

Monmouth LUF Appendices



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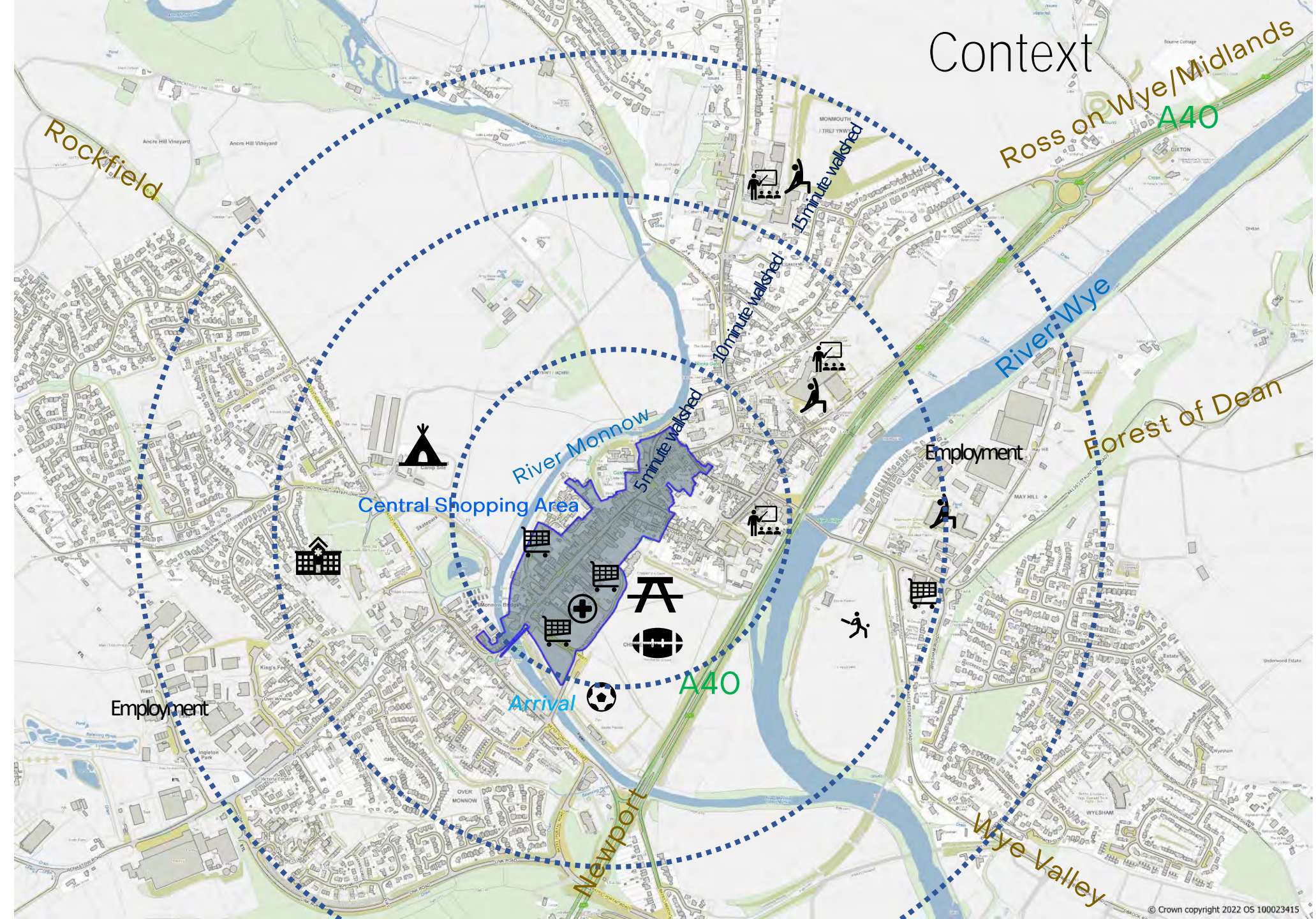


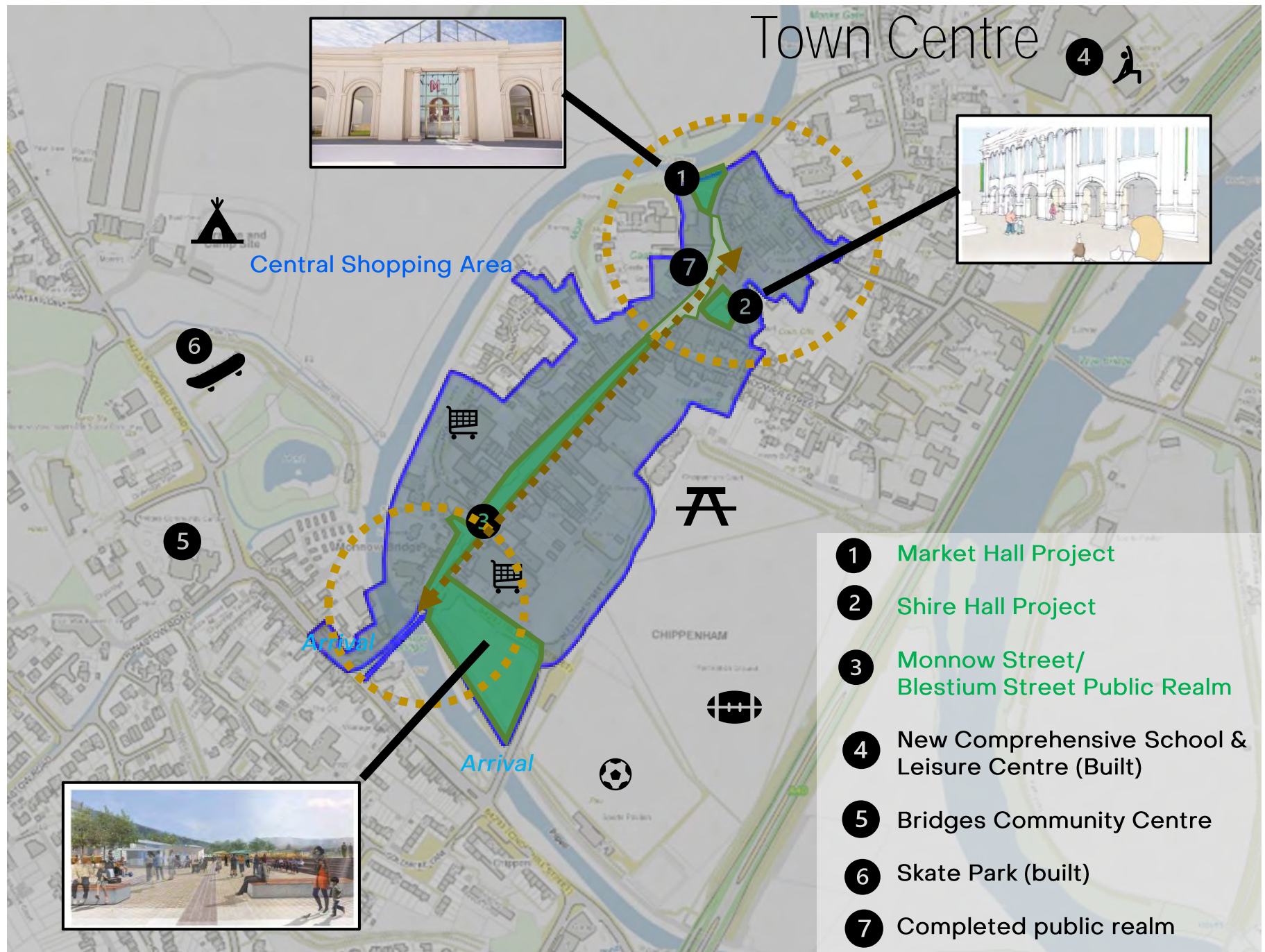
Appendix A

Spatial and Town Centre Plan



Context

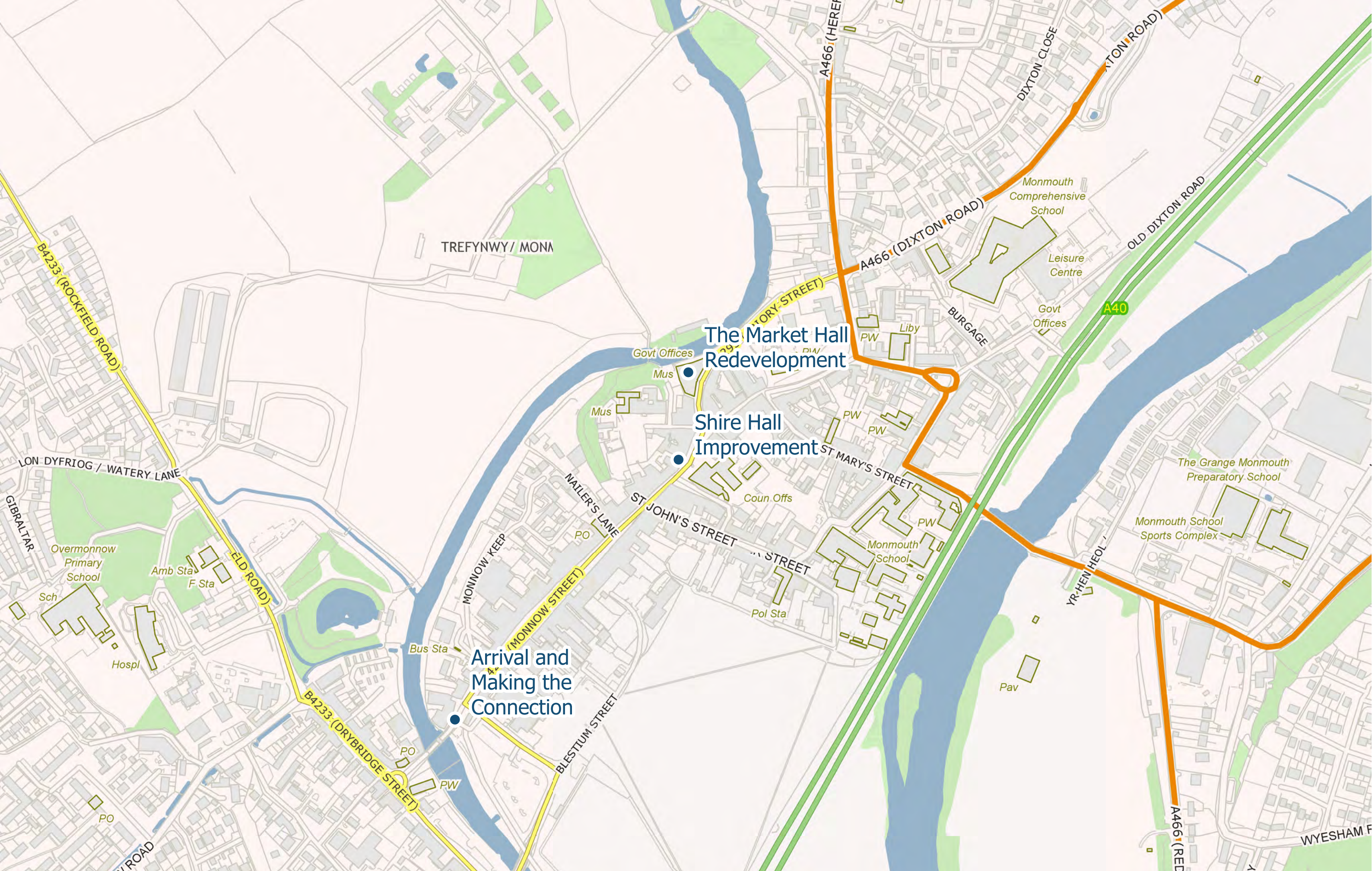




Appendix B

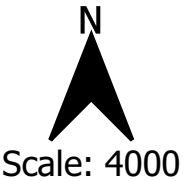
GIS Location Plan





Monmouth LUF Bid - Project Locations

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Appendix C

Consultation

Evidence





Consultation Summary

Monmouth LUF Submission		
Project		
Shire Hall Improvements	<i>How did we consult?</i>	<ul style="list-style-type: none"> ▪ Planning workshops Feb 2021 / engagement with local heritage interests June 2021 ▪ Stakeholder meetings May 2021 ▪ Race Council Cymru, reinterpreting the Nelson Collection stakeholders workshop March 2022 ▪ June 2022 stakeholder workshop ▪ Consultation process (June/July 2022 & ongoing)
	<i>What was the response?</i>	<p>Engagement by 10+ interest representatives on Nelson Collection</p> <p>To date in current consultation 18 business, public and organisational responses – consultations ongoing</p> <p>Over 25 people attended June 2022 event representing over 6 local organisations</p>
	<i>What were the main issues?</i>	<ul style="list-style-type: none"> ▪ Need to announce and direct people into the front entrance ▪ It needs to work with the outdoor space ▪ Linkages with the Market Hall ▪ The museum move needs to be viable in terms of draw, dwell and spend ▪ Importance of reinterpreting and accommodating Nelson collection

		<ul style="list-style-type: none"> There is a real opportunity for skills and learning that could be linked to those who are hard to reach or engage with
	<i>How has the consultation influenced the final design proposals</i>	<ul style="list-style-type: none"> Consideration of space allocation Flexibility of community / learning space Development of activities proposed Consideration of external appearance /signage and visitor journey
Arrival and Connecting Blestium Street and Monnow Street	<i>How did we consult?</i>	<ul style="list-style-type: none"> Blestium Street <ul style="list-style-type: none"> 2014 series of stakeholder workshops and public consultation 2022 June town stakeholder session on proposal Monnow Street <ul style="list-style-type: none"> 2020-21 survey on options through Weltag process Stakeholder sessions
	<i>What was the response?</i>	<p>Blestium Street</p> <ul style="list-style-type: none"> 95 people attended the public exhibition 15 young people attended a workshop 121 completed a survey <p>Monnow Street</p> <ul style="list-style-type: none"> 561 online responses 44 on-street face to face intercept surveys
	<i>What were the main issues?</i>	<ul style="list-style-type: none"> Blestium Street <ul style="list-style-type: none"> Nothing significant from the community Need to respond to Cadw and NRW requirements Monnow Street <ul style="list-style-type: none"> Much discussion on the purpose of Monnow Street for vehicles, walking and cycling and relationship to High Street businesses

		<ul style="list-style-type: none"> ○ Quality of public realm is a high priority ○ How to balance servicing needs with space
	<i>How has the consultation influenced the final design proposals</i>	<ul style="list-style-type: none"> ▪ The responses have helped guide the Weltag process and towards a preferred option, that is two way but with provision for cyclists and extended public realm and frontages
Market Hall Redevelopment	<i>How did we consult?</i>	<ul style="list-style-type: none"> ▪ June 2022 stakeholder workshop
	<i>What was the response?</i>	Over 25 people attended representing over 6 local organisations
	<i>What were the main issues?</i>	<ul style="list-style-type: none"> ▪ Needs to be a flexible space that can adapt ▪ Links to Shire Hall ▪ Needs to build a draw to the upper town ▪ Any future housing needs to be affordable ▪ Provision for skills and training
	<i>How has the consultation influenced the final design proposals</i>	<ul style="list-style-type: none"> ▪ Consideration of some flexible space ▪ The next phase in relation to housing format

Summary of Shire Hall Consultation 2022

In addition to consultation carried out on developing the Shire Hall proposals during 2021, and the overall consultation on the revised LUF bid, focussed consultation with residents/visitors, local organisations and businesses is underway to inform the detailed Shire Hall proposals and activities.

