

# Appendix E

## Community Data Profile



# Monmouth

## Well-being & Data Profile

## Monmouth and surrounding area

### Environmental Well-being

This area focuses around the historic town of Monmouth, located where the Rivers Monnow, Trothy and Wye meet, and includes the southwestern quarter of the Wye Valley Area of Outstanding Natural Beauty. There is almost continuous tree cover from Monmouth down the Wye Valley towards Chepstow and flower-rich neutral meadows on the plateaux above the Wye. To the north and west of Monmouth, the area is very rural and sparsely populated, with rolling countryside, mixed agriculture and Grade 3 and 4 quality land and very few local communities.

The area is important for tourism, as well as employment in agriculture and forestry. As elsewhere in Monmouthshire, tourism is particularly reliant on maintaining the natural beauty and diverse wildlife in the area.<sup>311</sup>

Under the EC Habitats Directive, there are three Special Areas of Conservation in this area: The River Wye for its natural state, clean water and wide range of species,

*“Beautiful scenery, clean air, nice rivers, freedom to roam, run, walk”*

Wye Valley Woodlands, protected because they provide more or less continuous tree cover and the Wye Valley and Forest of Dean Bat Sites. Each of these three areas is important at a European level.

This area also has Monmouthshire’s only two National Nature reserves, both woodland, of UK importance. There are also 39 Sites of Special Scientific Interest, mainly woodland and grassland, and 320 locally important Sites of Interest for Nature Conservation, both the largest number of sites out of any of the 5 areas in this assessment.<sup>312</sup> The southern part of this area also has the county’s only Local Nature Reserve, Cleddon Bog.

Tree disease is a significant threat that could fragment some of the well-connected woodlands of the Wye Valley. Current threats include Ash Dieback and Larch disease which all have the potential to affect dramatically the landscape character of the AONB.<sup>313</sup> In 2013, Natural Resources Wales felled approximately 80 hectares of infected Larch trees in the Wye Valley area, but further surveys have identified approximately 300,000 newly infected Larch trees, covering 270 hectares of the forest.<sup>314</sup> In 2021, substantial areas of larch were felled in Trellech Common, for example.<sup>315</sup>

The Wye Valley, and its importance for tourism, has been covered in the section in Chepstow and the Lower Wye. The importance of the Wye Valley for landscape is reflected by its designation as an Area of Outstanding Natural

Beauty, and it features the meandering River Wye, wooded scarps and limestone cliffs, together with castles at Monmouth and dotted throughout the rolling hills and valleys. The Wye Valley Walk and Offa's Dyke path take in Monmouth and parts of this area, too. Monmouth and the surrounding area has 603km of public rights of way. However, once again, in terms of accessible natural green space, although Monmouth town is reasonably well served, and includes Chippenham Mead, Drybridge Park, Claypatch Wood, Two River Meadow and Vauxhall Meadow, some of the rural wards in this area have no accessible green space, and some villages and rural communities are lacking in provision for outdoor sports.<sup>316</sup>

Urban tree cover in Monmouth town is 17.5%, higher than most other Monmouthshire towns. However, 5 hectares were lost between 2009-13.<sup>317</sup> This reduction in tree cover results in a subsequent loss of benefits to health and well-being, absorption of pollution, biodiversity, and reduction in surface water run-off.

The meeting of the rivers Monnow, Trothy and Wye at Monmouth means that the town is at particularly high flood risk. Although flood defences on the town side of the river mean that much of the town has some protection, there have been significant and devastating floods in recent years, most notably during Storm Dennis in February 2020, when as well as flooding 56 properties in Monmouth, there was substantial damage to infrastructure. The Dŵr Cymru Welsh Water (DCWW) Water Treatment Plant at Mayhill was also flooded in February 2020, with 7,400 properties affected by the loss of water supply. Supplies were maintained with a fleet of tankers bringing clean water, and bottled water supplies were provided, where needed. Supplies from the treatment plant were only restored 11 days after the flood event.<sup>318</sup>

The village of Skenfrith was also badly affected by flooding in both October 2019 and February 2020, with 18 properties flooding both times, as well as the local pub and village hall.<sup>319</sup>

In Monmouthshire's Flood Management Plan, 116 people and 18 properties are identified as being at high or medium risk of flooding from surface water, with 1,473 properties and 3,462 people at low risk of river flooding.

Following a successful funding bid to the Rural Development Programme, Transition Monmouth managed a project to assess the potential for natural flood management solutions around Monmouth.<sup>320</sup> This has been further developed with a detailed study of the Kingswood area, to seek funding to install the recommended measures.<sup>321</sup>

Monmouth has a very active voluntary sector working on sustainability, including



Transition Monmouth. Monmouth Town Council has declared a Climate Emergency and established the Action on Climate Emergency, or ACE Monmouth group, which have been proactive in organising work to protect green spaces, encourage active travel and the Monmouth Climate Futures Festival.<sup>322</sup>

Water quality in this area varies. The River Monnow is of good quality, whereas the Trothy is only moderate quality, probably due to the impact of agriculture. As described previously, the River Wye is of good and moderate quality, and is nationally important for its fisheries, but is currently threatened by nitrate and phosphate pollution.<sup>323</sup> A small area of Trellech is particularly vulnerable to nitrates, as is a small section crossing the border adjacent to Monmouth. There are also 5 Groundwater Source Protection Zones in place to protect underground drinking water supplies from pollution.

Although there are no Air Quality Management Zones in Monmouth and the surrounding area, there are some concerns about nitrogen dioxide emissions caused by traffic on the A40 in Monmouth. Monmouthshire County Council continues to monitor air quality along the A40 and in the town centre, particularly given the proximity to sensitive locations such as Monmouth School.<sup>324</sup> The council has recently moved the children’s play area in Chippenham Fields away from the A40, which means that the children are not playing close to the source of air pollution, and benefit from a much more accessible, sustainable, inclusive and stimulating play area.<sup>325</sup>

### Economic Well-being

House prices in this area are high, with 4 wards among the 10 most expensive in the county but 2 wards are among the 10 least expensive – the least expensive being in Overmonnow which is in the 30% most deprived LSOAs in Wales. The house prices in this area therefore demonstrate the disparities that are possible within Monmouthshire, with the more affluent wards having the potential to mask those that are more deprived.<sup>326</sup>

In 2020, 15.4% of all units within Monmouth’s central shopping area were vacant, the highest proportion on record, following a rise in 2019.<sup>327</sup> 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,

*“Monmouth high street should (and could) be a destination high street but at the moment is lacking in variety and I am often forced to go out of town or shop online”*

particularly with the loss of some national chains from Monmouth, such as Peacocks.<sup>328</sup>

In this 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.<sup>329</sup> 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.<sup>330</sup> Monmouth also includes Dixton with Osbaston, which has the joint lowest level of deprivation for income and employment in the county (along with Mitchel Troy for the latter) – illustrating, the disparity within Monmouthshire.

In the Monmouth catchment area, 18% of households are below 50% of the median income for the UK, and 24% are below 60%. This compares to 17% and 22% respectively for Monmouthshire, and 25% and 33% for Wales as a whole.<sup>331</sup>

### Social Well-being

The population of Monmouth and the surrounding area is just over 17,000. 16.9% of the population of Monmouth and its surroundings are aged between 0-15, the highest of the five areas, while 26.6% of the population are aged 65 and over.<sup>332</sup>

Monmouth and its surroundings have only one area in the most deprived 20% of areas in Monmouthshire. 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.<sup>333</sup> Residents in some parts of Overmonnow are eligible for Flying Start for pre-school children.

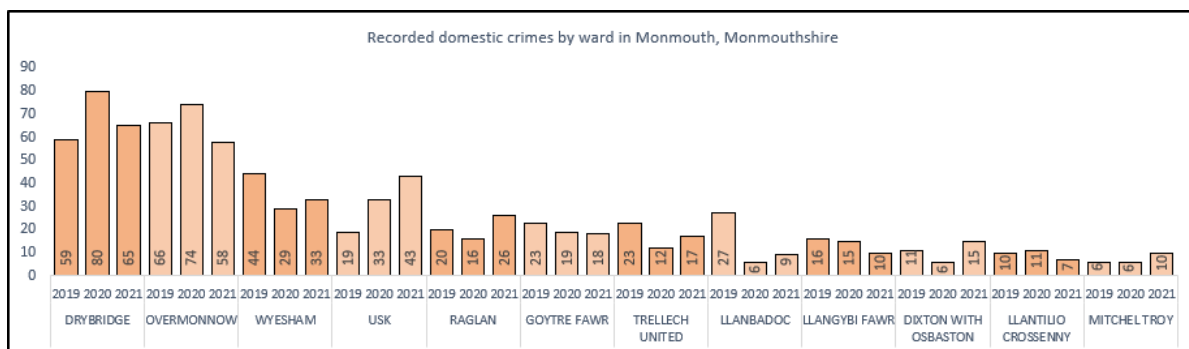
Access to services in the area around Monmouth is a key issue, with some areas being ranked amongst the most deprived in Wales. For example, Llantilio Crossenny is ranked the sixth most deprived area in Wales for access to services. In this area, two-thirds of households suffer from the unavailability of broadband at 30Mb/s and 3 hours average round trips on public transport to key services such as food shop, pharmacy, post office, library and secondary school.<sup>334</sup>

80% of people in Monmouth and the surrounding communities report that their health is good or very good. Within the Monmouth area, this varies from 65% in Overmonnow 2 (the second most deprived area in Monmouthshire) to 86% in Trellech United 2.<sup>335</sup>

From November 2020 to November 2021, overall crime in Monmouth increased from 24.5% to 25.4% of the county’s (n.b.: crime data for Monmouth includes Usk and Raglan). There has been a reduction of recorded crimes for Shoplifting, Theft, and Residential and Commercial Burglaries, possibly due, in part, to the pandemic and lockdown periods. There has been a notable increase in Violence Without Injury from 254 recorded incidents to 398. Violence With Injury, Public Order Offences and Rape also saw notable increases. From April 2020 to March 2021, 250 incidents of ASB were recorded, accounting for 22% of all reported ASB across

Monmouthshire. The wards with the highest prevalence were Drybridge, Overmonnow and Trellech United. As of January 2021, there were 46 adults accessing support, 31 for alcohol and 15 for other substances.

Drybridge in Monmouth has recorded the most domestic-related crime over the last three years. From January 2021 to November 2021, Drybridge made up 21% of all recorded crime in the Monmouth Area.



### Cultural Well-being

The market town of Monmouth is located on the river Monnow and acts as the main retail, educational, and cultural centre for an extensive rural area, including much of north-eastern and central Monmouthshire, and extending into the Forest of Dean and Herefordshire. Its location on the border between England and Wales is an important factor in the culture of the area, with the surrounding area of the Wye Valley Area of Outstanding Natural Beauty being of key environmental importance.

Compared to the other areas in Monmouthshire, the Monmouth area has a higher proportion of ethnic groups within its population, according to the 2011 Census. Despite these figures being low, reflected by the Monmouthshire figures as a whole, Monmouth has the 2<sup>nd</sup> highest mixed race population (0.7%) and 2<sup>nd</sup> highest Asian population (0.4%). Census data shows that the area is consistent with that of the county, as circa 62% of the population declared

themselves Christian.

In terms of the Welsh language, there is an active Welsh society, Cymdeithas Gymraeg Trefynwy a'r Cylch, providing opportunities to socialise in Welsh in an informal setting. Welsh education for the Monmouth area requires travelling to either primary school in the county; both journeys are approximately 19 miles. An even further journey (24 miles) is needed for the nearest Welsh medium secondary school education, based in Torfaen. The lack of school provision is reflected in the figures, with the Monmouth area having the equal-highest proportion of population with no skills in Welsh.

The town of Monmouth has significant archaeological and historical importance. The Council for British Archaeology has previously designated Monmouth as the seventh best town for archaeology in Britain. In May 2012, Monmouth became the world's first Wikipedia project to cover a whole town, Monmouthpedia. The project covers notable places, people, artefacts, flora, fauna and other things in Monmouth in as many languages as possible, with a special focus on Welsh.<sup>336</sup>

The built heritage of Monmouth and the surrounding area includes the Nelson Garden, Shire Hall, Market Hall, the Monnow Bridge, and Agincourt square.

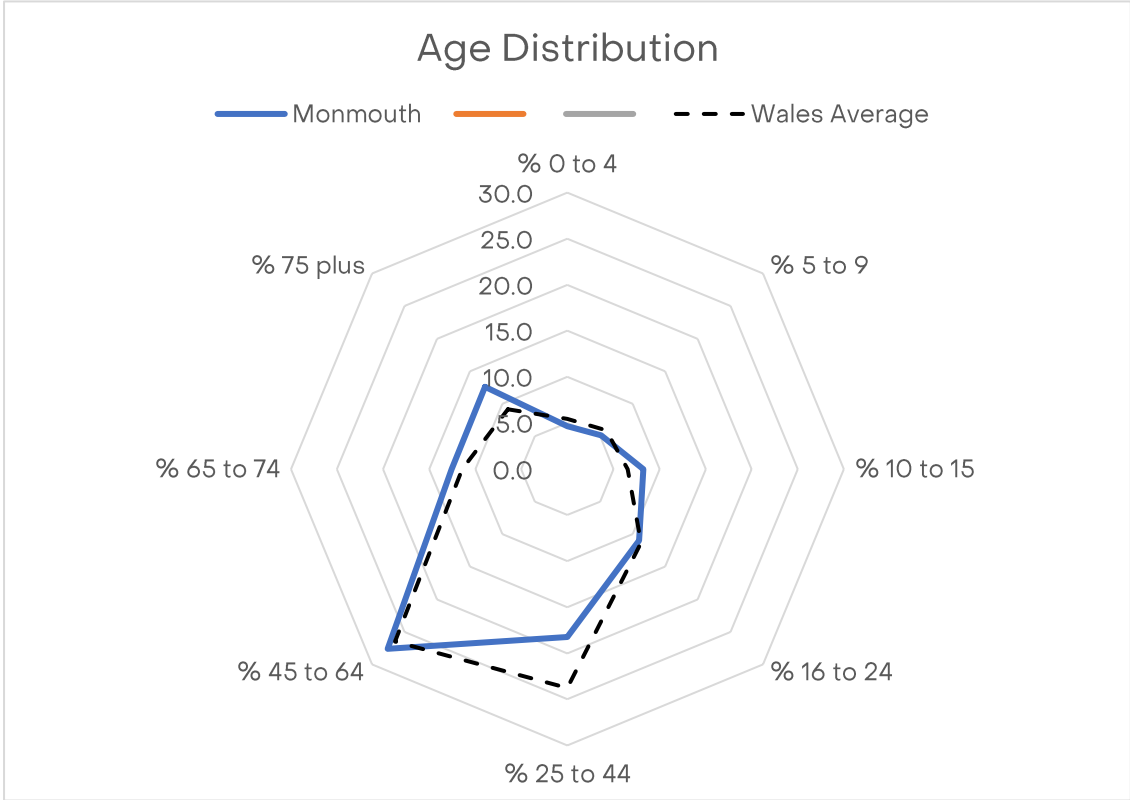
Monmouth and the surrounding area also has a thriving arts, festivals and events scene. The town centre is home to a nationally and internationally significant collection of Nelson material, a theatre and cinema. Plans are underway to develop Shire Hall as a new cultural attraction and museum. Festivals and events include the annual Monmouthshire agricultural Show and the Monmouth Festival, a free nine-day music festival.

Following significant investment, the leisure centre in Monmouth has upgraded its fitness and sports facilities and also offers a play centre for primary school aged children. Monmouth Rowing Club is located beside the river Wye and caters for the membership of the club as well as the 3 school rowing clubs.

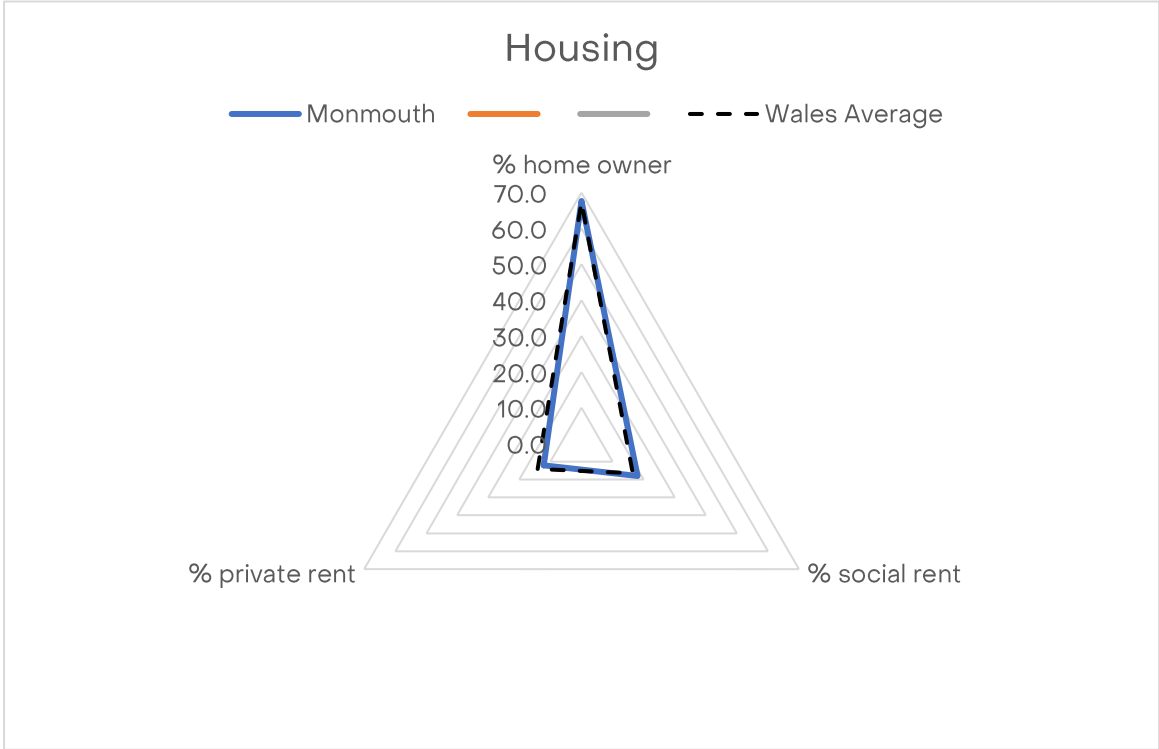
The average travel time by public transport to a sports facility in the area is very nearly double that of Wales (109 minutes vs 55 minutes), the second longest time in Monmouthshire. The area has the longest public travel time to a public library in Monmouthshire, at 83 minutes. This is also the case for private travel (18 minutes).

**Census**

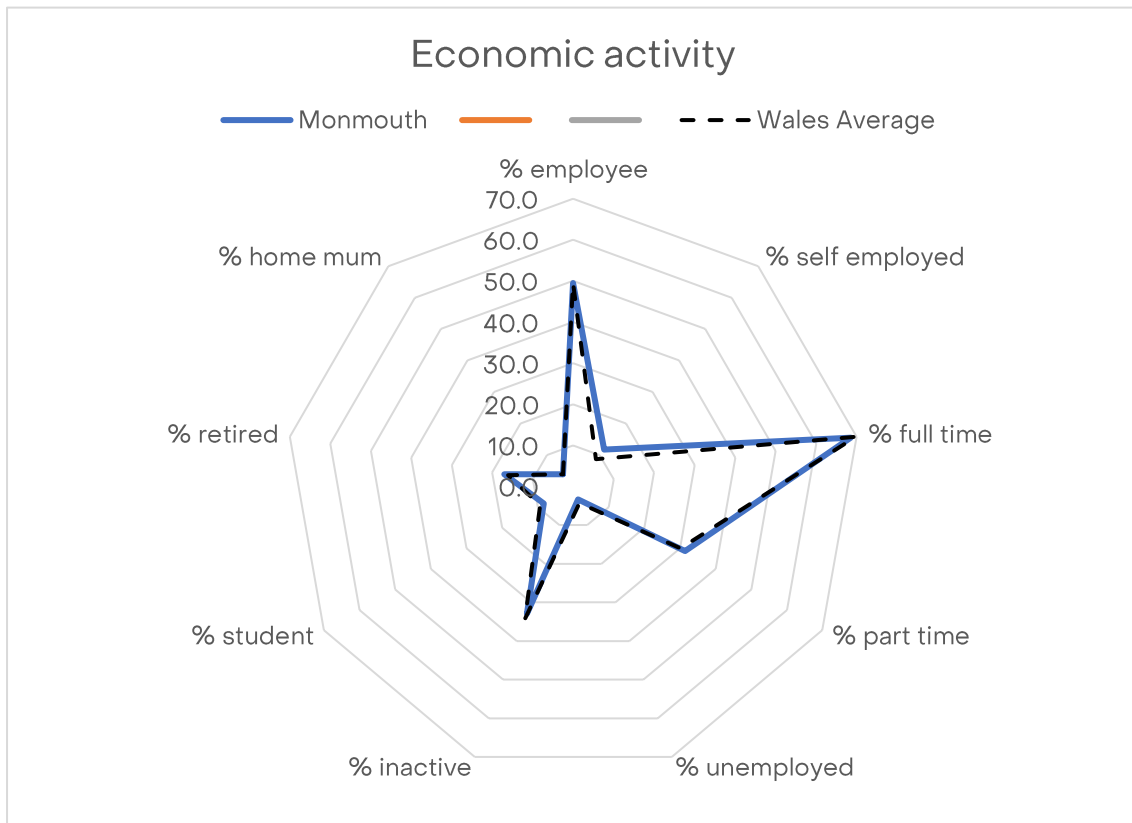
**Age**



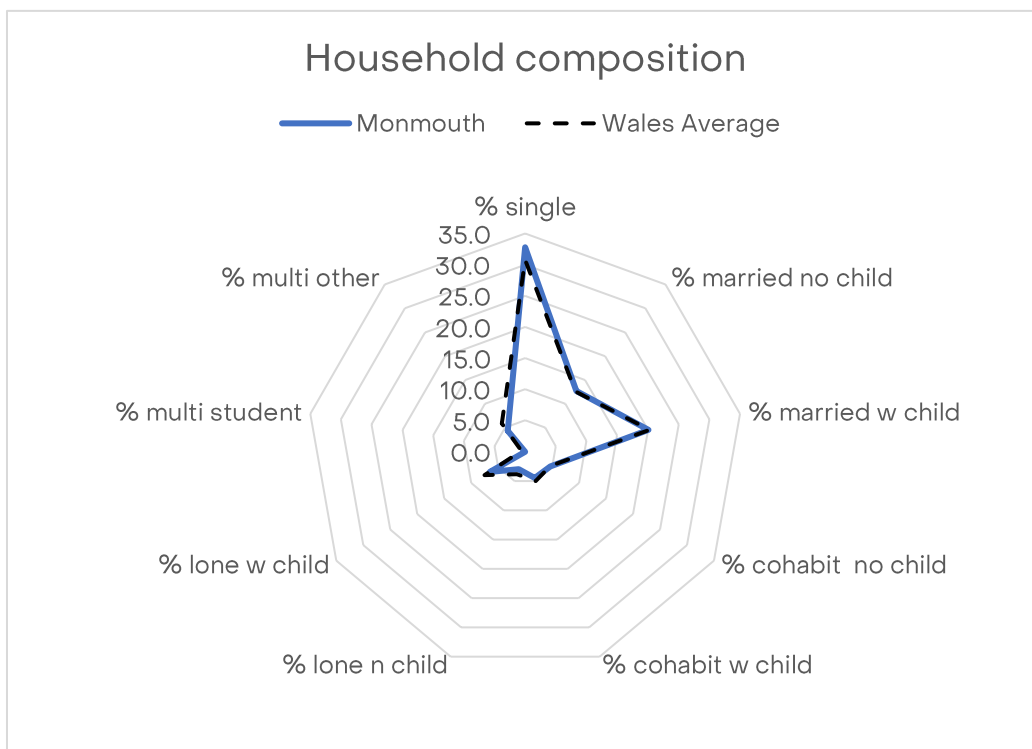
**Household**



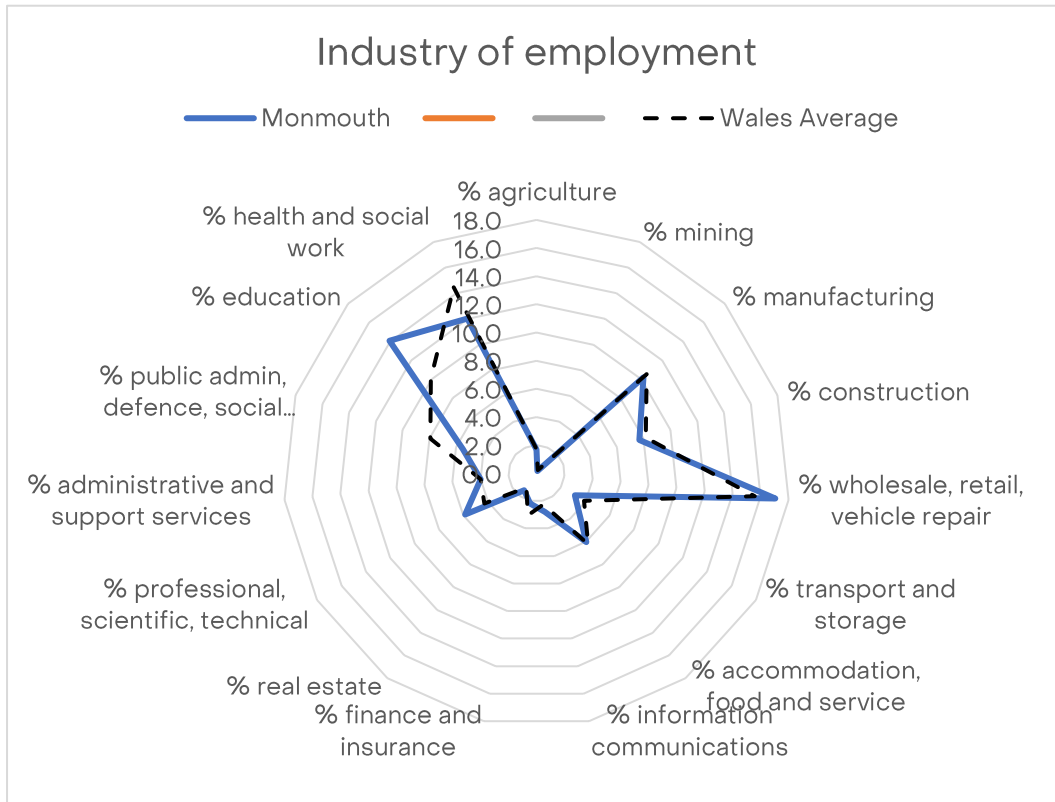
**Economic Activity**



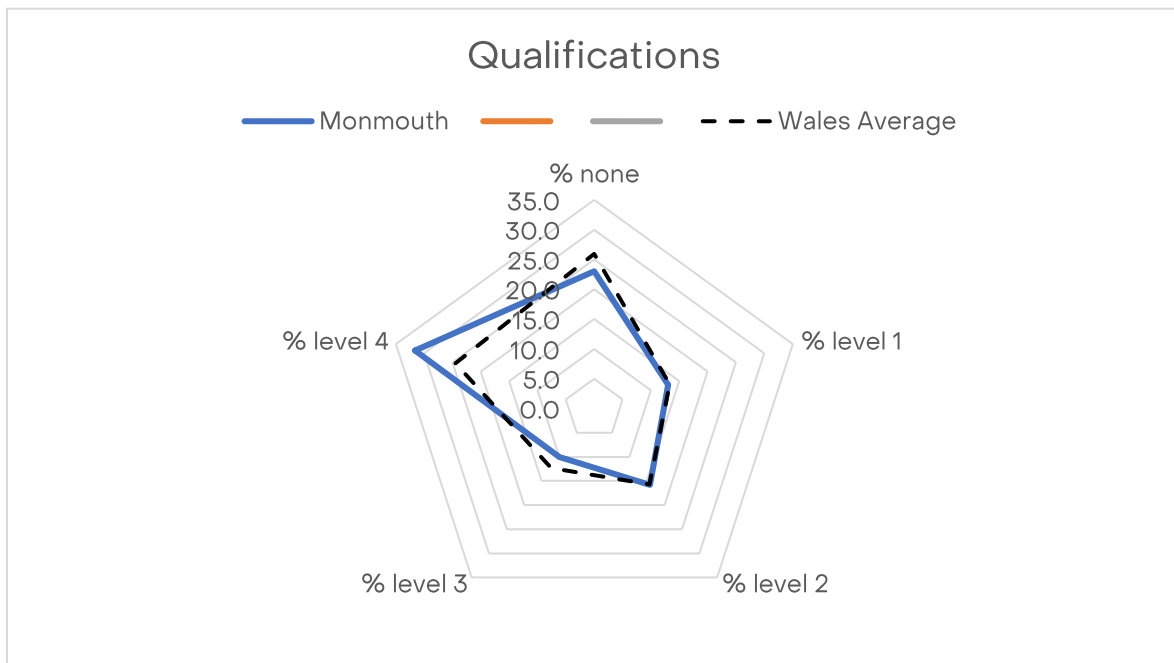
**Household Composition**



**Economic Activity**

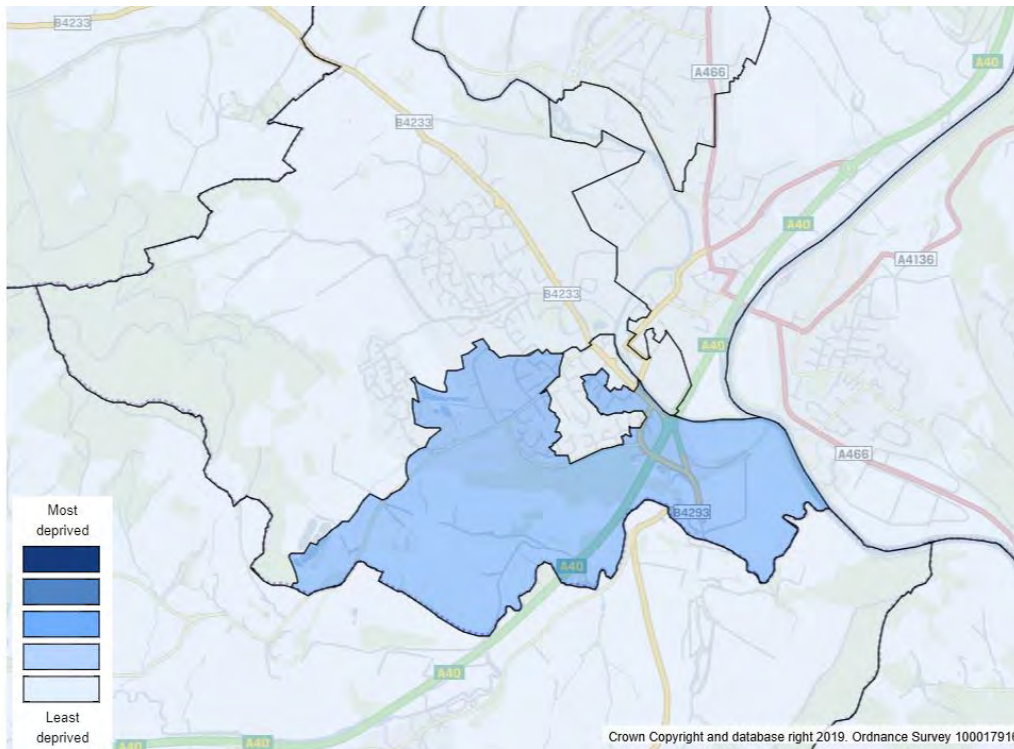
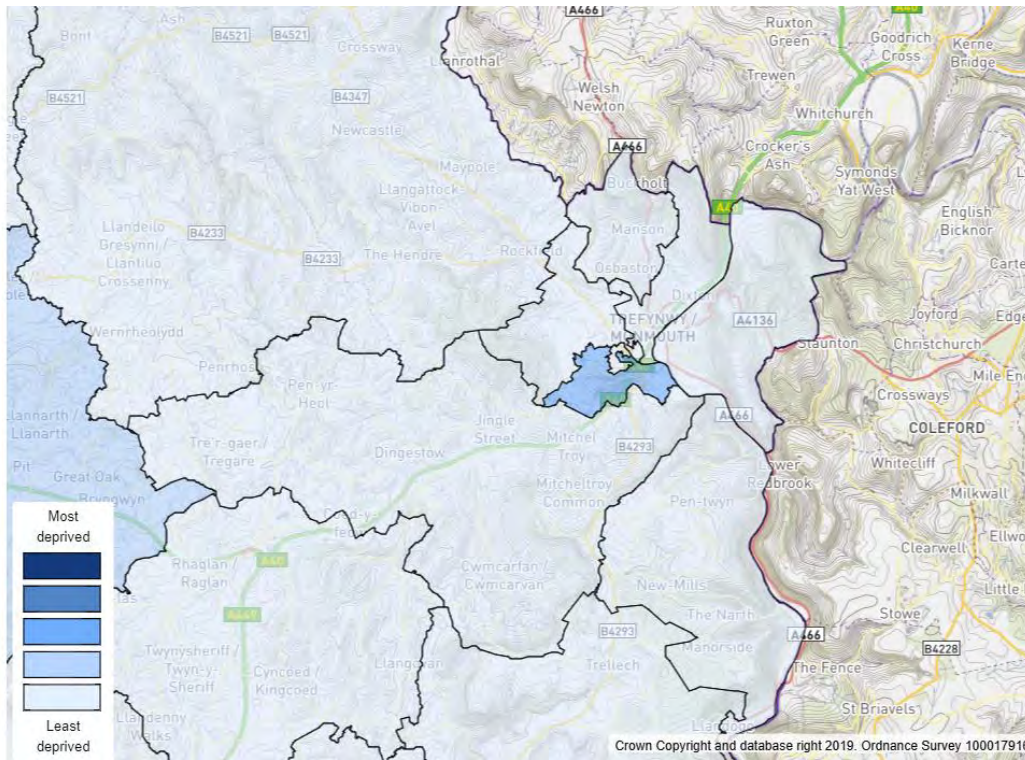


