

# Abergavenny

## Placemaking Plan

October 2025



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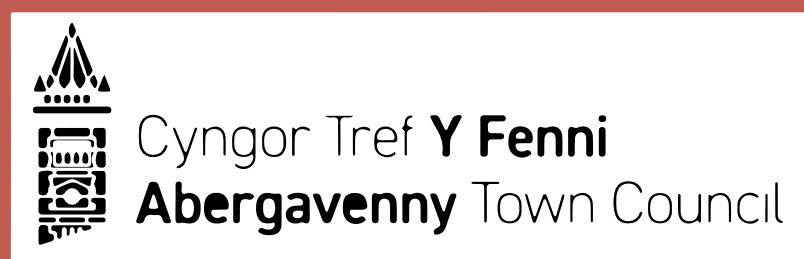
Cyngor Tref **Y Fenni**  
**Abergavenny** Town Council



Trawsnewid Trefi  
Transforming Towns

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## Visualising Success for Our Town Centre

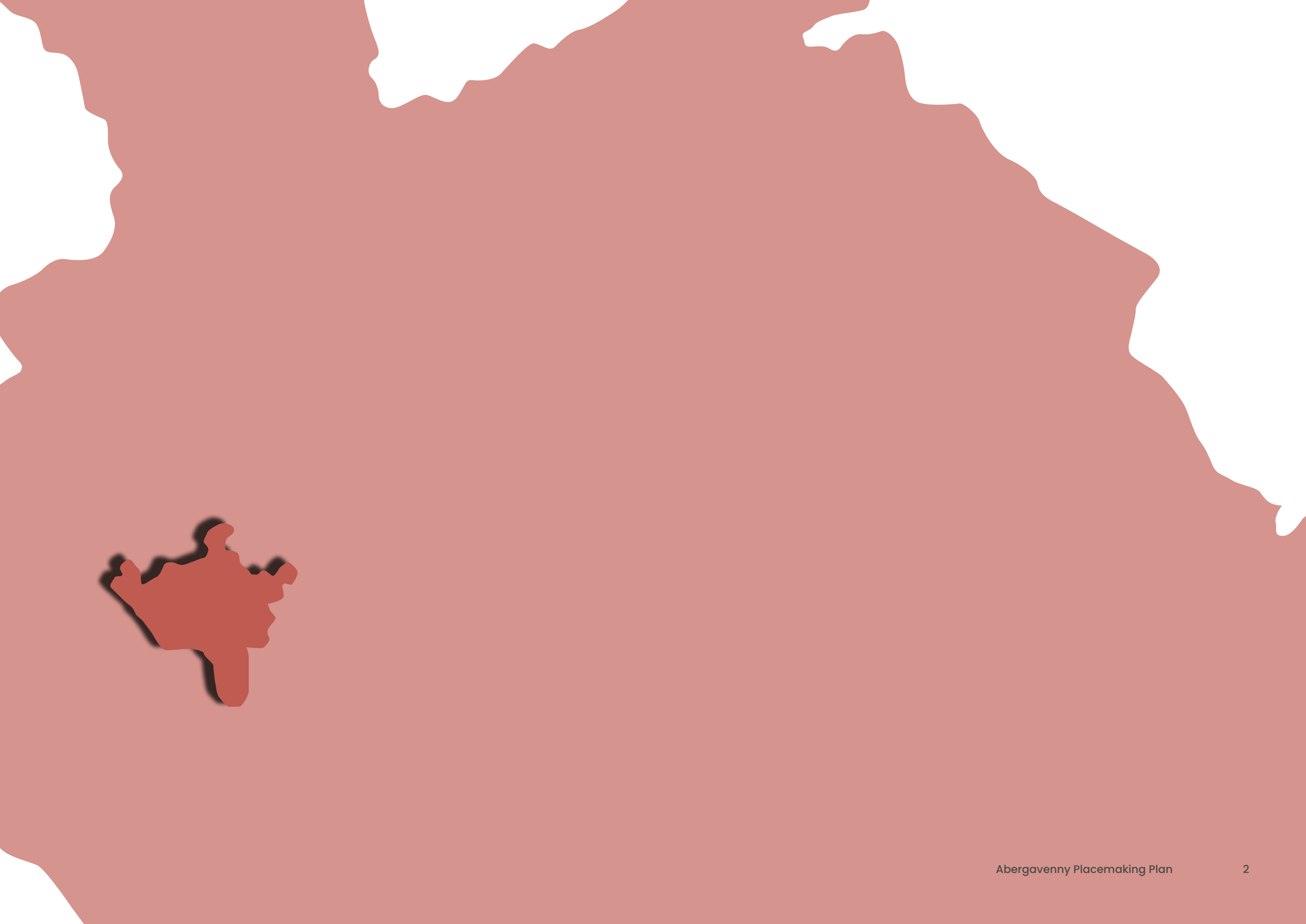
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# Introduction





# What is Placemaking?

Placemaking is about creating places where people want to live, work, visit and spend time. It's a way of thinking that puts people at the heart of planning decisions, making sure that new developments and improvements to existing areas help communities thrive.

Rather than looking at individual buildings or streets in isolation, placemaking takes a broader view. It considers how different parts of a place work together – the shops, homes, parks, transport links and community facilities – and how they can better serve the people who use them every day.

Good placemaking creates areas with their own distinct character and identity, where people feel a sense of belonging and pride. It focuses on making places that are attractive, accessible, safe and vibrant – supporting people's health, happiness and wellbeing.

## Why Does Abergavenny Need a Placemaking Plan?

Over the years, many places have lost their unique character as development has happened piecemeal, without considering the bigger picture. This has led to 'placelessness' – areas that could be anywhere, lacking the special qualities that make people care about them.

Abergavenny's location, setting and market town character provide good foundations for its town centre with a strong identity, both locally and nationally. However, like many market towns, it faces challenges: loss of banks, traffic congestion and the challenge of maintaining an age-balanced population.

A Placemaking Plan helps with focus, coordinating efforts across different organisations and tapping into funding streams. Rather than tackling problems one at a time, it provides a shared vision that everyone can work towards. This makes it more likely that improvements will complement each other and create lasting positive change.

## Purpose and Scope of This Plan

This Placemaking Plan sets out a vision and framework for improving Abergavenny town centre over the coming years. Whilst the focus is on the town centre – roughly the area from the southern bus station area to Brecon Road shops to the north – the plan looks to its immediate neighbourhoods, nearby parks, and its train station.

The plan aims to:

- Create a shared vision for Abergavenny's future that reflects what local people and businesses want to see
- Identify the key opportunities and challenges facing the town centre
- Set out practical projects and improvements that can be delivered over time
- Provide evidence to help secure funding from various sources
- Guide decision-making by councils, businesses and community groups

The plan will help demonstrate local priorities to regional and national organisations, making it easier to access grant funding and align different services and investments.



# What is Placemaking?

## What This Plan Can and Cannot Do

Through extensive consultation with residents, businesses and local groups, we know there are many things you want to see improved in Abergavenny. This plan can directly address some of these issues, whilst others require different organisations to take action.

### What This Plan Will Deliver:

- Improvements to town centre streets and public spaces
- Support for bringing empty buildings back into use
- Linking public transport hubs in the town centre and active travel
- Maintaining and managing key assets such as the Indoor Market Hall
- Better connections between heritage sites and attractions
- Enhanced signage and wayfinding throughout the town centre
- Building on the town's programme of events and street based activities
- Support for local businesses and entrepreneurs



These are areas where the Town Council, County Council and local partners can make direct progress.

**What Requires Wider Action:** Many of the issues raised whilst preparing the plan need the County Council and other strategic organisations to lead but to also understand how they relate to the town centre experience:

- **Housing:** Planning for additional, sustainable growth through the emerging local development plan, with proposed housing sites to integrate with the town, with resultant infrastructure to meet increased need
- **Employment:** Enabling employment opportunities within larger sites that have strategic importance and wider regional connectivity
- **Transport:** Better bus services and regional transport links require bus operators and Welsh Government action
- **Environment:** Tackling climate change and environmental challenges such as river quality and its wider amenity value and access to
- **Services for Young People:** Beyond town centre facilities, these needs coordinated action from schools, youth services, the community sector and further education providers

**How This Plan Helps with these Bigger Issues:** Even where we can't directly solve problems, this plan helps by:

- Demonstrating to other organisations what matters most to local people
- Providing evidence when applying for larger funding programmes
- Creating a foundation for partnerships with regional and national bodies
- Raising Abergavenny's profile for wider investment opportunities

This Placemaking Plan is not the solution to every challenge facing Abergavenny, but it provides a clear starting point for coordinated action that can make a real difference to the town centre and the wider community it serves.

## How this Plan is Structured

The remainder of this Placemaking Plan is organised into three main sections:

### Section 2 Understanding Abergavenny Today

Understanding Abergavenny Today provides a summary of our analysis of Abergavenny town centre, based on multiple sources of information including engagement with local stakeholders and consultation with the wider community. This section examines what makes Abergavenny special, the challenges it faces, and the opportunities available to build on its strengths.

### Section 3 Your Vision for Abergavenny's Future

Our Vision for Abergavenny's Future sets out our vision and objectives for the future of Abergavenny town centre. This vision has been developed through extensive consultation with residents, businesses, and local organisations to ensure it reflects what the community wants to see for their town.

### Section 4 Making It Happen

Making It Happen sets out what needs to be done to achieve this vision, including the overall strategy, information about a number of prioritised projects, and guidance on how they should be delivered. This section provides the practical roadmap for turning the vision into reality over the coming years.



## How this Plan was Produced

### Stakeholder and Community Involvement

The Abergavenny Placemaking Plan was developed through extensive stakeholder and community engagement, with each phase directly informing key aspects of the final plan:

**A dedicated steering group** comprised of representatives from Monmouthshire County Council, Abergavenny Town Council and key local stakeholder organisations provided strategic guidance throughout the project. Most importantly, the steering group carried out a prioritisation exercise using information including public consultation feedback to determine the priority projects for implementation, ensuring resources would be focused on community-supported initiatives.

**Stakeholder workshops** formed a cornerstone of the engagement approach, with each workshop serving distinct purposes in plan development. The first workshop, held in October 2024, gathered invaluable local insights that directly informed the development of the vision for Abergavenny's future. Participants identified what they loved about the town centre and imagined its future through structured discussions, with their input shaping the aspirational vision statement. The second workshop, held in March 2025, focused on gathering feedback on draft proposals, with stakeholder expertise informing and refining the proposed projects before wider public consultation.

**Interactive walkabouts** around the town centre with stakeholders provided ground-level understanding of specific issues and opportunities, bringing the desktop analysis to life. These sessions highlighted how the A40 impacts the environmental quality, underutilised spaces, some keynote buildings and areas with potential for enhancement that directly influenced project development.

**Targeted meetings** with specific groups ensured diverse perspectives were captured that included local businesses, civic and interest groups. Sessions with King Henry VIII Comprehensive School students provided insights into how young people experience the town centre, informing projects that would encourage greater engagement from this demographic.

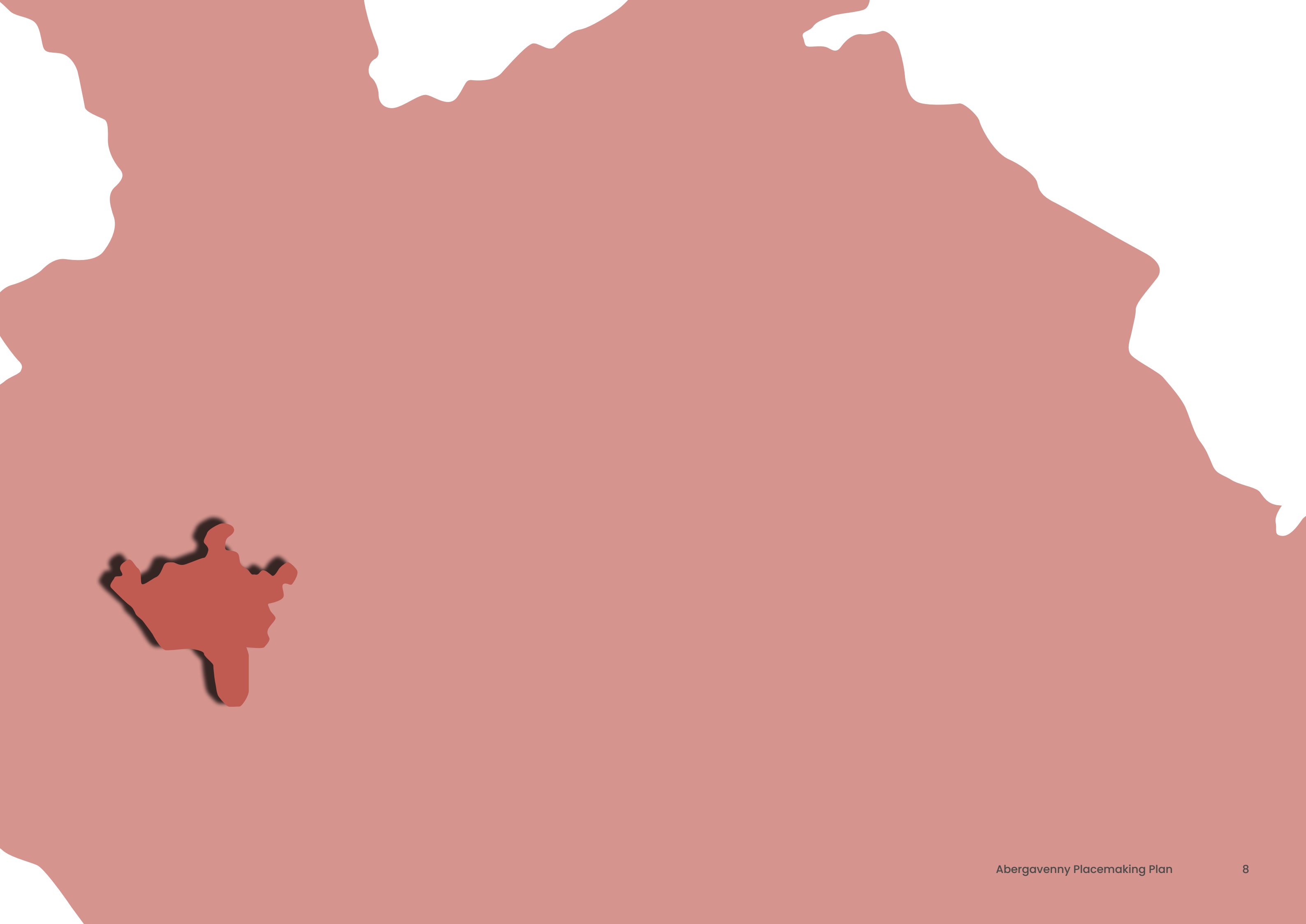


The **public consultation** phase in April 2025 offered a number of ways for community participation. In-person drop-in sessions at an empty commercial premise off Lower Cross Street attracted 250 attendees over two days, with peak attendance during the lunchtime periods. A static display in the shop window provided additional opportunities for feedback. Digital engagement through the Let's Talk Monmouthshire platform expanded reach significantly, with 2,559 visitors to the project page and 781 downloads of the proposals document. In total, 368 people completed the feedback survey either online or on paper. Further correspondence from local groups and residents added to the feedback process which has led to the refinement of project ideas, ensuring they addressed community priorities and concerns. This input also informed the realisation of the vision, confirming community support for the proposed direction, and crucially informed the prioritisation of projects alongside the steering group's deliberations.

The full findings of the public consultation phase are analysed in a separate **Abergavenny Consultation Report** which can be obtained by emailing [mccregeneration@monmouthshire.gov.uk](mailto:mccregeneration@monmouthshire.gov.uk).

# Understanding Abergavenny Today







## Understanding Abergavenny Today

To create a successful plan for Abergavenny's future, we first need to understand the town as it is today. This section provides a summary of our detailed analysis of Abergavenny town centre, drawing on extensive research, data analysis, how it works as a place and – most importantly – conversations with the people who know the town best: its residents, business owners, visitors, and community groups.

We examine what makes Abergavenny unique and special. Nestled within its three hills and alongside the River Usk, it has townscape of market town streets and squares. Whilst Abergavenny serves its immediate local residents it also reaches out to nearby rural villages. We also look honestly at the challenges facing the town centre, including movement and navigation across the town centre, some underused, keynote buildings, making the town centre work for all generations (particularly young people), bringing together its heritage assets and building on its independent character and experience.

By understanding both Abergavenny's strengths and the challenges it faces, we can identify the real opportunities available to build a better future for the town centre and the community it serves.

The full details of our analysis are set out in the separate Abergavenny Baseline Report, which is available from the County and Town Council.

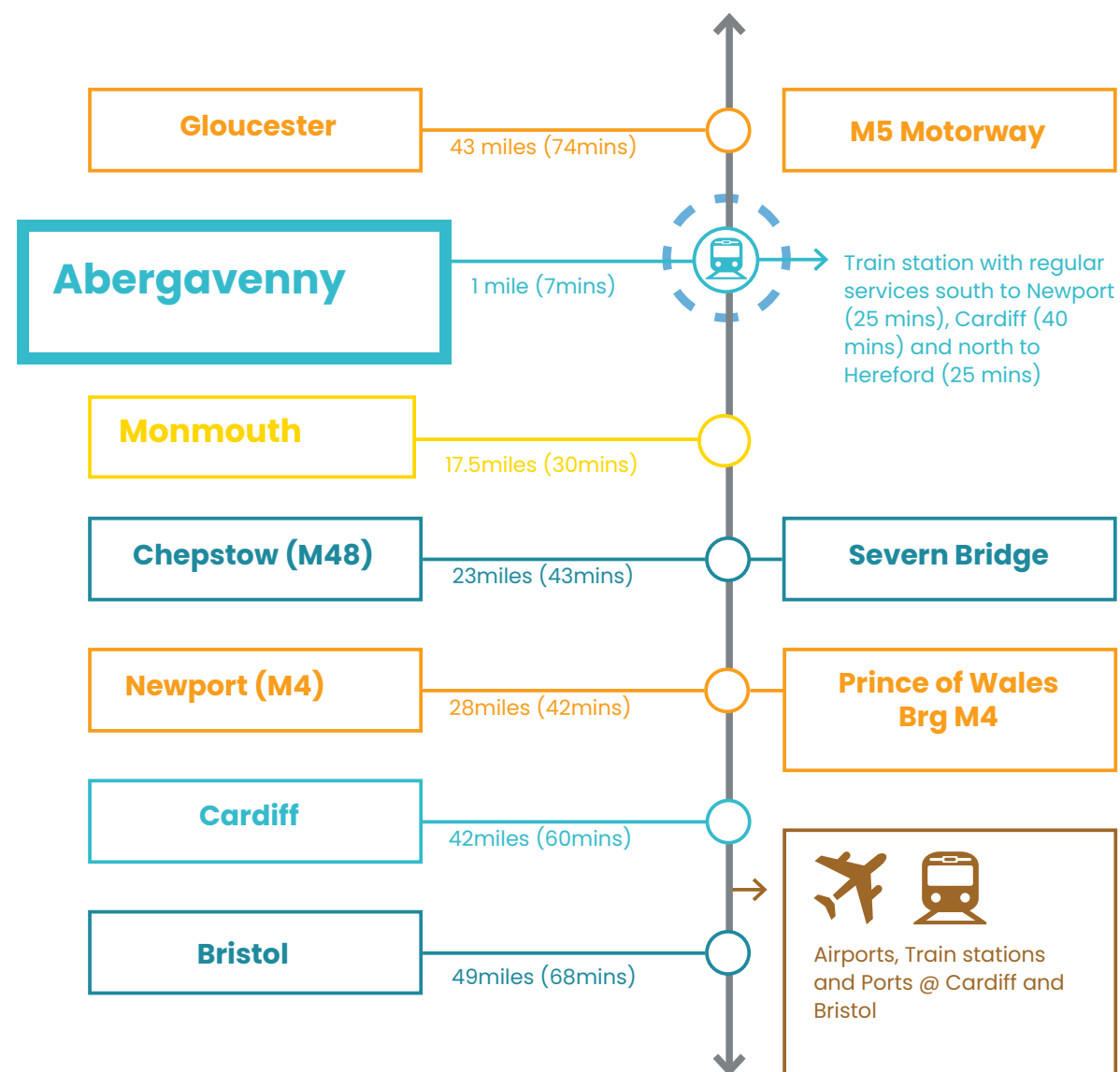
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## Where is Abergavenny?

Abergavenny is a market town and community in Monmouthshire, south east Wales, about 23 miles west of Chepstow and about 28 miles north of Newport. Abergavenny is promoted as a “Gateway to Wales” and is approximately 14 miles from the border with England and is located where the A40 and A465 Heads of the Valleys roads meet.



# History of Abergavenny

Abergavenny is a market town in Monmouthshire, near to the border with England. It was originally a Roman Fort. The town is surrounded by seven hills and is a gateway to the Brecon Beacons and Black Mountains. Every year the town hosts the Abergavenny Food Festival in September, as well as other cultural events and festivals. The town has market hall and a local museum. The National Eisteddfod was held in Abergavenny in 2016.

## Understanding Welsh Places

*The town derives its name from a Brythonic word Gobannia meaning “river of the blacksmiths”, and relates to the town’s pre-Roman importance in iron smelting. The name is related to the modern Welsh word gof (blacksmith), and so is also associated with the Welsh smith Gofannon from folklore. The river later became, in Welsh, Gafenni, and the town’s name became Abergafenni, meaning “mouth of (Welsh: Aber) the Gavenny (Gafenni)”. In Welsh, the shortened form Y Fenni may have come into use after about the 15th century, and is now used as the Welsh name. Abergavenny, the English spelling, is in general use.*

## Roman period

Gobannium was a Roman fort guarding the road along the valley of the River Usk, which linked the legionary fortress of Burrium (Usk) and later Isca Augusta or Isca Silurum (Caerleon) in the south with Y Gaer, Brecon and Mid Wales. It was also built to keep the peace among the local British Iron Age tribe, the Silures. Cadw considers that the fort was occupied from around CE50 to CE150.

## 11th century

Abergavenny grew as a town in early Norman times under the protection of the Baron Bergavenny (or Abergavenny). The first Baron was Hamelin de Balun, from Ballon, a small town with a castle in Maine-Anjou near Le Mans. Today it is in the Sarthe département of France. He founded the Benedictine priory, now the Priory Church of St Mary, in the late 11th century. The church contains some unique alabaster effigies, church monuments and unique medieval wood carving, such as the Tree of Jesse.





# History of Abergavenny

## 12th and 13th centuries

Owing to its geographical location, the town was frequently embroiled in the border warfare and power play of the 12th and 13th centuries in the Welsh Marches. In 1175, Abergavenny Castle was the site of a massacre of Seisyll ap Dyfnwal and his associates by William de Braose, 4th Lord of Bramber. Reference to a market at Abergavenny is found in a charter granted to the Prior by William de Braose.