To date the business responses have indicated the majority of respondents have used the resources of both the existing museum and Shire Hall for a variety of purposes including research, room hire / meetings, and in connection with children through school/uniformed groups. In all cases these were the only heritage venues they had worked with.

Comments on the potential benefits of a new facility in Shire Hall include:

- Knowledge of events to local people and visitors visiting our historical town
- Visitors – tourists – need more support
- A refresh!
- It would attract more visitors to the town
- Tourism to the town
- All in one place and more visible to tourists and locals

The Chamber of Commerce identified the benefit of increased footfall resulting from the visitors draw of telling the stories of Nelson, Henry V, Geoffrey of Monmouth and Rolls.

In considering the benefits to their businesses the majority supporting the propositions that it presented *“An opportunity to promote your products and services to new audiences and the local community”* and *“An opportunity to signpost footfall to their business”*

There was also strong support for the propositions that the new facility could provide *“An opportunity to retail your products and services within the new museum”* and *“An opportunity to get involved with the community through skills sharing and networking”*

Business response identified this importance to them about Monmouth’s Heritage:

- Rural market town
- Slaughterhouses
- Cattle Market
- Monnow Bridge
- 2 x Birthplace of Henry V/Agincourt
- Charles Rolls
- History of the town, back to the Romans
- Monmouth Bee Town – our new identity
- Nelson
- Chartist Trials
- Theatrical and cultural heritage of Monmouthshire County Council
- Social/political/economic history of Savoy Theatre – Chartist and Oddfellows site
- It would attract more visitors to the town
- Tourism to the town
- All in one place and more visible to tourists and locals
- The retail heritage and commerce, the independent family business and families that made this Town

To date Monmouth residents and local visitors to Shire Hall have been interested in a broad range of topics and stories that span the social, political, natural, economic and cultural history of the town, thus expanding the current scope of stories on display.

Responses also show that interest is not just in the 'great and the good' but the everyday (river trade, cattle market etc.) 'More history of the Towns Story'.

Respondents have identified the following as important to them about Monmouth's Heritage:

- River history/docks
- The border wars
- Roman history
- Trellech forgotten city
- Offa's Dyke
- Shire Hall – more prestigious building
- Archaeology – more diverse – preservation of collections
- Knowledge, raising awareness/elephant picture
- More history of the town's story
- Henry V/medieval
- Cattle market
- Charles Rolls
- History of the town
- Fashion from the past – wedding dresses
- The castle
- Geology
- Local artists
- Flora and fauna (local)

In terms of perceived benefits, there is a minority who do not wish to see change, but the majority perceive the benefits as being a better location that is more accessible, the opportunity to expand displays and show greater range of stories to increase tourism to the town, including families, and be good for schools.

Detailed responses include:

What do you see as being the benefits of the new museum to the town?

- Tourism
- Changing exhibitions give incentive to visit - Contemporary and historic – to learn about the rich history of Monmouth – linked to the calendar year
- Don't see any benefits
- Visitors
- Local schools visiting
- Accessibility
- More central to attract visitors
- Consider the museum staying where it is - explain the former use of the market hall
- Regular opening hours and all in one place – TIC and museum
- Outreach

What do you see as being the benefits of the new museum to you personally?

- Temporary exhibitions for repeat visitors – changing to keep things fresh – somewhere to go with family and visitors

- Don't see any benefits
- Somewhere to bring visitors
- Somewhere to take the children
- Encouraged to visit due to more central location
- A programme of events, quizzes, blue plaques, concerts, children's events, no charge, voluntary donation
- To know where we're from
- More space to look around and exhibit – easier to find and direct people – may pop in more often
- I'm a perpetual student and tourists – even though local

The business, organisation, residents, and visitor surveys are ongoing and will, with additional planned engagement including focus groups with schools etc., be used to develop and inform the detailed proposals and activities as the project develops.

June 2022

Monnow Street Active Travel Study

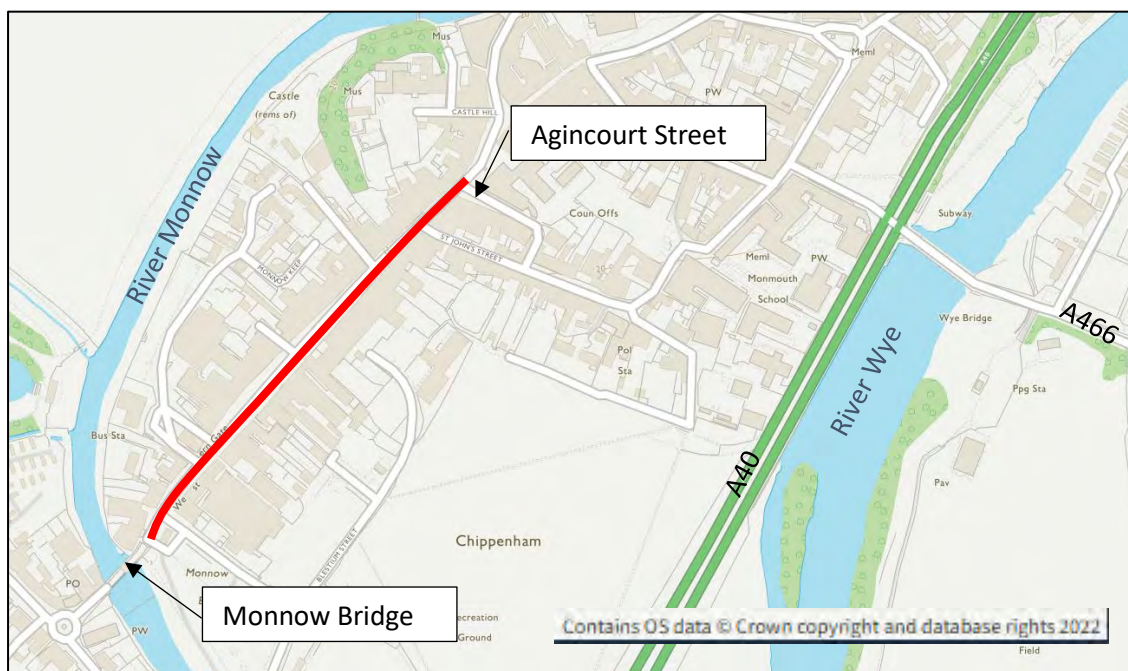
Consultation Note

1. Introduction

Capita Real Estate and Infrastructure (Capita) has been appointed by Monmouthshire County Council (MCC) to prepare a WeTAG Stage 2 (Outline Business Case) study for the Monnow Street active travel proposals in Monmouth. The first stage (WeTAG Stage 1 Strategic Outline Business Case) of the study has been completed in January 2021. The purpose of Stage 1 was to understand the issues of concern, explore the context and to present a wide list of possible solutions, sufficient to be able to decide whether there are any solutions to improve active travel along Monnow Street and to select a short list of options. The purpose of this Stage 2 study is to examine in greater detail the short list of options.

The study area has remained the same since Stage 1, and extends between Monnow Bridge and Agincourt Street, as shown in Figure 1.

Figure 1. Monnow Street Study Area



Stage 1 of the study was informed by engagement with stakeholders on an on-going basis, tailored to the specific circumstances to ensure the approach is proportionate to the scale and complexity of the scheme. In order to gauge the level of public support and identify any public acceptability issues a public consultation exercise was carried out at Stage 1. These views were then accounted for in selecting the better performing options to be taken forward for further appraisal in Stage 2. A consultation note that summarises all activities carried out as part of Stage 1 is provided as Appendix A.

In line with the Department for Transport's Transport Analysis Guidance¹ (TAG) and the Transport Appraisal Process² guidance, a consultation exercise has been undertaken at this Stage 2 of the study before the decision makers reach a conclusion about the preferred option. Public and stakeholder

¹ <https://www.gov.uk/guidance/transport-analysis-guidance-tag>

² <https://www.gov.uk/government/publications/webtag-transport-appraisal-process-may-2018>

consultation on the appraised options will inform the detailed design process which will be undertaken at the next Stage 3 (Full Business Case).

2. Stakeholder Engagement

A stakeholder engagement workshop was carried out on Tuesday 15th February 2022 via Microsoft Teams to discuss the problems, interdependencies and scheme objectives as part of the Stage 2 WeITAG process. Views were also sought on the shortlisted options and how they can be refined. The meeting was attended by MCC's officers, Councillors, representatives of disability groups, representatives from local schools and the Chamber of Commerce. The full list of attendees and minutes of meeting are provided in Appendix B of this report. All individuals that sent apologies were invited to submit their views regarding the intervention.

The presentation used during the stakeholder meeting is included in Appendix C. The stakeholder meeting provided those attending with the background to the scheme, the work carried out as part of Stage 1 study, the temporary social distancing measures implemented on site, the WeITAG process and the importance of the Well-being of Future Generations (Wales) Act 2015 at all stages of the study. During the meeting, discussions were held to obtain stakeholder feedback on the following:

- Problems affecting the study area identified at Stage 1, to ensure all of them are valid and up to date for Stage 2;
- Proposed study objectives identified at Stage 1, as above, to ensure all of them are valid and up to date; and
- The proposed shortlisted options for the study area.

2.1.1. Review of identified problems

A list of problems was developed at Stage 1 based upon on-site observations, discussions with Council Officers and feedback from stakeholder and public consultation. Due to the highway layout changes associated with the Covid measures (current layout), the problem *"Highway: available highway width varies significantly encouraging excessive / double parking, increased traffic speeds and modal conflict"* were felt to be outdated. It was agreed that vehicle speeds will be looked at in more detail to determine whether speeding remains an issue. Several stakeholders have however emphasised that the double-parking issue remains, and there are further problems with lack of parking spaces (both short-term and disabled) and loading bays. It was also raised during the meeting that survival of the business in the town centre should be highlighted as a major problem and how business and retail could be sustained through the project (e.g., car parking provision).

Several design issues with the current layout were also mentioned, such as planters being too close to the disabled car parking bays restricting access for users, cycling being dangerous when traveling in the 'vehicle door zone' (i.e. next to parked vehicles), lack of signalised crossings, and restricted visibility due to parked vehicles.

2.1.2. Review of study objectives

Stakeholders were asked to review the proposed study objectives initially identified at Stage 1 that will be used for the appraisal process at this Stage 2. The objectives should aim to address the problems that have been identified within the study area and will be used to appraise the options. Stakeholders were asked to review whether the proposed objectives were appropriate, if any amendments were required or whether additional objectives should be included.

In general, stakeholders were supportive of the list of objectives identified.

2.1.3. Feedback on the shortlisted options

Stakeholders were provided with an overview of the long list of options identified at Stage 1 and the subsequent short list which came out from the appraisal process. Reasons for shortlisting the particular options were explained.

Concerns were raised with regards to the controversial one-way system which was trialled on site and received many objections. A point was raised that the design should accommodate all types of cyclists, i.e. those carrying children, shopping, deliveries, etc. Some stakeholders raised concerns with regards to removing on-street parking from high street as it could reduce footfall.

At the end of the stakeholder engagement event, the external stakeholders (other than the Council Officers) were asked to vote for the preferred option amongst the following:

- Option A: Formalisation of current layout (formalisation of the temporary Covid measures as on site today). This sub-option will effectively replace Option 1 Do Minimum.
- Option B: As Option A but with a segregated cycle lane incorporated within the footway width on the north-western side of the road (accommodating cyclists travelling in the northeast bound direction).
- Option C: Retain only loading and disabled parking along Monnow Street, which will allow more space for pedestrians and cyclists to provide either shared space or a segregated cycle lane on the north-western side of the road.
- Option D: as Option A, but with shared space for pedestrians and cyclists on the north-western side of the road. Cyclists will be able to choose whether to travel on road with traffic or to use the footway.

