cluster of attractors that will maintain footfall, dwell, expenditure for this upper end of the town. The activities will also be a stimulus and pipeline for other investments and activities in the town and help support local skills and tackling economic inactivity in Monmouth. The project will also provide a springboard for business to trial and test ideas and products before moving into town centre commercial premises that are vacant or underused. It will also provide training and skills development resources for those residents that are inactive and want to be improve life skills and employability.

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=ac511fdc-0622-43d2-8acc-a5056d16d279&cameFromPageIdx=250#fdla3_projectDetailedOverview_p3ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=ac511fdc-0622-43d2-8acc-a5056d16d279&cameFromPageIdx=250#fdla3_projectDetailedOverview_p3ll)

Provide a short description of the area where the investment will take place for this project

The town of Monmouth is in the north eastern corner of the County, some two miles from the English county of Herefordshire. It is located on the A40 which connects south east Wales with the Midlands region. It has no railway station with a town bus station providing local, regional and national bus and coach services. The town has a population of c.12,000 with it acting as a rural service centre for the outlying villages.

The wider town of Monmouth is shown in the spatial plan in appendix A with the River Wye creating physical severance between Wyesham to the east and the remainder of the town to the west. Employment is outside of the town being a mixture of small manufacturing, service, office based industry on Wonastow Road and Hadnock Road. The town has a strong educational function with a number of schools, and has a notable history associated with Henry V and Agincourt, Charles Rolls and more recently with Rockfield recording studio.

The main development constraint for the town is the proximity to its rivers, with

Monmouth known for flooding risk to the east with the River Wye breaching its banks on a number of occasions.

The area of the intended LUF investment is the town centre which is shown in appendix A. The town centre is bordered by the River Monnow to the west and north and by Chippenham playing fields/A40 to the south with it gently rising to St Mary's Church on its eastern edge.

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Further location details for this project

Project location 1

Postcode

NP25 3XA

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=e005e189-ee3e-46a7-9074-c78b56912823&cameFromPageIdx=250#fdla5_investmentLocationPostcode_p3ll0\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=e005e189-ee3e-46a7-9074-c78b56912823&cameFromPageIdx=250#fdla5_investmentLocationPostcode_p3ll0)

Grid reference

SO 50764 12961

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Upload GIS/map file (optional)

The Market Hall Redevelopment.zip

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=e005e189-ee3e-46a7-9074-c78b56912823&cameFromPageIdx=250#fdla5_locationUploadGISMap_p3lfilename10\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=e005e189-ee3e-46a7-9074-c78b56912823&cameFromPageIdx=250#fdla5_locationUploadGISMap_p3lfilename10)

% of project investment in this location

27%

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Select the constituencies covered by this project

Project constituency 1

Select constituency

Monmouth

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Estimate the percentage of this package project invested in this constituency

100%

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Select the local authorities / NI councils covered by this project

Project local authority 1

Select local authority

Monmouthshire (Sir Fynwy)

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=548ca678-7ec7-46bb-b752-](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=548ca678-7ec7-46bb-b752-)

Estimate the percentage of this package project invested in this Local Authority

100%

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=548ca678-7ec7-46bb-b752-82800afb9d87&cameFromPageIdx=250#fdla5_investmentLocalAuthorityPercent_p3ll0\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=548ca678-7ec7-46bb-b752-82800afb9d87&cameFromPageIdx=250#fdla5_investmentLocalAuthorityPercent_p3ll0)

What is the total grant requested from LUF for this project?

£4312903

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=6b912bf7-fdf9-4cb3-ac24-77c326cf07d4&cameFromPageIdx=250#fdla6_totalGrant_p3ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=6b912bf7-fdf9-4cb3-ac24-77c326cf07d4&cameFromPageIdx=250#fdla6_totalGrant_p3ll)

What is the proportion of funding requested for each of the Fund's three investment themes?

Regeneration and Town Centre

100%

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=e9ffb3ec-43ec-41ff-bb83-f8fcd93ba46e&cameFromPageIdx=250#fdla7_regenerationPc_p3ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=e9ffb3ec-43ec-41ff-bb83-f8fcd93ba46e&cameFromPageIdx=250#fdla7_regenerationPc_p3ll)

Cultural

0%

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=e9ffb3ec-43ec-41ff-bb83-f8fcd93ba46e&cameFromPageIdx=250#fdla7_culturalPc_p3ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=e9ffb3ec-43ec-41ff-bb83-f8fcd93ba46e&cameFromPageIdx=250#fdla7_culturalPc_p3ll)

Transport

0%

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=e9ffb3ec-43ec-41ff-bb83-f8fcd93ba46e&cameFromPageIdx=250#fdla7_transportPc_p3ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=e9ffb3ec-43ec-41ff-bb83-f8fcd93ba46e&cameFromPageIdx=250#fdla7_transportPc_p3ll)

Confirm the value of match funding secured for the component project

£479211

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Provide details of all the sources of match funding within your bid for this component project

The match funding for this project will be provided by Monmouthshire County Council.

