

Magor with Undy

Placemaking Plan

October 2025



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Magor with Undy Town Council
Monmouthshire County Council

Magor with Undy Town Council



monmouthshire
sir fynwy

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Introduction

What Placemaking Is

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 and that support people's health, happiness and wellbeing.

Why Magor with Undy Needs 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 and that lack the special qualities that make people care about them.

The location of Magor with Undy provides opportunities and challenges. Its proximity to the M4 and M48 give it good connectivity and provide choice for its residents. While the village has grown to a town population, it still has a distinctive and local centre, which is the focus of the placemaking plan and its future investment.

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 the village centre and its immediate surroundings over the coming years. While the focus is on the village, centred around The Square and Newport Road, the plan also looks to its immediate neighbourhoods, nearby parks, the community hub building and its planned walkway train station site. It also looks at how it can maximise the location of Magor with Undy within the Gwent Levels and its local heritage.

The plan aims to:

- Create a shared vision for Magor with Undy's future that reflects what local people and businesses want to see
- Identify the key opportunities and challenges facing the village 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 Placemaking Is

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 Magor with Undy. This plan can directly address some of these issues, while others require different organisations to act.

What This Plan Will Deliver:

- Improvements to village centre streets and public spaces
- Support to bring empty buildings back into use
- Links between public transport in the village centre and active travel
- Maintaining and managing key community assets
- Stronger links with the surrounding neighbourhoods
- Better connections with the Gwent Levels
- Enhanced signage and wayfinding throughout the village centre
- Building on the programme of events and festivals
- Support for local businesses



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 while preparing the plan need the county council and other strategic organisations to lead while understanding 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 village centre and resultant infrastructure to meet the 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 action from bus operators and Welsh Government

Environment: Tackling climate change and environmental challenges such as flooding and relationship to the wider amenity value and access

Services for Young People: Beyond village centre facilities, these need 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 Magor with Undy's profile for wider investment opportunities

This placemaking plan is not the solution to every challenge facing Magor with Undy, but it does provide a clear starting point for coordinated action that can make a real difference to the village centre and the wider community it serves.

How this Plan is Structured

The rest of this placemaking plan is organised into three main sections:

Section 2 Understanding Magor with Undy Today

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

Section 3 Your Vision for Magor with Undy's Future

This section sets out your vision and objectives for the future of the village centre. The vision was developed through extensive consultation with residents, businesses, and local organisations to ensure it reflects what the community wants to see for their village.

Section 4 Making It Happen

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

How this Plan was Produced

Stakeholder and Community Involvement

The Magor with Undy 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 made up of representatives from Monmouthshire County Council and Magor with Undy Town Council provided strategic guidance throughout the project. Most importantly, the steering group carried out a prioritisation exercise using information including feedback from the public consultation to determine the priority projects and make sure resources would be focused on community-supported initiatives.

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

Interactive walkabouts around the wider village centre and onto the B4245 provided a ground-level understanding of specific issues and opportunities, bringing the desktop analysis to life. These sessions highlighted how the village centre relates to the B4245, the main road through the community, how neighbouring amenity space and buildings contribute to daily life, as well as the role and function of the Square.

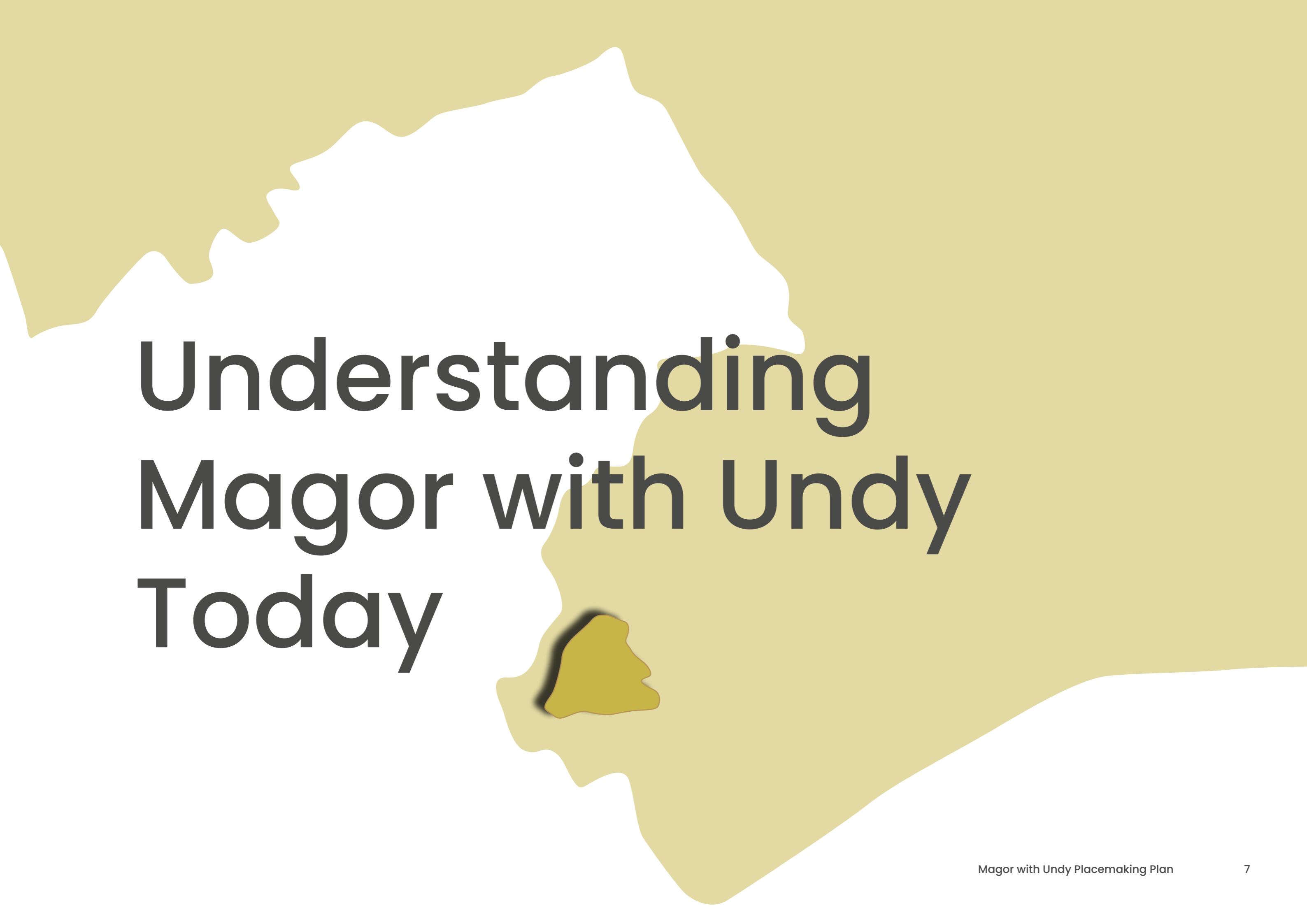
Targeted meetings with specific groups ensured diverse perspectives were captured that included local businesses, interest groups. Sessions with young people were held with the local youth club providing insights into how young people experience the village centre, informing projects designed to encourage greater engagement from this age group.



The public consultation phase in February 2025 provided different ways for the community to take part. In-person drop-in sessions at the Baptist Church and Magor with Undy Community Hub attracted 255 people over two days, with peak attendance during the lunchtime periods. A static display in the Town Council's office window provided additional opportunities for feedback.

Digital engagement through the Let's Talk Monmouthshire platform expanded reach significantly, with 1,298 visitors to the project page and 281 downloads of the proposals document. In total, 179 people completed the feedback survey either online or on paper. Further correspondence from local groups and residents added to the feedback which has been used to refine the project ideas, ensuring they addressed community priorities and concerns. It also informed the vision, confirming community support for its 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 **Magor with Undy Consultation Report**, which you can get by emailing mccregeneration@monmouthshire.gov.uk.



Understanding Magor with Undy Today

Understanding Magor with Undy Today

To create a successful plan for Magor with Undy's future, we first need to understand the town as it is today. This section provides a summary of our detailed analysis of the village 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 Magor with Undy unique and special, from its location on the Gwent Levels, proximity to the strategic road network of the M4 and M48 and how it looks to other nearby Severnside villages. We also look at the challenges facing the village centre, including arrival and announcement, parking and navigation, the role and function of the Square, making the village work for all generations (particularly young people), bringing together its heritage assets and building on its independent character and experience.

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

The full details of our analysis are set out in the separate **Magor with Undy Baseline Report**, which you can get by emailing mccregeneration@monmouthshire.gov.uk.