## 15th to 17th centuries

Owain Glyndŵr attacked Abergavenny in 1404. According to popular legend, his raiders gained access to the walled town with the aid of a local woman who sympathised with the rebellion, letting a small party in via the Market Street gate at midnight. They were able to open the gate and allow a much larger party who set fire to the town and plundered its churches and homes leaving Abergavenny Castle intact. Market Street has been referred to as “Traitors’ Lane” thereafter. In 1404 Abergavenny was declared its own nation by Ieuan ab Owain Glyndŵr, illegitimate son of Owain Glyndŵr. The arrangement lasted approximately two weeks.

At the Dissolution of the Monasteries in 1541, the priory’s endowment went towards the foundation of a free grammar school, King Henry VIII Grammar School, the site itself passing to the Gunter family. During the Civil War, prior to the siege of Raglan Castle in 1645, King Charles I visited Abergavenny and presided in person over the trial of Sir Trefor Williams, 1st Baronet of Llangibby, a Royalist who changed sides, and other Parliamentarians. In 1639, Abergavenny received a charter of incorporation under the title of bailiff and burgesses.

The right to hold two weekly markets and three yearly fairs, beginning in the 13th century, was held ever since as confirmed in 1657. Abergavenny was celebrated for the production of Welsh flannel, and also for the manufacture, whilst the fashion prevailed, of goats’ hair periwigs.

## 19th and 20th centuries

Abergavenny railway station, situated south-east of the town centre, opened on 2 January 1854 as part of the Newport, Abergavenny and Hereford Railway. The London North Western Railway sponsored the construction of the railway linking Newport station to Hereford station. The line was taken over by the West Midland Railway in 1860 before becoming part of the Great Western Railway in 1863. A railway line also ran up the valley towards Brynmawr and to Merthyr Tydfil; this was closed during the Beeching cuts in the 1960s and the line to Clydach Gorge is now a cycle track and footpath. The Baker Street drill hall was completed in 1896.





## Current Activities, Plans & Projects

Abergavenny is not starting from a blank slate. The town has been seen investment over the last 10 to 15 years that has helped to meet retail need, improved the town centre environment and enhanced community facilities. These initiatives, delivered through partnerships between Abergavenny Town Council, Monmouthshire County Council, local civic, community and voluntary groups with funding directed from Welsh Government, planning gain agreements, local funding precepts and capital programme, and smaller community grants demonstrate the strong foundation upon which this Placemaking Plan builds.

The redevelopment of the former cattle market site has led to a number of key physical improvements with the enhanced Brewery Yard scheme, creation of people friendly environments in a number of key town centre streets, investment in the Town Hall with its renewed Borough Theatre and library, as well as planned active travel investments and heritage plans for Plas Gunter Mansions.

The town has also embraced innovation through 'smart towns' technology with irrigation sensors in its town planters, Wi-Fi application and support for improved accessibility across the town. At a community level, the town has been a Gold Winner of the Wales in Bloom Award for the last three years and is known for a internally recognised annual Food Festival, amongst other community led initiatives.

This Placemaking Plan recognises and builds upon these achievements, ensuring that future proposals complement and enhance the excellent work already underway. The following section outlines the key projects that form the foundation for Abergavenny's ongoing regeneration, providing context for how the Plan's recommendations will integrate with and amplify these existing efforts.



## Policy Context

The policy context for Abergavenny provides essential strategic direction and alignment for the Placemaking Plan, establishing the framework within which local regeneration initiatives must operate and identifying key opportunities for development.

### National Policy Framework

At the national level, **Future Wales – The National Plan 2040** provides the overarching development framework, though Abergavenny is not designated as a National Growth Area. Nevertheless, the plan’s policies on supporting rural communities and economies, urban regeneration through public sector leadership, and affordable housing delivery offer significant opportunities for addressing key local challenges.

The **Well-being of Future Generations Act** establishes seven well-being goals and requires public bodies to demonstrate consideration of the ‘five ways of working’: involvement, collaboration, integration, prevention, and long-term thinking. This Act underpins the sustainable development approach that must inform all placemaking decisions.

**Planning Policy Wales (2024)** places placemaking at the heart of the planning system, requiring all development decisions to contribute towards creating sustainable places that are attractive, sociable, accessible, active, secure, welcoming, healthy and friendly. The policy defines placemaking as a holistic approach focused on positive outcomes that promote people’s prosperity, health, happiness, and well-being.

Transport policy is guided by the **Wales Transport Strategy** and the **Active Travel (Wales) Act 2013**, which prioritise walking, cycling and public transport through the sustainable transport hierarchy. This is particularly relevant for Abergavenny with the opportunity to integrate rail, bus and local walking and cycling routes.

**Welsh Government Town Centre Policy.** The Transforming Towns Programme and associated £100m investment allocation provides direct funding opportunities for Abergavenny’s regeneration. Key principles include the ‘Town Centre First’ policy, promoting residential development in town centres, and joining up delivery across sectors.

The Design Commission for Wales guidance emphasises that Placemaking Plans should be locally led, engage diverse stakeholders, and consider all funding opportunities beyond just public sector investment. Plans should align with broader outcomes including health and well-being, decarbonisation, and reducing inequality.





# Policy Context

## Regional and Local Context

At the regional level, the **Cardiff Capital Region City Deal** offers collaborative opportunities for economic development, whilst **Monmouthshire County Council's Community and Corporate Plan** prioritises social justice, enterprise and job creation, locally accessible services, and quality housing provision.

The emerging **Replacement Local Development Plan (2018–2033)** aims to deliver the Council's core purpose of becoming a zero-carbon county. Key objectives include rebalancing demographics by attracting younger people, addressing housing inequality, and responding to climate and nature emergencies through sustainable development.

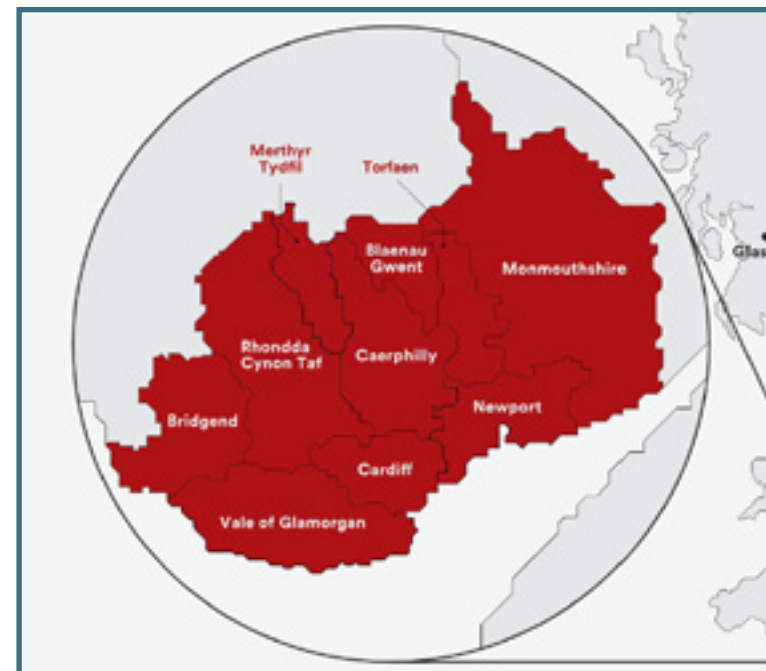
**Abergavenny Town Council's Annual Strategy 2024** is focussed on the mission to: "Work for and with all the people and communities of Abergavenny." Its priority areas are centred on i) Children & Young People ii) Challenges of Demographic Change iii) Environment and Climate Change iv) Communities and Businesses are Economically Thriving and Well Connected and a v) A Responsible Town Council.

This multi-layered policy framework creates both opportunities and requirements for Abergavenny's regeneration, emphasising sustainable development, community engagement, and joined-up delivery across all levels of government and stakeholder organisations.

## Climate Change and Sustainability Framework

Climate change is one of the defining challenges of our time, and Abergavenny's response must reflect both national policy requirements and local opportunities. The **Well-being of Future Generations Act, Planning Policy Wales**, Monmouthshire County Council's declaration of a climate emergency in 2019, and **Abergavenny Town Council's Annual Strategy 2024** (which identifies Environment and Climate Change as a priority area) all establish clear expectations that planning and placemaking decisions should contribute to decarbonisation and climate resilience.

This Placemaking Plan integrates climate considerations throughout its proposals rather than treating sustainability as a separate add-on. All projects within the plan have been designed to support Abergavenny's transition to a zero-carbon future whilst adapting to the impacts of climate change already being experienced.



## Policy Context

### Abergavenny's Climate Opportunities

The town's unique setting provides specific opportunities for climate-positive development. Nestled between three hills with the River Usk and River Gavenny flowing nearby, Abergavenny's natural landscape offers opportunities for sustainable urban drainage schemes and green infrastructure corridors. The town's compact, walkable centre supports active travel and reduced car dependency, whilst its excellent rail connections provide sustainable transport alternatives. Abergavenny's established role as a market town creates opportunities for supporting local food networks and reducing transport emissions, whilst the surrounding countryside provides potential for renewable energy generation and carbon sequestration.



### Embedded Sustainability Measures

Rather than listing generic sustainability measures, this plan ensures climate considerations are woven into each project theme. Gateway improvements incorporate tree planting and green infrastructure that will help moderate urban temperatures whilst improving air quality and biodiversity. The Market Hall enhancements support local food networks and reduce transport-related emissions. Active travel investments connecting to Llanfoist and the broader countryside encourage sustainable transport choices.

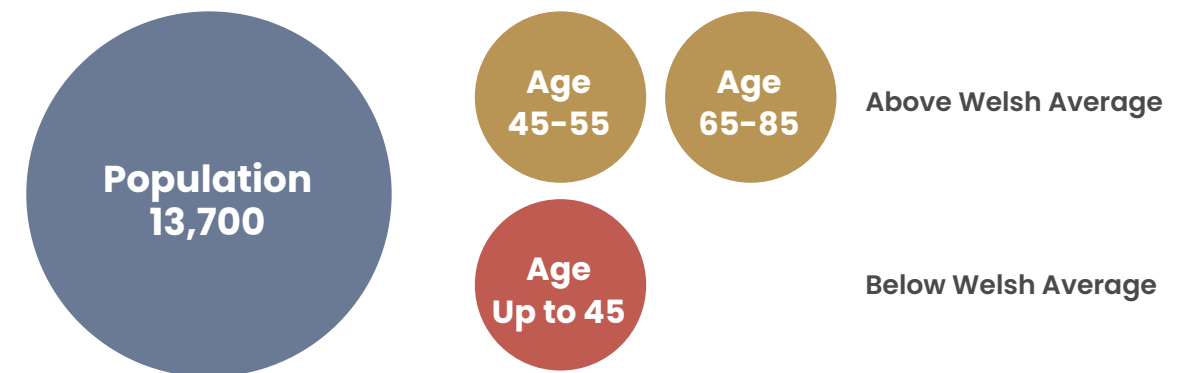
All building improvements promoted through this plan will support enhanced energy efficiency and, where appropriate, renewable energy generation. The plan's emphasis on bringing empty buildings back into productive use represents a fundamental climate-positive approach – reusing existing structures rather than requiring new construction whilst eliminating the emissions associated with derelict buildings.

This integrated approach ensures that Abergavenny's regeneration contributes positively to both local resilience and national climate goals, creating a town that is both economically vibrant and environmentally sustainable.

## Key Facts & Figures

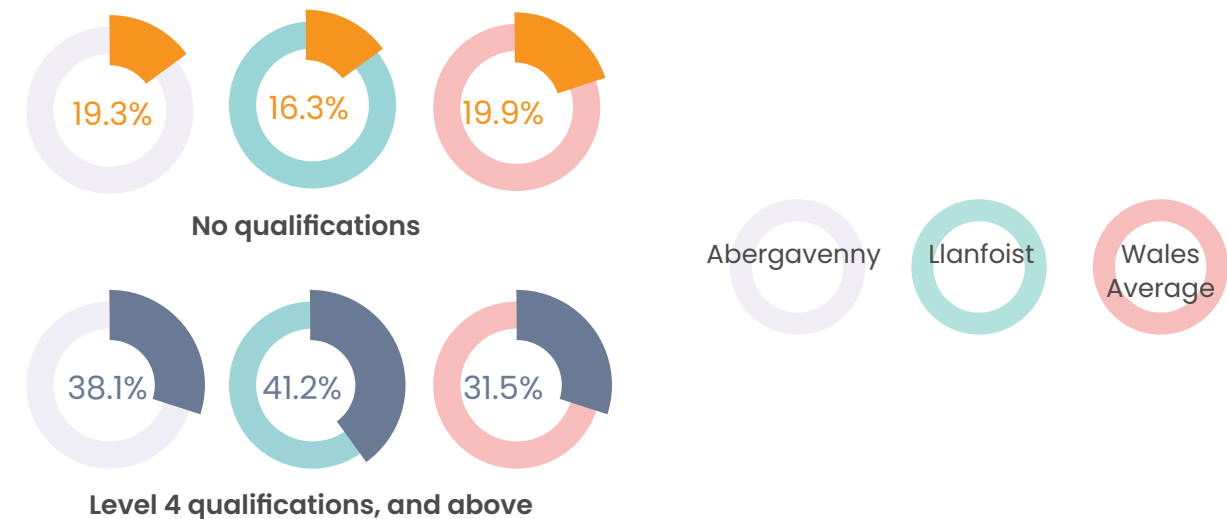
### Population

Abergavenny has a population of 13,700 across 6,500 households. The age distribution shows that between the ages of 45 to 55 and 65 to 85 are significantly above the Welsh average by 1.5 percentage points. Counter to this trend, early years to the age of 45 is below the Welsh average, at its lowest, some 1.8% points. These figures show the distinct role and function of Abergavenny town which is seen as a place that attracts families and a place to retire due to the relatively good quality of life.



### Economic Activity

There are lower levels of economic activity in the town due to a higher proportion of residents at retirement age. Nearby Llanfoist is slightly more economically active than the Welsh average with unemployment rates being close to or below the all Wales average.

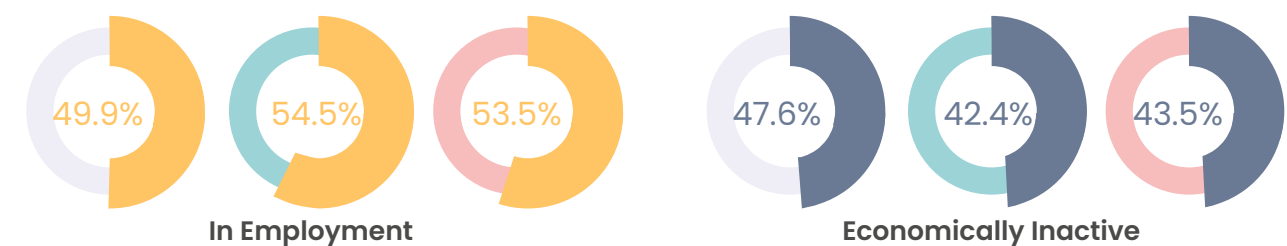


### Qualifications/Skills

Abergavenny residents are well qualified and skilled, with residents attaining Level 4 qualifications (CertHE, HNCs and NVQ/diplomas) and above, some 7% points above the Welsh average of 31.5%. Residents with no qualification is below the Welsh average at 19.3%.

### Employment

Abergavenny's residents have a greater representation towards elementary, sales and customer services, and the care and leisure sectors. Even though Abergavenny town residents also work in managerial and professional jobs, the Llanfoist workforce are some 2% to 3.5% points higher which illustrates the mobile nature of this community with its new housing and close access to the A465 and A449 connections.

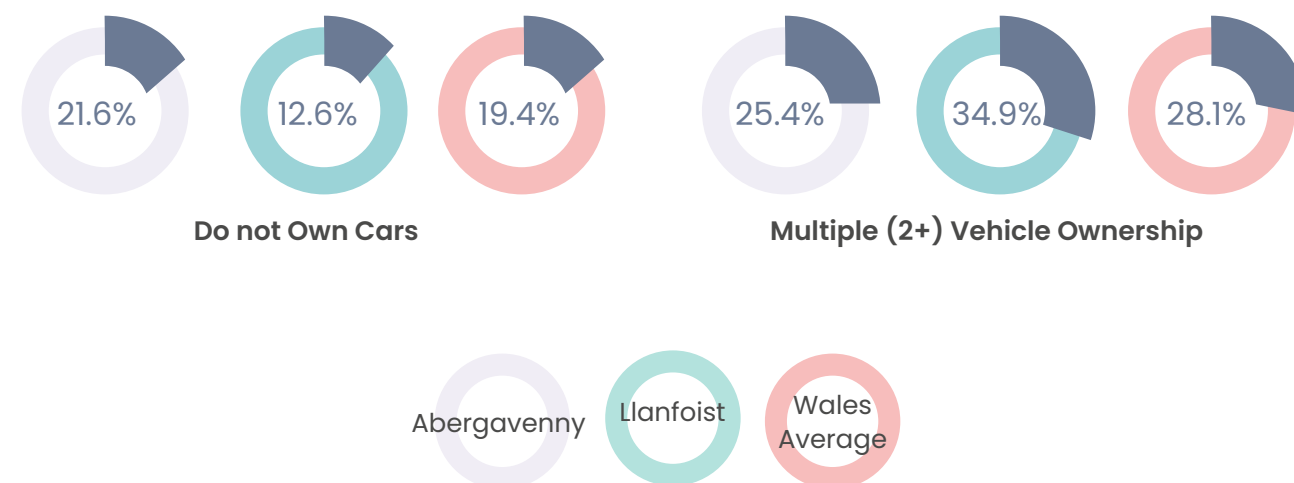




## Key Facts & Figures

### Vehicle Ownership

The proportion of residents who do not own a car or van is 21.6% comparable to the Welsh average of 19.4%. Whilst Abergavenny town has a greater proportion of people owning 1 car/van (44.5%), Llanfoist has a higher levels of multiple vehicle ownership with 34.9% of households owning 2 cars/vans compared to 25.4% in Abergavenny town and all Wales average of 28.1%.



### Travel to Work

Abergavenny shows distinctive commuting patterns with 19.6% of Abergavenny town residents travelling between 10km to 30km, and 9.8% over 30km. These longer communities are approximately 3 percentage points higher than the Welsh average for those travelling over 30km. For those residents who work mainly from home, Abergavenny residents follow the Welsh average of 25.6%. In relation to out commuting, residents travel to Newport, Cardiff, Hereford, Brecon and Monmouth, with people commuting into Abergavenny from the Heads of the Valleys area and South Monmouthshire. These figures will have some association with the occupation types within the managerial and professional sector.

### Housing

Abergavenny town residents are above the Welsh average (38%) for owning their home outright at 41.4%, and also in the social rental market at 21.8%, with the Welsh average at 16.5%. Residents that own their home with a mortgage or loan is 21.7% of residents in Abergavenny which is linked to age, demographic and income levels. Abergavenny town households tend to be in 1-to-2 bedroom dwellings with them meeting the Welsh average for 4 or more bedrooms at 20.5%.



41.4%  
Own Home Outright



21.8%  
Social Rental Market



21.7%  
Own Home with Mortgage

### Crime

The main categories of frequent crime that is recorded are:

- violent
- anti-social behaviour (ASB)
- public order
- shoplifting and
- other theft.

Whilst there have been some slight increases in crime such as ASB activity and public order, Abergavenny is still a relatively safe place compared to communities within the South East Wales region.

Full data and statistics can be found in the Baseline Report.

## Town Centre Performance

### Shopping Hinterland

Abergavenny's shopping catchment area extends beyond the town, covering a largely rural hinterland from Raglan and Llantilio Crossenny in the east to Crickhowell in the west. The hinterland reaches as far north as Llanthony and Grosmont and extends towards Penperlleni in the south. The resident population within this catchment area is approximately 32,000, living in 13,800 private households (according to 2011 Census data). The mean household income in the Abergavenny catchment area was £40,924, compared to £43,266 for Monmouthshire as a whole and £34,700 for Wales. However, 18.7% of households are below 50% of the UK median income, and 25.3% are below 60%.

### Business Mix and Diversity

The town centre shows a diverse array of business types, with several key categories standing out due to their prevalence. Hairdressing, Health & Beauty services dominate the landscape with 31 units, indicating a robust demand for personal care services in the town. Cafes and Fast Food establishments are also prominent, with 32 units, reflecting a strong food and drink sector that caters to both locals and visitors. Restaurants, totalling 15 units, further contribute to the town's eating-out options. Fashion and General Clothing shops are another significant presence in the town centre, with 19 units, highlighting Abergavenny's role as a traditional shopping destination. Whilst Banks, Financial Services, and Building Societies have been in decline they continue to be well-represented with 11 units, underscoring the town's status as a local financial hub.

Key national brands include B&M Bargains, Peacocks, Fat Face, Bon Marche, and Trespass in the clothing and household goods sectors, and Savers, and Boots in the cosmetics sector. In the convenience sector, notable national retailers include Tesco Express, Aldi, and Morrison's.

Whilst there are some national and regional types of retailers, the town centre's appeal is built on its independent businesses with a wide range of speciality shops, eating places and other local attractors.

### Vacancy Challenges

The vacancy rates in Abergavenny's Central Shopping Area (CSA) from 2003 to 2024 exhibit significant fluctuations, reflecting various economic factors, with its lowest rate of 6% in 2023 and now increasing to 9% in 2024. The 2024 survey has shown a further increase to 26 units reflecting the closures such as the banks and loss of businesses in the secondary shopping areas such as Brecon Road, Lower Cross Street and Lower Frogmore Street. Overall, while Abergavenny has shown resilience, the recent uptick in vacancies highlights ongoing challenges that require attention to ensure the town centre remains vibrant.

### Property Market Dynamics

Conversations with local property agents indicate that Abergavenny Town Centre has maintained stable rental rates, outperforming other towns of similar size in the region, where rents have generally declined. The most desirable areas for retail, services, and leisure businesses are in the pedestrianised zones, with less demand in other areas such as Lower Cross Street and Brecon Road. When high-quality properties come onto the market, they tend to attract interest from multiple businesses.

The strongest demand in the town centre is for properties around 100 square meters. Smaller, well-maintained properties ready for immediate occupancy, with little need for extensive renovations, also attract consistent interest, though these smaller units typically command lower rental rates. Larger vacant properties have been more challenging to re-let. While there is some demand for office space in the town centre, it remains relatively low, mostly catering to single occupiers or micro-businesses. The small co-working spaces available have accommodated the needs of freelancers and professionals who are increasingly working remotely or closer to home.

## Town Centre Performance

### Footfall and Shopping Patterns

Pedestrian flow had been gradually declining since 2013, with a noticeable drop in 2020, likely due to the impact of the COVID-19 pandemic and associated restrictions. However, the 2021 survey recorded a marginal increase in average pedestrian flows across most days, except for Saturdays, where there was a slight decline. This increase may reflect the easing of pandemic restrictions and the town's continued popularity with the surrounding catchment. Pedestrian movements were most concentrated between 11am and 2pm, coinciding with lunch hours, but there was a more even distribution of foot traffic throughout the day. The highest pedestrian flows were observed at strategic points such as the Frogmore Street end of Cibi Walk and the High Street, particularly on Saturdays.