The preferred option amongst the external stakeholders was Option C, however some participants said that they are not convinced about the suitability of a shared space for pedestrians and cyclists.

3. Public Consultation

A second round of public consultation (as part of this Stage 2 WelTAG process) ran for six weeks between Wednesday 19th January and Wednesday 2nd March 2022. A questionnaire was made available on MCC's website and was promoted via the Local Authority's social media channels. The questionnaire aimed to gather views from public about the shortlisted options. A copy of the Welsh and English surveys is available in Appendix D. Screenshots from the social media channels are available in Appendix E.

A total of 435 members of public responded to the consultation questionnaire. The full results from the public questionnaire are available in Appendix F, whilst a summary is provided below:

- Two options have received the greatest number of votes as the 'first choice'. These are Option A formalisation of current layout with 185 votes and Option C retain only loading and disabled parking with 114 votes.
- Option B (as Option A but with a segregated cycle lane) is the third most popular option with 52 people choosing it as a 'first choice'.
- The least favourite option is Option D (shared space) with only 19 people selecting it as a preferred choice.
- Amongst people who completed the survey, the most common reason for visiting Monnow Street is shopping (78.1%).
- When public was asked how they travel to Monnow Street, 35.6% responded that they walk, 9.3% cycle, 3.6% use public transport and the majority of 51.4% drive.
- 52.3% of respondents visit Monnow Street daily, 42.9% visit weekly, whilst only 2.8% visit monthly and 2.1% visit rarely.
- The majority of people when visiting Monnow Street travel up to 3 miles (65.7%).
- 58.8% of people are happy with the existing pedestrian crossing provision along Monnow Street, whilst 41.2% would like to see more crossings.
- When asked if Monnow Street requires more cycle parking facilities, 59% of public responded 'no' and 25.8% of public said that they do not know or have no opinion. Only 15.2% of respondents believe that more cycle parking is required.
- 45.4% of people would like to see freestanding planters along Monnow Street, however, 49.1% would not. The remaining 5.5% of people do not know or have no opinion.

- The vast majority of people (69.2%) who require disabled parking would like to see spaces being equally spread along Monnow Street and the remaining 30.8% would like to see spaces in the middle section of the street.
- 85% of respondents live at the NP25 postcode and 53% of respondents were females.
- With regards to the age demographics, there was a relative equal representation of the 35-44, 45-54, 55-64 and over 65 age groups, ranging between 19.4% and 23.5% in each group. Younger population was not as active in participation as the aforementioned age groups, with 9.7% of respondents aged 25-34 and only 0.7% of respondents aged 16-24. 4.4% chose not to disclose their age.

4. Business Consultation

A separate business consultation questionnaire was made available online on MCC's website as part of the overall public consultation exercise at Stage 2. To notify local businesses about consultation, a Capita representative visited Monnow Street on Tuesday 25th January 2022 to hand out / do letterbox drops of the notification letters. A total of 105 letters were delivered to businesses along Monnow Street and Agincourt Square. A few of the business owners spoke to Capita's representative about their concerns with the existing infrastructure delivered as part of Covid-19 measures, which are summarised below:

- A need for more loading bays;
- Many new trip hazards;
- Increased littering because of new seating areas;
- Fake grass resulting in dog fouling and owners not being able to clear away properly;
- Planters making it difficult for car users to open doors when parked legally; and
- Some business owners said that they would like to see general parking removed from Monnow Street with only disabled and loading bays present.

The business consultation notification letter is provided in Appendix G together with the checklist of businesses where the letter was delivered.

A total of 27 responses were received to the online business questionnaire. A copy of the Welsh and English surveys is available in Appendix H. The full results from the business questionnaire are available in Appendix I, whilst a summary is provided below:

- The first-choice design option for the majority of participants is Option A (formalisation of current layout). 67% of people voted for this option.
- The second most popular choice is Option C (retain only loading and disabled parking) with 22% of votes.
- The third choice is Option D (shared space) with 7% of votes and the last choice is Option B (segregated cycle lane) with only 4% of votes.
- Although businesses have voted in favour of a particular option, a more details analysis of the comments revealed that 26% of participants did not see an 'ideal' solution amongst the options and some of them would like to see the street being reverted back to the pre-Covid measures.
- 67% of businesses that participated in the survey categorize themselves as retail, 7% as fast food/take away, 4% as medical practice and 22% as other.
- The vast majority of respondents namely 78% said that they receive deliveries directly off Monnow Street. 11% receive deliveries from back streets and 11% receive deliveries from both Monnow Street and back streets.

5. Summary

Table 1 shows a preferred option selected by stakeholders, public and businesses.

Table 1. Preferred Option

Stakeholder Group	Option A: Formalisation of current layout (formalisation of the temporary Covid measures as on site today).	Option B: As Option A but with a segregated cycle lane incorporated within the footway width on the north-western side of the road.	Option C: Retain only loading and disabled parking along Monnow Street, which will allow more space for pedestrians and cyclists to provide either shared space or a segregated cycle lane on the north-western side of the road.	Option D: as Option A, but with shared space for pedestrians and cyclists on the north-western side of the road. Cyclists will be able to choose whether to travel on road with traffic or to use the footway.
Stakeholders			✓	
Public	✓			
Business	✓			

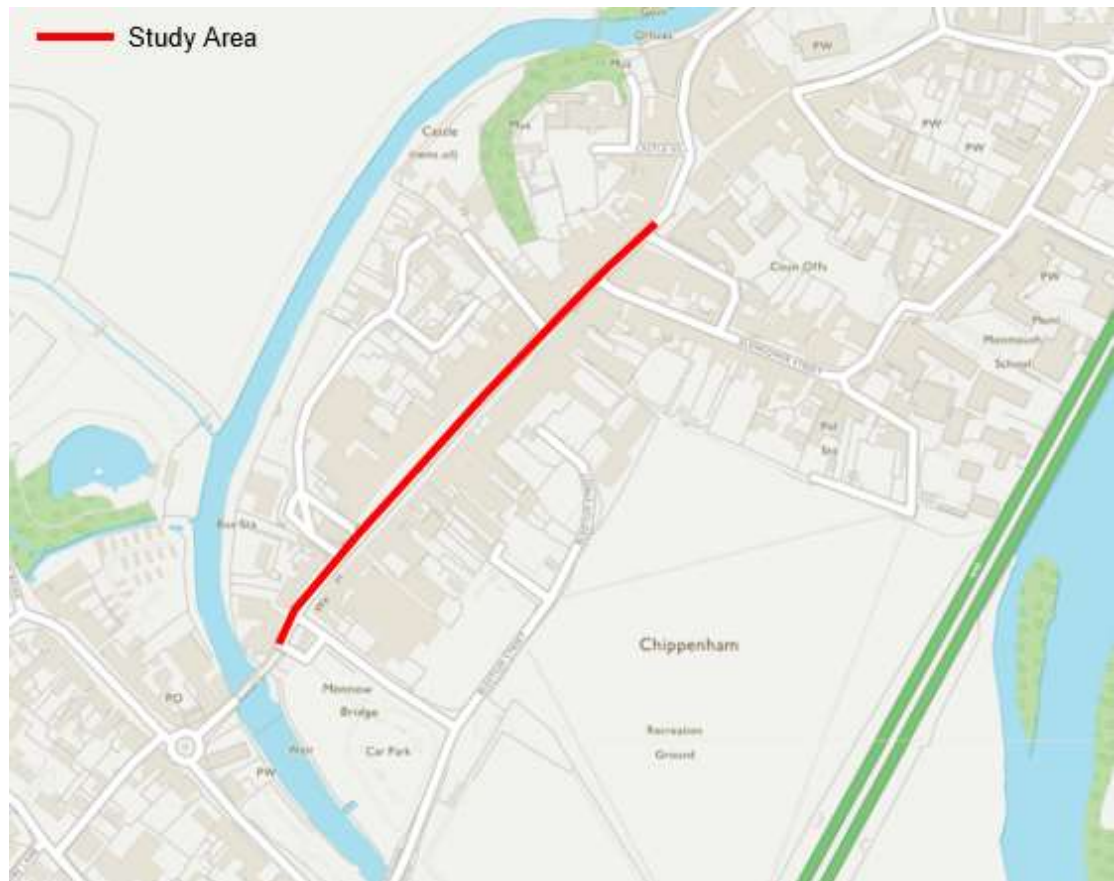
Appendix A – Stage 1 Consultation Note

Consultation Note

Introduction

Capita has been commissioned to undertake a WelTAG Stage 1 to appraise the proposed Active Travel improvements to Monnow Street in Monmouth town centre (Figure 1.1).

Figure 1.1. Study Area



Engagement with stakeholders and the public is an important part of the WelTAG Stage 1 process and contributes to the need for ‘collaboration’ and ‘involvement’ in applying the five ways of working of the Well-being of Future Generations (Wales) Act 2015.

Stakeholder Engagement

Three stakeholder meetings were held using Microsoft TEAMS, two on the 26th of November and one on the 11th of December. The first meeting on the 26th (AM) was with four Monmouthshire County Council (MCC) Officers representing Highways, Education, Youth Sport/Active Travel and Leisure. The second meeting on the 26th (PM) was with four Councillors from across Monmouth. The final meeting was held on 11th of December and was attended by a total of 15 individuals representing various stakeholders including Stagecoach, Welsh Government, Sustrans and Monmouth Active Travel Group.

All individuals that sent apologies were invited to submit their views regarding the intervention. This included MCC internal teams from engineering design, passenger transport, road safety,

education, economic development, heritage, tourism and marketing. External stakeholders that sent apologies were also invited to submit their views, these included the Future Generations Commission, Sports Wales, Welsh Cycling and Transport for Wales.

A full list of attendees from the stakeholder meetings is included in Appendix A1.

The stakeholder meeting provided those attending with background to the WelTAG Stage 1 study, along with an overview of the study area, the WelTAG process and the importance of the Well-being of Future Generations (Wales) Act 2015 at all stages of the study. The presentation used during the stakeholder meetings is included in Appendix A2. During the meetings, discussions were held to obtain stakeholder feedback on the following:

- Problems affecting the study area;
- Opportunities, constraints and interdependencies affecting the study area;
- Proposed study objectives; and
- The proposed options for the study area to date.

Task 1 – Review of identified problems affecting the study area

The initial list of problems were developed from discussions with Council Officers prior to the stakeholder meetings. Stakeholders were asked to consider the list and identify additional problems affecting the study area if required.

A summary of comments received in relation to problems in the study area is included in Appendix A3.

In general, stakeholders were supportive of the list of problems identified. Tweaks were made to the wording of the problems, particularly in relation to accessibility of Monnow Street for those with mobility impairments.

Task 2 – Opportunities, Constraints and Interdependencies

Stakeholders were asked to identify what they thought the key opportunities, constraints and interdependencies were affecting the study area. A summary of the opportunities, constraints and interdependencies identified by stakeholders is included in Appendix A4.

The key opportunities highlighted were in relation to:

- **Safety** – Opportunity to improve the safety of users using Monnow Street.
- **Benefits to local communities** – Opportunity to increase opportunities for walking and cycling and provide a safe space for all ages from surrounding settlements in Monmouth.
- **Impact of Covid-19** – has led to an increase in levels of walking and cycling and bike sales. Opportunity to capitalise on the growth of cycling and change in travel behaviour as a result of Covid-19.
- **Tourism, leisure and business opportunities** e.g. potential for Monmouth and Monnow Street to become a destination for local communities and tourism.
- **Wider benefits** e.g. the proposed route will increase access to the key services, offers opportunities for wellbeing and education; emphasising the cultural identity of the area.

The key constraints highlighted were in relation to:

- **Users of the route** – potential for conflict between different users (e.g. cyclists, walkers, car drivers); safety of different user groups will need to be considered in the design of the scheme e.g. segregation between users.

- **Car parking** – too much parking or too few parking opportunities along Monnow Street which puts pressure on those car parks that are available.
- **Width of the route** – the available highway width varies significantly along the route, the pinch point on the northern section limits the options available.
- **Funding** – the Chippenham Fields route is not on the Council's Integrated Network Map and so not currently eligible for Welsh Government Active Travel funding.
- **Heritage** – the study area has several environmental and heritage designations including being in an archaeological area of sensitivity and a TAN15 Development and Risk C1 area.
- **Acceptance** – local communities and businesses not accepting changes along Monnow Street.

The interdependencies highlighted were:

- **Learner Travel Assessments:** The Council have identified that a number of school children accessing Monmouth Comprehensive School and Leisure Centre utilise Monnow Street as a key part of their walking route to school from the Overmonnow settlement in the west of Monmouth.
- **Active Travel Network:** There are existing and proposed Active Travel linkages within Monmouth's built-up area that could provide links to Monnow Street.
- **Complementary Projects:** Options are currently being considered by Monmouthshire County Council for improving walking and cycling over the River Wye which is to the east of the study area. Further, there are a number of other walking and/or cycling projects ongoing in Monmouth and more widely across Monmouthshire including National and international cycling events and the proposed Abergavenny Velo Park.

The identified opportunities, constraints and interdependencies have been considered and incorporated into the WelTAG Stage 1 report where relevant.

Task 3 – Review of Study Objectives

Stakeholders were asked to review the proposed WelTAG Stage 1 study objectives that will be used for the appraisal process. The objectives should aim to address the problems that have been identified within the study area (as discussed during Task 1) and will be used to appraise the options. Stakeholders were asked to review whether the proposed objectives were appropriate, if any amendments were required or whether additional objectives should be included.