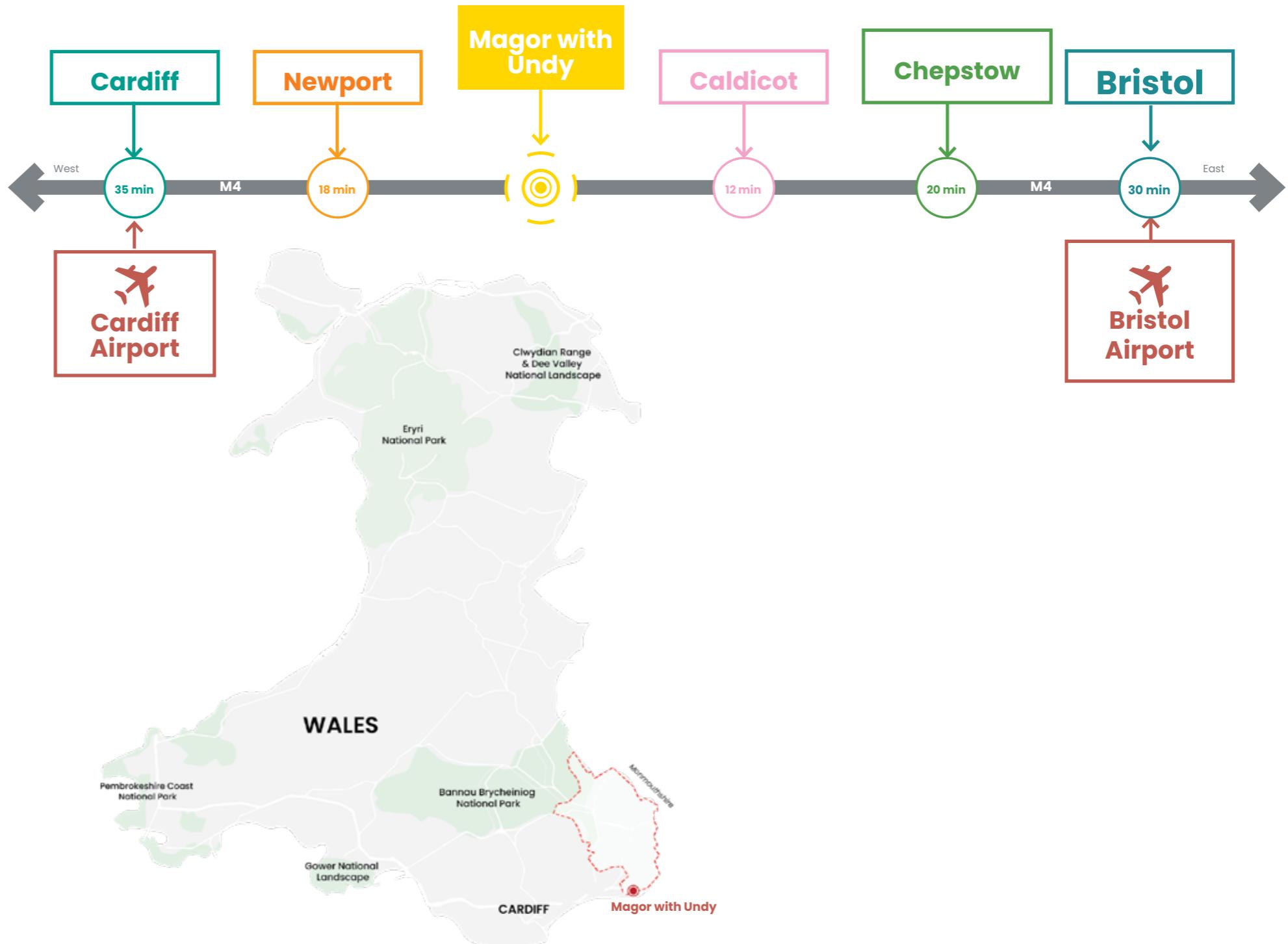


Where Magor with Undy Is

Magor with Undy is a small town, with a village centre, located on the southern end of Monmouthshire, 9 miles east of Newport and 9 miles west of Chepstow. It lies just to the north of the Gwent Levels, adjoining the Severn Estuary. It's a place that maintains a historic and characterful core, with a range of listed and historical buildings and assets.

The M4 motorway runs to the north of the community and offers excellent access to the nearby hubs of Cardiff, Newport and Bristol.

Magor has a "village" centre with a range of pubs, shops, a GP surgery and post office to help meet the day-to-day needs of local residents. Caldicot town centre is a 10-minute drive to the east of the town and provides a wider range of facilities and larger supermarkets.



History of Magor with Undy

Magor with Undy is sited on a limestone spur in the fertile sea plain south of Wentwood, which has a long history of Celtic, Roman and Norman settlement.

The original Welsh language name Magwyr, from which the English name is derived, is thought to originate from the Latin maceria, meaning masonry walls or ruins. It may relate either to a now lost Roman villa in the area, or alternatively to sea defences or a causeway built by the Romans. Magor and the surrounding area contain many Roman ruins and artefacts, and the town centre was originally located at the inner edge of salt marshes which the Romans began to reclaim as farmland. The local name "Whitewall" may relate to the same causeway, which would have connected the town to a small, now vanished harbour on the Severn Estuary known as Abergwaitha or Aberweytha.

The Church of St Mary, the Virgin, known locally as the 'Cathedral of the Moors' was founded in the 7th century by Cadwaladr Fendigaid and stands above the fenland and the road to Aberwythel, Magor's long vanished port. No traces of the early church remain and the present building was built mainly in the 13th century and 15th century although some early Romanesque work dating from the 12th century is to be seen in the north wall of the chancel.

In 1238 the church was given to the Abbot and Convent of Santa Maria di Gloria at Anagni in Central Italy and Pope Gregory IX ordered the Papal Delegate in England to set up and endow a vicarage in Magor and to deliver the church and its property to Deodatus, a monk and Procurator of Santa Maria di Gloria. The Procurator was the legal representative of the monastery to which the church had been granted and it was his duty to collect the rents and other dues, including tithes and transfer the profits to the monastery. He was a man of some standing, normally a priest well-versed in the law, and would enjoy a considerable degree of wealth and have a status superior to that of the vicar.



History of Magor with Undy

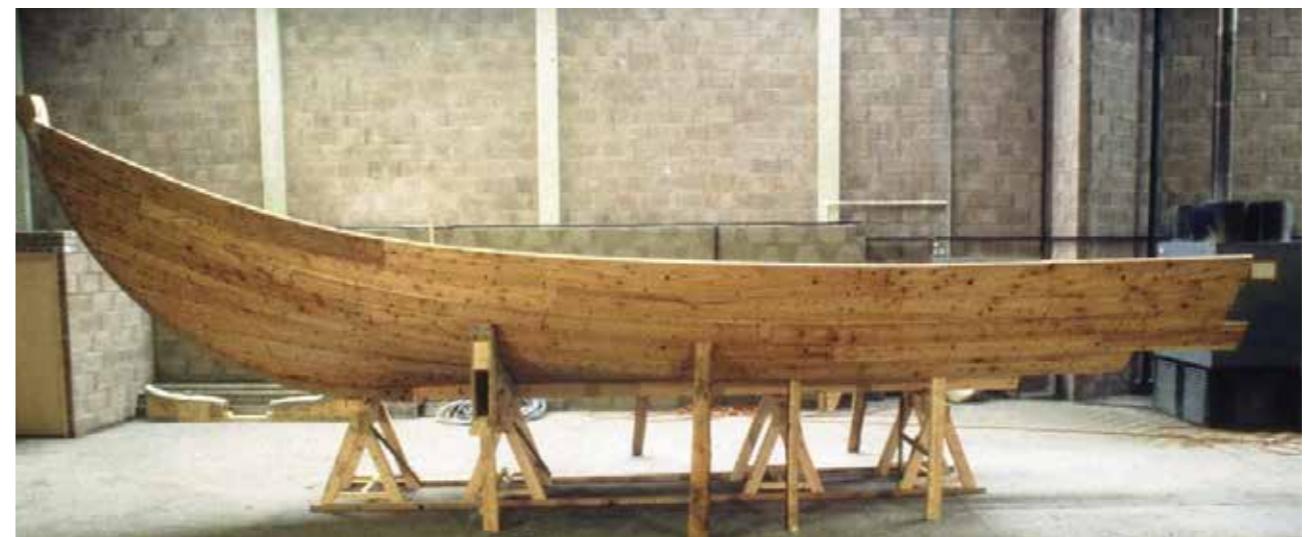
This status is reflected in the size and remains of the Procurator's House sited to the north-west of the churchyard and originally within its limits. The building appears to have been constructed in the 14th century and is the only one of its kind in Wales, while there are thought to be only two examples in England.

In the late 1990s, a stone coffin was found during building work. Inside was the skeleton of a young woman dating from the third or fourth century AD.

In 1994 the remains of a 13th-century boat, used for trading along and across the Severn Estuary, and perhaps with Ireland, were found buried in the mud of the estuary close to Magor Pill. The boat was found to have been carrying iron ore from Glamorgan.

Magor, as "Magur", is one of the few towns to appear on the Cambriae Typus map of 1573.

The town is clustered around a Square, which, until the building of the railway, was the centre of a considerable trade in cattle to Somerset via Magor Pill and the Severn Estuary.



Current Activities, Plans and Projects

Magor with Undy is not starting from a blank page with the community benefitting from a number of local investments that support economic, social and environmental development.

Magor with Undy Walkway Station

Magor with Undy Station is proposed as a walkway station – a station that the local community will primarily access via walking and cycling. The specific plans include:

- A fully accessible footbridge, with lifts.
- A dedicated drop-off and pick-up area for cars.
- Connections to existing bus stops on Main Road.
- The existing subway from West End and the bridge next to it will stay but won't be part of the station access – that's what the new bridge is for.

The proposal plans to use the B4245 Main Road for car access to the pickup and drop-off point and to the small number of blue badge facilities. There will be no park and ride at the new Magor with Undy station – as car parking is available at Severn Tunnel Junction. Cycle storage facilities will be located near the main entrance and footbridge to platforms. Improvements to active travel will help provide access to the new station and options for a bus interchange.

Placemaking is about looking at the railway station development as more than just a way to access train services. Placed within walking distance from and to the established communities of Magor with Undy, the station will act as a welcoming gateway to the local area. The proposals are for the station entrance to be a distinctive feature in the landscape, while still providing integrated station facilities such as ticketing and departure and arrival information. The station will be connected to existing walking and cycling routes, with safety as a priority. Transport for Wales recognises the significance of this site for biodiversity. In June 2025 UK Government announced a £445 million allocation for rail infrastructure upgrades across Wales, including the Magor with Undy Walkway Station.



Current Activities, Plans and Projects

Active Travel Projects

Monmouthshire County Council's WelTAG (Welsh transport appraisal guidance) process has identified that Severnside has good national and local rail connections at Severn Tunnel Junction (STJ) and Caldicot respectively, with Magor (South Wales Metro) station to be added in the future. It is also relatively well connected by bus.

The active travel scheme plan sets an objective to "design an accessible, healthy, sustainable travel and transport system, supporting healthy travel to school and connecting communities west of Caldicot to Caldicot via a direct and attractive route. This will contribute to a coherent network of high-quality active travel routes throughout Severnside that supports the resilience of public services and local venues in the area, such as Caldicot Together Works, Library and Hub, and Magor with Undy Community Hub."

The phasing of the works is outlined below, with the Magor element planned for future design development once the Caldicot town network is in place including links to Severn Tunnel Junction. The Magor with Undy works is centred, on the B4245 and is subject to the final design development and works for Magor with Undy Walkway Station.

- Phase 1 – Undy to Rogiet
- Phase 2 – Rogiet Station Rd to STJ
- Phase 3 – STJ to Caldicot Railway Station

Gwent Levels Project

Magor Marsh is the last relatively natural area of fenland on the Gwent Levels. From the fleeting glimpse of a kingfisher to the sight of colourful dragonflies darting over the reens, this is an inspiring place to visit. In autumn and winter the reserve is particularly attractive to birdwatchers as the pond provides a sanctuary for wintering wildfowl and passing migrants.

Magor Marsh holds a special place in Gwent Wildlife Trust's history as it's where a small group of naturalists banded together to form what is now Gwent Wildlife Trust, securing this as their first nature reserve. The reserve has recently been expanded to provide a larger haven for wetland wildlife. Magor Marsh is particularly rich in wildlife because of the range of habitats present. These include damp hay meadows, sedge fen, reedbed, scrub, pollarded willows, wet woodland, a large pond and the numerous reens and drainage ditches.



Policy Context

The policy context for Magor with Undy provides essential strategic direction and alignment for the placemaking plan. It establishes the framework within which local regeneration initiatives must operate and identifies key opportunities for development.

National Policy Framework

At the national level, **Future Wales – The National Plan 2040** provides the overarching development framework, though Magor with Undy 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 to address 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. The Act underpins the sustainable development approach that must inform all placemaking decisions.

Planning Policy Wales (2024) puts placemaking at the heart of the planning system, requiring that development decisions 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.