Just under two-thirds of respondents in the Abergavenny catchment area do their main food shopping once a week or more often. The most popular location for main food shopping is the Morrisons store on Lion Street, with 26% of respondents favouring it. Many residents prefer to stay within Abergavenny for their top-up shopping needs, with a strong preference for local convenience stores. A notable portion of respondents shop for comparison goods outside of the county, particularly in destinations such as Cwmbran and Hereford, highlighting a need for broader retail offerings within Abergavenny itself.



### Digital Infrastructure

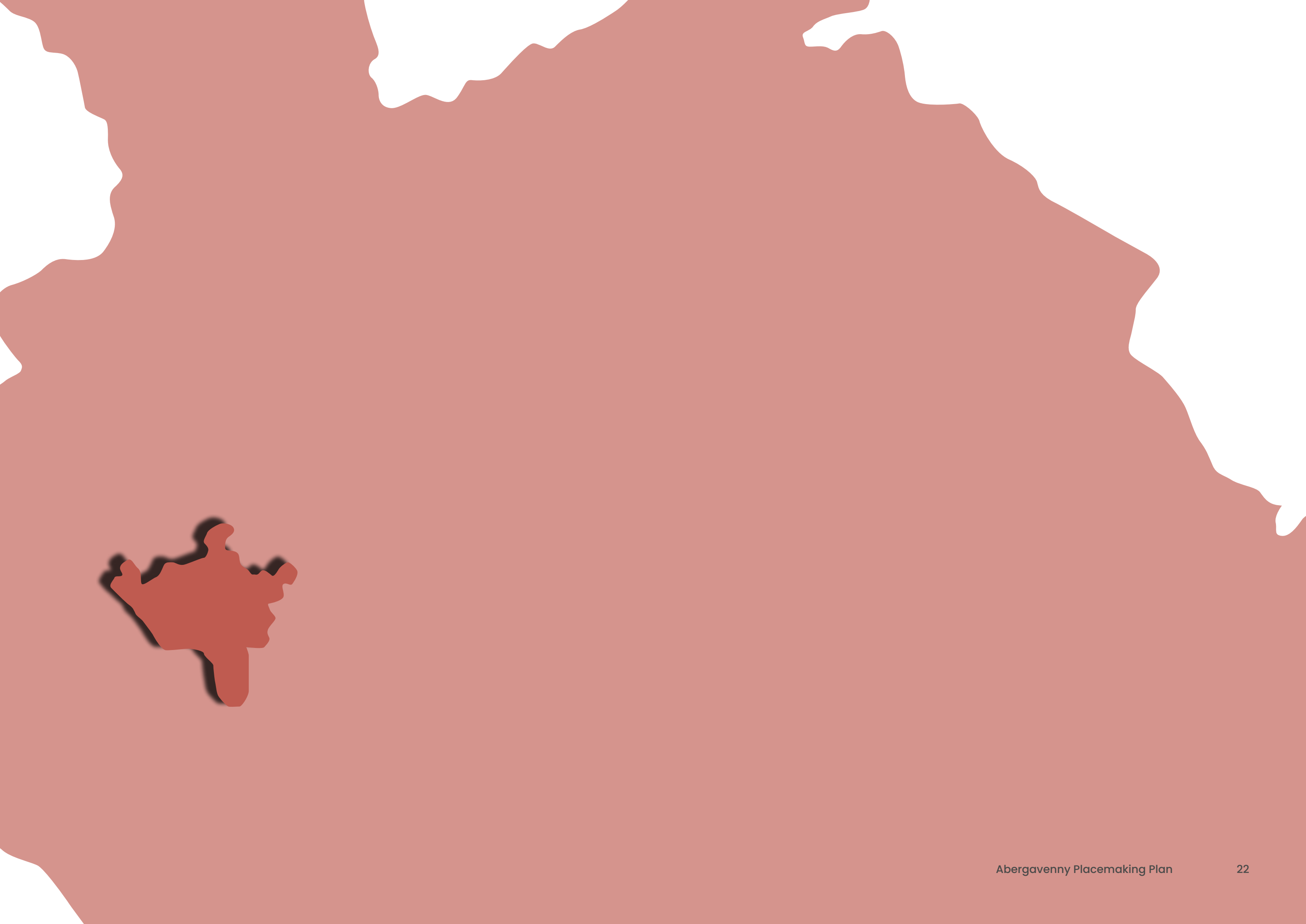
Abergavenny's digital infrastructure presents a mixed picture of innovation and limitations. There is currently some full-fibre broadband coverage from the largest national provider, Openreach, in and around Abergavenny town centre, including on some of the streets within the core centre such as Nevill Street and Lion Street. An alternative provider, Ogi, provides its own full-fibre network across most of the residential areas surrounding the core town centre, but not within the core town centre. Premises without access to full-fibre broadband coverage, such as those on Frogmore Street and Cross Street, can access download speeds of up to 80 Mbps (referred to as 'superfast' broadband), though this will fluctuate depending on the level of usage at any one point in time.

Abergavenny town centre has reasonable 4G voice and mobile internet service coverage from all four major mobile networks, although reportedly these sometimes struggle to cope with demand on days when the town centre is particularly busy. 5G mobile internet service is available from EE and Vodafone. A small public Wi-Fi network installed by the County Council provides users with free internet access in parts of the town centre, but the network is outdated and some of the hardware is no longer functioning. LoRaWAN, a network that enables the Internet of Things and many Smart Towns applications, is used in Abergavenny by the Town Council in an award-winning scheme to remotely monitor the condition of the soil in the street planters around the town centre and manage resources more efficiently.

Full data and statistics can be found in the Baseline Report.

# Place Analysis







# Place Analysis

The Place Analysis examined Abergavenny's character areas, built context, transport and movement patterns, local amenities and facilities, heritage assets, green and blue infrastructure, flood risk, town gateways, and parking provision to understand what makes the town special and identify where improvements are most needed. What follows is a summary of the key findings.

The following extracts highlight some of the main physical attributes and also challenges within the town centre.

## Rail

Abergavenny Railway Station is situated a 10–15 minute walk from the town centre. The A40 is the main route between the station and the town but narrow/inconsistent footpaths and car dominated environment make the walk more difficult. Therefore the station feels more divorced than it needs to be.



## Bus

The bus station is situated on the very edge of the town centre at the A40 gateway into the town. Poor signage/walkable routes and vehicle dominated environment again make the bus station feel more cut off from the town centre than it needs to be. Bus stops along the A40 make bus routes accessible throughout the town centre.



## Road

The A40 is the key route through the town centre connecting the A465 to the south to Crickhowell in the west. This tends to create a car dominated and poor pedestrian environment around the edge of the town centre and can be a barrier between the town centre and surrounding areas.

Otherwise the town centre is well linked to the wider road network.

## Active Travel

Some key national cycle and walking routes pass through Abergavenny. These include locally:

- National Cycle Route 46 – Hereford and Merthyr Tydfil
- National Cycle Route 42 – Usk and Bannau Brycheiniog
- Cambrian Way – Cardiff and Llandovery
- Beacons Way – Abergavenny and Llanthony Priory

Active Travel within the town will be strengthened through a new active travel bridge over the River Usk connecting the town centre, through Castle Meadows to Llanfoist. Large areas of the town centre are pedestrianised, with Cross Street pedestrianised at peak times. This helps create a vibrant and active town centre with plenty of spill out space for shops and cafe/restaurant seating.



# Place Analysis

## Local Facilities

There is a wide range of local facilities, places and amenities in or close to the town centre. These include:

- Abergavenny Baptist Church
- Abergavenny Market
- Abergavenny Castle & Museum
- Bus Station
- Train Station
- St Mary's Priory
- Castle Meadows
- Bailey Park
- Baker Street Cinema



## Green Infrastructure

Abergavenny town centre is surrounded by large areas of greenspace and parks. However these are not very well connected to the town centre itself. Within the town centre there is little greenspace, with public spaces tending to be more urban in nature. Key greenspaces include:

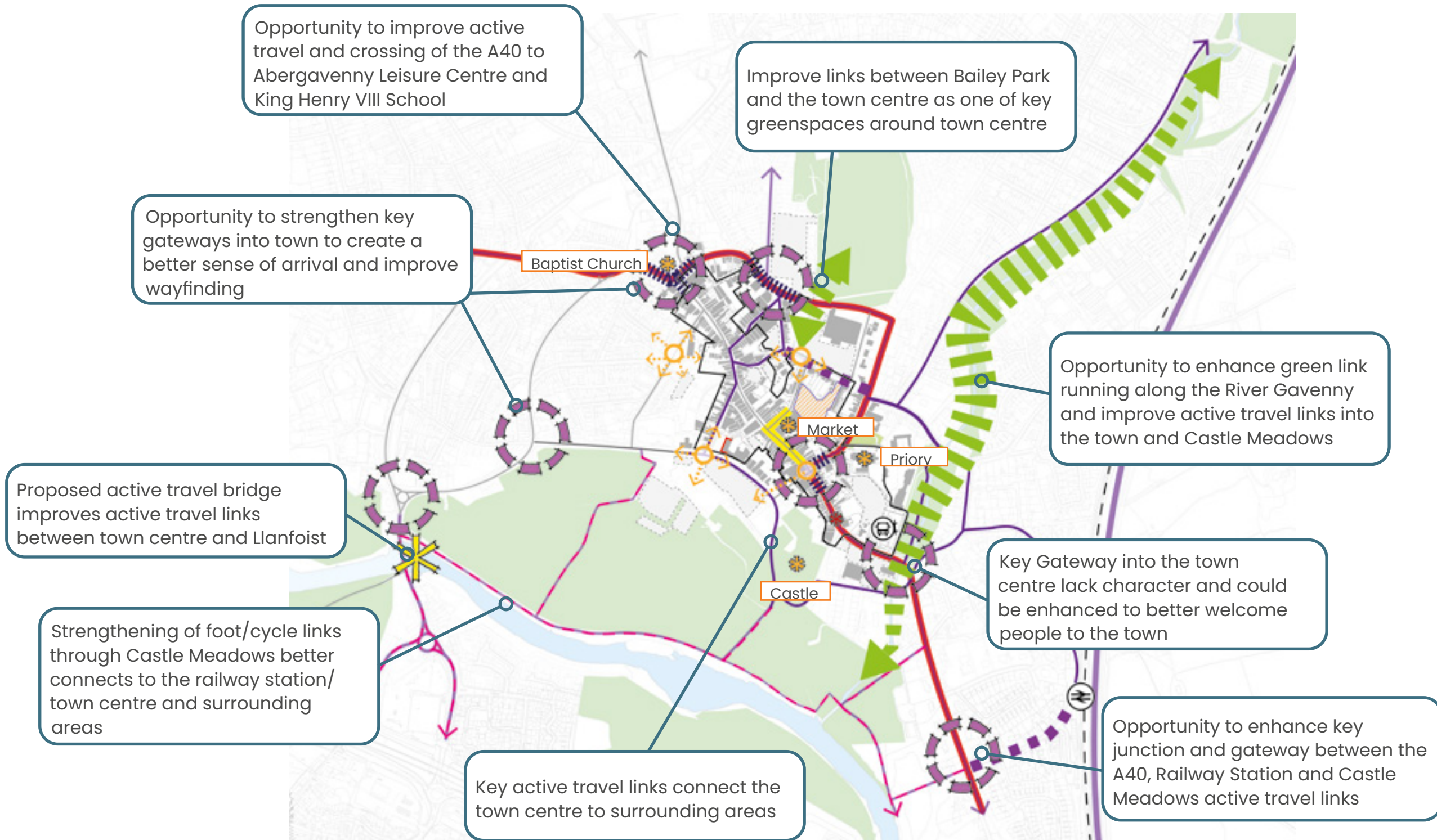
- Abergavenny Leisure Centre/Pen Y Pound Stadium
- Bailey Park
- River Gavenny
- Gorsedd circle and play area
- Abergavenny Castle
- Castle Meadows
- Linda Vista Gardens
- Llanfoist Cemetery/River Usk
- St Mary's Priory



The full details of our place analysis are set out in the separate **Abergavenny Baseline Report** which can be obtained by emailing [mccregeneration@monmouthshire.gov.uk](mailto:mccregeneration@monmouthshire.gov.uk).

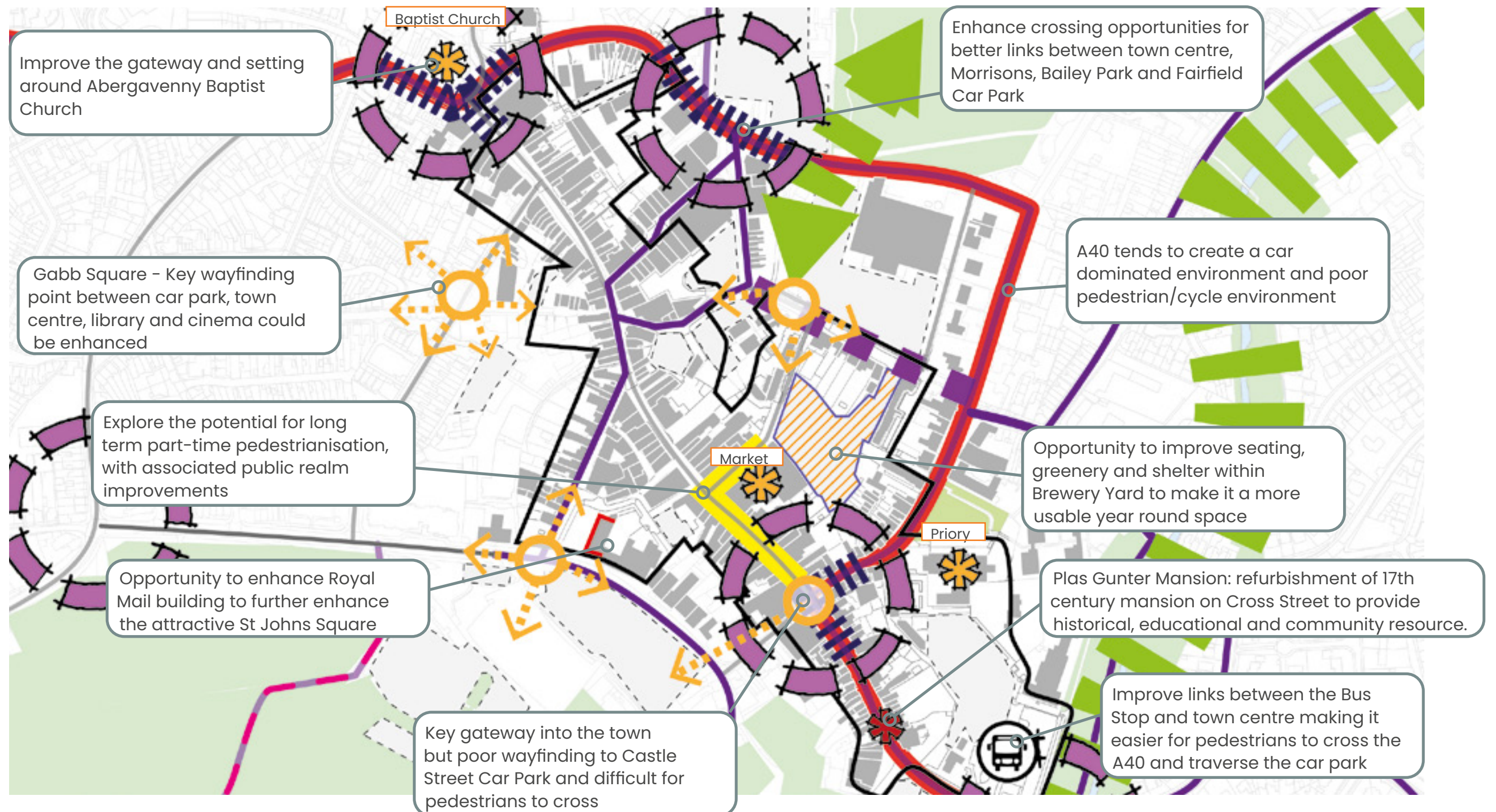


## Wider Issues & Opportunities





## Town Centre Issues & Opportunities



## SWOT Analysis – Location

### Strengths

- A place that looks 360 degrees to South Powys, Heads of the Valleys, Torfaen, Monmouthshire and the Marches.
- Good road connections with A40, A449, A465 and A4042 which connect into M50 (The Midlands), M4 (Newport, Cardiff, Bristol and London) and into Mid Wales and across the top of the South Wales Valleys.
- On a main train line between North and South Wales with connections to Birmingham, Manchester, Newport and onwards.
- Bus station is within a good location with services to and from Hereford, Newport, Cardiff, Brecon and Merthyr Tydfil.

### Weaknesses

- A40 through the town centre has a detrimental impact on the environmental quality of the town centre.
- Major roads that bring a significant volume of traffic within the setting of the town.
- Road network allows residents to have choice in terms of accessing larger towns and cities for shopping, leisure and cultural activities.

### Opportunities

- To build on this location as a place and town centre that is well connected between South, Mid and West Wales and into the Marches and Gloucestershire.

### Threats

- Need to manage local infrastructure in response to replacement Local Development Plan's proposals for housing growth.
- Growth in other competing centres that have a strong comparison (non-food offer)

### Key Messages

- **Central location between Monmouthshire, Powys and the Valleys has strategic benefits for economic investment as well as choice for local residents.**

## SWOT Analysis – People

### Strengths

- The total population of the wider place is 15,700. Population has risen with a 10% rise since 2011.
- Over 65s are actively contributing to community life.
- Town and immediate hinterland have differing population distributions with Abergavenny town a place for people to settle down later on in life and into retirement years.

### Weaknesses

- There is an older than average population for over 65.
- Drop in 10 to 45 age group in the town compared to Welsh average.

### Opportunities

- Need to ensure town centre is accessible to all, as residents are living longer with infrastructure responding to this.

### Threats

### Key Messages

- **Differing roles for Abergavenny and its immediate hinterland in relation to life stages and housing need for and importance of physical linkages.**
- **More elderly population highlights the importance of future proofing the centre as an accessible pedestrian and mobility friendly.**



## SWOT Analysis – Skills & Economy

### Strengths

- High levels of economic activity but slightly below the Welsh average in the town.
- A well-qualified community with residents well above average for Level 4 qualifications and above.
- Residents with no qualifications below the Welsh average.
- Split in occupations with Abergavenny having a higher proportion of residents working in elementary, sales and customer services due to town centre.
- 25.6% of town residents work from home following the Welsh average.
- In commuting from Heads of the Valleys and South Monmouthshire.

### Weaknesses

- Unemployment rates close to all Wales average (3.1%).
- Cycling to work below Welsh average.
- Almost 10% of town population travel over 30km to work.
- Out commuting to Newport, Cardiff, Hereford, Brecon and Monmouth.

### Opportunities

- 13.2% walk to work compared to Welsh average of 7.1%. Neighbourhoods are close by.

### Threats

### Key Messages

- **The town is partly a local employment base but also a place to commute from.**
- **A broad skills base that supports the town centre economy and also retains professional and managerial expertise.**

## SWOT Analysis – Community

### Strengths

- Average house prices are above the national average.
- The town is above the Welsh average for having no households in deprivation.
- Emergency services, including police (Llanfoist), fire, and ambulance available to ensure public safety.
- Residents in Llanfoist rate their health as very good some 5% points above the Welsh average. Town residents tend to rate it less.
- Abergavenny is among the top 5 safest small towns in Gwent. The overall crime rate in Abergavenny in 2023 was 66 crimes per 1,000 people. This compares favourably to Gwent's overall crime rate, coming in 24% lower than the Gwent rate of 87 per 1,000 daytime population.

### Weaknesses

- The town does meet the Welsh average for being in three or four dimensions of deprivation.
- Abergavenny has a higher proportion of deprivation than other Monmouthshire areas, with parts of Cantref 2 having challenges with income, employment and health. Grofield 2 has issues with community safety.

### Opportunities

- Four wards are amongst the least expensive for housing in the county.

### Threats

### Key Messages

- **A balanced, healthy community but with pockets of deprivation, for example Cantref 2.**
- **Differing housing stock and size.**

## SWOT Analysis Shopping & Leisure

### Strengths

- The town has a shopping catchment of 32,000 residents from Penperlleni to Llanthony, and Crickhowell to Raglan.
- Main food shopping at Morrisons on Lion Street (26%). Waitrose in Llanfoist attracts 11% of activity. Aldi popular for top-up food shopping (22%).
- Smaller businesses such as butchers and bakers add to quality convenience offer.
- The town centre is popular for chemist goods, household goods, DIY and hardware, banking and legal services followed by clothes, books and furniture, all of these mainly independently owned.
- 45% visit Baker Street cinema – 13% watch films at Vue Cinema in Cwmbran and 42% use Abergavenny Leisure Centre.

### Weaknesses

- 22% of residents drawn to out of County main food shopping.
- Residents drawn out of Abergavenny to Cwmbran and Hereford for some non-food shopping.
- Internet purchases are dominant for books, music, electrical goods followed by clothing and banking.
- 17% of local residents would visit the Borough Theatre however, 35% go to Cardiff to other arts and cultural destinations.

### Opportunities

- Changing consumer preferences – cater for more leisure/shopping experiences.

### Threats

- Leakage of spending because residents have good mobility and work in nearby towns and city locations.
- Some changes to the High Street around banking and service centre role.

### Key Messages

- **Town centre provides a strong convenience and comparison shopping role for its catchment population.**
- **Providing a leisure and culture experience for residents and visitors is of growing importance.**
- **Accessibility of nearby larger towns and cities means Abergavenny is partially losing out on some comparison shopping and major cultural experiences.**
- **Some recent changes to the High Street risk undermining its service centre role.**

# SWOT Analysis – Activity

## Strengths

- The Town Council is proactive within its community, developing and delivering a number of initiatives, projects and service, projecting a Team Abergavenny approach.
- There is a strong sense of volunteering and civic action in the town with a broad range of organisations.
- Close to the town centre there is space for recreation, sports and other community activities that support the well-being of the town.

## Weaknesses

- Capacity of volunteering across the town – lots of good ideas and initiatives that need sustaining.

## Opportunities

- Building long term sustainability, skills and activity around community organisations and volunteering.
- Transfer of community assets to local organisations.

## Threats

- Local authority budgets are tightening with a risk of non-essential assets and services reduced.

## Key Messages

- **Strong sense of community activity that is led by the Town Council with the support of strategic and local organisations, with visible signs that the town’s well-being is improving with evidence of co-ordination and co-delivery.**
- **Conversations around what activities and services can be delivered locally that makes the town centre resilient.**

## SWOT Analysis – Movement

### Strengths

- Town benefits from a train station giving access to wider car free travel.
- Central bus station allows for access by both bus and coach.
- Parking: numerous town centre car parks offering choice depending on stay length and activity.
- Good connection to the wider road network.
- Good network of existing and proposed active travel links and routes.
- Relatively compact town centre which is easily accessible on foot.

### Weaknesses

- Train station is a fifteen minute walk out of the town centre. Uphill to the station.
- Trains are often overcrowded necessitating standing for long periods.
- Bus service is infrequent and timetable infrastructure is limited.
- Cycle arrival infrastructure is very limited with only basic cycle stand facilities.
- Quality of public realm and general clutter means walking and wheeling can be difficult.
- Gateways and arrival experiences don't always aid legibility.
- Cyclist / pedestrian conflicts within the pedestrianised area.
- A40 can be busy causing vehicle congestion but also impacting on the quality of the pedestrian and cyclist experience.