**Qualifications**



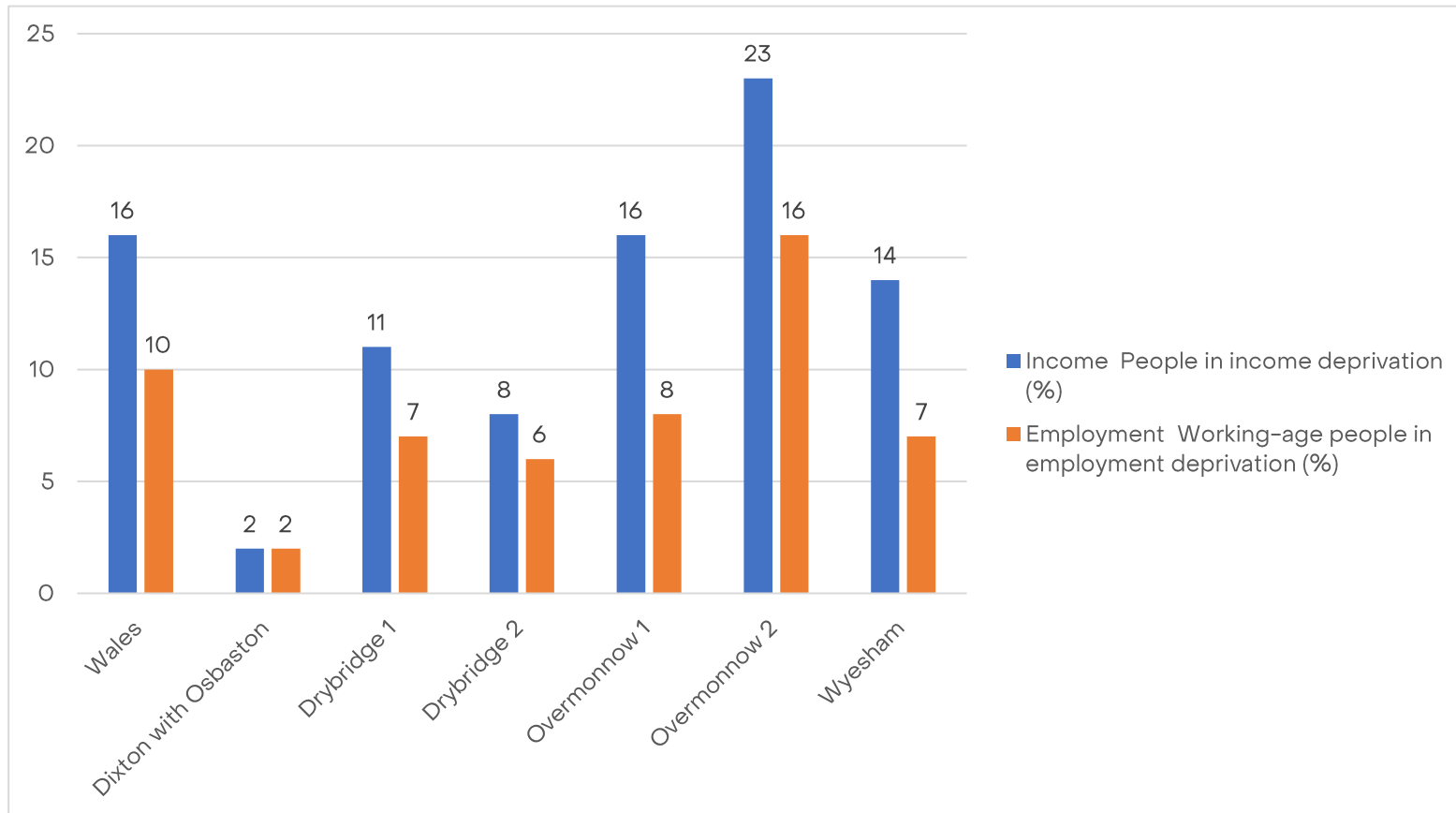


### Welsh Index of Multiple Deprivation

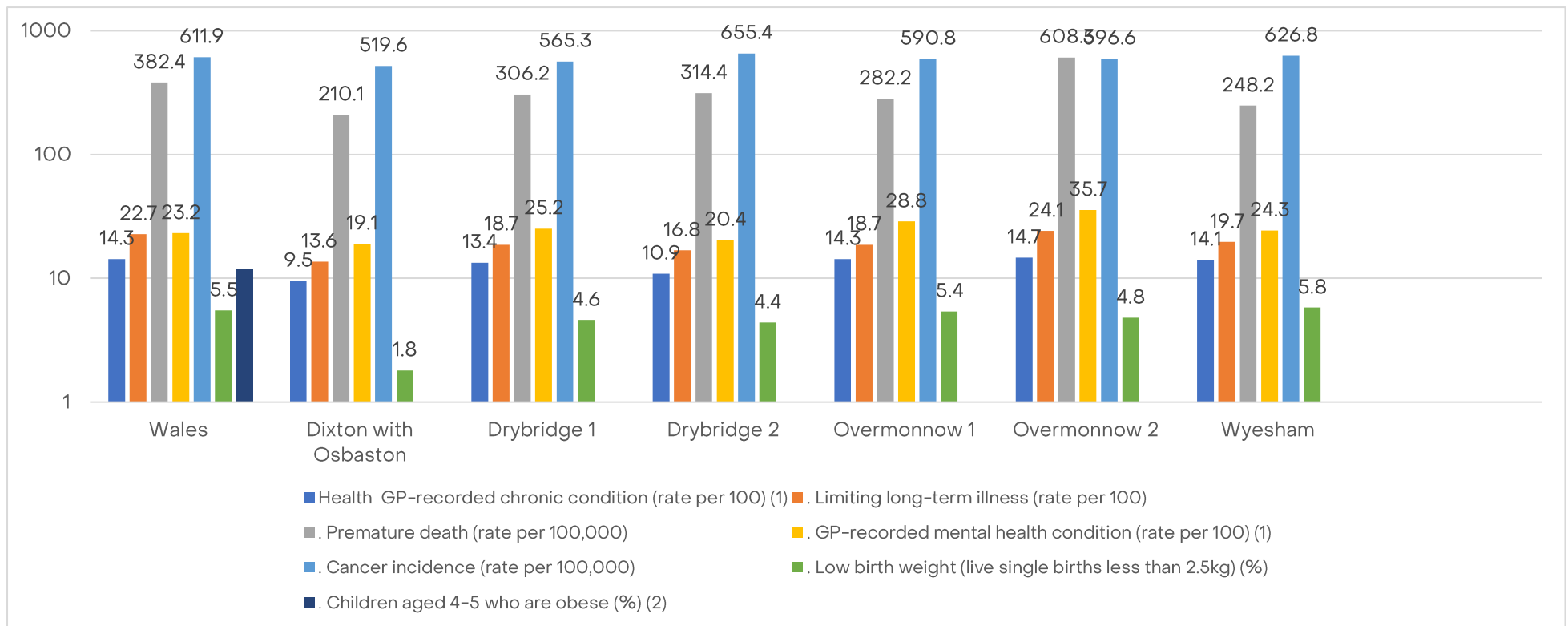




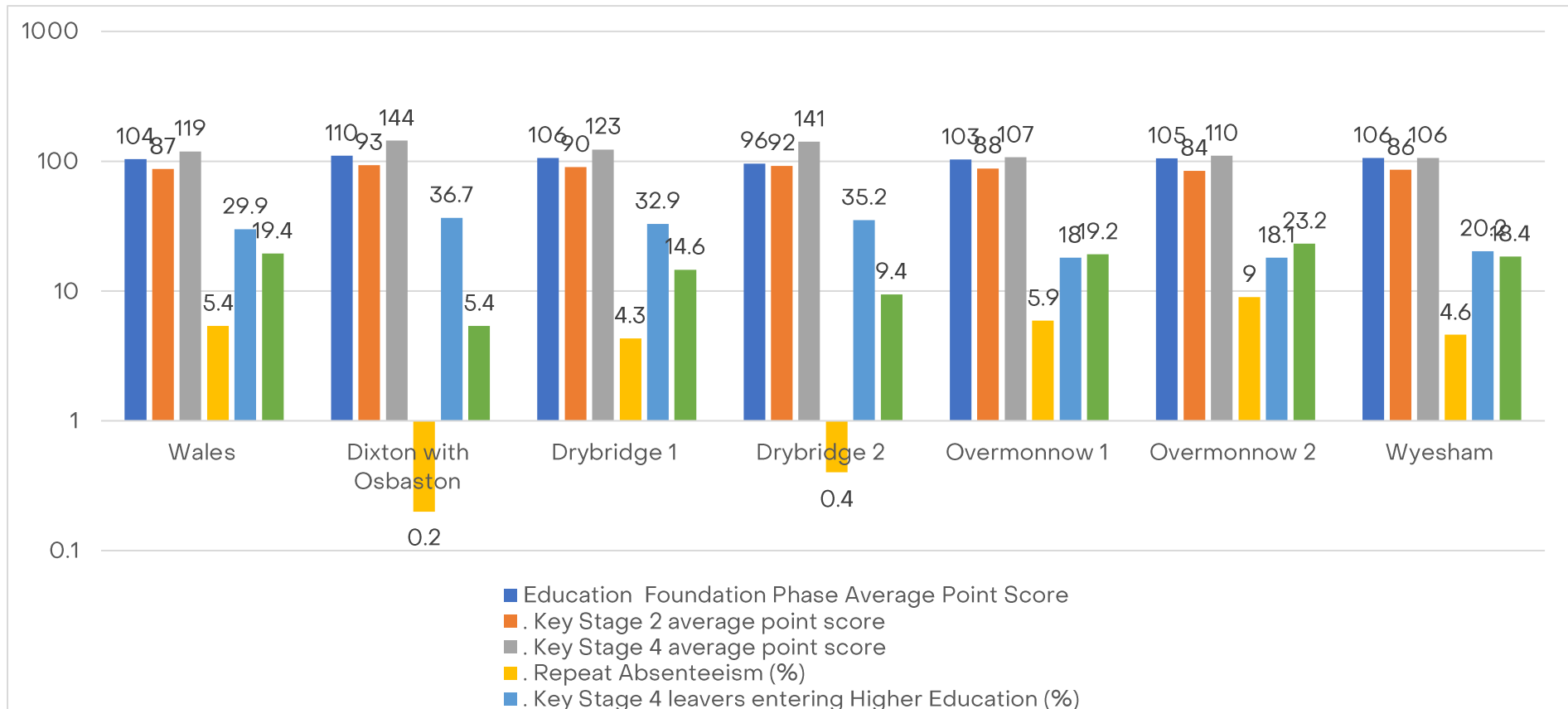
**Income & Deprivation**



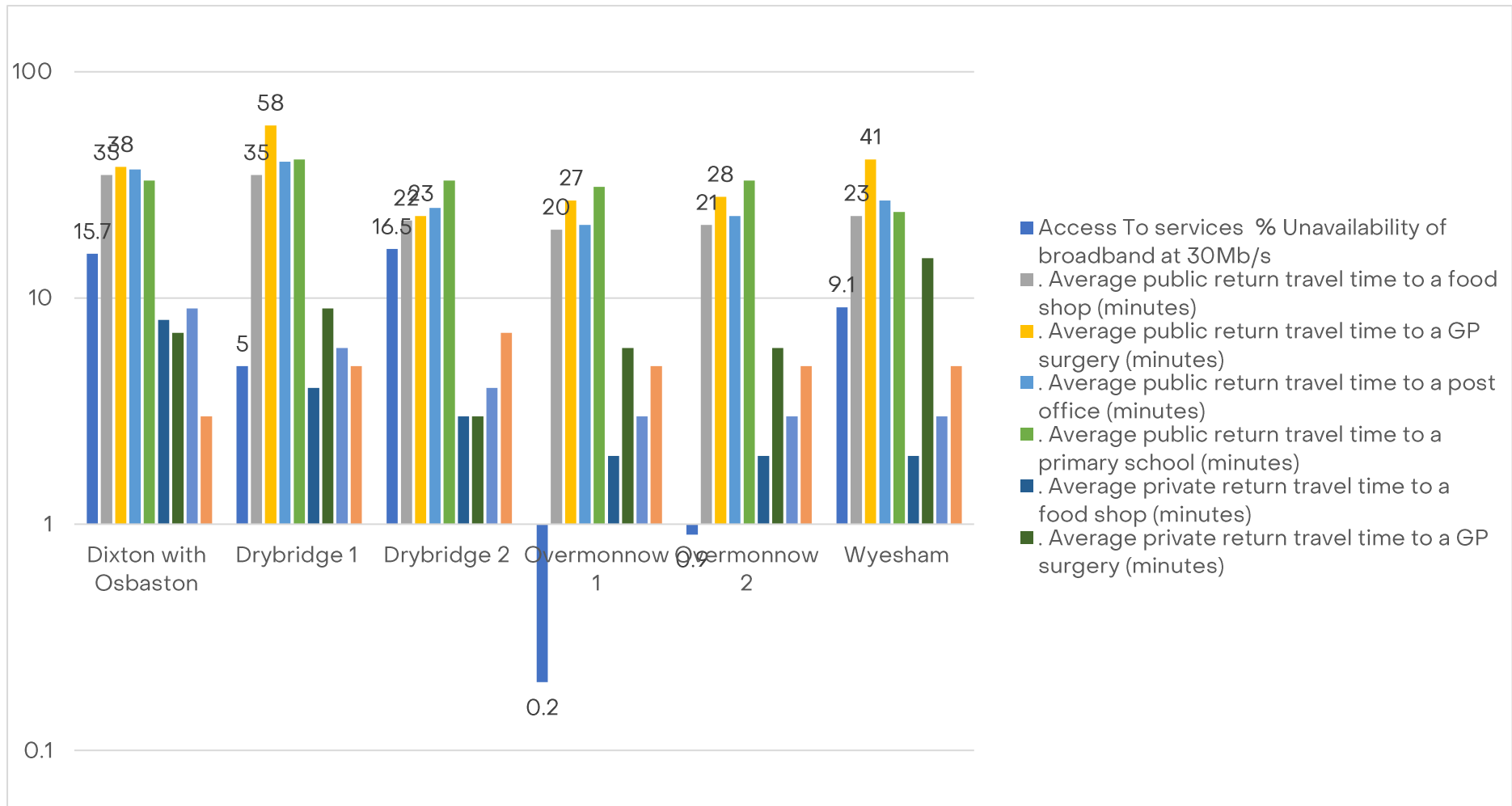
**Health**



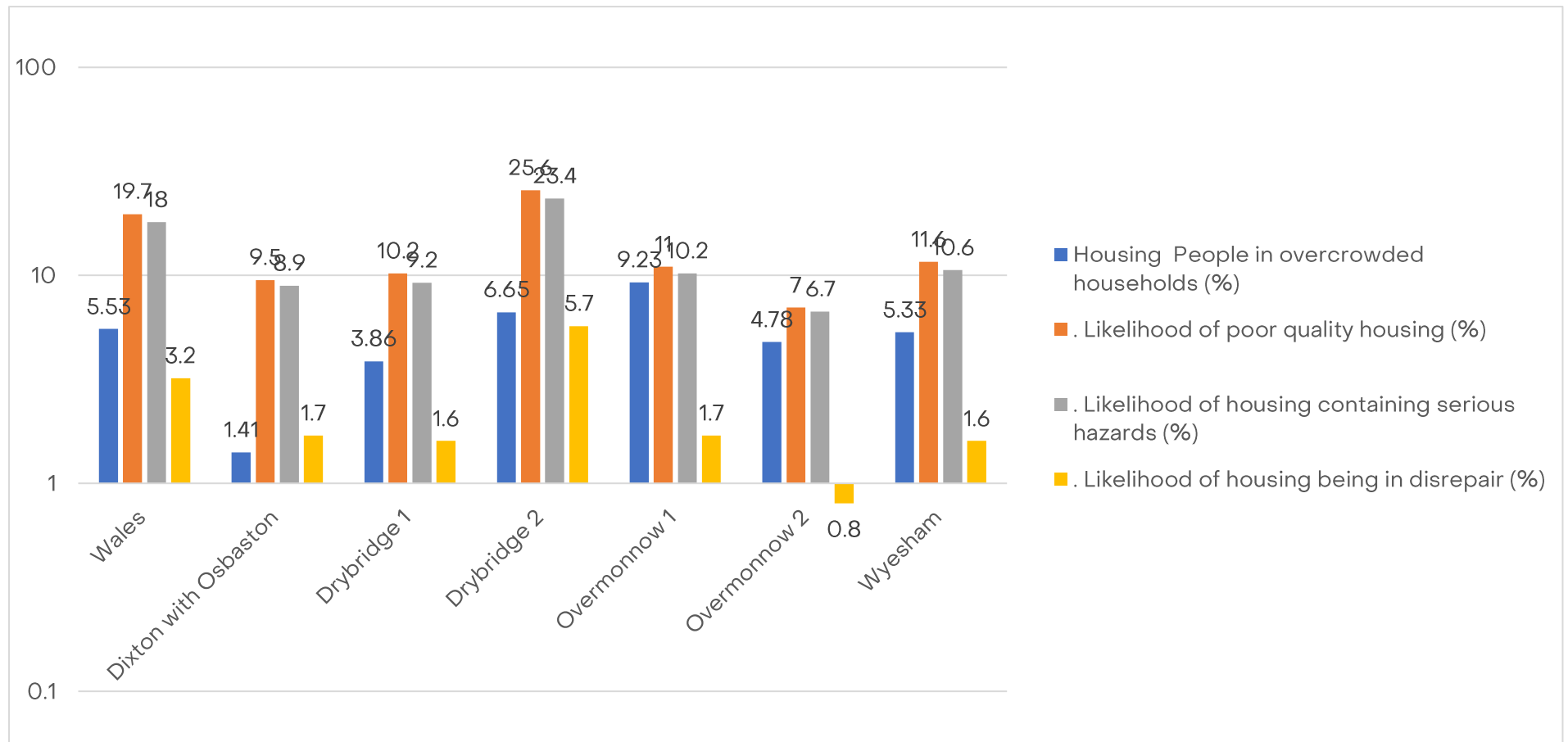
**Education**



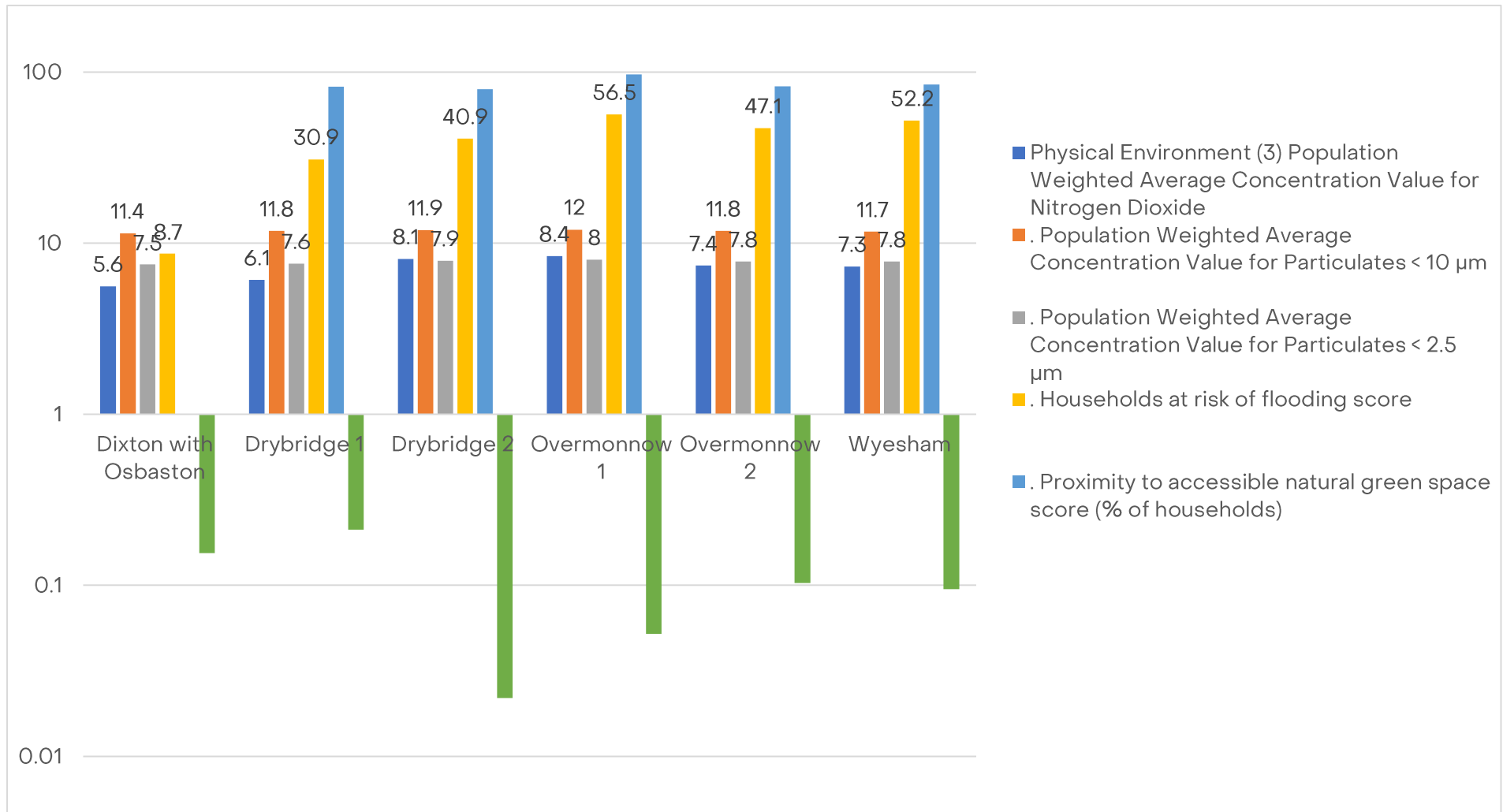
**Access to Services**



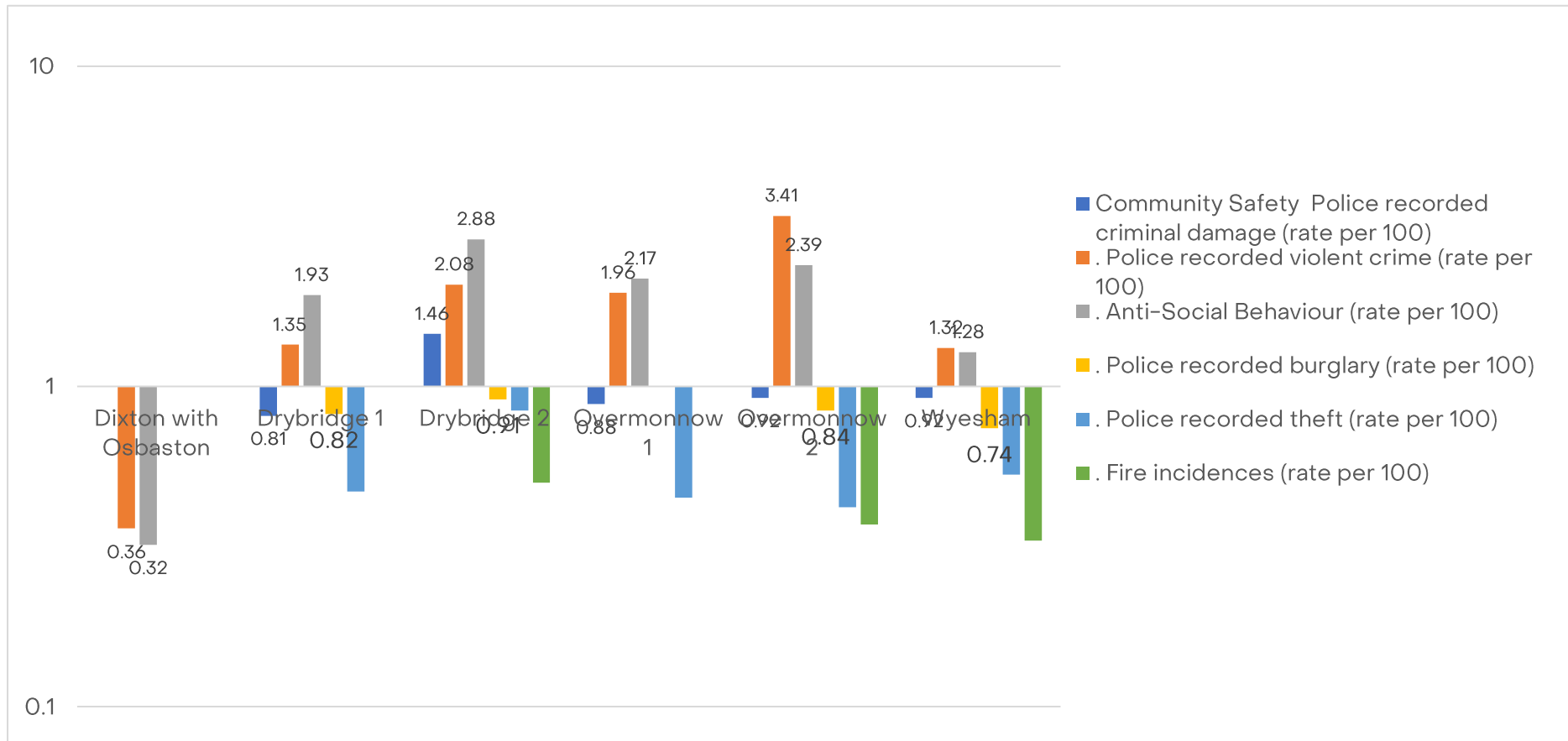
**Housing**



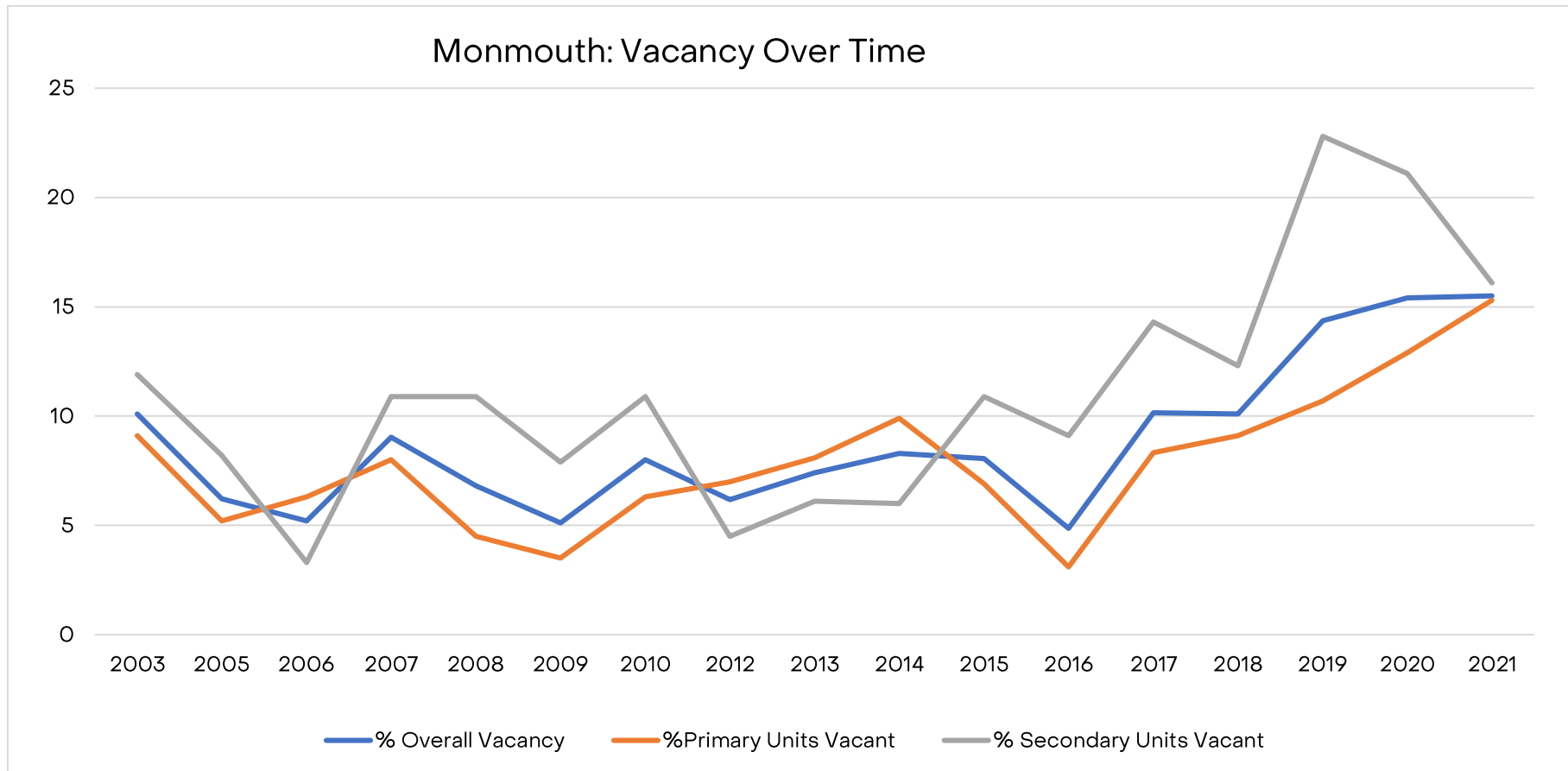
**Physical Environment**



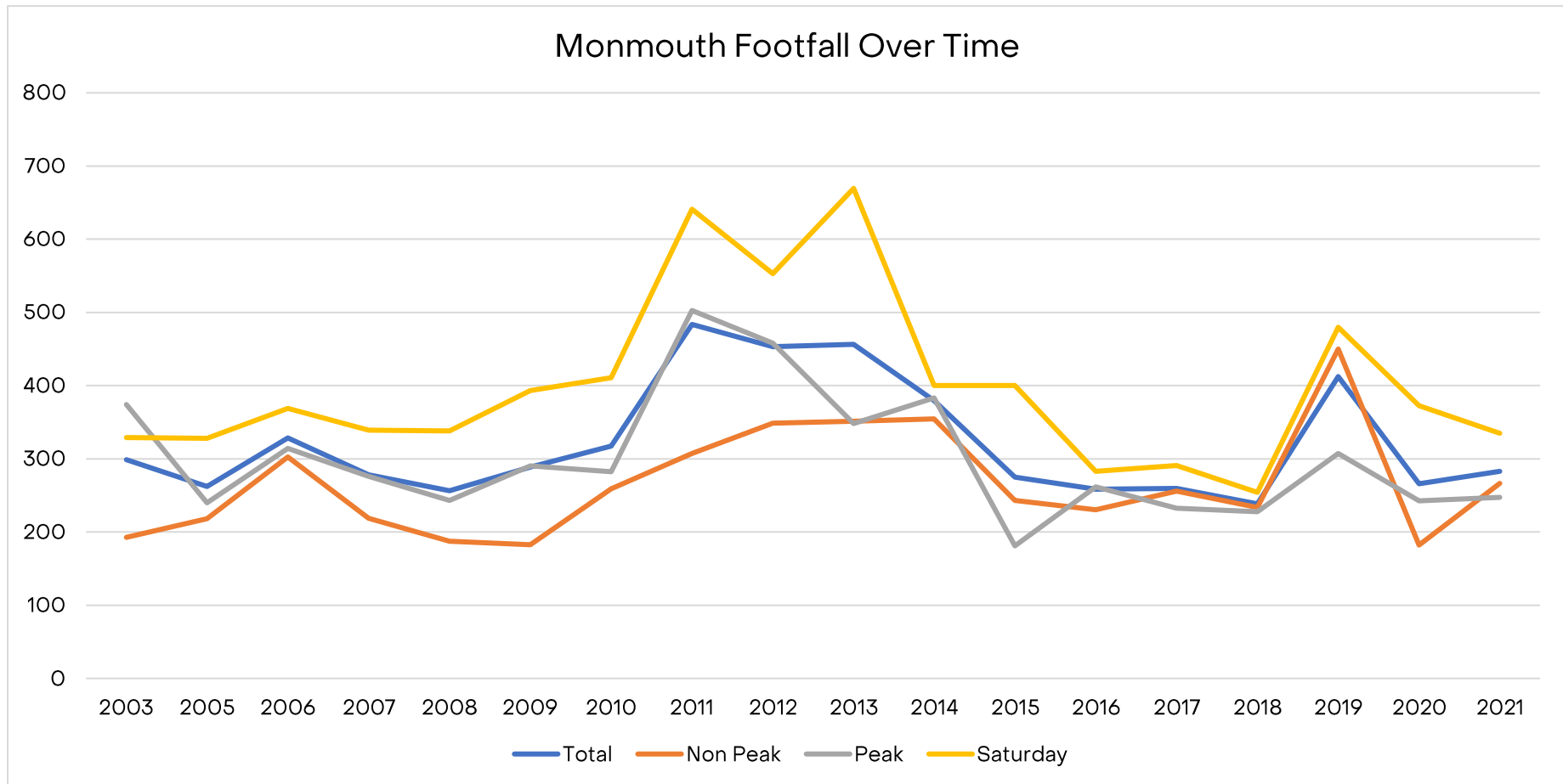
**Community Safety**



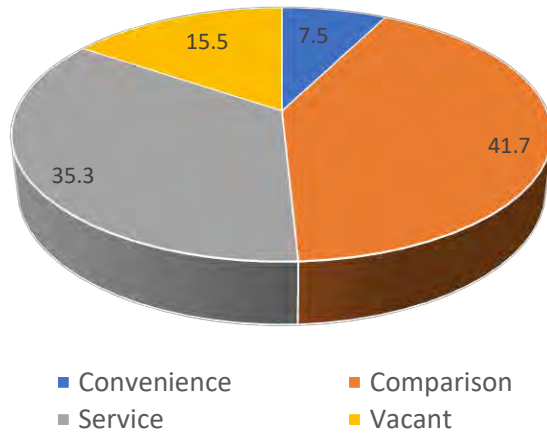
**Regeneration**



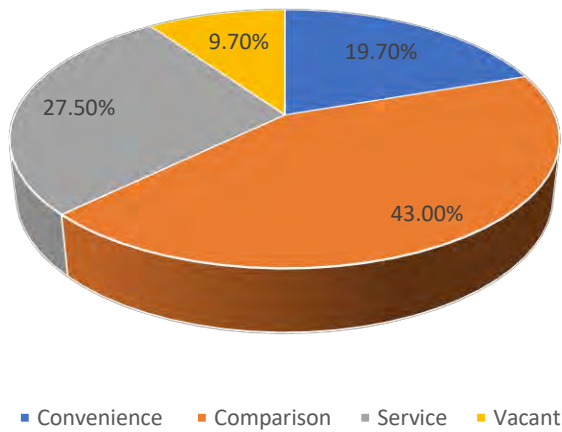




Monmouth: Use Breakdown 2021



Monmouth: Floorspace Breakdown 2021



**Appendix F  
Strategic  
Overview;  
Project Proposal  
Information**



## **Monmouth – Summary**

### **Strategic Fit**

#### **Need**

- The town is a rural service centre and very much standalone and needs to be more resilient with the town centre showing signs of fragility and under-performing; 19.5% vacancy rate and footfall is 50% less than some 11 years ago;
- Behind its rural, market town identity there are pockets of deprivation close to the south western edge in Overmonnow, with it being 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;
- The visitor economy is not meeting its potential with the need for the Shire Hall to announce, animate and bring up to date its heritage and culture experience;
- There is demand for an enterprise and co-working space in Monmouth as residents live close to the town centre, with existing supply met on Wonastow Road;
- The town centre is drawn out with a need for an integrated approach that creates activity, exploring and a more diverse offer.

#### **Interventions**

- Regeneration and cultural heritage focus which are centred on connecting the arrival and main street with two key potential generators in the upper end of the town centre;
- Blestium Street is about setting the sense of place and what the experience and attractors are ahead with Monnow Street about a safe, appealing and activated space that people pause and are drawn through to the medieval heart of the town centre;
- The Shire Hall and Market Hall are about opening their doors to learning, culture and enterprise; their closeness brings significant benefits to the upper end of the town centre with new business, networking events and experiences through the themes of Nelson, Rolls Royce, Henry V and the Chartist; community learning can support low income, unemployment and residents with a lack of qualifications with training and volunteering aimed at those audiences;



## Economic Case

Benefits identified for the scheme have either been monetised, where appropriate, or included within the wider economic benefit analysis. Benefits identified from the proposed interventions include improved public space, improved cultural spaces and heritage buildings, an increase in visitor numbers and a reduction of vacancy rates. There is also expected to be an increase training and skill levels

The overall value for money analysis is presented in the table below, DHLUC guidance states that an initial BCR and adjusted BCR ( which takes into account wider monetised benefits). The value for money of the package of works is presented below:

Total net additional benefits	Preferred Option (NPV, 2022-23 prices) (£ms)
Benefits for the BCR	
Shire Hall	£11.0
Market Hall	£0.8
Gateway to Monmouth Public Realm	£10.7
Wider Land Value Uplift	£13.4
Total benefits for initial BCR (I)	£25.0
Total benefits for adjusted BCR (A)	£36.0
Costs	
LUF cost/funding (B)	£13.5

Co-funding local authority cost (including borrowing) (C)	£3.4
Total cost (LFU + Co-funding) (D)	£16.9
Private sector cost (E)	-
Initial BCR (I-E) / D	1.5
Adjusted BCR (A-E)/D	2.1

A series of wider benefits which have not been monetised have also been identified, these are summarised below:

- 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 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.
- 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 (outlined in section 5.2a) created from proposals would support further indirect and induced jobs.
- 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.
- 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.

### **Deliverability**

- County Council can commit 10-20% of match funding;
- Projects are fully costed with risk assessed/managed;
- Tried and tested procurement frameworks ready to be used;
- Track record in delivering property and place-making schemes in Monmouth with £XX of investment to date including the new comprehensive school, leisure centre and public realm works in Agincourt Square;
- The Monnow Street public realm element can incur mobilisation spend in 2022-23;
- Thematic and strategic project team already in situ and ready to deliver;
- Full monitoring and evaluation approach outlined for the three years of delivery and beyond.



# Revitalising the Heart of Monmouth



Monmouthshire County Council - June 2022



# Monmouth – The Place

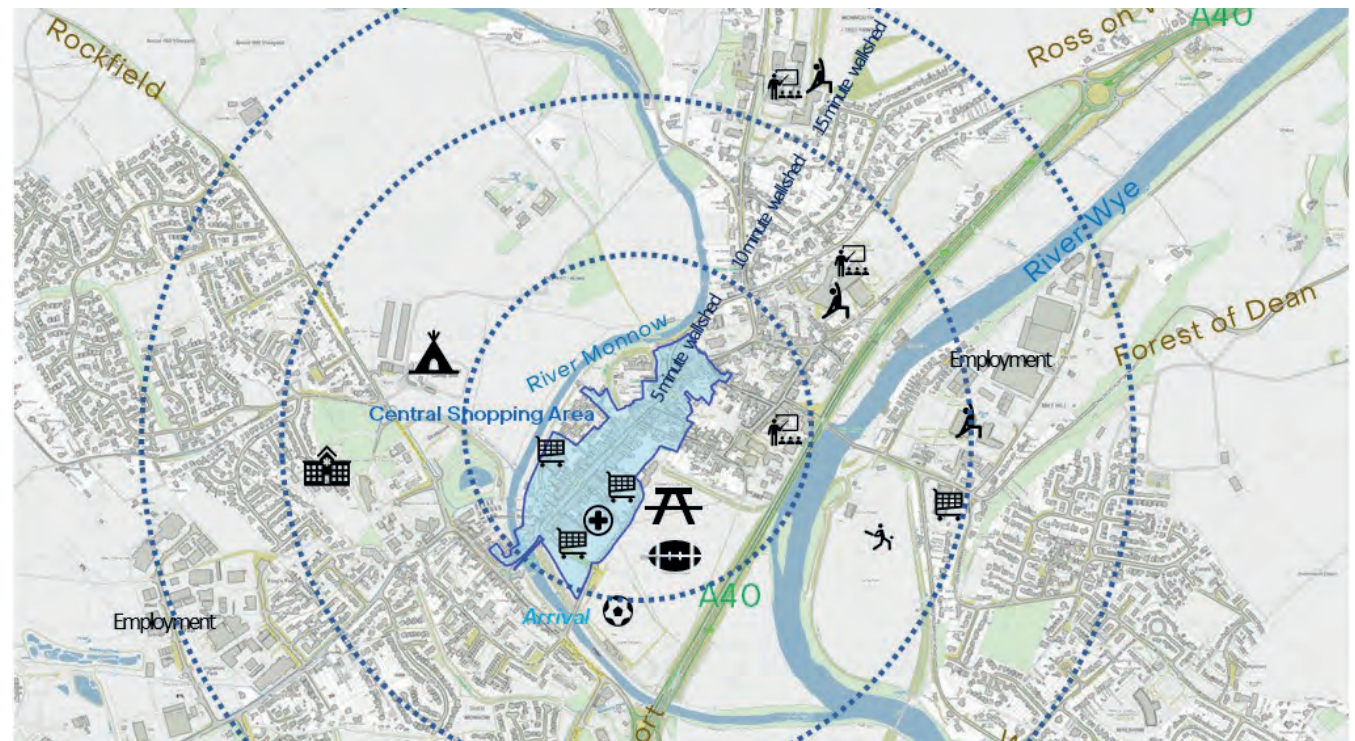
The town of Monmouth is in the north eastern corner of the County, some two miles from the English county of Herefordshire. The town sits within the Wye Valley Area of Outstanding Natural Beauty (AONB) and is surrounded by wooded hills to its north, east and south, including Buckholt Wood (230 metres), The Kymin (260 metres) and The Graig (258 metres), with more gently undulating terrain to the west.

Monmouth's historic significance is evident in the presence of the medieval town gate over the River Monnow, the Norman Castle and the Benedictine Priory. Today Monmouth is a tourist destination at the heart of the Wye Valley. It is a market town, shopping and service centre as well as a focus of educational and cultural activities. Approximately 10,000 people live and work in Monmouth.

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 of Mitchel Troy, Redbrook, Rockfield, Trellech and Wye Valley communities.

The wider town of Monmouth is shown in the spatial plan 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, the Chartist trial in the Shire Hall and latter years 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.



Town wide plan of Monmouth

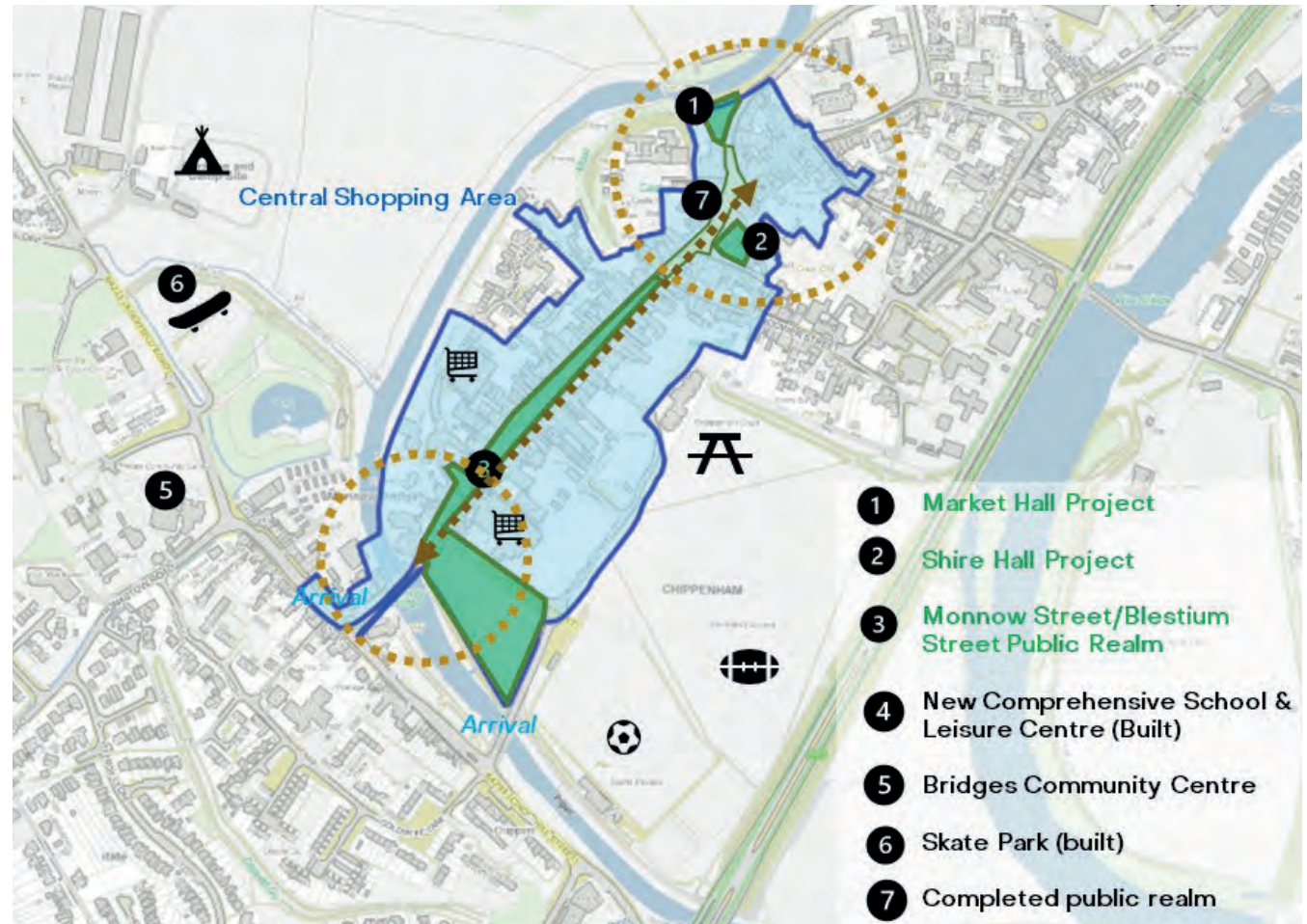


# The Package of Projects

The area of the intended LUF investment is the town centre which is shown here. 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 southwest. Travelling over the new Monnow bridge, visitors to the town arrive in Blestium Street and the main long stay car park, coach drop-off point or bus station. 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 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 links to Monnow Street, the main shopping street where trial measures were implemented during the Covid pandemic to reduce car dominance and provide space for outdoor café space. Monnow Street provides a long sweeping route up to Agincourt Square, where the remaining two LUF projects are located: Shire Hall and Market Hall.

**Shire Hall Improvement and Market Hall Redevelopment** are found 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 buildings performing well-below its potential.



Monmouth town centre and location of completed and planned investments

# Arrival and Making the Connections

## Blestium Street – The Gateway Scheme

This project is about meeting the following objectives:

- Creating a distinct identity for the new public space, that draws on the rich history of Monmouth and character of the surrounding urban fabric, the river Monnow and the wider natural landscape making a place, providing a flexible public space that will be a destination for various events all through the year including markets, festivals & performances
- Enhance the public realm by creating a more pedestrian-friendly environment that allows the activity of the vibrant high street to extend into the space bringing the character of the wider wooded landscape into the town centre with new large-scale street trees, vibrant structure planting and groups of riparian tree species
- Providing clear and legible connections for pedestrian and vehicle movement by re-defining Blestium street and creating a welcome to the centre of Monmouth providing a new building which will activate the space with a café and offer storage space to facilitate markets and events
- Creating a landscape which is dynamic and lively throughout the seasons, as well as throughout the day and night
- Enhancing biodiversity with marginal planting and native trees extending habitat and wider natural landscape along the river corridor orchard trees and fruiting shrubs providing an edible landscape element for the local community which can serve as example of sustainability

## The Design Proposal

The new square becomes an integrated multi functional addition to the public realm of Monmouth. The area available for market stalls would increase accommodating 24 market stalls. Pop up service points will be included for market and event use, as will anchoring points in the paving.

The central feature is the amenity building, and the elevated interfaces with the flood defense bund and allotment access are utilised as seating terraces and amphitheatre, providing a setting for street performance and a containment of the space.

Further containment by avenue trees, seating and the new building also provide a new edge and definition to Blestium Street, aiding the change in street perception here.

**Civic Square.** The new civic space needs to be as flexible as possible to accommodate a future extended events programme. This series of diagrams show the potential for the square to host different sizes of events from the scale of a large Festival, to extended markets on a regional scale, to street performance to showcase demonstrations. This will establish Monmouth as an improved market and events venue, with advantages to the local economy.

**The Riverside.** The moving back of the flood defence bund by approximately 7m allows gentler gradients down to the river edge and improved public access. The removal of the high level viewing terrace is replaced with a series of wide steps and sitting terraces, increasing seating capacity and providing an important green space for the amenity of the town. Picnic tables, a canoe launching point and two fishing decks cater for a range of activities, and the Sustrans cycle route also runs at the top of the bank.



The parkland setting is enhanced by different types of planting, significantly increasing the biodiversity of the riverside.



Aerial view of proposal



Riverbank and landscaping



New civic space



Section through the proposal



# Blestium Street/Monnow Street

To reconnect the new pedestrian space to the town, the conflict with traffic on Blestium Street and particularly around Robin Hood Inn corner needs to be resolved. Currently wider than needed carriageway and narrow pavements combine to make the road difficult to cross, to the new civic space and to the gated bridge. Various traffic calming techniques are proposed, narrowing the carriageway where possible, increasing pavement width at the corner with Monnow Street, creating a raised table at this corner, and creating more continuity along Blestium Street, with low stone walls, street furniture and the new building which all help to change the driver view of this road entering a different kind of space. Other measures to be considered are a change in colour of carriageway, with speed restriction signs on the surface. It should be noted that in 2022-23 a town wide 20mph is proposed for implementation.

**Amenity Hub.** The plan form of the Amenity Hub is not a predetermined shape, but one which responds to the constraints of the site. The curved facades allow for a smooth route around the building and through the public square, whilst reflecting the meanders presented in the landscape and allowing views toward the Monnow Bridge. The building has multifaceted facades creating an approachable space and the artistic display spaces and interactive displays positioned externally on the building enhance this.

Aesthetically the building utilises traditional materials in the form of stone walling forming the main axes of the design. The structure created could be seen as a modern interpretation of the historical fortifications of the bridge gateway.



View onto riverside



View down Monnow Street



Proposed kiosk

# Monnow Street

The future design of Monnow Street is going to be a key element to restoring the vibrancy and popularity of the street for shopping, visiting, spending time and this is an ideal opportunity to create a public space that reflects how retail, hospitality, leisure, residential sit together in a town centre environment.

During the pandemic the opportunity was taken to try out new designs that supported social distancing, reflected the shift towards 'café' culture and creating space where people would wish to spend some time.

The design went through different versions starting with a one way system, then a cycle lane added although even with reduced traffic the one way trial threw up unacceptable traffic congestion within the street and roads around. The current trial layout reinstated to way traffic but provided enhanced and enlarged pedestrian space with only a slight reduction in on-street parking (approximately 8 spaces lost).

Any change generates a reaction but the trials and permutations in Monnow St demonstrated to residents and businesses that the street could accommodate change where traffic, active travel and a much improved pedestrian environment could all be accommodated.

The current temporary layout was created using government covid financial support to prove the principles of a new street environment that supports and encourages retail and hospitality. It is seen as an opportunity to rejuvenate a town centre that presently has the highest level of vacant retail units in Monmouthshire.

Feedback from consultation demonstrates that the majority are in favour of change rather than reverting to the pre pandemic, car dominated street. However, the temporary arrangement will not last and further enhancements are required to create a permanent street scape that will last into the future and support an ever changing role for retail streets and town centres.



Monnow Street looking North East



Monnow Street looking South West





Caption



Caption



Caption



Caption

# The Shire Hall

In moving the Monmouth Museum into Shire Hall, the County Council's vision is to create an exceptional, integrated visitor attraction that engages and inspires existing and new audiences. Powerful stories will be told about the history of Monmouth, beautiful and intriguing objects will be displayed in a magnificent setting, learning opportunities will be offered to all ages and the attraction will provide the possibility of continued third-party bookings and shop-generated sales.

The project will maximise the value of this heritage asset, enhancing the vibrancy of Monmouthshire and promoting a deeply rooted sense of place.

## Design Proposal

We propose changes to make the approach to the building more open, the entrance foyer larger and more transparent, and a clear transition to the main display area on the first floor. The scheme also creates a new, larger learning space for all ages, maintains three bookable spaces and creates a larger museum shop.

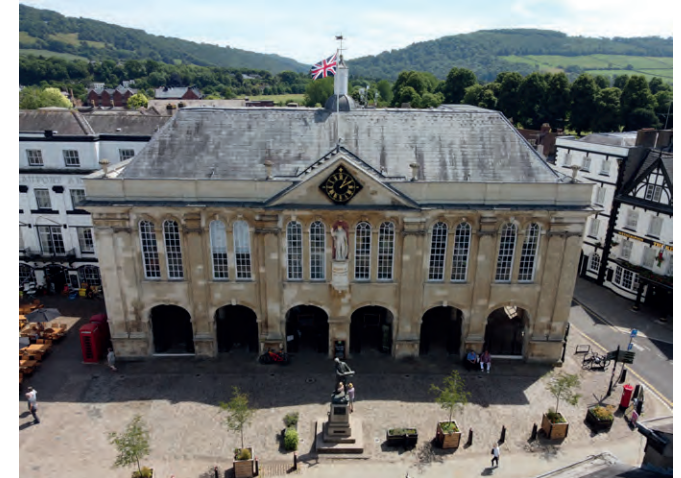
The specific improvements include:

- make the loggia more welcoming and accessible with fully openable architectural metalwork;
- create a larger and more transparent foyer by extending existing space and replacing the current structure with a new, fully-glazed, screen;
- open up a new circulation flow into the Community Exhibition room, space for a larger shop and an AV booth;
- Remodel the current Community Room as a new Learning Room with new linking stairs to the Community Exhibition;
- Have the main displays at first floor, using the full room volumes and the circulations spaces

While the whole building will be used as a resource for storytelling the main area for displays will be on the first floor. Courtroom no.1 and the cells for the accused are the star attraction for telling the story of the Chartist trials.

Courtroom no.2 and the former education room are the main spaces for museum displays and circulation spaces provide further sites for objects and interpretation.

Other changes on the ground floor include a proposed Community Exhibition and local events space in the former office and a new flexible Learning Space in the former Community Room. The Learning Space is large enough to meet Clore Education standards handbook Spaces for Learning and include an open store for display for a wide variety of user groups. It will also benefit from the independent, accessible entrance on Agincourt Street.



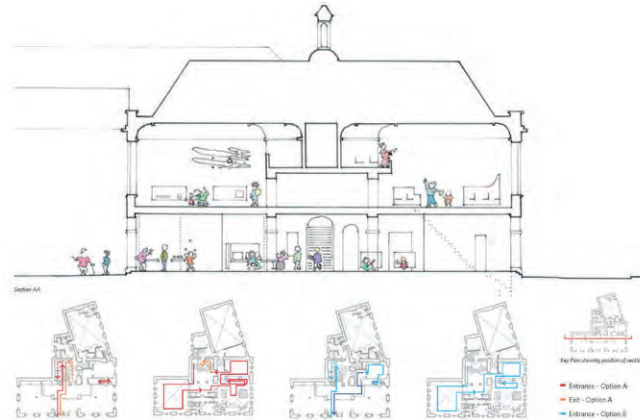




Shire Hall building



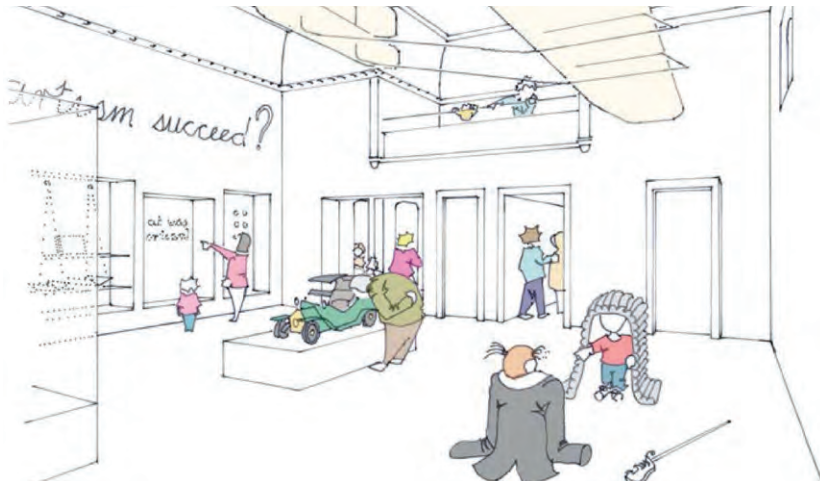
Existing loggia and reception area



Section through building



Artist impression from Agincourt Square



Hand On learning and Museum Space



# The Market Hall

The Market Hall building forms an important, strong high street frontage to Priory Street, and enjoys panoramic views across Vauxhall Fields to the rear. The building is currently primarily single storey, with some 2 storey elements, but is otherwise surrounded by vertical buildings of 3+ storeys of a range of architectural styles.

Since the Museum relocated, the building is currently unused, and the museum being dismantled. Part of the building retains a chinese takeaway occupier, with the gym/barber shop units also unoccupied.

The building is primarily a Grade II listed Greek Revival style building of Ashlar bath stone, designed in 1837 by Architect, GV Maddox. It is listed for its special architectural interest as part of an important piece of early C19 town planning in the Monmouth centre. The building is a triangular shape, with the main facade facing Priory Street.

The design and feasibility study has sought to identify options for redeveloping the building into a mixed use scheme, providing accommodation for a business growth hub containing flexible work and startup units to the centre of the structure, with the rear portions converted to residential accommodation, including affordable housing.

## The Design Proposal

The proposal is to demolish the existing rear addition leaving the existing historic central parts and converting them into a business enterprise hub. A future new build followed by a future residential scheme at the upper floor. A new build would wrap around the two sides. This could be 3 storeys would work well and not dominate.

All apartments would meet Welsh Housing Quality standards. The introduction of a cafe off Priory Street encourages people to interact with the proposal whilst reflecting the restaurant on the opposing corner.

Future consideration will be given to finding new uses for the slaughterhouse arches and improving access to the riverside walk. The residential element and slaughterhouses do not form part of the LUF bid due to constraints on deliverability by March 2025.



Market Hall today



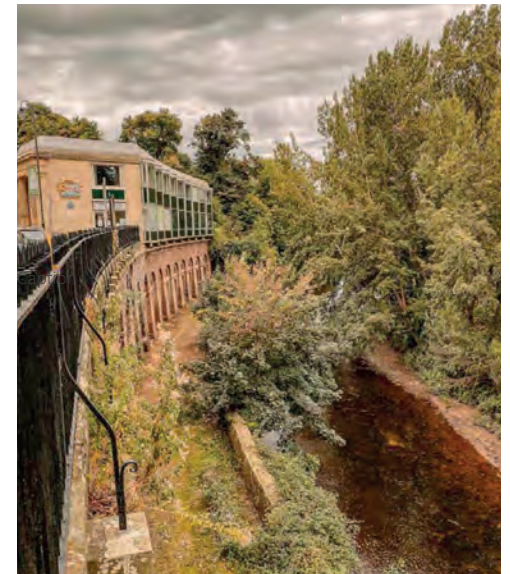
Historical sketch



1960/70s image



Victorian days at slaughterhouse



View onto River Monnow



Existing building







Capitron



Proposed External and Internal Works





Proposed Internal Works





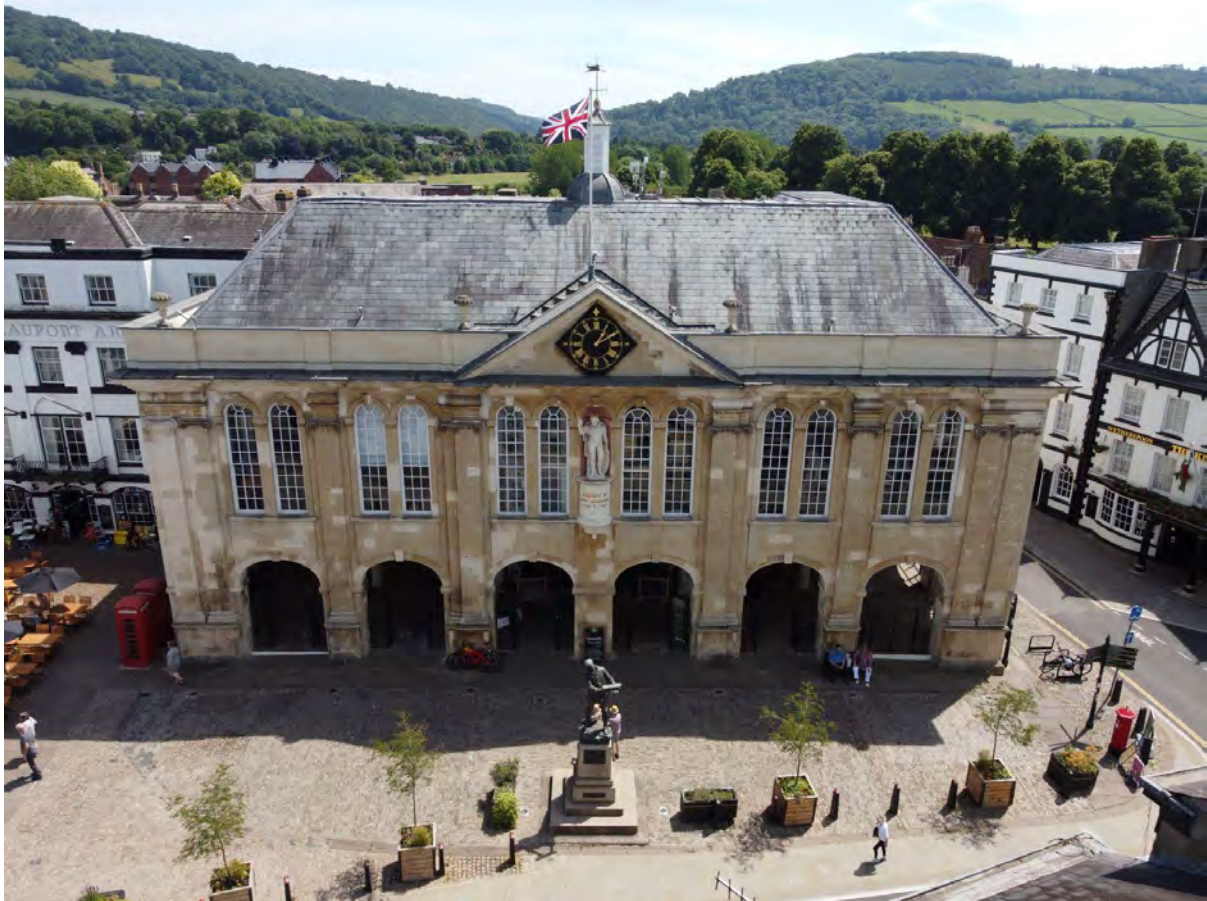
monmouthshire  
sir fynwy



# Shire Hall Improvements



## A Vision for Shire Hall, Monmouth



We will integrate MonLife's two existing sites in Monmouth into one new sustainable, integrated community cultural facility and visitor attraction, bringing Monmouth Museum into the historic Shire Hall. This will significantly improve our audience offer creating a vibrant facility and attraction.

Shire Hall, built in 1724, is grade 1 listed as an exceptionally fine example of provincial Baroque architecture and (along with Great Castle House) is one of the two finest secular buildings in Monmouth, occupying the prominent position in Agincourt Square. Monmouth Museum is currently housed in Market Hall and its collection includes the nationally significant Admiral Lord Nelson collection donated to the town by Lady Llangattock in 1923.

The adaption and refit of Shire Hall will create new galleries, learning and community spaces, and enhance the visitor welcome. The proposed works will better announce the building, engage with, and animate its immediate space in Agincourt Square contributing to the public realm enhancements to draw visitors through the town centre.

The design concepts are set out in this appendix **Monmouth Shire Hall Feasibility Study Revision C June 2021** on addition to an additional study of the external environment and the approach animating the frontage / public realm

We will shape the building, displays and activities to inspire residents and visitors, bringing together our collections, learning and community activities in one place. This will increase access to heritage and culture, boost the local economy and increase understanding, pride and feelings of wellbeing. It



will support raising educational attainment and contributing to the development of relevant future skills for children and young people, ultimately making Monmouth a better place to live, work and visit.

The new improved museum offer will secure Shire Hall's existing investment and provides opportunities to make the building more environmentally sustainable in its long-term operation. The museum vacating Market Hall creates the opportunity to redevelop Market Hall as a co-working and enterprise space.

Our intent is to use the collection and the building to engage people in the issues that affect them, a community debating space, placing Shire Hall at the heart of what matters to the people of Monmouth and offering opportunities to engage with new ideas and developing issues.

The stories we tell represent the ideas and experiences of those that have gone before us. Through them we celebrate the successes and failures of local people who have contributed to our environment. They enable us to see our surroundings from different perspectives and can be used to engage our communities in debate about the issues and ideas that impact on their future.

Our stories are diverse; from Chartism, the history of local and national democracy; the significant collection relating to Admiral Lord Nelson; the engineering and aviation pioneer Charles Stewart Rolls; to the social history of the town and the Rockfield recording studio.

We will tell these stories through displays of objects and through hands on, digital and immersive experiences via tours, videos and online experiences. We will work with our communities to tell their stories in their words, encouraging engagement with different groups, both those who are long standing champions of the museum and those whom we have not traditionally worked so that all stories are celebrated equally, not just those of the 'great and the good'.

Our collections are more than beautiful and intriguing things that sit in glass cases they are an opportunity to spark interest and ideas and debate throughout our community, enhancing the vibrancy of Monmouthshire and promoting a deeply rooted sense of place.

### **A vision for learning at Shire Hall, Monmouth**

Children and young people are the future; future business leaders, entrepreneurs and educators, creatives, food producers, care-givers and change-makers.

Monmouth is an ancient town that can trace its stories back to pre-history but learning at Shire Hall will not be backward looking. We will use the stories of Monmouth's past to inform the present and inspire and equip future generations with the skills, knowledge and understanding they need to confidently take their place in world.

Our ambition is to 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 that are rooted in an understanding of 'what makes Monmouth, Monmouth', so developing a deep sense of place that encourages children and young people to want to contribute to the continuing success and story of the town, in the future.

Our stories and collections are unique to us and will be utilised in innovative ways that enable children and young people to be inspired by and apply the learning of past and present creativity, innovation and resilience, to today's concerns including climate change and sustainability.

The courtroom at Shire Hall and its focus upon the Chartist story provides the perfect location for debate, raising aspirations around the potential to make change and participate in the democratic

process, ensuring that children and young people are equipped with the skills they need to become informed and active citizens within their local community.

We will redisplay the Nelson collection reinterpreting it for current audiences.

Social history collections will form the basis of a health and social care programme, building upon our successful work with older adults and people living with Dementia. Monmouth has an increasing older population and the need for social care will grow accordingly. We will provide accredited training opportunities for young people that use museum collections to develop creative activity programmes for older adults and people living with Dementia, as well as using our collections to build knowledge relating to the importance of healthy lifestyles and the lessons we can learn from the past.

Our collections will also be used as inspiration for the development of skills within the expressive arts with, for example, a festival of dance, drama and art inspired by the collections.

We propose to use part of the new retail and exhibition space at Shire Hall as a showcase for products developed through our young leader's business academy, working in partnership with local producers, makers, entrepreneurs and business leaders who will act as mentors in all aspects of business development.

Our STEM learning programme will utilise Monmouth stories of innovation e.g. Charles Rolls and Rockfield Recording Studios, to encourage young women to become involved in science and engineering and provide challenges that explore how STEM subjects can be used to help solve current and future environmental and social issues affecting the local area.

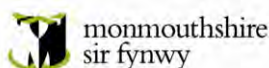
Our learning programmes will be progressive and take a 'building block' approach ensuring continued participation, from early years through to opportunities for work experience. Our programmes will not only focus upon the formal education sector but will also include activity for families (who have significant impact upon the future learning behaviours of children and young people) and adult visitors too, through events and activities that enable them to fully participate in the learning experiences relevant to them and the town.

We will ensure the continuing relevance and co-creation of our formal learning programmes through the establishment of a consultative panel of teachers, FE and HE providers and local business leaders. We will also establish a Family Forum to develop ideas for robust and relevant family learning programmes.

To make certain that the voice of young people is heard we will create a young people's group who will act as both critical friends and a forum for the development of new ideas and opportunities for engagement. 'Young Shire Hall' will be involved in the planning of events and programmes for their peers, act as ambassadors and be involved in the decision making process around exhibitions and interpretation, enabling them to gain further employability skills and experience.

### Notes

[MonLife](#) is a branded service group of Monmouthshire County Council which delivers leisure, youth and outdoor education, green infrastructure and countryside access, play, learning, destination management, arts, museums and attractions



# Monmouth Shire Hall Feasibility Study

Revision C

June 2021











### *Vision*

In moving the Monmouth Museum into Shire Hall, MonLife's vision is to create an exceptional, integrated visitor attraction that engages and inspires existing and new audiences.

Powerful stories will be told about the history of Monmouth, beautiful and intriguing objects will be displayed in a magnificent setting, learning opportunities will be offered to all ages and the attraction will provide the possibility of continued third-party bookings and shop-generated sales. The project will maximise the value of this heritage asset, enhancing the vibrancy of Monmouthshire and promoting a deeply rooted sense of place.

This feasibility study provides a detailed description of how the **Monmouth Shire Hall** project can engage and reach wider audiences, integrate the museum fully into Shire Hall and continue, and in the case of the shop expand, the potential to generate revenue.

### *Response to Context, Building and Environment*

Since construction of the main front wing in 1724 Shire Hall has been a beautiful building in a prominent position at the heart of Monmouth. For its proposed use as a museum the context of the Hall and its loggia present both opportunities and challenges. The loggia integrates the building into town life and hosts the market twice a week. It provides a sheltered transition space and creative possibilities for bringing the Museum outside with displays and, out of daylight hours, lighting and projections. However, the existing gates and railings, while necessary to protect the concealed spaces when passive supervision is not available, limit openness and accessibility. The front door and reception are recessed in shadow and not clearly visible from a distance.

Similarly, the building presents both marvellous possibilities and also stumbling blocks to a successful conversion. The entrance and main staircase up to the courtrooms at first floor are both magnificent and intimidating, the courtroom spaces themselves are uplifting and imposing at the same time. It presents an opportunity for a compelling experience but also needs additional ingredients to appeal to a wider audience.

*Central Lantern over main staircase, Shire Hall, image from site visit*

The building fabric is in good condition having been fully refurbished approximately 10 years ago. Evidence suggests the building is suitable for conversion to museum usage, however its historic nature means some constraints need to be borne in mind. It is uninsulated, has large windows and the Grade I listing limits the options available for control of the internal environment. We propose a programmed heating cycle and selected use of solar control film to address these issues. The electrical services appear well-designed and installed, though in need of some additional measures, whereas the mechanical services show evidence of some problems in both design and installation. Some replacement installation is recommended to heating and ventilation systems. Further adaptations are likely to be needed to ensure appropriate museum environmental conditions and security standards can be achieved and sustained.

### *Collections Storage*

We provide in this report a summary of the proposed collections storage strategy in which the undercroft to Chepstow Leisure Centre is proposed as a new, off-site store that allows withdrawing from Market Hall and necessary volume for improvement and expansion. Some further investigation and design is needed to verify the suitability and capacity of this proposal.

### *Market Analysis, Audiences and Action Plan*

To plan and design a museum a thorough understanding of current and potential future audiences is important; to access public funding a proposal to widen access and reach new audiences is essential. Our research looked into current visitor numbers for Monmouth Museum, Shire Hall and Monmouthshire as a whole; we investigated also the demographic profile within a 20- and 60- minute drive and compared these to profiles for Wales and England.

There were 14,563 visitors to Monmouth Museum in 2019/20 and visitor numbers have steadily declined in the last five years. Most visitors are aged 55+, visit as a couple and come from outside the area; obvious gaps in the current visitor profile are families, local residents and schools. Only an estimated 11% of visitors are local residents.

Shire Hall received 64,840 visitors in 2018/19. Those visitors included people who attend community activities, exhibitions, events and meetings, as well as the heritage visitors who came for tourist information, and to see the building and courtrooms. The profile of Shire Hall casual visitors is very similar to that of Monmouth Museum.

A key target audience will continue to be 55+ day visitors and tourists as these are the dominant group in the local and visitor market.

Audiences for development are the following:

- > local people 55+/low income;
- > local families/low income;
- > local multi-generational families/low income;
- > day visitor and tourist families;
- > primary schools;
- > young people, under the age of 20;
- > specialist groups.

Our detailed Action Plan provides a menu of possible options with phasing and costs.

### *Concept Proposal*

Our proposed changes aim to make the approach to the building more open, the entrance foyer larger and more transparent, and give a clear transition to the main display area on the first floor. We imagine the displays using the circulation spaces as well as individual rooms, and exploiting the drama of the tall ceilings and large volumes. The scheme also creates a new, larger learning space for all ages and maintains three bookable spaces on different floors.

Three option layouts were studied and a preferred Option 1b selected for further development. This option proposes to:

- > make the loggia more welcoming and accessible with fully openable architectural metalwork;
- > create a larger and more transparent foyer;
- > remodel the current Community Room as a new Learning Room;
- > have the main displays at first floor, using the full room volumes and circulations spaces, and open up the gallery to Courtroom No.2 to provide a new perspective on the space and displays.

This option was selected because it was judged capable of delivering the aims described above, required the smallest scale changes of the options studied and the cost plan shows approximately 2/3rds of the cost for the next most favoured option.

### *Business Planning, Cost Plan and Delivery*

This section analyses existing costs and income, and provides assumptions about future income, expenditure and economic impact.

An indication of construction cost is provided, including costs for displays, for both the preferred Option 1b and the second most preferred Option 3. A table of risks identifies key strategies for mitigation in Phases 1 and 2 [planning and fund-raising] and Phases 3 and 4 [construction and opening].





## 1 Brief Development

1.1 Response to Brief

1.2 Response to Context, Building and Environment

1.3 Market Analysis and Action Plan

1.4 Commentary on Collections Storage





### *Response to Brief*

This study is a response to the brief issued by MonLife in their document *Shire Hall Monmouth Museum Final Brief* November 2020. This written brief was further explained and elaborated through four brief development workshops and numerous calls and exchanges.

From this process we learnt the key aspirations for the proposed development include:

- > integrating the museum displays within Shire Hall so that each asset enhances the other, and the result is an enhanced cultural destination for visitors;
- > providing within Shire Hall further opportunities for formal learning for school students, family learning and lifelong learning;
- > finding opportunities to generate income whilst operating as an accredited museum venue and without compromising the visitor experience;
- > creating a strong visitor welcome and providing orientation, including signage;
- > equipping the building with sustainable environmental conditions for all collections, including the more significant objects in the Nelson collection.

It is this proposed new use for a highly significant heritage asset that makes the brief so interesting. Shire Hall is already able to attract visitors because of its impressive position, architecture and history. The size and character of its tall and light-filled rooms, circulation, and size and shape of reception are quite specifically designed for their original function and revealing of its history in many dramatic ways. However, some of these characteristics are challenging for the museum designer. We believe the strong qualities of the building more than compensate for the challenges, though any adaptations to a Grade 1 listed building need to be carefully thought through and the appropriate authorities consulted. These topics are discussed in greater detail in the next section.

The layout and design of the proposed museum needs to start with understanding the target audiences and how best to attract their attention and present them with the experience and storytelling that makes the best use of the collections. Understanding the identity of, and responding to, these target audiences is also key to winning support of prospective funders.

The aspiration for income generation will at times create a tension between what the commercial received wisdom will want and what the building currently presents. For both the target audiences and the commercial drivers we think a creative response is needed to reconcile any apparent tensions. Shire Hall is a beautiful and striking building. It ought to be possible to use the unusual layout to the advantage of the visitor experience and be inventive in the use of spaces to create commercial value, and to do both while respecting the historic fabric of the building.

We think the central brief can be delivered while maintaining use for Monmouth Town Council, albeit with a slight reduction in continued use of office space. The report assumes that for the present the Old Council Chamber on the second floor will be retained for Town Council meetings and other community use.

In the following section we describe in greater detail our response to the special context of the building, its internal spaces and environmental conditions.





Shire Hall, Monmouth (cc-by-sa/2.0), © Philip Pankhurst (geograph.org.uk/p/5452789) license by Creative Commons



Plan of Town Centre - 1881



Plan of Town Centre - 1969



Plan of Town Centre - 1986

**Context**

Monmouth Shire Hall encloses the south-eastern side of Agincourt Square and occupies a prominent and special place in the town. The north-eastern, north-western and south-western sides are enclosed by the Punch House pub, the frontages of Monnow Street and the Kings Head pub and hotel together with neighbouring buildings and shops on Agincourt Street respectively. From when it was built in 1724 the open ground floor loggia of the Hall has provided covered space for the central town market as well as an entrance space to the Hall. Maps show the Square continuing to the north-east beyond the Punch House to the junction with Priory Street and Church Street. The former leads along the town-planned diverted and curved street to the Castle and Market Hall, the latter to a pedestrianized and pretty row of independent shops. For the new museum there could not be a more eye-catching location and building.

When approached from Monnow Street the far corner of the Hall is visible first from about 60 metres before the junction with the Square. The whole façade reveals itself only when the visitor is almost in the Square. When approached from Priory Street the view of the building is framed by the street line from much earlier on, a deliberate effect from construction in the 1830s. This continues to frame the Hall in the townscape. From both directions the visual identity of the building is very strong and offers the potential of a museum with a conspicuous presence in the wider town.

On the finger posts Monmouth Museum is described as the Nelson Museum. Wikipedia says: "The Monmouth Museum, alternatively known as The Nelson Museum and Local History Centre"; this reflects the confused branding of the current museum. This dilemma about the naming of the attraction will continue through the consultation process for the new museum. Part of the method of resolving it is described in the section below *Phase 1 Exhibition: A Visitor Journey*.

Above ground, Monmouth Shire Hall is a building in two parts. The front 1724 portion contains the main pair of court room at first floor and the later rear extension accommodates the current Community Room. From historical maps we can see the use of the extension has changed several times. From the map extracts on these pages it can be seen the following services have been provided: courtroom in 1881, post office in 1969 and public library in 1986. The accessible side entrance on Agincourt Street and the lift lying on the division between the two parts installed in the 2008 - 2010 refurbishment and remodelling supports the independent operation of the two parts.

For its proposed use as a museum the context of the Hall and its loggia present several opportunities:

- > distinctive and attractive building in a prominent position at the heart of Monmouth;
- > current use for of the loggia space during market days integrates the building into the town's commercial life, bringing townspeople and visitors regularly close to its front door;
- > sheltered open space invites the curious visitor, or anyone looking for shelter from the rain, and could provide spaces for outside exhibits or to extend the season for outside seating and activities;
- > reduced levels of daylight create possibilities using light and projection to focus a visitor's attention on display or information.

The loggia also presents some challenges for the new intended use. It accommodates a recessed front door in which the reception may not be clearly visible from a distance. The existing [though not original] railings with gates between the arched openings are open on market days and closed, other than the central gates, on other days. They could be said to hinder exploration when they are locked and openness when only a portion of them are open. While necessary to control the space when passive supervision is not available their character and operation are to some degree against the grain of the proposed new use.

These challenges are heightened by the restricted space in the current reception space. In the next section we describe the opportunities and challenges presented by Shire Hall's internal layout and spaces.

**Building**

The main entrance to Shire Hall is a glazed box added as part of the 2008 - 2010 refurbishment at the rear of the loggia space. It accommodates the reception desk, a small shop and limited displays of information. Immediately ahead of the visitor and to the left of the current reception desk is the main staircase leading to the first and second floors. Either side of the staircase is the remaining space of the hallway leading to the former Jury Room [currently used as office space] and the lower floor area for the Community Room and support spaces. The reception space added a necessary function for the building's current use but for its proposed purpose it will be a constraint when measured against a typical brief for a new museum. There is little floor area to manage the important functions of visitor orientation, reception and information desk and the layout for a museum shop. The last of these is considered an important source of income for a museum service for which resources are, as so often, restricted.

The main staircase is both magnificent and intimidating, wide and steep initially, then splitting into two more gentle flights at the first floor, the layout repeating again up to the second. A beautiful lantern to give daylight from above was added with the main staircase in 1828. A secondary stair links the intermediate levels between the front parts of the building and the extension and is tucked away in the elbow between the two. For the museum the main staircase is a wonderful invitation for visitors to ascend to the displays, it also occupies a significant floor area. Potential exists to use the stair and landings in a creative way as part of the storytelling.

It is the two courtroom spaces around which the structure of the 1724 building was designed, double-height volumes linked at their floor level across the wide landing or hallway area and provided with public galleries at the upper level. Courtroom no.1 has retained its original seating, dock and judge's bench. This will be kept in full as part of the Museum. The public gallery to Courtroom no.2 was partially boarded up as part of the 2008 - 2010 refurbishment. A reopening of this would offer increased access to the building's heritage and restoration of another viewpoint of the display space. These two spaces at first floor level, together with the current education room and the landing area between, provide the main opportunities for museum display.

**Floor Loadings**

A study was carried out by Mann Williams, separate to this Feasibility Study, in which a preliminary comparison was made between floor loading capacity in Shire Hall and typical design criteria for museums [drawings 4759\_SK\_100\_P3]. It concluded were additional floor structure would be needed to convert existing space into storage, which in the proposals described below is necessary for the current MonLife offices on the second floor, and that in other areas the capacity in expected to be adequate. It should be stressed the assessment was preliminary and further work should be carried out in the next stages of design.



Configuration of existing railing and gates, while performing a necessary function, hinders open access to the loggia



Current screens to entrance foyer do not allow view to the inside from some angles



Entrance foyer is small and does not have much room for the shop



## 1.2 Response to Context, Building and Environment [page 2 of 3]

### Environment

This section provides a commentary on the current building envelope and services, describing the positive aspects and the challenges as far as we can observe them, for the intended use. We also provide in this section a general statement of the conditions expected for control of the building environment. Later in the report we provide an outline specification proposing changes to remedy the shortcomings noted here. Please note more detailed investigation and design will be necessary for later project stages.

### Commentary on Suitability of Building Fabric and Condition of Services

A visual, non-invasive survey of the existing Shire Hall building services installation was carried out in February 2021. No record information of the installation from the most recent refurbishment was found on site or was readily available from other sources.

The building fabric is in good condition having been fully refurbished approximately 10 years ago. It is felt the building is suitable for conversion to museum usage, however its historic nature will result in a number of challenges to be addressed moving forward. These are:

- > uninsulated building fabric has a high level of thermal mass which will attenuate the rate of internal temperature change and limit peak summer temperatures. The uninsulated fabric will however present challenges to maintain stable internal conditions which will require further detailed assessment against the current environmental standard.
- > large areas of north west and southwest facing single glazed windows. The windows have the potential to introduce high levels of both heat losses and infiltration, in addition to solar gains. The windows would benefit from installation of a solar control element (film, secondary glazing etc.) film to minimise the solar gains and prevent damaging UV light entering the spaces. Local internal blinds will be required to further control and reduce visible sunlight intensity. Intensity of lighting will also be a consideration in the detailed design to maintain a sustainable environment for collections. Further detailed investigation will be required to identify measures for reducing heat loss from the single glazed windows e.g. secondary glazing.
- > nature and location of the building and its historic façade limits the options available for the introduction of supplementary mechanical ventilation or heat rejection plant for internal cooling.

Our commentary on the current services design and installation provides a mixed picture. The electrical installation throughout Shire Hall is generally of good quality. During the most recent refurbishment a significant number of wall mounted switched sockets and data points have been installed. The larger open plan spaces incorporate floor boxes which provide further flexibility.

The lighting installation has recently been upgraded to LED type and is acceptable for non-specialist usage. All spaces appear to have acceptable quantities of emergency lighting and emergency exit signage. The existing security detection and alarm system provides detection on the ground floor and central staircase only. Localised CCTV cameras are installed within the Foyer and within the first-floor circulation area. These provisions will require supplementing for the proposed museum usage.

The fire alarm panel appears to have been replaced recently and provides full coverage throughout the building.

Mechanical ventilation is provided by two supply and extract air handling units installed within the Attic and local extract fans to serve WCs and kitchenettes. One air handling unit serves the first floor Kitchen and Education Room. One smaller heat recovery air handling unit serves the second floor Office.

The existing passenger lift reaches all levels and is in a good working order. Each floor incorporates a disabled refuge with associated refuge panel.



Lantern over main staircase



The Old Council Chamber utilised by MTC for their meetings

## 1.2 Response to Context, Building and Environment [page 3 of 3]

However the following points need to be considered in future plans:

- > mechanical building services installation was poorly designed, installed and maintained. The electrical installation was generally well designed, installed and maintained.
- > ventilation systems are poorly installed, with no room side or crosstalk attenuation. The fans operate on a time schedule with no demand ventilation controls. The local extract fan serving the ground floor Community Room WC and kitchenette is failing with significant audible noise.
- > existing gas fired LTHW heating system within Shire Hall requires remedial works to bring the installation up to a fully operational standard. The majority of the perimeter trench heater fans have failed or are not operating correctly resulting in under-heating of the spaces. The existing grilles are of lightweight aluminium construction and have been damaged through usage. It is recommended the existing trench heaters are replaced and new cast iron conservation type grilles installed.
- > heating serving the Entrance Foyer is installed using blue MDPE plastic pipework embedded within the floor. MDPE pipework is not suitable for high temperature LTHW usage and as a consequence has subsequently failed. The Foyer heating is currently isolated. The heating installation within the Foyer will require replacement regardless of the scope of extension works in this area.
- > within the medium-term future there will be a need substantially improve the energy efficiency of the heating system in order to reduce the buildings carbon emissions. Given the historic, listed nature of Shire Hall, it is not viable to increase the fabric performance by adding additional insulation and replacing the existing windows. As such, the majority of the carbon reduction will be achieved by switching from the existing gas fired boilers to a low carbon heat source, such as air source heat pumps. The works to the existing space heating installation undertaken as part of the current works should be designed with the future installation in mind e.g. increasing heat emitter sizes to allow for reduced LTHW flow temperatures from a heat pump.

### Environmental Control

The spatial arrangement of the future displays within Shire Hall is yet to be designed. As such, the specific requirements of each collection and display is not yet known.