Welsh Government Town Centre Policy

The **Transforming Towns Programme** is centred around Welsh Government's 'Town Centre First' policy, which promotes 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, while **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.

The **Magor with Undy Town Council Development Plan 2014–2019** was written by the former community council in 2014. Although it's dated the only document that provides a local framework of plans that the town council has developed. The purpose of this development plan is fourfold:

- To set out the objective and plans of the council and help in budgeting for the annual Council Tax precept
- To help the Council fulfil its role within the Community
- To communicate the Council's plans and initiatives to its residents
- To provide a basis for the community to become involved in shaping the future of their town



Its mission statement is "To conserve and improve Magor with Undy as an attractive and sustainable place in which to live, visit and do business" with its main objectives centred on:

- To protect, enhance and improve core services and assets and promote the community council
- To raise the profile of the towns within the Monmouthshire County Council tourism regime
- To improve public awareness of facilities and events within the community and encourage community participation
- To protect, improve and enhance the quality of the natural environment, biodiversity and character throughout the towns
- To improve the town way of life and recognise local achievement
- To improve communication to residents via various means

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

A full overview of the policy context is available in the **Magor with Undy Baseline Report**, which you can get by emailing mccregeneration@monmouthshire.gov.uk.

Climate Change and Sustainability Framework

Climate change is one of the biggest challenges of our time, and Magor with Undy's response must reflect both national policy requirements and local opportunities.

The Well-being of Future Generations Act, Planning Policy Wales and Monmouthshire County Council's declaration of a climate emergency in 2019 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 issue. All projects within the plan have been designed to support Magor with Undy's transition to a zero-carbon future while adapting to the impacts climate change already being experienced.

Magor with Undy's Climate Opportunities

The town's location in Severnside provides opportunities for residents to gradually move across to rail and public transport with the planned walkway train station and active travel investment, helping to reduce car dependency. The proximity to the Severn estuary also needs to be managed through sustainable urban drainage schemes (SUDS) and flood resilient planting. There are also opportunities to grow local produce on pockets of underused land and to adapt community buildings for renewable energy use.



Embedded Sustainability Measures

Rather than listing generic sustainability measures, this plan ensures climate considerations are woven into each project theme. The Magor Square improvements incorporate extensive rain gardens and SUDS to manage increased rainfall whilst providing biodiversity benefits. Public realm enhancements prioritise tree planting and green infrastructure that will help moderate urban temperatures while improving air quality. Transport projects focus on active travel infrastructure and electric vehicle charging to reduce emissions from the town's current car dependency.

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 while eliminating the emissions associated with derelict buildings.

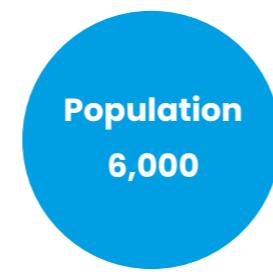
This integrated approach ensures that Magor with Undy's regeneration contributes positively to both local resilience and national climate goals, creating a town that is both economically vibrant and environmentally sustainable.

Key Facts and Figures

Building on the conversations, useful data and geographical information about Magor with Undy we already have can help us identify opportunities for the community, local businesses and other groups and organisations. Data and statistics also help us to understand our relationship to all Wales figures and how Magor with Undy compares to other places that are similar in size and geography.

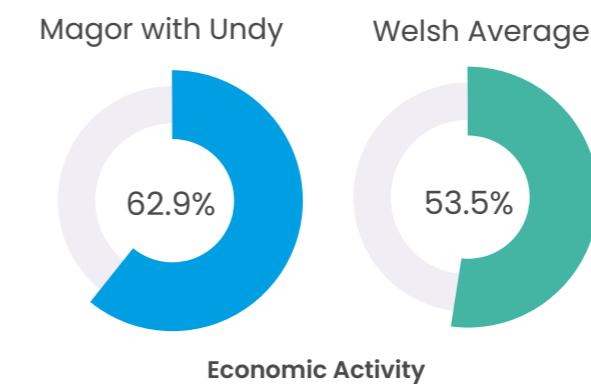
Population

The 2021 Census indicates that Magor with Undy has a population of 6,000 residents across 2,500 individual households. The town's population peaks between the ages of 44 to 64, flattening out after this, and dropping below the Welsh average for people over the age of 74, some 0.5% points less. The numbers of young people between the ages of 14 to 17 and 25 to 29 meet the Welsh average, but between these age bands, the population drops off by roughly 0.7% points.



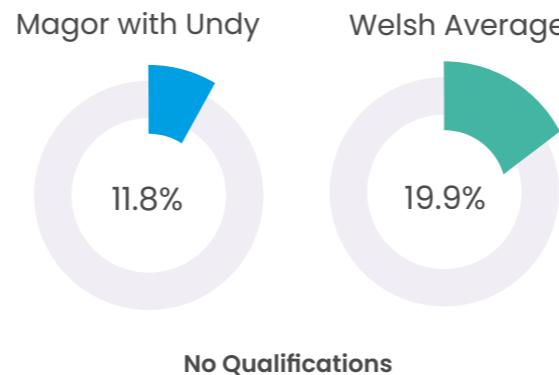
Economic Activity

Magor with Undy has higher levels of economic activity at 62.9% compared to the Welsh average of 53.5%, which illustrates the town's benefits in relation to travel to work. The number of people that are economically inactive is 9% points below the Welsh average, with the number of unemployed people almost half the average of 3.1%. 16.1% of residents have never worked, this stands at 16.1% compared to all Wales average of 23.1%. These figures show a community that is economically active and mobile but who tend to work outside of the Severnside area, in places like Newport, Cardiff, Bristol and further afield.



Qualifications and Skills

Residents are well qualified, some 10% points above the Welsh average. 11.8% of the community have no qualifications compared to Welsh average of 19.9%.



Employment

The main types of occupation are managerial (14.3%) and professional (26%), (3.8% and 7.8% points above the Welsh average). The number of people who work in process, plant and machinery jobs is 1.9% lower than the Welsh average and 3.8% lower for elementary jobs.

Key Facts and Figures

Housing

Most homes comprise of 2 (38.7%), 3 (17%) or 4 or more (19.5%) people with 72.1% of the local population being single family households which is higher than the Welsh average of 63.1%. Most residents own their home outright or own it with a mortgage or loan, which reflects the age of distribution and number of families living in the community. Social rented homes is well below the Welsh average of 16.5% at 7.2%.

The private rented market is not well represented.

Residents tend to live in a house or bungalow (95.3%), with only 4.1% living in a flat maisonette, well below the Welsh average of 12.5%. The number of people who have a home with 4 or more bedrooms is 43.5%, more than double the Welsh average of 20.6%. Interestingly, 0.6% of the local population live in a caravan or other mobile home which is likely a reflection of the local Beeches Caravan Park.



2 persons
38.7%



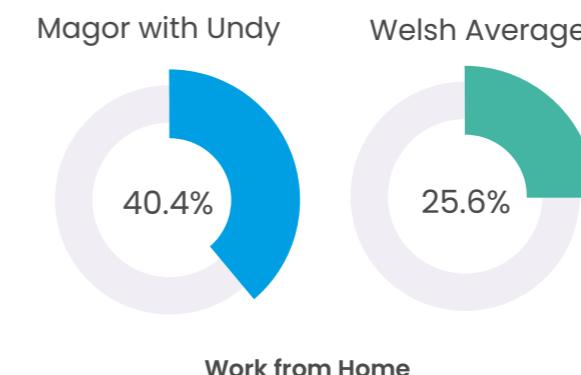
3 persons
17%



4 or more
persons
19.5%

Crime

The number of crimes reported in Magor with Undy is relatively low. The main types of crime reported between October 2022 and October 2023 are i) violent ii) theft iii) vehicle related and iv) public order.



Travel to Work

Residents tend to commute between 10 and 30kms, with Newport, Cardiff, Bristol and the Gwent Valleys within easy reach. 6% of residents travel over 30 miles, which reflects the town's good connectivity. 40.4% of residents work mainly from home, compared to the Welsh average of 25.6%. There is an opportunity to tap into this section of the community when looking at basic services and facilities that support home working such as meeting rooms and digital and print services.

Village Centre Analysis

Since 1993 Monmouthshire County Council and the former Monmouth Borough Council have conducted annual town centre studies, which now provide a valuable time series of data. The consumer shopping habits survey is the key document to understand the shopping habits of the town's residents and how these will affect on the vitality and viability of the village centre.

Magor with Undy sits within the western Severnside "zone 6" (Caldicot 2) which includes, Rogiet, Magor with Undy, and a population of 9,305 across the NP26 postcode area. The survey identified the following shopping behaviours at a local level:

Main store or occasional store for main food shopping

- Asda, Woodstock Way, Caldicot (43%)
- Aldi, Newport Road, Caldicot (32%)

Stores visited for top-up food shopping

- **Asda, Woodstock Way**, Caldicot (15%)
- Aldi, Newport Road, Caldicot (14%)
- Co-operative, The Cross, Newport Road, Magor (13%)

Non-food shopping: clothes, footwear and other fashion items

- Bristol Cribbs Causeway (32%)
- Newport Retail Park (Spytty) (21%)
- Bristol City Centre (20%)



Chemist goods, toiletries and cosmetics

- **Chepstow Town Centre** (28%)
- Bristol Cribbs Causeway (24%)
- Caldicot Town Centre (20%)



Furniture, carpets and soft furnishings

- Newport Retail Park (Spytty) (13%)

Computers, TVs, washing machines, cookers etc

- Newport Retail Park (Spytty) (17%)

Household goods, glass, china and tableware

- Bristol Cribbs Causeway (29%)
- Chepstow Town Centre (12%)

DIY, hardware and gardening goods

- Caldicot Town Centre (21%)
- Chepstow Town Centre (18%)



Banking, other financial and legal services

- Chepstow Town Centre (19%)

Leisure and Arts Activities

- **Caldicot Leisure Centre** (67%)

Top 2 most frequently visited cinemas

- Cineworld, Newport Retail Park (19%)
- Vue Cinema, Cwmbran (16%)

The Village Centre

While Magor with Undy has recently been defined as a town due to the growth in its population, the local focal point for shopping, eating out and socialising is known as the village centre.

The village centre is off the B4245, with two access points from Newport Road to the north west and north east. The initial approach brings you to the roundabout where the Co-operative food store and Wheatsheaf Inn are located. From here the one-way street leads you into Magor Square, which is the main commercial centre with shops, eating places and other businesses gathered around the central space. On the edges are some additional businesses such as a barbers, motor repairs garage and takeaways, with public car parks close by off Sycamore Terrace, The Square and Withy Close. Other community facilities are found within or close to the town centre. Along the B4245 is a car sales company and a coffee shop.

You can find more information on the diversity of uses, vacancies, property market sentiment, parking and events and festivals on the following pages.