### Opportunities

- Creation of more legible and attractive gateways for all modes of transport.
- Declutter and improve quality of public realm to improve walking and wheeling experience.
- Improve cycle infrastructure: secure and weather proof cycle parking, lockers, repairs etc.
- Consider impact of A40 through town: improve pedestrian priority at key locations.

### Threats

- Impact of growth on current infrastructure.

### Key Messages

- **Well served by parking across the town.**
- **Relatively compact town centre: park or arrive and do it all.**
- **Gateways and legibility need improvement**
- **Improve ease of walking and wheeling through improvement to quality of public realm.**



## SWOT Analysis – Public Realm

### Strengths

- Historic town centre with a generally good quality townscape and sense of place and character.
- Restriction on traffic movement through the retail core provides a safe environment and experience for pedestrians.
- St Johns Square provides a positive and inviting gateway to the town centre from the south whether arriving by car or active travel.
- Good access to both formal and informal open space.
- Areas where public realm improvement have already been undertaken eg Brewery Yard create uplifts in quality of environment.

### Weaknesses

- A40 has a segregating impact on town centre e.g. Baptist Church at northern end of Frogmore Street feels isolated in a traffic and highway dominated environment.
- Covid shelters in Cross Street are temporary and now negatively impact on the streetscape.
- Quality of public realm surface treatments is varied, often to the detriment of walking and wheeling.
- 'Angel Corner' is difficult to negotiate as a pedestrian creating an unpleasant arrival from the bus station car park.
- Certain 'places' feel forgotten and lack sense of purpose: eg Baker Street Cinema 'Square'.
- Castle Meadows, River Usk and Linda Vista gardens appear invisible to visitors.
- With the exception of St John's Square, most of the sitting and resting opportunities within the town centre are associated with businesses: lack of general public space / infrastructure to dwell.
- With the exception of St John's Square, there is very little urban green infrastructure: street trees etc.

### Opportunities

- Improve the quality and practicality of public realm: surface treatments, clutter, street furniture etc
- Identify opportunities to create space to dwell with associated infrastructure.
- Address the impact of A40 on pedestrian experience and movement at key location.
- Revisit Cross Street, building on the al fresco culture of the place.
- Review and improve gateways and arrival points: I'm here, now what?
- Better announce the assets of the place: both urban and natural.
- Strategy for places and spaces that have lost their identity and/or purpose.

### Threats

## SWOT Analysis – Mix of Use

### Strengths

- Diverse and varied with a mix of multiple and local businesses:
- Fashion and general clothing are a key cluster and attracts shoppers.
- Whilst banks have closed, there is still a good representation of financial services.
- Growing interest and activity in food and drink, coffee shops, takeaway and other leisure use with 32 units overall. In addition, a strong restaurant scene.
- Key national brands such as Fat Face, Rymans, Boots, Clarks, Mountain Warehouse but a strong independent retail and food and drink scene with destination names in clothing, arts, crafts, books, gifts, cookware, deli, bakers, butchery and more.
- Indoor Market is an integral part of town's identity with regular Tuesday and Saturday markets as well as speciality markets with a diversity of trade and good footfall.
- Range of non-retail uses include Town Hall and Library, Tourist Information Centre, Borough Theatre, Castle and Museum, a doctor's surgeries, churches, chapels, private sector offices, and residential dwellings.

### Weaknesses

- Comparison (non-food) shopping role has slightly reduced over the years.
- Hairdressing and health and beauty dominates the town centre with 31 units showing demand for personal services.
- Banking losses in the last 18 months years with three branches closing.
- Some missing High Street names that other comparable market towns would have.

### Opportunities

- Continue to build on independent shopping and food and drink experience.

### Threats

- Other banks closing that are in key frontages with buildings of historical significance.
- Mindful of other UK trends in comparison shopping leaving the High Street.

### Key Messages

- **A diverse town centre offer that is more independently facing than multiples, which underpins the character and appeal to shoppers and visitors.**
- **Role of indoor market is key to the identity and town experience.**
- **Recognise where future changes may happen and be proactive in managing this change.**

## SWOT Analysis – Property Vacancy

### Strengths

- Town centre has maintained stable rental rates, outperforming other towns of similar size in the region, where rents have generally declined.
- High Street is the primary core and main location for multiples.

### Weaknesses

- The 2024 survey has indicated a vacancy rate of 9% due to bank closures and losses in some secondary streets. 3.6% of properties were vacant in 2021.

### Opportunities

- The strongest demand in the town centre is for properties around 100 square meters. Smaller, well-maintained properties ready for immediate occupancy, with little need for extensive renovations.

### Threats

- While there is some demand for office space in the town centre, it remains relatively low, mostly.
- Larger properties, especially former banks requiring significant refit/remodelling present challenges for re-letting without significant investment/support.

### Key Messages

- **Vacancy – one to watch, with the town seeking a gradual rise showing the fluctuating trends and impact of national High Street trends.**
- **Performing well with demand for property in the right location and of good quality which is attractive to small businesses.**
- **Stable rents mean owners willing to invest but support also required with challenging buildings that are highly visible in key frontages**

## SWOT Analysis – Identity

### Strengths

- Abergavenny, Monmouthshire, named best place to live in Wales 2024 by The Times.
- Town centre has built identity and reputation over recent years due to location, setting, connectivity, independent and historical character and well known events and festivals.
- Gateway into Bannau Brycheiniog National Park drawing visitors for outdoor activities, enjoying the landscape and visiting other attractors.
- Historical landmarks include St Mary's Priory Church and its Chapels and The Jesse, the Castle, Plas Gunter Mansion, the Market Hall, remnants of Town Wall and more.
- Signature events and festivals that are established and growing, including annual Food Festival, Writing Festival, Arts Festival as well as Steam Rally – all putting the town on the map.
- Co-ordination on marketing within the town between Town Council, Tourism Association, Business Community and more.

### Weaknesses

### Opportunities

- Current revision of the Monmouthshire Destination Marketing Strategy.
- Exploring how signature events and festivals can have a presence or impact across the year.

### Threats

- Sustaining events and festivals that need resourcing, volunteers and funding.

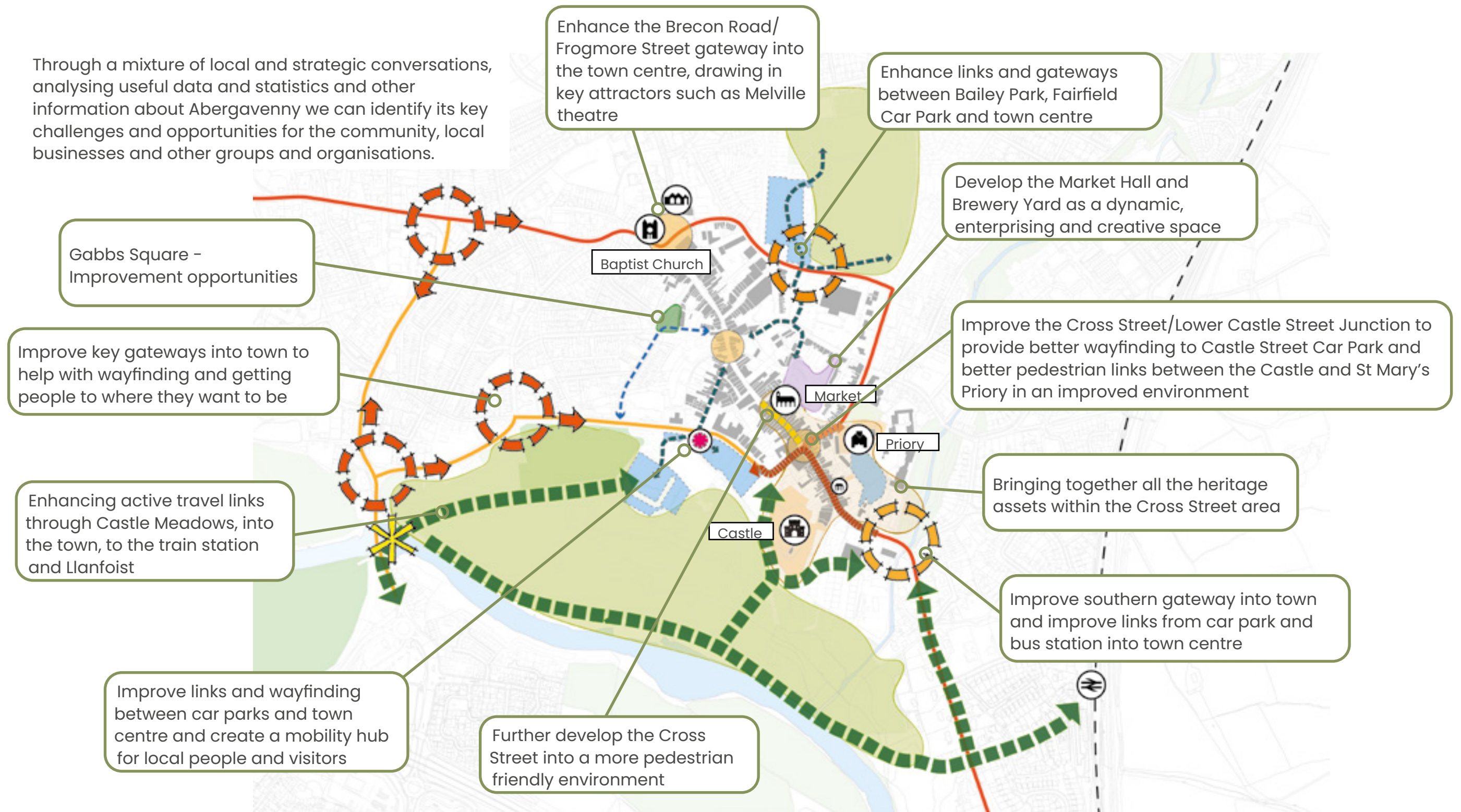
### Key Messages

- **Position within wider destination management area – pivot point between Usk Valley and National Park.**
- **Ensuring integration of stories, products, experiences and how this is communicated.**
- **Future sustainability of town centre events, festivals, activities and their impact across the year.**



# Opportunities Framework

Through a mixture of local and strategic conversations, analysing useful data and statistics and other information about Abergavenny we can identify its key challenges and opportunities for the community, local businesses and other groups and organisations.





## What Stakeholders Told Us

Local stakeholders – including business owners, community groups, schools, and resident representatives – provided crucial insights that shaped this Placemaking Plan’s direction. Through dedicated workshops and walkabouts, they identified what makes Abergavenny special and where improvements are most needed.

### Location and Identity

Abergavenny’s location is central and well connected to main trunk roads for vehicles and public transport with it importantly having a mainline train station. Its setting is beautiful within the Black Mountains, the River Usk and the wider landscape. Whilst the location is seen as good for most people, younger people are seen to be travelling out of the town for employment and things to do. The town’s good connectivity does lead to people having choice, nevertheless the town centre is seen as generally being resilient to this due to its character, independent shops and eating places.

The town’s identity is not seen to be one thing, but its setting, character and community does contribute to this. It is seen as diverse with local food, independent businesses, the arts, culture, heritage and a place to explore from, being just some of its qualities. Word such as “buzzing”, laughter, lively and vibrant sum up the town centre.



### Critical Challenges

**Parking and Movement:** Car Parking. Off-street parking is in good supply across the town centre, although advanced and directional signage could be better from key gateways. Parking charges are seen to be gradually rising

**Gateways:** These are poor from all arrival points especially from the Hardwick roundabout–Monmouth Road and from Llanfoist Bridge. Signage into the town centre is poor for first time visitors from the Hardwick roundabout (for example) with a need to direct people to the right car parks for length of stay and type of visit.

**Connecting Up Heritage:** Notable heritage and historical assets but no sense of a plan that joins these together so that visitors can explore, dwell, learn, spend and experience a more cohesive story. Heritage visibility is good but a big worry about what happens to the spectacular old banks.

## What Stakeholders Told Us

**Public Transport:** The train station is a great asset to the town centre and investment is seen to be taking place. Some future areas for attention include improving the walking route from the station to the town centre not being clear, with a suggestion for a local shuttle bus service that loops into the station frontage. There is a need for more after hours taxis from the station. Whilst the bus station is better than it was, it could be better landscaped and feel part of this lower end of town.

**Public Realm and Spaces:** Generally good across the town centre in terms of squares and meeting places which help local businesses and animate spaces. Town centre feels unsafe at night for all ages, even with good lighting and CCTV. Bailey Park is a great asset but there is a need for continuous improvement. There is a need for new bins and benches in some places and a lack of seating for some people to rest.

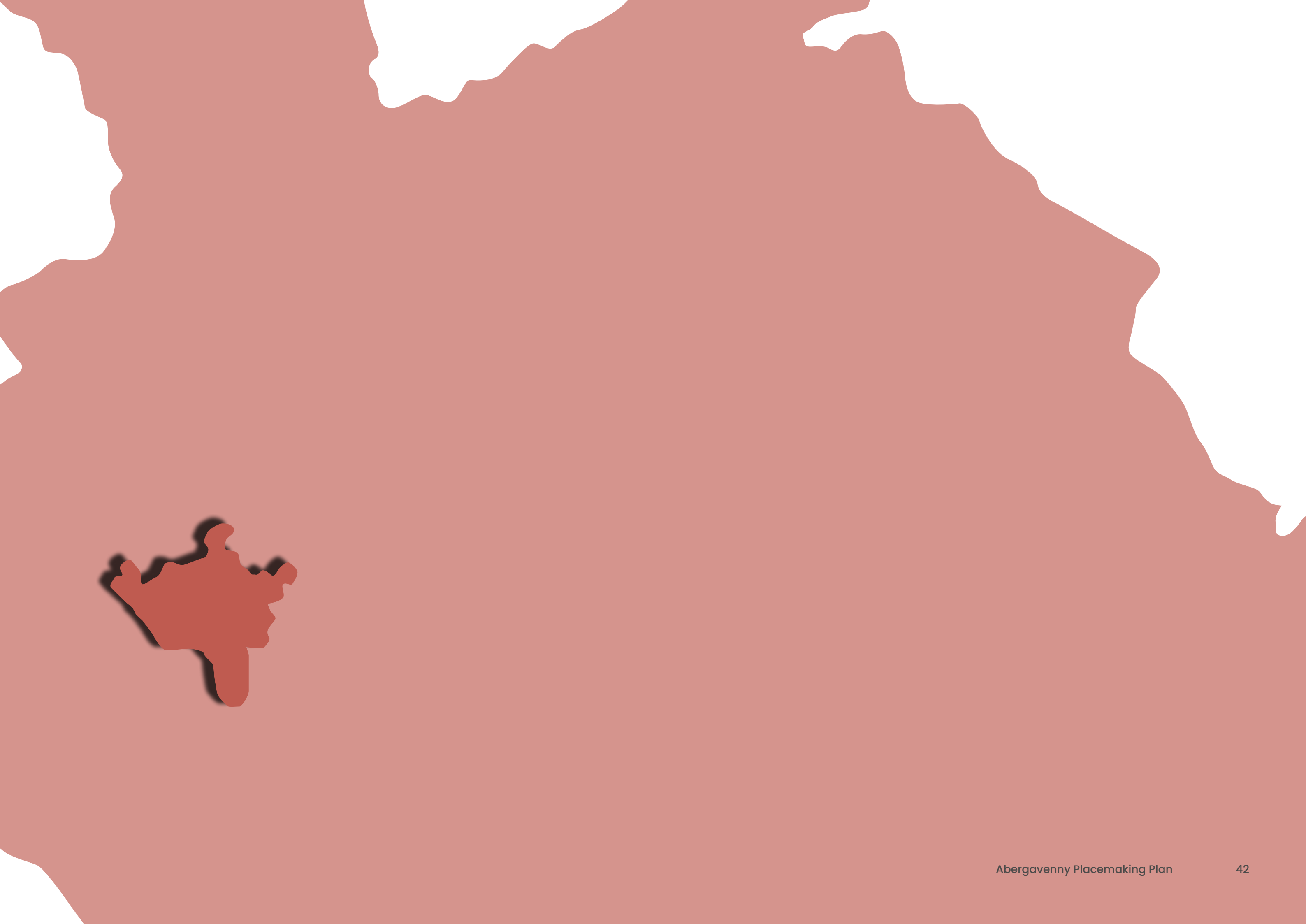
**Town Centre Facilities:** The town centre is well provided for, but some stakeholders have concerns over patronage of arts, film and culture and future viability. On health and well-being, the lack of NHS dentists is an issue for some local residents. The need to ensure that town centre facilities are accessible and inclusive to all in relation to public and private buildings so everyone can access local services. Toilets are not seen as being clean with the need for a changing places facility for those with disabilities and pushchairs required.

**Mix of Uses:** The town centre is seen as being diverse and generally having a good mix with some strong independent anchors, although some stakeholders questioned the number of charity shops, whilst others value their contribution to specific clothing and products. Some specific gaps that stakeholders have mentioned include pet shops, sports shops in addition to town centre gyms missing and more leisure activities. The indoor market hall and its outdoor market area is seen as a key part of the town's character and draw and needs to be nurtured to ensure its viability and sustainability. The night market is seen as popular but some other speciality markets are not having the same levels of footfall.

**Engaging Young People:** The placemaking plan needs to engage with young people so that they can shape future priorities. This includes Seven Corners Lane, the Cabin as well as King Henry VIII High School. More provision is needed for and co-produced with young people. There was discussion around volunteering, inter-generational opportunities and succession planning.



# Your Vision for Abergavenny's Future





## Your Vision

This section sets out an ambitious but achievable vision for what Abergavenny town centre could become: a more vibrant and eventful town where heritage, community and commerce come together. Rather than being developed in isolation, this vision has emerged directly from extensive consultation with local people – from informal conversations in the street to formal workshops with community groups and businesses.

The vision reflects the shared hopes and aspirations we heard repeatedly during our engagement, centred around four key themes: gateways and arrival into the town; improving roads into a street; cherishing and managing our markets in the 21st century; and stringing together our cultural, heritage and community assets.

This isn't about imposing change from outside but about capturing and coordinating the energy and ideas that already exist within the community, creating a common direction that everyone can work towards.





## Your Delivery Goals

Abergavenny town centre presents a distinctive experience of shopping, food and drink, markets and other attractions set within its hills, parks and open space. It needs to continue to nurture and grow this experience and to help visitors navigate from arrival to exploring, to taking time out, bringing together its heritage, arts, culture and leisure attractions in a cohesive way that extends stay and enjoyment of the market town, all year round.

There are three areas of focus:

1. **Cross Street/Heritage Strategy** – bringing together the heritage buildings and sites into the town’s arrival and destination area.
2. **The Market Hall and immediate streets** – developing the Market Hall and its markets as a dynamic, enterprising, creative and produce space and its immediate spaces.
3. **Brecon Road/Frogmore Street edge** – enhancing this route into the town centre and drawing in other key attractors e.g. Melville Theatre area.

To realise the Vision the plan will focus on five Delivery Goals:

1

### Making a Welcoming Gateway

Abergavenny has key gateways where people arrive from the south, east and west. But their character does not reflect the town’s special identity, and they don’t clearly announce or direct visitors into the centre. In addition, some spaces on the edge of the town centre have the potential to contribute positively to the experience for locals and visitors, but lack investment. Stronger links between the town’s train station, bus station and the town centre need to be developed as part of the roll out of the town’s active travel network.

2

### Creating People-Friendly Streets

Past regeneration activity has brought benefits with the town’s High Street, Frogmore Street, Nevill Street and street based links to Morrisons food store creating a more people friendly environment in the heart of the town centre which businesses have responded to. Transforming the A40 through the town from a road to a street is important for commercial viability, town centre user experience and health and well-being. Improvements to the Cross Street approach, including the Angel Corner and the A40 through Monk Street and by Bailey Park are key to linking attractions on the edge of the town centre.

3

### Building a 21st Century Market Town

The town’s markets are an intrinsic part of its appeal and identity. The need to consider the role of markets within the town’s economy that fosters new start-ups, co-operative working and continues to animate this cherished town centre space is important. The physical fabric of the building needs to be improved and there is an opportunity to explore whether the indoor market space could work more efficiently for traders and for the visitors. Links to arts and culture at the Borough Theatre and community learning in the library should be strengthened.

## Your Delivery Goals

4

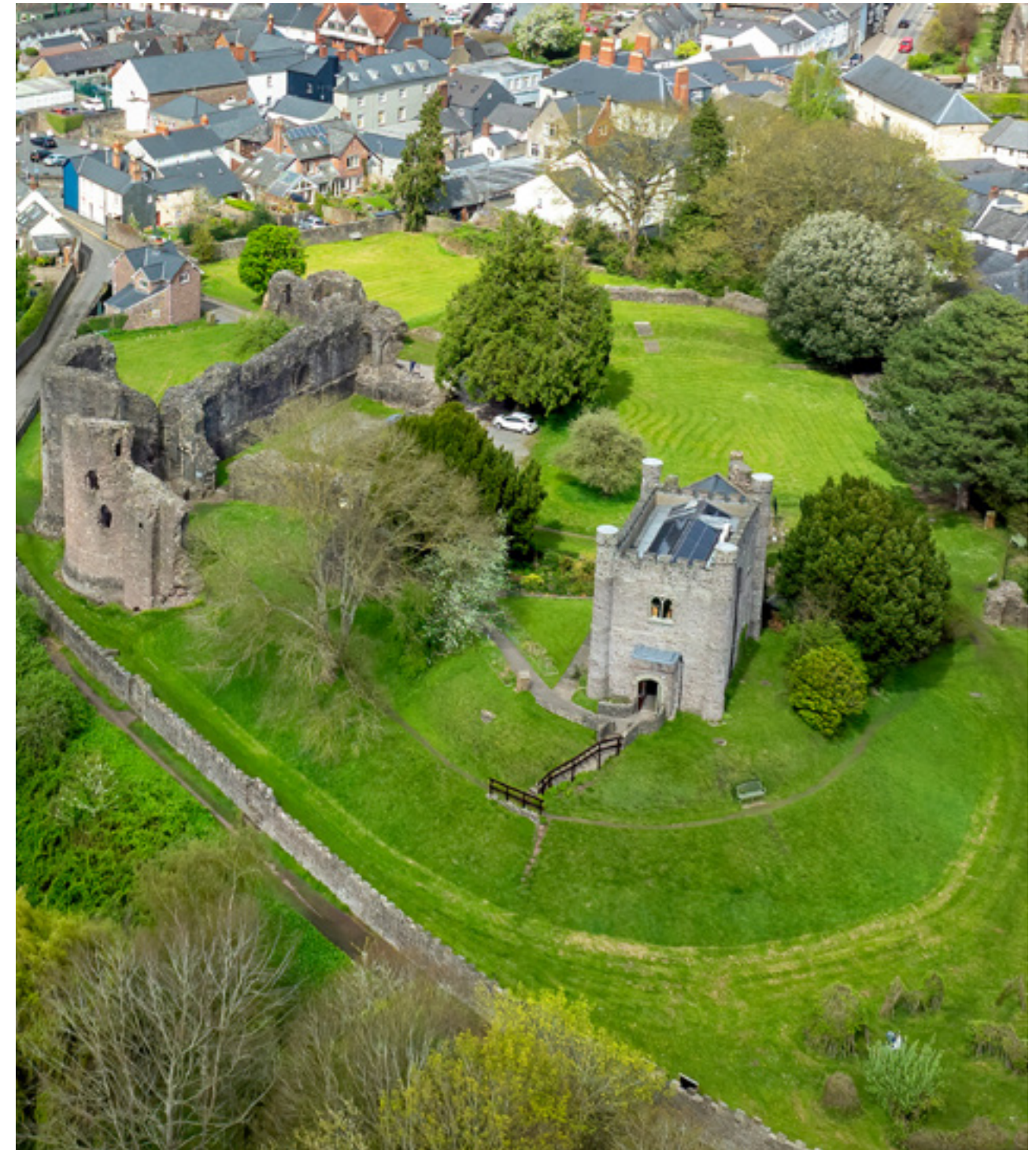
### Connecting Our Heritage & Culture

Although the town centre is generally performing well, there is an opportunity to support and connect the town's heritage and cultural assets. This includes linking St Mary's Priory Campus, Plas Gunter Mansion and the Castle and Museum as a cluster of heritage attractions which reflect the town's history as well as offering potentially important attractors in the lower part of the town centre. On arts and culture, the focus is on the combined offer of the Borough Theatre, the Melville Arts Centre, local galleries and performances venues as well as events and festivals.