It is not possible at this stage to know definitively which objects within the existing collections require being stored within a close control environment. As a result, the building services response to the Shire Hall proposals will follow the general recommendations contained within BS EN 16893:2018 "Conservation of Cultural Heritage - Specifications for location, construction and modification of buildings

or rooms intended for the storage or use of heritage collections" and BS 4971:2017 "Conservation and care of archive and library collections". These requirements should be considered in conjunction with the principles set out within the Bizot Green Protocol, recognising the need to approach collections care in a way that does not require the excessive use of energy.

Ideally, temperature and RH conditions should be stable within the ranges specified. Due to continual fluctuation of external weather conditions, variation is inevitable especially in relative humidity levels. Gradual fluctuation from the lower to upper limits over a week or longer is generally acceptable. However, a continuous weekly cycle up and down the ranges will cause a gradually increased rate of deterioration of most archival materials when compared with this rate of change in a very stable environment. The acceptance of seasonal variations greatly reduces the energy cost of the building services plant operation, as maintaining a close control environment with continual humidification or dehumidification is energy intensive.

### Air Quality

It is assumed the air quality within Monmouth is good due to the semi-rural location and small, low-density nature of the town. Shire Hall is however situated in close proximity to Agincourt Street, with vehicles passing within a few meters of the external windows. Moving forwards, assessments should be carried out within Phase 1 of the project to establish the air quality within the display areas and identify any additional mitigating measures if required.

Where air quality is deemed to be a problem, consideration should be given for installing mechanical ventilation heat recovery units to replace the existing natural ventilation. The supply air should be filtered to a PM2.5 level to remove the fine particulate matter. The addition of active carbon filtration would additionally remove volatile organic compounds odours, and other gaseous pollutants.

### Light

It is preferable to have as little constant light in a repository as possible, to reduce direct damage through fading and to minimise heat gains. Sunlight is particularly damaging due to its intensity and the corresponding rise in temperature with accompanied localised drying of the air. Electric lighting should be switched off when not in use and positioned to avoid localised heating of artefacts. Light from the large windows is attractive to visitors but negative to collections so a museum lighting consultant should be appointed at phase 1 to develop a solution that balances both needs. This would include considering adaptation and upgrading if the existing led lighting to suit museum displays.



## 1.3 Market Analysis, Audiences and Action Plan

### Current Museum

Monmouth Museum is currently located in Market Hall, close to Shire Hall, and is largely given over to displays of the Nelson Collection, left to the town in 1923 by Lady Langatock, who was a keen collector of Nelsoniana. The Museum has other displays about the Rolls family, particularly Charles Rolls, who founded Rolls Royce and also local art and works on paper. There is a temporary exhibition space at the centre of the Museum, hosting exhibitions of art, craft and local history.

### Museum Visitor Profile

There were 14,563 visitors to Monmouth Museum in 2019/20 and visitor numbers have been steadily declining over the last five years. Most visitors are aged over 55, visit as a couple and come from outside the area. Only an estimated 11% are local residents and that proportion has been declining over the years. Just 2% of visitors are children and 3% schoolchildren. In a survey by the Museum in 2013 the main reason for visiting was to learn about local history and the Nelson collections. These were the things that visitors enjoyed most.

The obvious gaps in the current visitor profile are families, local residents and schools.

### Shire Hall users and visitors

Shire Hall received 64,840 visitors in 2018/19. Those visitors included people who attended community activities, exhibitions, events and meetings, as well as the heritage visitors who came for tourist information and to see the building and the courtrooms. The profile of Shire Hall casual visitors is very similar to that of Monmouth Museum.

### Tourism

2.28 million people visit Monmouthshire per annum, of whom 1.72 million are day visitors and 560,000 staying visitors. The table on this page compares visitors to Monmouthshire with those to the whole of Wales. The typical visitor profile is Welsh people, over 55s who come as couples and enjoy visiting heritage sites and shopping. Hence, both Monmouth Museum and Shire Hall are very successful in attracting the dominant visitor audience. There is potential to expand into a younger market.

### Potential Audiences - Demographic Profile

Data was commissioned from the Audience Agency to look at the profile of people living within a 20-minute drive time and those within a 60-minute drive time of Monmouth (shown in the table on page 15.) Those within 20 minutes are classed as local audiences, those within 60 minutes as day visitors.

The local audience has a lower number of people aged 20 – 44 years compared to the 60-minute catchment area and national averages. The local profile is older, particularly for the over 60s, compared to the 60-minute catchment area and national averages.

The local profile is less diverse, wealthier and better educated in comparison to the 60-minute, and particularly the Wales national average. In terms of health, the local and day visitor catchment areas are healthier than the rest of Wales, but above the national average for England.

There are, however, significant pockets of people on low income (C2 and DE residents), people who are unemployed and have no qualifications.

### Schools' Programmes

There are approximately 13,000 secondary and primary school pupils in Monmouthshire, spread across 42 schools (Sept 2020, see table on page 15). There are three maintained primary schools in Monmouth, one maintained secondary school (Monmouth Comprehensive) and one independent group of schools (Haberdashers' Monmouth Schools), which has pupils aged between 3 and 18 years.

Hence there are a significant number of schools in Monmouthshire alone, and also five schools locally, that could be the focus of a special and in-depth relationship.

### Target Audiences

At a workshop on 1st February 2021 with MonLife staff the following target audiences for the Shire Hall heritage offer were agreed. Core audiences:

- > Over 55s day visitors and tourists.

These are the people who come already and are the dominant group in the local and visitor market. This group and their needs should be nurtured and cultivated, because they will be the foundation for Shire Hall's visitors and will generate income for the service.

Audiences for development:

- > Local people over 55s/low income;
- > Local families/low income;
- > Local multi-generational families/low income;
- > Day visitor and tourist families;
- > Primary schools;
- > Young people, under the age of 20;
- > Specialist groups.

Tourism profile 2019 <sup>1</sup>	Monmouthshire	All Wales
<b>From Wales</b>	55%	69%
<b>From the rest of the UK</b>	40%	27%
<b>From overseas</b>	5%	4%
<b>Over 55s</b>	46%	37%
<b>Younger visitors</b>	23%	24%
<b>35 – 54 years</b>	31%	39%
<b>As a couple</b>	38%	27%
<b>Visiting alone</b>	21%	11%
<b>Families</b>	14%	28%
<b>Visited a museum or heritage site</b>	11%	11%
<b>Visited historical sites and attractions</b>	41%	36%
<b>Enjoy the landscape</b>	37%	55%
<b>Shopping</b>	40%	15%

*Tourism Profile 2019*

<sup>1</sup> Wales Visitor Survey, Beaufort Research, 2019

## 1.3 Market Analysis, Audiences and Action Plan

	Monmouth (2011)	20 min (2019)	60 min (2019)	Wales (2019)	England (2018)
<b>Population</b>	10,508	64,079	2,872,894	3,063,456	56,539,662
<b>Under 4</b>	6%	5%	6%	6%	6%
<b>5 - 9</b>	5%	5%	5%	5%	6%
<b>10 – 15 years</b>	9%	7%	7%	7%	7%
<b>16 – 19 years</b>	6%	5%	5%	5%	5%
<b>20 – 29 years</b>	9%	9%	14%	13%	14%
<b>30 – 44 years</b>	17%	17%	20%	19%	21%
<b>45 – 59 years</b>	20%	23%	19%	20%	19%
<b>60+ years</b>	29%	30%	23%	25%	22%
<b>White</b>	97%	98%	93%	96%	85%
<b>Born in Wales</b>	45%	N/A	N/A	73%	N/A
<b>Born in England</b>	48%	N/A	N/A	21%	N/A
<b>AB</b>	N/A	25%	23%	18%	23%
<b>C1</b>	N/A	27%	31%	29%	31%
<b>C2</b>	N/A	24%	21%	23%	21%
<b>DE</b>	N/A	23%	25%	30%	25%
<b>Disability/ill health</b>	10%	9%	9%	12%	8%
<b>Level 4 and above</b>	32%	30%	28%	24%	27%
<b>Unemployment</b>	4%	5%	6%	7%	6%
<b>No qualifications</b>	23%	23%	23%	26%	22%

*Demographic Profile within a 20- and 60- minute drive time*

	Primary (maintained)	Secondary (maintained)	Independent	Total
<b>Pupils</b>	6,670	4,874	1,457	13,001
<b>Schools</b>	31	5	6	42

*Schools Profile 2020 - Number of Pupils*

With only an estimated 11% of local people currently visiting Monmouth Museum, local residents, particularly the over 55s and families have to be an audience that needs to be developed. The profile saw low income, unemployment and lack of qualifications as a significant factor for some local people and Shire Hall may wish to develop activities and programmes aimed at those audiences.

The family audience is one that is missing locally and for the day visitor market, yet for many museums they form the backbone of the visitor market. At 14% the number of family day visitors and tourists is lower than the Wales average, they are an audience worth pursuing.

When the learning service was operating at full strength in Shire Hall between 2011 and 2013, it received nearly 800 school pupils a year, about 700 adult learners and in addition successful programmes for young people, uniformed groups and families. A World War II event aimed at families attracted over 350 people. This demonstrates there is significant latent demand for these sorts of activities and events in Monmouth and its catchment area.

The new offer will lend itself to marketing to specialist groups, such as those based around the themes of Nelson, Rolls Royce, Henry V and the Chartists.

### Engaging Target Audiences

- > Phase 1 is estimated to run between October 2021 and March 2022.
- > Phase 2 will include development planning and fundraising between April 2022 and March 2023.
- > Phase 3 is the buildings work phase April 2023 – September 2023.
- > Phase 4 reopening with full engagement programme October 2023 onwards. It is assumed Phase 4 will be externally funded and that part of that funding will include a new member or members of staff to deliver the programme.

### Action Plan

The table in the following three pages provides a menu of possible options in relation to the project, identifying in which phase it should happen and providing outline costs.

The broad ambitions for the Shire Hall are:

- > to have object-rich displays that tell both the Monmouth and Nelson stories;
- > use of low tech interactives that provide practical experiences and opportunities;
- > use of digital platforms within the displays to complement MonLife's external digital activity such as www.monlifecollections.co.uk.

Audiences and activities	Timescale	Outline costs	
		One-off	Annual
<b>General</b>			
<b>Community consultation</b> Consultation exhibitions, online survey and 3 focus groups.  3 focus groups assumed.	Phase 2	£1,000 per focus group (£500 recruitment, £500 incentives)	
<b>Community advisory panels</b> A set of reference groups (e.g. adults over 55 and families, young people) to help shape the displays and activity programme.	Phases 1, 2 & 3	People should be paid £30 per session to attend	
<b>Community collecting</b> Oral history and object collecting for the Monmouth story, with collecting events, and related activities such as memory cafés and online reminiscence. There is scope for intergenerational work and developing young people's skills around interviewing/questioning techniques	Phases 2 & 3	£5,000 for oral recording kit, expenses, marketing etc.	
<b>Volunteering</b> Engaging over 55s, low income and young people to volunteer for a range of roles, such as supporting formal and informal learning programmes and events, as tour guides, helping to devise trails, developing loans boxes, marketing, developing website and social media content.	Phases 1 & 2 Some roles  Phases 3 & 4 Wider roles		£1,000  £5,000 Recruitment, expenses, kit
<b>Impact events</b> 3 large themed events a year that utilise the external as well as internal space e.g. a Medieval Market, Outdoor theatre or Cinema.	Phase 4		£30,000
<b>Digital</b> Develop digital platforms which complement the displays, providing deeper immersive experiences.	Phase 3	£30,000	

Audiences and activities	Timescale	Outline costs	
		One-off	Annual
<b>Social media</b> Develop social media platforms to engage, inform and entertain regular and potential visitors and be used in creative ways to create dialogues and engage with audiences.	Phases 1 - 4		£500 per annum for targeted adverts
<b>Evaluation</b> Testing the success of the programmes.	Phases 1 & 2  Phase 4		Staff time  £20,000 consultant
<b>55+ day visitors and tourists</b>			
<b>Explorer trails</b> Trails that connect Shire Hall to the wider history of the town. Focus on people's stories.	Phases 1 & 2	£5,000	
<b>Engaging new displays</b> The new displays and their marketing will attract day visitors and tourists. Adults like hands on exhibits too.	Phase 4		
<b>Premium tours with drama</b> Premium tours with a re-enactment of the Chartist trials	Phase 4		Revenue neutral
<b>Marketing and promotion</b> Promoting Shire Hall and its exhibitions and events through website, social media, social media adverts, listings, Visit Monmouthshire. Marketing aimed at target audiences.	Phase 4		£30,000
<b>Local people 55+/low income</b>			

Audiences and activities	Timescale	Outline costs	
		One-off	Annual
<b>Dementia days</b> Build on existing dementia programmes for people living with dementia and their carers, which includes creative activities and excellent reminiscence boxes, using young people to be facilitators.	Phases 1 - 4		£1,000
<b>Art, photography, creative writing workshops</b> Bookable paid creative art/craft skills-based workshops and courses.	Phases 1 & 2	£1,000 pump prime	
<b>Talks and lectures</b> About the history and environment of Monmouthshire, art history, architecture etc. Recorded and placed on website or Heritage Service You Tube channel.	Phases 1 & 2	£500 pump prime	Revenue neutral
<b>Social events</b> Knit and natter type events.	Phases 1 & 2		Offer the space
<b>Community classes</b> Building on the current programmes of Pilates, yoga, choir practice etc.	Phases 1 & 2		Revenue neutral
<b>Community meetings</b> Encourage community groups to hold their meetings at Shire Hall.	Phases 1 & 2		Some cost incurred e.g. security?
<b>Changing exhibitions</b> A changing exhibition programme on topics of interest to local people. Co-create a number each year with local community groups.	Phase 4		£10,000
<b>Human Library</b> Create a human library for a weekend each year where people can come and talk to other people about their experiences and knowledge that relate to the stories told in the Museum.	Phase 4		£200

Audiences and activities	Timescale	Outline costs	
		One-off	Annual
<b>Co-created creative projects</b> Working with local community groups to establish their interests and co-create mutually beneficial projects	Phase 4		£10,000
<b>Local families/uniformed groups/low income</b>			
<b>Regular weekend events</b> Bookable or drop-in creative activities. Aimed at different age groups.	Phases 1, 2 & 4		£1,000
<b>Holiday activities programme</b> Make and take activities for 7 - 11 years.	Phases 1, 2 & 4		£1,000
<b>Community classes</b> Develop programmes of ballet, drama, uniformed groups etc.	Phase 1, 2 & 4		Revenue neutral
<b>Family theme day</b> An annual family day with a theme and variety of activities e.g. World War II, the Chartist, Nelson, slavery, the environment.	Phase 4		£2,000
<b>Creative family projects</b> E.g. a community theatre production based around the Chartist, co-creating a special exhibition.	Phase 4	£30,000	
<b>Flying boxes</b> Develop the existing loans boxes for use by family and children's groups.  6 flying boxes assumed.	Phases 3 & 4	£400 per box	
<b>Day visitor and tourist families</b>			
<b>Hands on displays</b> Hands on exhibits and doing activities will bring this audience in.	Phase 4		Will be part of building costs/capital works



## 1.3 Market Analysis, Audiences and Action Plan [page 3 of 3]

Audiences and activities	Timescale	Outline costs	
		One-off	Annual
<b>Explorer trails</b> Family trails that connect Shire Hall to the town.	Phase 4	See above	
<b>Marketing</b> Promoting Shire Hall its and events through targeted family channels such as social media, social media adverts, website, Visit Monmouthshire.	Phases 3 & 4		See above
<b>Primary schools</b>			
<b>Advisory panel of teachers</b> Teachers help develop and test resources and interpretation. A development day followed by regular panel meetings.	Phases 1 - 4	£1,000	£1,000
<b>Schools on the doorstep</b> Special relationship with schools within walking distance. Children and teachers help to test resources and the interpretation.	Phases 1 & 2		£1,000
<b>Sessions for primary schools</b> Build on the existing led sessions about WWII, Victorian Crime and the Chartists, developing other ideas in response to the advisory panel.  Also build self-led sessions based around history, architecture, geography, STEM etc.	Phases 1 & 2 Phases 3 & 4	£500 to develop each new module	£2,000 for marketing in Phases 1, 2 & 4
<b>Kids takeover Shire Hall</b> Takeover day for schools, including roles as front of house, tour guides, social media content.	Phases 1 & 2		£300

Audiences and activities	Timescale	Outline costs	
		One-off	Annual
<b>CPD for teachers</b> 'Show and tell' sessions at Monmouth Cluster meetings	Phase 4		£400
<b>Schools' outreach</b> Deliver outreach programmes within a 40 minute drive time.	Phases 3 & 4	£5,000 for resources	£2,000
<b>STEM challenge events</b> Based on engineering themes in the collections and town e.g. Charles Rolls, Rockfield Studios, Monmouth Castle, Monnow Bridge.	Phase 4		£1,000
<b>Online downloadable resources</b> For design, production and some external help.	Phase 4	£7,500	£500
<b>Young people, under the age of 20</b>			
<b>Welsh Baccaureate</b> Build on the current project work with Welsh Bacc students aged 14 - 19 years.	Phases 1 & 2		£500
<b>Duke of Edinburgh</b> Host 4 young people per annum taking the DofE award.	Phase 4		£200
<b>Work experience</b> Offer placements to Year 10 or Year 12 students to work front of house, support group visits and prepare for events.	Phase 4		£0
<b>Specialist groups</b>			
<b>Premium talks and tours</b> Talks and tours behind the scenes tailored to the particular specialism.	Phase 4		Revenue neutral
<b>Marketing</b> Targeted marketing at specialist groups and organisations.	Phase 4		£2,000

Activities	Phase 1		Phase 2		Phase 3		Phase 4	
	Oct 21 - Mar 22		April 22 - Mar 23		April 23 - Sept 23		Oct 23 onwards	
	Development				Building works		Opening and beyond	
	One off	Annual	One off	Annual	One off	Annual	One off	Annual
Community consultation	£ -	£ -	£ 3,000.00	£ -	£ -	£ -	£ -	£ -
Community advisory panels	£ 1,200.00	£ -	£ 1,200.00	£ -	£ 1,200.00	£ -	£ -	£ -
Community collecting	£ -	£ -	£ 4,000.00	£ -	£ 1,000.00	£ -	£ -	£ -
Volunteering	£ -	£ 500.00	£ -	£ 500.00	£ -	£ 2,500.00	£ -	£ 2,500.00
Impact events	£ -	£ -	£ -	£ -	£ -	£ -	£ 30,000.00	£ -
Digital	£ -	£ -	£ -	£ -	£ 30,000.00	£ -	£ -	£ -
Social media	£ -	£ 250.00	£ -	£ 250.00	£ -	£ 250.00	£ -	£ 250.00
Evaluation	£ -	£ -	£ -	£ -	£ -	£ -	£ 20,000.00	£ -
Explorer trails	£ 2,500.00	£ -	£ 2,500.00	£ -	£ -	£ -	£ -	£ -
Engaging new displays	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Premium tours with drama	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Marketing and promotion	£ -	£ -	£ -	£ -	£ -	£ -	£ 30,000.00	£ -
Dementia days	£ -	£ 500.00	£ -	£ 500.00	£ -	£ 500.00	£ -	£ 500.00
Art, photography, creative writing workshops	£ 1,000.00	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Talks	£ 500.00	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Social events	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Community classes	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Community meetings	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Changing exhibitions	£ -	£ 10,000.00	£ -	£ 10,000.00	£ -	£ 10,000.00	£ -	£ 10,000.00
Human Library	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 200.00
Co-created creative projects	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 10,000.00
Regular weekend events	£ -	£ 1,000.00	£ -	£ 1,000.00	£ -	£ -	£ -	£ 1,000.00
Holiday activities programme	£ -	£ 1,000.00	£ -	£ 1,000.00	£ -	£ -	£ -	£ 1,000.00
Community classes	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Family theme days	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 2,000.00
Creative family projects	£ -	£ -	£ -	£ -	£ -	£ -	£ 30,000.00	£ -
Flying boxes	£ -	£ -	£ -	£ -	£ 6,000.00	£ -	£ -	£ -
Hands on displays	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Explorer trails	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Marketing and promotion	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Advisory panel of teachers	£ -	£ 1,000.00	£ -	£ 1,000.00	£ -	£ 1,000.00	£ -	£ 1,000.00
Schools on the doorstep	£ -	£ 500.00	£ -	£ 500.00	£ -	£ -	£ -	£ 500.00
Sessions for primary schools	£ -	£ 3,500.00	£ -	£ 3,500.00	£ -	£ -	£ -	£ 2,000.00
Kids takeover Shire Hall	£ -	£ 300.00	£ -	£ 300.00	£ -	£ -	£ -	£ 300.00
CPD for teachers	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 400.00
School's outreach	£ -	£ -	£ -	£ -	£ 5,000.00	£ -	£ -	£ 2,000.00
Stem Challenge events	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 1,000.00
Online downloadable resources	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 8,000.00
Welsh Baccaureate	£ -	£ 500.00	£ -	£ 500.00	£ -	£ -	£ -	£ 500.00
Duke of Edinburgh	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 200.00
Work experience	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Premium talks and tours	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Targeted marketing at specialist groups	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 2,000.00
Totals	£ 5,200.00	£ 19,050.00	£ 10,700.00	£ 19,050.00	£ 43,200.00	£ 14,250.00	£ 110,000.00	£ 45,350.00
Activities	One off	Annual	One off	Annual	One off	Annual	One off	Annual
	Phase 1		Phase 2		Phase 3		Phase 4	
	Oct 21 - Mar 22		April 22 - Mar 23		April 23 - Sept 23		Oct 23 onwards	
	Development				Building works		Opening and beyond	

### Costs Divided According to Phases

The table on this page shows the costs allocated to the phases.

The costs are based upon comparator heritage projects.

Phases 1 and 2 were to demonstrate the level of expenditure that MonLife would need to commit to keep an activity programme going and keep the Museum/Shire Hall in the public eye.

It is assumed that Phases 3 and 4 will be externally funded and that part of that funding will include a new member or members of staff to deliver the programme.

Some of the areas of expenditure in Phases 3 and 4, such as marketing and the website, could be supported by MonLife's in house teams, reducing or eliminating the cost.



## 1.4 Commentary on Collections Storage

Collections	Off site store	Chepstow Museum Labs / other spaces	Shire Hall
Monmouth Museum	All other non-sensitive material Non-museum materials (e.g. display cases, plinths) if room available	Works on paper Paintings  If space in Shire Hall is insufficient, then the following can be stored: Nelson reserve collection or Photographic collection Archive collection	<u>Second floor:</u> Nelson reserve collection Photographic collection Archive collection Collections records  <u>Community room open storage:</u> Social history items
Chepstow Museum	Larger items Bulk archaeology Non-museum materials (e.g. display cases, plinths) if room available		
Abergavenny Museum	Larger items Bulk archaeology Non-museum materials (e.g. display cases, plinths) if room available	Painting collection Photographic collections	
Caldicot Castle	All collections, except costume  NB. <i>Costume, documents, photographs, some artworks + natural history + arch. Too sensitive for off-site. Will need to review in detail at next stage</i>	Costume collection	

Table of Storage at a Glance, with potential future storage strategy

Estimated Area Requirement [30% circulation + maneuvering] / MonLife Collections Storage	
<b>TOTAL approximate floor area required [no further roller racking]</b>	<b>711.4</b>
Comparison with de Silva 2016 Analysis/m2	
Difference	142.4
Total area estimated by 2016 de Silva Analysis [Section 3.4, de Silva 2016]	569.0

Summary of Estimated Area Requirement

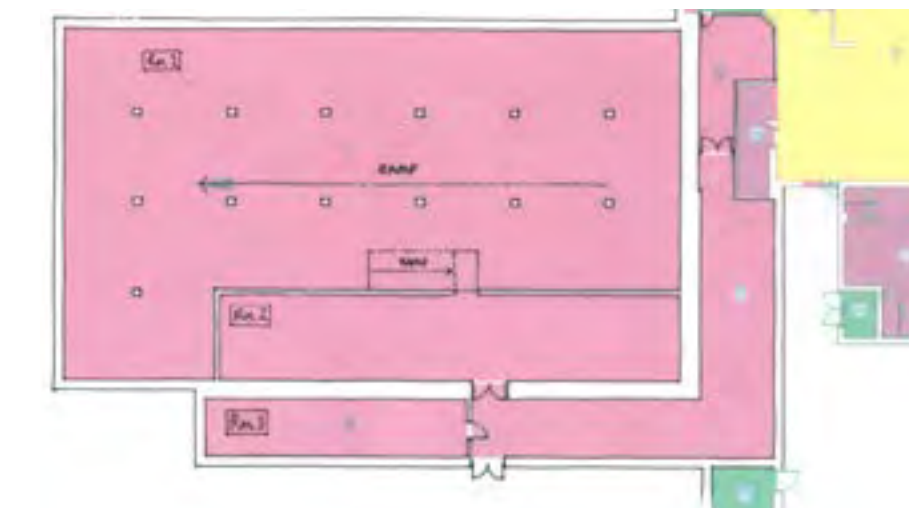
## 1.4 Commentary on Collections Storage



Chepstow Leisure Centre Exterior



Chepstow Leisure Centre Interior



Floor Plan of Chepstow Leisure Centre

As part of the feasibility work our team made an assessment of collection storage across all museum sites [Abergavenny, Chepstow, Caldicot [both the Castle and Off-Site Store] and Monmouth]. Our report providing that assessment and options appraisal for collection storage in the future is issued separately as *Collection Storage Report, Monmouth Museum Feasibility Study*, February 2021. The paragraphs below provide a summary of the methodology, preferred option and consequences for the new museum in Shire Hall.

### Methodology

Sketch plans and notes were made of each site visited. These described the nature of the objects being stored, type and layout of storage system and to what extent each store was full. Photographs also helped to describe the capacity and fullness of each site. Notes regarding accessibility, security and environmental condition of each site were also recorded.

The sites visited were:

- 1 Abergavenny Museum
- 2 Chepstow Museum (basement, ground, first + second floors)
- 3 Chepstow Leisure Centre
- 4 Caldicot Castle
- 5 Caldicot Off-Site Store
- 6 Market Hall
- 7 Shire Hall

The sites not visited were:

- Attik Youth Centre
- Gilwern Outdoor Education Centre

In the case of Attik, floor plans and photos provided by MonLife were used to understand to storage facilities and potential at the site.

From this analysis an assessment of the current overall area used for storage was derived. To calculate the quantity of overall area required for the future storage we added to this figure 3 additional quantities: percentage for circulation and manoeuvring [which is not adequate in current stores], percentage for expansion and an additional fixed allowance at each site for holding and receiving space. The resulting total is our *Estimated Area Requirement*. This is illustrated and compared with the total requirement predicted by the 2016 de Silva study in the table on the opposite page. The difference between the two studies [our figures is larger] is a result of a decision to increase the contingency space required for circulation and manoeuvring of objects in storage.

### Preferred Option and Next Steps

As well as the overall quantity the collections and storage strategy considered the working practices and needs of the collections team. The preferred option is summarized in the table on these pages *Table of Storage at a Glance*. This table identifies a new off-site store capable of accommodating the material described in that table. At the time of writing this is proposed to be the undercroft of the Chepstow Leisure Centre. Further study is needed to demonstrate the capacity of this space when the requirements for access to existing services, team-member access, security and environmental controls are added. Challenges and risks to the capacity and suitability of this space are described in the *Collections Storage Report*, including a table of risks and mitigation on page 9.

### Consequences for Museum of Monmouth in Shire Hall

It is proposed the bulk of the Nelson collection and Monmouth collections will be on display on the first floor at Shire Hall. The current MonLife office on the second floor can be converted into a secure storage space and study centre for the Nelson reserve collection and Monmouth Museum's reserve archive and photographic collection. Suitable security, staffing and environmental arrangements would need to be made. If space does not permit, then either the Nelson reserve collection or the photographic and archive collections could move to Chepstow Museum, following expansion of the storage capacity there.

A public study area could be provided within the second floor store if room permits, or within the proposed Learning Room [see 3.7 *Concept Proposal* below] when it is not being used by schools or the community. Working space for volunteers and exhibition preparation will also be required.

Everyday objects of interest could be placed on open storage in secure cases along two walls in the Learning Room. It is primarily intended that this area is for the museum reserve collections, but there could be objects from other MonLife museums too. Again, suitable arrangements would need to be made for security and environmental control.

These ideas are taken forward and developed in the concept proposals described in the sections below.





# CALENDAR OF THE PRISONERS FOR TRIAL

AT A  
**Special Commission to be holden at Monmouth,  
ON TUESDAY, DECEMBER 10, 1839,**

BEFORE  
THE RIGHT HONORABLE SIR NICHOLAS C. TINDAL, KNIGHT,

*Lord Chief Justice of Her Majesty's Court of Common Pleas,*

THE RIGHT HONORABLE SIR JAMES PARKE, KNIGHT,

*One of the Barons of Her Majesty's Court of Exchequer,*

AND  
THE HONORABLE SIR JOHN WILLIAMS, KNIGHT,

*One of the Justices of Her Majesty's Court of Queen's Bench.*

COLTHURST BATEMAN, ESQ., SHERIFF.

- | NO.    | AGE. |   |
|--------|------|---|
| T.B. 1 | 54   | <i>John Frost</i> (r. & w. w.) Committed Nov. 5th, 1839, by R. J. Blewitt, W. Brewer, Lewis Edwards, and Geo. Hall, Esquires, and James Coles, Clerk, for having on the 4th day of November instant, at the borough of Newport, committed High Treason against our sovereign Lady the Queen, her crown and dignity.                     |
| T.B. 2 | 20   | <i>Charles Waters</i> (r. & w. w.) Committed Nov. 5th, 1839, by R. J. Blewitt, W. Brewer, Lewis Edwards, and Geo. Hall, Esquires, and James Coles, Clerk, for having on the 4th day of November instant, at the borough of Newport, committed High Treason against our sovereign Lady the Queen, her crown and dignity.                 |
| 3      | 44   | <i>John Partridge</i> (r. & w. w.) Committed Nov. 7th, 1839, by James Coles, Clerk, Wm. Brewer, R. J. Blewitt, and Lewis Edwards, Esquires, for having on the 4th day of November instant, at the borough of Newport, committed divers acts of Treason against our sovereign Lady the Queen, her crown and dignity.                     |
| 4      | 25   | <i>James Aust</i> (r. & w.) Committed Nov. 6th, 1839, by W. Brewer, Lewis Edwards, R. J. Blewitt, and Geo. Hall, Esquires, and James Coles, Clerk, for having on the 4th day of November instant, at the borough of Newport, committed divers acts of Treason and Sedition against our sovereign Lady the Queen, her crown and dignity. |
| 5      | 33   | <i>Thomas Davies</i> (r. & w. imp.) Committed Nov. 7th, 1839, by James Coles, Clerk,  |
| 6      | 40   | <i>John Rees</i> (r. imp.) R. J. Blewitt, W. Brewer, and L. Edwards, Esquires,  |
| 7      | 20   | <i>Richard Benfield</i> (r. & w. imp.) for having on the 4th day of November instant, at the borough of Newport, committed High Treason against our sovereign Lady the Queen, her crown and dignity.  |

- | NO.     | AGE. |  |
|---------|------|--|
| T.B. 20 | 49   | <i>John Lewis Llewellyn</i> (r. & w.) Committed Nov. 19th, 1839, by O. Morgan, S. Homfray, and G. Hall, Esquires, and J. Coles, Clerk, for having on the 4th day of November inst., at the borough of Newport, committed Sedition against the peace of our sovereign Lady the Queen, her crown and dignity.  |
| T.B. 21 | 40   | <i>Jenkin Morgan</i> (r. & w.) Committed Nov. 20th, 1839, by J. Coles, Clerk, T. Hawkins, W. Brewer, O. Morgan, and G. Hall, Esquires, for having on the 4th day of November instant, at the borough of Newport, committed Treason and Sedition against our sovereign Lady the Queen, her crown and dignity.   |
| T.B. 22 | 24   | <i>Evan Edwards</i> (r. & w. w.) Committed Nov. 21st, 1839, by G. Hall, T. Hawkins, W. Brewer, S. Homfray, and O. Morgan, Esquires, and J. Coles, Clerk, for having on the 4th day of November instant, at the borough of Newport, committed High Treason and Sedition against our sovereign Lady the Queen, her crown and dignity.  |
| T.B. 23 | 41   | <i>Benjamin Richards</i> (r. imp.) Committed Nov. 21st, 1839, by T. Hawkins, O. Morgan, Wm. Brewer, S. Homfray, and Geo. Hall, Esquires, and J. Coles, Clerk, for having on the 4th day of November instant, at the borough of Newport, committed High Treason and Sedition against our sovereign Lady the Queen, her crown and dignity.   |
| T.B. 24 | 44   | <i>Thomas Llewellyn</i> (r. & w. imp.) Committed Nov. 26th, 1839, by James Coles, Clerk, Thos. Hawkins, W. Brewer, Octavius Morgan, Thomas Fothergill, and Geo. Hall, Esquires, for having on the 4th day of November instant, at the borough of Newport, committed Treason and Sedition against our sovereign Lady the Queen, her crown and dignity.  |
| T.B. 25 | 20   | <i>Thomas Morgan</i> (n.) Committed Nov. 23rd, 1839, by Samuel Homfray, Esq., charged upon the oaths of Thomas Williams and others with having on the night of the 3rd of November instant, together with divers other persons armed with guns, spears, and other offensive weapons, entered the dwelling house of William Adams, of Ebber Vale, in this county, and did then and there with threats put the said Thomas Williams in bodily fear, and compelled him to join them in an unlawful combination and confederacy. |
| T.B. 26 | 44   | <i>Zephaniah Williams</i> (r. & w. w.) Committed Nov. 27th, 1839, by J. Coles, Clerk, Thomas Hawkins, W. Brewer, S. Homfray, O. Morgan, and G. Hall, Esquires, charged on the oaths of John Parsons and others with having on the 4th day of November instant, at the borough of Newport, committed High Treason and Sedition against our sovereign Lady the Queen, her crown and dignity.   |
| 27      | 21   | <i>Moses Horner</i> (n.) Committed Nov. 26th, 1839, by George Hall, Esquire, charged   |
| 28      | 18   | <i>William Horner</i> (n.) by the oaths of Mary Thomas and others with having on the 3rd   |
| 29      | 25   | <i>Thomas Davies</i> (n.) day of November instant, at the parish of Monythusloyne, stolen, taken, and carried away one shot belt, three pounds weight of shot, and one dagger, the property of William Thomas.   |
| T.B. 30 | 28   | <i>Thomas Edwards</i> (n.) Committed Nov. 28th, 1839, by James Coles, Clerk,   |
| T.B. 31 | 29   | <i>William John Llewellyn</i> (n.) O. Morgan, S. Homfray, and George Hall, Esquires,   |
| T.B. 32 | 28   | <i>Job Harris</i> (n.) for having on the 3rd day of November instant, at the   |
| T.B. 33 | 24   | <i>Joseph Coates</i> (r. & w. imp.) parish of Bedwelly, feloniously and burglariously broken and entered the dwelling house of John Walters, and did then and there violently and unlawfully assault the said John Walters.  |



## 2. Developing the Storytelling

### 2.1 Phase 1 Exhibition and Visitor Journey



## 2.1 Phase 1 Exhibition and Visitor Journey



Rooftop lantern



View of half-landing



View of entrance



View with back to courtrooms

### Developing the Storytelling

MonLife propose to develop the storytelling brief for the Monmouth Shire Hall, incorporating the museum, through a process that includes the staging of a temporary, Phase 1, exhibition. This exhibition will test which themes and storylines visitors prefer and also how they like to learn - whether by reading, multimedia, talking, touching or doing.

In this section we provide a description of a possible visitor journey for the purpose of discussion and to assist MonLife in their decision-making for the Phase 1 exhibition.

### Phase 1 Exhibition and Visitor Journey

Although the family have lived in Monmouth for three years, they have never been inside Shire Hall. Sioned's mother Shirley, who was born in Monmouth, has persuaded her daughter, son-in-law and two grandchildren to visit with her. She heard an interview on *BBC Wales* about a project to turn Shire Hall into a new heritage hub for Monmouth and how they were asking Monmouth residents to record their memories and donate memories. Intrigued, she drags them along.

Her daughter, Sioned, owns a gift shop on the high street and feels she needs to know a bit more about the town's history. Her husband, Mark is an IT engineer who works in Bristol, is just tagging along. Bethan, 10, has been to Shire Hall before on a school trip and is keen to show the family the cells and the courtroom, whilst Tom, 14, would rather be with his mates.

It's a Saturday and they make their way through the market to the front entrance, which is picked out with bright banners inviting people to step inside. They are greeted by a member of staff, who gives them a tear-off plan of the building and explains what there is to see. Glancing around, Sioned notices the shop over her shoulder and makes a mental note to look at their gift lines on the way out.

They climb the stairs towards a life-sized cardboard cut-out of a man in historic costume, who beckons them up the stairs. One of the criminals tried here, apparently.

At the top of the stairs, the criminal is there again, holding a sign telling the family about the history of Shire Hall and plans for its next chapter - to tell the story of Monmouth. A member of staff invites them into a large airy room and introduces them to the exhibition. All around the edge of the room are displays of beautiful objects from Monmouth's past. Sioned is particularly interested in the old photographs of Church Street because she can see what her shop looked like 100 years ago. Mark and Tom gravitate towards the displays about Rockfield Studios where you can select the records recorded there on a Jukebox. The surprise to all of them, apart from Shirley, is the story of Nelson. How on earth did those items end up in Monmouth?

The centre of the room looks like a research laboratory and is asking them to vote on all sorts of things. Which stories did they like best? Do they like stories of the great and the good, or ordinary Monmouth people? It's hard to decide.

Then there are two display panels side by side - one has a lot of interesting history on it, whilst the other has mostly photographs. Which do they prefer? Or do they prefer a film? There are two display cases side by side, one crammed with objects and the other with one object, telling more of a story. Which do they like best? Do they like touching things, exploring in drawers, trying things on? All sorts of questions and they have a lot of fun discussing the ideas and casting their votes.

Bethan can't wait to take them into the courtroom. When she came with her school and there were actors re-enacting the Chartist trial. This time there are no actors, but the court proceedings boom out all around them and, as they listen, they sit in the Judge's chair, perch where the jury sat and leaf through the court papers on the central desk. There are wigs and robes to try on and dip-pens for writing. They find out the fate of their criminal guide, who was sent down.

They descend down the claustrophobic staircase to the cells and find their cardboard criminal guide forlorn in a tiny cell. He'd only stolen some chickens. They learn from him about the conditions for prisoners and what's in store for him next. Before they leave, he tells the family to look around the corner and into a world that he knows nothing of. It's the second world war shelter. They discuss what it must have been like to be down here as a family, with a lot of other people, fearing for their lives.

They are glad to get out of the close atmosphere of the basement and climb the stairs to the ground floor, where the cut-out criminal signposts them into an exhibition space. The walls are covered in photographs from the last 100 years in Monmouth and the exhibition invites people to share their memories. Shirley finds a photograph of her primary school class in 1963 and is able to identify some of her classmates and record her memories of being part of the Queen's Jubilee fancy dress procession in a memory booth. The exhibition asks people to leave their contact details if they have memories, photographs and objects from their lives in Monmouth, which Shirley does, because she knows she has possessions from her teens in her loft, which she hasn't seen or used for years.

On their way out they take a peek into the Community Room where a group of youngsters are making their own museums from cardboard and placing objects in it that represent their lives. They make their way back to reception and buy some postcards of the historic photographs, a model of the first Rolls Royce car and a bottle of Monmouth Gin.





### 3. Concept Proposal

3.1 Concept Proposal

3.2 Key Spaces on Ground Floor and Display Planning

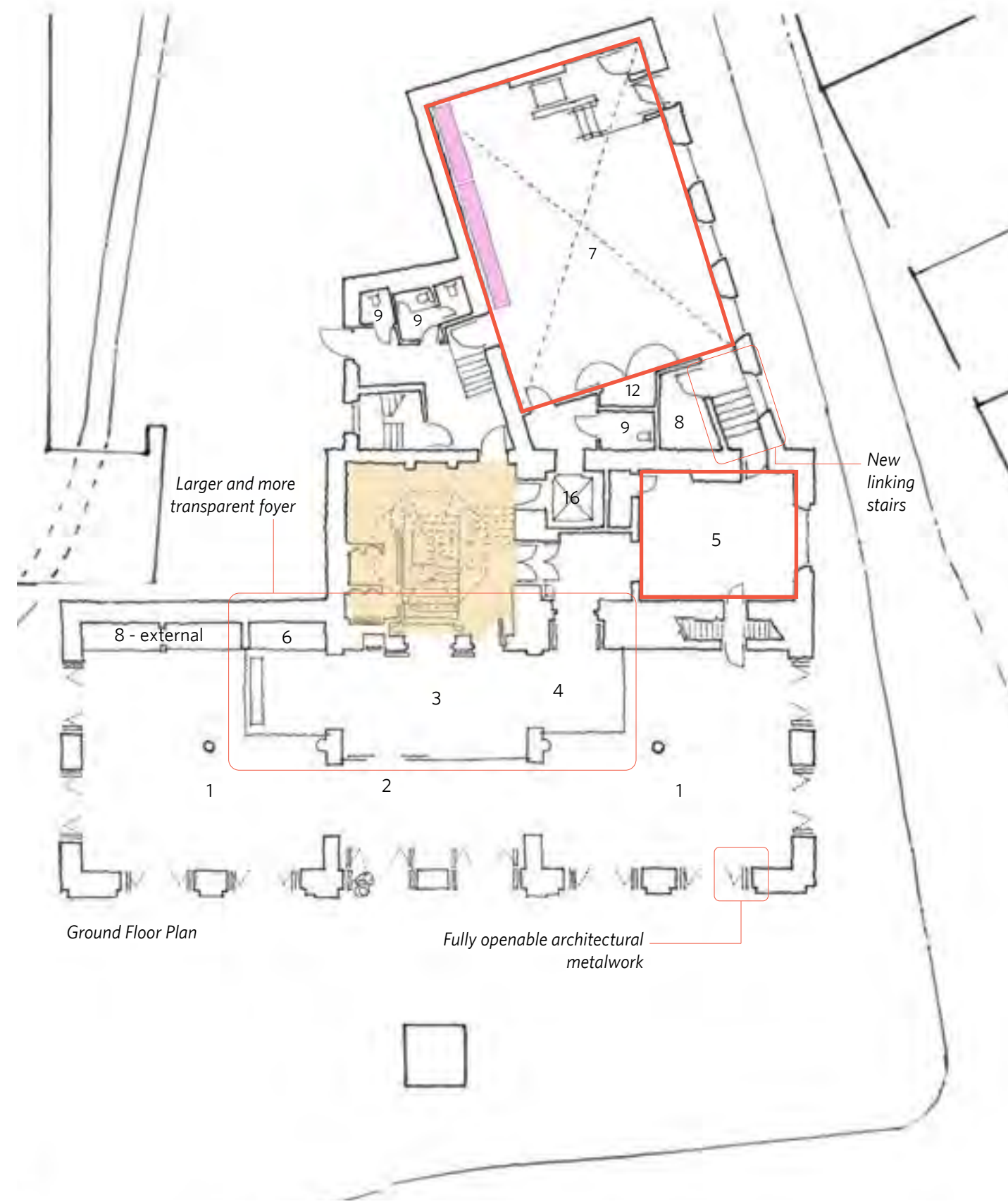
3.3 Signage and Wayfinding [Agincourt Square and Main Entrance]

3.4 Visitor Journeys and Displays

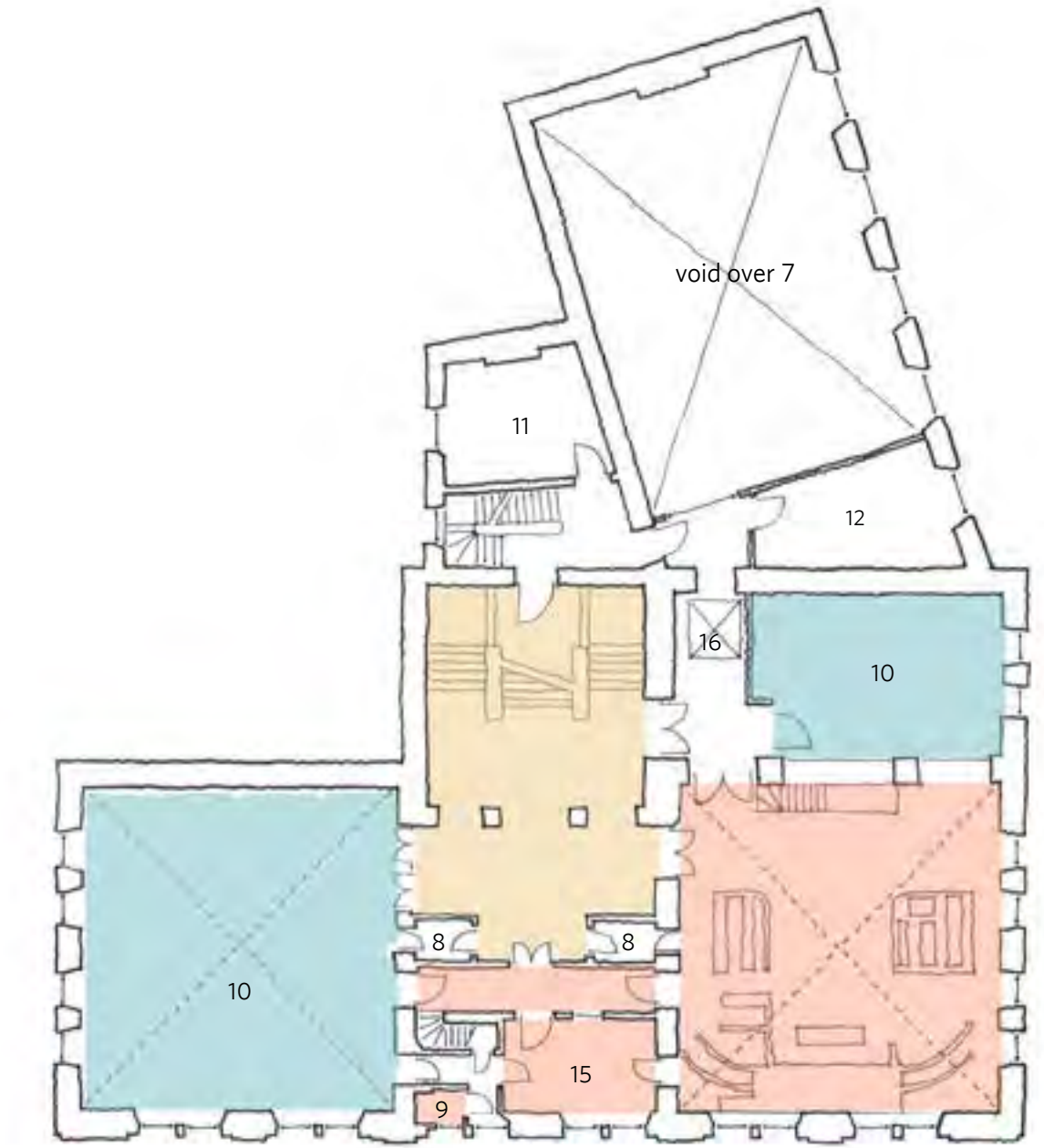
3.5 Other Options Considered

3.6 Proposed Amendments to Building Services Installations

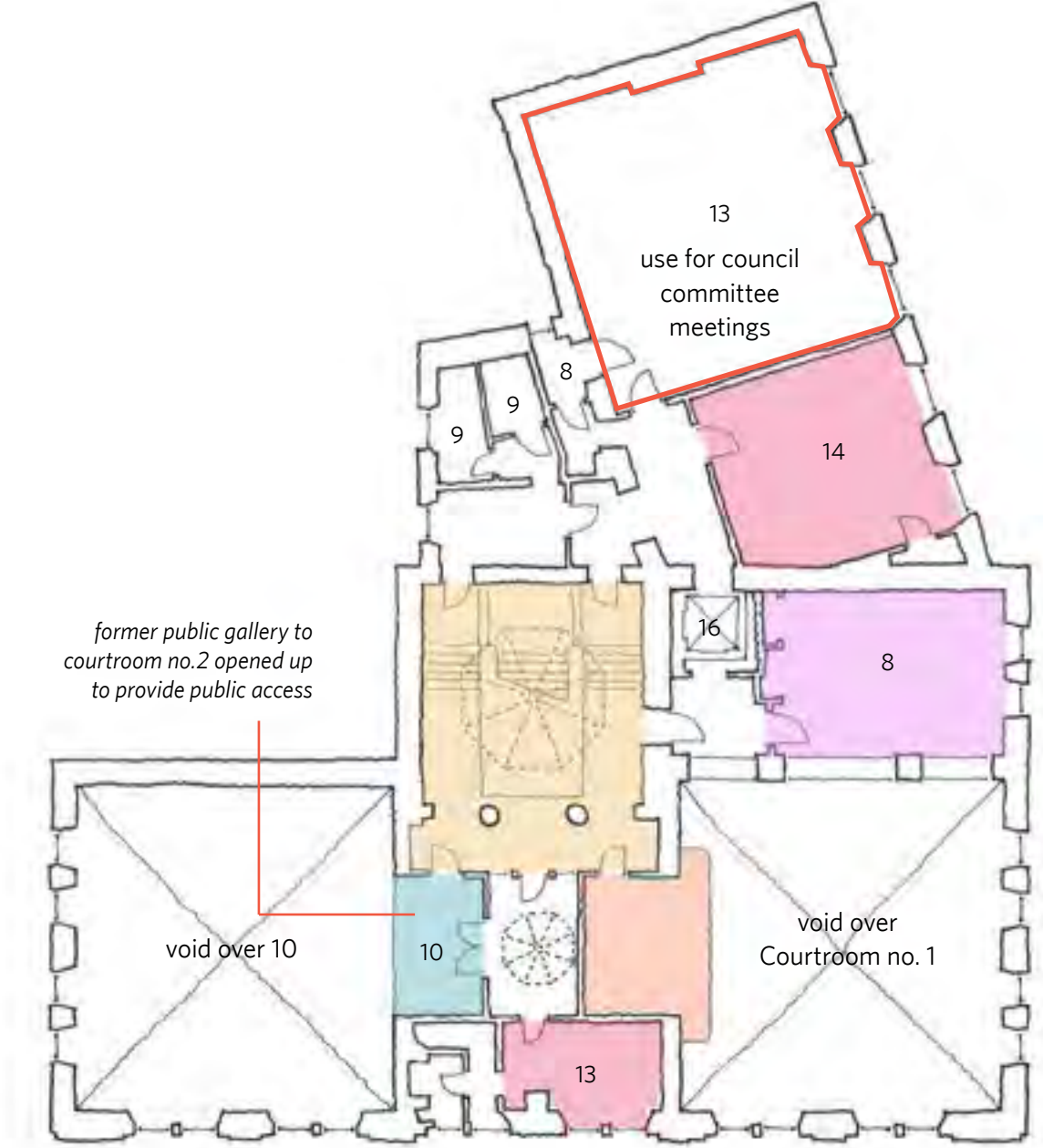




Ground Floor Plan



First Floor Plan



Second Floor Plan



Basement Floor Plan

- Key to Room Names
- 1 Loggia
  - 2 Main Entrance
  - 3 Foyer
  - 4 Shop
  - 5 Community Exhibition
  - 6 Refreshment Bar
  - 7 Learning Space [+Multi-Use]
  - 8 Store
  - 9 WC
  - 10 Display - Main Spaces
  - 11 Office
  - 12 Kitchen
  - 13 Council/Function Room
  - 14 Mayor's Parlour
  - 15 Robing [Judge] Room
  - 16 Lift
- Colour Key to Space Usage
- Display - Main Spaces
  - Display - Flow Spaces
  - Display - Courtroom no. 1
  - Collection Storage
  - Town Council Use [no use by others]
  - Bookable

**Overall Concept**  
 We propose changes to make the approach to the building more open, the entrance foyer larger and more transparent, and a clear transition to the main display area on the first floor. The scheme also creates a new, larger learning space for all ages, maintains three bookable spaces and creates a larger museum shop.

The following paragraphs explain the proposed alterations in the preferred Option 1b, the preferred option from the three layouts studied. The other options are described in a later section.

- Option 1b Proposal**  
 Option 1b proposes to:
- > make the loggia more welcoming and accessible with fully openable architectural metalwork;
  - > create a larger and more transparent foyer by extending existing space and replacing the current structure with a new, fully-glazed, screen;
  - > open up a new circulation flow into the Community Exhibition room, space for a larger shop and an AV booth;
  - > remodel the current Community Room as a new Learning Room with new linking stairs to the Community Exhibition;
  - > have the main displays at first floor, using the full room volumes and the circulations spaces, and open up the gallery to Courtroom No.2 to provide a new perspective.

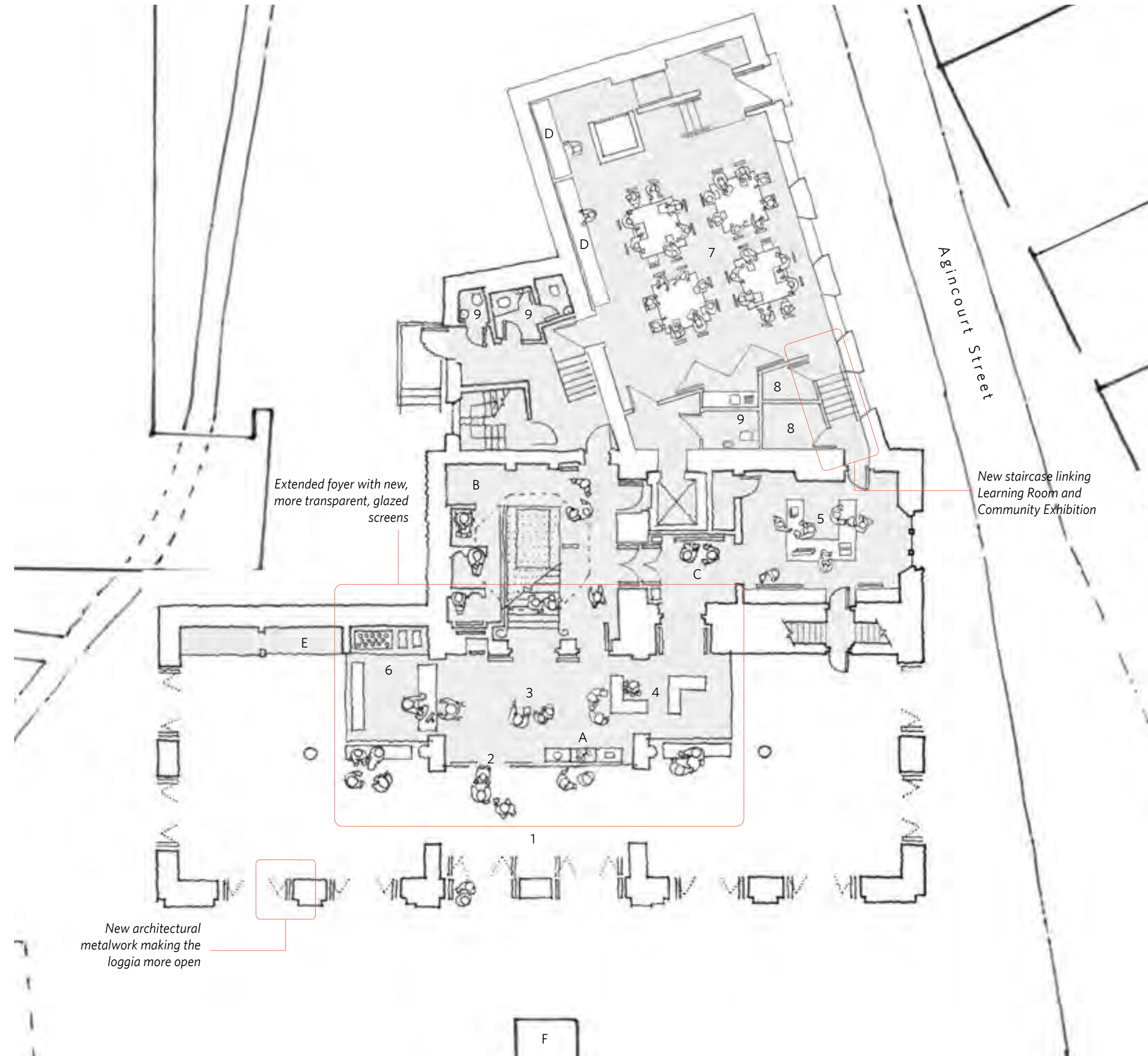
From the new foyer the visitor is invited up the elegant main staircase by the daylight from above and a carefully chosen object or panel at the top of the first flight of stairs.

While the whole building will be used as a resource for storytelling the main area for displays will be on the first floor. Courtroom no.1 and the cells for the accused [connected by the existing narrow stair] are the star attraction for telling the story of the Chartist trials. Courtroom no.2 and the former education room are the main spaces for museum displays ["Display - Main Spaces" in the key to the plans on this page] and circulation spaces provide further sites for objects and interpretation ["Display - Flow Spaces"].

Other changes on the ground floor include a proposed Community Exhibition and local events space in the former office and a new flexible Learning Space in the former Community Room. The Learning Space is large enough to meet Cloure Education standards (2015 [updated from 2004] handbook *Spaces for Learning*, see page 34) and include an open store for display for a wide variety of user groups. It will also benefit from the independent, accessible entrance on Agincourt Street.



## 3.2 Approach, Entrance and Transition to Main Displays



- Key:
- 1 Loggia
  - 2 Main Entrance
  - 3 Foyer
  - 4 Shop
  - 5 Community Exhibition
  - 6 Refreshment Bar
  - 7 Learning Space [+Multi-Use]
  - 8 Store
  - 9 WC
- A. Museum shop-window display  
 B. Video installation  
 C. Extension area for community exhibition  
 D. Collection Storage - cases and open display  
 E. Amended Storage for Market  
 F. Charles Rolls' statue



Shop Window, Royal Albert Memorial Museum, Exeter

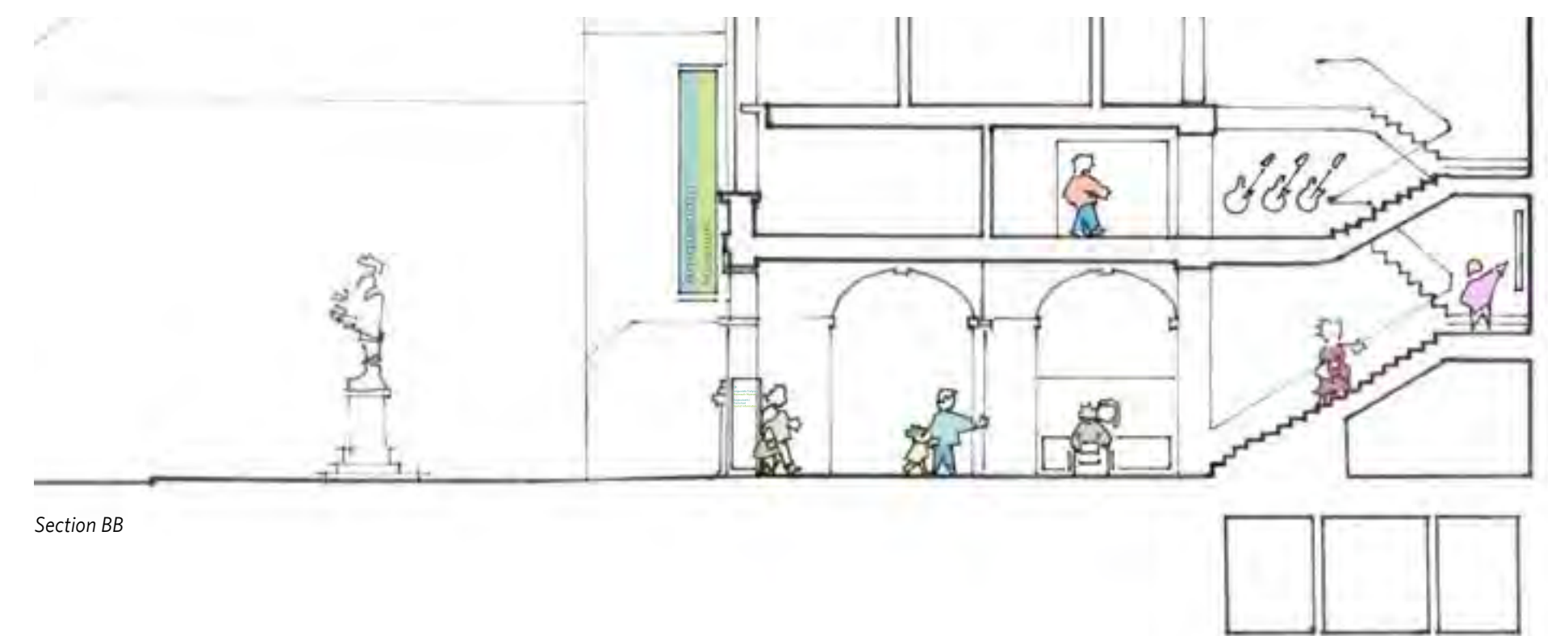


Sound sculpture giving a playful interpretation of the history of Stortorget town square as a location of vital wells, Kalmar, Sweden

Ground Floor Plan, approximately 1:150 @ A3



Main Entrance



Section BB

### Approach and Connection with Agincourt Square

New signage to the exterior will give the building a new visual identity and guide visitors towards the front entrance. There is a wider opportunity to take the museum out into the loggia and Agincourt Square with objects, interpretation and a playful interaction with the landscape. Examples installations such as the museum "shop window" for the *Royal Albert Memorial Museum, Exeter* and the playful sound-sculptures in Stortorget, Kalmar show how a cultural destination can increase its presence in the town context.