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Value for money

The benefits that this intervention will generate are summarised below.

- Land Value Uplift: Monetised
- Wider Land Value uplift: Monetised
- Supporting increased footfall in the town centre: Non-monetised
- Reduction in vacancy rates: Non-monetised
- Increased visitor spend within the town centre: Non- monetised

Wider land value uplift benefits have been monetised (attributed to all schemes coming forward) as the regeneration within the town centre will have an impact on residential and commercial land values in and around Monmouth Town

Centre. This methodology has been based on that used within the Future High Street Fund clarification process. Assumptions used within the framework have been based on local authority studies or existing market information available at the time of analysis.

Elements of the Market Hall development will generate a total of 17 gross direct jobs. This number is calculated by applying the appropriate employment densities (from the HCA Employment Densities Guide, 3rd Edition) to the floorspace of each use, as follows: .

Use: Commercial

Floorspace (sqm) (NIA): 537

Employment density (sqm per FTE1): 10

Gross direct jobs: 17

Based on the number of jobs estimated above, the labour supply benefits have been monetised using the methodology set out by MHCLG in the Future High Street Fund clarification process. In line with this the number of jobs generated as a result of investment has been apportioned to the number of new entrants to the market and a benefit has been calculated using the Gross Value Added per Worker using ONS sub-regional productivity statistics.

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BCR and value assessment

If it is not possible to provide an overall BCR for your package bid, explain why below

The central benefit-cost ratio (BCR) which demonstrates the value for money of the scheme should be based on the valuation of interventions coming forward as part of the proposed scheme.

The BCR for the Market Hall Redevelopment project has been calculated as follows:

Employment Benefit £842,917.30

Wider LVU £3,295,618.28

TOTAL BENEFITS £4,138,535.58

PVC £4,730,238.03

Initial BCR 0.87

Adjusted BCR n/a

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Benefit Cost Ratios

Initial BCR

0.87

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=8e770219-fd10-4c9d-8881-ab6043aa0065&cameFromPageIdx=250#fdla11_initialBcr_p3ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=8e770219-fd10-4c9d-8881-ab6043aa0065&cameFromPageIdx=250#fdla11_initialBcr_p3ll)

Adjusted BCR

0.87

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=8e770219-fd10-4c9d-8881-ab6043aa0065&cameFromPageIdx=250#fdla11_adjustedBCR_p3ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=8e770219-fd10-4c9d-8881-ab6043aa0065&cameFromPageIdx=250#fdla11_adjustedBCR_p3ll)

Non-monetised benefits for this project

The creation of co-working space will lead to local SMEs growing, new business creation and can help to retain businesses in the local area. Having an open workspace will encourage peer support networks and help to create agglomeration benefits.

Having such workspaces will increase the level of footfall, increasing spend amongst existing businesses in the town centre. This would lead to additional spend within the local economy. The aim of the regeneration will be to boost visitor numbers and visitor spend. The ambition is to increase visitor demand by 12.5% in 2027 from 2019 levels (238 movements per hour) and a further 25% in 2032.

Gross direct jobs created from proposals would support further indirect and induced jobs. The area in the town centre will also become more attractive for

potential businesses and will result in bringing vacant units within the town centre back into use and generating further economic activity within the town centre.

The interventions should also help to retain younger age groups in the area by creating a more diverse hybrid workplace environment in the town centre as well as affordable and flexible spaces for micro businesses and start ups. Through these proposals there is potential for the sectoral profile to diversify within Monmouth with a shift to more STEM based SMEs and may mean an increase in young people training in these areas and finding inspiration from activity in Monmouth Town Centre. This will all lead to higher levels of retention amongst younger people.

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Does this project include plans for some LUF grant expenditure in 2022-23?

Yes

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=2da179eb-98ae-4e01-aecb-f1092d609dec&cameFromPageIdx=250#fdla13_includePlansSpend23_p3ll\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=2da179eb-98ae-4e01-aecb-f1092d609dec&cameFromPageIdx=250#fdla13_includePlansSpend23_p3ll)

Could this project be delivered as a standalone project?

No - the project needs to be part of the overall bid

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Demonstrate that activity for this project can be delivered in 2022-23

This project will not commence any physical work in 2022-23 but detailed

design development and preparation of planning and listed building applications will be completed.

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Statutory Powers and Consents

List separately below each power/consents etc. obtained for this project
n/a

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Upload content documents (optional)

[Change \(https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=0d766d2e-ed5b-4d9f-90a2-cdd4f7ccbfc9&cameFromPageIdx=250#fdla16_uploadContentDocs_p3lfilename!\)](https://apply-for-levelling-up-fund-round-2.levellingup.gov.uk/services/dluhc/apply-for-levelling-up-fund-round-2/-/229?fastForward=0d766d2e-ed5b-4d9f-90a2-cdd4f7ccbfc9&cameFromPageIdx=250#fdla16_uploadContentDocs_p3lfilename!)

Outstanding statutory powers/consents

Listed building and planning permission required. We expect to secure these in Q1 2023/24, before procurement in Q2 2023/24.

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