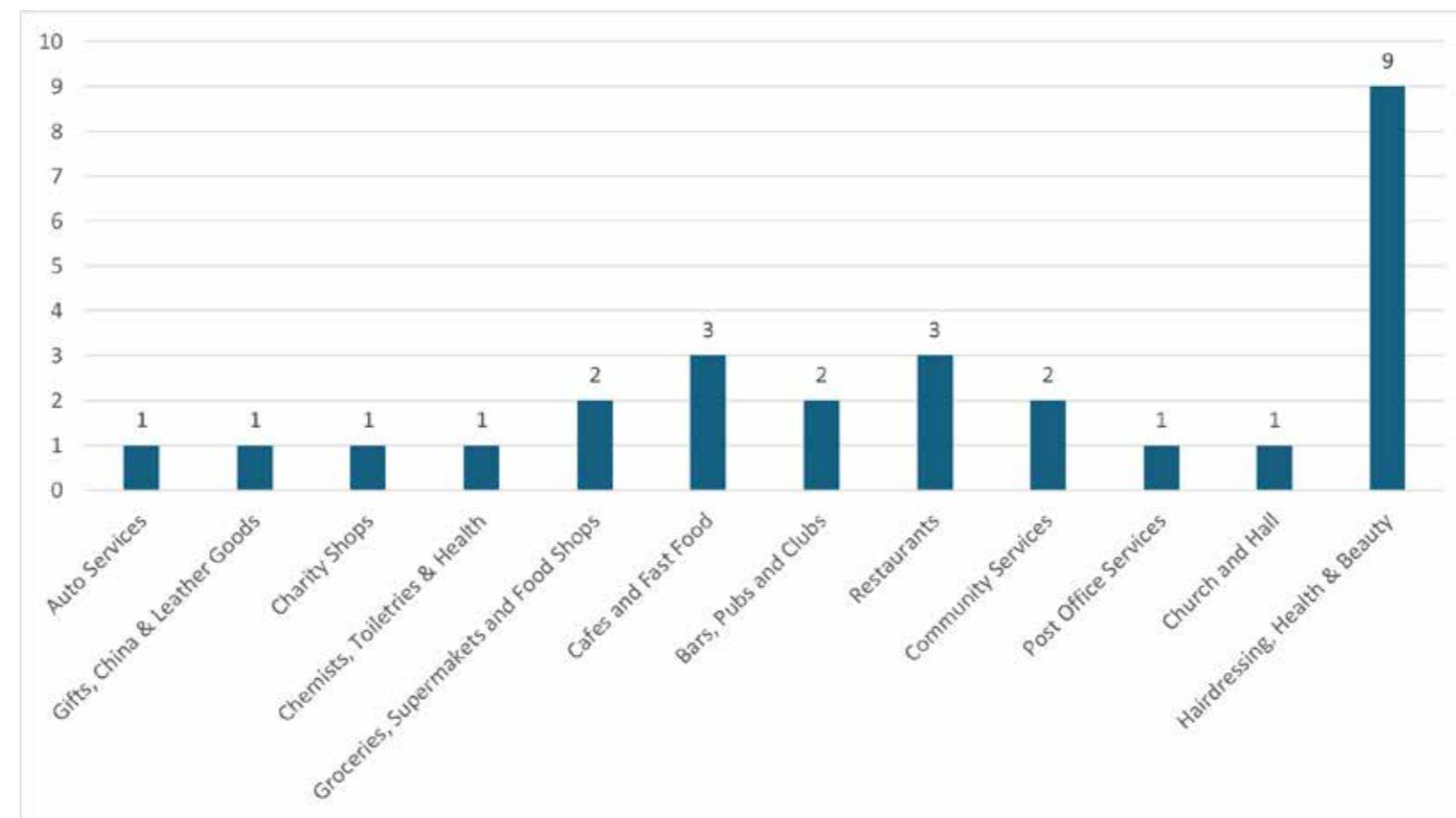
The Village Centre

Diversity of Uses

Businesses from the service sector (such as hair and beauty) and leisure sector (such as food and drink) are dominant on Newport Road, Brassnocker Street and The Square, followed by comparison (non-food retail) and some other uses including the Church Hall, Scout and Guide hut and town council offices as well as the local GP surgery. In line with national trends, comparison uses have reduced, which reflects the shopping habits highlighted in the household survey with residents shopping at Newport Retail Park or in Bristol at Cribbs Causeway or in the city centre. The service and leisure uses match UK trends with the town centre seen as a place for health, hair and beauty services and to meet friends and family for a coffee, meal or to socialise in the local public houses.

A more detailed breakdown of the uses shows that there are nine independent health and beauty businesses, two cafés and takeaways. Restaurants that include Indian and Italian food, and two pubs, The Wheatsheaf and The Golden Lion. Other notable businesses include Village Treats, The Village Gate Deli, and Scent and Senses. Importantly, the town centre has a post office, pharmacy, dentist and GP surgery.

Figure 19
2024 Diversity of Uses - Detailed Breakdown



Source: Chris Jones Regeneration

The Village Centre

Retailer Representation

A breakdown of independent and multiple businesses (multiple outlets or branches in several locations, not necessarily nationwide) shows Magor with Undy is well above the Welsh average with multiples represented by the Co-operative Foodstore, St David's Hospice, Magor Pharmacy (Avicenna Pharmacy) and the Post Office.

Type	Units	%	Wales	Average
Multiple	4	14%	33%	
Independent	24	86%	77%	
Total	28	100%	100%	

Vacancies

At the time of the town centre survey, one property was vacant at 4 The Square, which was previously an optician.

Pedestrian Flows

No pedestrian flow data is available from the county council. Observations within the town centre show that The Square car park generates pedestrian footfall to and from and into The Square, with edge of centre car parks creating linked activities between key places such as the doctors, dentist, pharmacy, post office and Church Hall. Pedestrians are also seen to walk into the town centre from neighbourhoods along Newport Road and into The Square.

Town Centre Property Ownership

All the property in the town centre is privately owned with no publicly owned assets except for car parks, nearby recreational space and some housing on the edge of the town centre, The Lawns and Chester Close, which is owned by Monmouthshire Housing Association.

Parking

The following car parks are owned and managed by Monmouthshire County Council and are free to use.

Car Park Name	Parking Spaces	Disabled Spaces	EV Charging Points
Magor Square	31	3	0
Sycamore Terrace	24	4	2
Withy Close	24	2	2
Total	79	9	2

Place Analysis

Place Analysis

The place analysis examined Magor with Undy's character, built context, transport and movement patterns, local amenities and facilities, green infrastructure, 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.

Transport and Movement

Magor with Undy is situated between two key transport corridors, the M4 to the north and South Wales Main Line to the south, which offer access to national transport corridors from Swansea through to London. The M4 is easily accessible from the town via Junction 23A, approximately a mile to the north west. This places destinations such as Cardiff and Bristol within easy reach. A new walkway train station is now confirmed at Magor with Undy. This will be located centrally within the town for easy access and will offer direct links to Cardiff, Bristol and London.

The B4245 is the main route running through the heart of the town. This connects west to the M4 and Newport and east to Caldicot. The road is the only viable access into the town by car or bus. Bus provision in the town is focused along the B4245, providing regular links between Newport and Chepstow. A more local but less frequent service connects Magor to Caldicot and Sudbrook.

Active Travel

The urban form of Magor with Undy tends to be arranged around a series of cul de sacs. This can increase walking and cycling distances between destinations, however a series of pedestrian links through the cul de sacs throughout the town make it a relatively walkable town. Most housing is within a 10 minute walk of key destinations like the village centre, Community Hub and proposed train station.

The B4245 is a key pedestrian and cycle route through the town as all routes tend to converge onto it. However, the character of the road is car dominated and offers little for pedestrians and cyclists. A series of public rights of way (PROWs) cross the town and pass through greenspaces, further linking key destinations to the surrounding residential areas. These links will be enhanced through a series of proposed improvements to active travel routes. This will encourage more people to walk and cycle when travelling in the town. National Cycle Route 4 is situated to the east of the town, a key cycle link between Fishguard and London and there are more local links between Caldicot, Newport and Chepstow.

Local Facilities

Magor with Undy supports a good range of facilities that help meet the day to day needs of local residents. These facilities tend to be situated fairly centrally and close to the B4245 so are easily accessible for residents and visitors.

The proposed train station and the Magor with Undy Community Hub is situated in the centre of the village. The hub offers a number of community classes and events and is the social heart of the town. The town has two primary schools, within the town. Undy Primary close to the community hub and Magor CIW Primary School close to the town centre. Both schools are near to key facilities and easily accessible to the whole town. The closest secondary school is Caldicot Comprehensive. Undy is home to an athletic club, which is found at the eastern end of the village and has a club house and sports pitches.

Place Analysis

Green Infrastructure

A series of greenspaces in and around Magor with Undy. Mill Common is a large woodland belt that runs north to south through the centre of the town. Although it divides the town a series of footpaths and road links help connect the two areas. The woodland links into Undy Primary School and on towards the community hub and proposed train station. Mill Reen also runs north to south through the town. This drainage channel forms a green corridor from the northern edge of the town down past Magor CIW Primary School and on towards the community hub. Again, footpaths running along this corridor form important pedestrian links through the town.

Magor Marsh is a nature reserve located to the south of the town, on the other side of the railway line. A series of paths and boardwalks through the marsh make it a popular destination for walkers. A number of playing fields and play areas are also found throughout the town so most residents are close to some natural greenspace.