New architectural metalwork able to be fully opened between stone piers will make the loggia space more accessible. Replacing the current part glazed, part timber-clad with fully glazed screens, including the new extended area, will make the entrance foyer more visible from the Square and give opportunities to entice visitors with a display of museum objects [as at Exeter], views of the shop and the other activities within. Either side of the screens are benches to give an opportunity to visitors for rest or decision-making, a sheltered place to drink a coffee.

Imaginative lighting and light and sound projections within the loggia space could extend the visual and audible identity further and create an interstitial space for intrigue and story-telling out of daylight hours.

### Entrance and Foyer

Entering the new foyer through a new glazed door a visitor will see:

- > reception desk is placed to the left of the front door, freeing up the middle of the space for the route to the main staircase, and the right-hand side for the enlarged shop and route through to the Community Exhibition Space;
- > two of the three original archways remain open, the larger central one opening onto the main staircase up to the first floor and Main Displays, the smaller on the right leading to the Community Exhibition room;
- > behind the now closed left-hand archway is a space for an AV installation. This can provide an introduction, conclusion or extension of interpretation to the visit.

### Education/Learning Room

This new proposed use for the Community Room provides a space large enough to meet the Clore Education space standards. It already includes an independent front door, accessible WC, kitchenette and storage.

- > additional space is also available for further storage of MonLife collections. This is conceived as open storage, extending display and enabling collections to be used in learning exercises
- > new linking stair provided to the form Jury Room, now proposed as a community exhibition space. This increase possibilities for bookable spaces.

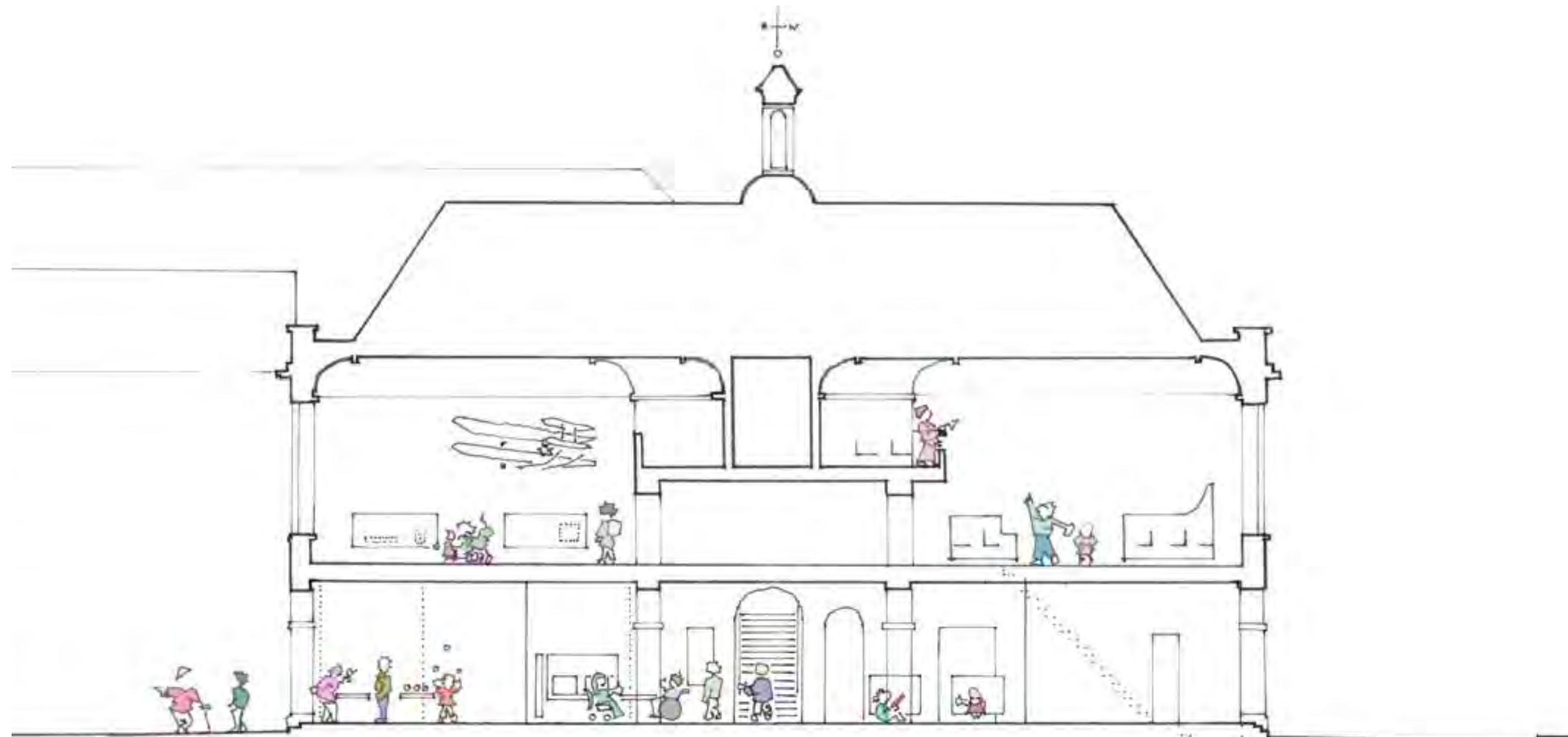
### Transition to Displays

Guiding visitors up the main staircase is an intriguing installation on the wall rising above the half-landing level at the end of the first flight. Natural daylight from the elegant lantern naturally draws the eye upwards and to this surface. Either an object, interpretative device such as a the costumed figure described in the Phase 1 Visitor Journey above, or a striking graphic can create a suitable invitation.

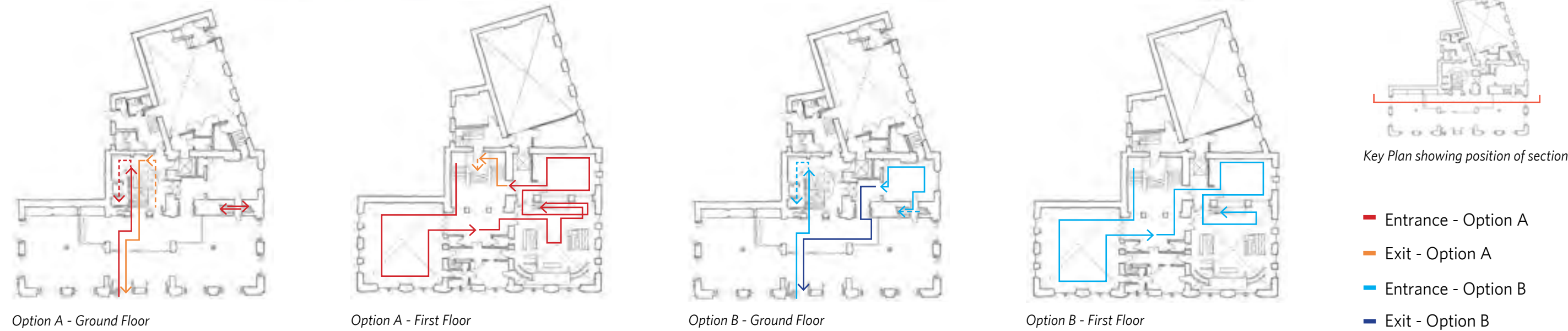
Although the Main Displays will be installed within the controlled conditions of Courtroom No.2 and the former first floor Education Room the main staircase and landings are opportunities for further display and interpretation. Projections, less-environmentally sensitive objects and interpretation can all add to these attractive and bright intermediate spaces.



### 3.3 Use of Volumes and Visitor Journey



Section AA



Option A - Ground Floor

Option A - First Floor

Option B - Ground Floor

Option B - First Floor

Plans Showing Options for Visitor Journeys Through the Building

Key Plan showing position of section

- Entrance - Option A
- Exit - Option A
- Entrance - Option B
- Exit - Option B



Sketch of Courtroom no.2 showing potential use of volume [subject to engineering + budget]

#### Visitor Journeys

At Workshops 2, 3 and 4 different options for visitor journeys through the building were discussed. Common to each of these is the general structure of Main Display spaces on the first floor, and the two options of most interest were the following:

- A "Around and back" in which visitors ascend to the first [and, if interested, the second] floor, view the Main Spaces and Flow Spaces and descend again using the main staircase. Within this tour visitors can go down to the prisoners' cells from Courtroom no.1 and return back up the narrow stairs to rejoin.
- B "Loop via Community Exhibition" in which visitors conclude their tour by returning from the cells only as far as the ground floor, from which they are then directed through the Community Exhibition space and thence back through the shop and front entrance.

Option A has the benefit of simplicity but it will tend to limit the possibilities for any extra attention being drawn to the shop and the Community Exhibition. Option B raises the possibility of a more orchestrated return sequence through the ground floor spaces but relies on visitors using the very steep and narrow stairs.

#### Displays

In advance of the Phase 1 audience engagement it is not possible to make firm propositions about the main displays. However, we can say the broad ambitions expressed by MonLife are as follows:

- > object-rich displays that tell both the Monmouth and Nelson stories;
- > use of landing and circulation spaces as well as the courtrooms and current first floor education rooms.

We also see potential in the sizeable volumes of these rooms. If there is a way - either through suspension, projection or use of wall space, or all three - to use these proportions it has the potential to add capacity and excitement to the displays. There is the potential for these to be artistic commissions in response to the collection.

Questions around these topics will rightly continue through Phases 1 and 2. It is appropriate that the answers are kept open until a firmer definition is put on the approach to storytelling and design of Main Displays.



### 3.5 Learning Space and Open Displays

#### Learning Space

Our proposals for the new learning space aim to meet the standards of a Clore Learning Space and go beyond to provide a flexible, well-resourced, accessible and serviced space capable of serving and inspiring learners of all ages. It is also proposed to equip the space with collections storage, some of which is open to view and has capacity for less significant objects to be handled and used in learning activities.

In the 2015 [updated from 2004] handbook *Spaces for Learning*, the National Lottery Heritage Fund, Clore-Duffield Foundation and others set out considerations and recommended processes for the design of learning spaces in museums, galleries and heritage sites. A link to this document is provided here: <https://www.cloreduffield.org.uk/userfiles/documents/SFL/Space-for-Learning.pdf>. Brief and design-development activities include involvement of audiences, making visits, thoughts about the ambience of the space, future-proofing and the opportunities for open display. All these elements are relevant in this case.

The former Community Room is an excellent starting point for the new space because it has the necessary overall area with an accessible entrance, WC, kitchenette and some elements of storage already available. The ambience of the space is not ideal because the ceiling is very tall and the lighting not well suited to the purpose, but this can be addressed. Our proposed changes are as follows:

- > create more practical lighting and suitable ambience with suspended fittings and, if necessary, acoustic panels, while at the same time balancing the needs of other potential uses. This will support a suitable environment for learners of all ages.
- > construct a new stair to link the Learning Space to the new Community Exhibition room. This will increase the configurations available for booking and create options for the use of both spaces.
- > construct storage for collections, open display.

#### Open Storage

Exciting possibilities open up for the provision of storage in this space. There are options for both hidden storage and pull out drawers under display cases which are storage but could be viewed; also options for 'open storage' on the walls that provide a visual display but are not curated displays. In our plans we include these thoughts and are showing wall-cabinets and a mobile object handling box than can be wheeled to all parts of the new space. Following a more detailed review, research and consultation more detailed proposals can be put forward.



Botanical Illustration class at the Garden Museum, the space was based on a typical Clore Learning Space

### 3.4 Signage and Wayfinding

#### Using the Building for Signage

Shire Hall is its own best sign, so prominent and so well-positioned it is within the town. What is needed is to communicate to townspeople and visitors the new identity, treasures within and activities to be provided when its new life begins. Our thoughts on the permanent condition and transitional Phases 1 and 2 are set out below.

#### Permanent Condition

Previous work has identified the potential for applying banners to the pilasters of the front elevation and we think this is a suitable proposal to help the Museum establish its presence in the Square. To this we could add the use of the flagpole and a modification to the existing fingerpost system to augment the identity when viewed from a distance. Many examples exist of sensitive banner designs for listed buildings and the consented proposals appears consistent with these.

Further consideration is necessary of how to guide visitors to the front entrance within the loggia and how to communicate the range of displays and activities available. We illustrate a slender totem adjacent the flanks of the central pilasters, both marking the entrance and providing a surface for identity and information. From this position the new glazed entrance area is clearly visible. Other museums have successfully used the idea of the "shop window" in which selected objects from the collection are displayed as an enticement to further attractions inside.

One additional possibility is the sensitive use of internal hangings to windows carrying graphics and information facing outwards. These would need to be carefully considered not to compromise the building character.

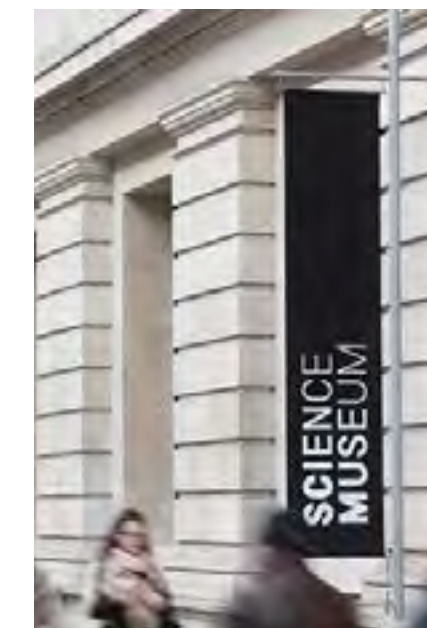
As with all work to Shire Hall detailed consultation will be required with MCC Heritage and Cadw.

#### Transitional Phase 1

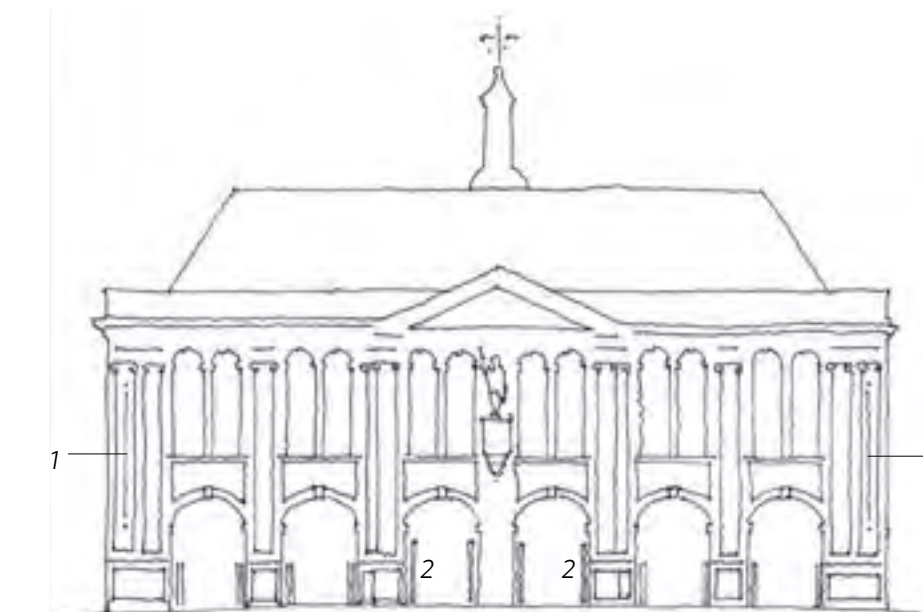
Temporary signage inviting visitors to participate in Phase 1 will be necessary, it would be right to conserve funds until detailed proposals for storytelling and content of the museum are worked through. Sandwich boards offer a low-cost option.



Front Entrance from Agincourt Square



Flags and Banners at London's Science Museum and the RA



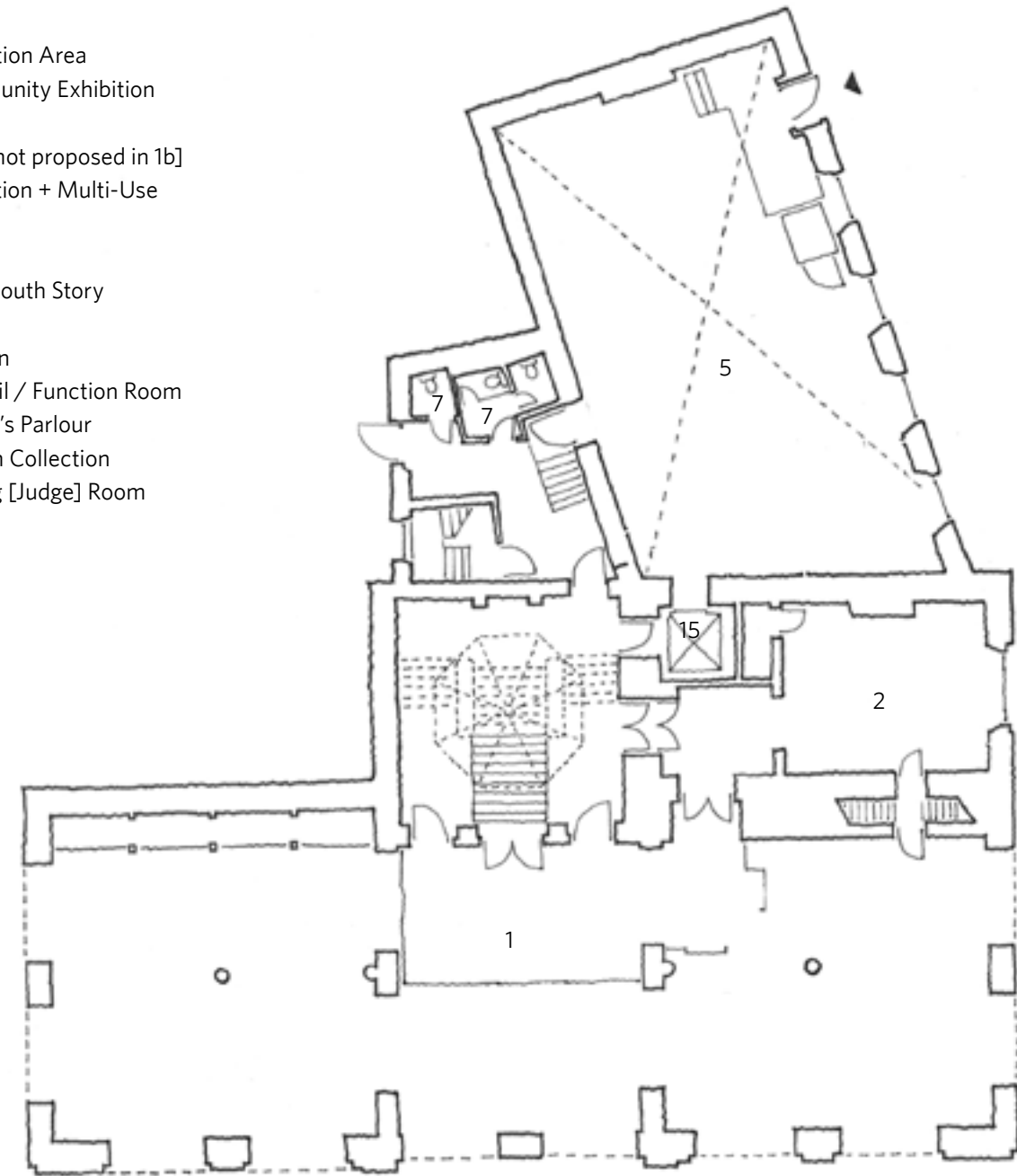
Sketch Elevation showing Signage Positions [1 - banner, 2 - totem]



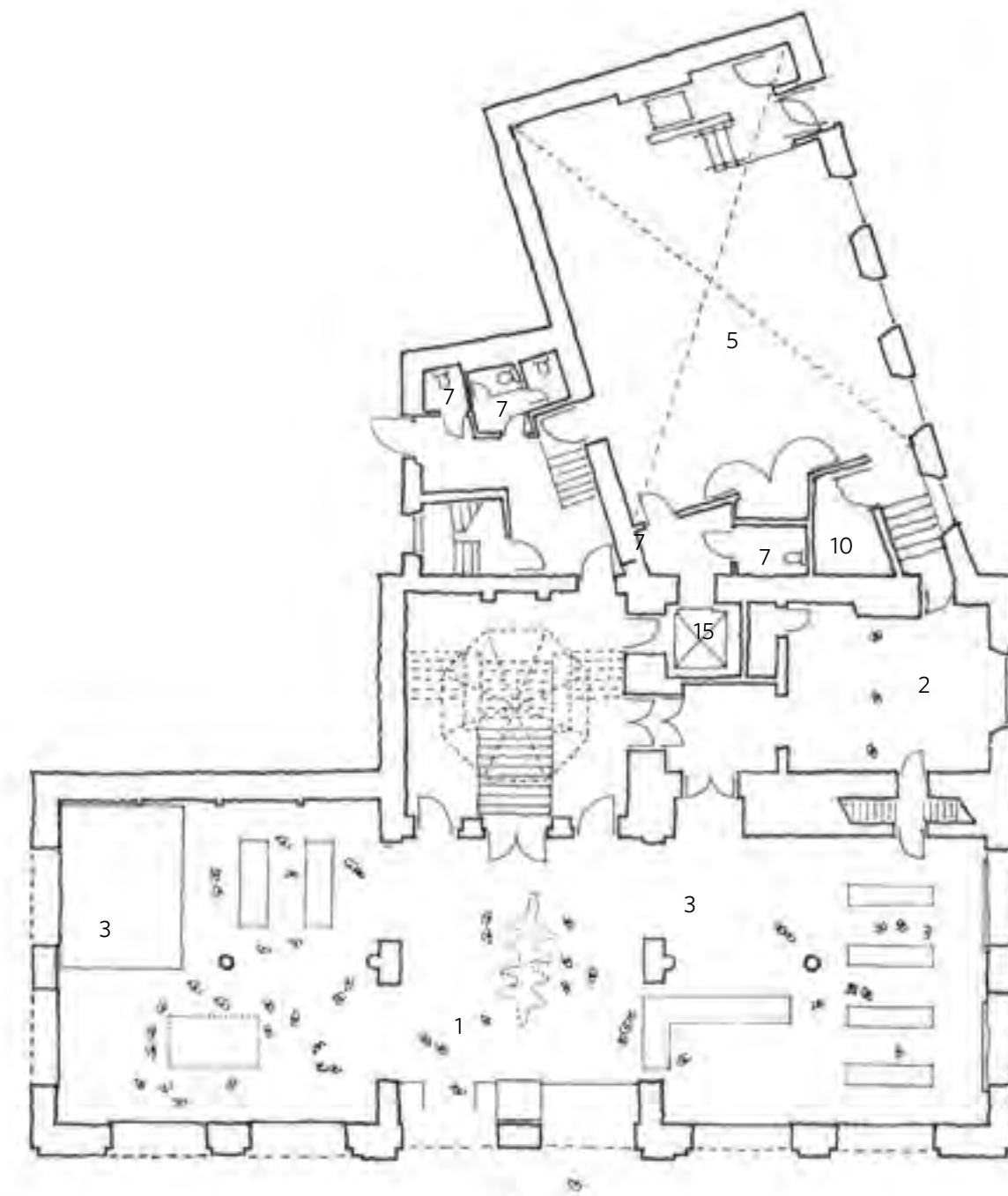
### 3.5 Other Options Considered

Key

- 1 Reception Area
- 2 Community Exhibition
- 3 Shop
- 4 Cafe [not proposed in 1b]
- 5 Education + Multi-Use
- 6 Store
- 7 WC
- 8 Monmouth Story
- 9 Office
- 10 Kitchen
- 11 Council / Function Room
- 12 Mayor's Parlour
- 13 Nelson Collection
- 14 Robing [Judge] Room
- 15 Lift



Ground Floor Plan - Option 2



Ground Floor Plan - Option 3

#### Other Options Considered

During the study two further options were illustrated and discussed:

- > Option 2 proposed a similar layout to Option 1b but moved the main entrance to the existing side entrance from Agincourt Street. This allowed the entrance area to accommodate a larger shop, and for the current main entrance to be re-planned as a visible “shop-window” display. In discussions it was viewed as a disadvantage that the side entrance did not address the main square, and there

were concerns the pavement access was constrained. For these reasons the option was not taken forward.

- > Option 3 proposed the complete glazing-in of the loggia. This would provide a greatly extended shop and reception area, even the potential for a viable café. While considered an interesting proposition, challenges were identified over conservation impact, capital expense and potential competition with existing

businesses. While not taken forward at this stage it was thought worth consulting with MCC Heritage and could remain under consideration as a longer-term future plan.

### 3.6 Proposed Amendments to Building Services Installations

#### Proposed Amendments to Building Services Installations

In this section we set out recommended amendments to the installations to serve the proposed new use of the building. The cost plan includes allowances for these changes, although it should be noted proposals and costing are subject to change following further investigations and design, including commissioning further detailed assessments to ensure compliance with the environmental standards set out in BS EN 16893:2018 “Conservation of Cultural Heritage – Specifications for location, construction and modification of buildings or rooms intended for the storage or use of heritage collections” and BS 4971:2017 “Conservation and care of archive and library collections”. This shall include proposals to achieve adequate control of temperature, humidity and lighting.

#### Space Heating

The heating system within Shire Hall is configured as a single heating zone. As a consequence, in order to maintain stable conditions within exhibition and artefact storage areas, the heating system would need to operate continually throughout the building. This would result in increased energy usage and associated operating costs and carbon emissions.

It is proposed to modify the existing LTHW heating circuits to facilitate zonal control of the heating installation. Modifications would be required to the existing control panel to accommodate the additional heating zones and variable speed pumping control. Two port motorised valves would be installed within the basement to control the ground floor heating zones, and additional valves installed within the primary services riser to control the first and second floor zones. The resultant system would allow independent time clock control of the following areas:

- > Ground Floor Entrance Foyer
- > Ground Floor Stairwell
- > Ground Floor Community Room/Rear Lobby
- > Ground Floor Community Exhibition
- > First Floor Exhibition Rooms, Nelson Collection & Stairwell
- > First Floor Kitchen & Office
- > Second Floor Robing Room, Galleries & Stairwell
- > Second Floor Mayer's Parlour and Council/Function Room

Further granular control could be achieved by time-clocking the trench heater fans in more sensitive areas served from a 24-hour heating branch. This would act to reduce the heat output during unoccupied hours, resulting in lower energy consumption.

#### Comfort Cooling

Currently comfort cooling is installed to serve the proposed second floor Store [currently the MonLife office]. It is proposed to retain this installation, subject to a detailed environmental assessment, to limit the maximum temperatures of any archive material within this area. It is not proposed to install additional comfort cooling within additional spaces at this stage, subject to the results of environmental monitoring within Shire Hall.

#### Ventilation

The majority of Shire Hall is currently naturally ventilated via a combination of openable perimeter windows and passive roof ventilators. 2 No. supply/extract ventilation units are installed within the attic space to provide mechanical ventilation to the first floor Kitchen/ Nelson Collection and the existing landlocked second floor Office/Store.

It is assumed the existing natural ventilation strategy shall predominantly be maintained moving forward. If required, it would be possible to supplement the existing natural roof ventilators serving the 2 No. Monmouth Story spaces with mechanical extract fans to better control ventilation volumes and facilitate night time sub cooling.

The ground floor Community Exhibition and Education/Multi-Use windows open directly onto Agincourt Street. Due to the close proximity of the road it is likely that vehicle pollution could affect the air quality within these spaces. The Community Exhibition window is accessible at street level and would therefore introduce a security risk when open.

Consideration should be given for installing supplementary mechanical ventilation heat recovery units to replace the existing natural ventilation provision within these spaces. These could be incorporated within the new staircase zone and intake/exhaust via the adjacent Loggia soffit. The supply air should be filtered to a PM2.5 level to remove the fine particulate matter. The addition of active carbon filtration would additionally remove volatile organic compounds odours, and other gaseous pollutants.

It is recommended room side attenuators are installed on the existing supply and extract connections serving the Kitchen and Nelson Collection to reduce fan noise. The attenuators should be installed within the Attic area adjacent to the AHU. CO2 and temperature/humidity sensors should be installed within the Nelson Collection and Kitchen to enable demand ventilation control.

The small air handling unit serving the existing second floor Office/Store is redundant and should be stripped out.

#### Daylighting

Shire Hall incorporates a large number of south and west facing single glazed windows. Daylight within exhibition spaces should be controlled to reduce direct damage through fading and to minimise heat gains.

The installation of blinds should be considered to provide shade from direct sunlight. Ultraviolet light is the most damaging part of the visible spectrum and can be excluded by installing special films over windows.

#### Artificial Lighting

The existing lighting installation within Shire Hall is modern LED type and is acceptable for non specialist usage. Lighting within exhibition areas should be replaced with a more flexible lighting track arrangement. This will allow the lighting to be easily adapted to suit the evolving exhibition usage moving forwards.





#### 4. Analysis and Business Planning

4.1 Business Planning

4.2 Cost Plan

4.3 Phased Delivery and Risk Analysis



## 4.1 Business Planning

### Analysis And Business Planning

This section of the report considers the financial and business implications of the development proposal, i.e.:

- > moving the Monmouth Museum to the Shire Hall;
- > capital works to accommodate this move;
- > an activity programme to engage people with the heritage of the town of Monmouth.

### Current Costs and Income

The budgeted income and costs for Monmouth Museum and the Shire Hall for 2021/22 are shown in *Table 1* on this page. This shows a £147,336 net subsidy is required to operate the two sites.

Disruption to visitor numbers and subsequent spending caused by Covid-19 means that 2020/21 income and 2021/22 budgeted income were not 'normal'; for example, income in 2020/20 was almost zero and projected income for 2021/22 is significantly lower than in recent years. Looking at direct income and expenditure before the Covid-19 pandemic gives some idea of what a bounced-back position might look like. Pre-Covid, Shire Hall had income in the region of £70,000 per year and running costs of £145,000, requiring a subsidy from the Council in the region of between £68,000 and £118,000. Income fell by approximately 30% between 2017 and 2019 chiefly due to a fall in hires and associated catering.

Income at Monmouth Museum is lower as it relies on retail sales and donations. Monmouth Museum currently requires an annual subsidy from the Council of c£60,000.

Overall, the cost to the Council of providing the Museum and Shire Hall is in the region of £140,000 per annum, this fell by £42,000 between 2017 and 2019. Combined income across both sites was in excess of £82,000 with costs approximately £220,000.

Analysis of the existing income at Shire Hall shows that most of the income comes from activities that are not related to people visiting the heritage building – so from rent (paid by Monmouth Town Council) and for hires and associated catering. Retail income is currently restricted by lack of display space and limited lines, in particular products that are relevant to the story of Monmouth and to Shire Hall.

More detailed analysis of income from hires shows that:

- > Some hire prices have been reduced from the 'rate card' as discounts were offered to community groups. This reduced the potential income from the current level of bookings by some £7,500 of hire income per year
- > Hires to community groups in the evenings, most of which are paying reduced prices, did not cover the cost of additional staffing required to open and close the building.
- > Whilst it is unlikely that hire income from community groups can be increased significantly, as they would simply move to cheaper venues if prices were increased, it might be possible to make a small increase to the price of out of hours hires to ensure that costs are met, or to encourage these groups to move elsewhere in order to avoid unnecessary cost to MonLife.

There are constraints to operating the building as a hire venue, including:

- > multiple uses of the building can make Shire Hall a less attractive venue for some for some events (including weddings);
- > parking in the nearby Glendower Car Park is short stay, which is not long enough for people attending half day or longer meetings
- > the impact of moving the Museum to Shire Hall.

Planning for this work has taken place during a time when museums and other sites are closed because of Covid-19 restrictions. At the time of writing, the route out of the crisis remains uncertain, but it has been necessary to make some assumptions in order to plan for delivery. For the purposes of this study, we have assumed that there will be recovery from Covid-19, and that the re-opening of the economy will take place as planned at the time of writing. There are likely to be some long-term impacts in the way people consume heritage but as yet, these are not known.

	Shire Hall	Monmouth Museum	Total
Income	£30,100	£ 0	£ 30,100
Expenditure			
Staffing	£74,791	£33,565	£108,356
Premises	£58,000	£ 1,380	£ 59,380
Supplies & Services	£ 9,700	£ 0	£ 9,700
Total Expenditure	£142,491	£34,945	£177,436
<b>Net subsidy</b>	<b>-£112,391</b>	<b>-£34,945</b>	<b>-£147,336</b>

Table 1: Shire Hall and Monmouth Museum Budget 2021/22

Year	Income	Costs	Out turn
2017	£101,766	£219,730	-£117,964
2018	£94,628	£162,359	-£67,731
2019	£70,501	£144,570	-£74,069

Table 2: Shire Hall Direct Income & Expenditure Summary

Year	Income	Costs	Out turn
2017	£11,642	£73,007	-£61,365
2018	£9,579	£69,947	-£60,368
2019	£12,078	£75,032	-£62,954

Table 3: Monmouth Museum Direct Income and Expenditure Summary

Year	Income	Costs	Out turn
2017	113,408	292,737	-179,329
2018	104,207	232,306	-128,099
2019	82,579	219,602	-137,023

Table 4 Combined Income and Expenditure Summary

Source	£s
Rent	£34,000
Room hires	£22,000
Catering	£14,000
Retail	£ 6,500
Donations	£ 1,200
TOTAL	£77,700

Table 5: Shire Hall Income Analysis

Phase	Description	Indicative Timing
Phase 1	Temporary displays installed in Shire Hall	Oct 2021
	Programme of audience engagement and co-curation to design new museum displays	Oct-2021-Mar 2022 (or Sep 2022)
Phase 2	Development planning and fundraising	Apr 2022-Mar 2023
Phase 3	Capital works and new galleries	Apr 2023-Sep 2023
Phase 4	Re-open and full engagement programme	Oct 2023 onwards

Table 6: Development Programme

It is possible to speculate that:

- > international travel is likely to be depressed for some time;
- > domestic tourism is likely to increase at least during the next few years, as international travel is restricted;
- > some people will be reluctant to visit enclosed, indoor, small spaces in the future;
- > some people might continue to consume heritage on-line as they have done during the pandemic;
- > people might be reluctant to touch interactive exhibits;
- > temporary exhibitions might not attract large numbers and might need longer to accommodate demand in a more socially-distanced way;
- > the prices of domestic holiday accommodation have increased significantly (in response to increased demand) and it is possible that this will leave visitors with less to spend on visits, retail, catering and other treats during their trips.

However, it is not possible to make accurate projections for income and expenditure for the proposed development and beyond, at this stage. It is recommended that this is done as a better understanding is gained of museum and attraction visiting and spending post Covid-19.

### Timetable

The assumption has been made that Monmouth Museum will not re-open in the Market Hall and that phase 1 displays will be made available to the public in Shire Hall from Autumn 2021. Relevant objects will be moved to Shire Hall and will be made available to the public from the Autumn 2021. There will then be 2 development phases, as shown in *Table 6*.

### Financial Implications

It is unlikely that the proposed changes will have a positive impact on income, however, the following is likely:

- > increase in retail sales and profitability as a result of increased display space and improved buying, stock selection, etc. following the recent retail study;
- > new income from new charged-for activities, for example regular guided tours of the building (for pre-booked groups and on set days/times during busy periods).

## 4.1 Business Planning

Understanding the financial implications of the proposals, we estimate that growth in income will be approximately as follows:

- > retail is under-performing and retail income should increase by 50% as result of improvements to stock and display to be implemented in Phase 1 (as a result of this study and the retail concurrent retail study), though it is likely to reduce in 2023/24 as a result of the impact of the capital works
- > retail income will increase again in Phase 4 following completion of the entrance extension
- > hires income could reasonably increase by 10% per year, though disruption during the capital works will slow growth and reduce income, and this would level off as market penetration peaks and capacity is reached
- > new income from guided tours could be in the region of:
  - £500 in Phase 1 (pilot tours and testing as part of the engagement and co-curation work)
  - £1,500 in Phase 2/3 (growth as the tours are promoted to visitors during the summer and community groups out of season)
  - £2,000 in Phase 4 as the museum re-opens fully in its new home

Staff from Monmouth Museum will re-locate to Shire Hall. As the aspiration is to open the museum for six days a week, it is unlikely that any savings will be made in employment costs.

Indicative costs for audience engagement and co-curation during Phase 1 and for a full programme of audience engagement activities are set out in the audience section of this report. A full list of potential activities is proposed on the understanding that not all will be feasible because of availability of resources and capacity. Costs and any income from activities should be included in operational budgets for Shire Hall in the future.

Given this it is unlikely that the development will result in a reduction in the annual subsidy required from MonLife between 2021 and 2023.

The costs of the proposed storage strategy are not included. It will be important to minimise storage costs during movement of the Monmouth Museum objects and implementation of the new storage strategy. For this reason, it would be helpful if storage for Monmouth Museum items not on display can be retained in the Market Hall until new space is provided elsewhere. There might be a small premises cost increase during this time as a result.



## 4.1 Business Planning

### Business Case

It will be important to build a compelling business case for the development in order to secure:

- > support from the community
- > support from the County Council
- > support from external funders

An outline business case, using the Green Book guidance structure is set out here, as follows:

- > Strategic Case - Is the proposal needed?
- > Economic Case - Is it value for money?
- > Commercial Case - Is it viable?
- > Financial Case - Is it affordable?
- > Management Case - Is it achievable?

### Strategic Case

The development will increase engagement with heritage, including from disadvantaged groups. It will also increase the number of visitors to Monmouth and spending by visitors. By doing this, the proposal will help to deliver the following:

Well-being of Future Generations Act Objectives:

- > A Wales of vibrant culture
- > A Wales of cohesive communities
- > A more equal Wales
- > A healthier Wales
- > A resilient Wales
- > A more prosperous Wales

MonLife Corporate Plan Objectives:

- > provide children and young people with the best possible start in life;
- > thriving and well-connected county;
- > maximise the natural and built environment for the benefit of current and future generations;
- > lifelong well-being .

MonLife Overarching Goals

- > build a future-focussed, resilient business model
- > engage a wide range of audiences
- > ensure staff, volunteers and the wider community are able to co-produce the future of MonLife heritage, generating a sense of pride and well-being

### Economic Case

We believe that a significant proportion of the development costs can be met through external fundraising, representing investment by national funders in Monmouthshire.

The proposal will increase income leading to a reduction in the annual subsidy required by heritage sites in Monmouth from MonLife.

The proposal will make positive impacts to the following public policy areas. Work is needed to quantify the actual impacts and the likely savings to the public purse as a result on reduced health and social care costs that would result, in particular from the well-being outcomes.

- > Economic impact - more visitors will be attracted to the town and their spending will safeguard existing jobs as well as creating new jobs.
- > Well-being - increased community engagement in co-curation and engagement activities will increase local pride.
- > Volunteering will improve well-being, especially for older and isolated people
- > Young people will be inspired by their local heritage and will be given opportunities to explore the heritage sector through placements, school visits, etc.

### Commercial Case

The comments relating to financial implications of the proposals suggest a relatively modest impact on the annual MonLife subsidy, continuing the progress made in recent years. Actual projections should be supported by a business plan for the proposal that includes sensitivity tests to reflect the possible impacts of risks to the project. MonLife would need to demonstrate that there is a market for the services it would need to commission in order to develop the proposal in order to demonstrate best value.

### Financial Case

MonLife has a track record of attracting funding for cultural projects from national funders. Grant funding for the proposals could be sought from:

- > MALD Grants (Welsh Government;)
- > UK Government Levelling Up and Shared Prosperity Funds
- > National Lottery Heritage Fund
- > Other foundations and grant giving bodies (as an increasing number of these will now fund public sector organisations)

### Management Case

MonLife, and previously Monmouthshire County Council has a track record of successfully delivering projects of a similar scale and complexity, for example:

- > Market Hall and Library, Abergavenny
- > Overlooking the Wye - improvements at countryside visitor sites (NLHF)
- > Caldicot Regeneration Project
- > Monmouth Leisure Centre Refurbishment

### Economic Impact Assessment: Summary of Approach

To estimate the economic impacts of visitors to the two sites we have used the methodology provided by the Association of Independent Museums (AIM).

There are a number of challenges in making reliable estimated of the economic impact of Monmouth Museum and Shire Hall at present and in the future. These relate to reliability of data on visitors.

Visitor numbers for both sites are based on counters, which are not 100% reliable, as they count all movements past the point where the sensors are located. However, it is estimated that visit numbers for the last full year of operation were 14,563 for Monmouth Museum and 64,840 for Shire Hall.

To estimate economic impacts, it is necessary to establish the proportion of visits that are made by local people, day visitors to the area and tourists staying the area. There is no reliable data for this visitor profile for either site, so we have used estimates based on other available data.

Anecdotal evidence from staff working at Shire Hall shows that 80%-90% of visits are for room hire, most visits to the courtroom are by local residents and the TIC attracts both local residents and day visitors. Based on the consultants' experience of museums around the country it is likely that a high proportion of visits to Monmouth Museum are from local residents.

The Monmouthshire Visitor Survey (2019) does not record local visits and suggests that 90% of (non-local) visits in the County are day visits and 10% are staying visits. Of the 90% of day visits, 59% were from within Wales and 40% from within then UK.

The 2019 STEAM tourism impacts report for Monmouthshire suggested that 76% of visits were day visits and 25% were staying visits. The difference in the profile is probably the result of the different nature of sampling points.

## 4.1 Business Planning

### Existing/Historic Impact

For the purposes of estimating the economic impact of the two sites to date (i.e. when they were operating as a museum and a combined heritage site/meetings venue, we have estimated the visitor profile to be as shown in *Table 7*, using a combination of anecdotal information, information from the surveys and the consultants' professional experience.

### Assumptions

- > 85% of visits to Shire Hall were for hires, functions, etc.
- > 75% of non-hire visits to Shire Hall were by local residents
- > 20% of non-hire visits to Shire Hall were by day visitors
- > 5% of non-hire visits to Shire Hall were by tourists
- > 40% of visits to Monmouth Museum were day visits
- > 85% of non-local visits to Monmouth Museum were by day visitors
- > 15% of non-local visits to Monmouth Museum were by tourist visitors

It is possible to estimate the direct economic impact by applying estimated visitor spending to the profile in *Table 7*. AIM provides an estimate of spending by local people, day visitors and tourist visitors in relation to heritage visits for each local authority in the UK, for 2019. Applying these AIM rates to the profile in *Table 7* gives the estimated values shown in *Table 8*.

### Assumptions:

- > Spend per head for visits by local residents £16.53 (AIM)
- > People attending Shire Hall for hires are classed as local residents
- > Spend per head for day visitors £33.05 (AIM)
- > Spend per head for tourist visitors £56.79 (AIM)

From this it is possible to estimate the combined direct economic impact of then two historic sites in 2019 as £1,373,853. Insufficient information has been obtained on supply chains to make a reliable estimate of secondary and induced impact, but tourism multipliers are generally of a magnitude of x1.5, so it would be reasonable to estimate the overall economic impact for the sites in 2019 to be in the region of £2 million. The sites also support 2 full time and 6 part time jobs.

### Future Economic Impacts

Without reliable estimates for future visit numbers, it is not possible to project future economic impacts. It is, however, possible to make some assumptions about the impacts of the proposed developments on economic impact, as follows:

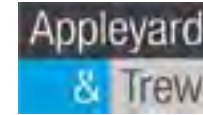
- > It could be argued that by combining the two sites, total visit numbers will fall. We have not been able to identify any comparator information to support this. However, Petersfield museum in Hampshire has recently consolidated onto one site and, following market research, is budgeting for an increase in visit numbers as a result of providing a better visitor experience supported by improved audience development activity
- > Providing a more coherent and better visitor experience and improving marketing should lead to an increase in all categories of visit, but especially day and tourist visits, which have a proportionally greater effect on economic impacts because of their higher daily spend
- > A more detailed estimate of economic impact should be undertaken once a reliable projection has been made for visit numbers. This could usefully include a more detailed estimate of secondary and induced expenditure resulting from the museum operation.

## 4.2 Cost Plan

At this stage of the briefing and design process it is right to say cost plans show a preliminary indication. Further detail and cost certainty will be available with further work. However, our team have tabulated the works associated with the alterations to the building and services, and allocated an allowance for spend on displays, and the results are presented in the cost plan on this page.

The cost plan for Option 3 is provided in the Appendix.

### SHIRE HALL, MONMOUTH - OPTION 1B - ORDER OF COST ESTIMATE



#### SUMMARY OF COSTS - 28 April 2021

The costs for the works have been calculated under three heads as follows

- the works in the Main Building to alter and upgrade it for museum usage
- the works in the Loggia to fully replace and extend the Entrance Area/Shop, to provide an AV installation in the Stair Hall and to make improvements to the unenclosed area of the Loggia
- the Museum fit out, displays and interpretation

Detailed costs for each section are given in the following sheets. In summary the costs are:-

Building Works		
Main Building	586,000	
Loggia/Entrance Improvements	469,000	
	Sub-Total Works Cost	1,055,000
Professional Fees	18%	190,000
	<b>Total Cost (excluding VAT)</b>	<b>1,245,000</b>

Museum Fit Out Costs (Excludes Council/Function Room)		
Works Cost	980,000	
	<b>Total Project Cost (excluding VAT)</b>	<b>2,225,000</b>

VAT	20%	445,000
	<b>Total Project Cost</b>	<b>2,670,000</b>

#### Notes

##### Building Works

All costs are based at 2nd Quarter 2021 and will need to be adjusted for inflation once a proposed start date is determined. Current inflation forecast for building works going forward from 2Q21 is somewhere in the region of 3-5% per annum. This can however be subject to very rapid change over a short period so needs to be monitored regularly

Costs are also assumed to be based on being obtained at competitive tender and 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.

It is assumed the works will be carried out in one phase and that there will be no onerous restrictions on working conditions

Costs do not include the provision of loose furniture and fittings, computer & telephone equipment or the like

Costs do not include for any dilapidations or remedial work to the existing building shell - mainly roofs, floors, external walls, windows & external doors - these are all assumed to be well maintained and in good condition.

No Costs internal to the Clients organisation are included here. This includes any staff costs, temporary accommodation, removal costs, storage costs or the like

No costs are included for any legal fees of whatever sort arising from the proposals. This includes any fees arising from bespoke contract conditions or disputes arising from the carrying out of the works.

No allowance has been made for any potential tax fluctuations

No allowance has been made for and further shutdowns or the like arising from the Covid 19 pandemic

##### Museum Fit Out

Costs are currently "Order of Magnitude" based on approximate rates obtained from other projects. These will be refined in due course.

##### Inflation Projection

The current RICS forecast for Tender Price Inflation going forward from 2nd Quarter 2021 is as follows:

- 2Q2021 to 2Q2022 - 3.4% increase
- 2Q2022 to 2Q2023 - 4.1% increase
- 2Q2023 to 2Q2024 - 4.2% increase
- 2Q2024 to 2Q2025 - 3.8% increase

It should be noted that these figures are updated monthly and can change rapidly with market sentiment.

Tender prices are not linked to inflation in the general economy, which tends to be more stable, so should be reviewed from time to time as they have been in excess of 10% per annum at times within the last 5 years when demand has exceeded supply.

Based on the current trends in materials costs we are expecting the figure of 3.4% for 2Q2021 to 2Q2022 to increase somewhat over the next few months.

## 4.3 Phased Delivery and Risk Analysis

### Phased Delivery + Risk Analysis

At this stage of project planning the risks can be viewed and mitigation planned for the short-term [up to the conclusion of the Phase 1 exhibition, including the recording of audience feedback] and longer-term [looking forward to the conclusion of the permanent scheme]. The table on the left page sets out our proposition for risks and potential actions for mitigation.

Risks up to conclusion of Phase 1		
	Risk	Mitigation
1	Collections storage recommendations not deliverable or affordable	Carry out detailed investigations, feasibility study and costings for Chepstow Leisure Centre
2	External funding not achieved	Plan ahead for the funding targeted and understand and carry out the necessary steps to satisfy funding criteria.
3	Objections to proposals from MCC Heritage / Cadw	Consult on final version of feasibility study, seek discussion and written feedback
4	Phase 1 inconclusive for the purposes of audience engagement and feedback on storytelling	Consider and plan carefully the purpose of Phase 1 and the feedback required
Risks beyond the conclusion of Phase 1		
	Risk	Mitigation
5	Funding application not successful	Consider "Plan B" for the project and funding, matching proposals and potential funding at a lower level
6	Visitor numbers below projection	Make realistic projections, plan marketing in advance
7	Attraction not financially sustainable	Carry out detailed financial planning as part of funding applications

Table of Risks and Mitigation



## **Appendices**

Outline Specification for M&E Items

Cost Plans [two options]



Building Services  
Environmental Engineering  
Building Acoustics  
Lighting Design

64a Offley Road  
London  
SW9 0LS

020 7183 5235  
info@orconsult.co.uk  
orconsult.co.uk



Building Services  
Environmental Engineering  
Building Acoustics  
Lighting Design

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London  
SW9 0LS

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## 1. BUILDING SERVICES ENGINEERING STRATEGY

### 1.1. R.10A RAINWATER PIPEWORK AND GUTTERS

- A. Not applicable. The existing rainwater installation appears in good condition and no works are proposed to the existing installation.

### 1.2. R.11A FOUL DRAINAGE

- A. Allowance shall be made for isolating and stripping out the existing above ground installation serving the Kitchenettes on the first/second floors to accommodate the Nelson Collection / Store usage.

#### 1.2.1.OPTION 3 ONLY

- B. Allowance shall be made for a new above ground foul drainage installation to serve the new entrance foyer café. It is assumed the new below ground drainage connection installation (By Others) shall connect into the existing foul drainage installation within Agincourt Square.

### 1.3. S.10A DOMESTIC COLD WATER / S.11 DOMESTIC HOT WATER

- A. Allowance shall be made for isolating and stripping out the existing domestic water installation serving the Kitchenettes on the first/second floors to accommodate the Nelson Collection / Store usage.
- B. Allowance shall be made for the installation of TMV3 valves on all existing publicly accessible WHBs and kitchenette sink outlets to minimise the risk of scolding.

#### 1.3.1.OPTION 3 ONLY

- A. Allowance shall be made for a new domestic mains water connection to serve the new entrance foyer café. The mains water pipework shall be extended from the existing basement supply and distributed within the new foyer floor build-up.
- B. Allowance shall be made for a new electric point of use water heater to serve the café sink/wash hand basin.

### 1.4. S32 GAS

- A. Not applicable. No works to the existing basement gas installation are proposed.

### 1.5. S.65 FIRE HYDRANTS

- A. Not applicable. It is assumed the existing fire hydrants distances are compliant

### 1.6. S.70 SPRINKLER SYSTEMS

- A. Not applicable. Assume no sprinkler system required.

### 1.7. T.10 SPACE HEATING

- A. Allowance shall be made for refurbish the existing trench heaters installed throughout Shire Hall. The majority of the existing fans have failed or are not operating correctly. The existing grilles are of lightweight aluminium construction and have been damaged through usage. It is recommended the existing grilles are replaced with cast iron conservation type.
- B. Allowance shall be made for modifying the existing LTHW heating circuit to facilitate zone control of the heating installation. Allowance shall be made for modifying the

existing MCC panel to accommodate the additional heating zone control valves, time clocks and variable speed pumping control. To port control valves shall be installed within the basement to control the ground floor zones, and within the services riser to control the first and second floor zones. Allowance shall be made for the replacement of the heating circulation pump and the installation of 4 No. differential pressure sensors to facilitate the variable speed control. The modified heating system shall allow independent time clock control of the following areas:

- Ground Floor Entrance Foyer
- Ground Floor Stairwell
- Ground Floor Community Room/Rear Lobby
- Ground Floor Temporary Exhibition
- First Floor Court Rooms, Nelson Collection & Stairwell
- First Floor Kitchen & Office
- Second Floor Robing Room, Galleries & Stairwell
- Second Floor Mayer's Parlour and Council/Function Room

#### 1.7.1.OPTION 1 B

- A. Allowance shall be made for the replacement of the existing heating pipework serving the Entrance Foyer. The heating pipework rises from the basement, entering the staircase lobby and distributing below the paving slabs to serve Foyer perimeter trench heaters. Allowance shall be made for the installation of additional trench heaters and associated circuits to serve the extended Foyer area.

#### 1.7.2.OPTION 3

- A. Allowance shall be made for stripping out the existing Foyer trench heaters and associated pipework. Allowance shall be made for the installation of new trench heaters and associated circuits to serve the extended Foyer area. The heating pipework shall rise from the basement, enter the staircase lobby and distribute below the paving slabs to serve perimeter trench heaters. Allowance shall be made for remote TRVs attached to the perimeter archways.

### 1.8. U.10 VENTILATION

#### 1.8.1.ATTIC LARGE AIR HANDLING UNIT

- A. Allowance shall be made for the installation of room side attenuators on the existing supply and extract air handling serving the Kitchen and Nelson Collection. The attenuators shall be installed within the Attic area adjacent to the AHU.

- B. Allowance shall be made for the installation of a local CO<sub>2</sub> sensor within the Nelson Collect space and temperature/humidity sensor within the Kitchen. The air handling unit shall controller shall be modified to enable/disable the AHU based on the internal CO<sub>2</sub> level and/or internal temperature/humidity.

#### 1.8.2.ATTIC SMALL AIR HANDLING UNIT

- A. Allowance shall be made for the isolation, making safe and stripping out of the small air handling unit and associated ductwork, grilles and louvres serving the existing Office/Store.



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### 1.8.3.GROUND FLOOR EDUCATION KITCHEN/WC

- A. Allowance shall be made for the replacement of the existing extract fan serving the Education Room kitchenette and disabled WC to facilitate the installation of the new circulation stair.

### 1.9. U.14 SMOKE EXTRACT/SMOKE CONTROL

- A. Assume not required.

### 1.10. U.70 AIR CURTAINS

#### 1.10.1.OPTION 3

- A. Allowance shall be made for the installation of an over door electric air curtain to serve new Entrance Foyer sliding doors.

### 1.11. T.70 COOLING

- A. Allowance shall be made for servicing the existing split system fan coil unit serving Second Floor Large Store.

### 1.12.W.60 CONTROLS

- A. Allowance shall be made for modification of the existing basement MCC control panel to facilitate the heating zone control and variable speed pumping. Refer to T.10 Space Heating.

### 1.13. V. 20 / V.22 LV DISTRIBUTION / SMALL POWER

- A. Allowance shall be made for local modification to small power circuits to facilitate the following:

- Creation of staircase connecting the Temporary Gallery and the Education Room
- Conversion of existing First Floor Education room to House the Nelson Collection

#### 1.13.1.OPTION 1B

- A. Allowance shall be made for local modification to small power circuits to facilitate the extension of the existing Entrance Foyer. Allowance shall made for new switch socket outlets to serve the new shop displays etc.

#### 1.13.2.OPTION 3

- A. Allowance shall be made for the installation of a new distribution board to serve the new Entrance Foyer. The distribution board shall be served from the existing ground floor distribution board within the services riser. A new sub mains cable shall distribute within the basement before rising and distributing below the paving slabs.
- B. Allowance shall made for new small power installation to serve the new Entrance Foyer shop, reception area and Café.

### 1.14. V21 GENERAL LIGHTING

- A. The existing lighting throughout Shire Hall is recently installed LED type and is in good condition. The lighting is generally fit for purpose for the proposed usages.

- B. Allowance shall be made for local modification to the existing lighting to facilitate the following:

- Creation of staircase connecting the Temporary Gallery and the Education Room
- Conversion of existing First Floor Education room to House the Nelson Collection

- C. The new staircase lighting shall be recessed LED downlighters linked to the existing Education Room lighting circuit.

- D. The new Nelson Collection lighting shall be LED spot lights on ceiling mounted lighting track.

#### 1.14.1.OPTION 1B

- A. Allowance shall be made for new LED downlights (to match the existing) to serve the new extension to the existing Entrance Foyer. The new lights shall be connected to the existing Foyer lighting circuit.

#### 1.14.2.OPTION 3

- A. Allowance shall made for new lighting installation to serve the new Entrance Foyer shop, reception area and Café.
- B. Lighting to be a combination of suspended linear LEDs luminaires to serve the open plan Cafe areas and flexible LED track lighting to serve the Shop and Reception. Lighting to the Café area to incorporate daylight dimming.

### 1.15. V.32 UNINTERRUPTED POWER SUPPLY

- A. Not applicable.

### 1.16. V.40 EMERGENCY LIGHTING

- A. Emergency lighting shall generally be provided to new/reconfigured areas by means of self-contained light fittings with 3-hour battery packs and by standard luminaires with 3-hour battery back-up packs.
- B. Emergency lighting average illuminance levels shall not be less than 1.0 lux along escape routes and not less than 0.5 lux in open plan areas. Minimum emergency lighting illuminance levels serving plantrooms shall be 15 lux.

### 1.17. V.81 EARTHING AND BONDING

- A. Earthing and bonding shall be fully carried out to all elements of the installation in accordance with 18th Edition of the IET wiring regulations, including bonding to the building structure at sufficient locations to minimise the potential difference, between the building and the miscellaneous metal parts of the electrical installation (e.g. cable tray), during a fault condition.

### 1.18. W.11 PUBLIC ADDRESS

- A. Not applicable.





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**1.19. W.16 HEARING REINFORCEMENT SYSTEM, INDUCTION LOOPS**

- A. Allowance shall be made for a new induction loop to serve the relocated reception desk.

**1.20. W.20 RADIO/TV**

- A. Not applicable

**1.21. W.21 PROJECTION**

- A. Assumed not applicable

**1.22. W.30 STRUCTURED CABLING**

**1.22.1. OPTION 3**

- A. Allowance shall be made for a new structured cabling installation to serve the new Entrance Foyer.
- B. The structured cabling installation shall terminate in the existing floor standing cabinet in the ground floor riser.

**1.23. W.40 DOOR ACCESS CONTROL**

- A. Assume mechanical locks throughout (as existing). Subject to confirmation of Client brief.

**1.23.1. OPTION 3**

- A. Allowance shall be made for a new access control keypad to serve the new Entrance Foyer access door.

**1.24. W.41 SECURITY DETECTION AND ALARM**

- A. Allowance shall be made for expanding the existing security system to include detection within the exhibition spaces on the first floor.

**1.24.1. OPTION 1B**

- A. Allowance shall be made for expanding the existing security system to include detection within the extended entrance area.

**1.24.2. OPTION 3**

- A. Allowance shall be made for expanding the existing security system to include detection within the new Entrance Foyer.

**1.25. W.44 CCTV**

- A. Allowance shall be made for extending the existing IP PoE CCTV installation to serve the new exhibition spaces.

**1.25.1. OPTION 1B**

- A. Allowance shall be made for expanding the existing CCTV installation to include detection within the extended entrance area.

**1.25.2. OPTION 3**

- A. Allowance shall be made for expanding the existing CCTV installation to include detection within the new Entrance Foyer.

**1.26. W.50 FIRE ALARMS**

- A. Not applicable. Existing installation suitable for proposed usage.

**1.27. W.53 ASSISTANCE CALL SYSTEM**

**1.27.1. DISABLED WC ALARM**

- A. Not applicable. Existing installation suitable for proposed usage.

**1.27.2. DISABLED REFUGE**

- A. Not applicable. Existing installation suitable for proposed usage.