5

### Future Ready & Well Managed

Equip Abergavenny to thrive for future generations by using smart, sustainable technologies that enhance everyday life. Make it easier for people to walk, cycle, and explore the town with better digital wayfinding and real-time visitor information. Support local businesses and events through digital tools, while using smart systems to improve cleanliness, maintenance, and environmental performance. Prioritise green infrastructure and nature-based solutions to help the town adapt to future needs in a changing climate





## Your Supporting Objectives

Supporting objectives explain how the plan’s vision—guided by its overarching goals—is delivered in practice:

### Goal 1: Making a Welcoming Gateway

**Make it easier and more pleasant for people to arrive in Abergavenny — whether by car, bus, bike, or on foot — by improving the look and feel of key arrival points that underpins the local sense of place.**

#### Supporting Objectives:

- 1.1 Gateway Improvements: Improve main routes into the town centre by creating stronger gateways; improving key frontages, corners, crossings and spaces; and adopting street-based design principles to make them more people-friendly.
- 1.2 Arrival, Streets and Spaces Improvements: To improve the visual appeal and functionality of key public spaces and streets at arrival points and linkages on the edge of the town and maintain civic pride in the town centre that is attractive, diverse, innovative and sustainable.

### Goal 2: Creating People-Friendly Streets

**Adopt street based design principles to the A40 through the town centre and its neighbouring streets that includes the carriageway, pavements, spaces and the built form, so that a consistent street is presented that is characterful, vibrant and accessible to all.**

#### Supporting Objectives:

- 2.1 Arrival, Streets and Spaces Improvements: To improve the visual appeal and functionality of key public spaces and streets at arrival points and linkages on the edge of the town and maintain civic pride in the town centre that is attractive, diverse, innovative and sustainable.
- 2.2 Property Improvements: To implement strategies and support for property owners that encourage tackling vacancies but also the adaptive reuse of large vacant properties.
- 2.3 Street Management: To adopt a unified suite of street furniture and agree locations for rest and dwell at key stopping points.

## Your Supporting Objectives

### Goal 3: Building a 21st Century Market Town

Develop the town's indoor market and immediate spaces as a focal point for community life, that respects its character but ensures it can adapt and be diverse to everyone's needs.

#### Supporting Objectives:

3.1 Invest in Market: To develop the town's indoor/outdoor markets so that they adapt to the changing needs of the local community and appeal to a breadth of visitors. Build on their character, provenance, creativity and sense of community, with its weekly and specialist markets as well as smaller community run activity through to larger signature town events.

3.2 An Eventful Town: To sustain events and festivals that need resourcing, volunteers, funding and meet visitor expectations and to explore ways of developing activities and uses that sit outside of signature events and festivals that bring year round benefits.

3.3 Identity: To develop stronger integration about town centre brand, storytelling, marketing and promotion and inter-organisational communication and ways of working.

### Goal 4: Connecting out Heritage & Culture

Bring together arts, cultural, heritage and community venues as a more coherent cluster, helping their viability and relationship to the town's identity.

#### Supporting Objectives:

4.1 Arrival, Streets and Spaces Improvements: To improve the visual appeal and functionality of key public spaces and streets at arrival points and linkages on the edge of the town and maintain civic pride in the town centre that is attractive, diverse, innovative and sustainable.

4.2 Heritage Connectivity: To create clear, attractive pedestrian and cycle links between Abergavenny's key heritage assets and places.

4.3 Bailey Park: To continue to support Bailey Park as a key community space for sports, recreational, events and general well-being.

4.2 Identity: To develop stronger integration of the town centre brand, storytelling, marketing, and promoting better and inter-organisational communication and ways of working.



## Your Supporting Objectives

### Goal 5: Future Ready & Well Managed

Equip Abergavenny to thrive for future generations through smart, sustainable technologies and green infrastructure that enhances everyday life.

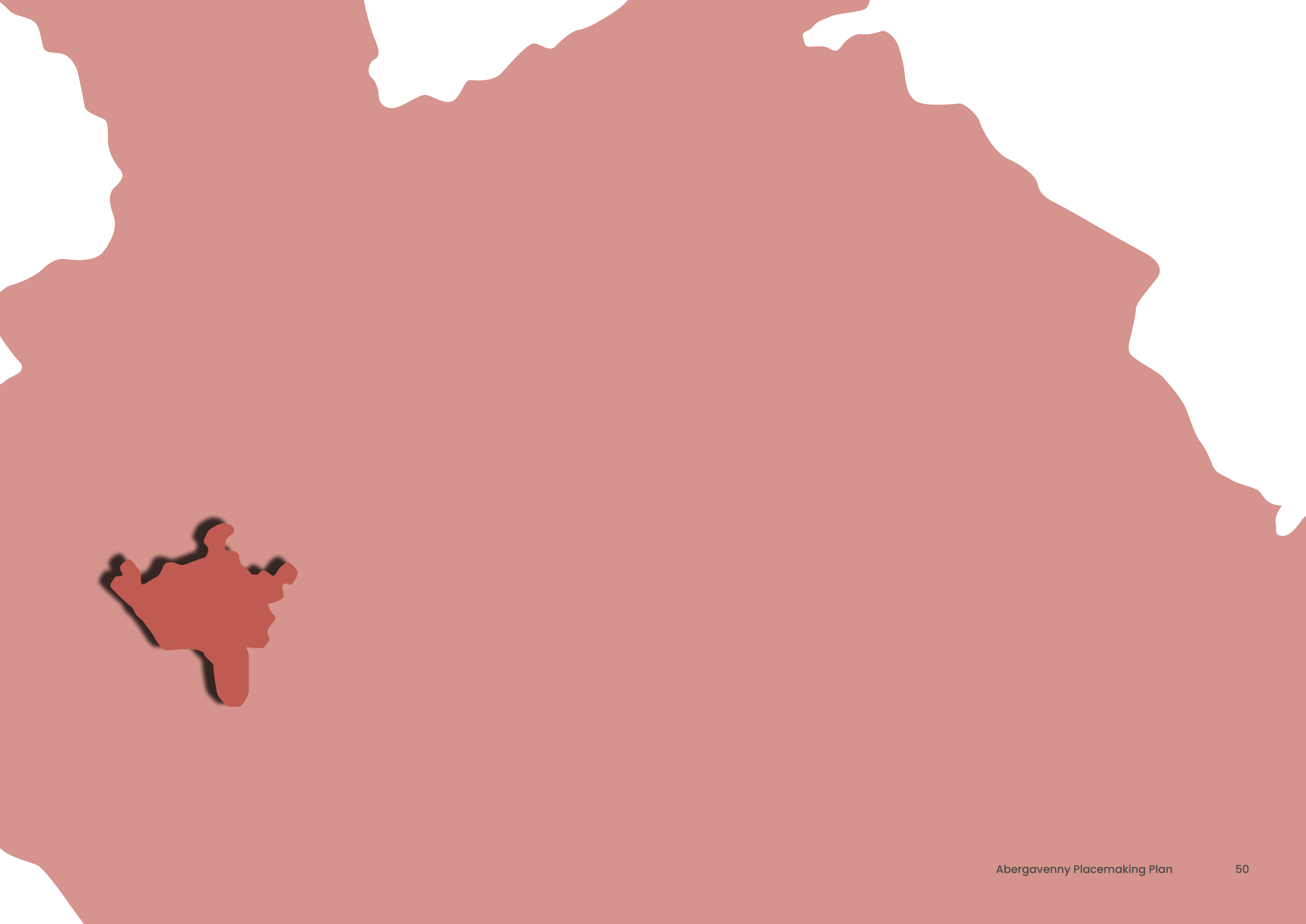
#### Supporting Objectives:

- 5.1 Smart Technology: Use digital technology to enhance how people experience and move around Abergavenny, while gathering data that helps the town centre work better.
- 5.2 Environmental Resilience: To future-proof the town centre against climate change through green infrastructure and sustainable practices.
- 5.3 Coordinated Management: To establish effective partnerships and systems for ongoing town centre management and improvement.



# Your Plan for Abergavenny



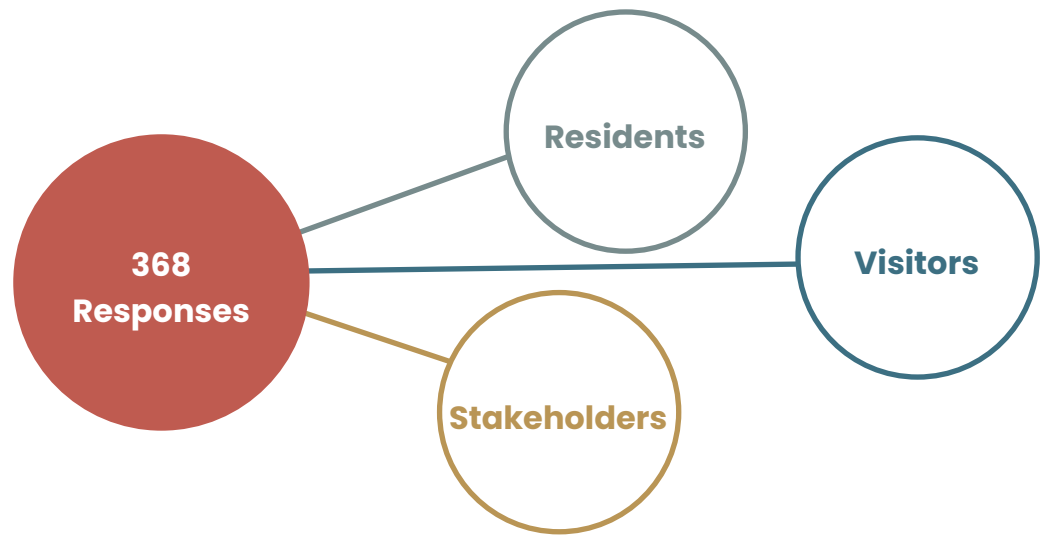


# Your Plan for Abergavenny

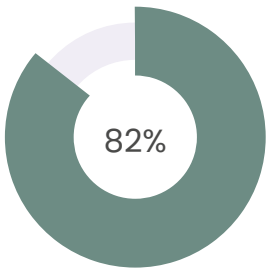
**A clear vision is just the starting point – this section focuses on how we turn that vision into action.** It outlines the overarching plan, breaking it down into key projects and practical steps that will have the biggest impact on Abergavenny town centre. It also recognises that we’re not starting from scratch – existing projects already in the pipeline or previously approved are part of this plan too. Crucially, this section looks at how the plan will be delivered: who needs to be involved, how progress will be tracked, and how the plan can adapt over time. The goal is to give everyone a clear path forward – showing where they fit in, and how they can help make change happen

## Community Response to the Draft Plan

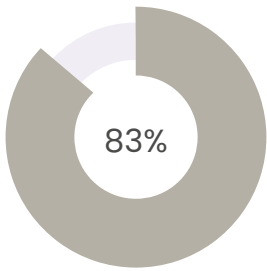
Before setting out our delivery approach, it’s important to understand how the community responded to our initial proposals. The comprehensive public consultation in April 2025 was crucial in validating our vision, identifying which projects had strongest community support, and refining how they should be implemented. This feedback from **368** residents, visitors, and stakeholders directly shaped the prioritisation and design of projects outlined in this section.



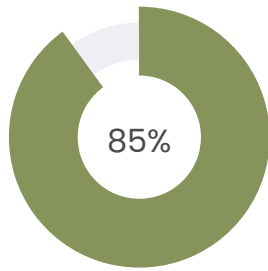
The full findings of the public consultation phase are analysed in a separate **Abergavenny Consultation Report** which can be obtained by emailing [mccregeneration@monmouthshire.gov.uk](mailto:mccregeneration@monmouthshire.gov.uk).



Need to Improve first Impressions



Improvements to Market and Brewery Yard



Improve links at Castle and Tudor Street

## Strong Community Support

**Gateways.** Strong levels of support with **82%** agreeing with the need to improve first impressions into the town centre from all approaches using a mixture of signage, trees, landscaping and presenting the town’s identity. Main areas of discussion range from lack of current maintenance and to address basics first, to enhance and present the town’s identity.

**Improvements to Indoor Market Hall and Brewery Yard.** The second highest ranked proposal has the agreement of **83%**. There is an overwhelming love for the market hall and its immediate space, with respondents asking to respect its heritage yet also finding ways to broaden its appeal and range of events, markets and activities.

**Improve Links at Castle Street and Tudor Street.** Strong levels of support with **85%** agreeing with the need to improve links between these car parks and the inner town centre and to enhance the Royal Mail site.

## Clear Priorities Emerged

When respondents were asked to choose their top three priorities for the town centre, the most popular choices were i) targeting vacant properties ii) an improved, safer pedestrian space at the Angel corner and iii) better routes between town centre and train station.



## Your Plan for Abergavenny



**Abergavenny Placemaking Plan**

**Community drop in sessions**

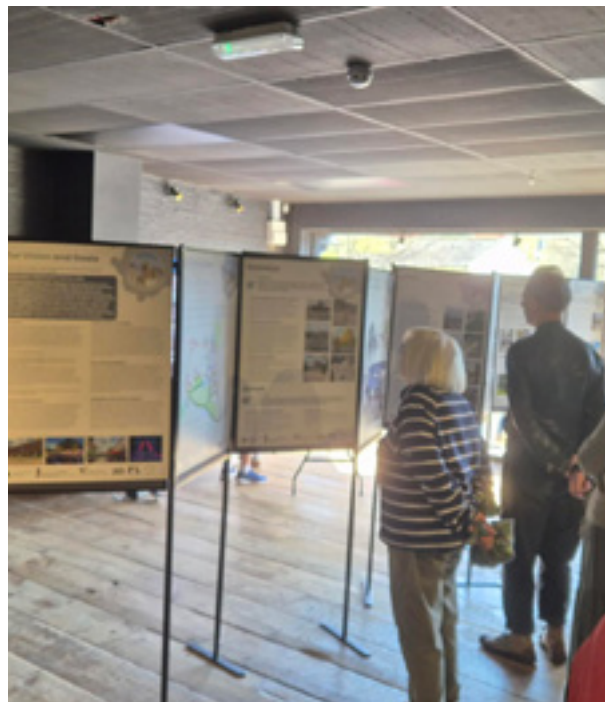
**Survey Closes 5th May 2025**

**Friday 4th April, 10am-7pm**  
**Saturday 5th April, 10am-4pm**  
 The former Timothy Oulton Store,  
 7 Mill Street, Abergavenny, NP7 5HE  
 (off Lower Cross Street).

**Enhancing...**  
 Abergavenny  
 Regeneration projects

monmouthshire  
sir fynyw

**LET'S TALK**





# Your Plan for Abergavenny

## Community Concerns and Refinements

**Pedestrian Links at Bailey Park and A40.** 73% of responses generally agree with this proposal, the lowest level among the suite of wider proposals. Whilst people agree with the current pedestrian route does not follow the desire line towards the Market Hall tower, there are some reservations as to whether highway works would cause more problems with current traffic flows at Morrisons and Hereford Road traffic lights. The proposals is not ranked as a high priority bit there could be some simple ways to re-inforce routes into the town centre that are safe and cost-effective.

**Gabb Square.** 76% agree or strongly agree with the need to make improvements to Gabb Square. Whilst there is consensus that the space needs to fulfil its potential and could complement a number of neighbouring businesses including the cinema (subject to closure at the time of writing this report and a potential community buy-out), there are some questions around prioritisation and value for money.

### This Shaped Our Final Approach

**The A40 – From a Highway to Place Based Approach:** To recommend the review of the A40 within the wider highway network that assesses ways to remove through traffic but not significantly displacing traffic onto other routes through the town; this transport and movement review needs to consider active travel network investment, public transport and other modes.

**Caring for Streets, Spaces and Buildings:** To address streetscene issues that are about current maintenance, cleansing and management and to find ways to remove street clutter. Concerns over previous vandalism of trees, pavement parking, opportunities for more greenery and improved accessibility across the town centre. Targeting properties that are either vacant, underused or in a poor condition is the top priority.

**Putting the Train Station on the Map:** Residents really value that there is a train station in the town as it feels connected. Whilst on the outer edge of the town centre it brings direct economic benefits, but the current experience is unclear for first time visitors, with a lack of information on arrival, varying condition of footways that are not accessible and lacking signage. The idea of a hoppla bus service is a top priority within the consultation.

**A Town Centre for All.** Abergavenny needs to be inclusive and accessible to all. Its also needs to be a town centre where young people feel involved, can participate in activities and have a role to play in its day to day life. The role of young people needs amplifying in terms of how they engage with the town centre and how existing attractors can broaden their appeal to open up opportunities for young people e.g. the indoor market and at Bailey Park.

**Waiting on Developments.** Many comments have been made as to when the active travel bridge at Llanfoist is to be built and how will the placemaking plan work with the privately owned former Richards site on Frogmore Street. These developments are seen as important in terms of wider transport and movement patterns and how the in-town development site relates to Baker Street and Frogmore Street in relation to use, design and layout.

**Love Our Market.** The consultation identified the need for more detail on likely improvements to the Indoor Market that respect its heritage but takes it forward.

**Streets and Exploration.** Comments moved onto detail for street design in Upper Cross Street in terms of material, paving patterns, street design, planting, means of enclosure, etc which would be subject to further design development. The need to also extend improvements within the upper section of Market Street have been identified as well as signage and ways to draw people further into Market Street and Lion Street.

# Prioritisation Framework

The following section details the proposed placemaking projects by theme. Some are illustrated with more developed plans and drawings, others with the use of precedent images to provide examples on how physical implementation could look like.

### The Prioritisation Process

The Placemaking Plan has also applied a prioritisation process which has helped the local steering group in considering where the initial focus should be, notwithstanding that some larger projects will take time to develop and implement. The main aim of this process has been to assess and organise projects and proposals within the Placemaking Plan in a consistent way that ensures alignment with Abergavenny’s vision, goals, and objectives, while also considering feasibility, impact, and deliverability.

Before assessment of the projects took place, the projects were defined by their type, as defined below:

Project Type	Definition
Strategic/Enabling	Studies, partnerships, governance, or marketing strategies.
Operational /Programme	Events, wayfinding, pop-ups, enterprise support, digital platforms.
Capital Infrastructure	Public realm, buildings, streetscape, or mobility improvements.

The following process was then applied:



# Strategic/ Enabling Projects

Goal	Project & Priority	Activity	Costs
Arrival	Tudor Street/St Johns Square	To explore the integration of existing toilets and shopmobility into a new building within Castle Street car park that also includes a changing places facility, secure cycle provision and tourist information point.	£
	Tudor Street/St Johns Square	To work with the Royal Mail and BT on their long term aspirations for their site and to explore redevelopment opportunities or ways of enhancing the key elevations of the St John’s Square sorting office building.	£££
	Train Station to Town Centre	Explore the feasibility of a low-carbon local hoppa bus service that connects the train station, bus station and key destinations within the town centre, with provision for luggage, shopping and other storage.	£
	Train Station for Town Centre	To work with Transport for Wales and Network Rail on improving parking provision, taxi rank provision and visitor information point at this car key transport hub.	££
Bailey Park	Bailey Park	Support Friends of Bailey Park with their award winning civic planting and amenity enhancements across the space, by promoting volunteering, donations and general help.	£

High Priority

Medium Priority

Low Priority

£

- low <£100k

££

- medium £100k to £1m

£££

- high >£1m



## Strategic/ Enabling Projects

Goal	Project & Priority	Activity	Costs
Stringing Together the Public Realm	Former Whitehorse Lane Toilets	As part of the options appraisal for a Changing Places facility in the town centre, to consider whether this building is appropriate for such a use. If not, to develop options for the former toilet block that could include i) youth enterprise provision ii) pocket courtyard space, amongst other ideas.	£
	Gabb Square	To prepare and implement designs for the Square that links into Lewis's Lane and complement uses in the former Carnegie Library. Its relationship to Frogmore Street and the fire damaged former Richards building site is an opportunity to consider.	£
A Town for All	A Town for All	To undertake a town centre access audit and implement the recommendations.	£
	A Town for All	Undertake a walking, cycling and horse-riding assessment and review.	£
Thematic	Street Management	To audit signage and street clutter and rationalise street paraphernalia so that the streetscene is simpler to the eye.	£

 High Priority

 Medium Priority

 Low Priority

£ – low <£100k

££ – medium £100k to £1m

£££ – high >£1m

# Operational / Programme Projects

Goal	Project & Priority	Activity	Costs
Arrival	Comprehensive Wayfinding Strategy	Develop a wayfinding strategy and plan that looks at a variety of physical and digital elements, including maps and signs, use of buildings and landmarks as orientation cues, creating well-structured paths, use of different visuals and clarity in navigation.	£
	Comprehensive Wayfinding Strategy	On completion of strategy, install consistent wayfinding systems at all car parks showing walking times and key attractions. Consider the use of public artwork within a signage strategy and plan. Include digital integration opportunities linking to Smart Towns initiatives.	££
	Bailey Park To Town Centre	Stronger signage along the railing and gate frontage that announces Bailey Park as a key open space for sports, recreation, local nature, civic pride, events and taking time out. The Town Council is proposing a community art project here that will improve the identity of the Park.	£
The Market	The Market	Develop the market as a hub for innovation, enterprise, cooperative working and use of technology that supports local supply chain development, purchasing and piloting ideas e.g. grocery collection boxes.	£
	The Market	To widen the appeal of the market for young people, specifically to explore a youth market and to extend street food presence.	£
	The Market	Improvements to the operation of the building including heating, access, better acoustics and other items.	££
	The Market	To explore ways to use the market space, outside of its core market hours for community use e.g. music club.	££