Amendments to the study objectives were incorporated into the report, where relevant. For instance, the initial objectives did not address mobility issues. Subsequently, objectives addressed this.

A summary of the comments received on the objectives are in Appendix A5.

Task 4 – Feedback on the Proposed Options

Stakeholders were provided with an overview of the long-list of Monnow Street options and asked to provide their views on the proposal.

The identified issues have been considered and incorporated into the report, where relevant. For instance, the initial study area was viewed as too small. Subsequently, the study area length was increased.

In general, stakeholders were supportive of the overall proposals and the feedback received related to the length of the route, how it connects with other Active Travel routes and wider regeneration ambitions of Monmouth town centre.

Public Consultation

A public consultation exercise was undertaken over a three-week period between 27th November and 21st December 2020. A questionnaire was made available on Monmouthshire County Council's website and was promoted via the Local Authority's social media channels. The questionnaire provided a summary of the aim of the study and asked questions that aimed to gather views from the public about the proposals. A copy of the Welsh and English surveys are available in Appendix A6.

A total of 561 members of the public responded to the consultation questionnaire. The full results from the public questionnaire are available in Appendix A7. A summary is below:

- 44% of respondents preferred option was the Do Minimum along Monnow Street;
- 53% stated that they use the services available on Monnow Street at least once a week;
- 58% said that the one-way option was their least favourite option because of reasons including (but not limited to) increased travel time and making the town inaccessible;
- Across all options, the most common response to 'Would this option make you walk/cycle (a) more often, (b) less often or (c) make no difference was (c), make no difference.
- 51% of respondents to the survey currently travel to Monnow Street by car, followed by 35% that walk. The remaining percentage is split across cycling (10%) and public transport (3%)¹.

The most common reasons why the do minimum was the favoured option was largely made up of responses against all of the other options that improved the Active Travel provision on Monnow Street. For example:

- **Air Pollution:** Diverting traffic away from Monnow Street has an impact on air pollution for surrounding settlements;
- **Business:** Any removal of parking and access for cars from the town would negatively impact trade;
- **Congestion:** Any other option is perceived to increase congestion on the local network;
- **Covid-19 Measures:** The temporary Covid-19 measures in Monmouth town centre showcased why a one-way proposal is not acceptable;
- **Cyclists:** Cyclists should only use Chippenham Fields and not Monnow Street;
- **Cyclists:** There are not enough cyclists in Monmouth to utilise any cycleway proposal;
- **Existing:** No perceived problems with the current layout;
- **Historic Landscape:** The street should not be changed with cycle lanes due to the historic character and landscape of the town;
- **Parking:** Removal of parking spaces will make it difficult for those with mobility impairments to park near the services they require;
- **Population:** The demographic of Monmouth is not conducive to cycling;
- **Public Spending:** Finances should be spent on other initiatives;

For the question which asked respondents which option was the least favourite, the majority stated that the one-way was their least favourite option. The reasons why echoed the above i.e. because of congestion, air pollution, parking, access etc.

¹ Rounding up issues.

Potential usage of the Monnow Street

The following results give public feedback on whether any of the options would encourage the public to walk and/or cycle more regularly along Monnow Street:

- One-way (24% more often, 45% no difference, 31% less often);
- Two-way (20% more often, 59% no difference, 21% less often);
- One-way with Chippenham Fields (24% more often, 57% no difference, 19% less often);
- Two-way with Chippenham Fields (26% more often, 60% no difference, 14% less often); and
- Do Minimum (24% more often, 62% no difference, 14% less often).

Problems along Monnow Street

Respondents were also asked to provide any comments they have on the problems on Monnow street. A summary of the common themes are as follows, along with an approximate indication of the number of comments received on each theme:

- The most frequently stated comment (230 comments) was in relation to **problems relating to parking**. This was made up of comments suggesting that there is too much parking which is problematic or too little parking which was also perceived as a problem. In addition to the availability of parking, illegal parking was frequently cited whilst the fee of parking was also mentioned regularly.
- A common problem cited related to congestion (114 comments). This largely related to the **congestion** that resulted from the Covid-19 temporary measures.
- Other comments that were regularly cited but were fewer than 100 representations included the pinch point along Monnow Street (63 comments); safety along Monnow Street (32 comments); air and noise pollution (20 comments); and lack of sustainable travel e.g. walking, cycling and public transport on Monnow Street (18 comments).

A number of comments about the Monnow Street proposal were received via social media during the promotion of the public consultation exercise. A summary of these responses are included in Appendix A8² for completeness but have not been included in the above summary of survey responses. Those respondents that made comments on the social media posts were requested to also complete the questionnaire.

Monmouthshire County Council Active Travel Consultation

In addition to the Monnow Street public consultation, during the same period Monmouthshire County Council were undertaking a wider Active Travel public consultation exercise to gather views on the active travel network. A number of comments were received about the Monnow Street via the wider Active Travel consultation. Comments received are detailed in Appendix A9 for reference. Some comments received were in support of Active Travel along Monnow Street, although some respondents did raise concerns about a one-way system.

During the Active Travel Consultation, schools were also contacted to understand how children currently travel to school and to gauge interest in children Actively Travelling to both primary and secondary schools across the County. A number of representations were received from Monmouth Comprehensive as well as primary schools located in close proximity to primary schools for Monmouth children. All of the available data from the consultation with schools in Monmouth is available in Appendix A10.

² Some comments have not been included in the summary of responses due to the nature of the comments.

Monmouthshire County Council Covid-19 Consultation

In advance of carrying out any Covid-19 measures across Monmouthshire, the Council undertook consultation with the public to understand what measures they would like to see introduced across the County. Comments were received of which were specific to Monnow Street and are therefore included in Appendix A11.

Monmouthshire County Council Covid-19 Consultation

Whilst carrying out the consultation, Capita RE&I received three emails from the public relating to the scheme. The details of all responses are available in Appendix A12.

Appendix A1 – Stakeholder Meeting Attendees

MCC Officers meeting – 26th November 2020 am	
Name	MCC Department
Rob Davies	Project Manager
Matthew Jones	Education
Graham Kinsella	Highways
Paul Sullivan	Youth Sport/Active Travel and Leisure
Monmouth Councillors meeting – 26th November 2020 pm	
Emma Bryn	Town Councillor & Active Travel Lead
Matthew Feakins	Councillor for Drybridge Ward
Bob Greenland	Councillor for Devauden Ward
Jamie Treharne	Councillor for Overmonnow Ward
Stakeholder meeting – 11th December 2020	
Emma Bryn	Town Councillor & Active Travel Lead
Haydn Cullen-Jones	Ex-chair of Transition Monmouth
David Farnsworth	Monmouth Active Travel Group
Roger Hoggins	MCC Project Sponsor
David Hoyle	Monmouth Active Travel Group
Sue Hughes	MCC Active Travel Officer
Corinna James	Welsh Government
Rachel Jupp	Town Councillor & Chair of Bike Friendly Monmouth
Matthew Lewis	MCC Environment and Culture Manager for Modern Life
Jamie Miles	Stagecoach Operations Manager
Chris Munslow	Monmouth resident
Geraint Roberts	MCC Road safety Officer
Gwyn Smith	Sustrans Network Development Manager/Welsh Government
Paul Sullivan	MCC Youth Sport/Active Travel and Leisure
Jen	Chair of Monmouth Cycling Group

The workshops were facilitated by Callan Burchell and Stephanie Malson from Capita RE&I.