**1.28. W.60 LIGHTNING PROTECTION**

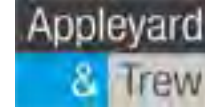
- A. Not applicable. No external works proposed.

**1.29. X.10 LIFTS**

- A. Not applicable. No works to existing lift required.

## Cost Plans [Option 1b Full Cost Plan]

### SHIRE HALL, MONMOUTH - OPTION 1B - ORDER OF COST ESTIMATE



#### SUMMARY OF COSTS - 28 April 2021

The costs for the works have been calculated under three heads as follows

- the works in the Main Building to alter and upgrade it for museum usage
- the works in the Loggia to fully replace and extend the Entrance Area/Shop, to provide an AV installation in the Stair Hall and to make improvements to the unenclosed area of the Loggia
- the Museum fit out, displays and interpretation

Detailed costs for each section are given in the following sheets. In summary the costs are:-

Building Works		
Main Building		586,000
Loggia/Entrance Improvements		469,000
Sub-Total Works Cost		1,055,000
Professional Fees	18%	190,000
VAT	20%	249,000
Total Cost		1,494,000

#### Museum Fit Out Costs (Excludes Council/Function Room)

Works Cost		980,000
VAT	20%	196,000
Total Cost		1,176,000

#### Notes

##### Building Works

All costs are based at 2nd Quarter 2021 and will need to be adjusted for inflation once a proposed start date is determined. Current inflation forecast for building works going forward from 2Q21 is somewhere in the region of 3-5% per annum. This can however be subject to very rapid change over a short period so needs to be monitored regularly. Costs are also assumed to be based on being obtained at competitive tender and 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.

It is assumed the works will be carried out in one phase and that there will be no onerous restrictions on working conditions. Costs do not include the provision of loose furniture and fittings, computer & telephone equipment or the like. Costs do not include for any dilapidations or remedial work to the existing building shell - mainly roofs, floors, external walls, windows & external doors - these are all assumed to be well maintained and in good condition.

No Costs internal to the Clients organisation are included here. This includes any staff costs, temporary accommodation, removal costs, storage costs or the like.

No costs are included for any legal fees of whatever sort arising from the proposals. This includes any fees arising from bespoke contract conditions or disputes arising from the carrying out of the works.

No allowance has been made for any potential tax fluctuations.

No allowance has been made for and further shutdowns or the like arising from the Covid 19 pandemic.

##### Museum Fit Out

Costs are currently "Order of Magnitude" based on approximate rates obtained from other projects. These will be refined in due course.

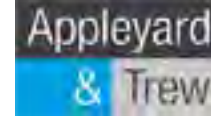
ORDER OF COST ESTIMATE		APPLEYARD & TREW LLP	
Project: Shire Hall, Monmouth Option 1B, Main Building		Date: 28-Apr-2021	
Job Nr: 6464		Base Date: 2nd Quarter 2021	
ELEMENT	COST	COMMENT	
Demolitions & Alterations	15,000	Some relatively minor alterations and removals of existing finishes and fittings	
Substructure	0		
Structural Framing	0		
Upper Floors	10,000	Possible strengthening to second floor store to permit increased loading	
Stairs	6,000	New bespoke stair between Nelson Collection and Multi-Use Room	
Roof	0		
External Walls	0		
Windows & External Doors	0		
Internal Walls	3,000	Isolated alterations to existing walls	
Internal Doors & Screens	12,000	Two or three new doors. Some further work to ironmongery on existing doors	
Wall Finishes	40,000	Assumed relatively minor works to existing wall finishes. Provisional allowance for some acoustic treatment to walls in double height spaces, particularly proposed Learning Space	
Floor Finishes	35,000	Generally timber/stone floors retained as existing and protected/refinished. Some isolated replacement of carpet/vinyl type finishes	
Ceiling Finishes	40,000	Assumed relatively minor works to existing ceilings. Provisional allowance for some additional acoustic work if required, particularly in proposed Learning Space	
Decorations	48,000	Full redecoration	
Fittings	15,000	Relatively minor works to fit out sundry offices & general stores	
Sanitary Fittings	0	Retained as existing	
Other	0		
Builders Work in Connection with Services	21,000	Forming holes, chasing, supports for services etc. Provisional Sum of £10k allowed for work to facilitate works to trench heaters in floors - depends on how these are fixed and how much disruption to finishes is caused by their overhaul & replacement	
<b>Total of Building Elements</b>	<b>245,000</b>		
Heat Source & Fuel Distribution	0	Served from existing	
Heating Distribution & Controls	70,000	Adapting heating to provide zone control - £30k. Substantial overhaul/replacement of trench heaters/grilles - £40k but really depends on balance between overhaul & replacement	
Hot & Cold Water Distribution	4,000	Alterations to strip out existing points in proposed Nelson Collection & Store. Installation of TMV3 valves to all WHBs/sinks	
Ventilation & Air Conditioning	16,000	Attenuators to existing AHU serving Kitchen/Nelson Collection. CO2 sensors/controls to same. Alterations to extract systems for WCs where new stair installed. New heat recovery vent to Temporary Gallery	
Above Ground Drainage	1,000	Alterations to strip out existing points in proposed Nelson Collection & Store.	
Preliminaries & Design	5,000	Including work to isolate/remove services prior to alterations	
Electrical Installation	72,000	General lighting to refitted areas and lighting upgrades to gallery/display spaces - it is assumed that the existing distribution can be relatively easily modified. Replacement lighting in proposed Learning Space. Some alterations to small power in gallery/display spaces to suit proposed layouts.	
External Lighting & Power	0	Assumed no changes	
Technology Installation	25,000	Alterations to suit proposed changes in function. Improved AV in proposed Learning Space	
Fire/Security Systems/CCTV	20,000	Relatively minor extension & alteration of existing systems. Access control assumed by mechanical locks	
Preliminaries & Design	5,000		
On Site Power/Heat Generation	0		
Lift	0		
<b>Total of Service Elements</b>	<b>218,000</b>		
Drainage	0	No expectation of any changes to drainage or any other external works	
Paving	0		
Gates & Fences	0		
Street Furniture	0		
Utilities	0		
<b>Total of External works</b>	<b>0</b>		
<b>Total of All Elements</b>	<b>463,000</b>		
Contractors Preliminaries	15.0%	69,450	Scaffold, Management, Insurances etc etc.
Contingency & Design Development	10.0%	53,245	
<b>TOTAL WORKS COST (EXCL.VAT/FEES)</b>		<b>585,695</b>	

## Cost Plans [Option 1b Full Cost Plan]

ORDER OF COST ESTIMATE		APPLEYARD & TREW LLP	
Project: Shire Hall, Monmouth Option 1B, Replace Entrance Pod		Date: 28-Apr-2021	
Job Nr: 6464		Base Date: 2nd Quarter 2021	
ELEMENT	COST	COMMENT	
Demolitions & Alterations	39,000	Remove all existing screening around current entrance & all iron gates etc to outer perimeter of loggia. Making good stonework where disturbed. Remove part of storage cupboards. Alterations to LH doorway into stair hall	
Substructure	12,500	Carefully take up small section of existing slabs and store for re-use; excavate to RL and install new slab at a level to suit the proposed finished floor. Thickenings to support new glazing. Assumed some further work to front and right hand side to enable construction of new screens	
Structural Framing	0		
Upper Floors	0		
Stairs	0		
Roof	0		
External Walls	0		
Windows & External Doors	72,000	New structural glass surround to entrance lobby with auto opening doors	
Internal Walls	10,000	Some work to provide an enclosure or similar for the AV display in the stair hall	
Internal Doors & Screens	0		
Wall Finishes	0		
Floor Finishes	6,000	Screed & insulation with existing retained paving re-laid	
Ceiling Finishes	3,500	New ceiling	
Decorations	2,000	Limited redecoration only to areas affected by the works	
Fittings	70,000	New fit out to entire extended area of reception/shop and part of stair hall for AV	
Sanitary Fittings	0		
Other	5,000	Some work to relocate stall holders sink displaced by entrance extension	
Builders Work in Connection with Services	3,000	Forming holes, chasing, supports for services etc	
<b>Total of Building Elements</b>	<b>223,000</b>		
Heat Source & Fuel Distribution	0	Served from existing	
Heating Distribution & Controls	12,000	New installation across extended entrance area	
Hot & Cold Water Distribution	0		
Ventilation & Air Conditioning	5,000	New overdoor heater	
Above Ground Drainage	0		
Preliminaries & Design	1,500	Including work to isolate/remove services prior to alterations	
Electrical Installation	8,000	General power & lighting to refitted area	
External Lighting & Power	10,000	Improved lighting installation to loggia ceiling	
Technology Installation	20,000	Entrance, shop and AV display fit out	
Fire/Security Systems/CCTV	1,500	Extension & alteration of existing systems	
Preliminaries & Design	1,500	Including work to isolate services prior to demolition	
On Site Power/Heat Generation	0		
Lift	0		
<b>Total of Service Elements</b>	<b>59,500</b>		
Drainage	2,000	Allowance for minor alteration to existing drainage point serving sink shown in the existing storage cupboards as this will be relocated	
Gates & Fences	66,000	Provision of new architectural metalwork, opening panels to the openings into the loggia. Allowance of £6k per unit + P&OH although this may vary with design and material selection	
Street Furniture	20,000	Banners & totems. Seats under loggia	
Utilities	0	Assumed no works required	
<b>Total of External works</b>	<b>88,000</b>		
<b>Total of All Elements</b>	<b>370,500</b>		
Contractors Preliminaries	15.0%	55,575	Scaffold, Management, Insurances etc etc.
Contingency & Design Development	10.0%	42,608	
<b>TOTAL WORKS COST (EXCL.VAT/FEES)</b>		<b>468,683</b>	

ORDER OF COST ESTIMATE		APPLEYARD & TREW LLP	
Project: Shire Hall, Monmouth Option 1B, Museum Fit Out		Date: 28-Apr-2021	
Job Nr: 6464		Base Date: 2nd Quarter 2021	
ROOM	COST	COMMENT	
Temporary Exhibition	15,000	Limited permanent works	
Education & Multi-Use	100,000	Secure display cases/fitted storage to back wall only	
Courtroom & Robing Room	100,000	Minor works to existing joinery fit out. New interpretation and small amount of new display cases	
Courtroom No.2 & First Floor Landing	480,000	Full display installation - Monmouth Story	
Nelson Collection	190,000	Full display installation	
Second Floor Balconies	40,000	Interpretation - Monmouth Story	
Council/Function Room	0	Works to this area to be confirmed - see note below	
Main Staircase	30,000	Relatively limited display space proportionally to the area of this space	
Second Floor Storage	25,000	Roller racking	
<b>TOTAL COST (EXCL.VAT/FEES)</b>	<b>980,000</b>		





**SHIRE HALL, MONMOUTH - OPTION 3B - ORDER OF COST ESTIMATE**

SUMMARY OF COSTS - 28 April 2021

The costs for the works have been calculated under three heads as follows

- the works in the Main Building to alter and upgrade it for museum usage
- the works under the loggia to extend the Entrance Area/Shop to the full extent of the loggia
- the Museum fit out, displays and interpretation

Detailed costs for each section are given in the following sheets. In summary the costs are:-

<b>Building Works</b>		
Main Building		586,000
Infill Loggia		<u>1,008,000</u>
Sub-Total Works Cost 1,594,000		
Professional Fees	18%	287,000
VAT	20%	<u>376,000</u>
<b>Total Cost</b>		<u><b>2,257,000</b></u>

<b>Museum Fit Out Costs (Excludes Council/Function Room)</b>		
Works Cost		980,000
VAT	20%	196,000
<b>Total Cost</b>		<u><b>1,176,000</b></u>

**Notes**

**Building Works**

All costs are based at 2nd Quarter 2021 and will need to be adjusted for inflation once a proposed start date is determined. Current inflation forecast for building works going forward from 2Q21 is somewhere in the region of 3-5% per annum. This can however be subject to very rapid change over a short period so needs to be monitored regularly

Costs are also assumed to be based on being obtained at competitive tender and 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.

It is assumed the works will be carried out in one phase and that there will be no onerous restrictions on working conditions. Costs do not include the provision of loose furniture and fittings, curtains, blinds, computer & telephone equipment or the like. Costs do not include for any dilapidations or remedial work to the existing building shell - mainly roofs, floors, external walls, windows & external doors - these are all assumed to be well maintained and in good condition.

No Costs internal to the Clients organisation are included here. This includes any staff costs, temporary accommodation, removal costs, storage costs or the like

No costs are included for any legal fees of whatever sort arising from the proposals. This includes any fees arising from bespoke contract conditions or disputes arising from the carrying out of the works.

No allowance has been made for any potential tax fluctuations

No allowance has been made for and further shutdowns or the like arising from the Covid 19 pandemic

**Museum Fit Out**

Costs are currently "Order of Magnitude" based on approximate rates obtained from other projects. These will be refined in due course

ORDER OF COST ESTIMATE		APPLEYARD & TREW LLP	
Project: Shire Hall, Monmouth Option 3B, Main Building		Date:	28-Apr-2021
Job Nr: 6464		Base Date:	2nd Quarter 2021
ELEMENT	COST	COMMENT	
Demolitions & Alterations	15,000	Some relatively minor alterations and removals of existing finishes and fittings	
Substructure	0		
Structural Framing	0		
Upper Floors	10,000	Possible strengthening to second floor store to permit increased loading	
Stairs	6,000	New bespoke stair between Nelson Collection and Multi-Use Room	
Roof	0		
External Walls	0		
Windows & External Doors	0		
Internal Walls	3,000	Isolated alterations to existing walls	
Internal Doors & Screens	12,000	Two or three new doors. Some further work to ironmongery on existing doors	
Wall Finishes	40,000	Assumed relatively minor works to existing wall finishes. Provisional allowance for some acoustic treatment to walls in double height spaces, particularly proposed Learning Space	
Floor Finishes	35,000	Generally timber/stone floors retained as existing and protected/refinished. Some isolated replacement of carpet/vinyl type finishes	
Ceiling Finishes	40,000	Assumed relatively minor works to existing ceilings. Provisional allowance for some additional acoustic work if required, particularly in proposed Learning Space	
Decorations	48,000	Full redecoration	
Fittings	15,000	Relatively minor works to fit out sundry offices & general stores	
Sanitary Fittings	0	Retained as existing	
Other	0		
Builders Work in Connection with Services	21,000	Forming holes, chasing, supports for services etc. Provisional Sum of £10k allowed for work to facilitate works to trench heaters in floors - depends on how these are fixed and how much disruption to finishes is caused by their overhaul & replacement	
<b>Total of Building Elements</b>	<b>245,000</b>		
Heat Source & Fuel Distribution	0	Served from existing	
Heating Distribution & Controls	70,000	Adapting heating to provide zone control - £30k. Substantial overhaul/replacement of trench heaters/grilles - £40k but really depends on balance between overhaul & replacement	
Hot & Cold Water Distribution	4,000	Alterations to strip out existing points in proposed Nelson Collection & Store. Installation of TMV3 valves to all WHBs/sinks	
Ventilation & Air Conditioning	16,000	Attenuators to existing AHU serving Kitchen/Nelson Collection. CO2 sensors/controls to same. Alterations to extract systems for WCs where new stair installed. New heat recovery vent to Temporary Gallery	
Above Ground Drainage	1,000	Alterations to strip out existing points in proposed Nelson Collection & Store.	
Preliminaries & Design	5,000	Including work to isolate/remove services prior to alterations	
Electrical Installation	72,000	General lighting to refitted areas and lighting upgrades to gallery/display spaces - it is assumed that the existing distribution can be relatively easily modified. Replacement lighting in proposed Learning Space. Some alterations to small power in gallery/display spaces to suit proposed layouts.	
External Lighting & Power	0	Assumed no changes	
Technology Installation	25,000	Alterations to suit proposed changes in function. Improved AV in proposed Learning Space	
Fire/Security Systems/CCTV	20,000	Relatively minor extension & alteration of existing systems. Access control assumed by mechanical locks	
Preliminaries & Design	5,000		
On Site Power/Heat Generation	0		
Lift	0		
<b>Total of Service Elements</b>	<b>218,000</b>		
Drainage	0	No expectation of any changes to drainage or any other external works	
Paving	0		
Gates & Fences	0		
Street Furniture	0		
Utilities	0		
<b>Total of External works</b>	<b>0</b>		
<b>Total of All Elements</b>	<b>463,000</b>		
Contractors Preliminaries	15.0%	69,450	Scaffold, Management, Insurances etc etc.
Contingency & Design Development	10.0%	53,245	
<b>TOTAL WORKS COST (EXCL.VAT/FEES)</b>		<b>585,695</b>	

ORDER OF COST ESTIMATE		APPLEYARD & TREW LLP	
Project: Shire Hall, Monmouth Option 3B, Infill Loggia		Date:	28-Apr-2021
Job Nr: 6464		Base Date:	2nd Quarter 2021
ELEMENT	COST	COMMENT	
Demolitions & Alterations	35,000	Remove all existing screening around current entrance & all iron gates etc to outer perimeter of loggia. Making good stonework where disturbed. Remove storage cupboards	
Substructure	98,000	Carefully take up existing slabs and store for re-use; excavate to RL and install new slab at a level to suit the proposed finished floor. Thickenings to support glazing in openings	
Structural Framing	0		
Upper Floors	0		
Stairs	0		
Roof	0		
External Walls	20,000	Preparation of arched openings to receive structural glass openings	
Windows & External Doors	155,000	Structural glass as per existing entrance and infill into 8Nr other arched openings. Auto opening door. No allowance for an internal lobby	
Internal Walls	15,000	Some work to provide an enclosure or similar for the AV display in the stair hall and allowance to provide an area for storage or similar back of house irrespective of use	
Internal Doors & Screens	5,000	Ditto	
Wall Finishes	2,500	Ditto. Perimeter walls cleaned and repaired as required - assumed minimal work	
Floor Finishes	50,000	Screed & insulation with existing retained paving re-laid	
Ceiling Finishes	30,000	Some work to ceiling, mainly for acoustic reasons	
Decorations	5,000	Possibly ceiling & existing doors	
Fittings	170,000	Shoppfit - to be tailored for whatever use proposed so may vary substantially either way. Does not include a kitchen if the café route is followed. Includes some work in stair hall for AV installation	
Sanitary Fittings	0	No new provision	
Other	20,000	Reprovision of stall holders storage	
Builders Work in Connection with Services	10,000	Forming holes, chasing, supports for services etc	
<b>Total of Building Elements</b>	<b>615,500</b>		
Heat Source & Fuel Distribution	0	Served from existing	
Heating Distribution & Controls	50,000	Perimeter trench heating	
Hot & Cold Water Distribution	1,000	Provision of a cold water supply point to future proof	
Ventilation & Air Conditioning	8,000	Entrance air curtain	
Above Ground Drainage	600	Provision of a drainage point to future proof - assumed to utilise existing stallholders sink drainage	
Preliminaries & Design	3,000	Including work to isolate/remove services prior to alterations	
Electrical Installation	55,000	General power & lighting - includes a provisional allowance of £20k for decorative lighting	
External Lighting & Power	0	Assumed nothing added beyond the perimeter of the loggia	
Technology Installation	25,000	Entrance, shop and AV display fit out	
Fire/Security Systems/CCTV	15,000	Extension & alteration of existing systems	
Preliminaries & Design	3,000	Including work to isolate services prior to demolition	
On Site Power/Heat Generation	0		
Lift	0		
<b>Total of Service Elements</b>	<b>160,600</b>		
Drainage	3,000	Allowance for minor alteration to existing drainage point serving sink shown in the existing storage cupboards if required	
Paving	0	No expectation of any work to existing paving outside the perimeter of the loggia	
Gates & Fences	0	All removed	
Street Furniture	18,000	Banners & totems	
Utilities	0	Assumed no works required	
<b>Total of External works</b>	<b>21,000</b>		
<b>Total of All Elements</b>	<b>797,100</b>		
Contractors Preliminaries	15.0%	119,565	Scaffold, Management, Insurances etc etc.
Contingency & Design Development	10.0%	91,667	
<b>TOTAL WORKS COST (EXCL.VAT/FEES)</b>		<b>1,008,332</b>	

ORDER OF COST ESTIMATE		APPLEYARD & TREW LLP	
Project: Shire Hall, Monmouth Option 1B, Museum Fit Out		Date:	28-Apr-2021
Job Nr: 6464		Base Date:	2nd Quarter 2021
ROOM	COST	COMMENT	
Temporary Exhibition	15,000	Limited permanent works	
Education & Multi-Use	100,000	Secure display cases/fitted storage to back wall only	
Courtroom & Robing Room	100,000	Minor works to existing joinery fit out. New interpretation and small amount of new display cases	
Courtroom No.2 & First Floor Landing	480,000	Full display installation - Monmouth Story	
Nelson Collection	190,000	Full display installation	
Second Floor Balconies	40,000	Interpretation - Monmouth Story	
Council/Function Room	0	Works to this area to be confirmed - see note below	
Main Staircase	30,000	Relatively limited display space proportionally to the area of this space	
Second Floor Storage	25,000	Roller racking	
<b>TOTAL COST (EXCL.VAT/FEES)</b>	<b>980,000</b>		

# **INNES ASSOCIATES**

ARCHITECTURE & URBAN DESIGN

6-8 COLE STREET, LONDON SE1 4YH

T 020 7928 6734

[WWW.INNESASSOCIATES.NET](http://WWW.INNESASSOCIATES.NET)



# **Additional Proposals: Animation and Signage**





View from Agincourt Square

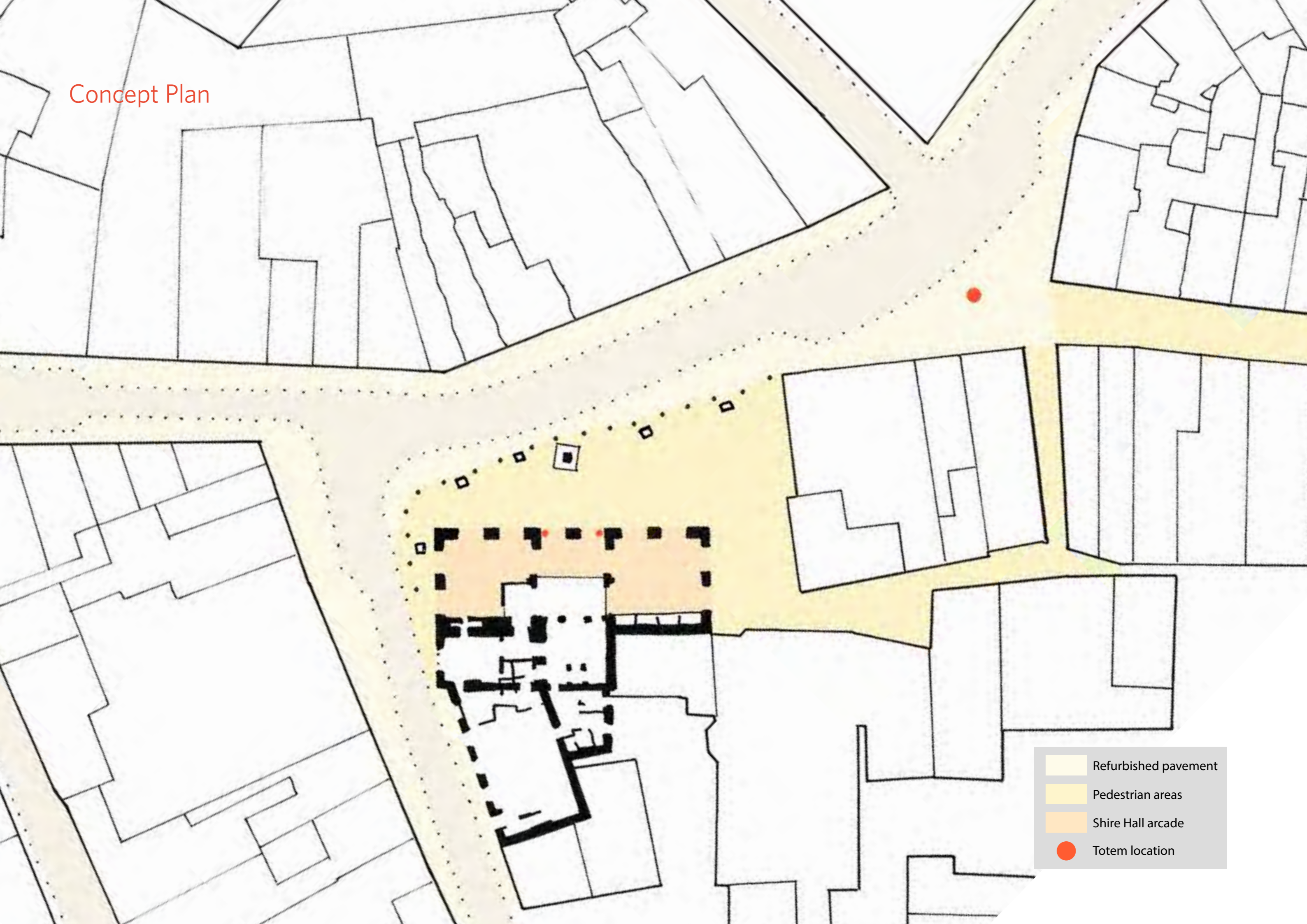


# Projection Concept and Precedents





# Concept Plan



- Refurbished pavement
- Pedestrian areas
- Shire Hall arcade
- Totem location





# **Arrival and Connecting - Blestium and Monnow Street**





# Monnow Street Design Proposals



Existing





Existing





Existing



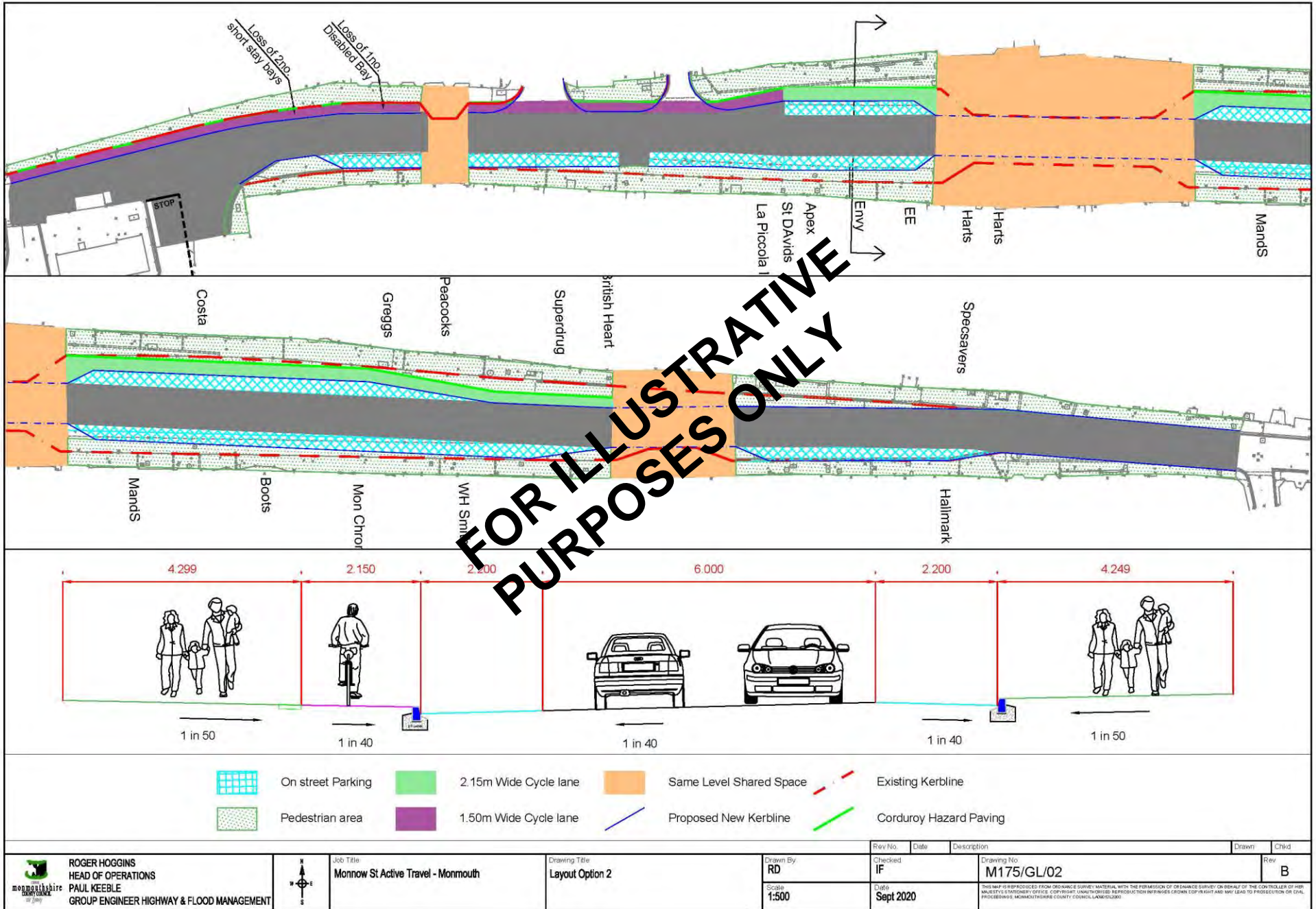


Existing





# Proposed





Proposed

FOR ILLUSTRATIVE  
PURPOSES ONLY





Proposed

FOR ILLUSTRATIVE  
PURPOSES ONLY





Proposed

**FOR ILLUSTRATIVE  
PURPOSES ONLY**





Proposed

FOR ILLUSTRATIVE  
PURPOSES ONLY





# GATEWAY MONMOUTH

JANUARY 2014



design + access statement

**Macgregor • Smith**  
Landscape Architecture



This project has received funding through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the European Agricultural Fund for Rural Development.













introduction | 

## 1.0 Executive Summary

Macgregor Smith were appointed to develop landscape proposals for a key piece of public realm within Monmouth. The public realm proposals have been developed in consultation with both the public and statutory agencies and the resulting proposals reflect the comments and feedback from these meetings and events.

During the design process the following elements emerged as central to the Gateway Monmouth proposals:

Creating a distinct **IDENTITY** for the new public space, that draws on the rich history of Monmouth and **CHARACTER** of the surrounding urban fabric, the River Monnow and the wider natural landscape

Making a **PLACE**, providing a flexible public space that will be a **DESTINATION** for various events all through the year including markets, festivals & performances

**ENHANCE THE PUBLIC REALM** by creating a more pedestrian-friendly environment that allows the activity of the vibrant high street to extend into the space

Bringing the character of the wider **WOODED LANDSCAPE** into the town centre with new large-scale street trees, vibrant structure planting and groups of riparian tree species

Providing **CLEAR + LEGIBLE CONNECTIONS** for pedestrian and vehicle movement by re-defining Blestium Street and creating a **WELCOME** to the centre of Monmouth

Providing a new building which will **ACTIVATE** the space with a café and offer storage space to **FACILITATE** markets and events

Creating a landscape which is **DYNAMIC + LIVELY** throughout the seasons, as well as throughout the day and night

Enhancing **BIODIVERSITY** with marginal planting and native trees extending habitat and wider **NATURAL LANDSCAPE** along the river corridor

Orchard trees and fruiting shrubs providing an **EDIBLE LANDSCAPE** element for the local community which can serve as example of **SUSTAINABILITY**











## 2.0 Purpose of Study

Macgregor Smith were appointed by Monmouthshire County Council (MCC) in October 2012 to carry out the Gateway Monmouth Design Study, to propose improvements to the public space bounded by Blestium Street, the River Monnow, the Gated Bridge and the existing car park.

This project has received funding through the Rural Development Plan for Wales which is funded by the Welsh Government and the European Agricultural Fund for Rural Development.

This Design and Access Statement is presented by Macgregor Smith on behalf of Monmouthshire County Council to describe the design proposals and to support the planning application for the proposed development at the site of the former Cattle Market, Monmouth.

All dimensions inferred within this document are indicative only.

This document should be read in conjunction with the following drawings:

1060 - 003	:	Application Boundary Plan
1060 - 006	:	Tree Removal Plan
1060 - 014	:	Landscape General Arrangement
1060 - 015	:	Riverside Sections 1
1060 - 017	:	Riverside Sections 2
1060 - 018	:	Site Sections
1060 - 201	:	Typical Planting Plan
1060 - 402	:	Tree Pit in Soft Landscape Detail
1060 - 403	:	Tree Pit in Hard Landscape Detail
G01	:	Building Site Plan
G02	:	Building Ground Floor Plan
G04	:	Building Elevations Section 1
G05	:	Building Elevations Section 2

## 3.0 Design Team

The Macgregor Smith team includes:

### Chris Jones

Miller Research (UK Ltd)

Regeneration, Community Engagement & Planning Consultant

### Rob Vint

Rob Vint Engineering

Structural & Transport Consultant

### Howard Bowcott

Public Arts Consultant

### Rob Lucas

David Brain Architects

### Peter Carey

Donald Insall Associates

Conservation Consultant



## 4.0 Planning Policy Context

### 4.1 National Planning Policy

#### Planning Policy Wales

Planning Policy Wales (PPW) sets out the land use planning policies of the Welsh Government and is supplemented by a series of Technical Advice Notes (TANs). Within the document, there are key associations that relate to the proposed development in Monmouth town centre.

#### Chapter 6 : Conserving the Historic Environment

- Preserve or enhance the historic environment, recognising its contribution to economic vitality and culture, civic pride and the quality of life, and its importance as a resource for future generations;
- Protect archaeological remains, which are a finite and non-renewable resource, part of the historical and cultural identity of Wales, and valuable both for their own sake and for their role in education, leisure and the economy, particularly tourism;
- Ensure that the character of historic buildings is safeguarded from alterations, extensions or demolition that would compromise a building's special architectural and historic interest; and to ensure that conservation areas are protected or enhanced, while at the same time remaining alive and prosperous.
- It is noted that conservation area designation introduces control over the total or substantial demolition of unlisted buildings within conservation areas. Procedures for conservation area consent are essentially the same as for listed building consent. Consideration should also be given to replacement structures. The general presumption should be in favour of retaining buildings which make a positive contribution to the character or appearance of a conservation area.

This is a key consideration in relation the existing toilet block and associated conservation area consent required, specifically the enhancement of key views and setting of the ancient monument, the Monnow Bridge.

#### Chapter 7 : Economic Development

- Co-ordinate development with infrastructure provision;
- Support national, regional, and local economic policies and strategies;
- Align jobs and services with housing, wherever possible, so as to reduce the need for travel, especially by car;
- Promote the re-use of previously developed, vacant and underused land; and
- Deliver physical regeneration and employment opportunities to disadvantaged communities.

For planning purposes the Welsh Government defines economic development as development of land and buildings for activities that generate wealth, jobs and incomes.

There is an acknowledgement that the planning system should support economic and employment growth alongside social and environmental considerations within the context of sustainable development. The Gateway Monmouth proposals seek to enhance the built environment within the town centre as well as providing employment and business development opportunities. Promoting diversification in the rural economy is seen as a priority by Welsh Government which sees the role of local authorities as encouraging the growth of self employment and micro businesses. This proposal aims to provide a space and building that will ensure linked economic activity to existing town centre businesses, promote local supply chains and help provide a springboard for new micro-businesses in terms of enhanced market area and flexible building unit.

#### Chapter 10 : Planning for Retailing and Town Centres

- Secure accessible, efficient, competitive and innovative retail provision for all the communities of Wales, in both urban and rural areas;
- Promote established town, district, local and village centres as the most appropriate locations for retailing, leisure and other complementary functions;
- Enhance the vitality, attractiveness and viability of town, district, local and village centres; and to promote access to these centres by public transport, walking and cycling.





This chapter of PPW reflects the need to make town centres diverse with a complementary mix of uses sustaining and enhancing the vitality, attractiveness and viability of those centres as well as contributing to a reduction of travel demand. The Gateway Monmouth project contributes to the vitality of Monmouth's offer across the year in terms of drawing in visitors and providing a quality experience for all.

In looking at how we can support existing centres, Welsh Government identifies the need to consult the private sector and local communities and should pay particular attention to the character of historic towns and conservation areas. This proposal has been the subject of consultation with the local business sector, with a comprehensive assessment of the historic character being key to our design rationale. The policy document also states "Public realm improvements and other distinctive design solutions can assist the regeneration of town centres".

PPW also recognises the need to have good access to, and convenient movement within, town centres as being essential, specifically for walkers and cyclists and for public transport, allowing for bus priority measures and public transport facilities. They should also encourage easy access to and within centres, and appropriate facilities, for people with limited mobility. The proposal outlines a scheme that is accessible, connected and allows for the interplay between modes in terms of public transport as well as working with key strategic walking and cycling routes and trails.

#### Chapter 11 : Tourism, Sport and Recreation

- To Encourage Sustainable Tourism In Wales, Promoting Local Prosperity And Supporting Community Well-Being And Involvement, While Protecting And Giving Value To Natural Heritage And Culture; And
- To Manage The Tourism Sector In Ways Which Minimise Environmental Impact.

In rural areas such as Monmouth, Welsh Government recognises tourism-related development is an essential element in providing for a healthy, diverse, local and national economy. It can contribute to the provision and maintenance of facilities

for local communities. Here too development should be sympathetic in nature and scale to the local environment and to the needs of visitors and the local community.

#### Vibrant and Viable Places Framework 2013

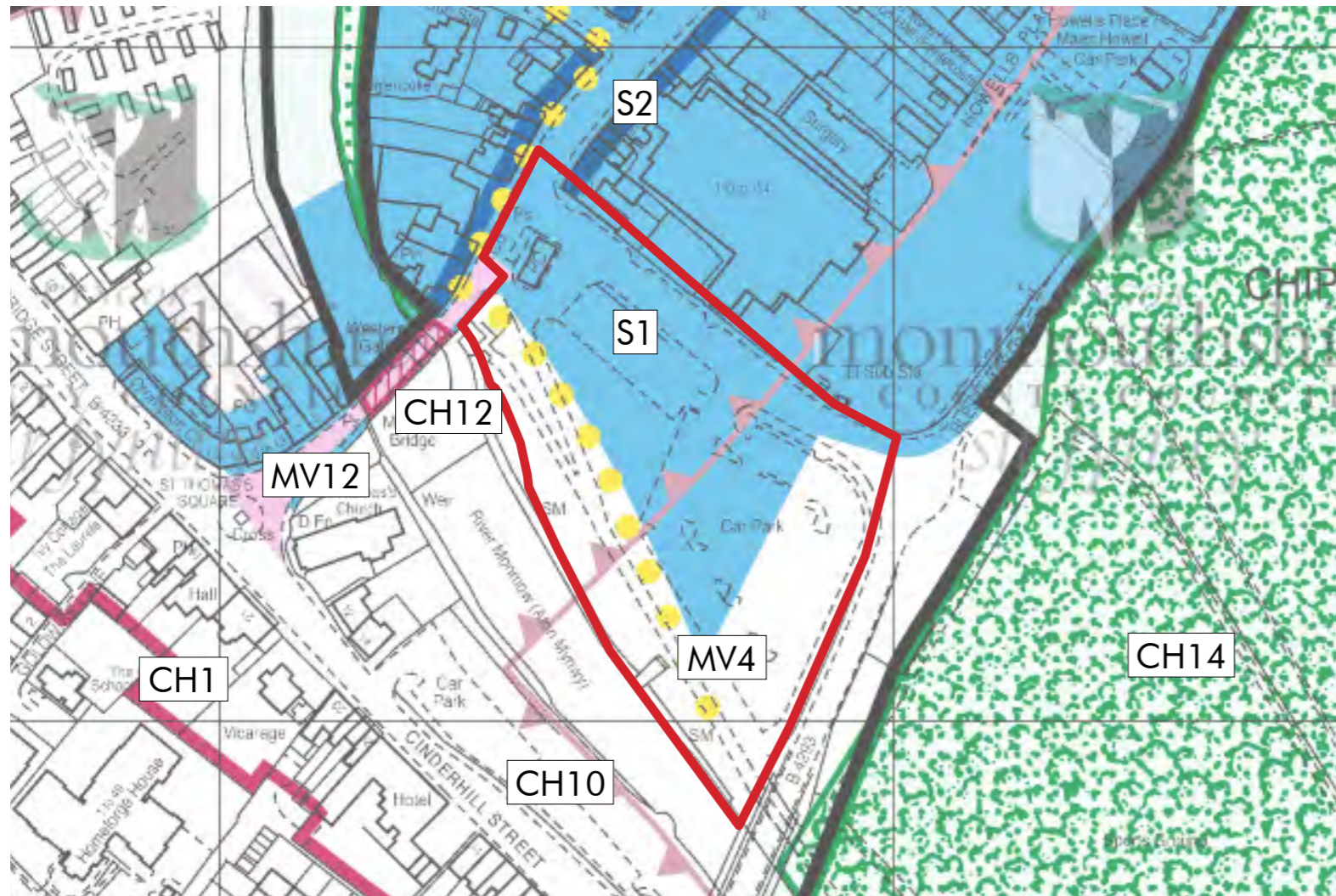
The Vibrant and Viable Places Framework sets out its priorities and thematic focus for town centre and communities as well as its targeted funding approach.

Specifically in its approaches, its place-based approach has been recognised as a successful approach to creating physical and environmental improvements to an area. It is particularly recognised that settlements are key to regeneration and that there is growing need for town centre and seaside town regeneration. The historic environment, such as is dominant in the case of Monmouth, is a powerful driver for renewed community confidence and inward investment, and lies at the heart of local distinctiveness and sense of place.

Welsh Government recognises the important role our town centres play and the need to identify and reinvigorate the distinctiveness conferred by historic character. It also sees the opportunities from tourism through effective destination management, to increase town centre footfall and create a more diverse local economy. Welsh Government also sees the need to promote pop up or meanwhile uses and other approaches for new uses of town centre premises, developed in collaboration with business start up services, for example incubation units, test trading facilities, development of non retail in town businesses.

Monmouth and this Gateway proposal provides significant opportunities in terms of announcing the town's offer, connecting with its rural hinterland and embracing the visitor economy as well as engaging with its immediate community in terms of business and community activity.





Extract from Unitary Plan 2006

#### 4.2 Local Planning Policy

Monmouth is one of 31 designated Conservation Areas in the county of Monmouthshire. It was designated in 1976 and takes in the old part of the town, to old part of Overmonnow beyond the Monnow Bridge, and the meadows and fields which form a natural setting for the castle and town (Section 69 to 75 of the Planning (Listed Buildings and Conservation Areas) Act 1990. Section 72(1)).

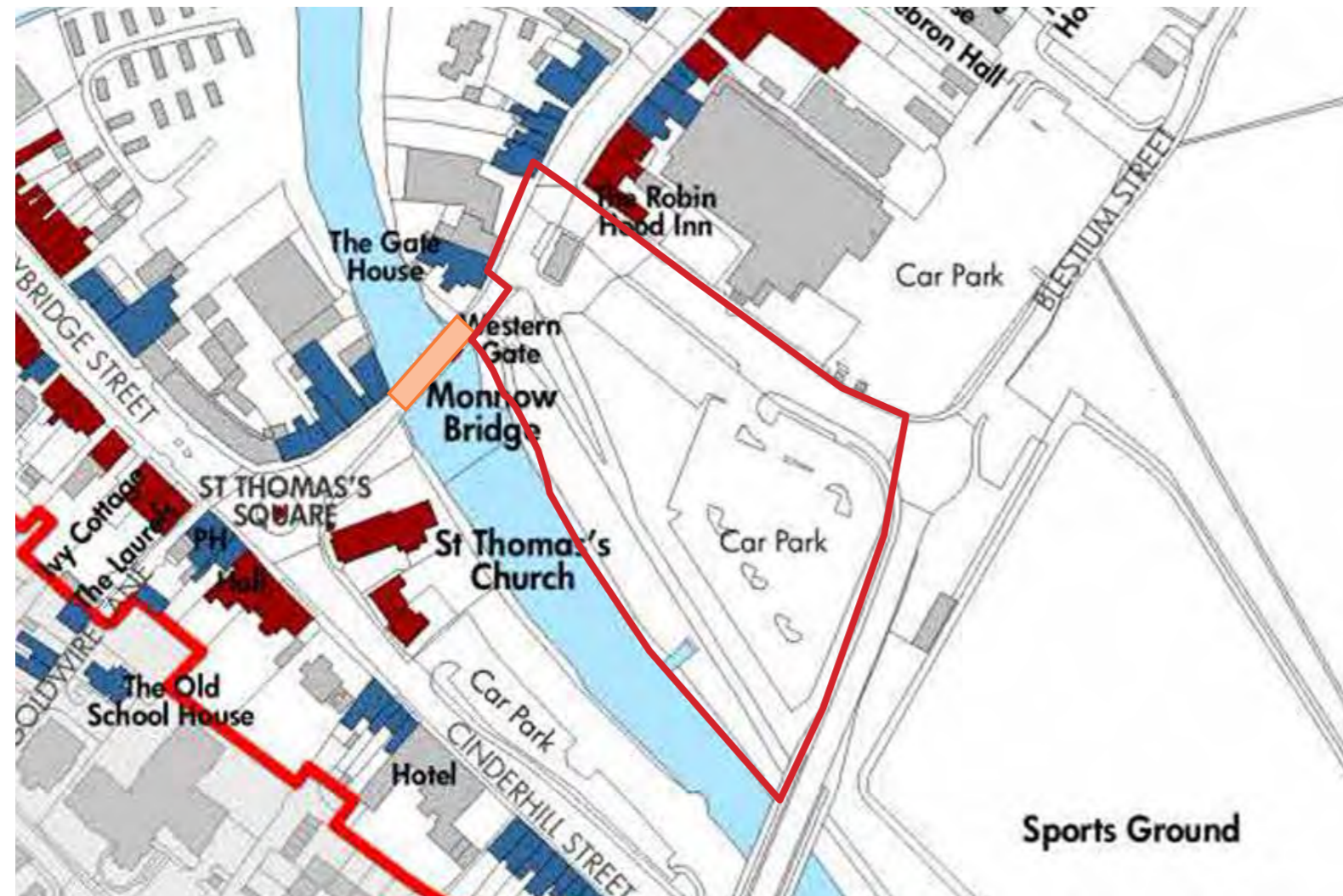
#### Adopted Unitary Development Plan

The Adopted Unitary Development Plan for Monmouthshire (22 June 2006) identifies the following policies:

- The site sits within a designated Conservation Area **CH1**;
- **S1** Central Shopping Areas applies to the majority of the site;
- **S2** Primary Shopping Frontage applies to the shop fronts along Monnow Street;
- **MV4** identifies Footpaths/ Bridleways and Cycleways along Monnow Street and the River Monnow;
- **CH12** identifies Monnow Bridge as an Ancient Monument;
- **MV12** relates to the pedestrianisation of Monnow Bridge which was completed in 2004;
- The site sits within **CH10** - an 'Area of Special Archaeological Sensitivity; and
- The adjacent Chippenham Mead is designated as 'Historic Park & Gardens' under **CH14**.







Extract from Draft Monmouth Conservation Area Appraisal 2012

### Monmouth Conservation Area

Monnow Bridge was constructed in 1272 as part of the town's defences. With its gate tower intact, the structure is the only surviving medieval bridge of its kind in Great Britain. Monnow Bridge is of national, if not international, importance and has come to symbolise the town and is of considerable local significance. The Monnow Bridge and Gate is Grade 1 Listed and a Scheduled Ancient Monument. The Monnow Bridge and Gate has become an important visual landmark in the area at the southern end of Monnow Street.

There are several listed buildings in immediate vicinity of the site. Of particular importance is The Robin Hood Inn which was constructed in the early 16th century and is now Grade II\* listed.

The Conservation Area includes two large areas of historic open landscape setting in the form of Vauxhall Fields to the north of Monnow Street and Chippenham Mead to the south.

- Site Boundary
- Conservation Area Boundary
- Listed Buildings
- Buildings making a particular or special positive contribution
- Scheduled Ancient Monument (CADW)







## 5.0 Objectives

The 13th century Gated Bridge is the 'Jewel in the Crown' for historic Monmouth, and this study aims to provide a unique public space for the town, and a suitable setting for this Scheduled Ancient Monument.

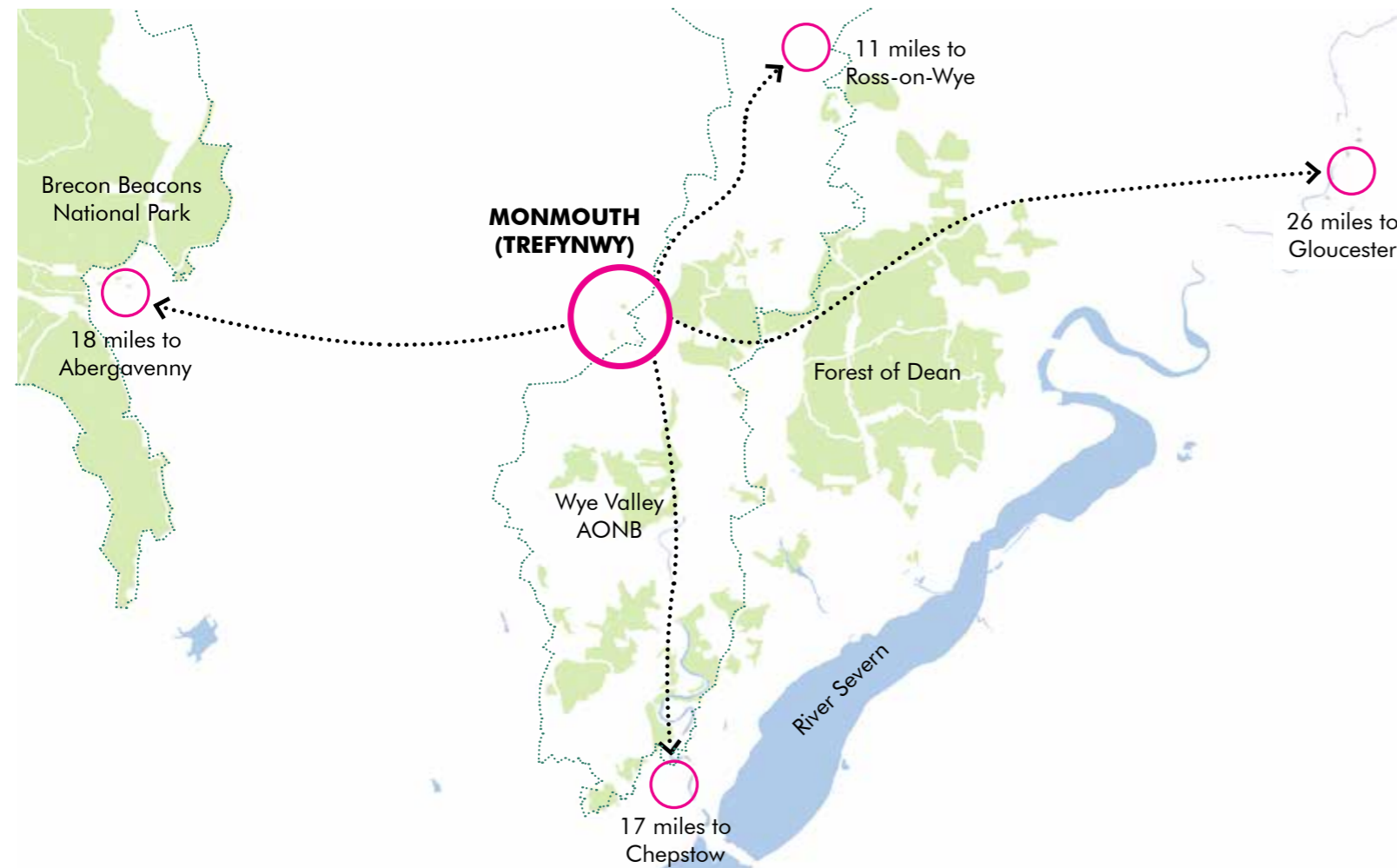
Earlier proposals for a Welcome Centre building on this site have proved difficult to deliver, and current thinking is that this site should be a landscape-led proposal.

A consultation exercise undertaken within the town has revealed the following priorities and design principles for the site:

- That the core project should focus on landscaping rather than a building.
- That the design should incorporate a community/civic space
- That the project should maximise its close connection to the river
- There should be a 'feature' within the space - this could take the form of a stand-alone water feature or a facility i.e. performance area/stage.







## 6.0 Site Context

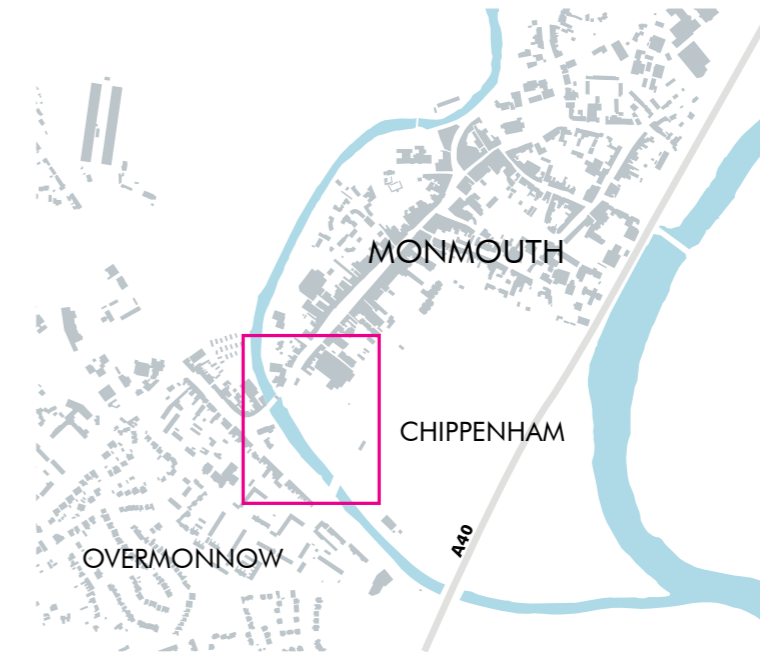
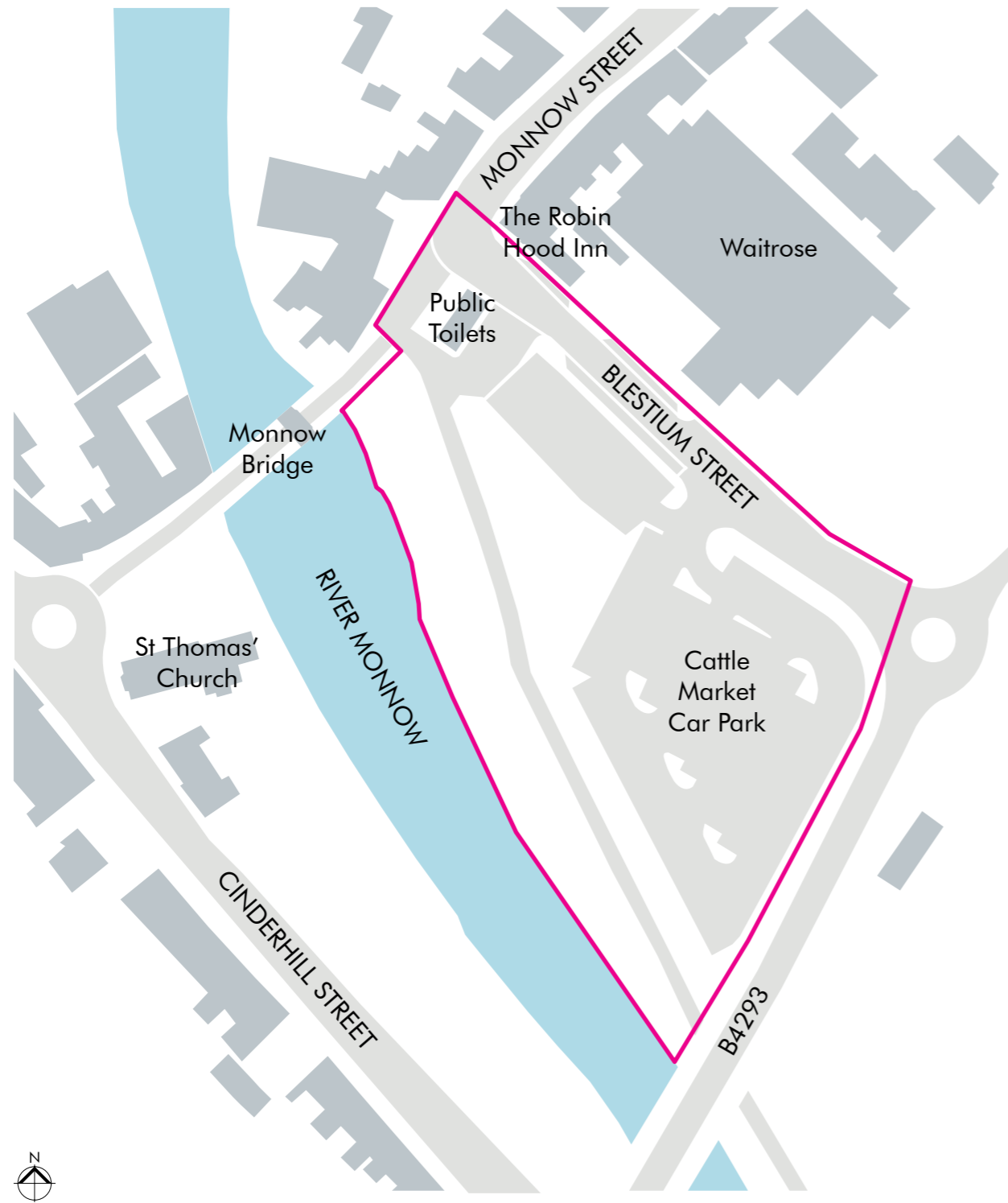
### 6.1 Regional Context

Monmouth is a historic market and county town in Monmouthshire, Wales. It is situated 2 miles from the Anglo-Welsh border at the confluence of the River Monnow and the River Wye. The town sits within the Wye Valley Area of Outstanding Natural Beauty (AONB) and is surrounded by wooded hills to its north, east and south, including Buckholt Wood (230 metres), The Kymin (260 metres) and The Graig (258 metres), with more gently undulating terrain to the west.

Monmouth's historic significance is evident in the presence of the medieval town gate over the River Monnow, the Norman Castle and the Benedictine Priory. Today Monmouth is a tourist destination at the heart of the Wye Valley. It is a market town, shopping and service centre as well as a focus of educational and cultural activities. Approximately 10,000 people live and work in Monmouth.

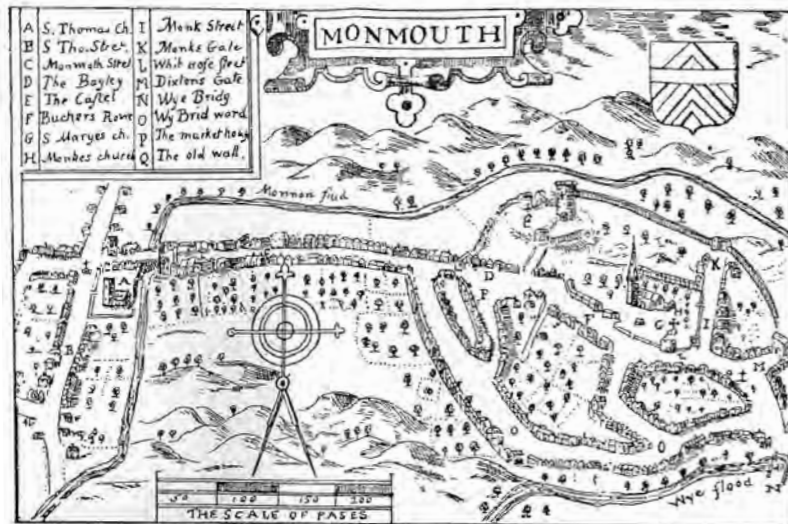






### 6.2 Local Context

The site sits within the Monmouth Town Centre Conservation Area at the south western end of the commercial core of the town. The site is framed by the river Monnow and old Gated Bridge to the west, Cattle Market Car Park to the south east, Blestium Street to the north east and Monnow Street to the north. Monmouth's historic core to the north east is in walking distance of the site.



John Speed's map of Monmouth, 1610.



Tibbs's Bridge, River Monnow, Monmouth, 1799.



Agincourt Square, Monmouth, 1860.



Monnow Street, Monmouth, 1918.