Village Centre Facilities

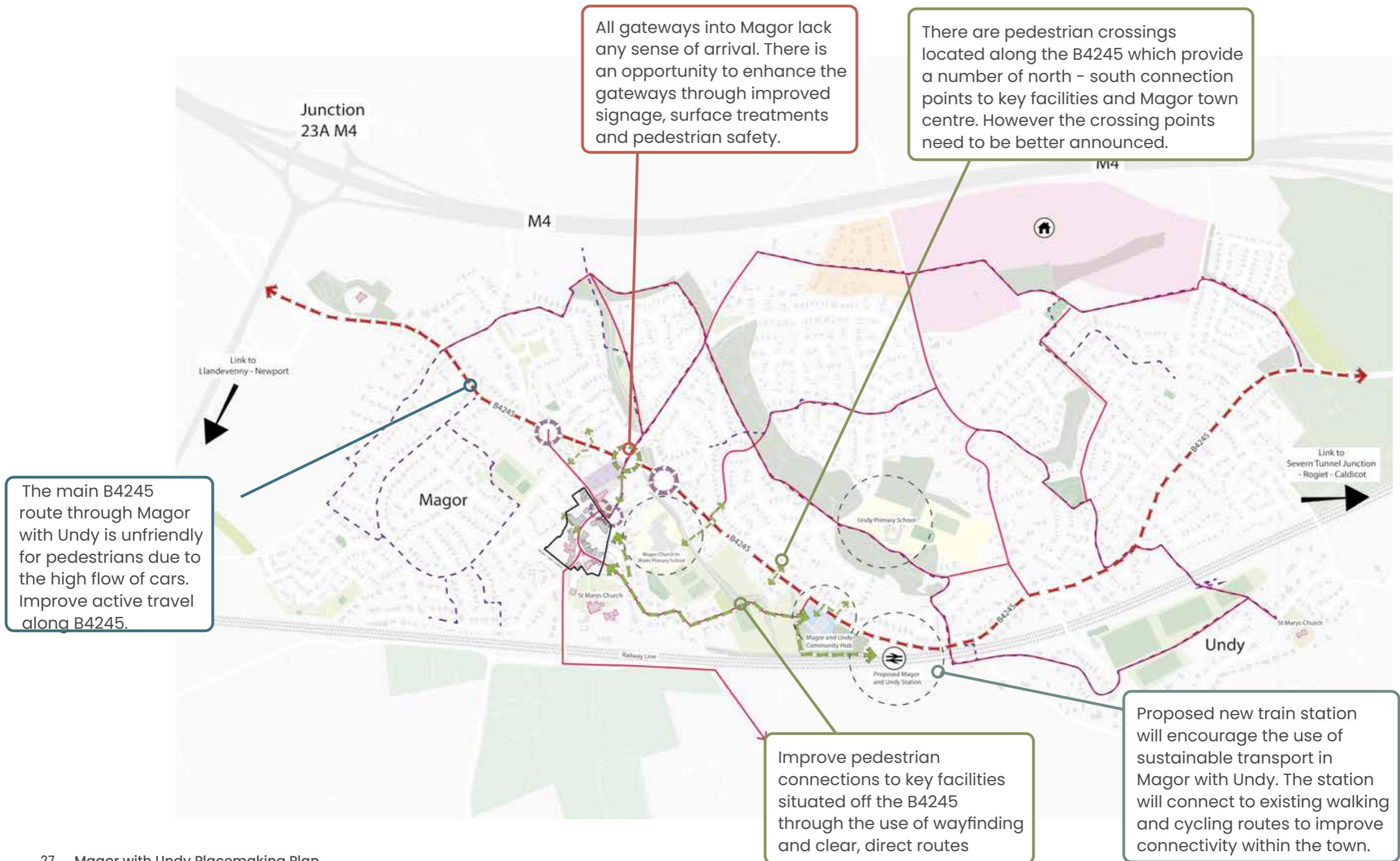
Magor town centre is focused around the historic and characterful Magor Square. It offers a range food and drink, and services such as an opticians and hairdressers. The Square is partially closed to vehicles, allowing for spill out space for units. Magor Baptist Church is a key community asset for the town centre. To the north of the square is a secondary space with the Co-op foodstore and the Wheatsheaf pub. This acts as a gateway into the square.

Along the B4245 is a garage that has planning permission to be demolished to make way for a retail store. This offers frontage onto the B4245 with parking behind and will act as a gateway building into the town centre. A pharmacy, dentist and doctor's surgery sit to the eastern end of the square and provide a health 'hub' for the town.

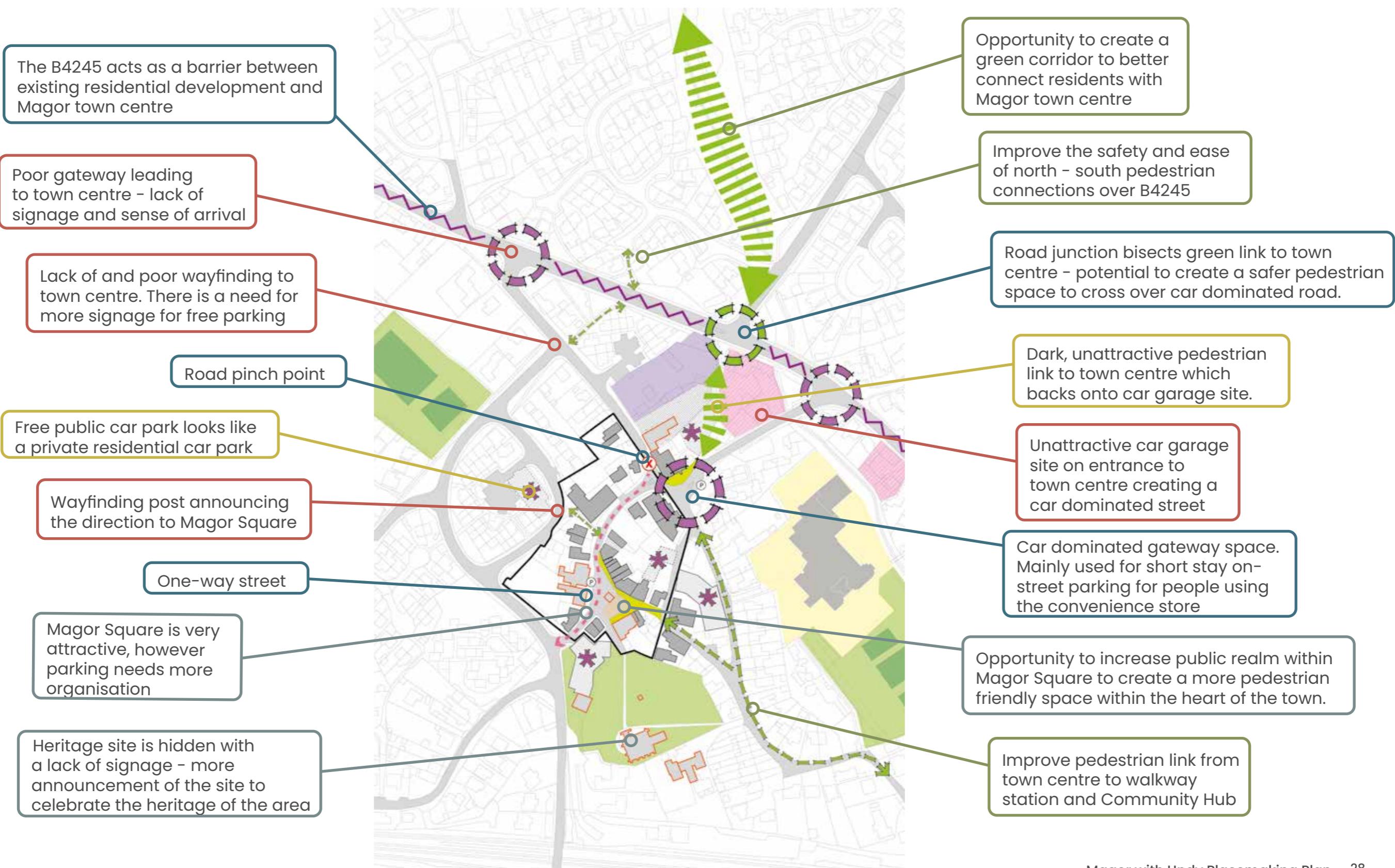
A full place analysis is available in the **Magor with Undy Baseline Report**, which you can get by emailing mccregeneration@monmouthshire.gov.uk.



Wider Issues and Opportunities



Town Centre Issues and Opportunities



SWOT Analysis: Location

Strengths

- Located just off junction 23A on the M4 with links to M5, A449 and M50 into Bristol and the southwest, the Midlands and to Newport, Cardiff and further into South Wales.
- Close to Severn Tunnel Junction which provides rail connections to Gloucester and the Midlands, Bristol (and onwards) and to other South Wales stations.
- Located within the Gwent Levels and close to Wentwood Forest, providing opportunities for recreation including long distance walks and trails and easy access to local routes alongside the Severn Estuary.
- The B4245 connects Magor with Undy with other towns giving easy access to education, employment, shopping, leisure and other community facilities.

Weaknesses

- M4 junction is at a major approach into and out of Wales, so does experience congestion at peak times.
- Magor with Undy's location is well-connected which gives residents choice reflected in the county council's shopping survey which shows movement for retail and leisure outside of the immediate area.

Opportunities

- Magor with Undy Walkway Station can open up access to nearby towns and cities within South Wales, Bristol and the Southwest, and further afield.
- Investment at Severn Tunnel Junction and Active Travel links can add to the location's benefits.

Threats

- Need to manage local infrastructure with housing growth and the locational draw of Magor with Undy and other Severnside settlements.

Key Messages

- **Location is a key attractor for established residents and those choosing to live in Magor with Undy; this has implications for existing community facilities and amenities and planning for future infrastructure.**

SWOT Analysis: People

Strengths

- A town with a population of 6,000 residents but with an additional 20,000 people within a 15-minute drive. In 2021, 2500 households were in the community.
- It's popular with people aged between 44 and 64, with a population in this age group 2% points above the Welsh average. It's a place to have a family.

Weaknesses

- Decline in population over the age of 75 may be due to the lack of available housing stock to downsize to, or limited care accommodation.
- Population drops off between the ages of 29 and 44 with younger couples locating.

Opportunities

- A place for families with opportunities to spend time in the community, Magor Square and out on the Gwent Levels and in the nearby hills.

Threats

- Magor with Undy is not seen as a place for younger people and couples due to the size of the houses, local infrastructure and employment.
- Loss of older generation does not lead to an age balanced community with inter-generational activities and cohesion.

Key Messages

- **Magor with Undy has an appeal due to its location and access to wider employment opportunities; town needs to meet needs of younger and growing families in relation to community infrastructure, eating out, local convenience shopping and access to sports, recreation and the countryside.**
- **Need to consider community cohesion and homes for older residents to maintain their role in the community.**
- **The relationship with other Severnside communities is important due to the B4245 running through them and how they perceive and use facilities and services in Magor with Undy.**

SWOT Analysis: Skills and Economy

Strengths

- High levels of economic activity compared to Welsh average with 62.9% of population economically active.
- Only 1.7% unemployed, compared to 3.1% Welsh average.
- Higher skills and more qualified population reflected in more managerial and professional occupations.
- Only 11.8% of the population have no qualifications compared to 19.9% Welsh average.

Weaknesses

- Occupations in the care and leisure sector are lower than the Welsh average, followed by sales and customer services, some 2% points below the average.
- 6% of residents travel over 30km to their place of work.

Opportunities

- 40.6% of residents work mainly from home compared to 25.6% Welsh average.

Threats

Key Messages

- **A commuter town – a place to live with access to cities and towns providing higher-status employment opportunities.**
- **There is an opportunity to tap into this section of the community when looking at basic services and facilities that support home working such as meeting rooms, digital and print services.**

SWOT Analysis: Community

Strengths

- The community is well below the Welsh average for households in all three dimensions of deprivation, with 57.4% not classified.
- Most households comprise of 2, 3, 4 or more people with 72.1% of the community being single family households, some 9% above the Welsh average.
- Socially rented housing is low.
- 40.4% own their home outright.
- Residents rate their health as very good to good, some 5.1% to 1.1% points above the Welsh average.
- Magor with Undy is in the least 50% of deprived communities in Wales.