Monnow Street Market Research Analysis

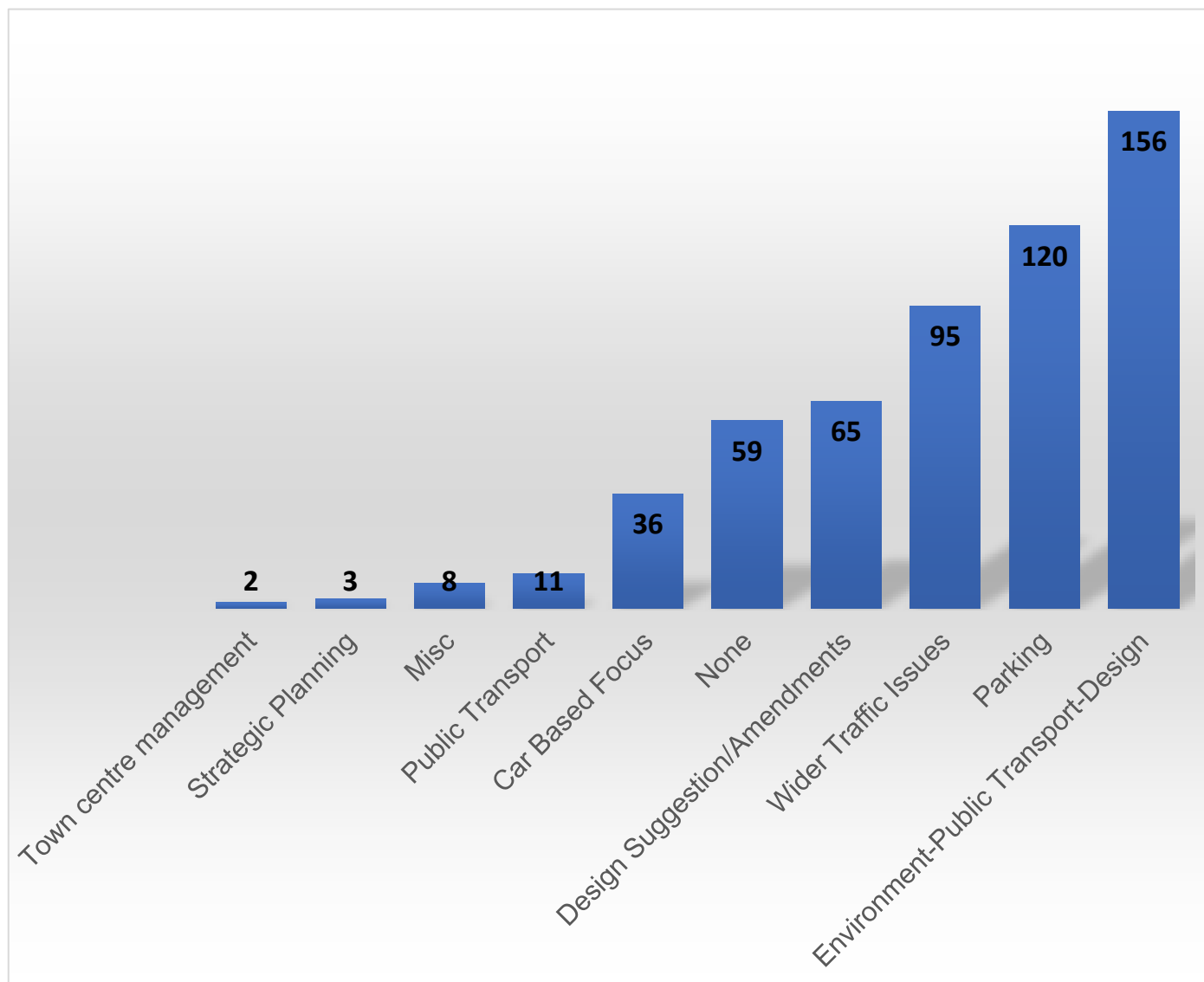


monmouthshire
sir fynwy

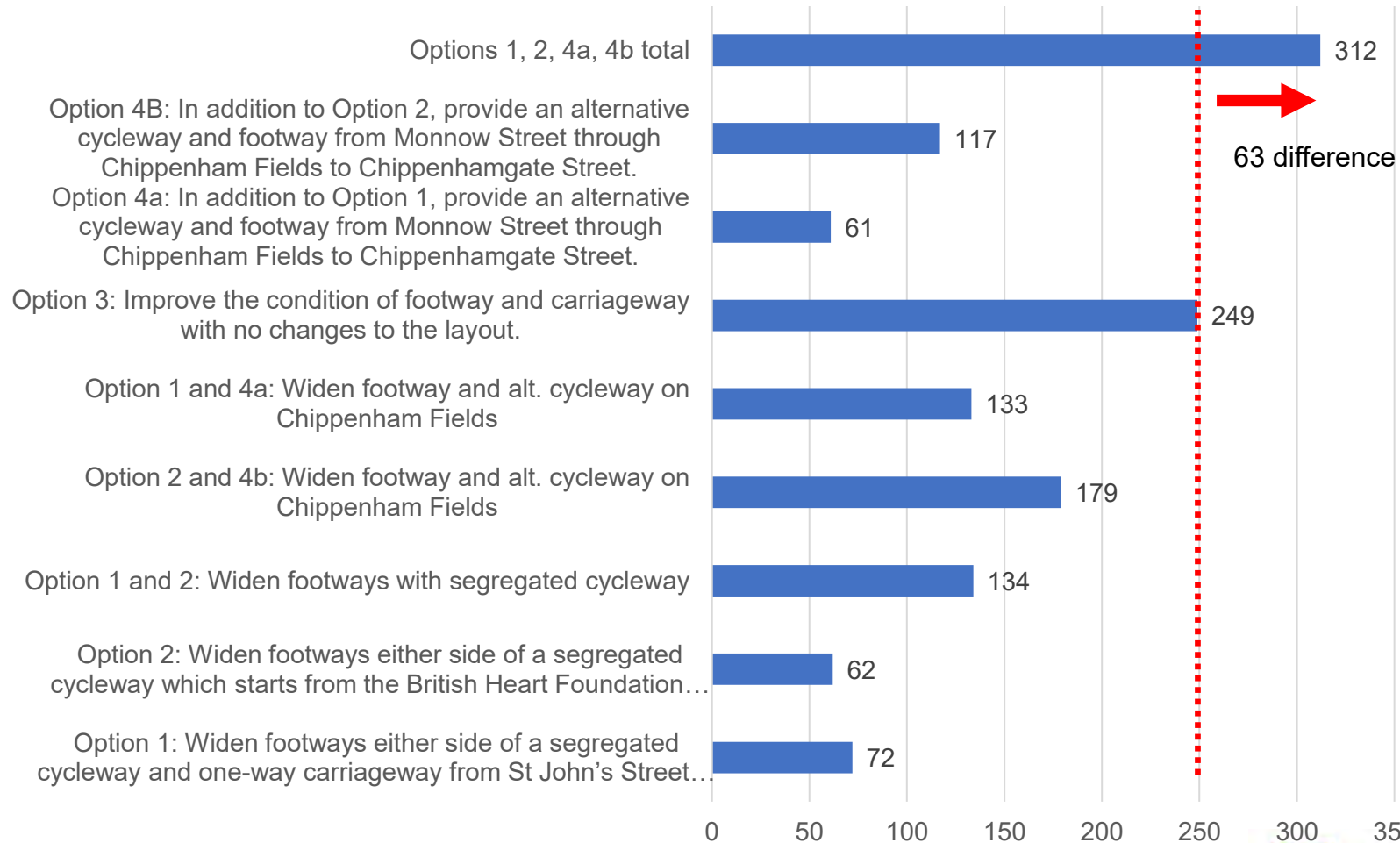
The Data Sources

- A public consultation exercise undertaken between 27th November and 21st December 2020.
- **Online questionnaire** was made available on Monmouthshire County Council's website and was promoted via the Local Authority's social media channels.
- A total of 561 members of the public responded to the consultation questionnaire
- **Intercept survey** conducted in Monmouth town centre on the 28th October 2021
- 44 responses achieved

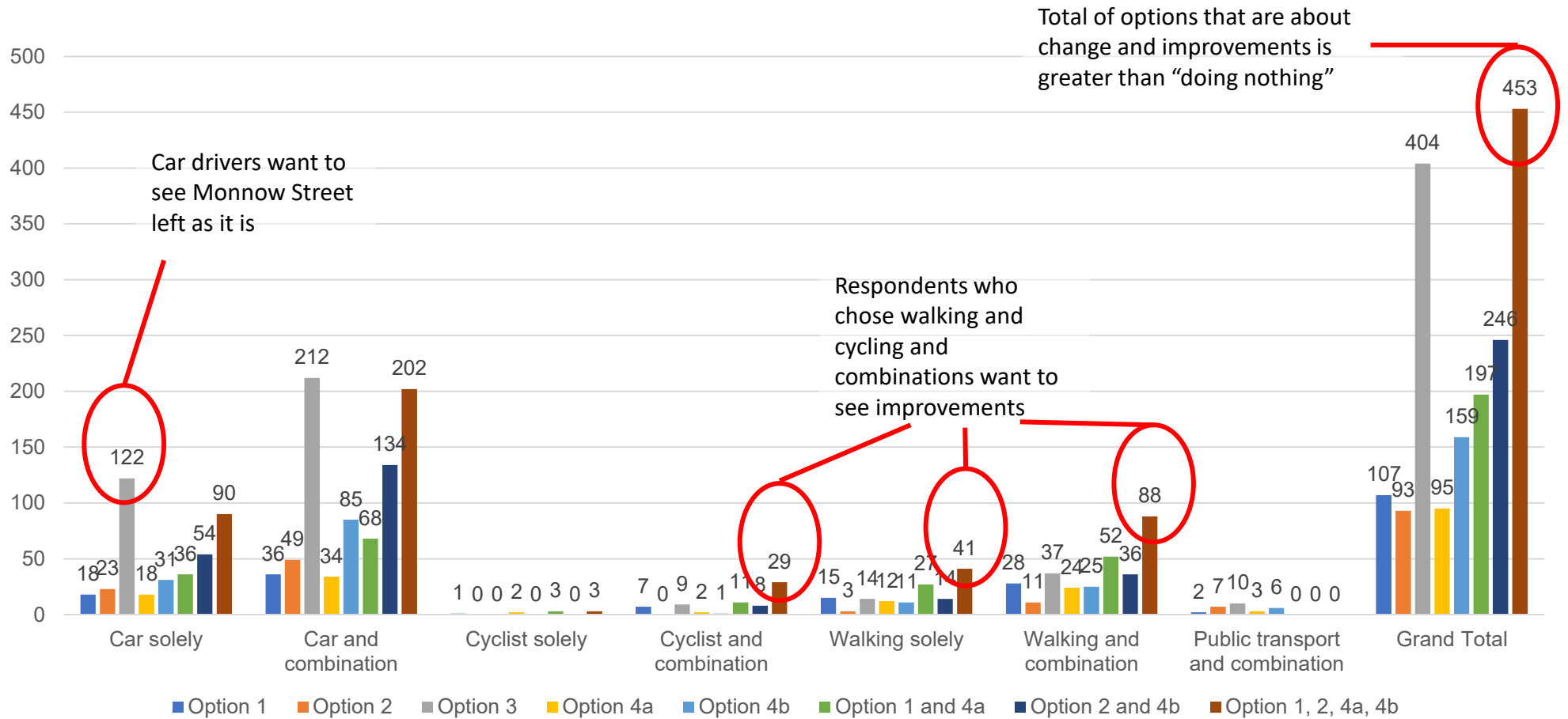
Issues to be Considered within Monnow Street proposal