## 7.0 Historic Context

### 7.1 Monmouth

The historic development of Monmouth can be traced back to the Roman occupation of Britain when the fortified settlement of Blestium occupied the site. The town's strategic importance as a natural entry point into the county from the steep hills of Gloucestershire and Herefordshire down to the flat river valley of the Wye means it is likely to have been continuously occupied up until the 8th century when it appears on historical records.

Following the Norman conquest the location was once again the site of a fortification when a castle was constructed to exploit high ground as a vantage point overlooking the River Wye and River Monnow. By the end of the 13th century the town had witnessed significant expansion both as a strategic fortification and a medieval commercial centre. It was at this time that the fortified stone bridge over the River Monnow was first constructed.

Further expansion occurred in the period following 1536 when Monmouth was made the county town of a new county. By the time John Speed produced his map of Monmouth in 1610 the street pattern is recognisable as that which can be seen today with continuous building frontages along the high street down to Monnow Bridge and housing across the River Monnow in what is now Overmonnow.

After changing hands several times during the civil war, Monmouth would become a fashionable county town and many important buildings, including the Shire Hall, were first constructed during the ensuing period. Monmouth was also on a busy coaching route as the gateway to South Wales and in addition saw the introduction of tourism from the 'Wye Tour' in the later 18th century.

The second half of the 20th century saw dramatic changes to the relationship between the town and River Wye. The A40 bypass was constructed in 1965-6 effectively cutting off the town from the River Wye resulting in the demolition of housing north-east of Wye Bridge.

Today Monmouth is a busy town with independent shops, supermarkets, restaurants, the Monmouth School for Boys, Monmouth School for Girls, Monmouth Comprehensive School, a theatre and cinema.







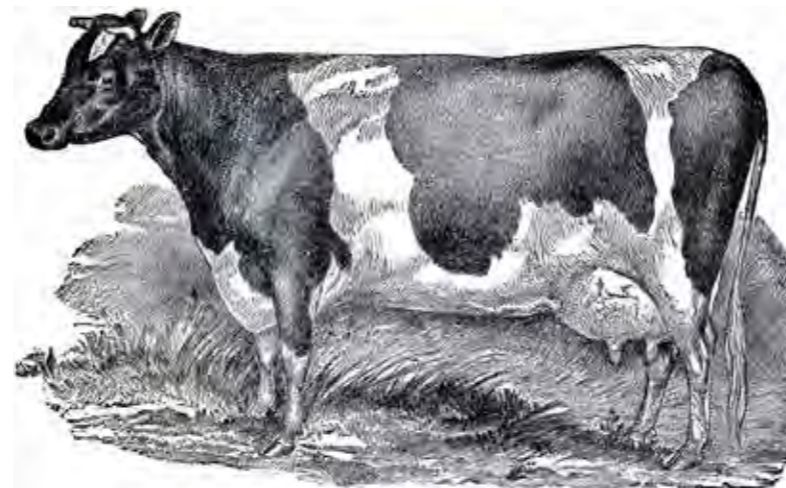
Monnow Bridge, 1915.



Monnow Great Sheep Sale, 1918.



Monnow Great Sheep Sale, 1918.



## 7.2 Site History

It has been suggested that prior to the nineteenth century the building frontage along Monnow Street stretched beyond the Robin Hood Inn all the way to the Monnow Bridge. This assumption is based on the evidence of John Speed's 1610 map of the town which apparently shows a continuous frontage to the eastern bank of the River Monnow. The suggestion that the site was formerly occupied by these particular buildings is disputed on the grounds that there are a number of other inaccuracies evident on John Speed's map.

Nineteenth century maps indicate the site was latterly divided into small plots of agricultural land delineated by hedgerows. This area formed part of the medieval common known as Chippenham Mead which lay between Monnow Street and the rivers Wye and Monnow to the south and west. The common seems to have been used primarily as pasture.

In 1876 it was decided that the cattle market which had traditionally taken place within Monnow Street itself should be relocated. Therefore a new cattle market was opened on the site adjacent to the River Monnow where it remained until 2002. The current car park is still known as Cattle Market car park, and an old tethering wall is still evident next to the Robin Hood Inn.

*The proposals should seek to reflect the unique history of the site, in particular, there should be reference to the site's former use as a local cattle market which remained for over a century.*



## 8.0 Site Appraisal

### 8.1 Character

The Monmouth Conservation Area Appraisal (Draft) describes the town as possessing:

*“intimate and grand streets juxtaposed throughout and often a small lane or alleyway leads off a main street providing glimpses of the complexity of the built form behind the façades of the main streets ... [this] provides richness and depth to the historic townscape”.*

The study site on the south west edge of Monmouth has never been part of the built envelope of the town, being most recently the Cattle Market site. The tight urban form of Monnow Street suddenly leaks away, and yet the medieval structures of the Gated Bridge and St. Thomas’ Church across the Monnow give an impression of still being part of the historic core.

*The scale and pattern of the town is evident in the early burgage plot development of Monnow Street, and in the only other public space of Agincourt Square. Redevelopment of the study site needs to take account of this scale and pattern, stitching the site back into the historic core of Monmouth.*

*Monmouth is a town of rivers and tree lined banks are a local feature. This is not present on the site, and developing a riparian landscape should be explored.*

- Site
- Conservation Area
- Scheduled Ancient Monument (Cadw)
- Historic Parks & Gardens (Cadw)
- Important Trees or Tree Groups
- Key Spaces
- Historic Core
- Link to Historic Core
- National Trails/ Walks
- Sustrans Route (to be fully completed in 2012/13)



Key Characteristics



Distant views into Monmouth can be had from the surrounding hills. These views allow an appreciation of the scale and complexity of the town and demonstrate the sensitivity of the historic grain of the townscape.



The two rivers, and in particular their often tree lined banks, form important parts of the setting of the town and the conservation area.



There is a unification of the townscape in the constant glimpses of the spire of St Mary's church and views out to the dramatic tree-lined landscape setting.



The enclosure of the streetscape by buildings of varying heights and continuous street frontage is common to the historic core.



A key characteristic of the Monmouth conservation area is the frequent transition between spaces of differing scale. These range from large and open, such as Agincourt Square, to narrow and enclosed, such as Church Street.



The small streets in the historic core are characterised by a high quality floorscape of Pennant stone flags and central gully of small stone setts.



Many of the older structures are built in red sandstone. The red and buff sandstone ashlar was quarried locally and is characteristic of the area.



8.2 Current Uses

Car park



The site includes an area of parking that provides 35 spaces. The adjacent Cattle Market car park provides 161 parking spaces.

Market



Along with Agincourt Square hosts markets on Fridays and Saturdays, echoing Monmouth's history as a market town. Also a venue for Monmouth Festival events.

Viewing platform



People use the platform to enjoy good views of the river, Monnow Bridge, St Thomas' Church and the wooded hills beyond.

Allotment access



The track that follows the River Monnow provides the only vehicular access to the community allotments.

Toilet facilities



Well-used public toilets are located within the site. These facilities include a tourist map and a public notice board.

Events



The site and adjacent car park host the annual Monmouth Music Festival.

Recreational walks



As well as sitting on the Offa's Dyke National Trail the site provides access to the riverside track which is used recreationally for walking.

Bus stop & coach drop-off



The site serves as a local bus stop and a drop-off and collection point for tourist coaches.

Cycle storage



No provision at present but an obvious need particularly given the proposed sustrans route through the site.

Picnics



The site's location makes the site a destination for people wishing to sit and enjoy the character of the river corridor.





### Markets and Car Parking

The hard surface within this site is primarily used for overflow car parking of 35 spaces, but is completely used by weekly Friday and Saturday markets. Markets tend to fill the space available, so additional space is generally regarded as a requirement to encourage larger and more diverse markets and events. Parking numbers must at least be maintained in any design. The permanent car park of the adjacent Cattle Market site will not be included in this study, although some enhancement measures may be taken.

### Green Areas

The level grass area next to the overflow parking is occasionally used for markets and events, but is generally used for seating and picnics, especially during summer weekends. The Flood Defence Bund is a grassed engineered bund protecting the town from flooding, running between the old and new Monnow Bridges. Although the average height of this structure is only 1m above the general car park level, it reduces views to the river significantly. The grass river bank drops at approximately 1:3 from this bund.

### Allotment Access

A 3.5m wide access track to the allotments crosses the bund and continues south under the New Monnow Bridge and then under the Dual Carriageway bridge to the allotment site. This route is also a Sustrans cycle route, and is used by the Environment Agency for maintenance access to the river and for the flood bund. Vehicle access is fairly regular along this route, and causes a conflict if the site is to be developed as a pedestrian space. It also encourages some illegal parking on the river bank.

### Toilet Block

The public toilets are well used, but generally considered an eyesore within the context of the Gated Bridge. The toilet is a flat roofed, brick building that seriously conflicts with the intact historic streetscape of Monnow Street, and visually devalues the setting of the Gated Bridge. Views to the bridge are limited by this building, which probably has a larger footprint than necessary. One outside wall doubles up as a well-used, but untidy notice board for both tourist and local news.

### Vehicle Use

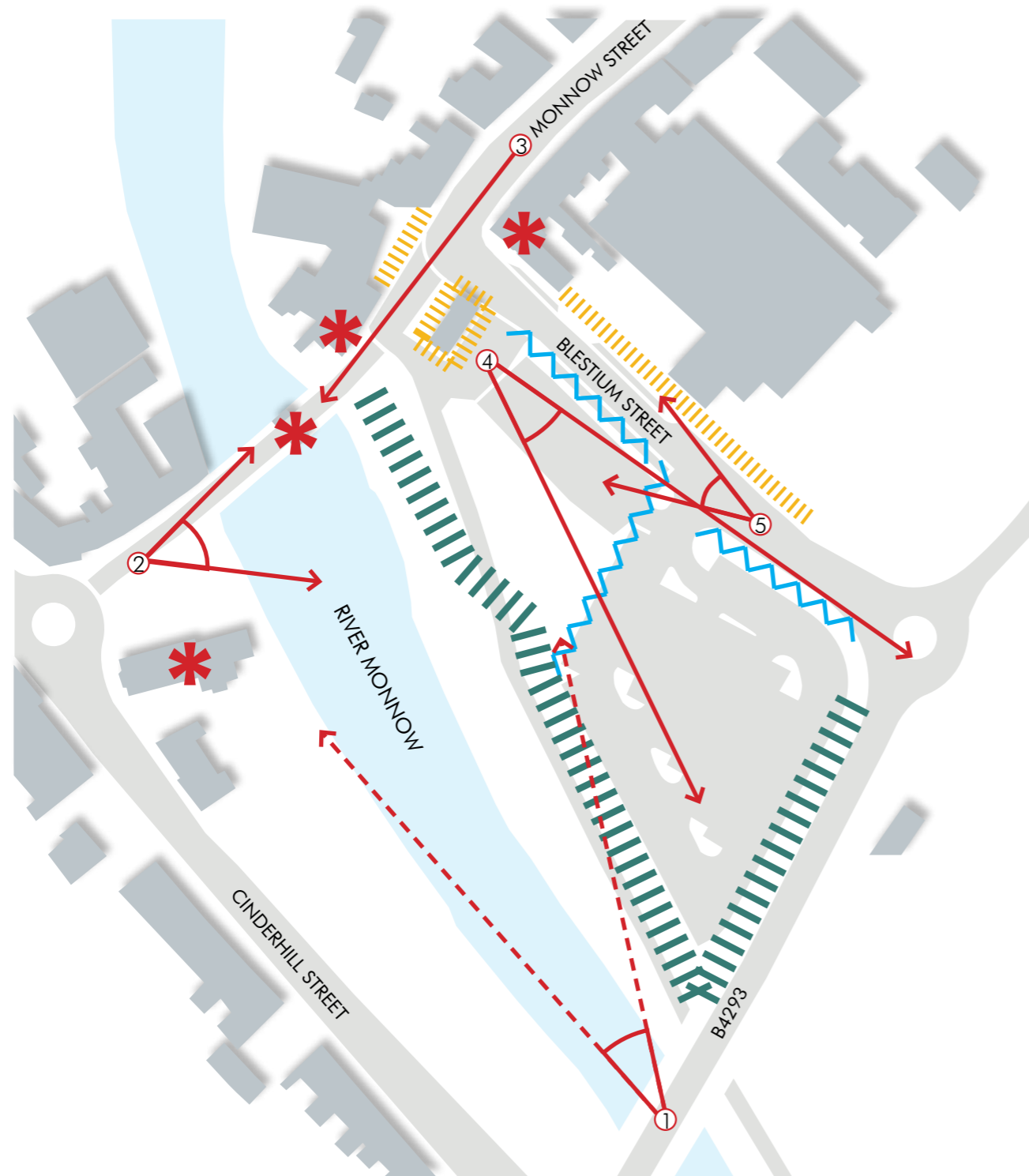
A main tourist coach drop off bay and bus stop is located on Blestium Street, as well as taxi points near the toilet block. The well-used Handyman House DIY store has customer parking in front of it. The modern structure and customer car park visually detracts from the Monnow Streetscape but is not out of scale. Access to the front of Handyman House needs to be maintained for customer car parking and to allow deliveries. Delivery access to the Gatehouse Pub and Fish and Chip Shop is also required.

### Pedestrian Use

The constructed steps and retaining walls adjacent to the Gated Bridge provide a formalised pedestrian route over the flood bund, but the structure with its walls has the effect of increasing the visual obstacle of the bund, and appears less used than the allotment access route.

The allotment access doubles as a riverside walk and Sustrans cycle route. This site is the only publicly accessible riverside adjacent to the town, since the dual carriageway effectively cuts Monmouth off from the river Wye. This demonstrates there is a huge potential for maximising the use and attraction of this stretch of riverside. Monmouth Canoeists have expressed a keen interest to access the river at this point for junior and disabled activity.












### 8.3 Key Views & Landmarks

The Monnow Bridge and Gate is the dominant landmark for the site, and the viewing opportunities need to be maximised. The utilitarian developments of the site: car park, flood bund, allotment access and toilet block, all detract from this and need serious amelioration to restore the historic setting. The visual zone of influence for the bridge needs to be protected and enhanced.

The plan illustrates other intrusive frontages and poorly defined edges that need addressing.

*The surrounding views to wooded hills and the AONB contribute to the character of the site, and together with its riverside setting, provide a unique opportunity for a leisure space in the town.*

-  Landmark
-  Key Vista/View
-  Obstructed View
-  Panorama
-  Intrusive Frontage
-  Visual Barrier
-  Poorly Defined Edge



① View from new bridge obstructed by bridge balustrade



④ Wide views out of site towards surrounding hills and AONB



② Views to Monnow Bridge, River Monnow and surrounding hills from St Thomas's Square approach



⑤ Arrival view into site, lack of structure to Blestium Street or the site



③ View along Monnow Street towards Monnow Bridge only apparent from this point





#### 8.4 The Riverside

The proximity of the River Monnow represents a major asset to the site. Currently the relationship between the two is poor, largely due of the presence of the flood defence bund. A convoluted arrangement of step allows access to a small viewing platform with a single bench. The viewing platform allows only narrow views of the bridge and creates an area which is subject to limited passive surveillance.

Further seating opportunities are provided on top of the bund although these are particularly exposed. Elsewhere there are flat areas which are used informally to enjoy the riverside location.

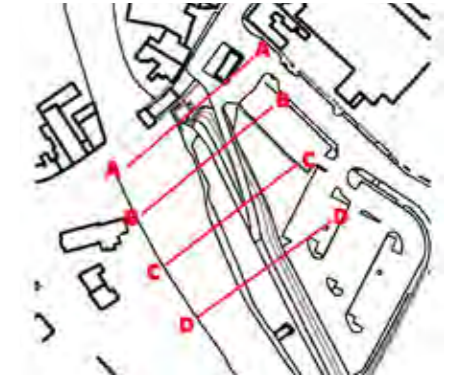
Large clumps of scrubby vegetation at the river edge block views along the river. Elsewhere along the riverbank vegetation is limited to mowed grass.

Elevation: Existing



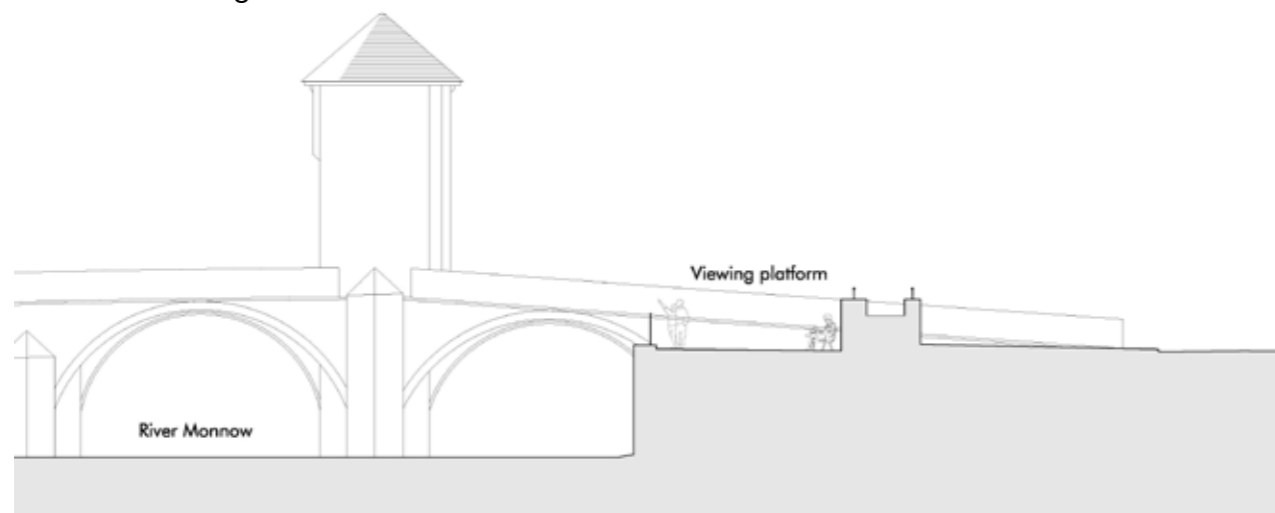
*There is an opportunity to enhance the site's and, by extention, the town's relationship with the River Monnow. The proposals should achieve this by improving access and providing a variety of opportunities to engage with the water and the bridge.*



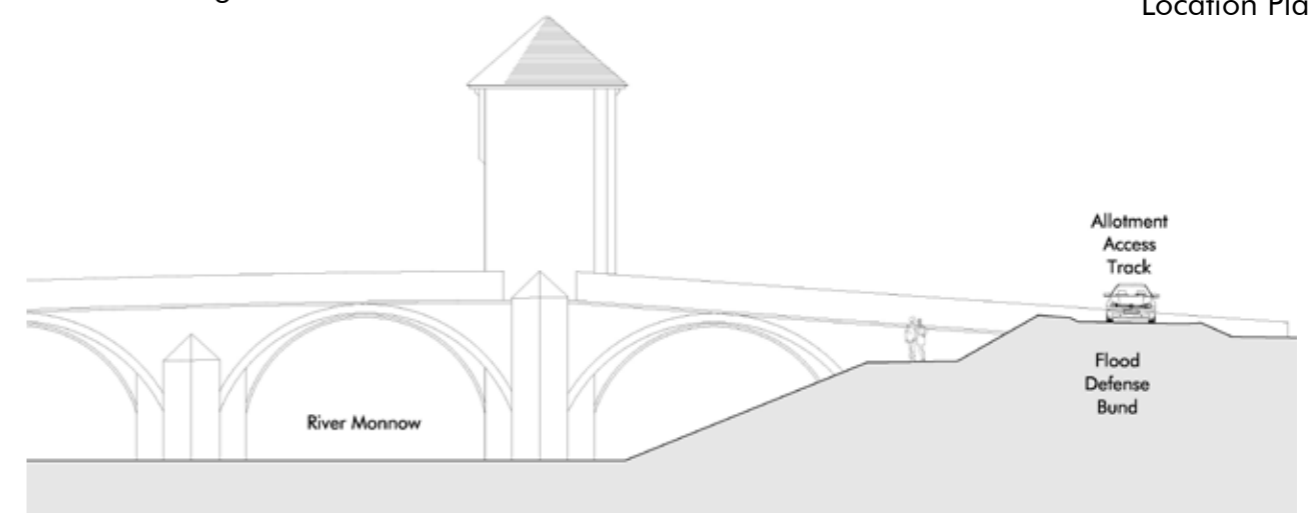


Location Plan

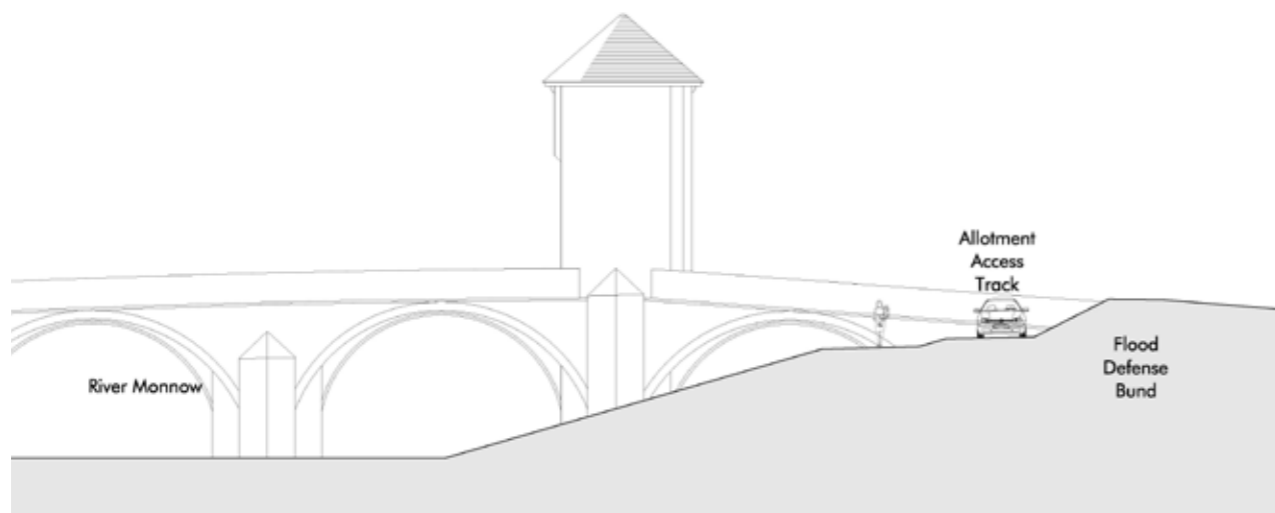
Section A-A : Existing



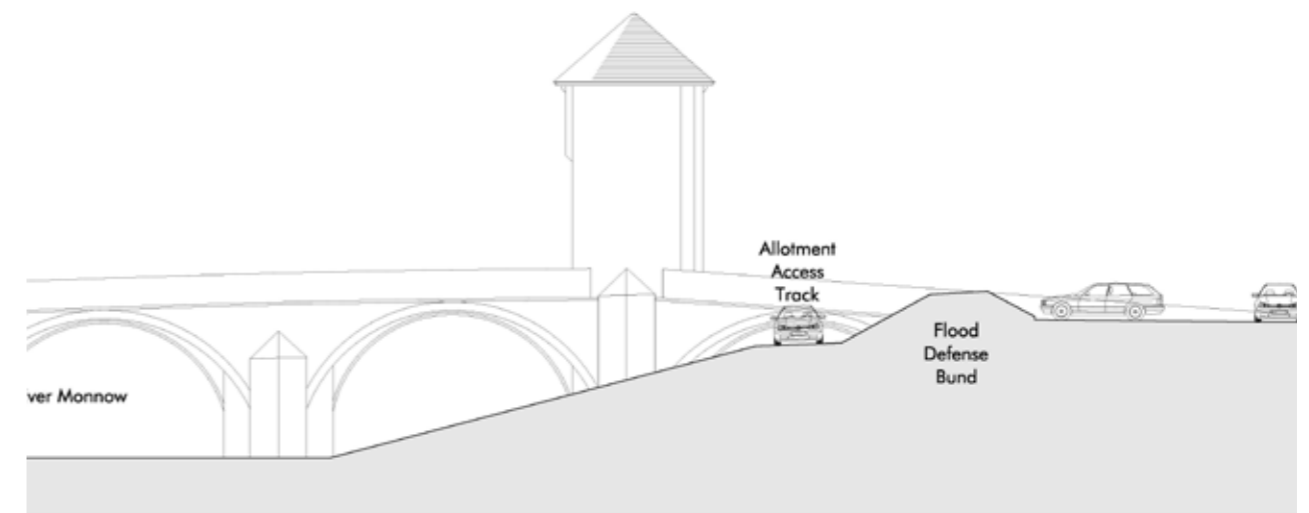
Section B-B : Existing

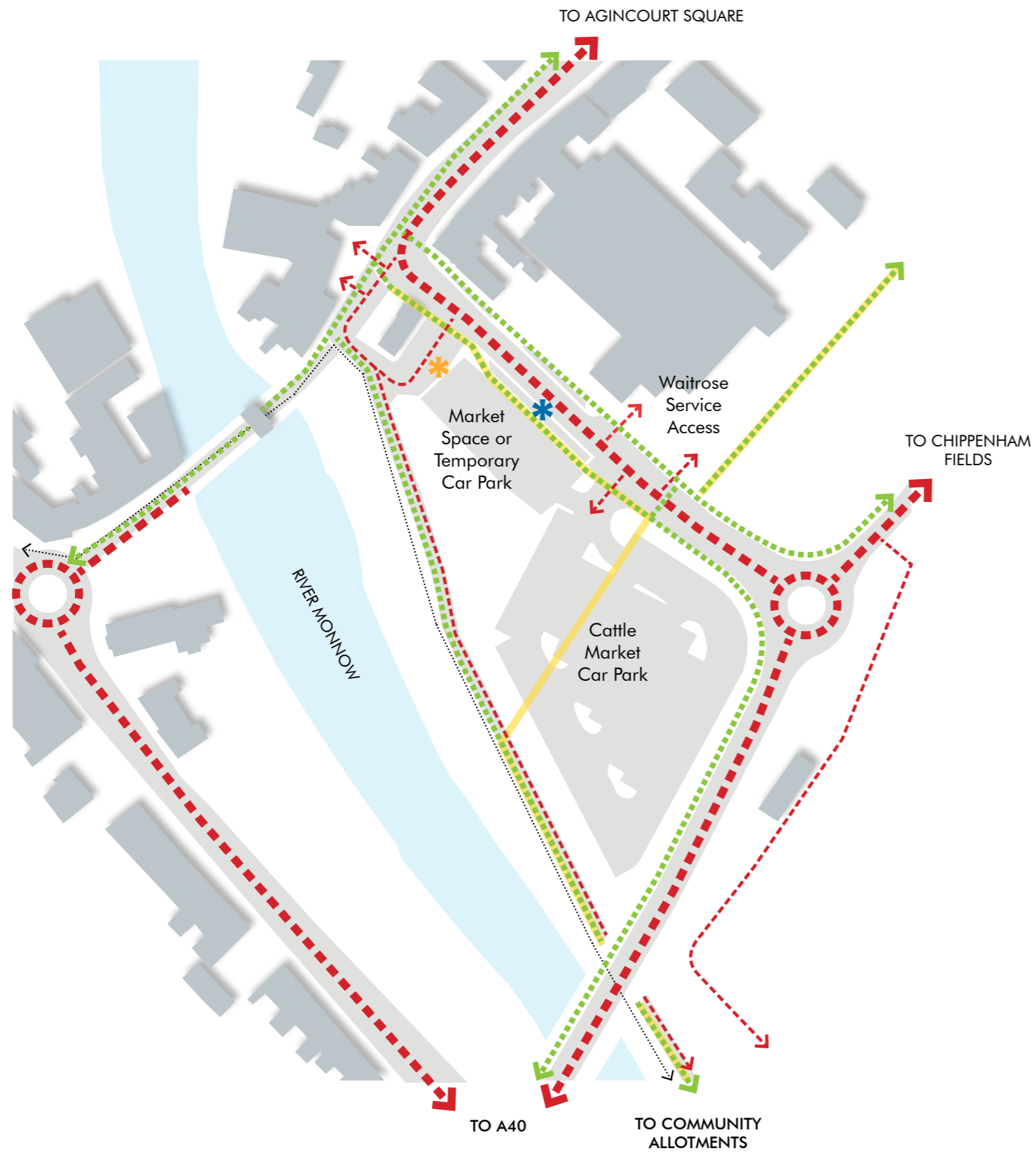


Section C-C : Existing



Section D-D : Existing





### 8.5 Access and Linkages

The site is dominated by traffic movement along the B4239 and Blestium Street with secondary routes around the toilet block and access to car parking and the community allotments. The dominance of vehicular movement inhibits pedestrian movement across Blestium Street.

Formal pedestrian movement is limited to the pavements along Blestium Streets and over the bridges. Within the space only the allotment access provides a hard surfaced pedestrian route. Pedestrian movement through the site from the Cattle Market Car Park and to the river edge are not formally catered for.

Public Right of Way (ref 375/274), which runs through the Cattle Market Car Park, is not a functioning route due to the presence of the flood defence.

*The proposals should seek to improve the permeability of the space by providing formalised and safe routes through the site including access DDA access to all key areas. The proposals should also seek to provide a pedestrian route which runs a similar course to the non-functioning Public Right of Way providing access to the river across the Cattle Market Car Park.*

- Vehicular Highway
- Vehicular Access Road
- Pedestrian & Cycle Route
- Sustrans Route (to be completed in 2012/13)
- Public Right of Way
- Bus and Coach Lay by
- Informal Taxi Point



## 8.6 Traffic, Car Parking and Pedestrian Flows

A review of the Hamilton-Baillie report, dated March 2008, Monmouth - Building Prosperity and Civility through Place Making, was completed. The findings recorded in this study are still present today, and the proposals are sound and reflect the approach that is normally adopted by the Macgregor Smith design team. This is a good report and the Monmouth Gateway project can be the first phase in the realisation of the aspirations of this study.



### Traffic

The volume of traffic on Monnow Street would appear to be around 10,000 vehicles per day, which is relatively high for a town with a bypass.

Consideration has been given to the town wide car park provision, and the effect this has on the movement of vehicles through the town. This review shows that there is an imbalance of car parking spaces across the town, with a far greater number of long term spaces positioned in the southwest of the town. The effect this has is that vehicles are encouraged to pass through the High Street, Monnow Street, to reach the car parks, contributing to vehicle movement dominating the High Street.

Although there is a large volume of cars moving through Monnow Street and along Blestium Street, vehicle speed are relatively slow while on Monnow Street. On leaving Monnow Street to the south the built environment changes; the carriageway widens, buildings are only present on one side, buildings step back, and the surface treatment is more akin to traditional highway, with clear uninterrupted sightlines to the roundabout off the new Monnow Bridge. All of these features encourage high speeds in both directions, resulting in it being a difficult place for pedestrians to cross.

*Consideration should to be given to how the environment on Blestium Street can be altered to ensure vehicle speeds are reduced and pedestrian connections are improved : reducing the carriageway widths, introducing features to provide further tunnelling affect, reducing the vehicle turning surfaces in the area, changing the road surface materials.*



### Parking

Car Park provision across the town has been considered within this study and separate reports have been commissioned within Monmouthshire.

The Hamilton Baillie Report, The Building Prosperity and Civility through Placemaking Report recorded that Monmouth's commercial and tourist activity depend to a high degree on the availability of parking. The Monmouth Car Parking Study of 2004 noted a capacity of around 1,100 spaces, of which around 200 are on-street. The study also notes the likely increase in parking demand in coming years. The observations made by Hamilton-Baillie in 2008 are echoed by the Macgregor Smith team.

In developing options for the study area every effort has been made to avoid any loss of parking within the Cattle Market car park.



The options that have been explored to avoid a loss of parking spaces include the re-allocation of space so that parking is used to actively contribute to the traffic calming on Blestium Street. Activating and narrowing Blestium Street will be central to slowing vehicle speeds on this important part of the road network in Monmouth. The current arrangement in this area means that the highway dominates the space, making it feel like a road, as opposed to a street. The measures that will be explored and introduced as part of the scheme will look to revert this arrangement to one that welcomes pedestrian movement first and foremost, but still allows important vehicle movement to take place.

There is a need to retain vehicular access to the customer parking in front of Handyman House, encouraging some activity in this area, and deliveries to The Gatehouse Pub and Fish and Chip Shop. Enabling activity at Monnow Road/Blestium Street junction will assist in civilising the space and traffic calming the area. The manner in which this parking is treated is very important, so that the space feels like a pedestrian area, but where vehicles are permitted.



#### Pedestrian Movement

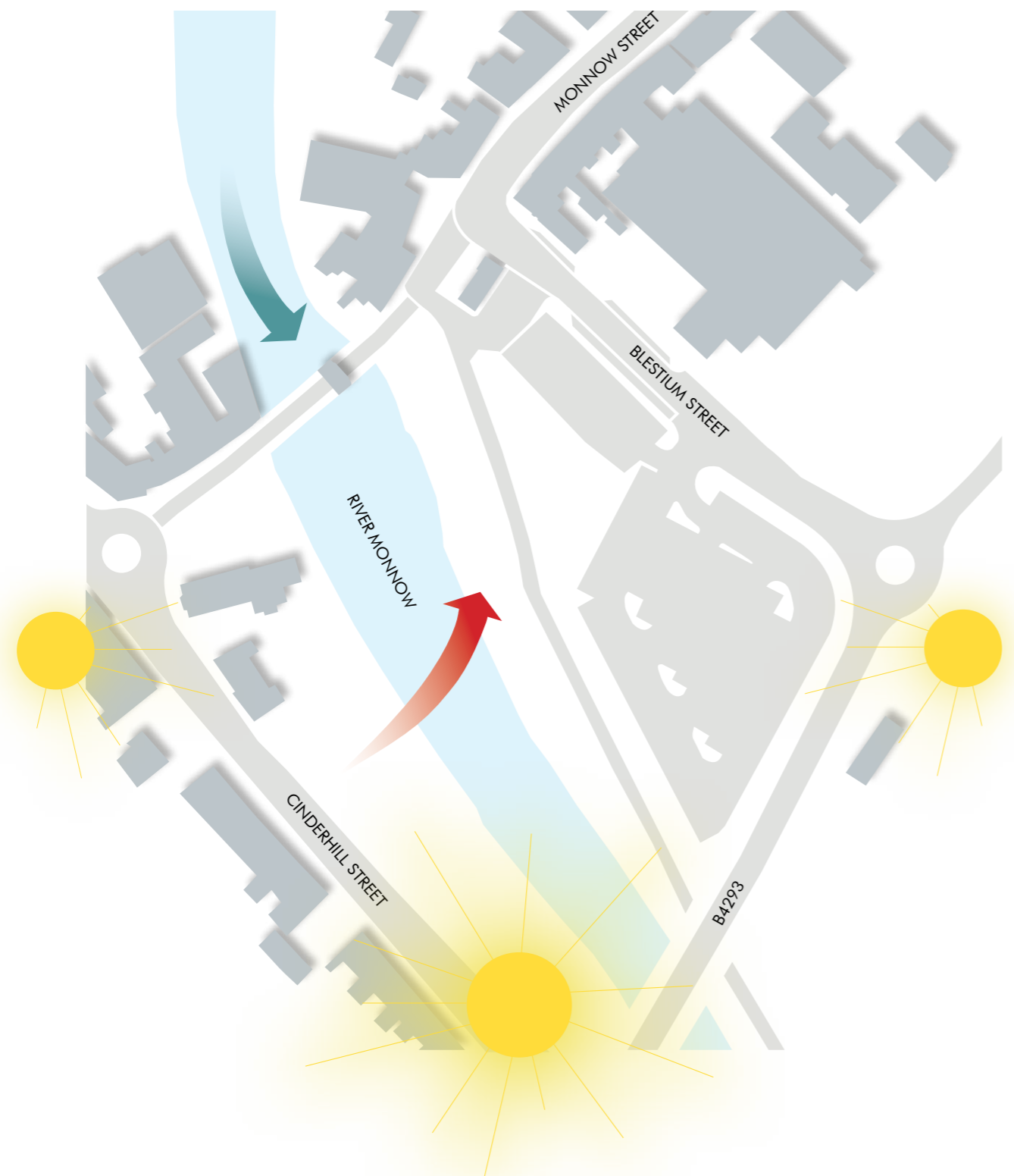
Pedestrian movement at the southern end of Monnow Street is low in comparison to the rest of the street. There is clearly a movement of pedestrians from the Cattle Market car park to Monnow Street but very little from Monnow Street over Monnow Bridge, as there is little on the southern side of the bridge to attract pedestrians over.

Due to the environment on Blestium Street, pedestrians are drawn through the car park and on a north south axis, crossing Blestium Street adjacent to the WC block prior to carrying on up Monnow Street.

*There are few opportunities in the study area to relax, despite the beautiful bridge and inspirational riverside environment. This should be addressed within the design. Creating features and opportunities for people to sit, relax, and enjoy the space is of vital importance.*







### 8.7 Microclimate

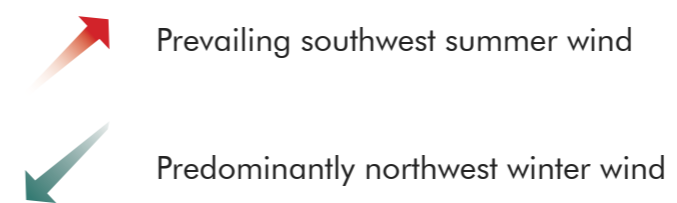
In climatic terms, the town is located between those areas around the Severn estuary which show a maritime influence, and the cooler and drier conditions of the Midlands of England further inland.

The nearby Ross-on-Wye weather station shows average daily maximum temperatures ranging from 7.3 °C (45.1 °F) in January to 22.0 °C (71.6 °F) in July, with 1504 hours of sunshine per year, and an average annual rainfall of 706 millimetres (27.8 in).

The site itself is relatively open to prevailing winds and north winds funnelled down the River Monnow.

#### Design Considerations

- Create shelter for markets, events and for people waiting for bus and coach pick-up
- Sheltered, south-facing seating opportunities



## 8.8 Geotechnical Desktop Study

We have undertaken a desktop review of previous geotechnical information, carried out by Earth Science Partnership, dated 20th July 2005, Report No. gs/3399s/lt3 ds prt; Monmouth Welcome Centre, Preliminary Desk Study Report, from which we highlight the following findings:

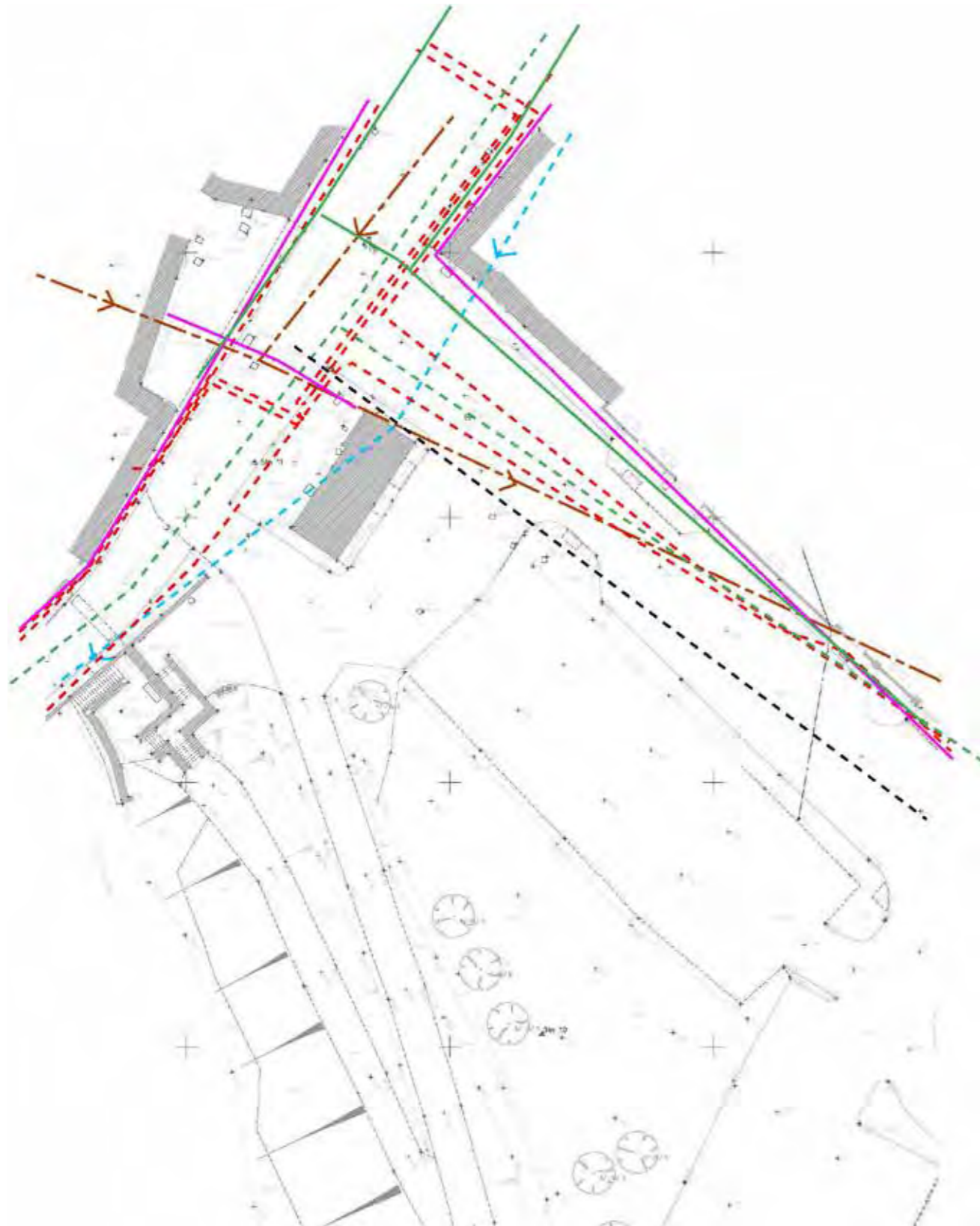
- The geological plan for the area (1:50,000 – Sheet 233) indicated the site to be underlain by River Alluvium (likely fines) and Terrace Alluvium Gravels followed by a Devonian bedrock of either Raglan Marl or St Maughans Group. Each of these deposits typically comprise red Marls, typically weathered to a clay in their upper part.
- The archaeological report, see section 12.0, recorded that the deposits of river silt was at least 4.5m thick. These flood silts were found to overlie river gravels. The Archaeological report also recorded that The underlying geology of the site is Lower Old Red Sandstone overlain by alluvium. The alluvial deposits are mainly silts and gravel (Welsh & Trotter 1961, 31)
- Owing to the historical development of the site, it is anticipated that a nominal covering of Made ground will be present.
- The report recorded that No contaminative former use has been identified for the site however the site has been previously developed. It is therefore anticipated that a covering of Made Ground will be present for which a range of potential contaminants could be present.
- A review of the site history has not identified any significant previous contaminative use and therefore no significant contaminant source. It is considered that both risks to end users and the issue of Environmental Liability will not have a significant impact on the development.
- The report recorded that The potential presence of Made Ground and organic materials within the natural Alluvium at the site indicates a potential risk for ground gas to be generated.
- A radon report obtained for the site indicates that Basic Protection Measures are required for the site. Whilst the assessment is based on exposure at a residential property, it would be prudent to include these basic measures for the development.

### *The following recommendations are made:*

- *Commission a Site Investigation, with archaeological watching brief, to establish ground conditions, contaminates, ground gases, presence of archaeological remains and to establish the accurate position of services.*
- *Foundations to any new building within the site should take the form of either a piled or raft foundation, to minimise disruption to potential archaeological remains and to reflect the ground conditions envisaged.*







### 8.9 Utilities Survey

There are a large number of existing utilities within the area surrounding the site. These are largely located within the Monnow Street and Blestium Street, which is to be expected. The approximate position of known services are shown in the adjacent figure, but it should be noted that there is a risk of other utilities being present, which have not yet been identified by utility providers.

An important aspect of protecting existing utilities is ensuring they have sufficient cover. Utilities located in non-trafficked areas often require to be at a depth of not less than 450mm, increasing to 600mm and greater in areas where vehicles traffic the space. To establish if these levels of cover are provided it is recommended that trial pits be undertaken in various locations across the study area.

Where recommended depths are not achieved it may be necessary to introduce protective construction measures over these utilities, such as a reinforced concrete slab or similar agreed with the utility provided affected.

*When consideration is given to the introduction of trees and street furniture, this should be done with the utility positions in mind. Both trees and large furniture may require large areas of support below ground. Ensuring these do not clash with utilities will help to reduce risk to the project.*

- Electric
- Water mains
- Foul sewer
- Surface sewer
- BT
- Gas
- PROW

### 8.10 Archaeology Desktop Review

A review of the Report No. 1470/2005; Archaeological Desktop Study of land at The Cattle market, Monnow Street, Monmouth, Monmouthshire, Bristol and Region Archaeological Services, dated 2005, was completed. The findings of this report have been summarised below:

The study area has significant Archaeological potential. Archaeological work in Monnow Street has revealed important archaeological deposits, features and structures dating from the Roman, medieval and post-medieval periods.

Historical maps/pictorial views of the town in 1610 collated within the report suggest there may have been housing to the edge of the site, effectively a continuation of those that lined Monnow Street extending to the bridge. It should again be noted that the evidence to support this assumption remains a matter of debate.

The report states that despite the extensive archaeological work in Monnow Street the study area has been the subject of very little attention, largely due to the presence of the cattle market on the site since the late 19th century.

Field Evaluations were undertaken prior to and during the construction of the Waitrose Store that is positioned adjacent to the site. These found much evidence of 18th and 19th-century activity, including buildings, and the edge and fill of a large feature which may have been the pre-1500 Chippenham Ditch but no evidence of medieval occupation was discovered.

The watching briefs that were undertaken during upgrading of the Cattle Market Car Park and New Monnow Bridge construction recorded little in terms of archaeological remains. Despite this the study area is considered to have significant archaeological potential, particularly for the Roman, medieval and early post-medieval periods. Any medieval and early post-medieval occupation is likely to be concentrated on the street frontage but the use of the area during the Roman period will probably not relate to the later street pattern.

Generally, the preservation in situ of any important archaeological remains will be the preferred option of the archaeologist and planning authorities.

Mitigation measures to consider include:

- Locating any building away from the Monnow street frontage which may be the most archaeological sensitive part of the site
- Designing the foundations to minimise damage to the archaeology, perhaps by the use of small bore piles or a raft
- Recording the archaeological resource by means of an excavation and subsequent publication in areas where it cannot be preserved.

*The study concludes that trial trenches be undertaken to enable an archaeological evaluation of the site to be carried out. It is recommended that these trenches be positioned in locations that also permit the exact position of existing services to be determined so that these risks can also be managed during the same exercise.*

*A watching brief will need to be present during all excavation works associated with the development of the site.*

### 7.10 Land Ownership and Maintenance

The whole site is within Monmouthshire County Council ownership with the Environment Agency having a right of access to maintain the Flood Defence bund. Occasional maintenance of the river edge is carried out unofficially by Monmouth Volunteers by agreement with MCC. The EA require a 7m easement from the base of the flood bund, landward side, restricting buildings and tree planting, although this latter may be relaxed by agreement.

The Water Authority also have a right of access to storm drains next to the river. The allotments access road is not adopted or in any ownership, but is maintained by MCC. It is important that on-going maintenance is agreed for any design on the site, to safeguard the future quality and presentation.





collaboration | 

## 9.0 Community & Stakeholder Engagement

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 included: Website project promotion, media and local press, stakeholder sessions, on-line surveys, school, young peoples' project and public exhibition.

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

The development of the detailed proposal and associated planning application for the Gateway Monmouth site has placed the community and town stakeholder groups at the centre of the process. Groups have helped the design team in understand community needs as well as visualising how the site can also enhance the visitor experience and importantly the setting of its iconic medieval Monnow Bridge.

The extensive consultation process has led us to a design that meets a wide range of strategic and local needs, in that:

- It enhances the setting of ancient Monnow Bridge, its historical interpretation and better announcement of the town centre from Blestium Street;
- It provides enhanced toilet and visitor amenities to a key gateway into Monmouth town centre;
- It ensures strong physical links with main shopping streets and town attractions;
- To provides a clean and functional space for established events and activities which can also grow local enterprise from local and rural businesses;
- It reconnects the town with the River Monnow in terms of accessible routes and allows this natural asset to become part of the overall space and experience;
- The community sees this as a key space with community growing through orchards, activity space and informal areas for recreation and general enjoyment of the riverside seen as being important to their well-being and civic pride.





## 10.0 Statutory Authorities

### 10.1 Planning

The Planning Authority has been closely involved throughout this Design Study in the person of Ms Jo Draper, who has commented at all the key stages and meetings of the process.

### 10.2 Highways

Senior highways representatives have been part of the Client Project Team throughout the Design Study. The proposals for Blestium Street and Robin Hood Corner have been generally supported, and testing of delivery access, turning movements and bus/coach pulls in has been carried out to avoid any design risks.

### 10.3 Natural Resources Wales

There has been one site meeting and a number of discussions with the NRW, and their requirements incorporated into the design. At the design options stage, there was a clear preference for the option to move the build back from the river, as this increases flood capacity in the river channel.

The main reservation was that their existing maintenance standards would not be compatible with the proposed upgrade of the area to a riverside park with steps, terraces and benches, with planting and wildflower meadow.

The NRW confirmed a number of issues:

- A Flood Consequence Assessment would be required as part of the Planning Application;
- The existing flood defence level is considered adequate and must be replicated in any relocation of the bund;
- Initially a 7m maintenance zone was required from the base of the landward side of the flood defence free of any structures or planting. However, this would be reviewed in a detailed application;
- 24 hour maintenance access must remain, giving access to the whole length of the bund, and to the flap valves downstream of the Old Monnow Bridge;
- Additional tree planting should not be allowed to undermine the structural integrity of the flood defence.

As a result, the design of terraces and steps would be additional to the flood defence bund profile, so that they do not compromise the structural integrity of the bund, both in construction phase and on completion of the works.

### 10.4 CADW

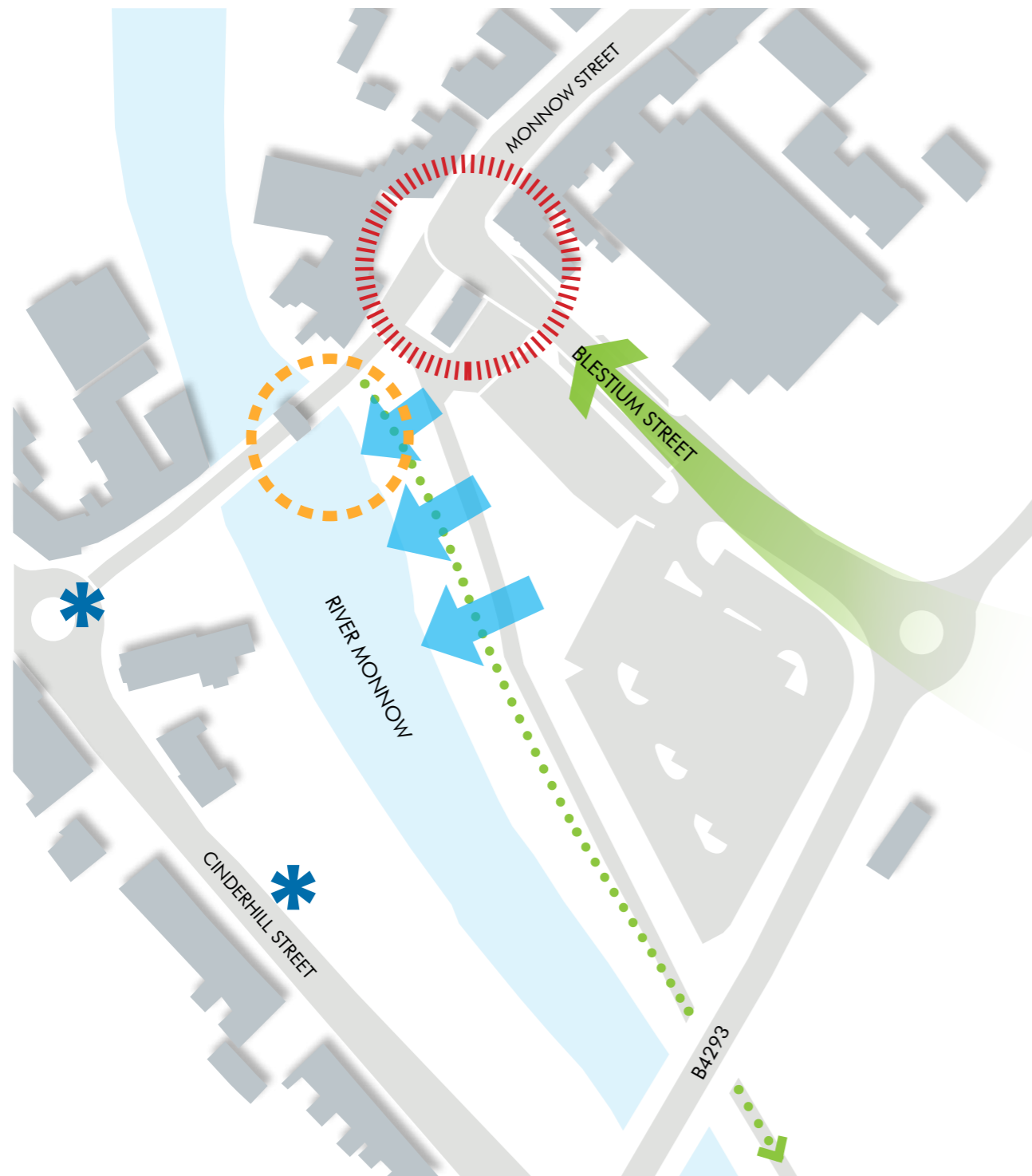
Richard Turner of CADW has been kept informed at stages in this Design Study, with no comments to date. CADW are a statutory consultee in the planning process and a separate Scheduled Ancient Monument Consent application is prepared for amended step detail next to the Gated Bridge.











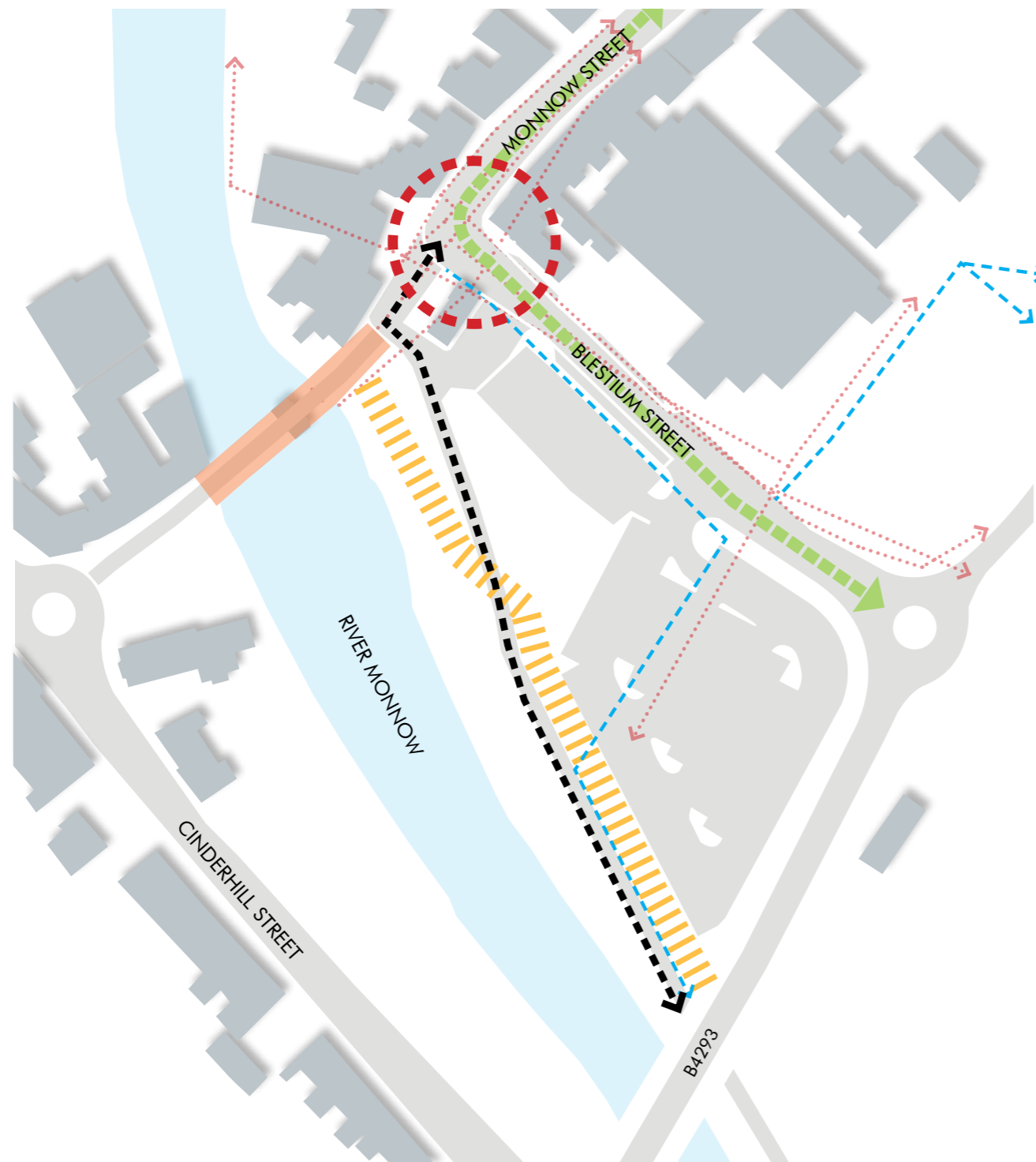
## 11.0 Opportunities and Constraints

### 11.1 Opportunities

- Defining a coherent arrival space and complementing Agincourt Square
- Increase pedestrian accessibility, reducing traffic dominance and reduce width of Blestium Street
- Improving public access to River Monnow
- Connecting with wider cycle/footpath network along River Monnow
- Interactive tourist information
- Extending events space
- Improving the setting of landmark Monnow Bridge
- Seating and performance space using backdrop of river and Monnow Bridge
- Strengthening the character of Monmouth through materials, artworks and historical interpretation
- Catalyst for change in local tourist offer
- Improving/relocating WC building
- Resolving conflict of allotment access
- Relocating coach drop-off point adjacent to Cinderhill Street roundabout to increase usable space and intensify activity across bridge
- Creating a link with the community allotments by providing an edible landscape element.

-  Riverside Linkage
-  Improved River Interface
-  Monnow Bridge Setting
-  Extend Existing Tree Avenue
-  Monnow Street Arrival Space
-  Alternative Coach Drop-off





### 11.2 Constraints

- Important traffic route to Monnow Street
- Provision of vehicular access to allotments
- Retention of existing bund for flood control
- Proximity to Monnow Bridge Scheduled Ancient Monument
- Provision of public toilet facilities
- Maintenance of car parking spaces numbers
- Conflict with existing underground services easements
- Provision of space for coach and bus drop-off collection
- Provision of customer and service access to Handyman House

- |||| Flood Control Bund
- Allotment Access
- ... Existing Services
- Scheduled Ancient Monument
- - - - - Public Right of Way
- Key Vehicular Route
- - - - - Vehicular/Pedestrian Conflict



1. Leave as existing

*Preferred Option*



2. Between car park and site



3. Through sports field

**12.0 Key Design Issues**

12.1 Allotment Access

Objectives:

- avoid conflict between vehicles and pedestrians
- avoid illegal parking
- safeguard the Sustrans route
- retain maintenance access

Conclusion

Retaining the existing route would necessitate maintaining permanent vehicular access through the proposed public space. Re-routing through the sports field has been explored, but is likely to be an expensive option and the land take would have implications on the Village Green status of the sports field. Also any access must accommodate the Sustrans cycle route and maintenance access to the river. Therefore re-routing adjacent to the car park is the preferred option.



Preferred Option



1. Re-use/rebuild in same place

Preferred Option



2. Relocate next to bus stop



3. Relocate near car park entrance

12.2 Toilet Building Location

Objectives

- agreed as a needed facility
  - improve an eyesore
  - explore any additional facility
- visitor information, digital screen
  - market storage
  - power supply for market
  - flexible kiosk/cafe space

Conclusion

The car park entrance option is too far removed from the market square, if other building uses are incorporated. Therefore options 1 & 2 are preferred.