High Priority

Medium Priority

Low Priority

£

- low <£100k

££

- medium £100k to £1m

£££

- high >£1m

# Operational / Programme Projects

Goal	Project & Priority	Activity	Costs
Thematic	An Eventful Town	To bring together town centre focussed organisations in order to co-ordinate town centre, identity, story, event development/organisation and how to jointly market, promote and collaborate as well as jointly develop activities and projects.	£
	An Eventful Town	To develop digital accessibility apps that support people with visual impairments across the town centre	£
	An Eventful Town	To build on the recent installation of two new LoRaWAN gateways (wireless networks for low-power devices to communicate over long distances), extending coverage across Abergavenny to enable the Town Council, businesses, and residents to deploy sensors for collecting hyper-local environmental data on air quality, soil health, and infrastructure monitoring for more informed decision-making.	££
	An Eventful Town	To consider smart technology that complements physical accessibility standards.	££
Bailey Park	Bailey Park	To continue to manage the Park and its relationship between sports, recreation, play and informal activity.	£
A Town for All	A Town for All	To consider smart technology that complements physical accessibility standards.	£

High Priority

Medium Priority

Low Priority

£

- low <£100k

££

- medium £100k to £1m

£££

- high >£1m

# Capital Infrastructure Projects

Goal	Project & Priority	Activity	Costs
Cross Street Destination Area	Upper Cross Street	Raising the quality of Upper Cross Street to create a more people-friendly space, with carriageway treatments and other features to shift priority away from vehicles, and support for the growing cafe culture.	£££
	Upper Cross Street	To remove the wooden street cabin structures and replace them with more modern and flexible covered canopies or structures.	£
	Angel Corner	Improving the Angel Corner by making it a safer and more pleasant environment for pedestrians. Making it easier to move across streets, including Monk Street and Lower Castle Street. Creation of a space where pedestrians are prioritised.	££
	Monk Street	To improve the quality of Monk Street, including pavements, landscaping, signage and general townscape quality, in addition to linkages to other streets, town centre spaces and keynote buildings.	££
	Market Street	Consider Market Street’s role, looking at building improvements to the corner High Street building, the level changes between footway and carriageway, and to announce businesses along Market Street and into Lion Street through better signage and street information.	££
	Market Street	Support building improvement scheme within this street.	££

High Priority

Medium Priority

Low Priority

£

- low <£100k

££

- medium £100k to £1m

£££

- high >£1m



# Capital Infrastructure Projects

Goal	Project & Priority	Activity	Costs
Cross Street Destination Area	Lower Cross Street	Lower Cross Street is centred on a place-based approach to footways, frontages and enhancing the “arrival” experience from the bus station area. Working with building owners and tenants to agree an identity and suite of improvements that support local business yet also enhances accessibility.	£££
	Lower Cross Street	Support building improvement scheme within this street.	££
	Angel Corner	To develop Lower Castle Street as a pedestrian priority street, with physical work to give priority to pedestrians at the junction with Cross Street and to deter through traffic from using this narrow route.	££
	Monk Street	To look at ways to deter pavement parking along this street, working with local residents to accommodate their needs as part of the solution.	£
Thematic	Property & Vacancy Management	Re-purposing Vacant Buildings: Target vacant or underused properties for re-purposing into vibrant small business spaces, creative hubs, or community use, youth provision aligning with the Placemaking Plan’s objective to reduce vacancy and revitalise the town centre.	£££
	Street Management	To adopt a unified suite of street furniture (seats, benches, bins, bollards, information and wayfinding systems, etc) and agree locations for rest and dwell at key stopping points.	££

High Priority

Medium Priority

Low Priority

£

- low <£100k

££

- medium £100k to £1m

£££

- high >£1m

# Capital Infrastructure Projects

Goal	Project & Priority	Activity	Costs
Arrival	High PriorityTudor Street/St Johns Square	To consider better linkages from Castle Street car park into St Johns Square from the key arrival car parks and active travel routes. To create features along Tudor and Castle Street that link the Castle area, the Meadows and linkages into the bottom edge of the town centre and also reduce current traffic speeds. To ensure the linking space is accessible and safe to all, with vehicles acknowledging the people-focussed nature of the wider space.	££
	High PriorityTudor Street/St Johns Square	To create a stronger orientation point for visitors that highlights key attractions, amenities and facilities that creates a wider circuit of exploration of local heritage, open spaces, keynote buildings and into the heart of the town centre.	£
	High PriorityActive Travel (AT) Links	To support the delivery of active travel routes that bring people by foot, wheeling and other forms of travel that are accessible, safe and enjoyable, that includes planned Llanfoist AT links through Castle Meadows into Byefield Lane car park, the Castle area and Monmouth Road link onto the train station and to the east of the town.	£££
	Medium PriorityTrain Station to Town Centre	To develop a wayfinding link for pedestrians between Abergavenny train station and the bus station arrival area of the town centre.	£
	Medium PriorityTrain Station to Town Centre	Use of pedestrian priority crossings along Monmouth Road at junctions with Station Road, Belmont Road, Fosterville Crescent, Holywell Road and at the bus station entrance.	££

High Priority

Medium Priority

Low Priority

£ - low <£100k

££ - medium £100k to £1m

£££ - high >£1m

# Capital Infrastructure Projects

Goal	Project & Priority	Activity	Costs
Arrival	Bus Station Area Improvements	To find ways to introduce greenery and a focal point to the bus station area with improved linkages across to public toilets and onwards into lower Cross Street and the St Mary's Priory Campus area, that enhance accessibility for all and signage to and from the town centre.	££
	Monk Street/Lion Street Junction	Treatment of junction between Monk Street, B4233 and Lion Street that gives greater priority to pedestrians.	££
	Bus Station Area Improvements	To include Swan Meadows within improvements that upgrades play provision and amenities within this green space next to the River Gavenny.	££
	Bus Station Area Improvements	To include the proposed improvements to Beili Priory between the car park, Plas Gunter Mansion garden, Tithe Barn and Monk Street. To ensure the Well-being Centre links into its immediate space and setting.	££
	Fairfield Car Park	Better pedestrian links through the car park area onto Park Road and across to the town centre. Additional visitor information points and signage. Use of landscaping and trees (if feasible) to break up this soulless space. Treatment of the Park Road edge such as the pedestrian guardrails and immediate buildings and underused land.	££
	Bailey Park to Town Centre	To create a stronger pedestrian link between the southwestern corner of Bailey Park, the A40, route through Morrison's food store site, Market Street and to the Town Hall. To enhance the A40 carriageway at this point that announces pedestrian movement through the use of a courtesy crossing.	£
<div> <div></div> High Priority <div></div> Medium Priority <div></div> Low Priority <div>£</div> - low &lt;£100k <div>££</div> - medium £100k to £1m <div>£££</div> - high &gt;£1m </div>			

# Capital Infrastructure Projects

Goal	Project & Priority	Activity	Costs
Gateways	Llanfoist Bridge/Tudor Street Gateway	Improve the announcement of the town centre from the southwestern approach through highways treatment, advanced/directional/continuity signage, soft landscaping, potential public art/features.	£
	Llanfoist Bridge/Tudor Street Gateway	Direct visitors onto Merthyr Road and to the southern edge of the town centre via Tudor Street. Features or signage along Tudor Street that directs visitors into car parks and key public arrival spaces that also complements speed reduction measures.	£
	Monmouth Road Gateway	Co-ordinating with improvements at the outer gateway at Hardwick Roundabout/Plas Derwen approach that enhance town gateway signage and associated landscaping, improve the inner gateway from the Abergavenny Hotel corner towards the bus station area and Aldi food store corridor.	£
	Monmouth Road Gateway	To include “welcome to town centre” signage, use of trees and planting to soften edges alongside food store and bus station area and car parks, and presence of Gavenny brook, Swan Meadows and Gorsedd stones area.	£
	Monmouth Road Gateway	Address underused space on the A40 for example at the Mill Street junction with lower Cross Street, that manages commercial bins storage and improves civic pride.	£
	Brecon Road Gateway	To enhance first impressions entering from the west along the A40 from the junction with Merthyr Road to the cenotaph edge of Frogmore Street and space around the Pen-y-pound junction. To adopt a co-ordinated approach to commercial building frontages, pavement improvements, decluttering highways furniture and to look at ways to create a more accessible and safer pedestrian space.	££

High Priority

Medium Priority

Low Priority

£

- low <£100k

££

- medium £100k to £1m

£££

- high >£1m



# Capital Infrastructure Projects

Goal	Project & Priority	Activity	Costs
Gateways	Monmouth Road Gateway	Work with Abergavenny Castle on tree and landscape management that reveals the Castle and walls yet balancing local biodiversity.	£
	Brecon Road Gateway	To announce venues such as the Melville Arts Centre and Theatre and St Michael's Centre from this gateway, and to link into the proposed residential development (16 flats, 9 affordable and 7 private rented) at the former Ty'r Morwydd House and Environmental Study Centre.	£
The Market	The Market	New kiosks, event areas and the division of space while avoiding physical intrusion into the central space.	££
	The Market	Explore ways for the internal space to work with the immediate upper area of Brewery Yard that supports events and festivals e.g. awnings, tensile structures.	££

High Priority

Medium Priority

Low Priority

£

- low <£100k

££

- medium £100k to £1m

£££

- high >£1m

# Capital Infrastructure Projects

Goal	Project & Priority	Activity	Costs
Bailey Park	Bailey Park	To explore ways of improving existing facilities such as the sports stand that supports inter-generational activity e.g. working with young people to make this functional and safe for all. To work with young people on projects that they co-design, maintain and develop e.g. a place to meet and hang out in.	£
	Bailey Park	To develop its relationship and linkages to the town centre next to Fairfield car park and the A40.	£
A Town for All	A Town for All	The provision of a Changing Places toilet provision at a point of arrival.	££
	A Town for All	Whether the Shopmobility/Walking/Cycling facilities can be integrated into one central small hub provision and whether this proposal could also incorporate a changing places facility. Discussion on sites options at existing Castle Street car park or bus station, amongst others.	££
	A Town for All	Cycle stands that are in the right locations that are visible and safe.	£

High Priority

Medium Priority

Low Priority

£

- low <£100k

££

- medium £100k to £1m

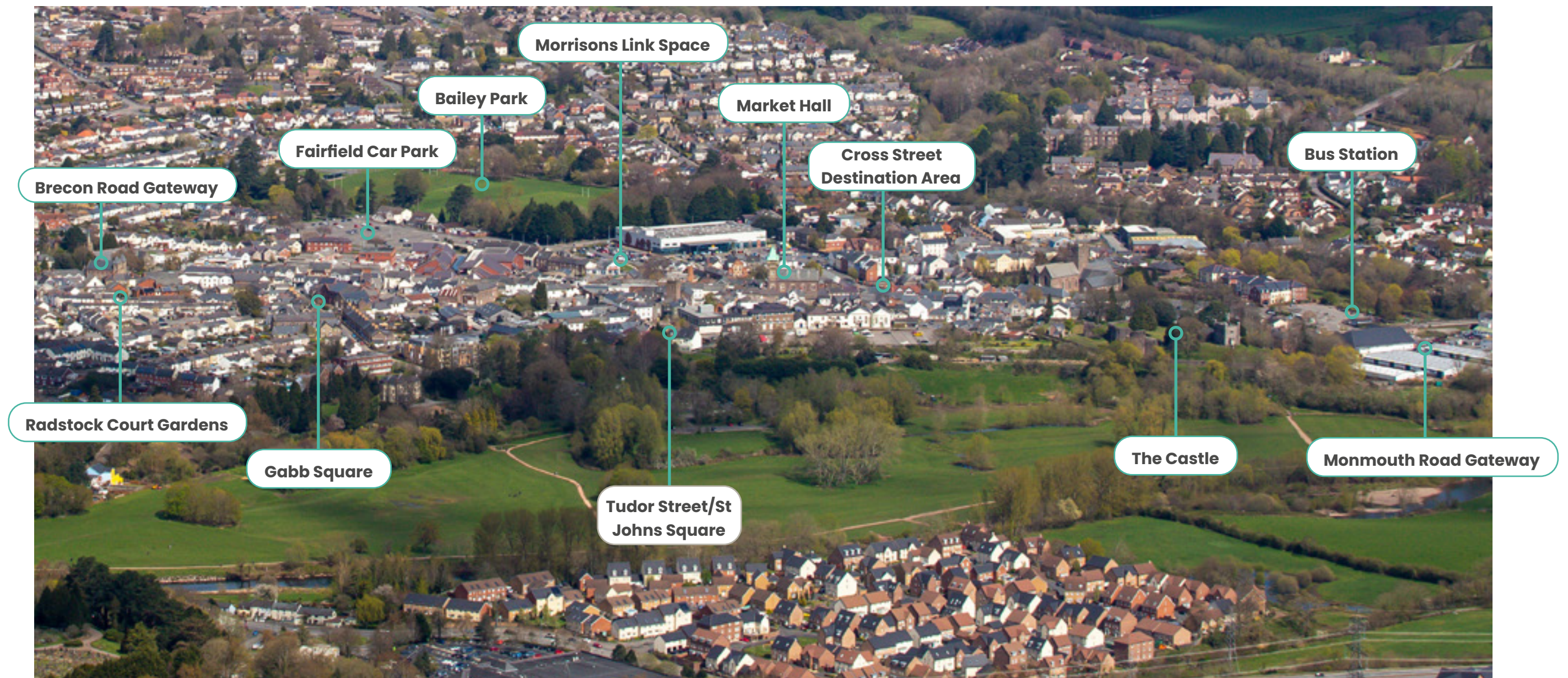
£££

- high >£1m



## Proposed Place-Based Projects

These are some of the proposed physical place-based projects for the town centre.





# Gateways

## Objective:

Improve main routes into the town centre by creating stronger gateways; improving key frontages, corners, crossings and spaces; and adopting street-based design principles to make them more people-friendly.

### LLANFOIST BRIDGE/TUDOR STREET GATEWAY

- Improve the announcement of the town centre from the southwestern approach through highways treatment, advanced/directional/continuity signage, soft landscaping, potential public art/features.
- Direct visitors onto Merthyr Road and to the southern edge of the town centre via Tudor Street. Features or signage along Tudor Street that directs visitors into car parks and key public arrival spaces that also complements speed reduction measures.

### BRECON ROAD GATEWAY

- To enhance first impressions entering from the west along the A40 from the junction with Merthyr Road to the cenotaph edge of Frogmore Street and space around the Pen-y-Pound junction.
- To adopt a co-ordinated approach to commercial building frontages, pavement improvements, decluttering highways furniture and to look at ways to create a more accessible and safer pedestrian space.
- To announce venues such as the Melville Arts Centre and Theatre and St Michael's Centre from this gateway, and to link into the proposed residential development (16 flats, 9 affordable and 7 private rented) at the former Ty'r Morwydd House and Environmental Study Centre.





# Gateways

## MONMOUTH ROAD GATEWAY

- Co-ordinating with improvements at the outer gateway at Hardwick Roundabout/Plas Derwen approach that enhance town gateway signage and associated landscaping, improve the inner gateway from the Abergavenny Hotel corner towards the bus station area and Aldi food store corridor.
- To include “welcome to town centre” signage, use of trees and planting to soften edges alongside food store and bus station area and car parks, and presence of Gavenny brook, Swan Meadows and Gorsedd stones area.
- Work with Abergavenny Castle on tree and landscape management that reveals the Castle and walls while balancing local biodiversity.
- Address underused space on the A40 for example at the Mill Street junction with lower Cross Street, that manages commercial bins storage and improves civic pride.



Abergavenny Hotel





# Arrival

## Objective:

To improve the visual appeal and functionality of key public spaces and streets at arrival points and linkages on the edge of the town and maintain civic pride in the town centre that is attractive, diverse, innovative and sustainable.

### BUS STATION AREA IMPROVEMENTS

- Introduce greenery and provide a focal point to the bus station area with improved linkages across to public toilets and onwards into lower Cross Street and the St Mary's Priory Campus area. Enhance accessibility for all and signage to and from the town centre.
- To include Swan Meadows within improvements, upgrading play provision and amenities within this green space next to the River Gavenny
- To include the proposed improvements to Beili Priory between the car park, Plas Gunter Mansion garden, Tithe Barn and Monk Street. To ensure the Well-being Centre links into its immediate space and setting.

### FAIRFIELD CAR PARK

- Better pedestrian links through the car park area onto Park Road and across to the town centre.
- Additional visitor information points and signage.
- Use of landscaping and trees (if feasible) to break up this soulless space.
- Treatment of the Park Road edge such as the pedestrian guardrails and immediate buildings and underused land.





# Arrival

## BAILEY PARK TO TOWN CENTRE

- To create a stronger pedestrian link between the southwestern corner of Bailey Park, the A40, the route through Morrison's food store site, Market Street and to the Town Hall.
- To enhance the A40 carriageway here in a way that announces pedestrian movement through the use of a courtesy crossing.
- Stronger signage along the railing and gate frontage that announces Bailey Park as a key open space for sports, recreation, local nature, civic pride, events and taking time out. The Town Council is proposing a community art project here that will improve the identity of the Park.

## TRAIN STATION TO TOWN CENTRE

- To work with Transport for Wales and Network Rail on improving parking provision, taxi rank provision and visitor information point at this car key transport hub.
- To develop a wayfinding link for pedestrians between Abergavenny train station and the bus station arrival area of the town centre.
- Explore the feasibility of a low-carbon local hoppla bus service that connects the train station, bus station and key destinations within the town centre, with provision for luggage, shopping and other storage.
- Use of pedestrian priority crossings along Monmouth Road at junctions with Station Road, Belmont Road, Fosterville Crescent, Holywell Road and at the bus station entrance.
- Town centre wide wayfinding systems with both physical measures as well as audible instructions (accessed via a digital app), which meet accessibility standards and inform people of walking time and distance to town centre. Link into proposed gateway works.



# Arrival

## ACTIVE TRAVEL (AT) LINKS

- To support the delivery of active travel routes that bring people by foot, wheeling and other forms of travel that are accessible, safe and enjoyable. Includes the planned Llanfoist AT links through Castle Meadows into Byfield Lane car park, the Castle area and Monmouth Road link onto the train station and to the east of the town.

## COMPREHENSIVE WAYFINDING STRATEGY

- Connecting arrival points to destinations:
  - Develop a wayfinding strategy and plan that looks at a variety of physical and digital elements, including maps and signs, use of buildings and landmarks as orientation cues, creating well-structured paths, use of different visuals and clear route choice.
  - Create a unified design approach that reflects Abergavenny's character.
  - On completion of strategy, install consistent wayfinding systems at all car parks showing walking times and key attractions.
  - Consider the use of public artwork within a signage strategy and plan.
  - Include digital integration opportunities linking to Smart Towns initiatives.
  - Provide clear orientation maps and directional information.
  - Include curated journeys about local heritage and attractions.





# Arrival

## TUDOR STREET/ST JOHNS SQUARE

- To consider better linkages from Castle Street car park into St John's Square from the key arrival car parks and active travel routes.
- To create features along Tudor and Castle Street that link the Castle area, the Meadows and linkages into the bottom edge of the town centre and also reduce traffic speeds.
- To ensure the linking space is accessible and safe to all, with vehicles respecting the people-focussed nature of the wider space.
- To create a stronger orientation point for visitors that highlights key attractions, amenities and facilities that creates a wider circuit of exploration of local heritage, open spaces, keynote buildings and into the heart of the town centre.
- To explore the integration of existing toilets and shopmobility into a new building within Castle Street car park potentially including changing places facility, secure cycle provision and tourist information point.
- To work with the Royal Mail and BT on their long term aspirations for their site and to explore redevelopment opportunities or ways of enhancing the key elevations of the St John's Square sorting office building.



Tudor Street



St John's Square



# Tudor/Castle Street

## Objective:

Opportunity to strengthen links into the town centre and through St John's Square from the surrounding car parks. A new hub building will improve new public toilets and provide a Changing Places facility, as well exploring options for Shopmobility centre and a new cycle hub.

- A new hub building will include new public toilets, shopmobility and a Changing Places disability toilet.
- The building could also potentially accommodate Shopmobility, as well as a new cycle hub where people can safely store their bikes, a repair station and changing facilities.
- The hub building will be a new landmark within the town and the first port of call for many users.
- Materials will help strengthen links and give visual cues between the car parks and St John's Square.
- New wayfinding signage will help direct people to key locations.
- Opportunity to improve the facade of the Royal Mail building to make it more attractive and enhance the setting of St. John's Square.
- Opportunity to introduce rain gardens into the area.
- The use of materials will improve crossing points within the street and better connect the town centre to its car parks.

Make the town more accessible

Better wayfinding

Improve crossings

Enhance the look of the area

Strengthen existing spaces

Promote cycling





# Tudor/Castle Street



- 1 Potential location for a new hub building
- 2 Clear and obvious crossings connecting car parks to St John's Square
- 3 Wayfinding point to direct people to local destinations
- 4 Rain gardens to help green the street
- 5 Enhanced facade to the BT/Royal Mail building



## Tudor/Castle Street



- ① Potential location for a new hub building
- ② Clear and obvious crossings connecting car parks to St John's Square
- ③ Wayfinding point to direct people to local destinations
- ④ Rain gardens to help green the street
- ⑤ Enhanced facade to BT/Royal Mail building



# Tudor/Castle Street



## Cross Street Destination Area

### Objective:

Improve main routes into the town centre by creating stronger gateways; improving key frontages, corners, crossings and spaces; and adopting street-based design principles to make them more people-friendly.

To adopt an integrated place-based approach to the whole Cross Street corridor, specifically.

- **Lower Cross Street** is centred on a place-based approach to footways, frontages and enhancing the “arrival” experience from the bus station area. Working with building owners and tenants to agree an identity and suite of improvements that support local business while enhancing accessibility.
- Improving the **Angel Corner** by making it a safer and more pleasant environment for pedestrians. Making it easier to move across streets, including Monk Street and Lower Castle Street. Creation of a space which prioritises pedestrians over vehicles. To develop Lower Castle Street as a pedestrian priority street, with physical changes to give priority to pedestrians at the junction with Cross Street and to deter through traffic from using this narrow route.
- Raising the quality of **Upper Cross Street** to create a more people-friendly space, with carriageway treatments and other features to shift priority away from vehicles, and support for the growing cafe culture. To remove the wooden street cabin structures and replace them with more modern and flexible covered canopies or structures.



- Consider **Market Street's** role, looking at building improvements to the corner High Street building, the level changes between footway and carriageway, and announcing businesses along Market Street and into Lion Street through better signage and street information.
- **Monk Street.** To improve the quality of Monk Street, including pavements, landscaping, signage and general townscape quality, in addition to linkages to other streets, town centre spaces and keynote buildings. To also look at ways to deter pavement parking along this street, working with local residents to accommodate their needs as part of the solution.
- To work with South East Wales Trunk Road Agency on developing an approach that enhances the A40 from Hardwick Roundabout out to Brecon Road that adopts a street based set of principles across a number of proposals in this plan.

The whole street approach also brings together and signposts key heritage assets such as Plas Gunter Mansion, St Mary's Priory Campus, the town's Castle and Museum as well as its historical streetscene. This is a mixture of physical improvements, signage and interpretation (public artwork link and storytelling) and use of digital storytelling.