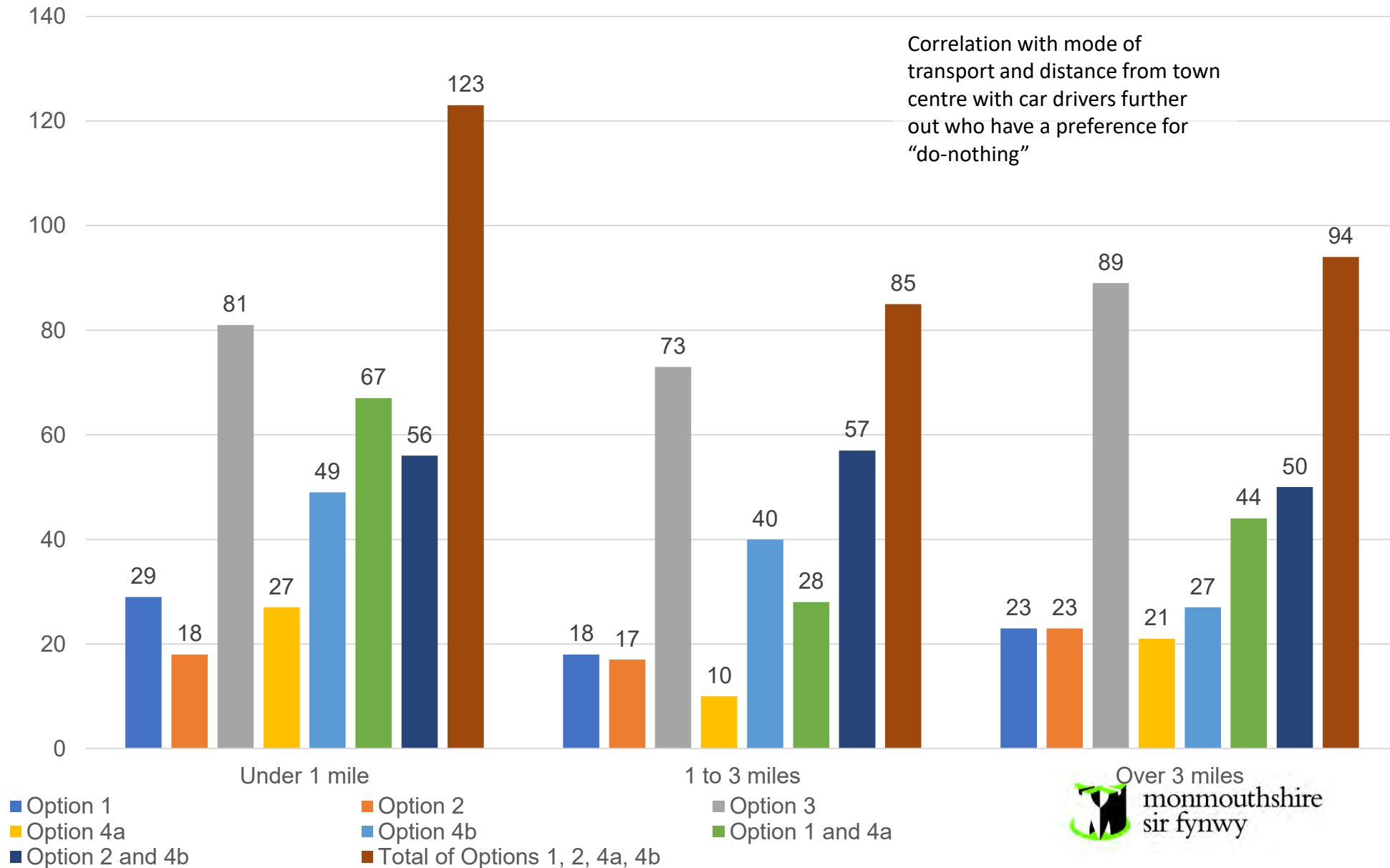
Preferred Option



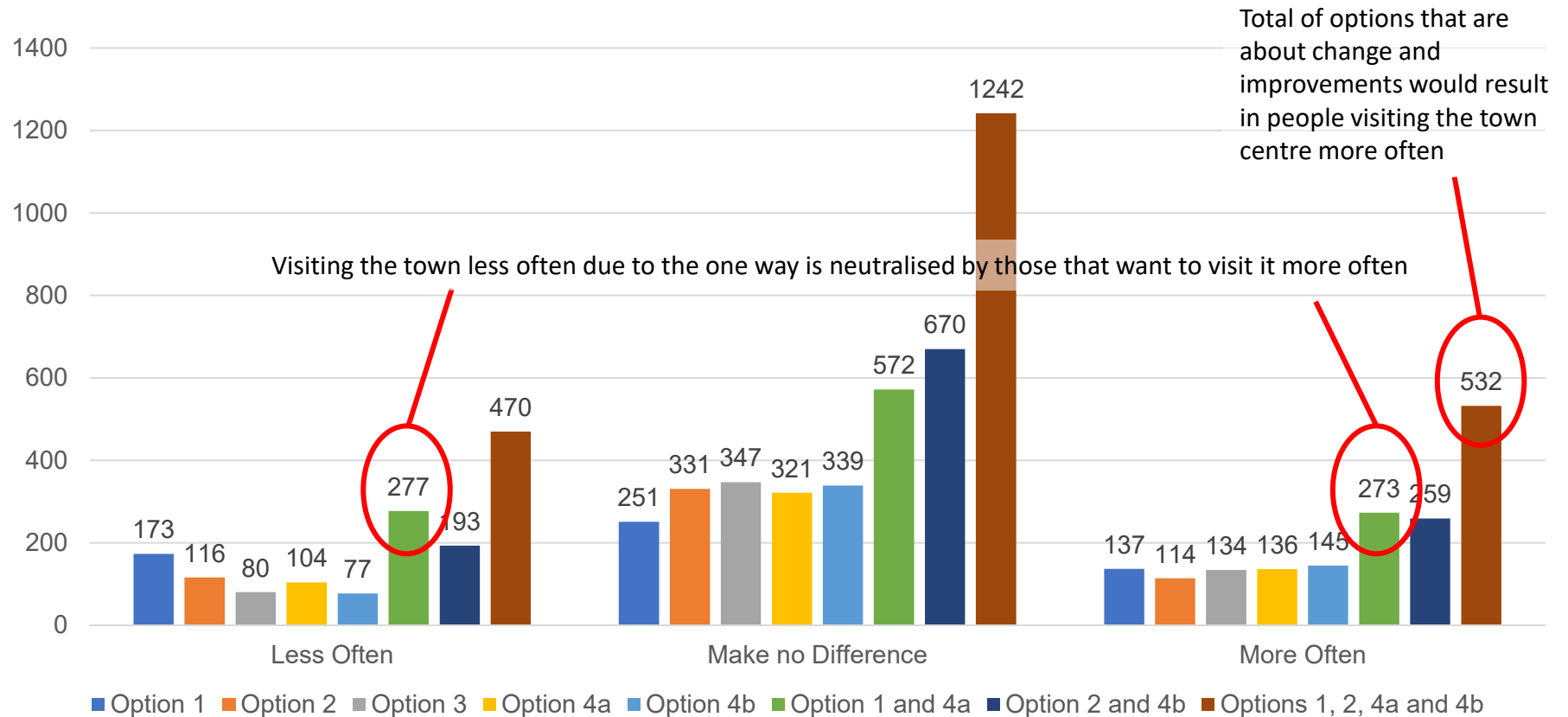
Preferred Option



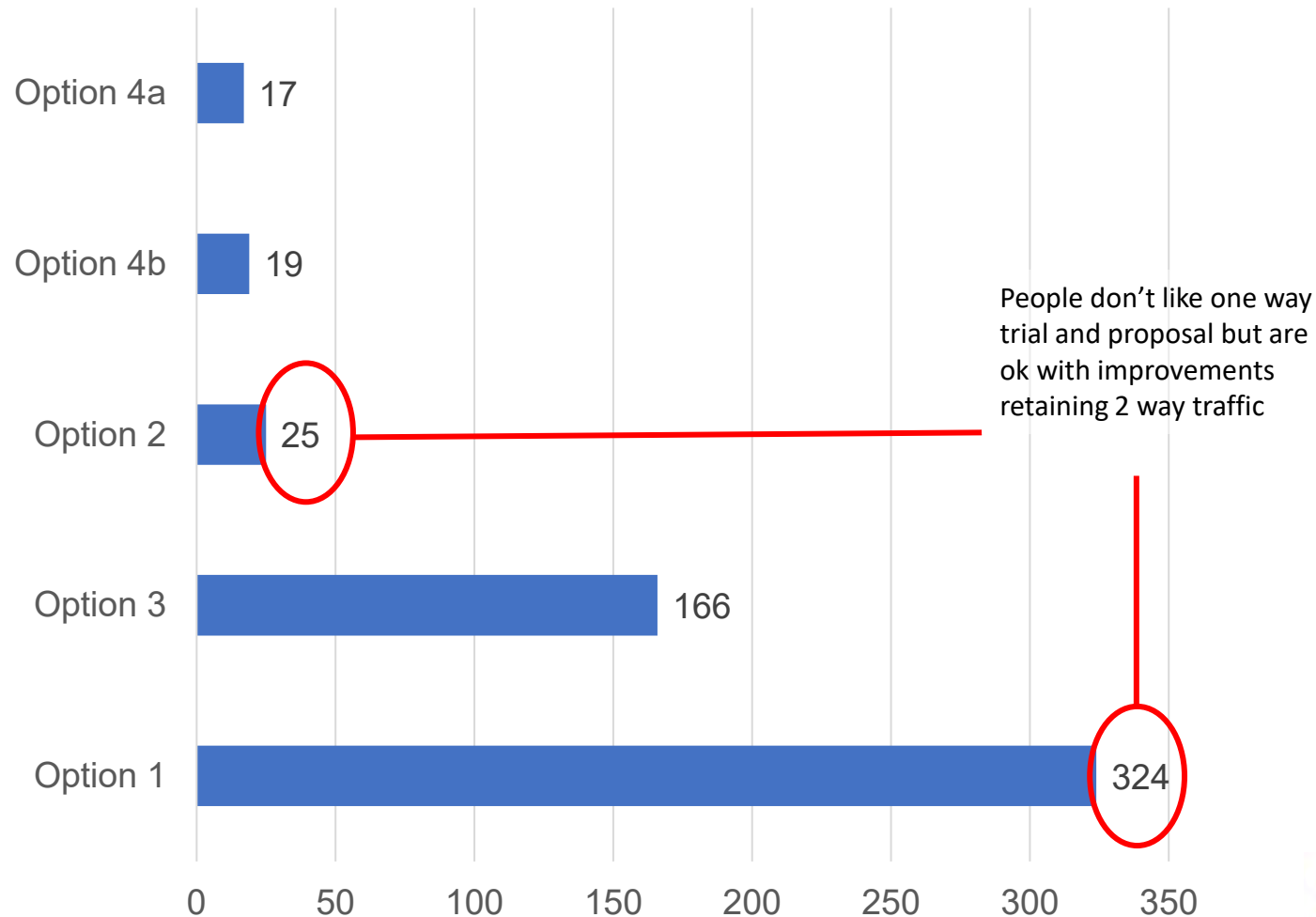
How Far Do You Travel Into Town Centre



Would you Visit the Town Centre....



The Council Are Exploring Providing Walking And Cycling Improvements To Monnow Street, Of The Four Options, Please Click Your LEAST FAVOURITE Option



Reasons for Least Favourite Being Option 1

- The one way trial caused congestion and killed town centre trade
- Dependent on A40 being free flowing
- Cyclists would be more welcome through Chippenham Fields than handing over to Monnow Street
- Impact on emergency vehicles call out times
- Raised levels of air pollution
- Travel time increased some 300%
- Will create ill-feeling in the town – traders and residents
- Does cycle lane meet the demand?
Shared proposal better

Reasons for Least Favourite Being Option 2

- It's a bit of a cop out
- Have cyclists in-lane or put on Chippenham Fields
- Wider pavements will impact on parking widths
- It's a good compromise
- Seems a wasted opportunity
- Street will become narrower and result in lorries, servicing and short term parking fighting for space

Reasons for Least Favourite Being Option 3

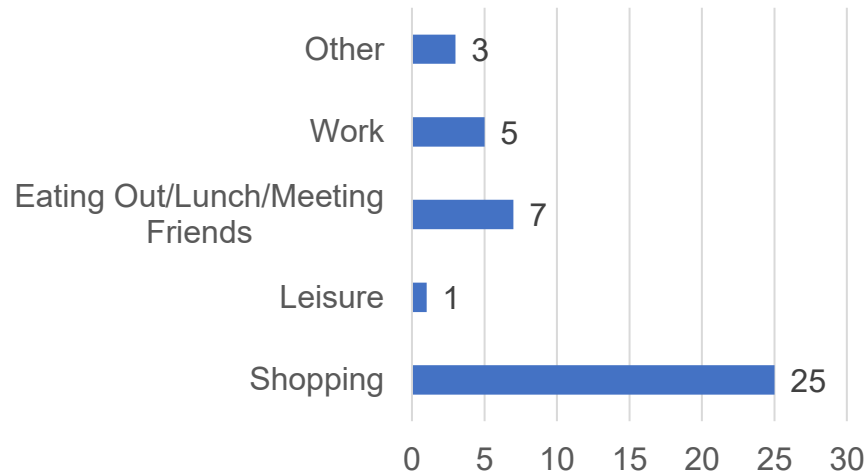
- Town centre needs to be more active friendly – needs radical change
- Doesn't help the High Street – no change
- Let people cycle through Chippenham fields
- Need to understand how the street works
- Need to deal with traffic, lack of crossing points, double parking, narrow footways
- We are in a climate crisis – time for change – doing nothing isn't an option

Design Suggestions for Options 1,2, 4a and 4b

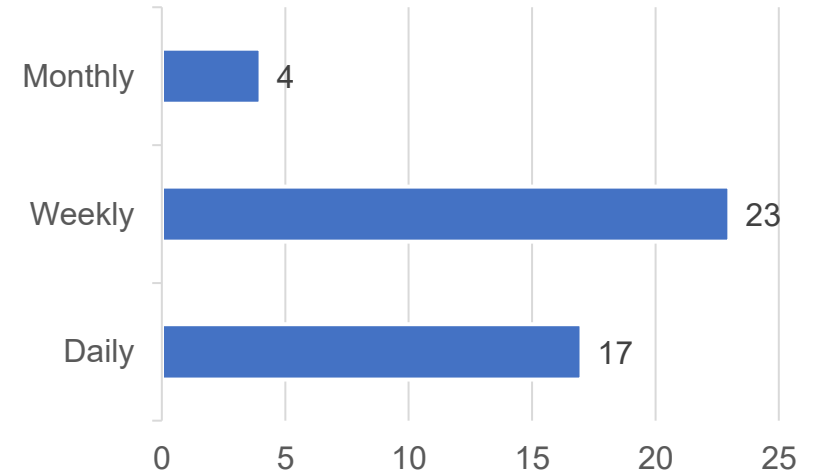
- Parking
 - On street disabled parking provision
 - Short term parking provision for homes/flats on Monnow Street?
 - Provide parking only on the one side of the street with informal and formal pedestrian crossing points
 - 2.2 metre parking rather than 2.4m?
- If cycling is to be in lane and not segregated, make it safer; explore segregated cycle lanes
- Need to consider larger HGV deliveries; work with business on a plan/timing
- Consider a shared use design that retains 2 way traffic
- Wider footways – cross pavement gulleys – consider DDA
- Planters – but size and location needs to work with how the street is managed e.g. parking and car doors, etc

Intercept Survey

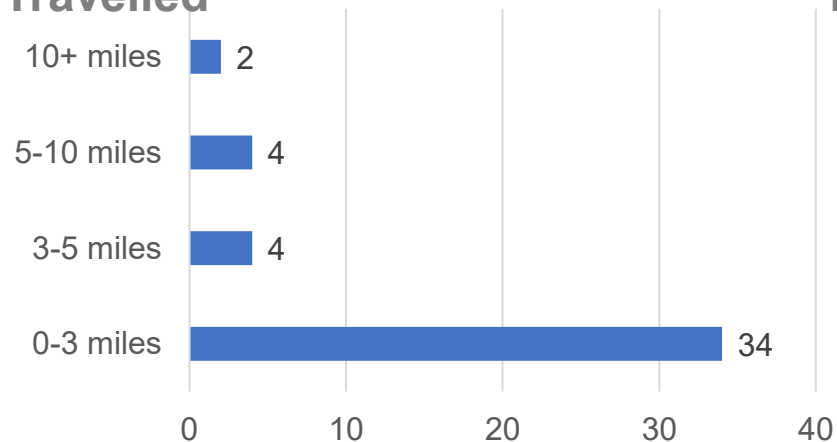
Purpose



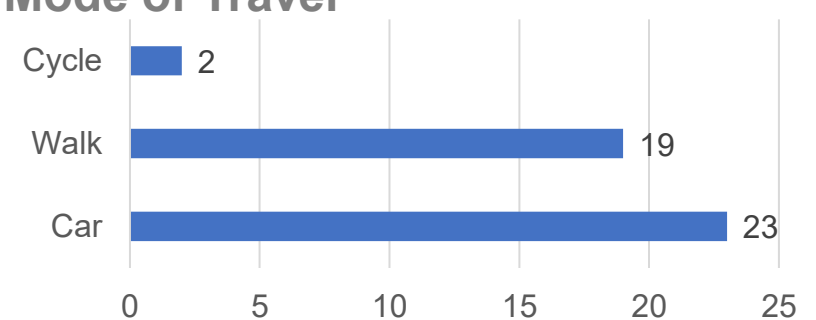
How Often



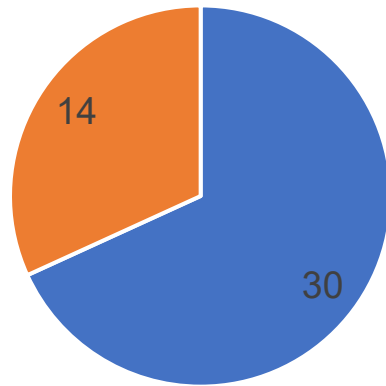
Distance Travelled



Mode of Travel



Monmouthshire County Council has introduced temporary measures to support Monmouth Town Centre during Covid, e.g. wider pavements etc. Do you think these changes have had a positive impact on the...



■ Yes ■ No

Reasons from Respondents who said Yes to Temporary Measures

It's much more **accessible** for buggies and wheelchair users.

I also like the planters and seating areas. It makes the street greener and more attractive.

Like the wider pavements and planters, makes it safer for walker - although the planters are wonky!

The bench areas are great but the ones not adopted by the shops are rubbish bins and rely on volunteers (like me) to clean them.

I think it is other peoples attitude that is the problem, and this has created more traffic.

We really love this concept, the planters look so pretty.

Absolutely love the planters (although prefer the ones in Abergavenny) but they add bio diversity, which is so important in a town and will undoubtedly help with rising pollution levels. Love the benches, however, the fake Astro turf is sh#t because it cannot be cleaned and looks a mess.

I like the wider pavements but the planters are a load of rubbish bins - literally!

It looks lovely, like the extra space

Top is lovely, but it is missing soft landscaping!

The **loading bay is an absolute mess** and causes a nightmare.