*Preferred Option*



1. Retain in existing location



2. Adjacent to St Thomas's Square



3. Adjacent to Cinderhill car Park

12.3 Coach Drop-Off

Objectives

- provide a drop-off point within short walking distance of the site, the bridge and Monnow Street
- improve welcome for visitors arriving in Monmouth by coach
- minimise coach traffic waiting within site

Conclusion

Ideally the drop-off point should be relocated to the other side of the River Monnow. Coach traffic will be reduced along Blestium Street and Monnow Street and waiting coaches will not clutter site. Also visitors will arrive on Monnow Street across the historic Monnow Bridge providing an improved sense of arrival and creating a genuine 'Gateway' for Monmouth. However, testing these option has shown that space is limited. Therefore the preferred option has to remain in the existing location.



Preferred Option

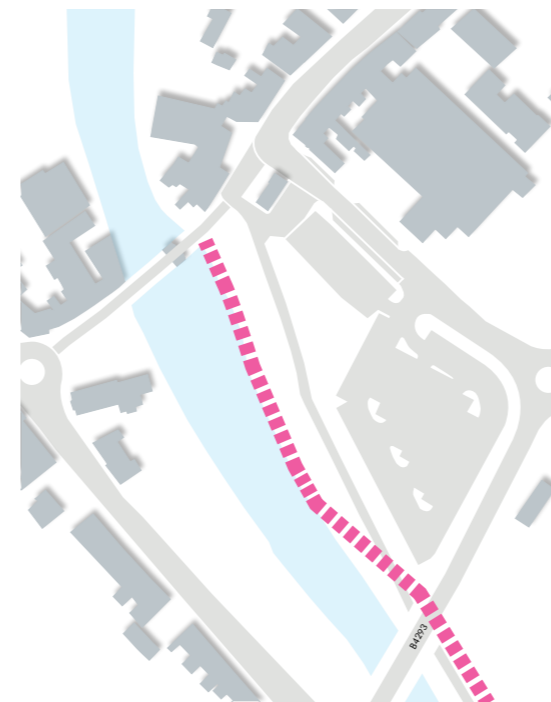


1. Retain in existing location

Preferred Option



2. Pull bund back from river



3. Reinstating a hard wharf edge

## 12.4 Flood Defence

### Objectives

- improve engineered appearance
- re-connect the site with the river
- turn a necessity into an asset

The first option keep the bund in place but adds earthworks to it to create modified steps, terraces and alter the engineered profile appearance. The second is to move the bund back from the river to allow greater use of the riverside, slackening the slopes and introducing terracing and seating. The third is to reinstate the original high walled edge mirroring that on the opposite bank.

### Conclusion

The Natural Resources Wales response to these general ideas is that there must be no net loss in flood capacity up to bund level which rules out option 3. As we would be proposing changes to earthworks in either option, a Flood Consequence Report will be required for options 1 and 2, although the moving the bund option is likely to be more involved.

The NRW also require maintenance access to the river, the flap valves next to the river and for the bund, which they have at present using the allotment access route.





### 12.5 Blestium Street

In order to create a well-used and active public space a key design objective must be to enhance the relationship with the high street by improving the pedestrian connection across the junction between Monnow Street and Blestium Street. Building on previous work such as the Hamilton-Ballie study (2008), the proposals could provide the link in the sequence of spaces to the Monnow Bridge and Gate as well as a new gateway and transition point for traffic entering from the south along Blestium Street.

At present the wide carriageway, road markings and barriers create an environment dominated by vehicular traffic and distinctly unfriendly to pedestrians. The current arrangement is not only unsafe but also lacks any distinct character.

*The proposals should seek to redress the balance between pedestrian and vehicular movement, create additional usable space and reclaim the junction as a key piece of the public realm.*





### 13.0 Conservation Response

Monnow Street has until late twentieth century, been the main artery from the fortified bridge to the heart of the town. Its link with the Monnow Bridge and Gate is obvious and fundamental.

The area of the site has never been built on. Although there is the possibility that there existed an unrecorded row of dwellings/structures fronting on to the street down to the bridge (refer to Speed's map of 1610, page 13), as noted previously, this is a matter of debate. Whether because of flooding or another cause, any other buildings that may have existed have been lost. Subsequently, the site was merged with the mediaeval Chippenham Common by the nineteenth century and in 1876 the cattle market originally in Morrow Street was re-located here.

The elements of significance are the bridge (an internationally significant scheduled monument), the street (as a fine and little disfigured example of a mediaeval and later market street) and the Robin Hood Inn (a very fine listed building).

The most significant negative impact is the sharp bend in the vehicular road, severing the link with the bridge. The loss of through traffic from the bridge is an understandable result of motorised vehicle impact, but the visual and other barriers to through flow are a regret.

The public toilet block is also detractive. It might have acted as a missing link to the bridge and the disputed earlier structures, but it breaks the frontage line, forgoing any reference to the historic and residual street pattern and disrupting the framing opportunity by providing a wider street than necessary for anything but cars.

The toilet building is then pivotal in leading the eye to the open site, where links to historic function have disappeared. The bend in the road also abruptly curtails the historic street unnaturally and uncomfortably close to the significantly ancient structure of the pub.

The views from within the site are compromised by the unsympathetic functional flood barrier and allotments access road, including unintended rear views of the pub and modern appearance of the Waitrose supermarket.

Finally, the steps and viewing platform adjacent to the bridge are awkward. Robustly built they nevertheless have little merit in creating an appropriately inviting space to view the bridge, St Thomas's church and the historic Overmorrow settlement.

*The Gateway site is at the transition between the contemporary and historic. The distinctive character generated by the historic market street leading to the gated bridge is compromised by the unsympathetic juxtaposition of contemporary vehicular dominance, focussed at the corner of the Robin Hood, and by the abstract location and non-traditional appearance of the toilet block.*

*The conservation strategy should be to enhance the historic setting and restore this edge of town with a contemporary and sympathetic square.*



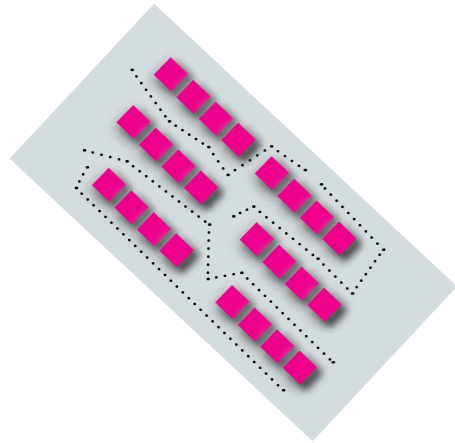




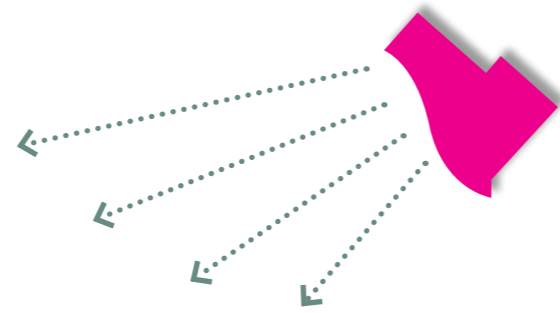
detailed design | 

### 14.0 Design Development

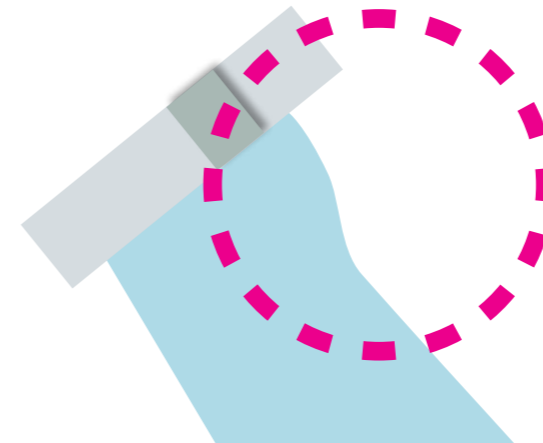
#### 14.1 Design Principles



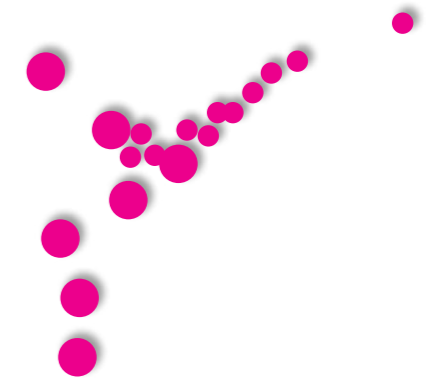
Flexible public space for different events all through the year including markets, festivals & performances



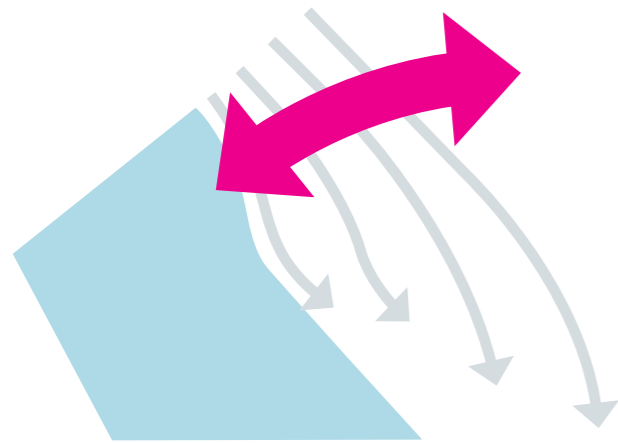
A new cafe/amenity building that addresses the space, provides activity and supports events



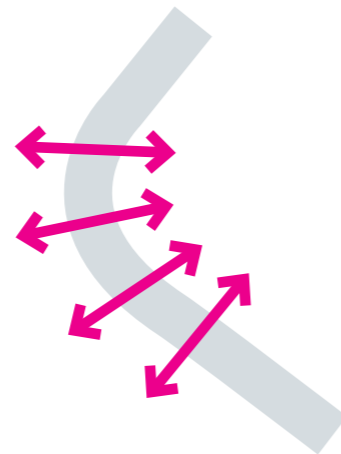
Provide an attractive setting to the historic Gated Bridge and create a welcome to the centre of Monmouth



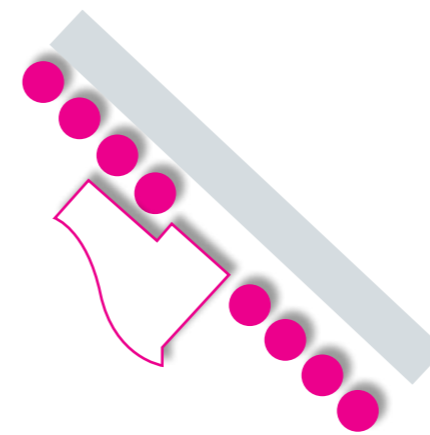
Orchard trees and fruiting shrubs provide an edible landscape element for the local community



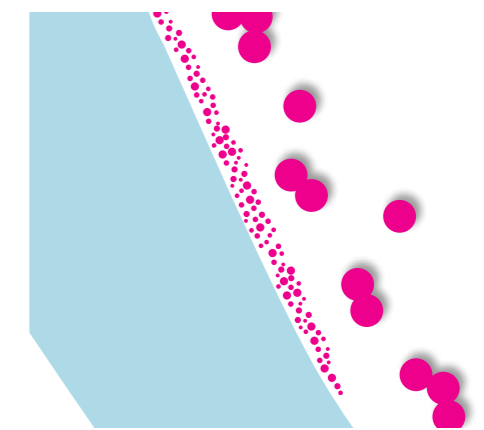
Reconnect the town to the river by integrating existing flood defence and a new riverside park



Create a pedestrian-friendly environment at the junction of Blestium St and Monnow St



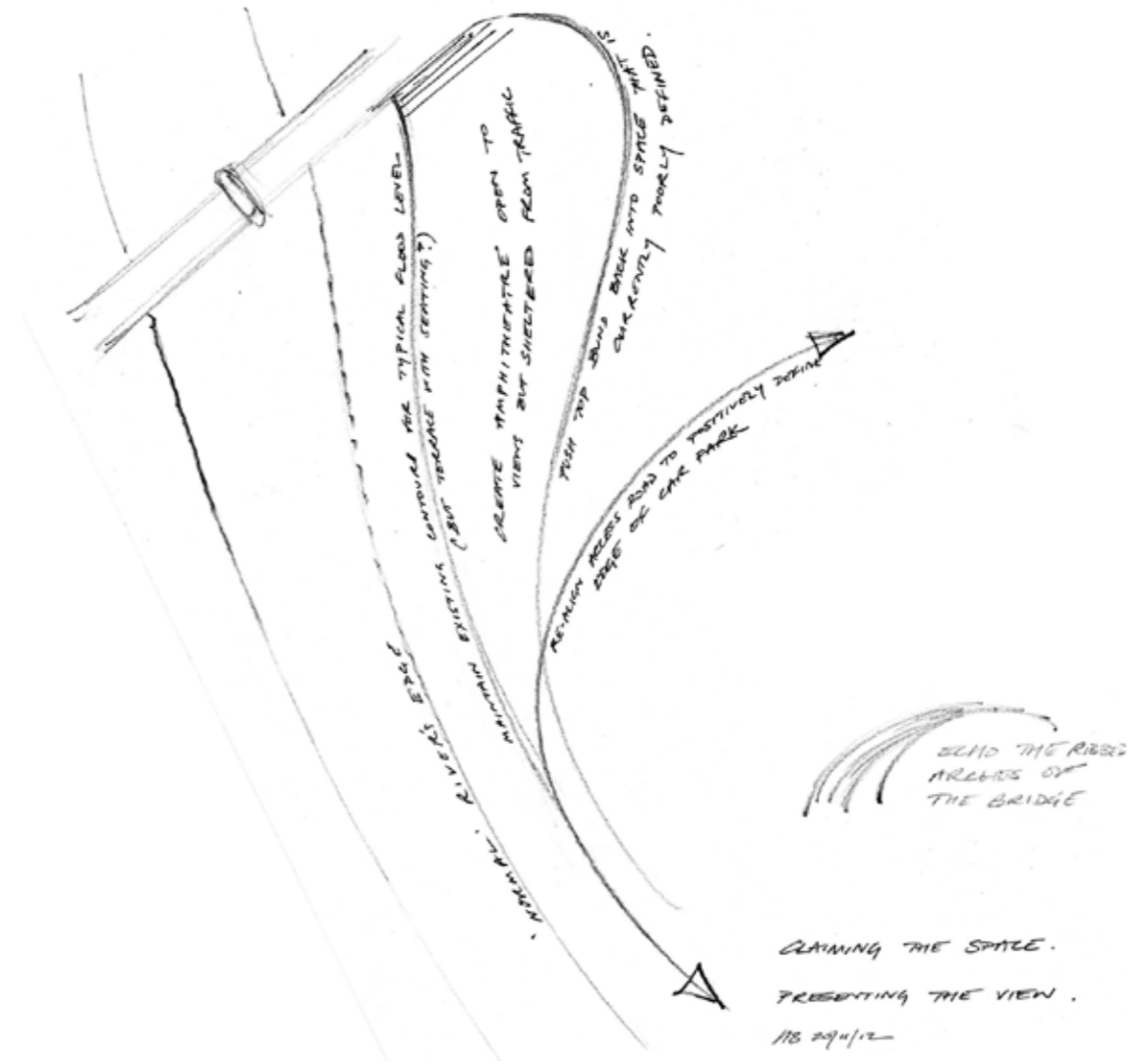
Define the boundary to Blestium St with street trees and the new cafe/amenity building



Marginal planting and native trees will extend habitat and natural landscape character along the river corridor



14.2 Design Evolution



14.3 Design Options

Drawing on the design issues identified in the first stage of the study, 3 alternative layouts were developed as options for presentation at a community and stakeholder engagement event.

Masterplan : Option 1



Masterplan : Option 2



Masterplan : Option 3

Preferred Option



KEY FEATURES



- Events Space maximised
- Flood attenuation bund kept in same place but added to with terracing
- Allotment access road relocated between events space and car park
- Building kept in same position but rebuilt
- Car park extended towards Blestium Street, narrowing road and maintaining parking numbers

KEY FEATURES



- Relationship between events space to the Monnow Bridge and Gatehouse emphasised
- Flood attenuation bund kept in same place but added to with terracing
- Allotment access road relocated between events space and car park
- Building relocated to Blestium Street
- Car park layout remains the same as existing without the extension towards Blestium Street resulting in a slight decrease in parking numbers from 196-190

KEY FEATURES



- Emphasis towards improving riverside amenity
- Flood attenuation bund back from river by 7 metres
- Allotment access road relocated between events space and car park
- Building relocated to Blestium Street
- Car park extended towards Blestium Street, narrowing road and maintaining parking numbers

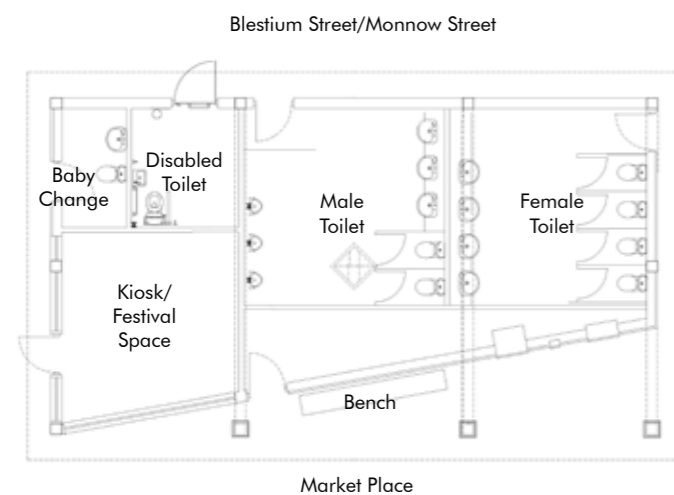


Amenity Hub Building Options

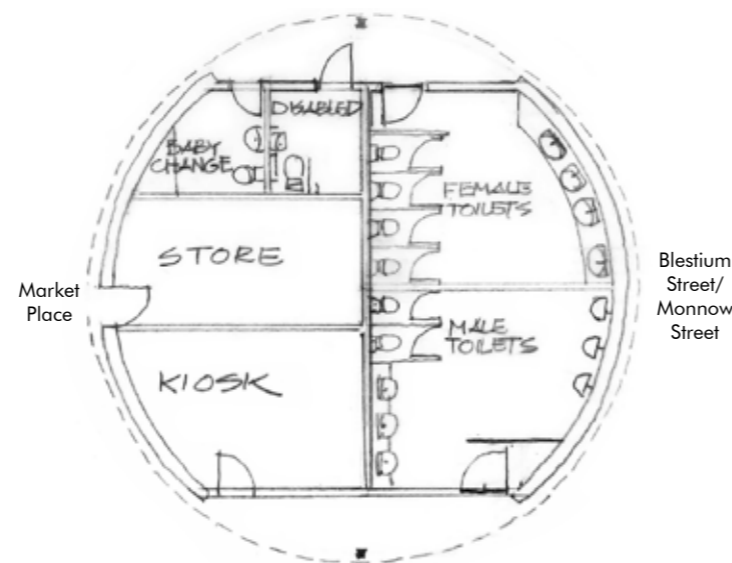
The form and function of the new building for the site have developed beyond the original brief, to fully satisfy the requirements of the space, becoming more than just a replacement of the public toilets.

At public exhibition stage, two options of the building were presented, but both were felt lacking in design terms and in accommodation. A third option was developed which meets the extended brief, providing a more viable café area, market storage space, and toilet facilities.

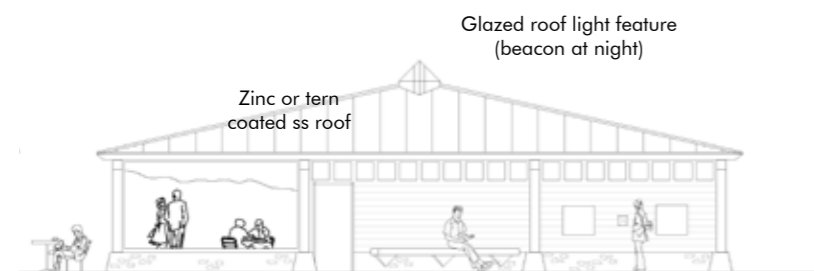
Building : Option 1



Building : Option 2



Building : Option 3



#### 14.4 Preferred Design Option Development

##### Resume of Public Exhibition

An exhibition of the three design options was held in the Robin Hood Public House on Friday, 1st March 2013. The exhibition involved:

- A series of display panels that outlined the rationale and process of coming to the three design options;
- Opportunity to talk to the design team on specific observations
- The provision of a touch screen which hosted a short questionnaire on the three design options and on specific design matters; hard copies of the questionnaire were also provided.

An on-line survey, hosted by Monmouthshire County Council.

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

- the degree to which the town centre wishes to have closer 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, option 3 is emerging as a 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 welcome with people generally seeing the space as being inviting and uncluttered.

The relocation 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.

Design option 3 was further developed following comments from the public exhibition and the client group in the following areas:

- Seating terraces have been rationalised to form an amphitheatre
- The building has been redesigned to better fit the brief and to incorporate all the agreed uses
- The detailing of the road at Robin Hood Corner has been amended to give a clear definition of carriageway, whilst still providing better pedestrian crossing opportunities
- Vehicle movements for Handyman House and the Gatehouse pub have been clearly defined and accommodated
- Carriageway widths on Blestium Street and the turning movement into Waitrose service area have been tested and accommodated
- Paving materials, soft landscape and street furniture have been developed to include more detail.
- The area available for markets and events is 982m<sup>2</sup> reducing to 830m<sup>2</sup> when the tensile structure is erected (the current area is 728m<sup>2</sup>). This now has more visibility from Monnow Street.





## 15.0 Final Design Proposals

### 15.1 Overall Plan

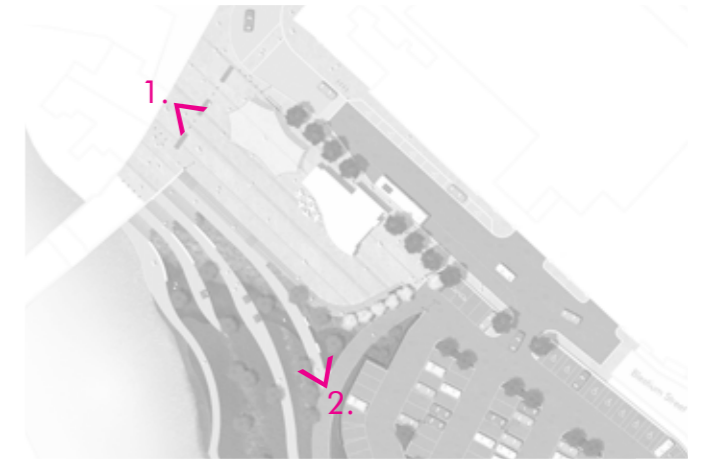
1. The Square
2. The Riverside
3. Amenity Hub Building
4. Blestium Street Enhancements
5. Coach Pick-up/Drop-off
6. Cattle Market Car Park
7. Allotment Access
8. Canoe Platform
9. Edible Landscape
10. Demountable Tensile Structure





15.2 Montage Views

View 1 : The Square







View 2 : The Riverside Park - Spring







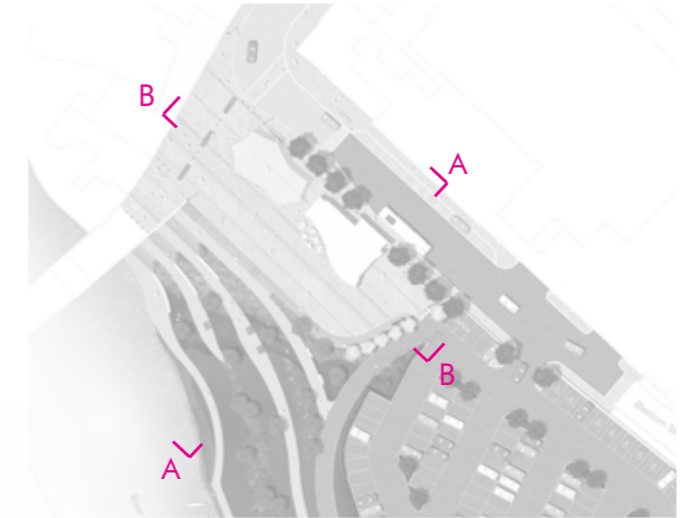
View 2 : The Riverside - Autumn





15.3 Long Sections

Section A-A



Section B-B

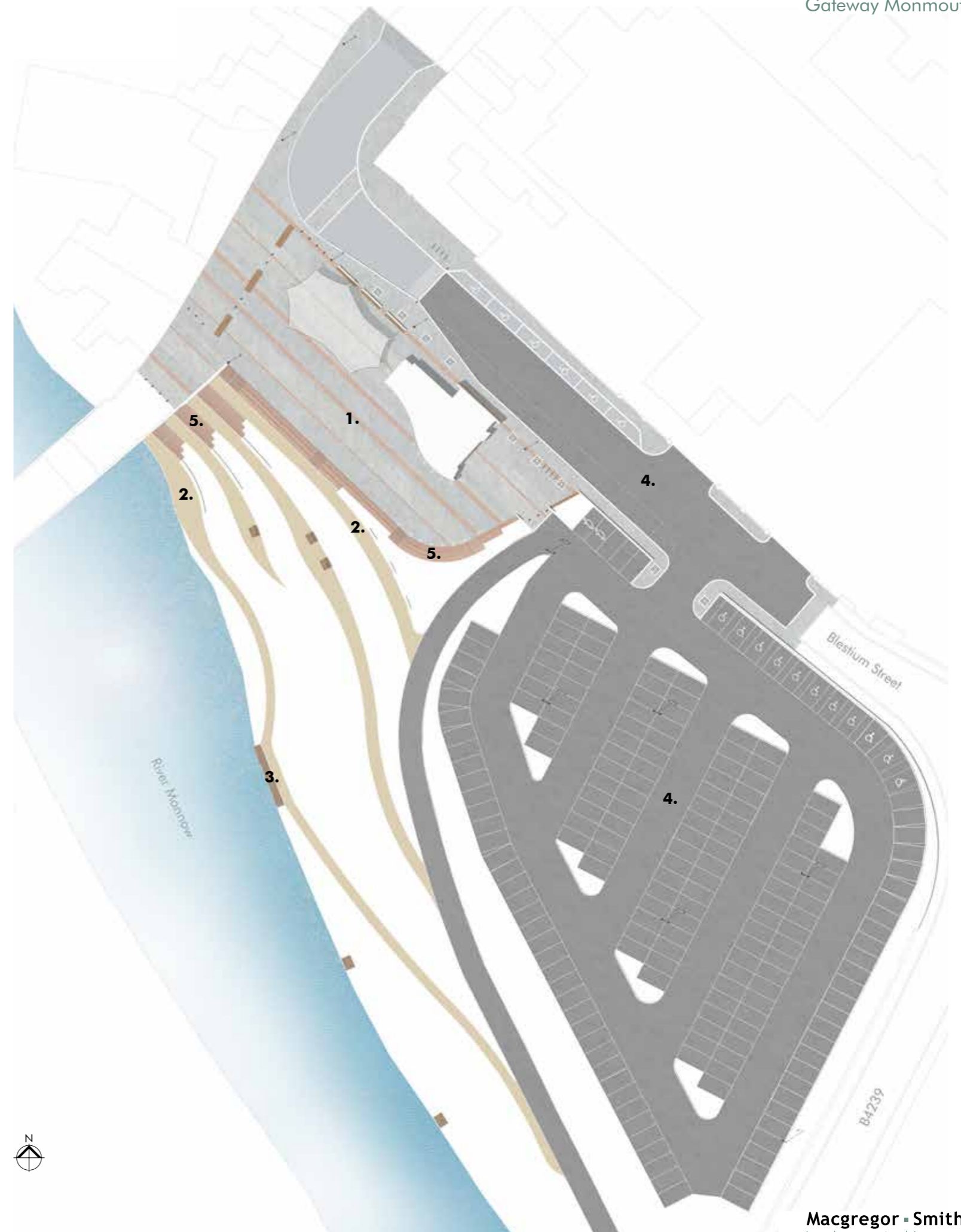




## 16.0 Character

### 16.1 Hard Landscape

1. Pennant and Porphyry Natural Stone Paving
2. Resin Bonded Surface
3. Hardwood Timber Deck
4. Tarmacadam
5. Red Granite Steps



### Hard Landscape

The hard landscape palette of materials has been selected to reflect the setting of the site both in terms of its immediate surroundings and the wider town context. High quality natural stone paving responds to the character of what is a historic market town.

The main square consists largely of pennant stone paving which picks up on the surface treatments found elsewhere in the Monmouth conservation area, particularly pedestrianised areas such as Agincourt Square and Church Street. The main square will also feature inlaid strips of porphyry stone which will pick up the reddish tones of the gated bridge and surrounding walls. Visually, the porphyry strips and a variety of unit sizes will provide variation across the large open space. The surface treatment of the main square will extend across Blestium Street where it meets Monnow Street giving pedestrian priority and providing a continuous public realm.

Vertical surfaces including free standing and retaining walls will be faced in red sandstone which is quarried locally and is evident throughout the area most notably on the gated bridge. These red tones are also reflected in the steps which consist of red granite which provides the required robustness.

A buff resin bound gravel surface is to be used for the riverside footpaths.



Pennant stone paving - sawn and flame textured bands



Porphyry stone setts for narrow accent banding



Resin bonded gravel riverside paths



Red granite paving - Steps



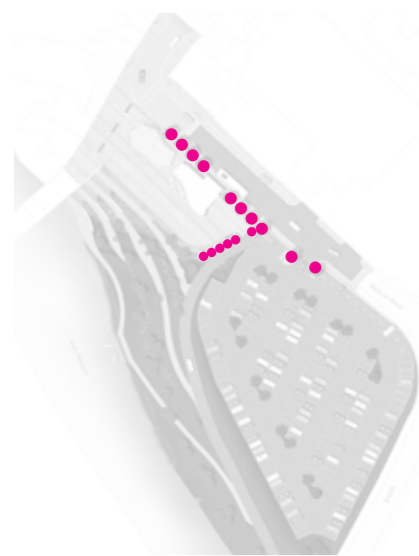
Red sandstone walls



16.2 Soft Landscape

- 1. Street Trees
- 2. Car Park and Structure Planting
- 3. Ornamental Riverside Planting
- 4. Native Riverside Planting
- 5. Edible Planting

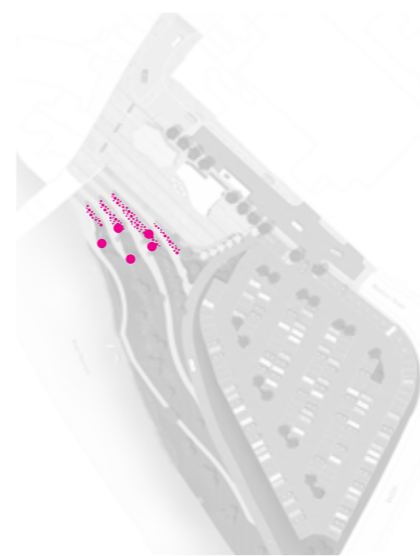




Street Trees + Structure Planting



Edible Planting



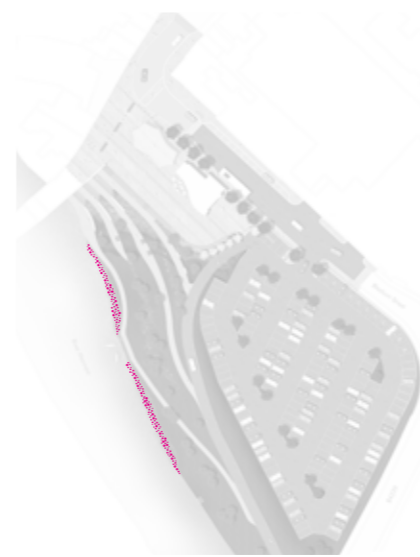
Ornamental Planting



Car Park Planting



Native Riverside Planting



Marginal Planting

### Soft Landscape

The soft landscape of this site has the opportunity to contribute both to the town setting and street structure, and to the riverside setting within the wider landscape of Monmouth.

#### Street trees and structure planting

The Lime tree avenues of Chippenham fields are reflected by the proposed tree line along Blestium Street. Limes would be a non aphid drip variety, and semi mature size, 30-35cm girth. Ornamental Cherry (*Prunus avium* 'Plena') further define the new square, contributing to the orchard style planting in this area.

#### Car Park Planting

The revised layout for the car park is framed with a structure of Ornamental Cherry trees, with understorey shrub planting of Rosemary, Lavender and Sage varieties.

#### Edible Landscape

This approach to planting in public spaces in Monmouth has been piloted, and has support within the town. Orchard and nut trees have been chosen, underplanted with various fruiting shrubs and some herbs. A shelter hedge is proposed next to the car park of *Eleagnus ebbingii* to protect the area from cold easterly winds. As this area straddles the allotment access road, there is a connection with productive growing, and there may be opportunity for voluntary management by the allotment group. Some form of interpretation would be made to promote the concept and inform the public of edible species.

#### Native Riverside and Marginal Planting

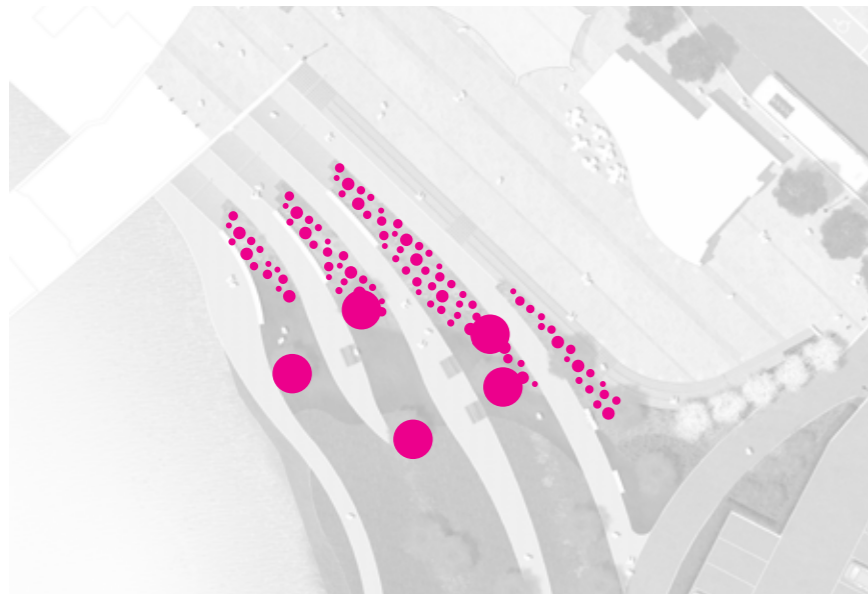
Native tree species of Birch, Alder and White Willow are proposed along the river bank in informal groups. The existing close mown grass bank will be turned into species rich wild flower areas, using plug planting, with close mown grass strips next to paths. A wild flower mix will be customised to be suitable for this area, with an appropriate management regime. Similarly, a marginal planting zone is shown next to the river of native species. Currently the river bank is maintained as a close cut grass sward. These proposals will significantly increase biodiversity for the riverside in terms of species rich grassland, marginal planting and native tree planting, and the subsequent increase in pollinators in particular will benefit the adjacent fruit producing species. This accords with a priority habitat of Species Rich Grassland as noted in the Monmouthshire Local Biodiversity Action Plan.

#### Ornamental Riverside Planting

Areas adjacent to the old bridge and the proposed steps are a mixture of ornamental grass species with highlights of herbaceous flowering species. This will provide an area of subtle seasonal colour as a setting to sitting areas and the view to the old bridge.



Ornamental Riverside Planting



Precedent : Potter's Field, London



*Sesleria autumnalis*



*Deschampsia* 'Gold Tau'



*Iris sibirica* 'Blue King'



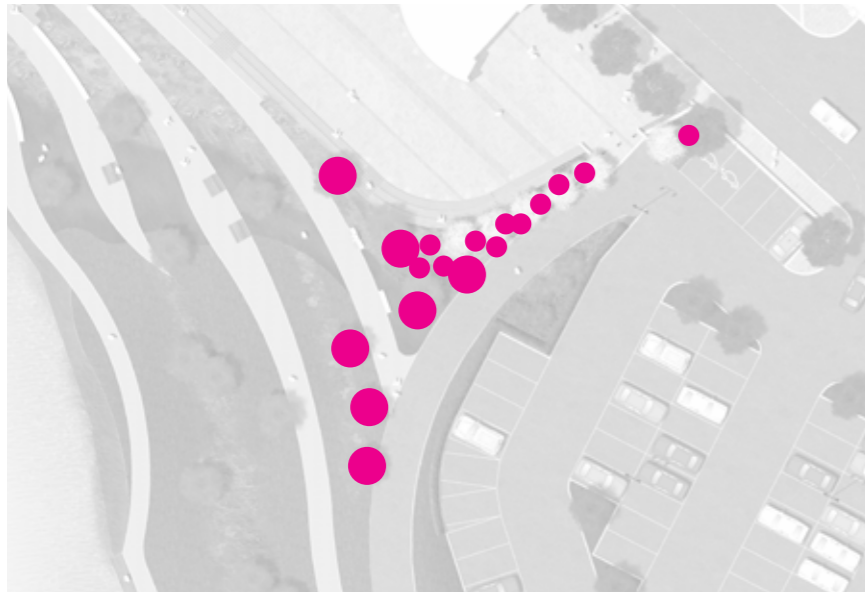
*Periscaria bistorta* 'Superba'



*Trollius europaeus*



Edible Planting



Precedent : Pollination Street, Todmorden



Hazel  
*Corylus avellana*



Woodland Strawberry  
*Fragaria vesca*



Blackcurrant  
*Ribes nigrum*



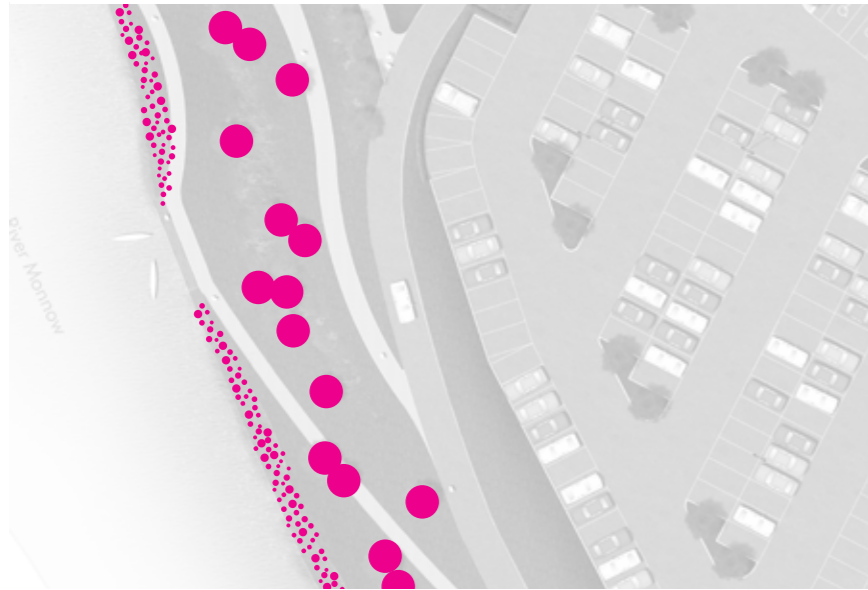
Orchard Apple  
*Malus domestica*



Chilean Guava  
*Myrtus ugni*



Riverside and Marginal Planting



Inspiration : Natural River Landscape of the Rivers Wye and Monnow



White Willow *Salix alba*



Iris *Iris pseudacorus*



Alder *Alnus glutinosa*



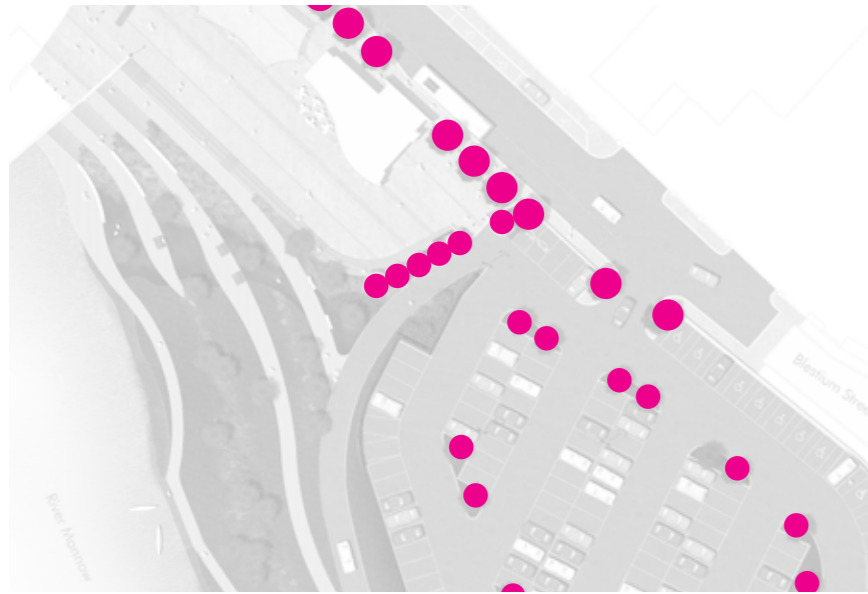
River Birch *Betula nigra*



Common Reed *Phragmites australis*



Structure and Car Park Planting



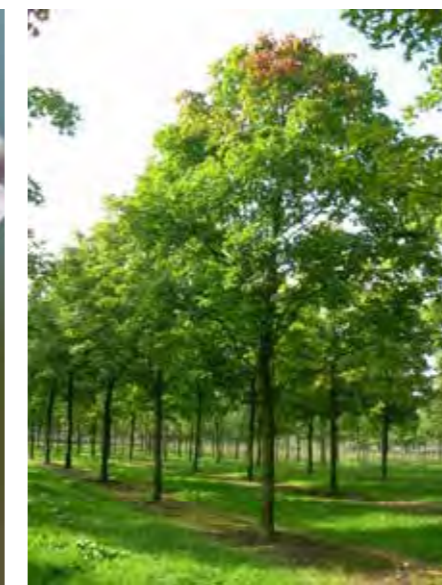
Inspiration : Lime tree avenues, Chippenham Fields, Monmouth



Lime *Tilia platyphyllos*



Flowering Cherry *Prunus avium 'Plena'*



Norway Maple *Acer platanoides*





### 16.3 The Square

The new square becomes an integrated multi functional addition to the public realm of Monmouth. The area available for market stalls increases from 728m<sup>2</sup> to 982m<sup>2</sup> (reducing to 830m<sup>2</sup> when the tensile structure is erected), and will accommodate 24 market stalls. Pop up service points will be included for market and event use, as will anchoring points in the paving.

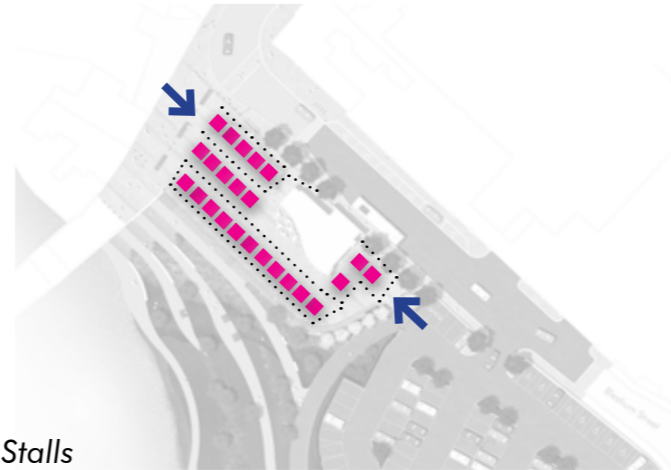
The central feature is the amenity building, and the elevated interfaces with the flood defence bund and allotment access are utilised as seating terraces and amphitheatre, providing a setting for street performance and a containment of the space.

Further containment by avenue trees, seating and the new building also provide a new edge and definition to Blestium Street, aiding the change in street perception here.

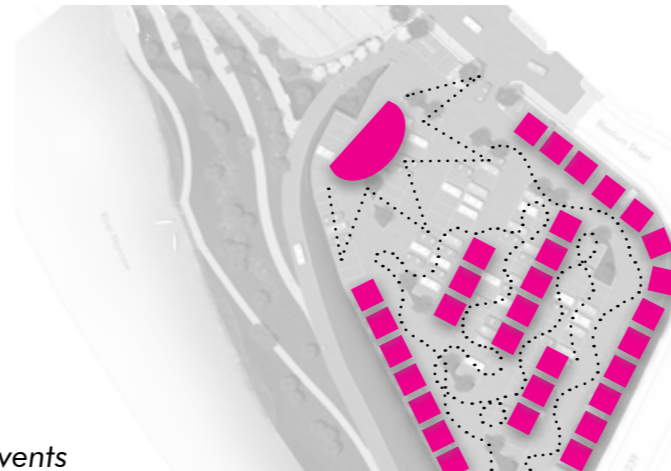




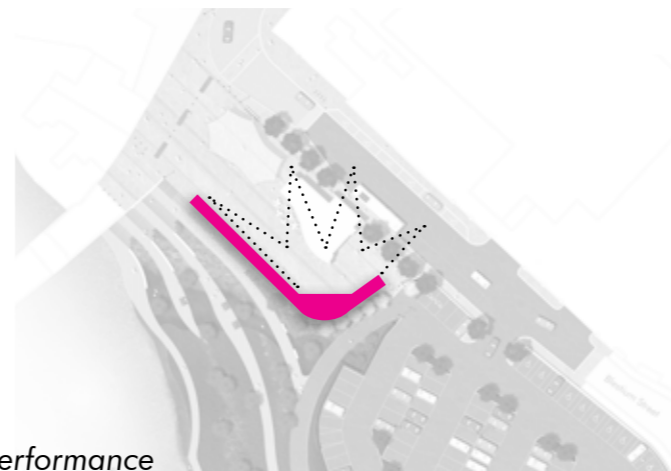
Market Stalls



Large Events



Street Performance



The Square : Public Events

The new civic space needs to be as flexible as possible to accommodate a future extended events programme. This series of diagrams show the potential for the square to host different sizes of events from the national scale of Monmouth Festival, to extended markets on a regional scale, to street performance and showcase demonstrations. This will establish Monmouth as an improved market and events venue, with advantages to the local economy.

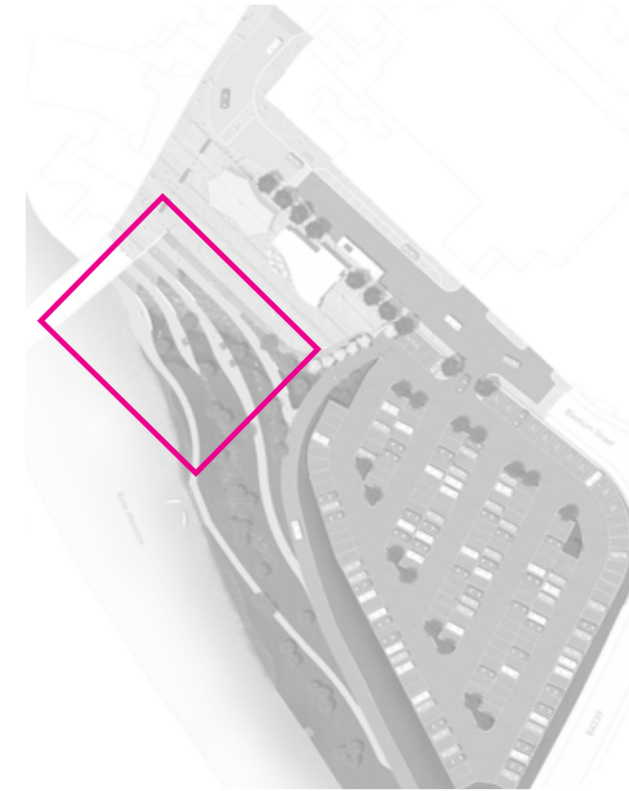
The scale and appearance of the new civic space are dramatically changed from the current open character. The use of trees, low walls and street furniture define the space, with the new building providing a focus and anchor to the square. Although the square is significantly bigger than the Agincourt Square, it is still considered appropriate to Monmouth, and will contribute to the urban form of the town, providing a suitable focus for the end of Monnow Street.



The Square: Sketch View







#### 16.4 The Riverside

The moving back of the flood defence bund by approximately 7m allows gentler gradients down to the river edge and improved public access. The removal of the high level viewing terrace is replaced with a series of wide steps and sitting terraces, increasing seating capacity and providing an important green space for the amenity of the town.

Picnic tables, a canoe launching point and two fishing decks cater for a range of activities, and the Sustrans cycle route also runs at the top of the bank.

The parkland setting is enhanced by different types of planting, significantly increasing the biodiversity of the riverside.

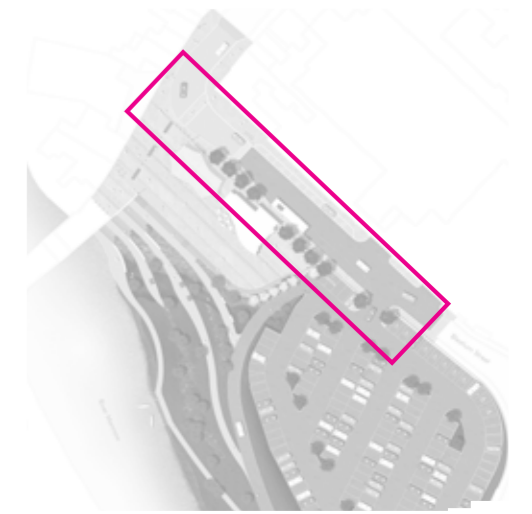




The Riverside : Illustrative Section



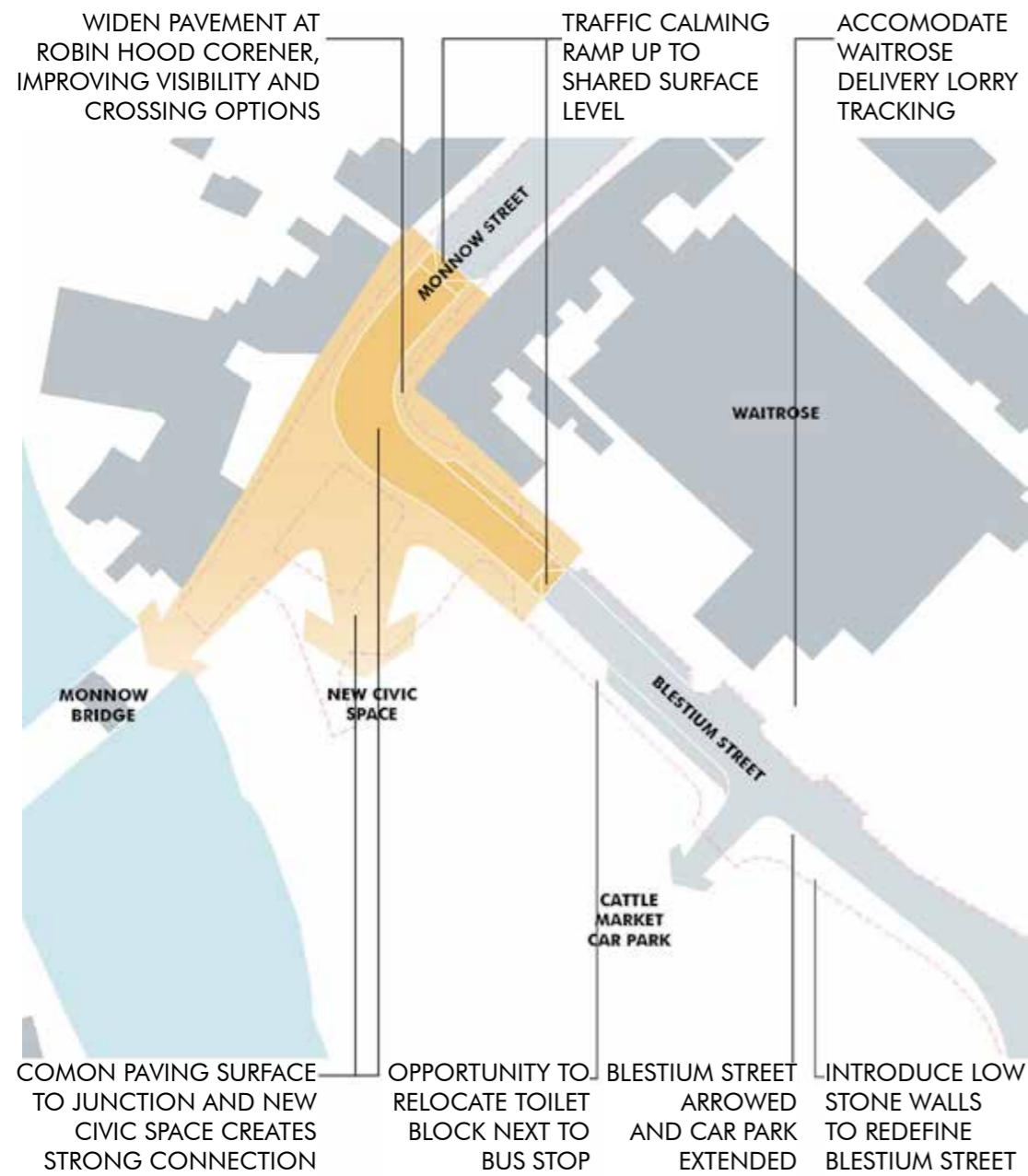
16.5 Blestium Street



Blestium Street : Illustrative Elevation A-A







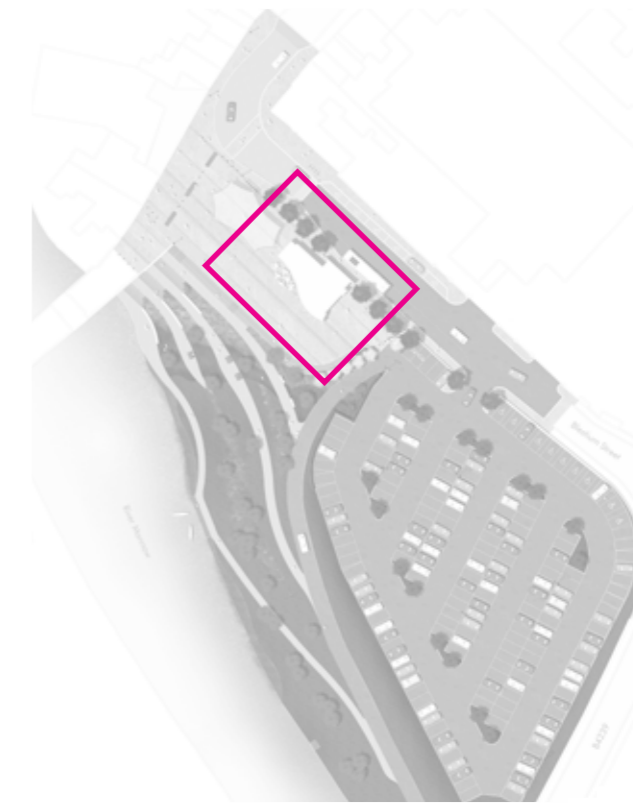
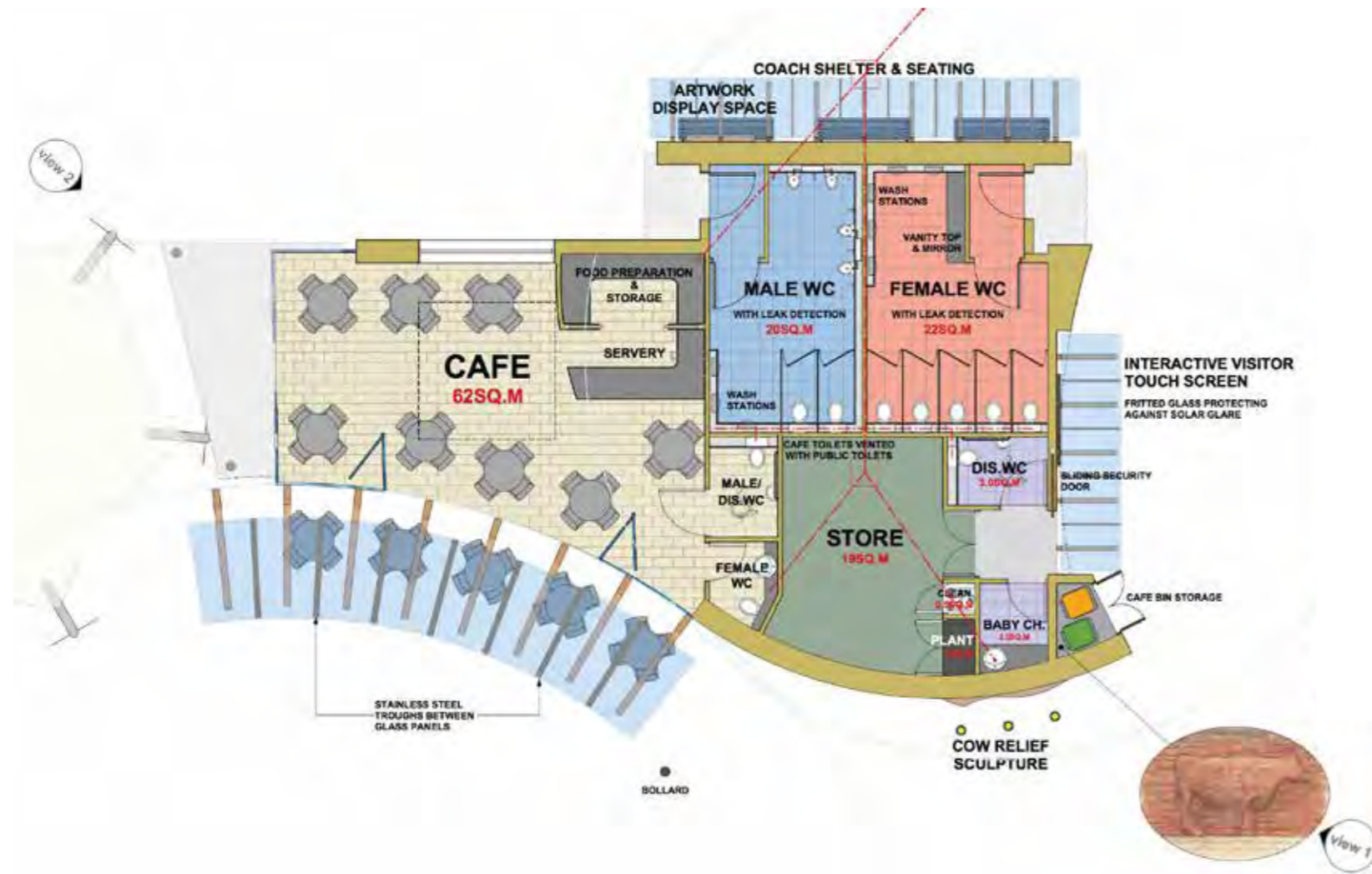
To reconnect the new pedestrian space to the town, the conflict with traffic on Blestium Street and particularly around Robin Hood Inn corner needs to be resolved. Currently wider than needed carriageway and narrow pavements combine to make the road difficult to cross, to the new civic space and to the gated bridge. Various traffic calming techniques are proposed, narrowing the carriageway where possible, increasing pavement width at the corner with Monnow Street, creating a raised table at this corner, and creating more continuity along Blestium Street, with low stone walls, street furniture and the new building which all help to change the driver view of this road entering a different kind of space. Other measures to be considered are a change in colour of carriageway, with speed restriction signs on the surface. Kerb lines would still be clearly visible at the corner, with a smaller upstand of 65mm.

Delivery vehicle tracking into Waitrose has been carefully checked, and consultation with Waitrose has taken place to review times and frequency of deliveries. Any conflict with the bus stop will be designed out by adjustments in the layby. Refer to Appendix B for Vehicle Tracking Information.

With narrowing the eastern end of Blestium Street, this allows the cattle market car park to be extended, increasing number of car parking spaces on this edge. The intention is to remove the part time car parks from the current market space into the main car park, which in effect increases car parking numbers on market days (Friday and Saturday) as these 35 spaces become permanent spaces. Some realigning of the north edge to the car park is also proposed to accommodate these numbers.