Weaknesses

- Physical environment domain in Welsh Index of Multiple Deprivation is within the 10-20% most deprived.
- Mill 2 LSOA does shows levels of need in relation to access to services, community and physical development.

Opportunities

Threats

Key Messages

- **A family-focussed community that is generally healthy and not in deprivation.**
- **Some pockets of need centred around physical environment, access to services, community and physical development.**

SWOT Analysis: Shopping and Leisure

Strengths

- Asda in nearby Caldicot is most popular for main food shopping within Magor with Undy's hinterland, followed by Aldi in the same town.
- 13% of Magor with Undy's residents shop at the local Co-operative store on Newport Road.
- Caldicot and Chepstow town centres are the main destinations for DIY, hardware and gardening goods, as well as banking and other financial and legal services.
- Caldicot Leisure Centre is a main draw for Magor with Undy's residents.

Weaknesses

- Bristol Cribbs Causeway is the top destination for clothes and footwear and household goods.

Opportunities

- Proposed housing expansion can support local businesses and the village centre.

Threats

- Leakage of spending because residents have good mobility and work in nearby towns and cities.

Key Messages

- Convenience shopping is generally retained locally within Severnside.**
- Providing a leisure and culture experience for residents and visitors is of growing importance as people tend to go out of the town and immediate area.**
- Accessibility of nearby larger towns and cities means Magor with Undy loses out for most comparison shopping and major cultural experiences, although it doesn't have the physical footprint to accommodate this need or population.**

SWOT Analysis: Activity

Strengths

- A number of proactive groups and organisations that have brought about community investment in Magor with Undy such as Magor Frost Fayre, Community Hub (MUCH) and Magor with Undy Walkway Station, among others.
- The town council has a development plan and series of projects and activities to develop and deliver.
- Range of local groups for the community, environment, recreation, events and younger people.
- A number of sports, recreation and open spaces that are close to the town centre.

Weaknesses

Threats

Opportunities

- Volunteering capacity and succession within the community.

Key Messages

- **Real sense of community-led campaigns, initiatives and delivery local infrastructure as well as events, which provides a solid foundation to build on.**

SWOT Analysis: Movement

Strengths

- Good access to the M4 and the wider network it provides.
- A small and compact walkable place.
- No through traffic so town centre only has local car traffic. This makes for a relatively safe place to walk and cycle.
- Good supply of free parking within close proximity of the town centre.
- On a regular bus route to neighbouring town.
- Bus directly loops into residential areas to the north and town centre.
- Local network of walking and cycling links are generally safe.

Weaknesses

- B4245 creates physical barrier between town centre and residential area to the north.
- Poor gateways on the B4245 – place is ‘unknown’ to non locals.
- Town centre has no through traffic so reduced passing trade.
- While local pedestrian and cycle networks exist and are generally safe, there remain areas that are not connected.
- Pedestrian and cycle links to Newport and Caldicot are poor and unpleasant due to the impact of traffic along B4245.
- Limited destination infrastructure for cyclists, such as convenient and secure cycle parking within the town centre.

Opportunities

- Reduce severe impact of B4245.
- Improve town centre gateways along the B4245.
- Create new and upgrade existing pedestrian and cycle links locally.
- Provide improved wider active travel links to Caldicot and Newport.
- Proposed walking station: active travel link to Community Hub and town centre.
- Improve cycle destination infrastructure.

Threats

- Proposed housing expansion: pressure on existing transport network.

SWOT Analysis: Public Realm

Strengths

- The square creates a real local and community focus at the heart of the town centre.
- Local businesses and services spilling out into the square give a vibrancy to the place.
- Historic built fabric provides a great setting and sense of place.
- Abbey and links to Gwent levels.
- The place feels welcoming and has a feeling of community and belonging.

Weaknesses

- Indiscriminate parking within the square negatively impacts on the role and function of the place.
- Quality of street furniture, such as planters, needs addressing.
- Gateways, routes and wayfinding from the town approaches need improving.
- Area to front of Co-op feels traffic dominated and over engineered.
- There are several sites and areas which are of a poor visual quality and currently detract from the positive feel of the place: for example the garage site and former farm.
- Little green urban infrastructure including a lack of street trees.

Opportunities

- Rationalise the use of the square and the parking within it: create improved social and public space.
- Create positive gateways to the place through street treatment, landscape and wayfinding.
- Redress the balance between people and vehicles at the Co-op roundabout: creation of place.
- Introduce quality urban landscaping: green and blue infrastructure.
- Improve quality of local active travel links between local facilities and destinations.

Threats

SWOT Analysis: Mix of Uses

Strengths

- A local and independent service centre.
- Strong presence of hair and beauty (9) and food and drink (8) businesses with non-food goods not so well provided for.
- Other community services include a post office, pharmacy, dentist and GP surgery with the Church Hall a draw for local residents.
- It's a place to meet friends and family for a coffee, or a meal and socialise.

Weaknesses

- Not a strong comparison (non-food) offer.
- Physical footprint of town centre not big with no capacity to meet future demand.
- Draw of Cribbs Causeway and Newport Retail Park due to high levels of mobility and travel to work patterns.

Opportunities

- Build on the independent, local and accessible character of the town centre.

Threats

- Travel to work patterns and residents establishing linked activities out of the community and immediate area.
- Visibility from B4245 is poor for first-time visitors and engagement with businesses.

Key Messages

- **A local and independent offer that presents itself as a service centre through its mix of food and drink, hair and beauty and local convenience shopping complemented by a surgery, dentist, pharmacy and community venues nearby.**

SWOT Analysis: Property Vacancy

Strengths

- Vacancy rates are very low.
- Resident population within a 15-minute walk of the town centre.
- Parking provision is ample and generates good footfall.

Weaknesses

- Town centre has limited opportunities to provide additional commercial space.
- Visibility of businesses off B4245 – limits passing trade and first-time visitors.

Opportunities

- MOT Centre and garage site has been subject to planning application and would announce town centre better and meet local retail need if redeveloped.
- Location within Gwent Levels needs to be exploited more in relation to leisure, wildlife and activities.

Threats

- Travel-to-work patterns and residents establishing linked activities out of the community and immediate area.

Key Messages

- **The town centre has a strong local offering with a limited physical footprint, yet there are some opportunities to position it better to visitors and meet some untapped demand in convenience and small non-food retail.**

SWOT Analysis: Identity

Strengths

- Some known, signature events such as Magor Frost Fayre.
- Home to Magor Brewery – known nationally.
- Location on Gwent Levels.
- It still feels like a village within The Square area that includes historical ruins and its church.

Weaknesses

- Its growth has seen it change from a hamlet to a town in terms of its population.

Opportunities

- Maximise its location within the Gwent Levels for visitors as a hub or stopping point on walks and rides, in addition to engaging with wildlife and the local environment.

Threats

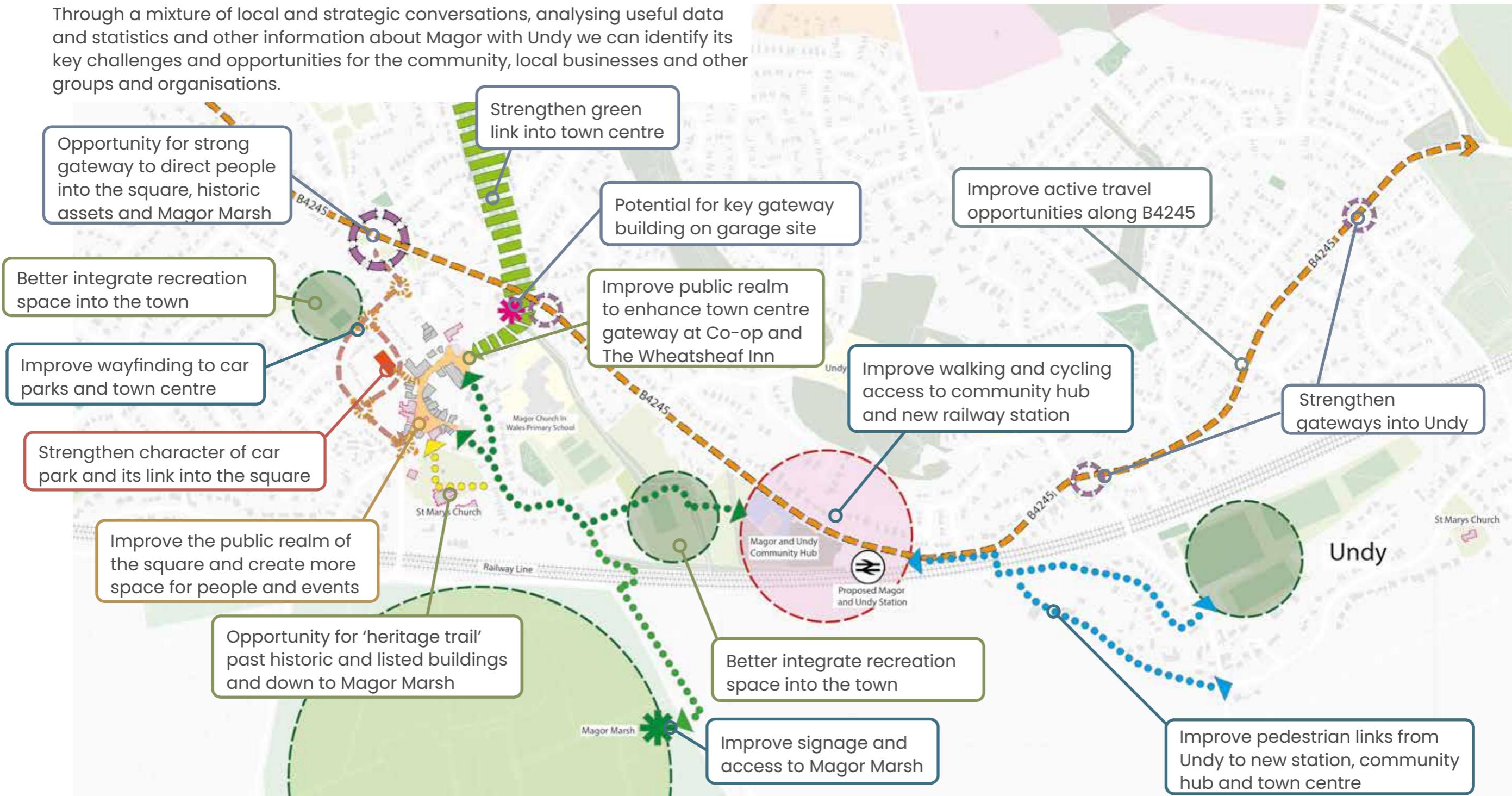
- Managing growth while maintaining character, scale and sense of community.

Key Messages

- **Its identity is founded on history, railway, the Levels and recent archaeological finds – need to forge identity today that holds onto past but embraces town and community today.**
- **Location within the Gwent Levels is a visitor economy opportunity that needs to be maximised.**

Magor with Undy Opportunities Framework

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



What Stakeholders Told Us

A stakeholder workshop was held in mid-October 2024, where local groups and organisations came together to discuss challenges and opportunities within the village centre and the wider town.