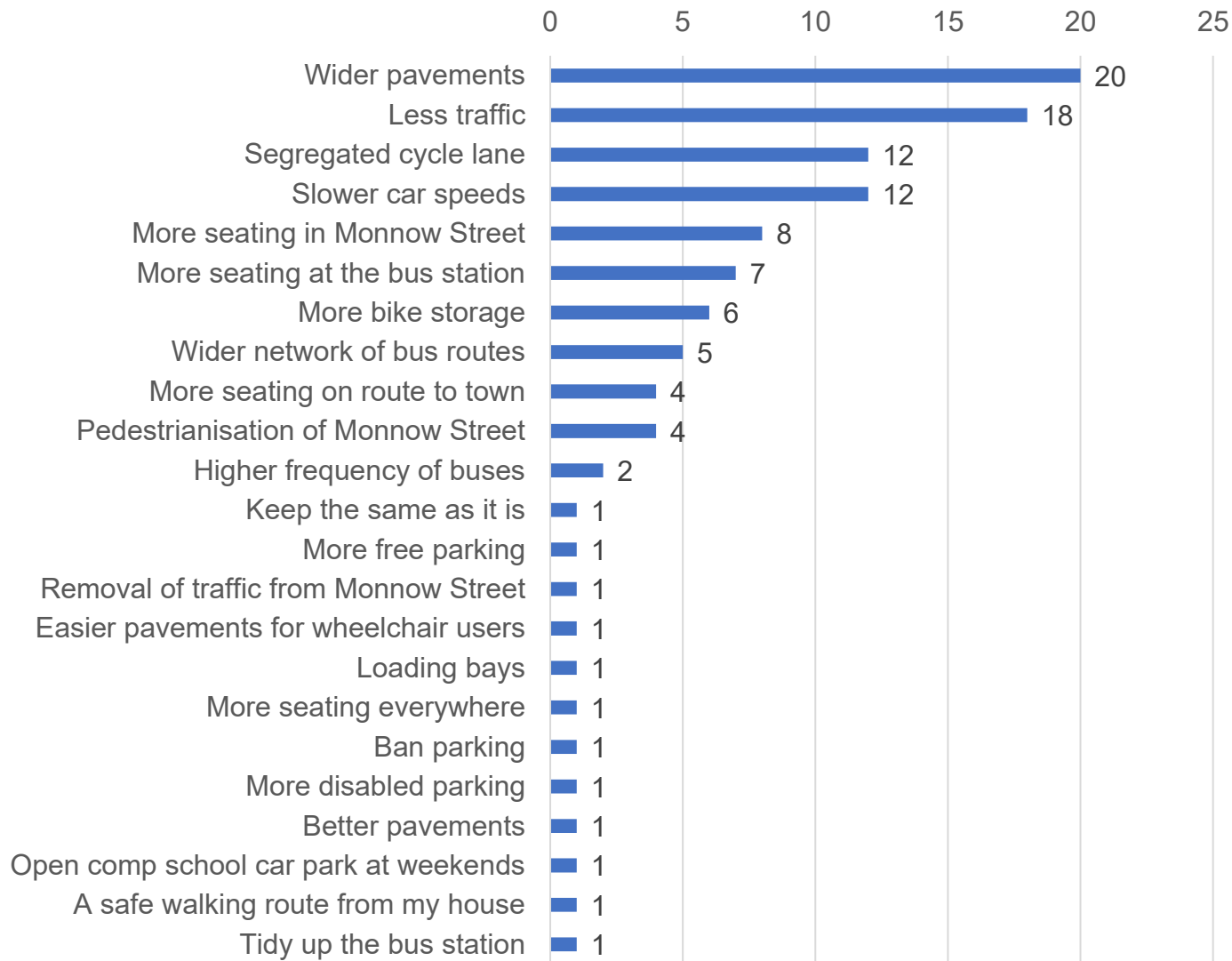
Pavement bottom of town is rubbish.

Great but very messy - needs to be done properly

They are great but don't go far enough.

Think we should have more of it, just done to a higher quality. Green floor is really bad though and blocks loading bay.

Yes to Temporary Measures but Suggest Improvements



Reasons from Respondents who said No to Temporary Measures

The **reduced parking** reduced how easy it was to pop into local shops and narrowing the road has worsened congestion.

I know I am lazy but I do just want to be able to whizz into the shops that I want to go to, as I have the children with me. There isn't enough mother and baby parking, and none in the high street.

Put it back to how it was, **get rid of the planters** - who even looks after them?

It feels dangerous to try and cross now because I cannot see around the planters. The pavements were fine as they were and now the add on ones are messy and even more of a slope.

I am actually in **favour of street cafes but not where it a narrow thoroughfare like salt and pepper.**

There is no alternative for traffic in Monmouth, so it is important that the road stays wide enough for everyone to stay safe - pedestrians and drivers.

Negative affect on local business

Reputation of parking and difficulty of finding disabled space

Pavements too high for access with wheelchair.

Planters restrict access for disabled people to get out of their car, in fact, everyone struggles to get out of their car.

The removal of loading bays means vans block up the high street which makes it difficult to drive around town and access disabled parking.

Pavement opposite the dropped kerb by Wetherspoons is very dangerous.

There is no crossing at the top of town and its difficult to cross quickly when you are disabled.

The road is so much more narrow and -I have seen lots of near misses as drivers get out of their cars.

No to Temporary Measures but Suggest Improvements

More bike storage; Undercover bike storage; Wider network of bus routes; Higher frequency of buses; More seating at the bus station;

More bike storage; Higher frequency of buses; Our delivery driver has to park in Waitrose ;

Loading bays reinstated for businesses;

Go back to how it was, including removing the widen pavements;

Loading bays back in, wider road;

Slower car speeds; Wider pavements;

Wider network of bus routes;

Segregated cycle lane; Less traffic;

More parking and mother and baby spaces;

How it was before;

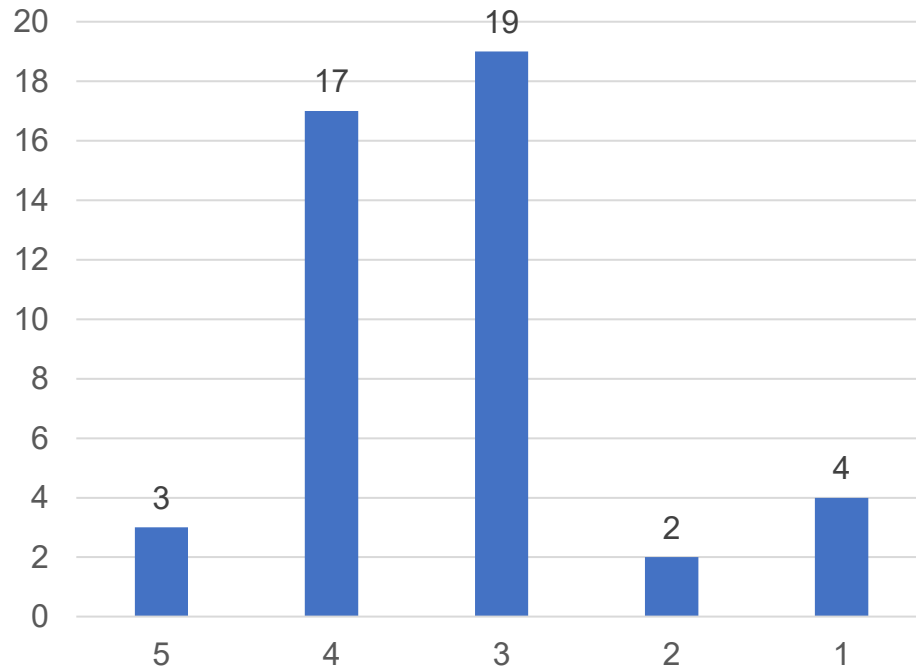
Wide road;

Better bus links to rural locations ;

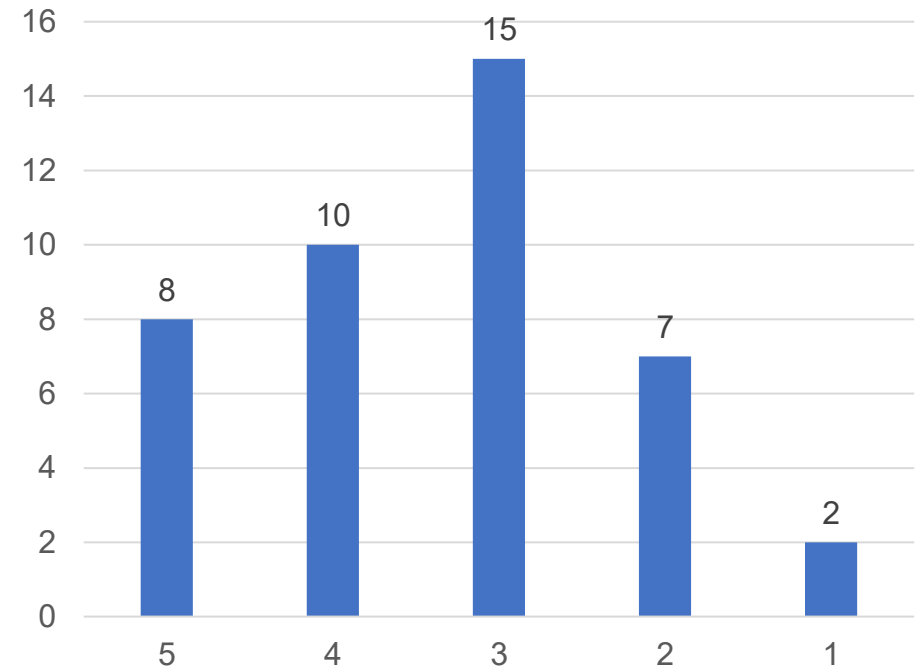
disabled parking ;Higher frequency of buses; More seating at the bus station;

More disabled parking ;


Road Safety & Walking through Monnow Street



Easy of Moving Around in Monnow Street



Key Findings

Online Survey	Intercept Survey
<ul style="list-style-type: none"> ▪ 561 sample ▪ Top 3 issues <ul style="list-style-type: none"> ○ Environment/Transport/Design ○ Parking ○ Wider traffic issues ▪ Preferred Option <ul style="list-style-type: none"> ○ Totality of responses that want Monnow Street is greater than do nothing (margin of 63) ○ People who walk and cycle more likely to vote for enhancements that car drivers – also associated with distance travelling into town centre ○ People would visit the town centre more often if there were improvements to the environment ○ Least favourite Option is number 1 – the One Way due to wider highway network issues, impact on town centre trade, increase in travel time and resultant environmental impacts ○ Design improvements – pavement widths, parking, shared use design, planters and street animation, etc 	<ul style="list-style-type: none"> ▪ 44 sample ▪ On-street, so physically seeing the issues and ideas in front of them ▪ Most live within 3 miles, use car or walk and come to shop on a weekly basis ▪ 66% of respondents rate temporary measures as having a positive impact ▪ Areas for improvement from “yes” group: <ul style="list-style-type: none"> ○ Wider pavements ○ Less traffic ○ Segregated cycle lane ○ Slower car speeds ▪ Areas of concern from “no” group: <ul style="list-style-type: none"> ○ Reduced pop in parking not good ○ The benefits of the planters? ○ Café areas not well located ○ Impact on trade ○ Loading bays removal ▪ 87% rate road safety & walking Through the Town Centre as between 3 to 5 (fair to very good) ▪ 79% rate the ease of moving around in Monnow Street as between 3 to 5 (fair to very good) <div data-bbox="1570 1219 1941 1305">  monmouthshire sir fynwy </div>

Appendix

Reasons from Respondents who said No to Temporary Measures

The **reduced parking** reduced how easy it was to pop into local shops and narrowing the road has worsened congestion.

I know I am lazy but I do just want to be able to whizz into the shops that I want to go to, as I have the children with me. There isn't enough mother and baby parking, and none in the high street.

Put it back to how it was, **get rid of the planters** - who even looks after them?

It feels dangerous to try and cross now because I cannot see around the planters. The pavements were fine as they were and now the add on ones are messy and even more of a slope.

I am actually in **favour of street cafes but not where it a narrow thoroughfare like salt and pepper.**

There is no alternative for traffic in Monmouth, so it is important that the road stays wide enough for everyone to stay safe - pedestrians and drivers.

Negative affect on local business

Reputation of parking and difficulty of finding disabled space

Pavements too high for access with wheelchair.

Planters restrict access for disabled people to get out of their car, in fact, everyone struggles to get out of their car.

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The road is so much more narrow and -I have seen lots of near misses as drivers get out of their cars.

No to Temporary Measures but Suggest Improvements

More bike storage; Undercover bike storage; Wider network of bus routes; Higher frequency of buses; More seating at the bus station;

More bike storage; Higher frequency of buses; Our delivery driver has to park in Waitrose ;

Loading bays reinstated for businesses;

Go back to how it was, including removing the widen pavements;

Loading bays back in, wider road;

Slower car speeds; Wider pavements;

Wider network of bus routes;

Segregated cycle lane; Less traffic;

More parking and mother and baby spaces;

How it was before;

Wide road;

Better bus links to rural locations ;

disabled parking ;Higher frequency of buses; More seating at the bus station;

More disabled parking ;

Road Safety & Walking through Monnow Street

Well lit, not isolated, wider pavements gives more space between pedestrians and cars. Car still too fast, especially at the pinch point.

Pinch point is narrow/some areas are really narrow.

Not all People are not socially distancing and wearing masks.

Pavements are wide but only one crossing point.

Plenty of space to pass others and the two way traffic flow remains to reduce congestion.

Covid measures have made people paranoid abs destroyed people's to think critically.

Cars double parked, unloading things, busy road

Crossing up at the top

Pedestrianisation of high street

Pedestrianisation of high street trial

More enforcement against drivers and parking

Pedestrianise the high street

See above

Pedestrians step out onto the road to avoid each other only to step out into the path of vehicles, often electric and therefore silent! Delivery vans and lorries double often triple park on the road causing further hazard

Wide pavements/Widened pavements

There are junctions that can be difficult to pass...

Push chair and wheelchair in danger as so narrow but changes are unnecessary and have removed the parking.

Widening of the pavements definitely helped.

Cars parked everywhere, double parked. Delivery drivers parking in the way. Some cars do not give way to bikes at pinch point and push through, even when I'm on the pinch point.

High traffic volume, single safe crossing point.

I don't think the benches by Coffee 1 are at all necessary and that the loading bay should be put in.

There is more traffic because of the narrower roads, which is worse for walkers.

I am neutral about the changes - I like the idea of wider pavements but **no loading bays is a huge issue for us as a business.**

I do not like the seating areas because they obstruct the loading bays, the wider pavements have made the road more narrow which is more dangerous for pedestrians

Too much traffic, I support pedestrianising the high street.

Safe layout

I like the wider pavements but they obstruct disabled users as they try to get out of their parking space. **The planters take up too much space** and there should be more parking available. I would like to see speed limit reduced.

Too much traffic in town centre.

It is much better now the pavements are wider, especially walking with children

Wider pavements are good but still too much traffic and too fast - can we pedestrianise the high street:?

There is too much traffic and there needs to be a crossing at the top of town, especially as my son is in a wheelchair. It is very hard to cross here.

Wide pavements

There is still too much traffic. I would love you to pedestrianise the high street!