Reference Images



### 16.6 Amenity Hub Building

The plan form of the Amenity Hub is not a predetermined shape, but one which responds to the constraints of the site. The curved facades allow for a smooth route around the building and through the public square, whilst reflecting the meanders presented in the landscape and allowing views toward the Monnow Bridge. The building has multifaceted facades creating an approachable space and the artistic display spaces and interactive displays positioned externally on the building enhance this.

Aesthetically the building utilises traditional materials in the form of stone walling forming the main axes of the design. The structure created could be seen as a modern interpretation of the historical fortifications of the bridge gateway.



Amenity Hub : Sketch Views



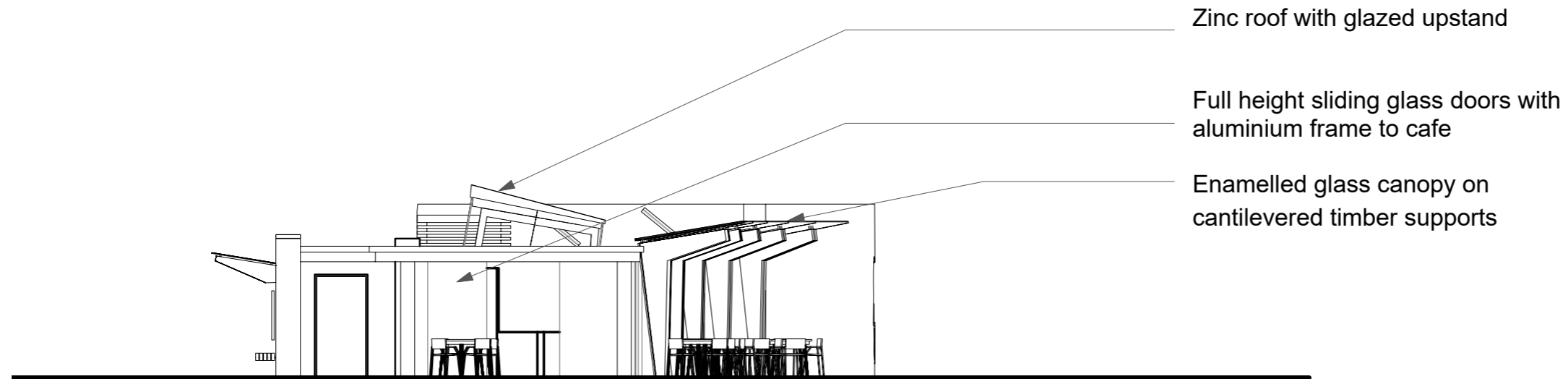
View 1



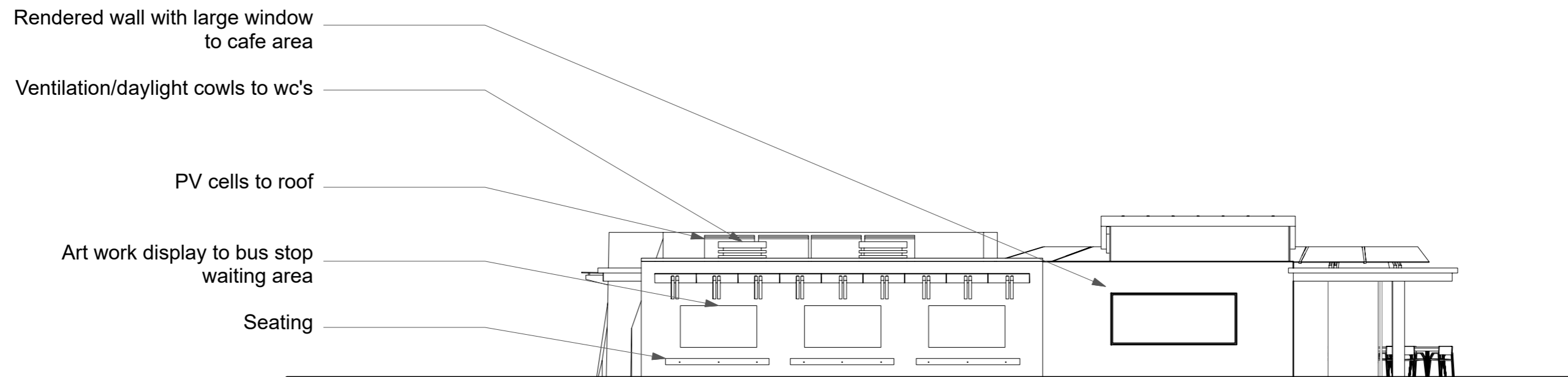
View 2

Amenity Hub : Elevations

Elevation : North West

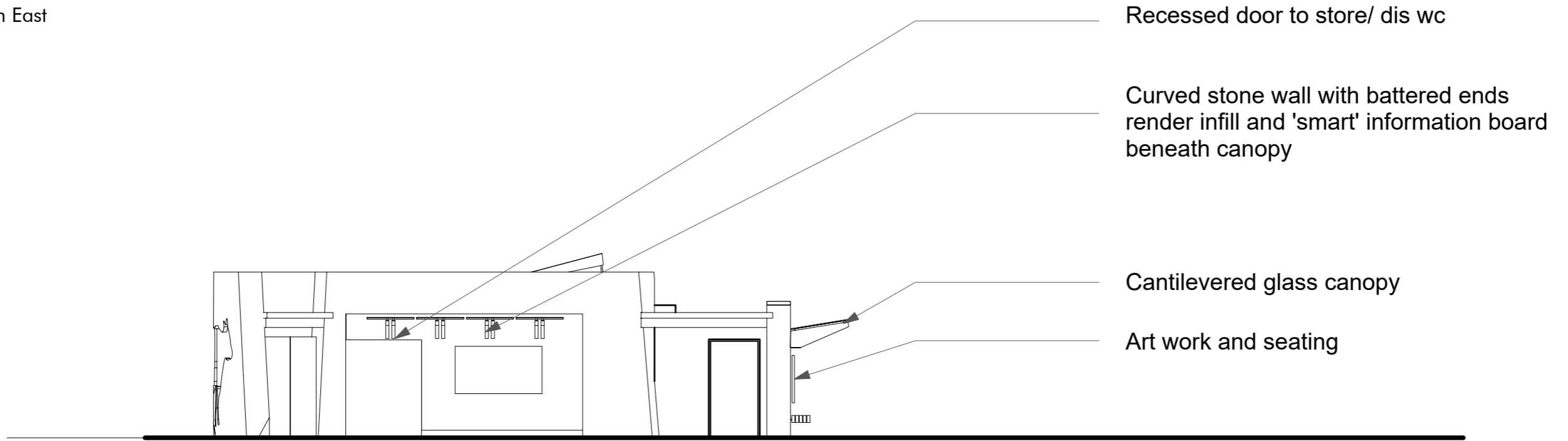


Elevation : North East

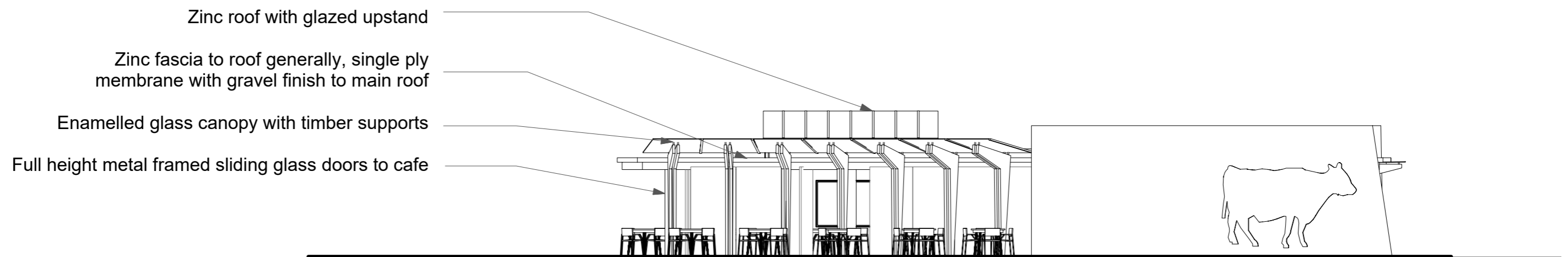




Elevation : South East

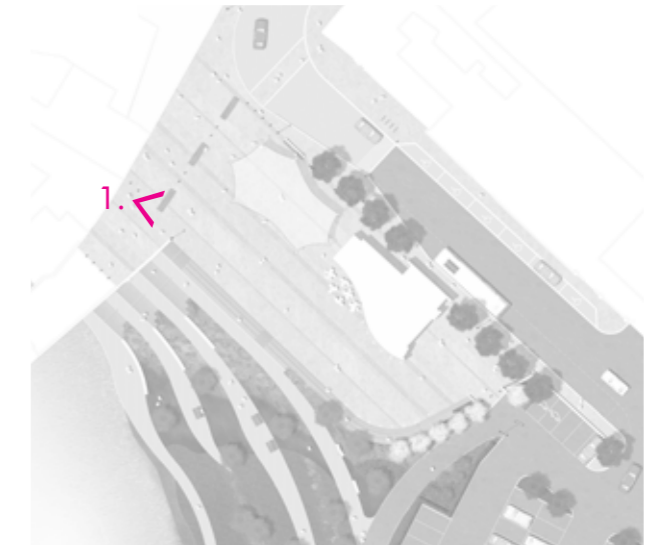


Elevation : South West





View 1 : Tensile Structure



Amenity Hub : Demountable Tensile Structure

Included within the building design proposal is the provision of a demountable events canopy. This canopy sweeps to the west of the building reflecting the lines of the amenity hub building.

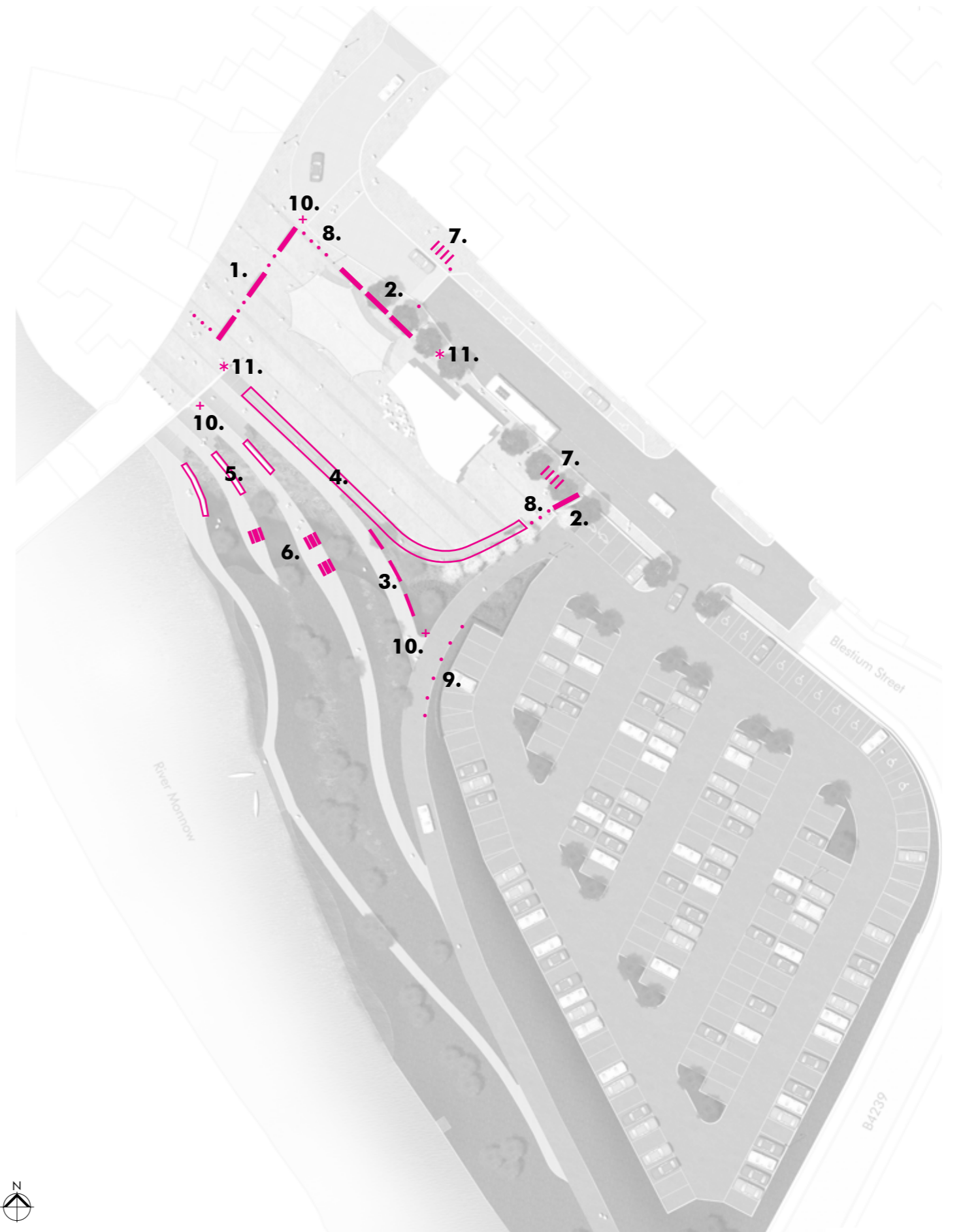
The canopy could be used for temporary events such as the market and when not in use, components can be housed within the Hub store room. It is proposed that the temporary structure be erected in the week preceding Easter Sunday and disassembled by 15th September each year.





16.7 Street Furniture

- 1. Bench Type 1
- 2. Bench Type 2
- 3. Bench Type 3
- 4. Seating Terrace and Ampitheatre
- 5. Informal Seating Walls
- 6. Picnic Tables
- 7. Cycle Stands
- 8. Bollard Type 1
- 9. Bollard Type 2
- 10. Signage
- 11. Litter Bin







Bollard Type 1



Bollard Type 2



Litter Bin



Cycle Stands



Signage



Bench Type 1



Bench Type 2



Bench Type 3



Picnic Table



Terrace Seating



Seating Wall









## 17.0 Community Safety

### 17.1 Lighting Strategy

- \* Light Columns
- Floor Uplighters
- Illuminated Handrails
- Tree Uplighters



### 17.2 Integrated Flood Defence & Drainage Strategy

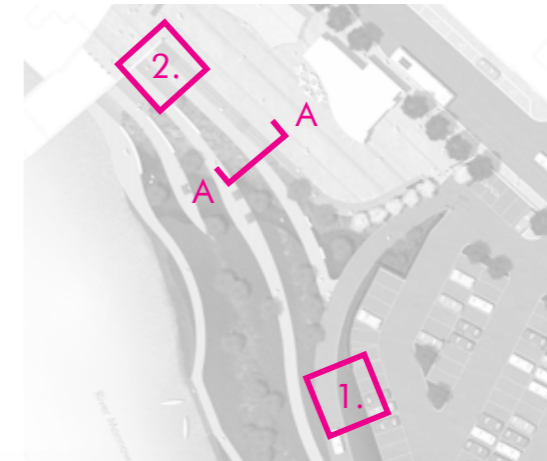
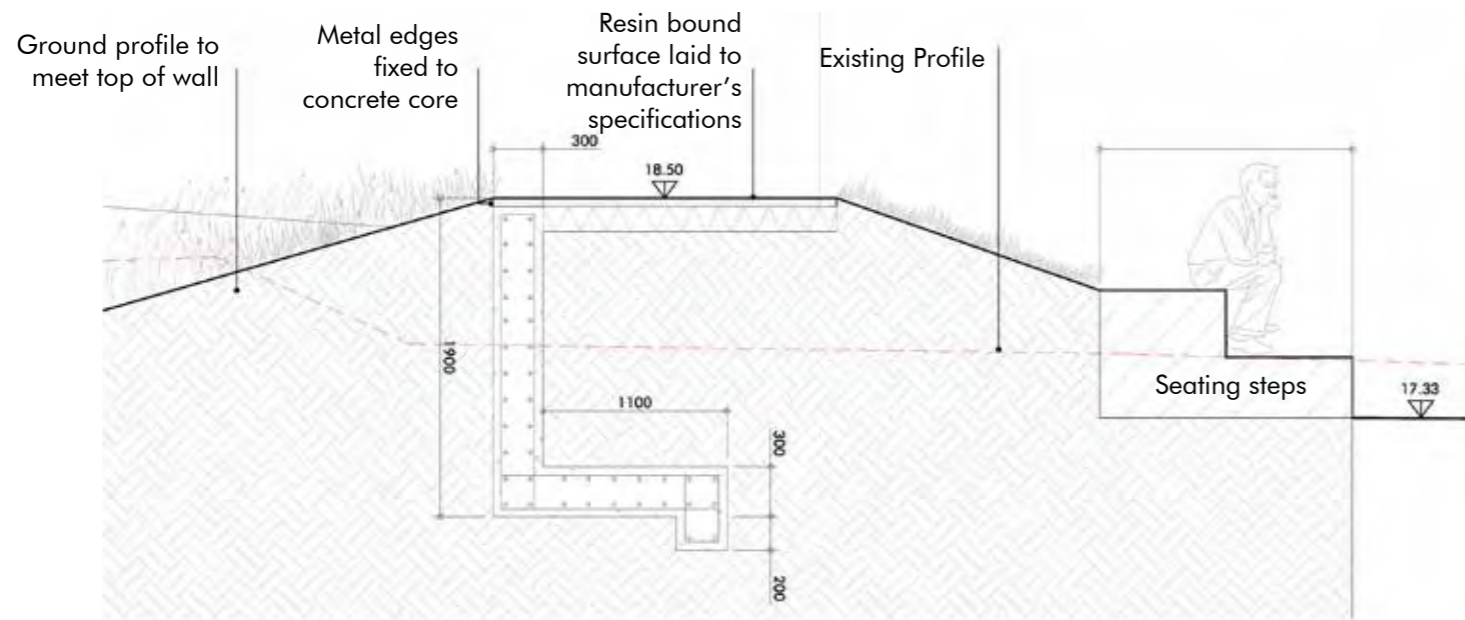
- 1. Existing Gated Bridge Wall
- 2. Existing Flood Defence Bund
- 3. Proposed Integrated Flood Defence
- 4. Floodable Zone
- 5. Surface Water Movement
- 6. Surface Water Gully
- 7. Connection to Existing Surface Sewer





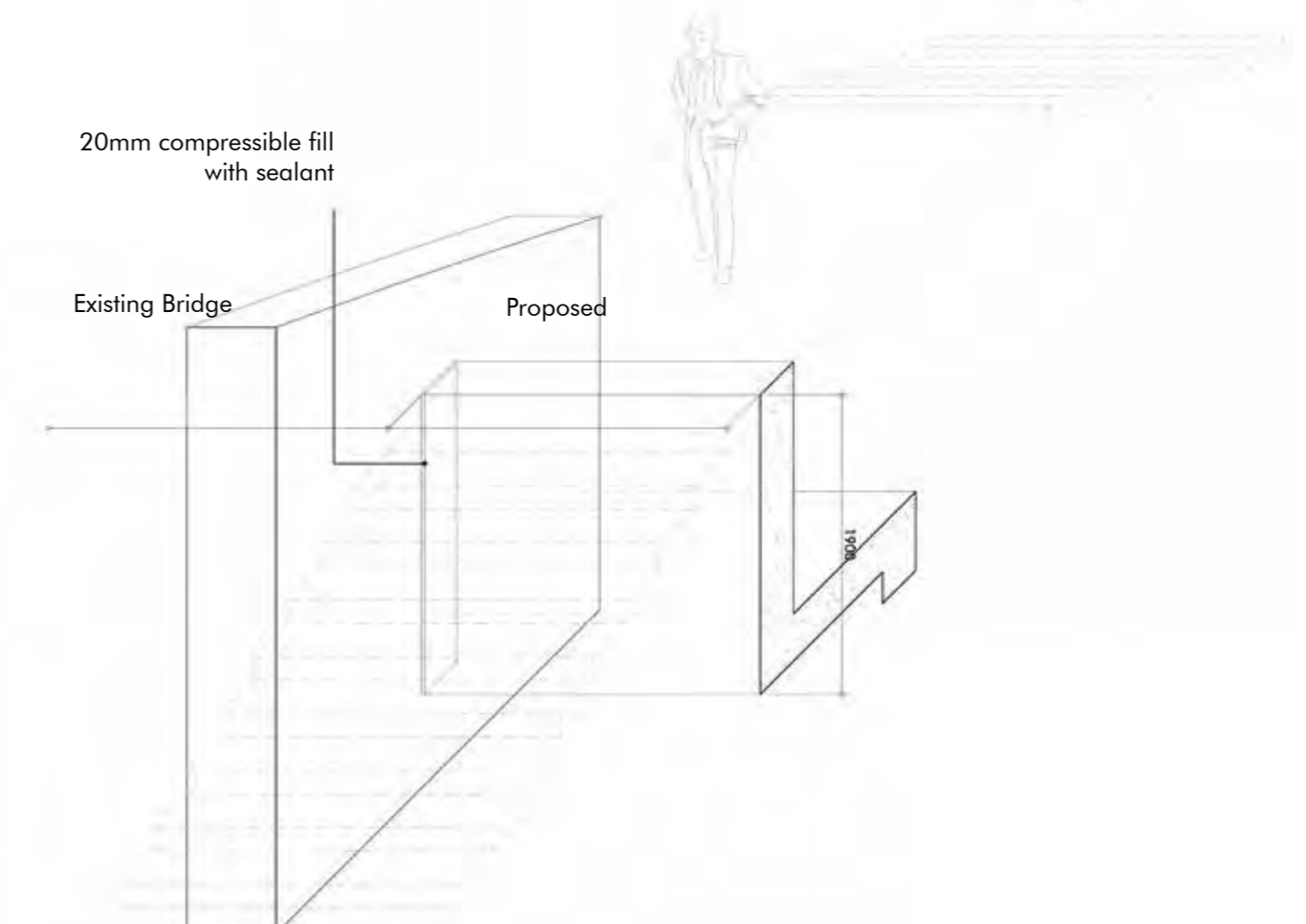
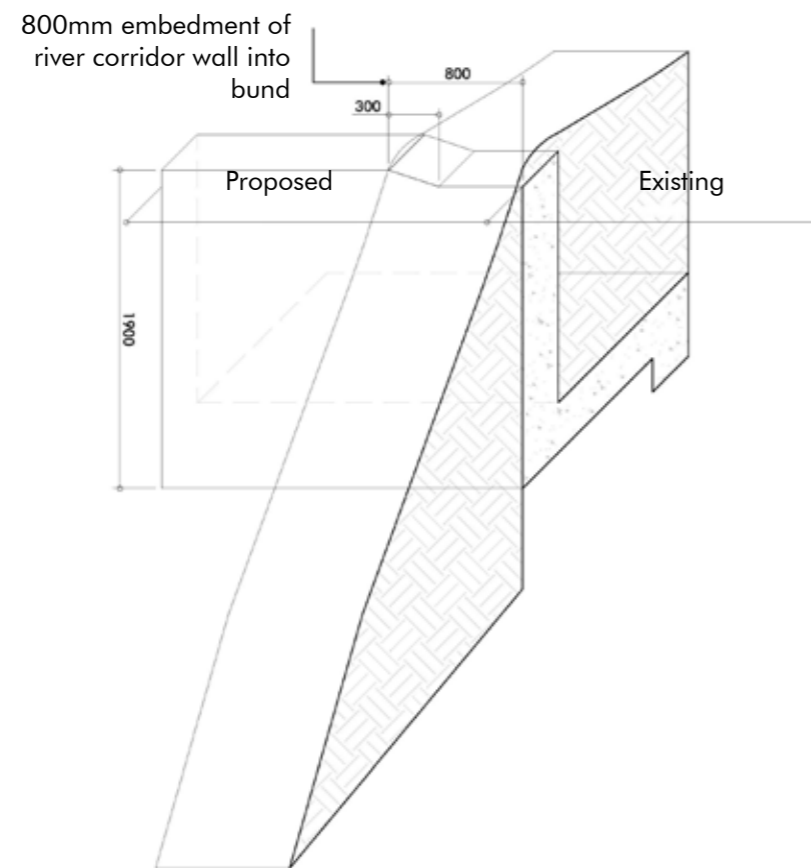
Integrated Flood Defence: Construction Detail

Cross-section A-A : Typical defence bund detail



Axonometric view 2 : Wall/existing Monnow Bridge wall Interface

Axonometric view 1 : Wall/existing bund interface



## 18.0 Environmental sustainability

### 18.1 Landscape Design

Sustainability issues have been considered throughout the design process, both in terms of energy use and of impact on the environment. The following items have been included:

- Soft landscape will use native species as far as possible;
- Change to wildflower meadow on the riverside together with groups of native riverside tree species increases biodiversity and reduces maintenance;
- Lighting adjacent to the river edge has been limited to lit handrails in order to minimise light pollution within the river corridor which is a potential foraging route for bats;
- Use of natural stone paving, the majority is locally sourced Welsh Pennant sandstone. Natural stone has a high initial cost but a greater life expectancy, with easier cleansing.
- The site is a brownfield site and acts as a visitor and transport hub;
- There is an opportunity below ground drainage attenuation to reduce peak outfall into the river;
- The edible landscape element will help to engage the wider community with the idea of local food production.



### 18.2 Building Design

The Monmouth Amenity Hub incorporates a number of sustainable features in order to offset its environmental impact. These include:

- Photovoltaic cells on the roof can be angled to optimum efficiency due to the flat roof design;
- The public bathrooms are naturally ventilated through rooftop vents;
- Internal and external lighting is to be motion activated, reducing their usage when not required;
- Locally sourced materials are to be used wherever possible with sustainably sourced timber throughout the building;
- The building is constructed from a number of heavyweight materials, such as the stone and block walls, which will absorb the sun's heat as well as keep the building cool;
- The building will have a superior level of insulation and will be continuous to avoid any cold bridging;
  - Large glazed panels to the café area provide high levels of natural lighting, these windows will be energy efficient, high performance windows;
  - The fritted glass 'petals' offer solar shading to avoid over-heating to the café space;
  - Throughout the building taps will be fitted with water limiting devices to reduce waste.

In addition to these features there is also the potential for water to be harvested throughout the public square for use within the building as well as potential for geo-thermal heat pumps.

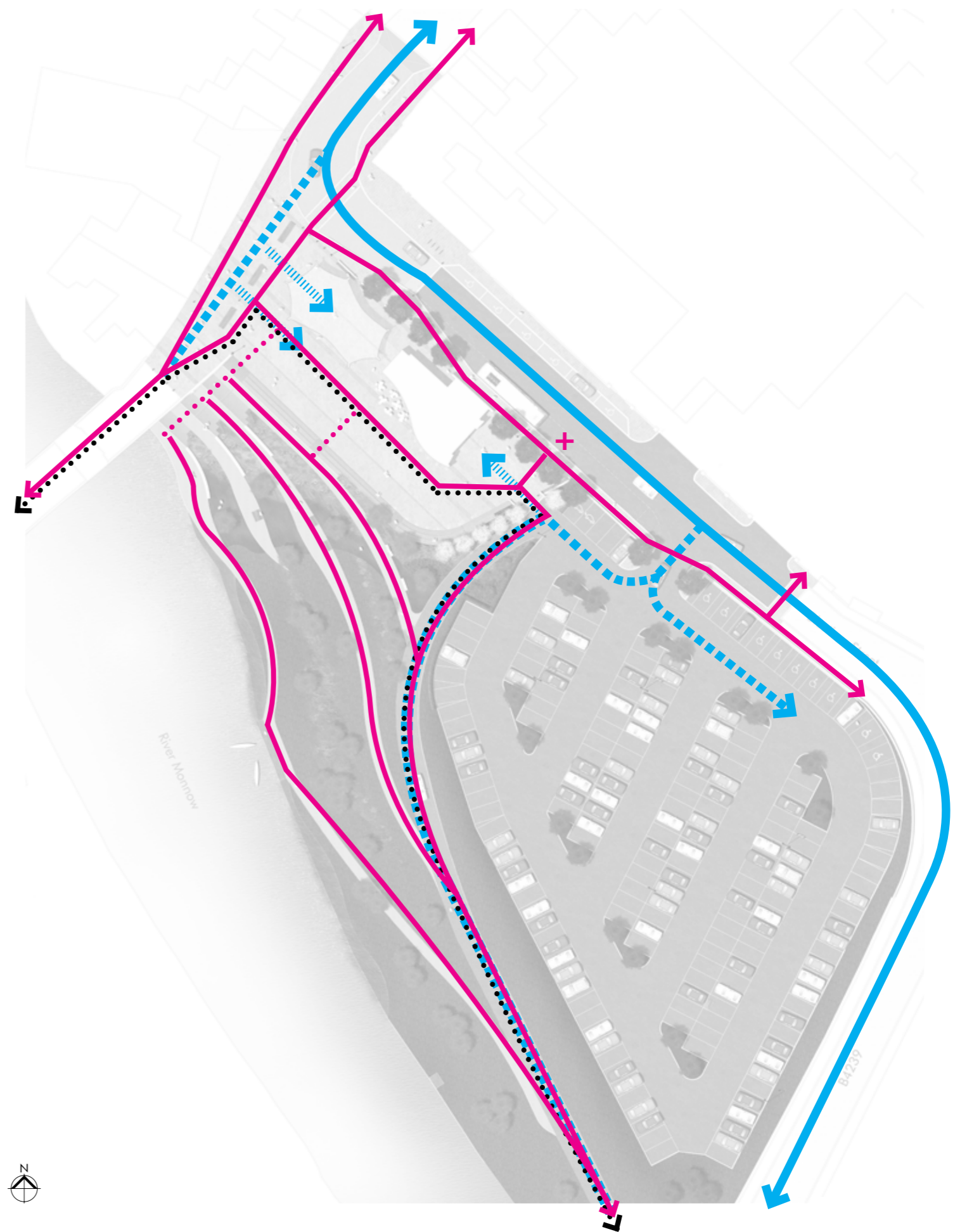




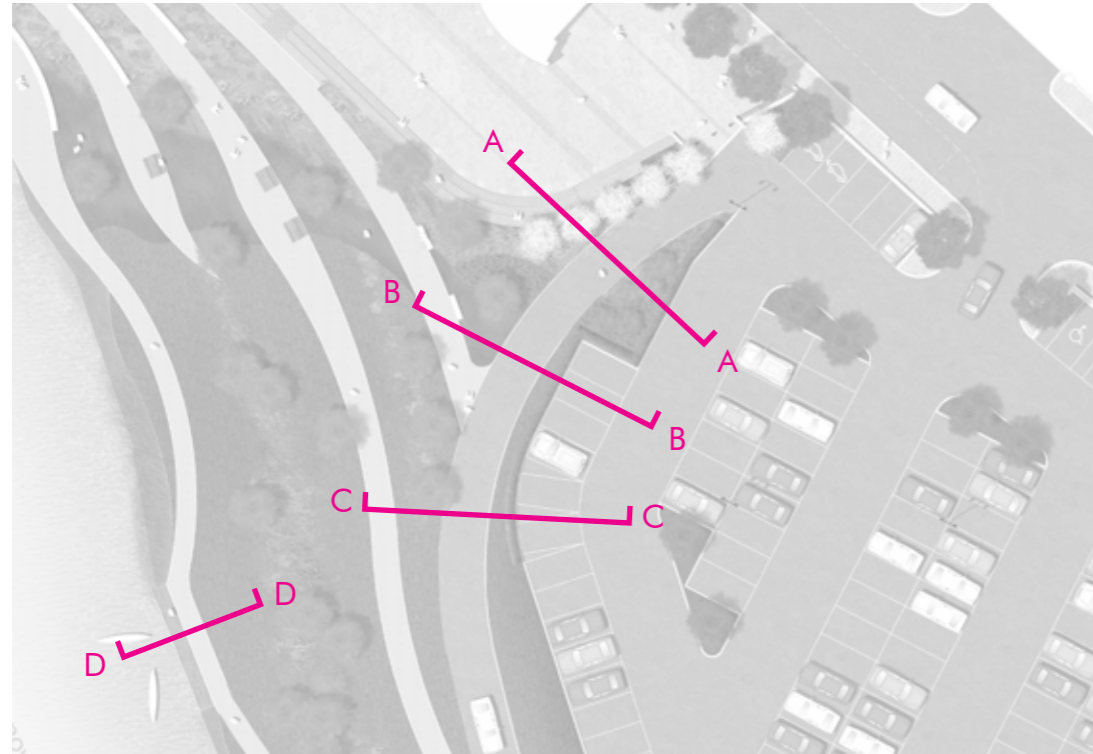
### 19.0 Access & Movement

#### 19.1 Movement Strategy

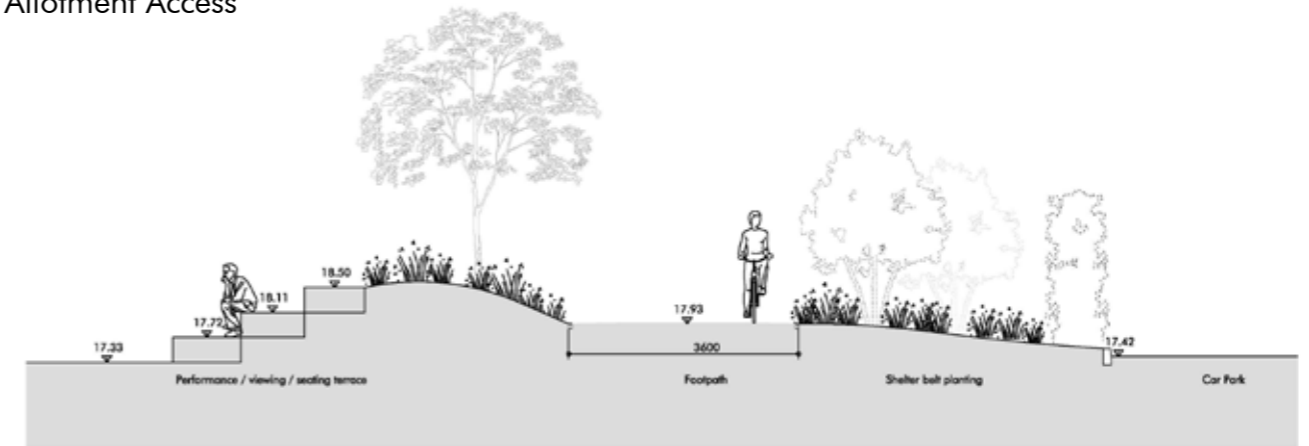
- ➔ 1. DDA Pedestrian Route
- ⋯➔ 2. Pedestrian Route
- ⋯➔ 3. SusTrans Cycle Route
- ➔ 4. Vehicular Highway
- - - ➔ 5. Vehicular Access Route
- ▤ ➔ 6. Vehicular Access  
(Managed with removable bollards)
- + 7. Coach Pick-up/Drop-off



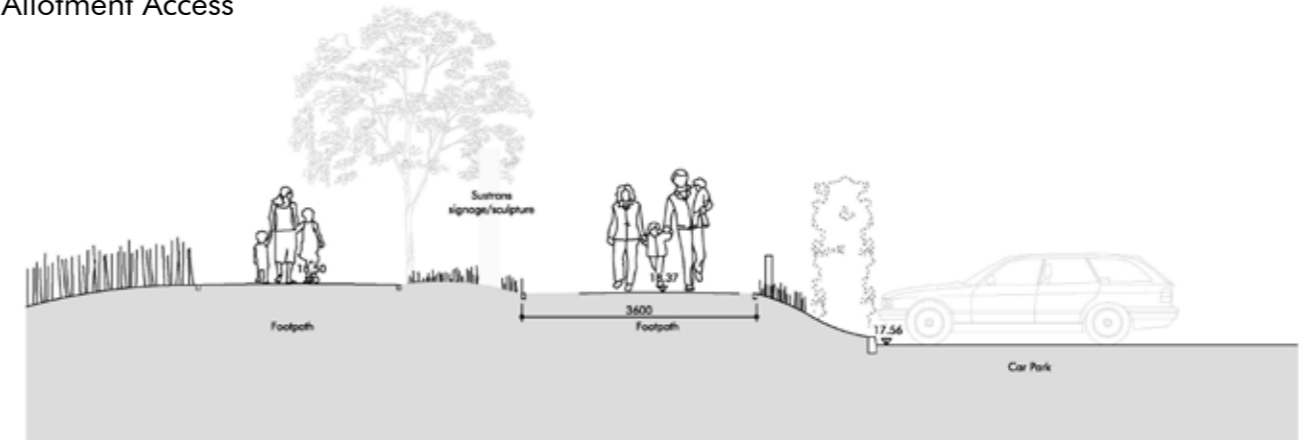
19.2 Allotment Access & Canoe Platform



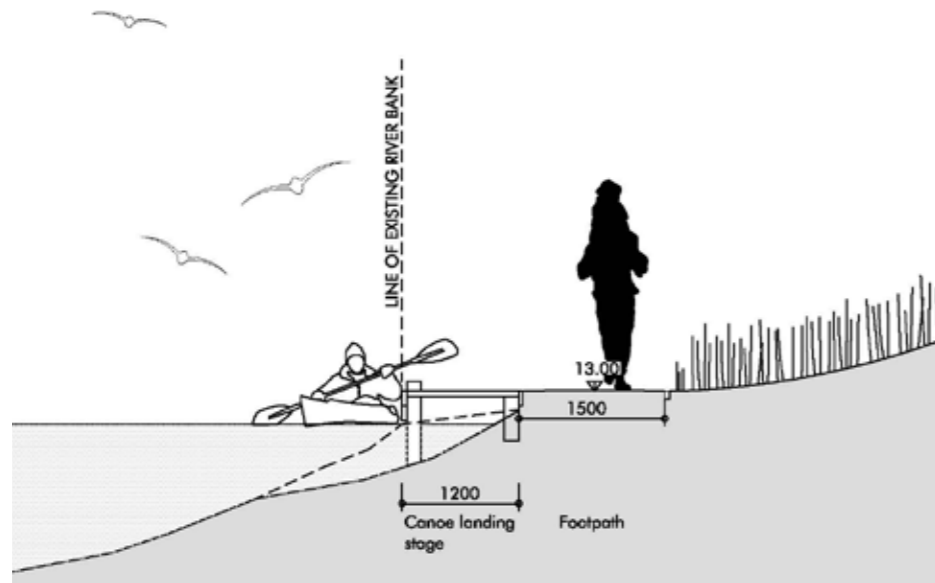
Section A-A : Allotment Access



Section B-B : Allotment Access



Section D-D : Canoe Platform



Section C-C : Allotment Access





### 19.3 Car Parking

Given the pressure on parking within Monmouth, a key requirement of the brief was to retain the number of parking spaces currently provided within the site. There are a total of 202 car parking spaces, of which 35 are within the space currently used by the weekly markets. There are 6 disabled parking spaces located adjacent to the Robin Hood Inn and the existing toilet facilities. The remaining 161 spaces are provided within the main Cattle Market Car Park of which 9 are disabled parking bays.

The proposals include the remodelling of the existing Cattle Market Car Park to maximise the space and separate car parking allocation from the market space thus providing additional parking spaces that can be used at all times. The reconfigured Cattle Market Car Park provides 195 permanent spaces of which 10 are disabled parking bays and 2 are dedicated vehicle charging points. In addition to maintaining parking numbers the proposals ensure that all parking bays and aisles now meet the minimum technical requirements in terms of dimensions and consequently offer a more usable public car park. There are a further 6 disabled parking bays provided adjacent to the Robin Hood Inn.

Redevelopment of the car park also provides the opportunity to improve access to the car park and upgrade its landscape. The proposals include a formal DDA compliant pedestrian route to the car park through the new square and the additional of new trees and shrubs to enhance the environment for users.



Reference Images

# Market Hall Redevelopment





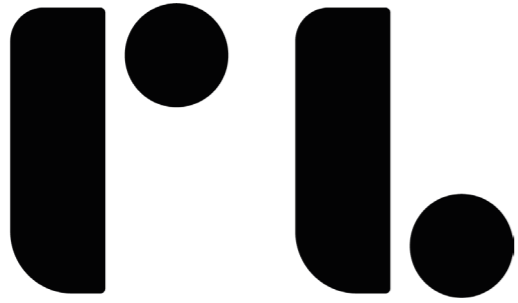


Roberts Limbrick

REDEVELOPMENT PROPOSAL

MONMOUTH MARKET HALL JUNE 2022





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SUMMARY	1
SITE ANALYSIS	2
EXISTING SITE	3
PROPOSAL	4



# 1.0 SUMMARY

This report pertains to redevelopment options for the former Nelson Museum located within the Market Hall building on Priory Street on Monmouth town centre.

Since relocating, the building is currently unused, and the museum being dismantled. Part of the building retains a chinese takeaway occupier, with the gym/barber shop units also unoccupied.

The building is primarily a Grade II listed Greek Revival style building of Ashlar bath stone, designed in 1837 by Architect, GV Maddox. It is listed for its special architectural interest as part of an important piece of early C19 town planning in the Monmouth centre. The building is a triangular shape, with the main facade facing Priory Street. The building was substantially damaged by fire in 1963, when the upper storey was lost. The building was remodelled in 1968 by Donald Insall and Associates to provide a new flat roof and elevations to the rear and side, facing Vauxhall Fields. These elevations are of a midcentury Modern style curtain walling comprising metal-framed oriels overlooking the river and projecting over the former slaughterhouse colonnade below. For a long time, the building was used primarily as a post office and government offices.

The interior of the building was reconstructed at the same time in a wholly modern finish, with very few original features remaining, presumably damaged beyond repair by the fire. The interiors have since suffered from consequential alterations which have resulted in a lack of coherency and logic.

The building includes a small exterior area with parking for a small number of vehicles, but has permit/pay and display parking immediately outside to Priory Street.

We were approached to identify options for redeveloping the building into a mixed-use scheme, providing accommodation for a business growth hub containing flexible work and startup units to the centre of the structure, with the rear portions converted to residential accommodation, including affordable housing.

We have considered 3 initial concept options going forward, each of a differing scale, scope, architectural style and density to consider and weigh up. The main business hub is located centrally within all 3 options, with access from Priory Street, with the residential accommodations overlooking Priory fields and the rear courtyard area to the perimeter.

For a viable, vibrant mixed-use space, we would suggest Newport Market as an excellent precedent, containing startup and flexible business spaces, made attractive by a host of vibrant and engaging supplementary uses including restaurants, eateries and multi-function gallery space. Surrounding residential uses provide an important night-time economy, to enable a 24-hour vibrant space. This would work very well in the centre of Monmouth, providing much needed residential and business space in a format which does not compete with surrounding uses and provides an innovative function for an otherwise large and hard to fill commercial space.

Going forward, the development options will need to be considered in relation to a heritage assessment of the building, local policy and a wider masterplan for redeveloping the surrounding public realm, including access to the former slaughterhouse collonade along the river front, the castle and bridge to Vauxhall Fields.





## 2.0 SITE LOCATION

The site is located prominently, and is evidently an important part of the original C19 masterplan for the area. The building forms an important, strong highstreet frontage to Priory Street, and enjoys panoramic views across Vauxhall Fields to the rear. The building is currently primarily single storey, with some 2 storey elements, but is otherwise surrounded by vertical buildings of 3+ storeys of a range of architectural styles.

Within immediate proximity is monmouth castle museum and the wider town centre facilities directly off Priory Street. Although parking is fairly limited within the site itself, its excellent central location makes it sustainable for access via public transport and local amenities.

The majority of the building elevations face north or west, which creates a challenge with relation to lighting internal spaces. The existing envelope is fairly inefficient and does not perform particularly well because of this. the c1969 construction of the majority of the building is heavily reliant on HVAC and artificial lighting to regulate the internal space.

The site includes vehicular access to a small courtyard parking area to the west, and a stepped pedestrian route down the currently abandoned former slaughterhouse colonnade along the river. This is a fairly poorly designed and inaccessible route, and could be much better connected with the wider public realm, with the potential to use this space for new retail units. In any other location, these vaulted spaces would be prime units for artisan crafts, cafes etc but are currently disused due to their poor access/thoroughfare.

Key :

- Monmouth Market Hall Site Boundary
- Priory Street
- River Monnow
- Existing Pedestrian Footpath

- 1 Castle & Regimental Museum
- 2 Monmouth Castle
- 3 Shire Hall







## 2.1 SURROUNDING CONTEXT



1 View from Vauxhall fields



2 View from Vauxhall fields footpath

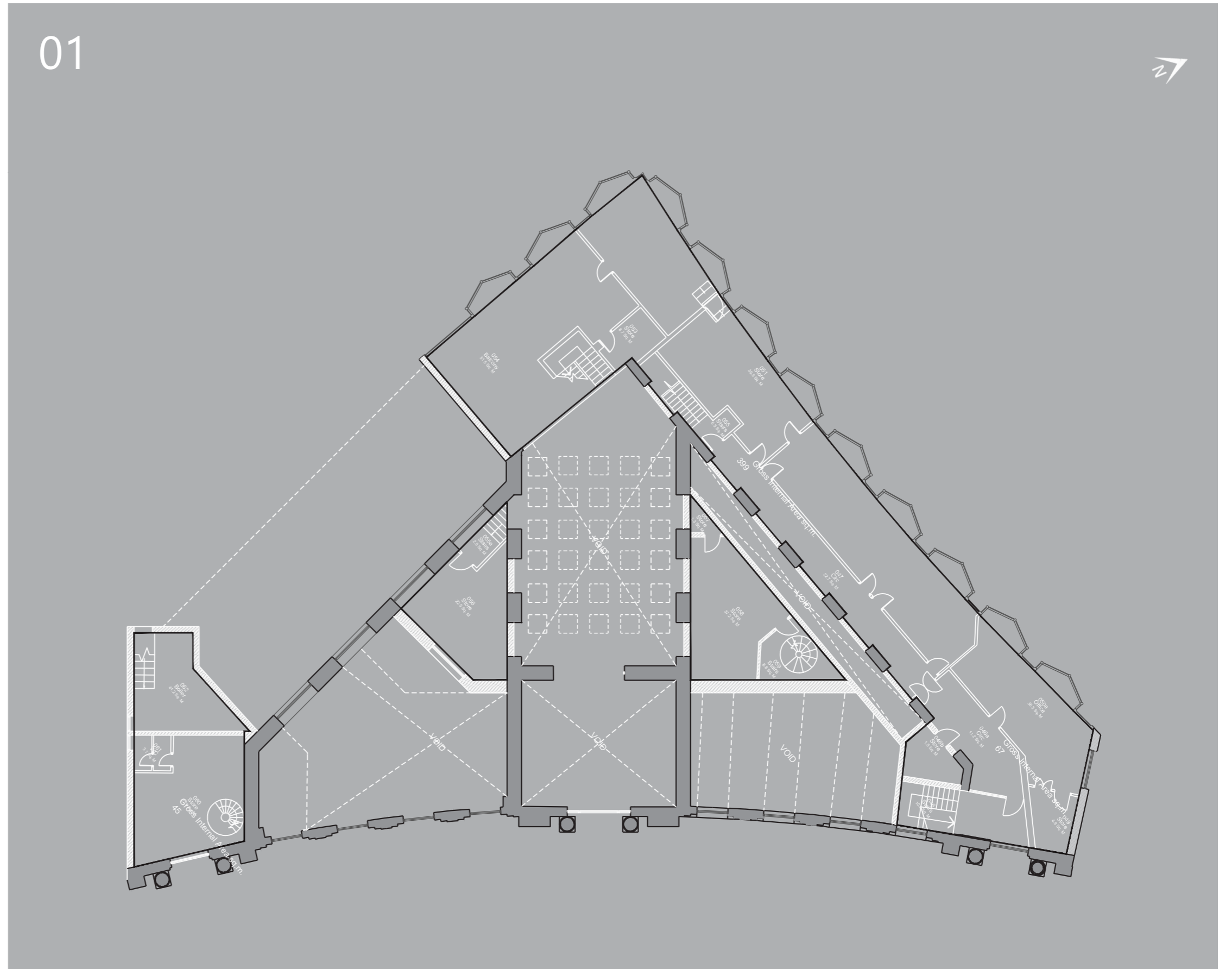


3 Approaching Monmouth Market Hall via Priory Street











### 3.1 EXISTING PHOTOS: MONMOUTH MARKET HALL



9 Photos of the existing space. The overall arrangement is fairly poorly lit and illegible, suffering from a number of unfortunate incremental alterations since the 1969 remodel.







## 3.2 EXISTING SITE 3D MODEL

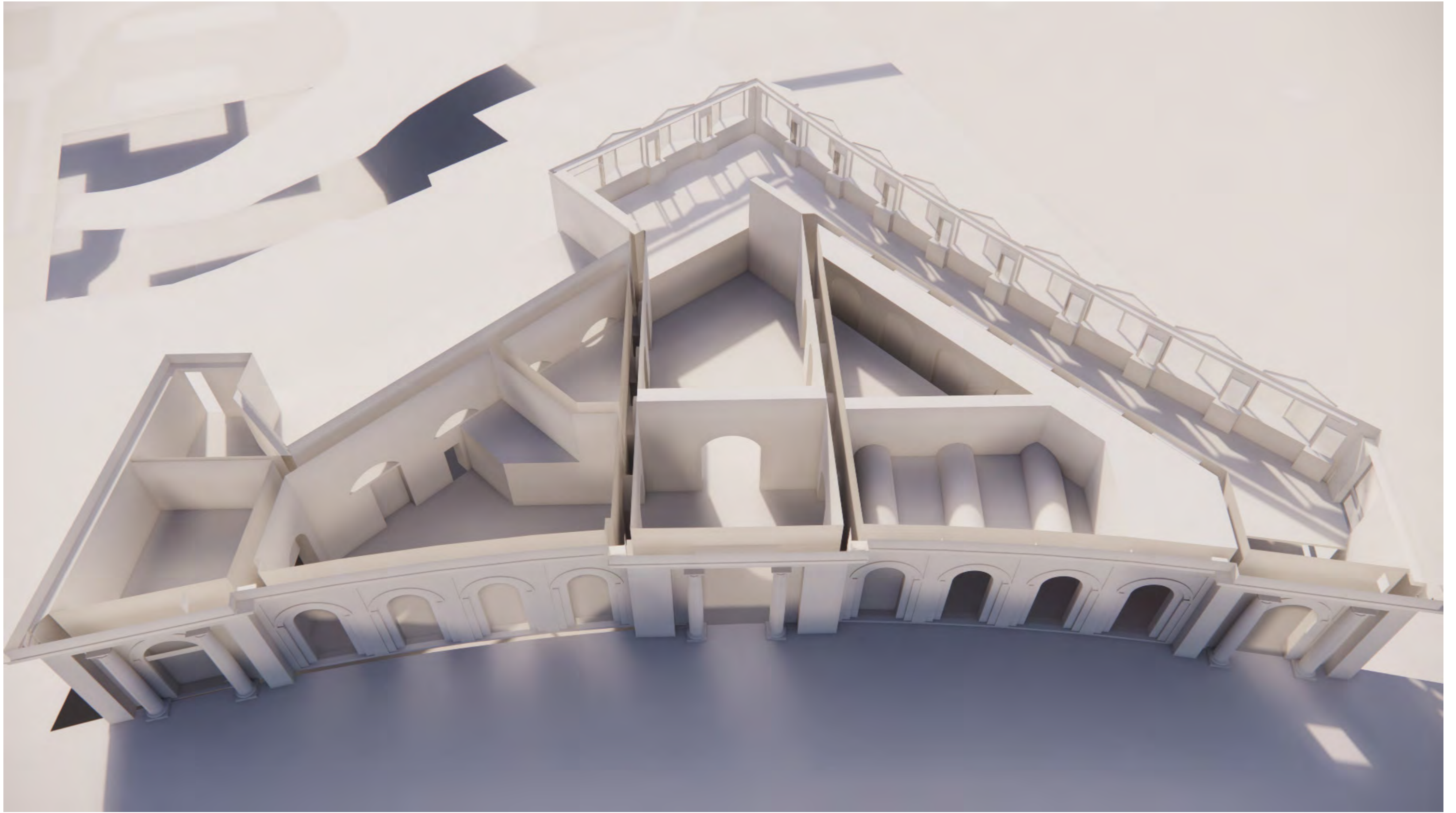


3D model of the existing 1969 Modernist rear addition by Donald Insall & Associates

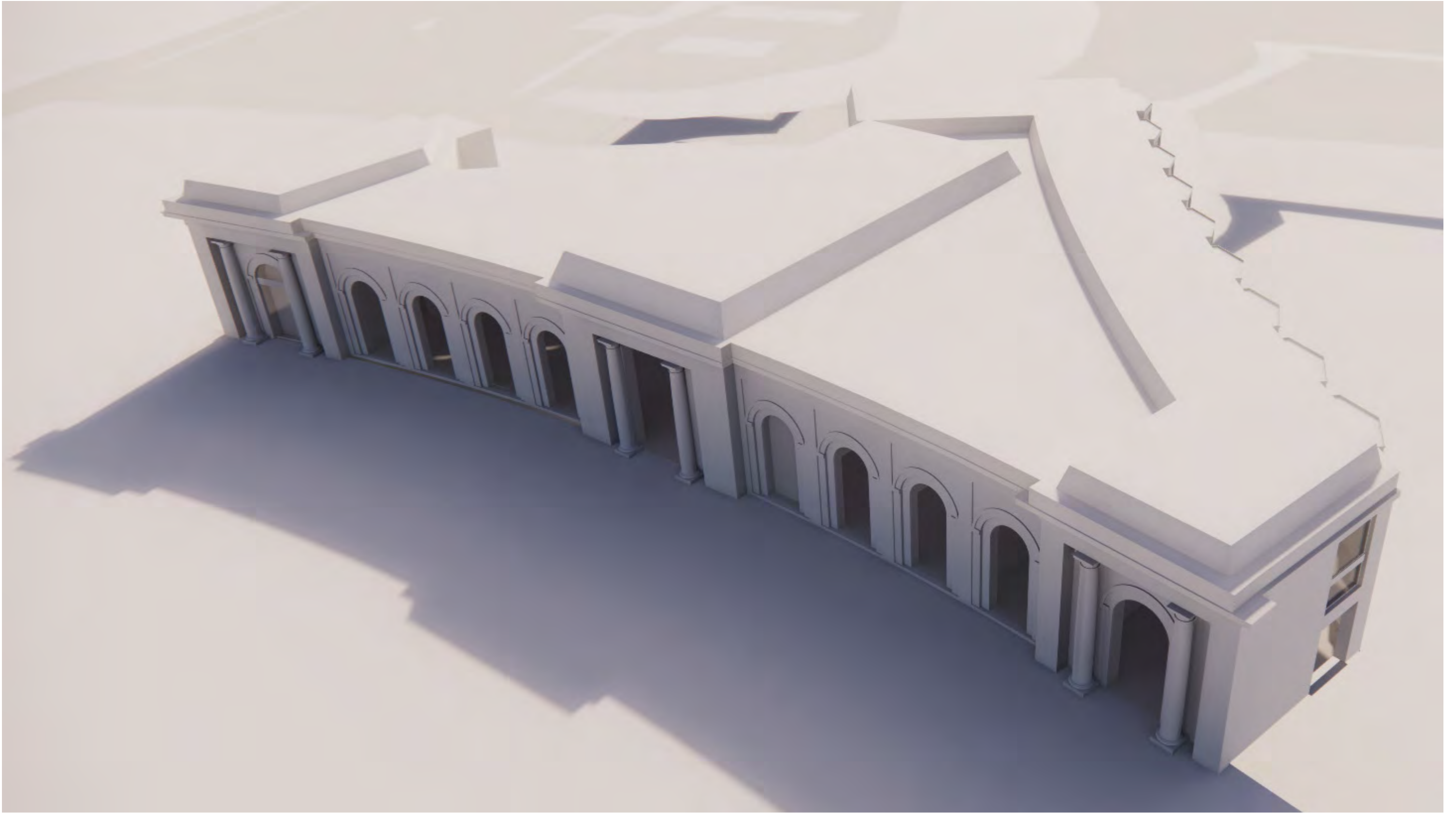








3D model cutaway of the existing building & structure





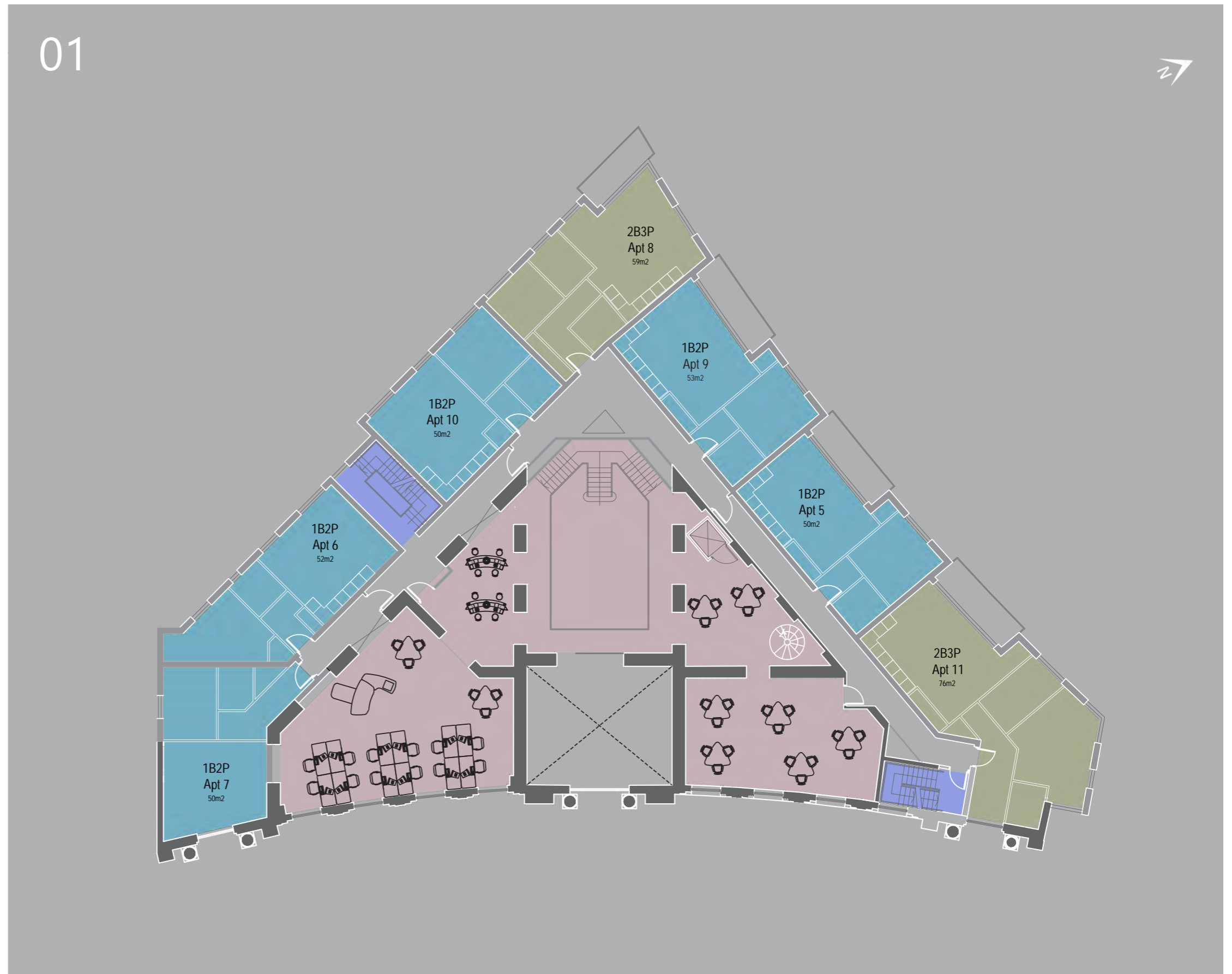
# 4.0 PROPOSAL

## GROUND FLOOR PLAN

The proposal involves the demolition of the existing rear addition, retaining the existing historic central parts and converting the 1960's areas into new builds. Although areas of the scheme could be 3 storeys the current two storey proposal is less intrusive and the massing respects the existing structure.

All apartments meet DQR standards with a total of (11no. in total - 8no. 1B and 3no. 2B). The introduction of a cafe encourages people to interact with the proposal and the restaurant is positioned on the corner to provide an welcoming, vibrant approach.







ROOF PLAN



























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