Location and Identity

The place feels connected in relation to the M4 and the wider road network, providing choice and being the main reason for people to live here. While the original village has grown and become a town in terms of its population, stakeholders feel that it has still retained its village character and sense of community. The village centre around The Square is hidden from the B4245 road corridor, which is discussed in more detail in this plan.

The identity of Magor with Undy is seen as very much around its community and village feel. While local stakeholders recognise that they are part of the Gwent Levels, this needs amplifying if the village centre is to benefit from visitors who have an interest in nature, wildlife, biodiversity and character of the Levels, as well as its heritage. There is also an opportunity to maximise the draw of people walking or cycling through the village.

Critical Challenges

Parking and Movement:

Car Parking. Supply of parking is seen as adequate except when there are major events such as the Frost Fayre. Finding car parks on entering the village centre from the B4245 is difficult for first-time visitors with the Withy Close car park hard to find and with a private residential feel. Likewise, the Magor Square car park is slightly offset and hidden with stakeholders talking about first-time visitors cautiously driving through the Square and not knowing that the car park is ahead on the left.

Cycle Parking. Cycle parking is not enough to meet demand, especially at weekends when recreational and touring cyclists gather in The Square.

Movement. The main challenge is knowing that there is a village centre off the B4245, especially coming from the west, with the first turning feeling residential and continuity signage to the car parks taking you through a housing estate.

Public Transport:

Buses. Stakeholders discussed the lack of an early morning bus service from the village centre and suggested the 74 service that links the Brewery having could be extended into the village are seen as poor. Bus stops on the B4245 and close to the village centre. Need to promote the buses that are available, or they will be lost if not used enough.

Trains. An active travel to link into Severn Tunnel Junction along the B4245 is identified as a key need for local residents and the new walkway station is seen as being key to local connections and attracting day visitors to the Gwent Levels.

Public Realm and Landscape: The approach to the Co-operative store and its roundabout could be better in terms of space and how it leads you into The Square. Walkways into the square not great for wheelchair users and pushchairs. The Square has the right character, but the landscape is lacking and needs to be improved.

What Stakeholders Told Us

Mix of Uses:

Role and function. Stakeholders recognise the local service centre feel for the village centre and that you need to shop elsewhere for other goods. Stakeholders would like to see any new businessss to complement existing ones and not draw away trade.

Choice. Local residents tend to look east rather than west to do their non-food shopping, with Cribbs Causeway near Bristol seen to be more accessible than Cardiff.

Convenience. The Co-op is seen as a key top-up store but also a main food shop for older members of the community so is seen as a vital service.

Family activity. How do we create the right offer that attracts families throughout the year?

Others. Lack of opticians in the area. Need for agile and remote working hub or internet café

Town Centre Facilities:

Health. Local stakeholders mentioned a reduced service from the local surgery with half-day closing and some minor referrals being directed to the Caldicot surgery. Lack of NHS places with local dentists is also identified as a key issue.

Toilets. Lack of public toilets in the village centre means visitors use toilets in businesses when they are open.

Arts and culture. A community venue or space could support pop-up cinema, theatre and other arts and cultural activities. Needs to be better collaboration between local organisations and community groups.

Heritage: More interpretation and interaction with local heritage that also engages with The Square. One stakeholder organisation discussed the need for a local heritage museum that talks about life on the Gwent Levels and the area's history from Roman to medieval times to the railway and the estuary.



People and Community.

Housing: Linked to Magor with Undy being a place for younger adults, the lack of mixed housing tenure and sizes is identified as a barrier to people being able to afford to live in the community.

Sports and Recreation: Provision is good for a range of sports and recreational activities, but there is a need to improve accessibility and link for people who want to walk rather than drive.

Engaging Young People: Provision for young people is a key area to focus on so they feel they belong and play an active role in community life, and the wider community value their contribution.



Your Vision for Magor with Undy's Future

Your Vision

This section sets out a vision for what Magor with Undy village centre could become: a place within the Gwent Levels that has a wonderful community spirit, is well connected and known for its local businesses, services and places to meet. Rather than being developed in isolation, this vision has emerged directly from 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 into the village centre; arrival in The Square; its Heritage and The Levels; and its community life.

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

The village centre of Magor with Undy, once discovered, is a place you want to keep returning to. It has a local offer and experience that is centred on **convenience, local services and meeting** for a coffee and something to eat. The challenge, however, for someone new to the area, is finding Magor Square and its neighbouring streets. We therefore need to make the village centre **more visible and connected** to the wider neighbourhood, so more people see it as the first choice for something “local”. Connecting into other local assets is key to stronger community relationships and sustainability.

The placemaking plan aims to achieve this through focusing on several strategic goals::

1

Gateways

Announcing the village centre from the two entrances on the B4245 is critical to help first time visitors find the heart of Magor Square. The community feel and location on the Gwent Levels are intrinsic to its **identity** and any associated gateway elements such as signage, landscape and how road junctions are treated should reflect this identity. For those coming by car, parking needs to be easy to find, especially coming in from the western side, before **stepping out into the village** centre. A new entrance into the community will also be from the future **walkway train station**, and passengers will be able to walk and cycle through a series of improved links and community spaces that lead into Magor Square.

2

Arrival in The Square

Magor Square and its neighbouring streets have a charm and character that needs to be recognised and brought to the fore. **Pedestrian links into the Square** from neighbourhoods, car parks and rural lanes need to be enhanced in a way that promotes a series of **people friendly spaces and places** and supports local businesses by creating a safe, pleasant and communal environment. The Square needs to be able to accommodate larger, annual events through to smaller pop-up activities. It also needs to be welcoming for walkers, cyclists and other visitors with cycle facilities, seating, water points and other facilities.

Your Delivery Goals

3

Heritage and The Levels

The location of Magor with Undy on the **Gwent Levels** is an untapped resource that the village centre needs to maximise in terms of the story of the Levels and a base to explore them from. The Magor boat, Procurator's House and the Priory, St Mary's Church and Magor Marsh are just a few of the places that need better **digital physical interpretation** so they're rooted in the village centre and easy for visitors to find. How Magor with Undy links into other nearby communities through active travel and **public transport** is important to create an integrated Gwent Levels experience.

4

Community Life

The role and function of Magor with Undy as a place to live needs to be supported by a **range of local services and facilities** which meet the needs of an age-balanced community. The village centre needs to retain and grow community assets that provide for places to meet, advice and outreach, health and well-being services whether be through public, private or community providers. **Recreation and sports facilities** need to connect to good pedestrian links and **strategic active travel networks** so they're accessible for residents.



Your Supporting Objectives

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

Goal 1: Gateways

Make it clearer where the village centre is from the B4245 and promote the town's location in the Gwent Levels.

Supporting Objectives:

- 1.1 To announce the village centre within the Gwent Levels from main gateways with better features, use of landscaping, signage and wayfinding that brings people into the heart of Magor Square. Integrate existing and planned public transport provision into local mobility.
- 1.2 Link Magor with Undy neighbourhoods with the village centre and align other community facilities so that it becomes a networked place.
- 1.3 Value the Magor with Undy community spirit and its setting within the Gwent Levels in a way that celebrates its environment, local biodiversity, heritage and known events and festivals that bring residents and visitors together.

Goal 2: Arrival in The Square

Build on the independent character of Magor Square so that it's people friendly and a welcoming space to all.

Supporting Objectives:

- 2.1 To create public space that is people friendly, encourages walking, cycling and spending time, and promotes green, climate-resilient streets and squares. Spaces need to support local business, community action and a sense of belonging.
- 2.2 Magor Square sits at the heart of the village centre and is the focal point for community events and activities. It should be designed to help facilitate this. The War Memorial is the focus of the square and should be celebrated as such.
- 2.3 Link Magor with Undy neighbourhoods with the village centre and align other community facilities so that it becomes a networked place.

Your Supporting Objectives

Goal 3: Heritage and The Levels

To tell the story of the Gwent Levels by developing interpretation, products and linkages to and from the Severn Estuary into the village centre.

Supporting Objectives:

- 3.1 To announce the village centre within the Gwent Levels from main gateways with better features, use of landscaping, signage and wayfinding that brings people into the heart of Magor Square. Integrate existing and planned public transport provision into local mobility.
- 3.2 Value the Magor with Undy community spirit and its setting within the Gwent Levels in a way that celebrates its environment, local biodiversity, heritage and known events and festivals that bring residents and visitors together.
- 3.3 Ensure the Magor with Undy Placemaking Plan is co-delivered with strong collaboration between community stakeholders, local businesses, and public authorities. Use the plan to guide decision-making and unlock funding opportunities to support the town's sustainable growth.

Goal 4: Community Life

Develop local services, facilities and spaces that support an age-balanced community.

Supporting Objectives:

- 4.1 Value the Magor with Undy community spirit and its setting within the Gwent Levels in a way that celebrates its environment, local biodiversity, heritage and known events and festivals that bring residents and visitors together.
- 4.2 Ensure the Magor with Undy neighbourhoods link with the village centre and align other community facilities so that it becomes a networked place.
- 4.3 Ensure the Magor with Undy Placemaking Plan is co-delivered with strong collaboration between community stakeholders, local businesses, and public authorities. Use the plan to guide decision-making and unlock funding opportunities to support the town's sustainable growth.



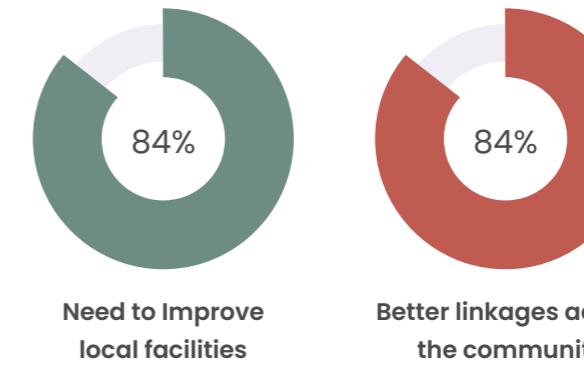
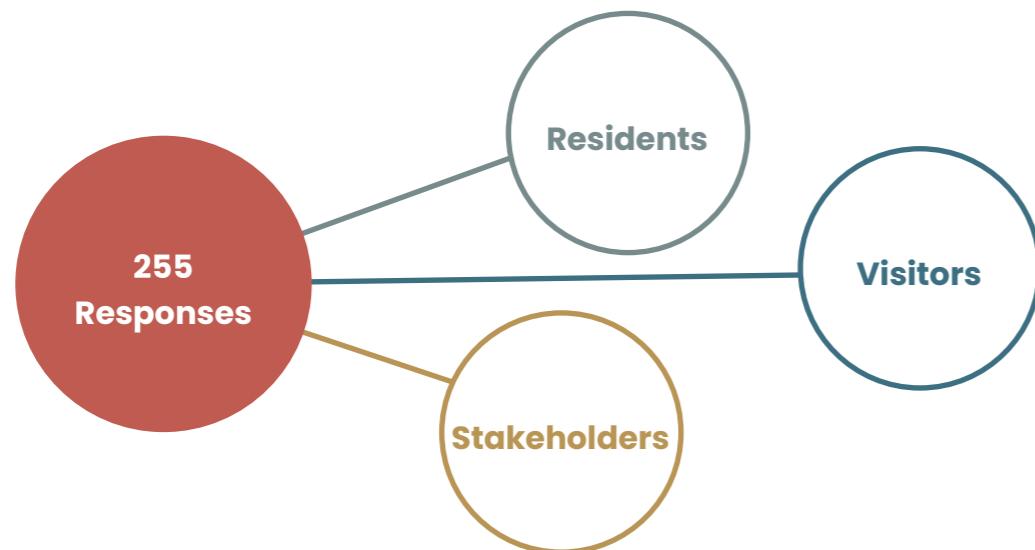
Your Plan for Magor with Undy

Your Plan for Magor with Undy

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 support the future viability of the village centre. It also recognises that some significant investments are to take place in Magor with Undy such as the walkway train station and active travel network developments. 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 February 2025 was crucial in validating our vision, identifying which projects had strongest community support, and refining how they should be implemented. This feedback from **255** residents, visitors, and stakeholders directly shaped the prioritisation and design of projects outlined in this section.