## Lower Cross Street

Enhance the arrival experience to the town from the A40 and improve pedestrian links from the bus station to the town centre. Work with building owners and tenants to create an identity for the street that helps to improve footfall and accessibility.

- The current street feels a little run down, and not a place people will go out of their way to get to.
- Creates a poor arrival point with large car park and uninspired bus station.
- Need to improve both wayfinding and pedestrian comfort from the bus station/car park and along the A40.
- Opportunity to create an identity for the street which builds on its historic features and good accessibility.
- A shop front 'design code' would help unify the street and help create an attractive route into the town.
- Public art and signage could help create a 'Welcome to Abergavenny' gateway feature.
- Landscaping can help soften the urban nature of the area, reduce the impact of the car and create a more pleasant urban environment.

Make the town more accessible

Improve shop frontages

Improve connections

Make a safer space

Gateway to town centre

Soften the urban environment



Lower Cross Street



# Upper Cross Street

## Objective:

Help give this historic street and key route to the Market Hall back to the people. Reclaim the physical and psychological space taken up by the car to allow for an active and vibrant street for shops to spill out onto and for cafe/restaurant seating.

- The current street still feels like a vehicle street even when the gates are closed and people tend to stick to the edges of the street.
- The 'removal' of a defined carriageway through the street will break this psychological effect and encourage people to use more of the space.
- The current vehicle access times will be maintained to help drive the evening activity and uses.
- A series a rain gardens and benches will give people places to stop and dwell.
- Space will be provided to allow shops to spill out into the street and for cafe and restaurant seating.
- Paving around the Market Hall will radiate out from the entrance and help draw people inside. This will be a true feature point within the street.
- Materials used around the market reflect the building and help further highlight this landmark building.
- Some parking will be retained within the street.
- Rain gardens and benches have been arranged to maintain access to shops.

Make the town more accessible

Improve pedestrian crossing

Make a safer space

Gateway to town centre

Improve connections



Cross Street





# Upper Cross Street



- 1 Paving responds to the buildings and the place to unify the street and remove the psychological barriers that there's an area for cars and an area for people
- 2 Radial paving focuses in on and draws people into the Market Hall
- 3 Series of rain gardens and seating to give people places to stop and rest
- 4 Spaces can be used for cafe/restaurant seating during the day and parking in the evening



## Upper Cross Street



Cars accommodated out of hours

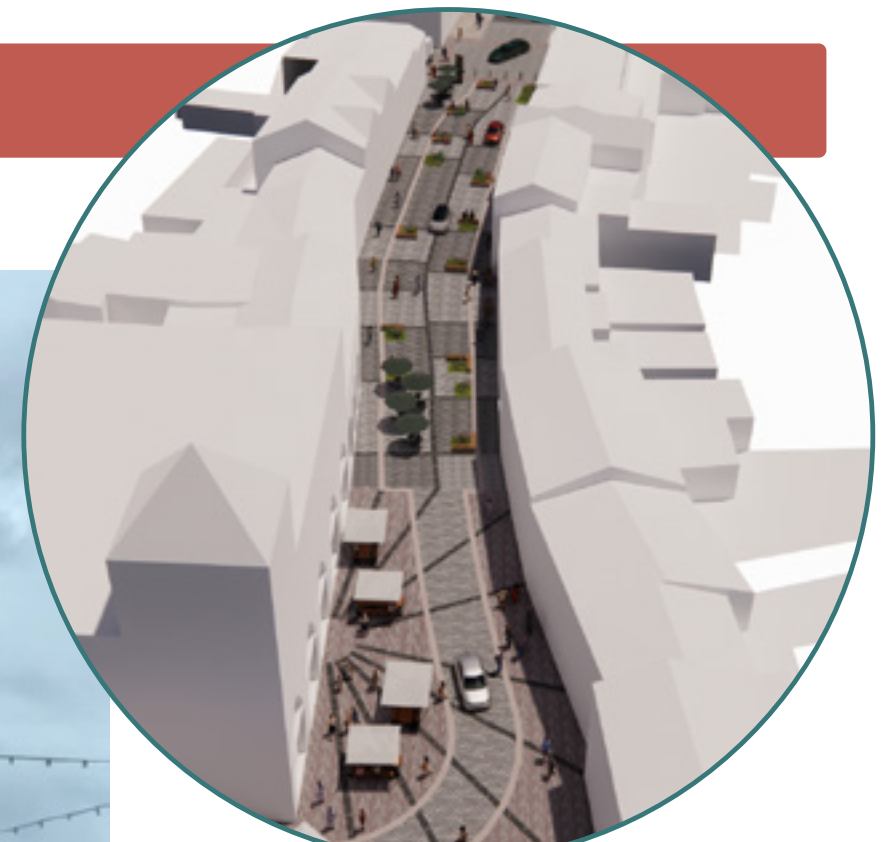


Rain gardens add colour and vibrancy





## Upper Cross Street



Space outside the Market Hall becomes the focus of the street



Paving helping to define spaces and features



# Angel Corner

## Objective:

Enhancement of a key junction along the A40 and gateway to the town centre. There is a need to improve the pedestrian environment, make it easier and safer to cross the road and help get people to where they want to be.

- Enhance the pedestrian environment and make a series of clear and direct crossing points for people.
- Create a space which helps to slow cars down and be more cautious, creating a safer environment for pedestrians.
- Aid in movement between Bus Station, St Mary's Priory, town centre, Market and Castle.
- Create a gateway point at the edge of the town centre.
- Maintain all current forms of movement and access.
- Better highlight the turn up to Lower Castle Street.
- Work with the proposals for Cross Street.
- Footpaths have been widened where possible to give more space to people.

Make the town more accessible

Improve pedestrian crossing

Make a safer space

Gateway to town centre

Improve connections

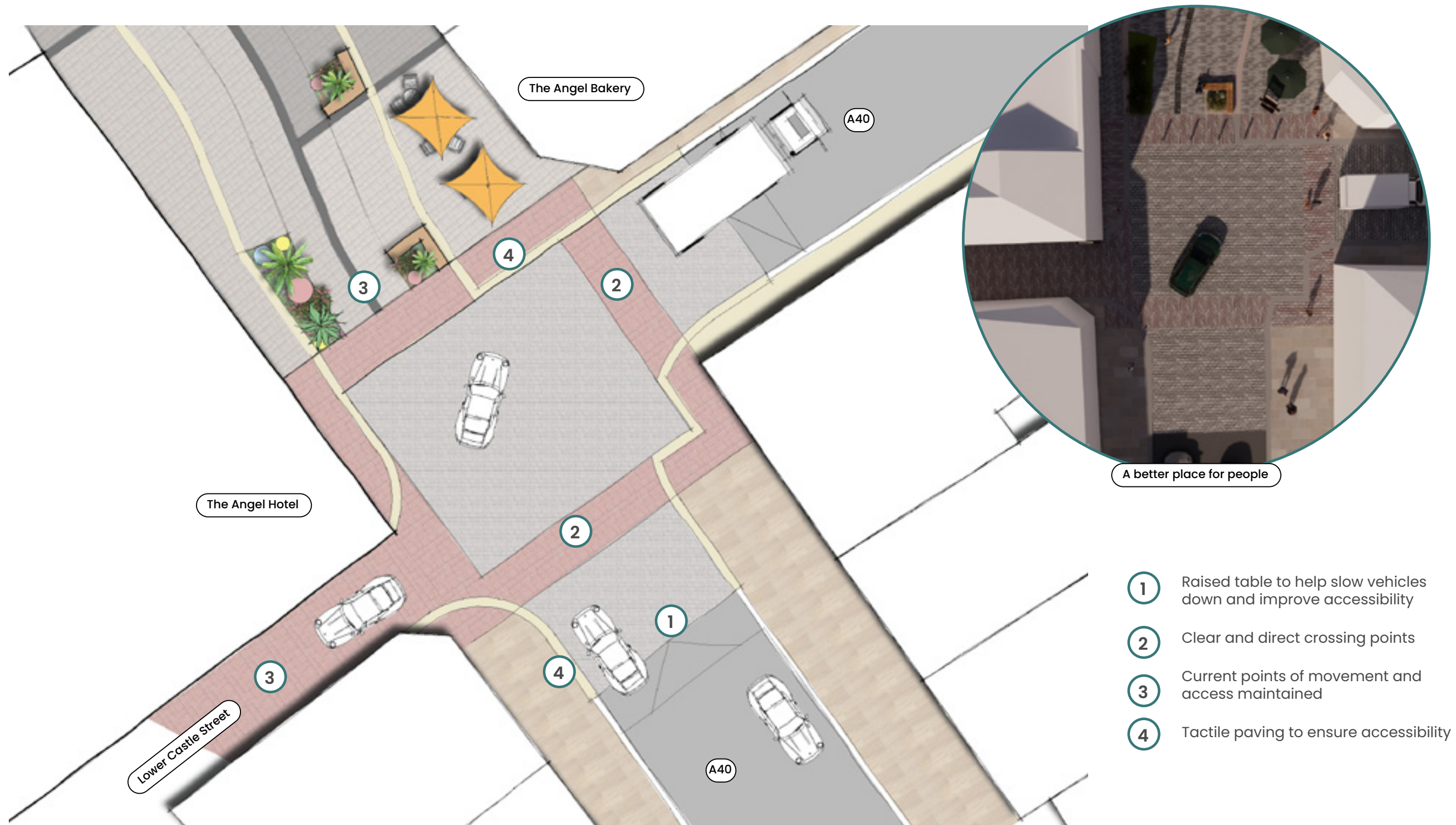


Angel Corner



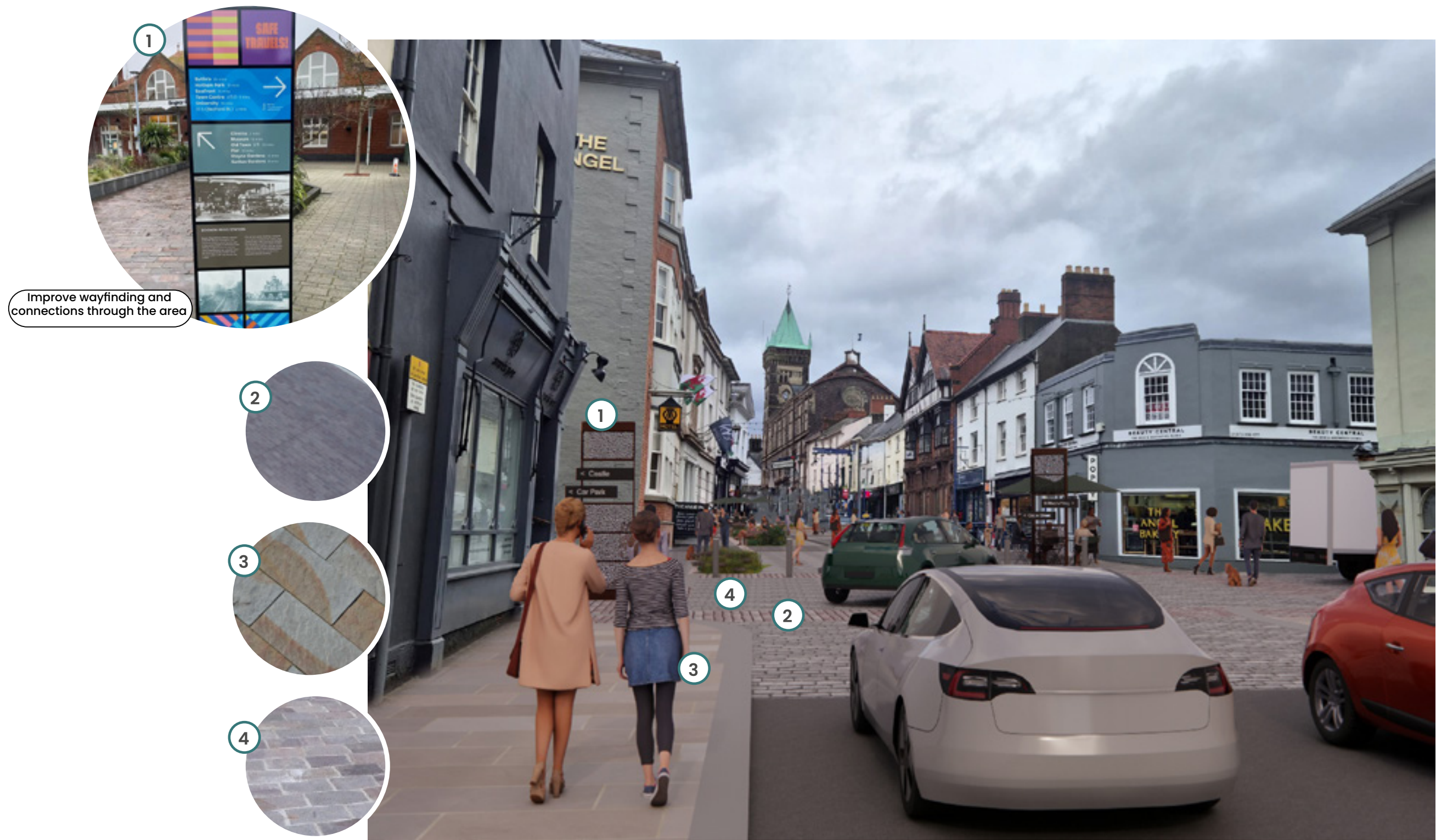


# Angel Corner





# Angel Corner





# The Market

## Objective:

To develop the town's indoor and outdoor markets so that they adapt to the changing needs of the local community and appeal to a breadth of visitors. Build on their character, provenance, creativity and sense of community, with weekly and specialist markets as well as smaller community run activity through to larger signature town events.

At the centre of town centre life, the indoor Market Hall, Brewery Yard and the surrounding streets draw the community and visitors across the week and year.

- Its large, flexible space is key to its character and should be retained. But there are opportunities on the sides of the internal space to provide improved infrastructure.
- New kiosks, event areas and the division of space while avoiding physical intrusion into the central space.
- Improvements to the operation of the building including heating, access, better acoustics and other items.
- Explore ways for the internal space to work with the immediate upper area of Brewery Yard that supports events and festivals e.g. awnings, tensile structures.
- Develop the market as a hub for innovation, enterprise, cooperative working and use of technology that supports local supply chain development, purchasing and piloting ideas e.g. grocery collection boxes.
- To explore ways to use the market space, outside of its core market hours for community use e.g. music club.
- To widen the appeal of the market for young people, specifically to explore a youth market and to extend street food presence.





## The Market





# Bailey Park

## Objective:

To continue to support Bailey Park as a key community space for sports, recreational, events and general well-being.

- Support Friends of Bailey Park with their award winning civic planting and amenity enhancements across the space, by promoting volunteering, donations and general help.
- To develop its relationship and linkages to the town centre next to Fairfield car park and the A40.
- To continue to manage the Park and its relationship between sports, recreation, play and informal activity.
- To explore ways of improving existing facilities such as the sports stand that supports inter-generational activity e.g. working with young people to make this functional and safe for all. To work with young people on projects that they co-design, maintain and develop e.g. a place to meet and hang out in.





# A Town for All

## Objective:

To improve the visual appeal and functionality of key public spaces and streets at arrival points and linkages on the edge of the town and maintain civic pride in the town centre that is attractive, diverse, innovative and sustainable.

In addition to improvements to physical accessibility at junctions, crossings, spaces, street furniture and buildings, some specific proposals include:

- To undertake a town centre access audit and implement the recommendations.
- Undertake a walking, cycling and horse-riding assessment and review.
- The provision of a Changing Places toilet provision at a point of arrival that would appraise existing under-used buildings as well as new sites.
- Whether the Shopmobility/Walking/Cycling facilities can be integrated into one central small hub provision and whether this proposal could also incorporate a changing places facility. Discussion on sites options at existing Castle Street car park or bus station, amongst others.
- To consider smart technology that complements physical accessibility standards.
- Water-refill points.
- Cycle stands that are in the right locations that are visible and safe.





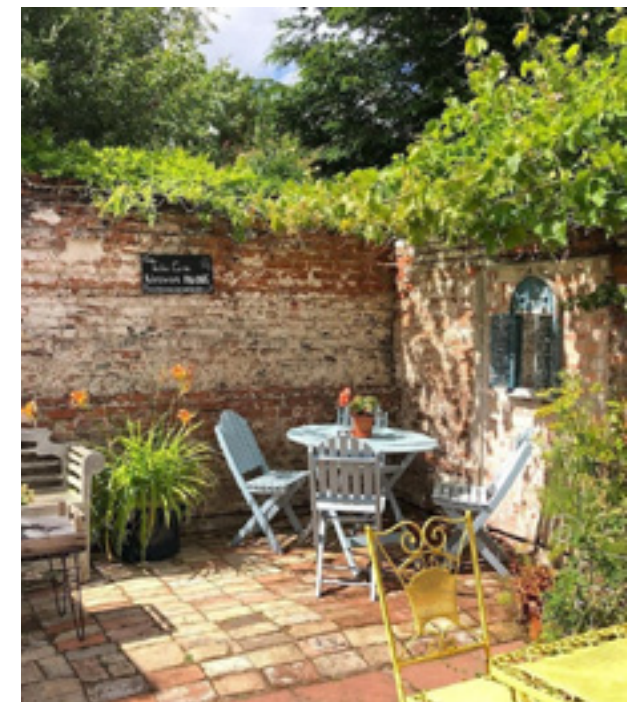
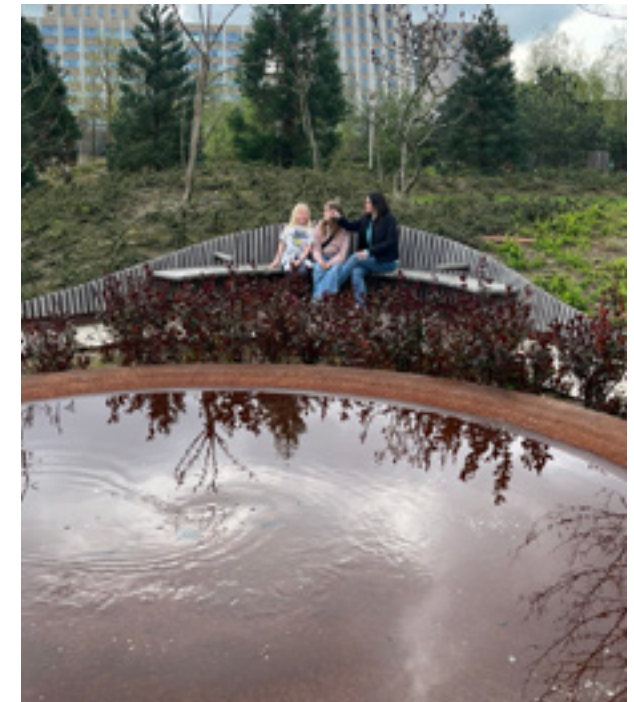
# Stringing Together Public Realm

## Objective:

To improve the visual appeal and functionality of key public spaces and streets at arrival points and linkages on the edge of the town and maintain civic pride in the town centre that is attractive, diverse, innovative and sustainable.

There are several pockets of public realm in the town centre that have potential to extend peoples' exploration of the town, provide spaces of well-being as well as animating nearby buildings and linkages. These include:

- **Gabb Square.** Off Baker Street, the Square has potential to support arts and cultural activity, links into Lewis's Lane and complement uses in the former Carnegie Library. Its relationship to Frogmore Street and the fire damaged former Richards building site is an opportunity to consider.
- **Radstock Court Gardens.** To create a place of rest just off Brecon Road which could be a community led civic project.
- **Morrisons Link Space.** This area of land links Park Road and Lion Street and could be a key linking space that directs people to and from the town centre. The County Council is addressing trees and planting but there is a need to consider future phasing.
- **Former Whitehorse Lane Toilet Block.** Develop options for the former toilet block that could include i) youth enterprise provision ii) pocket courtyard space, amongst other ideas.





# Gabb Square

## Objective:

Re-imagine Gabb Square as an oasis within the town where, during the day people can have a quiet moment or place to sit out with your lunch. During the evening and weekends it can become place for markets or events that spill out from the cinema.

- Ample seating, landscaping and trees help create an oasis within the town.
- Seating is arranged into 'nooks' where people can have some quiet time alone, or gather into small groups.
- The linear route between Victoria Street and Lewis's Lane is reinforced to help draw people towards the Library, Cinema and surrounding businesses.
- Materials help to unify and expand the space, so that the full extent of the square can be used.
- Residents parking is maintained along with some of the disabled parking bays. The other disabled spaces will be relocated to a more convenient location.
- Entrance to the cinema is highlighted with 'red carpet' paving.
- A level shared surface space makes the space more accessible by avoiding stepping up and down for the carriageway.
- Current one way system and access to car parks maintained.
- During the evenings and weekends the space can be used for markets, events or a cinema premiere.
- Large feature tree creates a focal point for the square and mirrors the existing library tree.

Green oasis

Quiet reflection or small gatherings

A usable and practical space

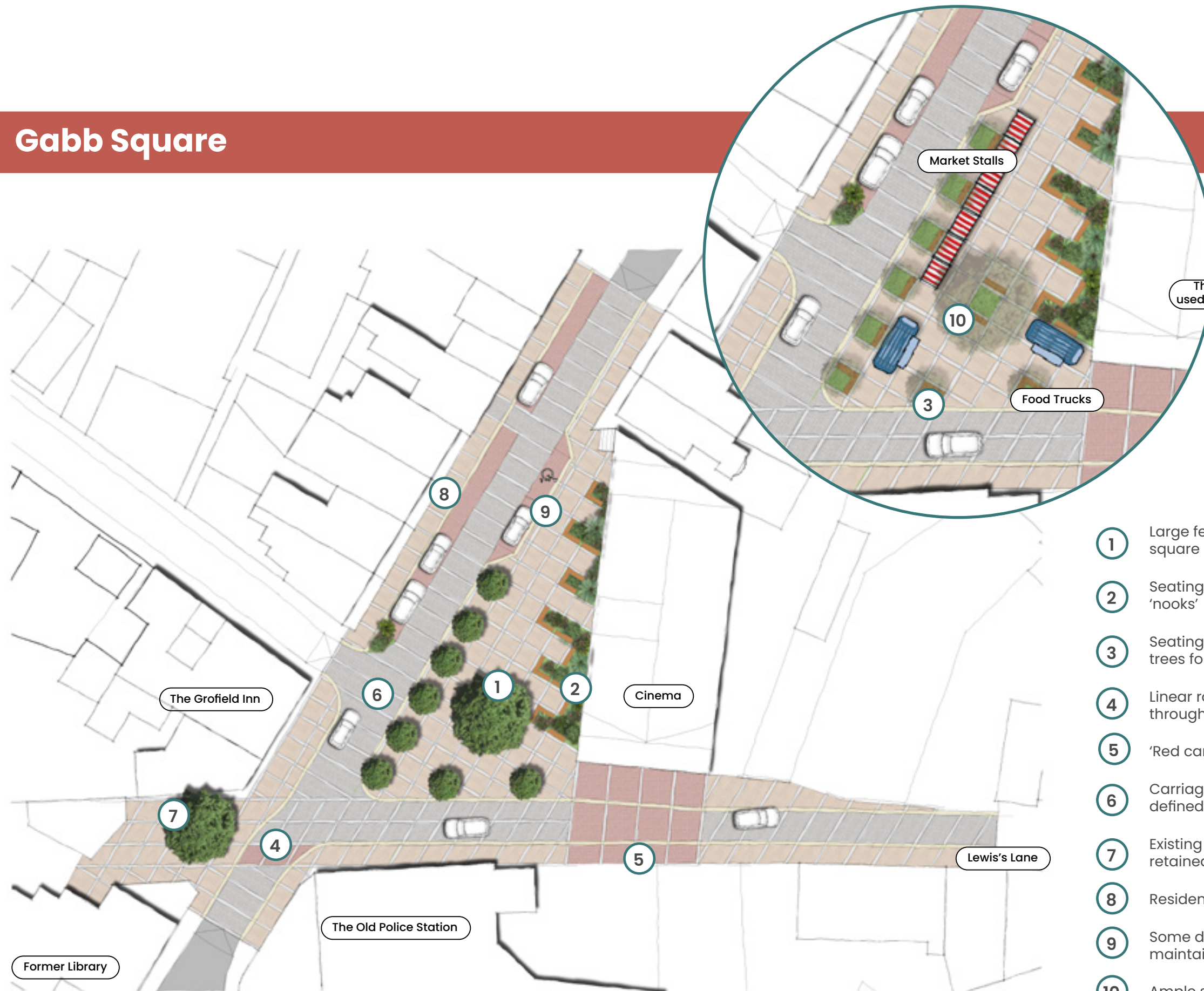


Gabb Square





# Gabb Square



- ① Large feature tree at heart of the square provides shade and respite
- ② Seating arranged into a series of 'nooks'
- ③ Seating also positioned under the trees for shade and shelter
- ④ Linear route to library strengthened through the use of materials
- ⑤ 'Red carpet' at entrance to cinema
- ⑥ Carriageway and parking spaces defined by use of materials
- ⑦ Existing tree outside the library retained if possible
- ⑧ Residents parking maintained
- ⑨ Some disabled parking bays maintained
- ⑩ Ample space for markets and events



# Gabb Square





## Gabb Square





## Proposed Place Management & Thematic Projects

### Objectives:

#### Property And Vacancy Management

To implement strategies and support for property owners that encourage tackling vacancies but also the adaptive reuse of large vacant properties.