I like the wider pavements, without the planters in the way but there are too many near misses as the road is now too narrow. I'd love you to ban all of the parking (apart from deliveries) so that the road can be wider, as less dangerous and keep the wider pavements.

Also do it properly and make the pavements straight, even and tidy. The add on looks a mess.

Above

Good zebra crossings, pavements

Top of town is impossible to cross when I am with my wife in her wheelchair

Easy of Moving Around in Monnow Street

Too many planters - although they are pretty? Planters are ridiculous. The planters obstruct the additional width; The planters obstruct the wide pavements.

Widen pavements help; The wider pavements make it easier but can still be crowded; wide pavement

I have a baby in a pram so do need more space. I just find people are getting too close to one another. It's very busy in town.

It's hard to push a wheelchair through (2); more easily accessible drop kerbs would be good; only one safe crossing point, uneven pavement with gullies, very narrow in places (e.g. pinch point); The pavement has gulleys and uneven camber which makes it very difficult for wheelchairs to drive over the paving

Pavements for most of Monnow street are very dangerous for my wife - the guttering, gulleys and camber are terrible.

Crossing the street disabled at the top of town is nightmare

See above - and poor quality of pavement at the bottom of town!

Generally ok, some areas narrower pavements feel less secure

It is not designed for pedestrians. By the very nature of the road; pedestrians will constantly be crossing the road. **The road needs to be pedestrianised** for a significant period of a 'shopping day'.

Bottleneck is a nightmare

Quite a busy little town and only feel less safe due to covid.

Cars double parked

Above

Plenty of pavements

i. Statement of Community & Stakeholder Engagement

1. Opportunities to Engage

The Macgregor Smith design team with the support of Monmouthshire County Council provided a number of key opportunities for stakeholder organisations, local businesses, residents and visitors to the town to engage with the Gateway Monmouth design process, from the initial issues and ideas gathering stage through to the submission of this planning application. These were:

Website Project Promotion

Use of Monmouthshire County Council's website in terms of a project space for updates as well as an area to provide links to the on-line surveys.

Media

Local press and networks were used to promote opportunities for engagement. Creation of a @gatewaymonmouth twitter account which was used to promote events, exhibitions and promotion of on-line survey.

Initial Stakeholder Sessions

- 13th November 2012 – issues and ideas gathering
- 19th November 2012 – presentation of young peoples' design ideas and on-line survey results – synthesis of key design themes and areas for focus

Stakeholders that have contributed to the Gateway Monmouth process include:

- Monmouth Town Council
- Monmouth Civic Society
- Monmouth District Chamber of Commerce
- Monmouth Partnership Forum
- Monmouth Archaeological Society
- Bridges Centre
- Monmouthshire County Council
- The Attik Youth Centre, Monmouth Boys School and Monmouth Comprehensive School

On-line Surveys

The first on-line survey issued during November and into December 2012 sought initial impressions on the space, its current issue, opportunities and sought a sense of what were the key priorities for the design process. 121 people completed the survey. A second series of surveys was provided during March 2013, with the on-line survey supported by an additional physical touch screen survey and hard survey copies in the Central Monmouthshire One Stop Shop. 79 survey forms were completed across the various mediums.

Young Peoples' Project

Engagement with Monmouthshire youth services and local schools led to a series of site walkabouts, design surgeries and projects that involved mood boards, video interviews and designs for the site. Students presented to fellow stakeholder groups and the design team, which has helped shape the design process. This has been a real example of community engagement and inter-generational working.



Exhibition

A manned exhibition was held on Friday, 1st March 2013 in the Robin Hood Public House next to the proposed design site. Display panels, design surgery time, touch screens and hard copies of the survey were made available with 95 people attending. The exhibition was continued for a period of 10 working days in the Central Monmouthshire One Stop Shop, between the 4th and 15th March 2013.

2. What People Told Us

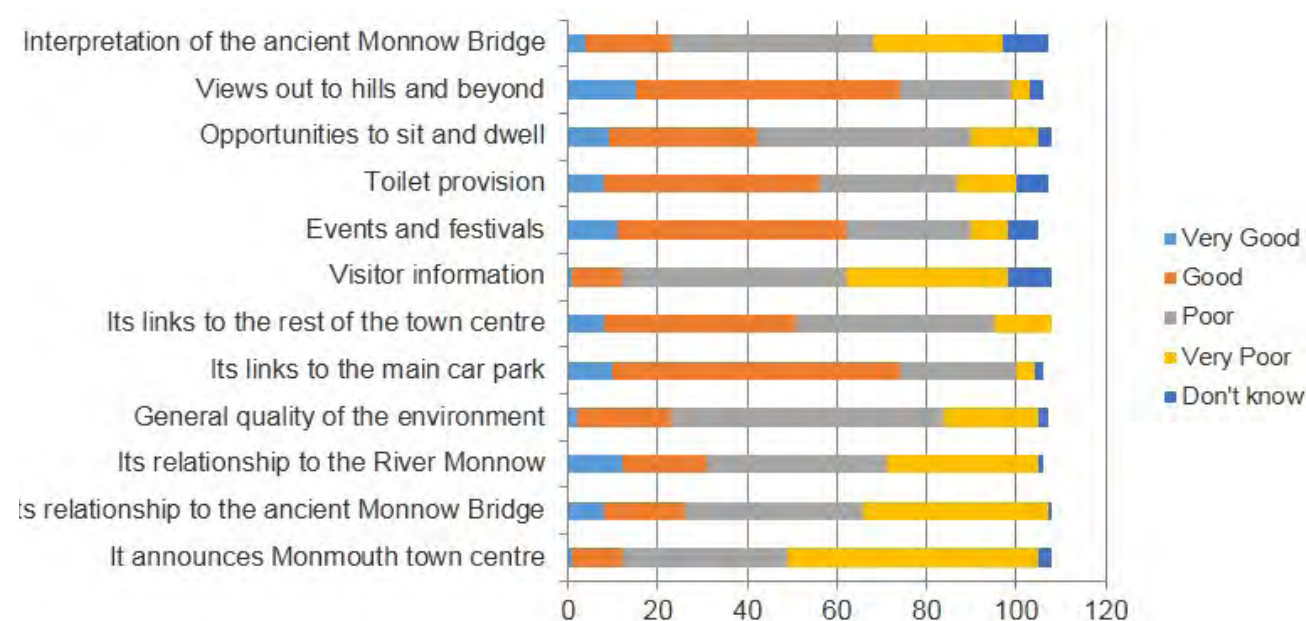
Initial Stakeholder and Survey Responses

In the early months of the project, the design process learnt a lot about the potential of the space and started to reach some consensus on the focus for us as well as the look and feel.

How Do People Visualise the Future Space?



How Do People Rate Specific Aspects of the Space?



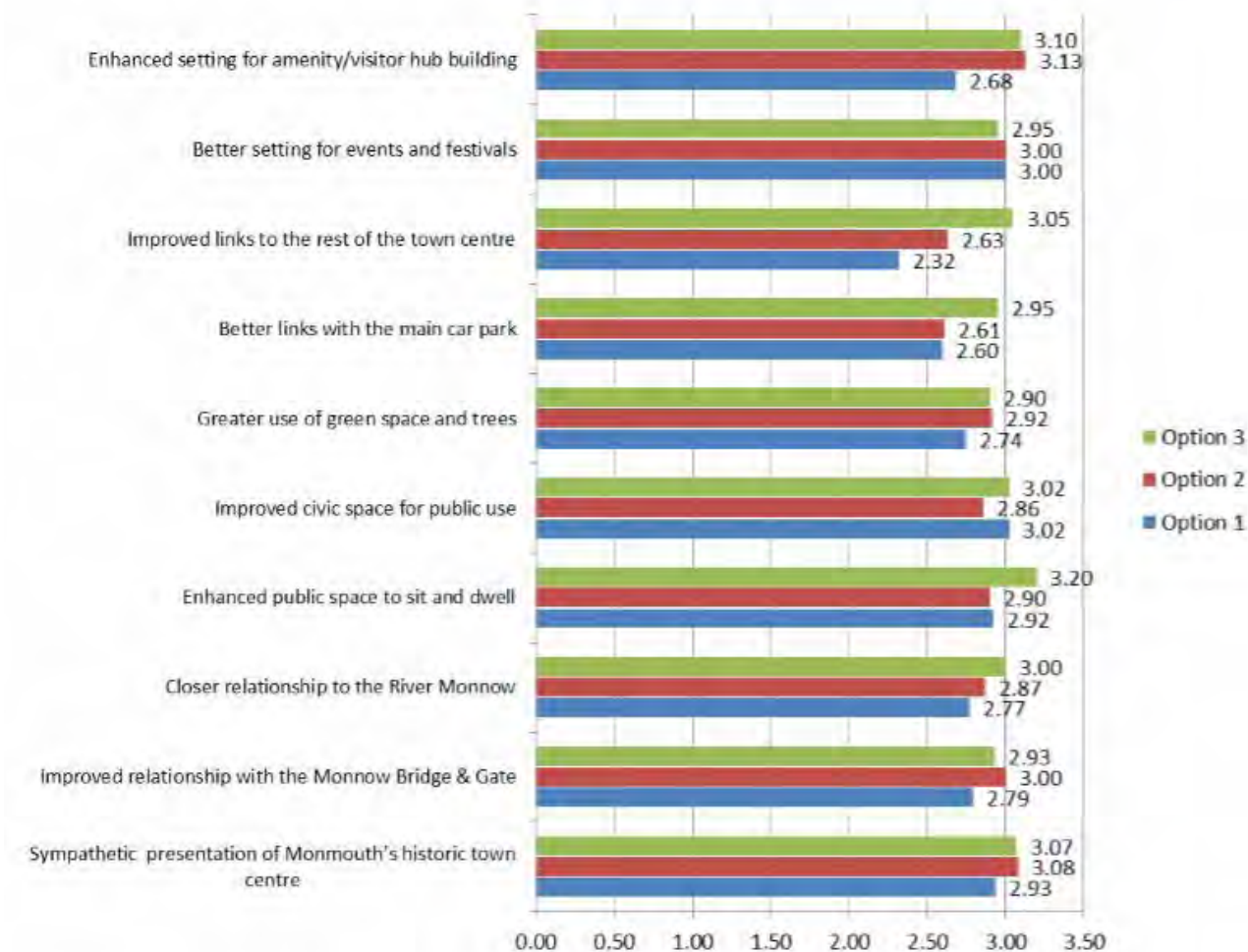
Initial Stakeholder/Community Comments

- “Welcome” – function and atmosphere
- Integration – immediate setting and reach to hills
- Civic space, that is known for events, festivals as well as sitting out in
- To reconnect with the River Monnow - visual and activity
- The space should be a mixture of hard and soft landscaping
- Toilet block should be retained at this south western edge of the town centre
- Interpretation of Old Monnow Bridge and cattle market
- Space should be a feature

Design Development and Proposals Stage

The design development stage focussed on a number of design options for the site, seeking opinion on location, appearance and proposed use for the toilet/amenity hub building, the riverside terraces and landscaping proposals and activities proposed within the square area, as well as comments on the treatment of Blestium Street.

The figure below shows the comparative assessment of the three options by taking the mean rating score for each of the criteria.



Whilst the variation is slight at times, it illustrates to us that option 3, which forms the basis of this planning application, was rated higher than the other two options for the following design attributes:

- It provides improved links to the rest of the town centre (probably due to toilet/amenity hub building being relocated from existing location and opening up opportunities to physically engage with Monnow Street and the rest of the town centre).
- Better links to the main car park;
- Perception of improved civic space for public use;
- Enhanced space to sit and dwell in;
- Closer relationship to River Monnow.

How Should The Space Look?



Consultation on the three design options has prompted people to consider how the space should look and its future use and consideration of a number of design issues related to the toilet/amenity hub building.

The three design options have sought a response on a number of requirements:

- The degree to which the town centre wishes to be have closer and have access to the River Monnow;
- The location of the toilet/amenity hub building within the site;
- Opportunity to link the site better with Monnow Street and the remainder of the town centre;
- Opportunities for greater dwell and enjoyment within the space;

In working towards a preferred option for planning purposes, option 3 emerged as the preferred option with people wanting to see the space engage more with the riverside and provide an equitable space on the street side that announces the town centre better, provides orientation and exploration to the rest of the town. The need to provide a flexible civic space for markets, events and festivals is welcomed with people generally seeing the space as being inviting and uncluttered.

In relation to Blestium Street, respondents acknowledge the need to announce the town centre but feel that a clear demarcation needs to be maintained between pedestrians and drivers within an area that is perceived to be busy in terms of traffic. The need for coach drop off/pick up provision within the scheme is noted with the need to ensure it is accessible and convenient for coach born visitors.

The re-location of the existing toilet block and provision of a new toilet/amenity hub building on the Blestium Street edge is seen to create a more permeable space between the car park, the core civic space and onto Monnow Street.

Pre-Planning Application Presentations

To ensure stakeholders had a final opportunity to view proposals before formal submission, it should be noted that a presentation was made to them on presentations were undertaken as follows:

- Monmouth Town Council - Monday 7th October 2013;
- Monmouth Partnership Forum Wed 9th October 2013; and
- Central Monmouthshire Area Committee Wednesday 23rd October 2013.

Appendix D

Photos of

Monmouth

Town

Centre



Monmouth Today

Town Centre Environment



Monmouth Today

Town Centre Environment



Monmouth Today

Town Centre Environment



Monmouth Today

Vacant Premises



Monmouth Today

Vacant Premises



Monmouth Today

Vacant Premises