### Objectives:

#### Smart Town

Use digital technology to enhance how people experience and move around Abergavenny, while gathering data that helps the town centre work better.



### Objectives:

#### Street Management

To adopt a unified suite of street furniture and agree locations for rest and dwell at key stopping points.



### Objectives:

#### An Eventful Town

To sustain events and festivals that need resourcing, volunteers, funding and meet visitor expectations and to explore ways of developing activities and uses that sit outside of signature events and festivals that bring year round benefits.



### Objectives:

#### Identity

To develop stronger integration about town centre brand, storytelling, marketing and promotion and inter-organisational communication and ways of working.





# Place Management Activities

## Property And Vacancy Management

Re-purposing Vacant Buildings: Target vacant or underused properties for re-purposing into vibrant small business spaces, creative hubs, or community use, youth provision aligning with the Placemaking Plan's objective to reduce vacancy and revitalise the town centre.

### Buildings to help facilitate and repurpose include (not exclusive):

- Banks: Barclays (now sold), HSBC (currently occupied)
- Royal Mail Delivery Office: enhancement to façades
- Carnegie Library: support a complementary use in the building
- Plas Gunter Mansion and garden

### Building Improvement Grants need to support:

- External and internal improvements to bring vacant commercial floor space back to positive use.
- External shop front improvements with no internal work.
- Conversion of vacant or underused upper floors into new residential accommodation.
- Works to enable temporary meanwhile or pop-up uses in currently vacant premises in town centres.

### Frontages to include:

- Brecon Road
- Monk Street
- Whitehorse Lane
- Market Street
- Lower Cross Street



# Place Management Activities

## Street Management

- To adopt a unified suite of street furniture (seats, benches, bins, bollards, information and wayfinding systems, etc) and agree locations for rest and dwell at key stopping points.
- To audit signage and street clutter and rationalise street paraphernalia so that the streetscene is simpler to the eye.

## An Eventful Town/Identity

- To bring together town centre focussed organisations in order to co-ordinate town centre, identity, story, event development/organisation and how to jointly market, promote and collaborate as well as jointly develop activities and projects.

## To Continue to Develop Abergavenny as a Digital Smart Town, that Includes:

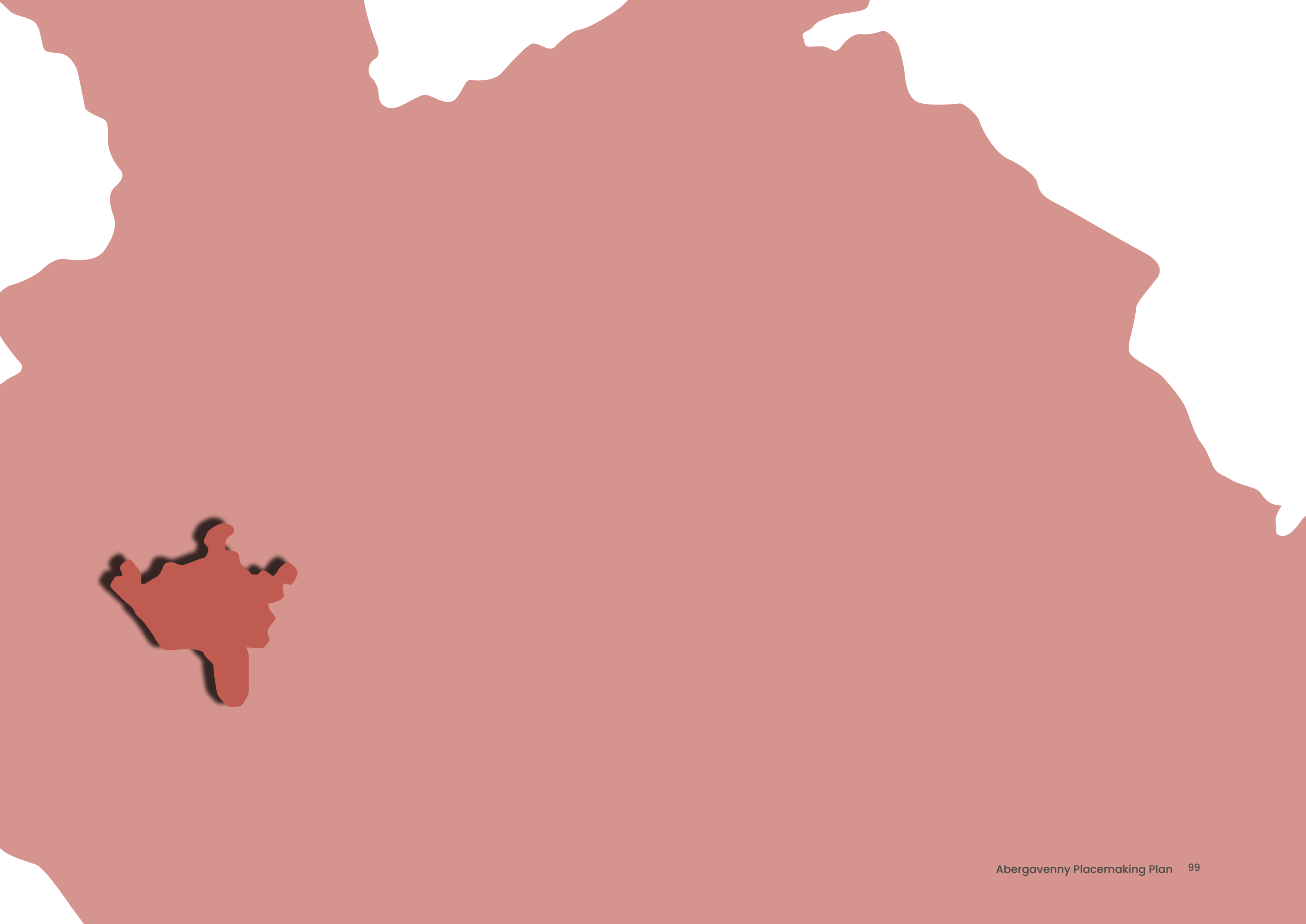
- To work with young people on the provision of a smart bench that provides USB charging, Wi-fi hotspot and more.
- To develop digital accessibility apps that support people with visual impairments across the town centre.
- To build on the recent installation of two new LoRaWAN gateways (wireless networks for low-power devices to communicate over long distances), extending coverage across Abergavenny to enable the Town Council, businesses, and residents to deploy sensors for collecting hyper-local environmental data on air quality, soil health, and infrastructure monitoring for more informed decision-making.
- To establish co-operative working on events, festivals and activities that facilitate joint procurement, infrastructure, knowledge sharing, volunteering and more.



# Visualising Success for Our Town Centre







# What Does Success Look Like?

The need to understand what success looks like is crucial when enabling and delivering change within a place like Abergavenny. It helps to understand the outcomes you are reaching and the process you need to follow to meet these goals.

### Why is this important?

- **Clear direction:** Visualising success provides motivation and helps everyone rally around a common purpose
- **Building trust:** It strengthens relationships between partners and the community
- **Accountability:** It demonstrates to funding organisations that you are achieving your outputs and outcomes, showing a return on their investment
- **Progress tracking:** It provides a framework to monitor how well projects are working

### What are outputs and outcomes?

- **Outputs** are the direct results of your activities (e.g. number of new benches installed, metres of footpath improved)
- **Outcomes** are the longer-term changes these activities create (e.g. increased footfall, improved community wellbeing, more vibrant town centre)

The following pages outline some illustrative outputs and outcomes that can be considered when collecting and assessing the impact of activities and projects.

## Making a Welcoming Gateway

### What do we want to achieve?

Abergavenny’s identity is distinctive and strong at the point of arrival, with the streetscene cared for, and navigation is easy into the town centre by car, public transport, walking or cycling.

**Outputs**

- Total area of highway land enhanced
- Total area of greening
- Number of local walking/ cycling movements
- Air quality count
- Pedestrian footfall from nearby residential areas

**Outcomes**

- Greater sense of town identity and belonging
- Increased mobility across the town centre
- Greater visitor and user experience in terms of environmental quality



# What Does Success Look Like?

## Creating People-Friendly Streets

### What do we want to achieve?

Roads become streets with investment in spaces and buildings, with people feeling safer, having greater opportunities to dwell, engage with local businesses, activities, enjoying the charm of the town centre. The experience is memorable, encouraging return trips.

**Outputs**

- Total area of highway land enhanced
- Total area of greening
- Number of sustainable drainage schemes
- Number of users and visitors across the whole town centre
- Diversity of town centre uses and activities
- Spend, activity, dwell and satisfaction

**Outcomes**

- Greater sense of town identity and belonging
- Increased mobility across the town centre
- Greater visitor and user experience
- Increased opportunity to explore and engage with the wider town centre
- Local economic growth and sustainability

## Building a 21st Century Market Town

### What do we want to achieve?

A town of markets that are active, creative, diverse, innovative, local and reaching out to all ages and backgrounds. The indoor market hall is a place for trade, arts, culture and community that is at the heart of town life and its identity.

**Outputs**

- Number of markets, events and activities across the week and year
- Number of users and visitors across the whole town centre
- Spend, activity, dwell and satisfaction
- Number of small business start-ups supported

**Outcomes**

- Inter-generational markets with a real sense of community life
- Greater sense of town identity and belonging
- The town and rural economy are diverse, resilient and prosperous

# What Does Success Look Like?

## Connecting Our Heritage & Culture

### What do we want to achieve?

Accessible and diverse arts, cultural, heritage and community offer that are perceived as a coherent and visible cluster of venues and attractions, which are cross-marketed and form part of the wider town centre experience.

#### Outputs

- Number of collaborative arts and culture events and campaigns
- Number of integrated heritage experiences, associated trails, events and products
- Spend, activity, dwell and satisfaction

#### Outcomes

- A diverse and coherent arts and cultural scene that appeals to all
- Greater awareness of the town's heritage
- Greater sense of town identity and belonging

## Future Ready & Well Managed

### What do we want to achieve?

A place that feels co-ordinated, managed, cared for and actively promoted across the whole year with a real sense of a town centre community.

#### Outputs

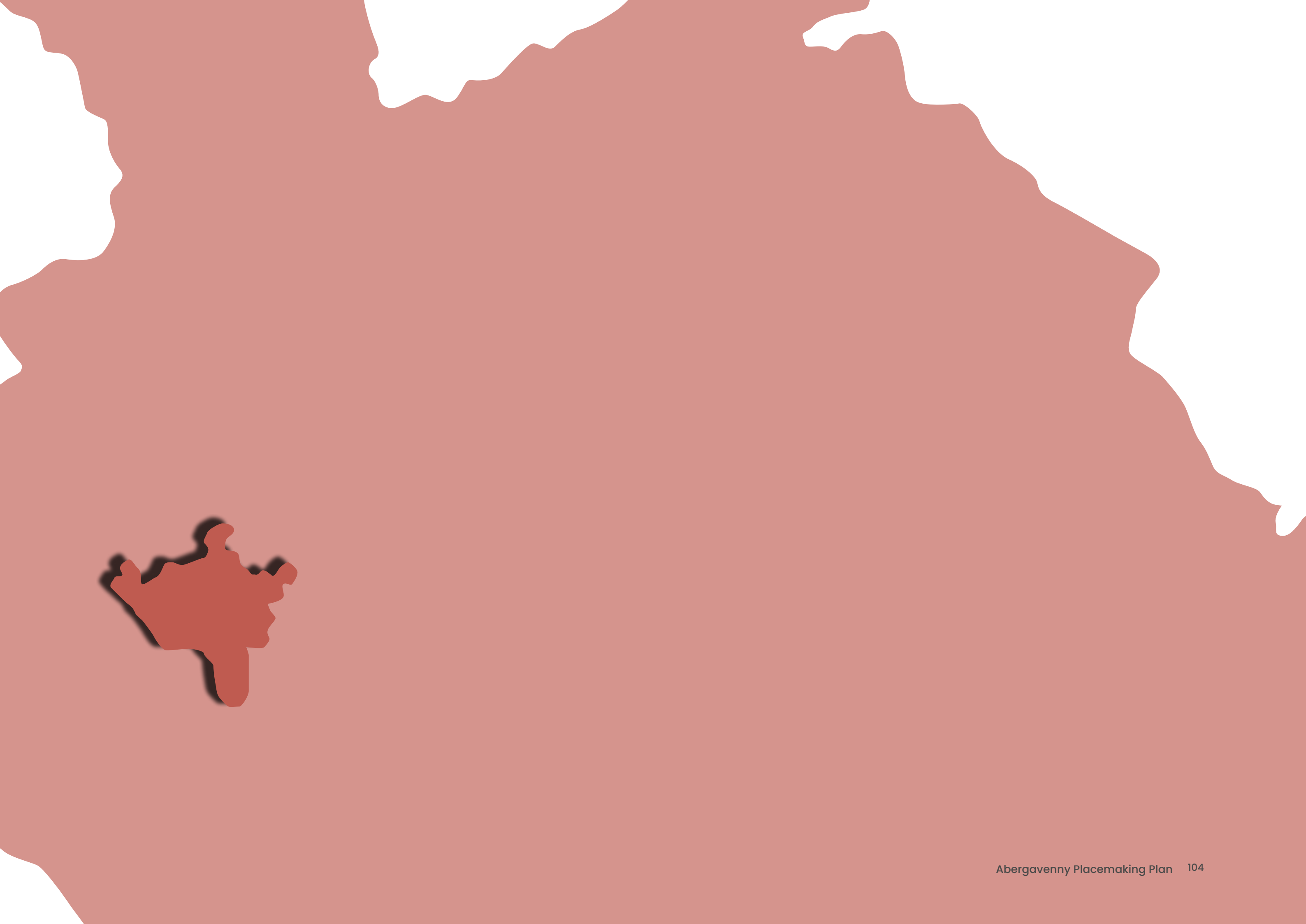
- Spend, activity, dwell and satisfaction across the year
- Number of integrated campaigns, events, festivals and initiatives
- Maintaining and growing town centre satisfaction and loyalty

#### Outcomes

- Greater sense of town centre community pride and activism
- Greater inter-organisation collaboration and co-operation and group sustainability
- Better perception of community safety and well-being
- Sense of vibrancy and unique character across the whole town centre



# Delivery Approach





## Ways of Working

### The Well-being of Future Generations Act and Abergavenny

The Well-being of Future Generations Act is the key piece of Welsh legislation that guides how we plan for Abergavenny's future. It requires us to think about sustainable development – meeting today's needs without harming future generations' ability to meet theirs.

### The Seven National Well-being Goals

This Act sets out seven national well-being goals that shape our planning for Abergavenny. Our placemaking plan must contribute to achieving these goals whilst addressing the town's specific needs and opportunities.



### How We Apply This in Abergavenny

When making decisions about Abergavenny's future, we must demonstrate we've considered the five key principles:

- **Long-term thinking** – Balancing what Abergavenny needs now with what it will need in the future. Our proposals look beyond immediate fixes to create lasting positive change for the town centre that will benefit generations to come.
- **Integration** – Bringing together social, economic and environmental considerations. For Abergavenny, this means connecting our historic heritage with modern sustainability goals, linking the town centre with surrounding neighbourhoods, and ensuring new developments complement existing assets whilst meeting the needs of all age groups.
- **Involvement** – Listening to residents, businesses, visitors and stakeholders. This placemaking plan has been shaped by extensive consultation with Abergavenny's community, including dedicated efforts to understand what young people want from their town centre and what will encourage them to stay in or return to Abergavenny as they build their careers and families.
- **Collaboration** – Working in partnership across sectors. Abergavenny's regeneration requires cooperation between the county council, town council, local businesses, community groups and residents, schools, and importantly, young people who will inherit and shape the town's future.
- **Prevention** – Investing in solutions that stop problems before they start. Rather than just responding to town centre challenges like vacant properties or poor connectivity, we're creating proactive strategies to strengthen Abergavenny's resilience and appeal.

The plan making process has set out to meet these five key principles and will maintain this approach when it is developing and delivering projects.

## Ways of Working

### Development and Delivery

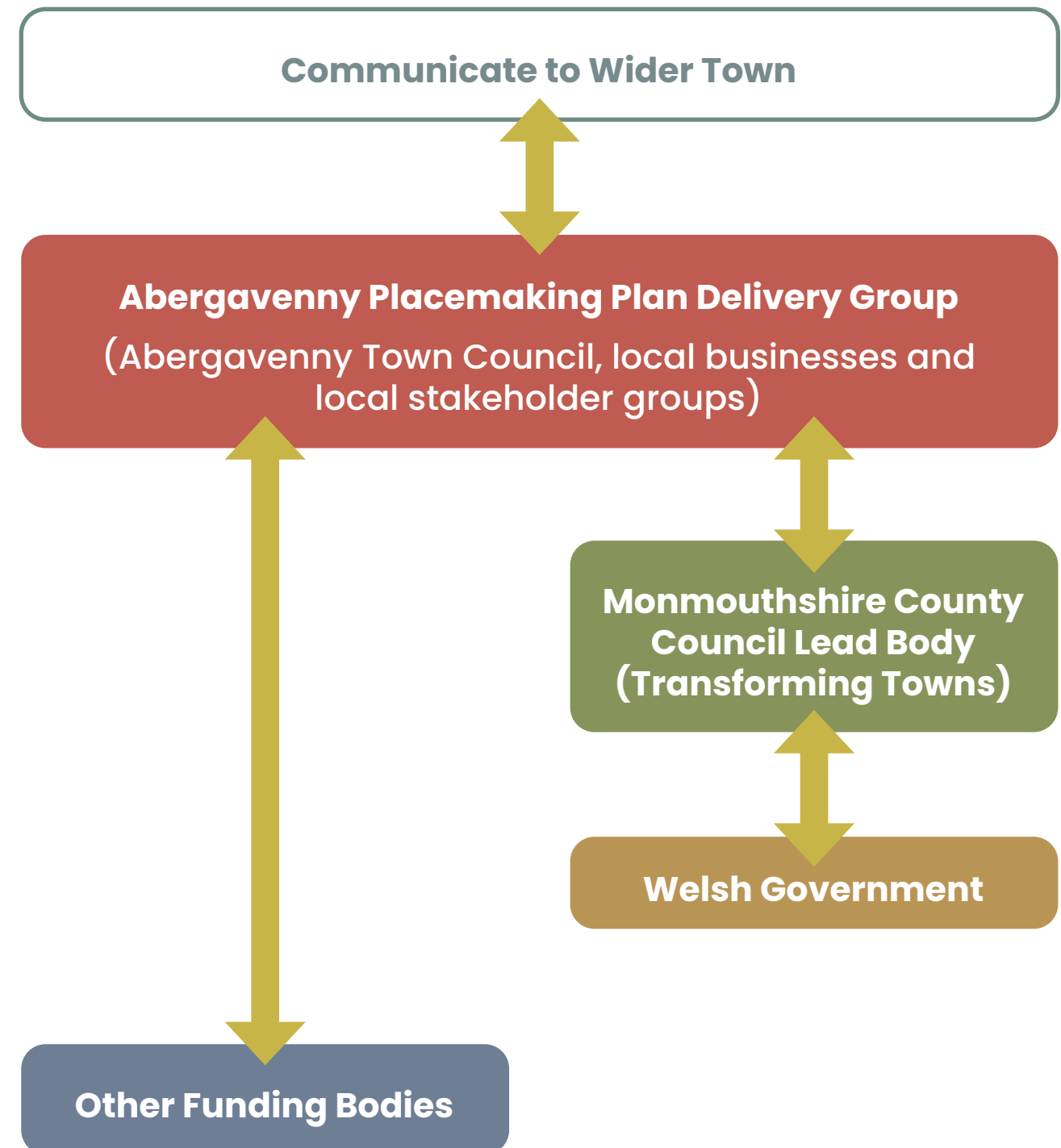
Delivery of this Placemaking Plan is dependent on a partnership approach where strategic and local organisations bring their own individual objectives into a collective set of proposals that mutually benefit each other and importantly benefits Abergavenny town centre and its immediate neighbourhoods. The opportunities within this vision and strategy require different mixes of partners, resources and timetable for development and delivery.

The Placemaking Plan Delivery Group needs to build on the foundations of the plan making steering group, with a review of its membership and a consideration of the skillset need to develop and deliver projects. Monmouthshire County Council will retain its position as lead body for Welsh Government's Transforming Towns programme, as a conduit for funding, monitoring and reporting.

The key success factors for delivery within a Placemaking setting includes:

- Understanding individual strengths including knowledge, expertise and physical assets and how these can be aligned;
- Communication and co-ordination at both a strategic and implementation level;
- Working to a common design code that ensures consistency in built environment and public space and meets respective climate change and sustainability targets;
- Connecting the needs of local residents with various pathways to learning, health and well-being, physical activity and employment.
- Presenting a unified identity and story for a place like Abergavenny town centre, whilst respecting individual organisations identities.

The delivery group also needs to consider how it will communicate with the wider fora of town centre stakeholder organisations and also the local community, so their communication is maintained and local residents understand when and where progress is being made.







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Version: 2

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