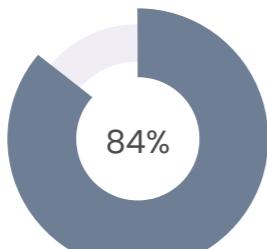


Strong Community Support

Local Facilities. **84%** of respondents see a need to improve local facilities, with the need for public toilets as the top priority and a number of options suggested including a partnership with a local business in addition to a community or publicly run facility. Other suggestions include bike mechanic stations, local amazon and Evri lockers and cycle stands. Facilities for young people are suggested, including a skate park near the Hub building. Respondents also raise concerns about the loss of services with worries over the doctor's surgery and its reduced opening hours.

Neighbourhood Connections and Active Travel. **84%** of respondents agree with better linkages across the community with more signage between neighbourhoods and Magor with Undy Community Hub (MUCH), Sycamore Fields and the village centre, including better lighting and use of wildflower planting. Some simple investments include a physical map and a welcome pack for new residents as well as a community clear up of footpaths. Better links to Whitewall on the main road were suggested, as connections to Undy are poor with footways ponding with water, and overgrown. **83%** agree with the need to improve active travel routes, specifically to address the poor pedestrian footways out to Rogiet and Severn Tunnel junction and to ensure active travel routes integrate with the future Magor with Undy walkway station.

Your Plan for Magor with Undy



Improve Withy Close
Car Park



Withy Close Car Park and Linkages. 84% of respondents agree that this car park is hidden and is perceived to be for the sole use of the neighbouring residential homes. Improvements include to remove containers, improve signage, provide town maps, way-markers and some simple landscaping directing you alongside the Baptist Church.

Community Life. The sense of community in Magor with Undy is strong, although respondents do agree with the need for better communication on community life and activities, whether digital or physical. Respondents value the current programme of events and activities such as the Frost Fayre and activities across the various halls and venues which the community needs to build on. Most respondents agree with the need to improve destination signage, trails and paths management between the Gwent Levels and the village centre and a better awareness of opportunities to walk, cycle and explore the Levels from the village centre.

Support with Refinement

Magor Square. While 68% of respondents are in favour of the proposals to enhance Magor Square, this approval is focussed on specific issues. Firstly, there is a need to undertake a wider village parking strategy to address off and on-street parking so that it supports pop-in parking and businesses in the Square. Some respondents discussed the detail of a shared space design, suggesting an emphasis on conservation-type material, trees and planting and the differentiation between the footway and carriageway. Finally, a number of respondents suggest a trial or phased approach that is low cost but tests the proposed allocation of space between vehicles, pedestrians and building frontages.

Western Gateway. Respondents agree with need to announce Magor village from this location on the B4245 (67%) to improve pedestrian safety and use signage and artwork to raise the profile of the Gwent Levels destination. Some people suggested a simpler phased approach that represents value for money, with some comments on the design detail for the carriageway and the signage and forms of artwork that could be used. There were also some “quick win” suggestions around community tree planting and wildflower planting.

Other Approaches. There is strong agreement on the need to reinforce the junction at the MOT Centre as a better way to access the Co-op edge of the village centre using simple carriageway treatment and signage. There is also to be a need to consider on-street parking within this area and some underused pieces of land and underused buildings. 66% of respondents see a need to improve the arrival point at the Co-op and Wheatsheaf Inn and addresses redundant buildings, on-street parking and a simpler junction at the Co-op, e.g. a T-junction, with a need to explore a one-way flow out past the fish and chip shop on Newport Road.

Your Plan for Magor with Undy

Clear Priorities Emerged

When respondents were asked to choose their top three priorities for the village centre, a strong group of priorities focussed on the i) Co-op approach and roundabout, ii) improving the public realm and experience at Magor Square and iii) implementing active travel routes and infrastructure across the town. A second group of priorities focussed on the need to improve the western gateway on the B4245 with Newport Road and to continue to build on the organisation of community and social events that draw people into the village centre.

This Shaped Our Final Approach

Making Connections. The local community value the proximity of neighbourhoods to the village centre and recognise the need to develop a network of paths and trails that are accessible, safe and pleasant to use. The recent announcement of UK funding for the Magor with Undy walkway train station brings the need for an integrated community network to the forefront and will benefit residents, the village centre economy and the Gwent Levels area.

Valuing Community. Community life in Magor with Undy is greatly valued with a need to safeguard basic and vital services that support local well-being. Concerns over a diminishing health service in the community have been raised, as well as growing the volunteering base to involve young people as well as older residents. Events and festivals are recognised as bringing people together with a need to grow more informal community activities in and around Magor Square as well as the signature May Fayre and Frost Fayre.

Staged Approach. There is majority support for a number of proposals that announce, direct and add to the village centre experience. Responses to the proposals note the need to take smaller, proportionate steps with low cost trials before any bigger capital investment takes place. Some of this is about community action such as planting and landscaping on the B4245 and developing the identity around the Gwent Levels. Understanding the wider parking needs across a diversity of users is also identified, along with how these findings can help support access and popping-in parking in and around Magor Square.

A Village Centre for All. Magor with Undy needs to be inclusive and accessible to all. It also needs to be a village 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 wider community in terms of uses, activities and how existing attractors can broaden their appeal and open up opportunities for young people.

The full findings of the public consultation phase are analysed in a separate **Magor with Undy Consultation Report**, which you can get by emailing mccregeneration@monmouthshire.gov.uk.

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 of what physical implementation could look like.

The Prioritisation Process

The placemaking plan has also applied a prioritisation process that has helped the local steering group to consider what the initial focus should be, accepting 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 they align with Magor with Undy's vision, goals, and objectives, while also considering feasibility, impact, and deliverability.

Before projects were assessed they were defined by their type, as shown below:

Project Type	Definition
Strategic and Enabling	Studies, partnerships, governance, or marketing strategies.
Operational and 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 and Enabling Projects

Goal	Project and Priority	Activity	Costs
The Village Centre	Village Car Parks	Undertake a parking review that leads to an action plan that supports the village centre and associated community assets and facilities. Findings to inform a number of physical regeneration projects.	£
Magor with Undy in the Gwent Levels	Public Toilets	Open up discussions on the provision of public toilets, either by the public sector or through a local business partnership or other partnering options.	££

High Priority

Medium Priority

Low Priority

£ <£100k

££ £100k to £1m

£££ >£1m

Operational and Programme Projects

Goal	Project and Priority	Activity	Costs
Valuing the Village Centre	Develop a Village Centre Website	<p>Town Council could develop their site promote and signposts local residents and visitors to:</p> <ul style="list-style-type: none"> • What's on and listings on community events, festivals • Local business listings • Community activities and venue • Spotlight on a local business • Sign up to newsletter • Links to The Gwent Levels 	£
	Local Resident Engagement	<p>Promote the village centre and neighbouring community venues, halls and activities when new residents buy a home in Magor with Undy, as well as established residents. Ideas include:</p> <ul style="list-style-type: none"> • New householder "welcome pack" with, for example, a map and listings • Handy village centre listing for the fridge door • Mailing list for village voice, regular bulletins • Evening socials. For example pub quizzes, village runs, walk and a pint, keep Magor with Undy Tidy litter picks 	£
	Village Vibe Activities	<p>Continue to grow events, festivals and activities, established and new:</p> <ul style="list-style-type: none"> • Signature community events such as Frost Fayre • Develop new activities such as a community cinema and theatre – outdoor/indoor – Noson Allan/Nights Out • Village cycle and running meet ups from Magor Square, linked to a coffee shop or pub 	£
 High Priority  Medium Priority  Low Priority		£ <£100k ££ £100k to £1m £££ >£1m	

Operational and Programme Projects

Goal	Project and Priority	Activity	Costs
Turning the Community into the Village Centre	Neighbourhood Routes From Residential Areas	Devise a trial temporary signage scheme that is low cost. Monitor use for a more permanent scheme.	£
Magor with Undy in the Gwent Levels	Gwent Levels Identity, Story And Marketing	Create a business and community engagement toolkit that embeds The Levels story within the village centre and provides messaging, imagery and ways to get involved. Local accreditation scheme including knowledge and training on The Levels.	£
	Village Centre And Information Hub	<p>Material and information could include:</p> <ul style="list-style-type: none"> • Local map – printed and digital – on a wall in business, or a table mat in cafes • Information on walks and talks including guided walks • Walkers and cyclists are welcome • Water refill point 	£

High Priority

Medium Priority

Low Priority

£ <£100k

££ £100k to £1m

£££ >£1m

Capital Infrastructure Projects

Goal	Project and Priority	Activity	Costs
The Village Centre	Walking and Cycling	Design and agree location for a cycle and walking facility that includes: stands, bike mechanic station, E-bike charging and water refill point	£
	Magor Square	Agree with local stakeholders and business community a trial and phased approach to improving the Square, that includes: <ul style="list-style-type: none"> • Use of movable planters and trees to demarcate extended public space. • Provision of communal seating. • Signage for popping-in parking bays. • Associated signage and Square information. 	£
	Magor Square	Use results from trial to inform the final design for physical enhancement works in the Square that include carriageway treatment, footways, landscaping, signage, seating and other furniture. Implement scheme.	££
	Building Improvement Grants	Building improvement grants need to support: <ul style="list-style-type: none"> • 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 and village centres. 	££

 High Priority
  Medium Priority
  Low Priority
  <£100k
  £100k to £1m
  >£1m

Capital Infrastructure Projects

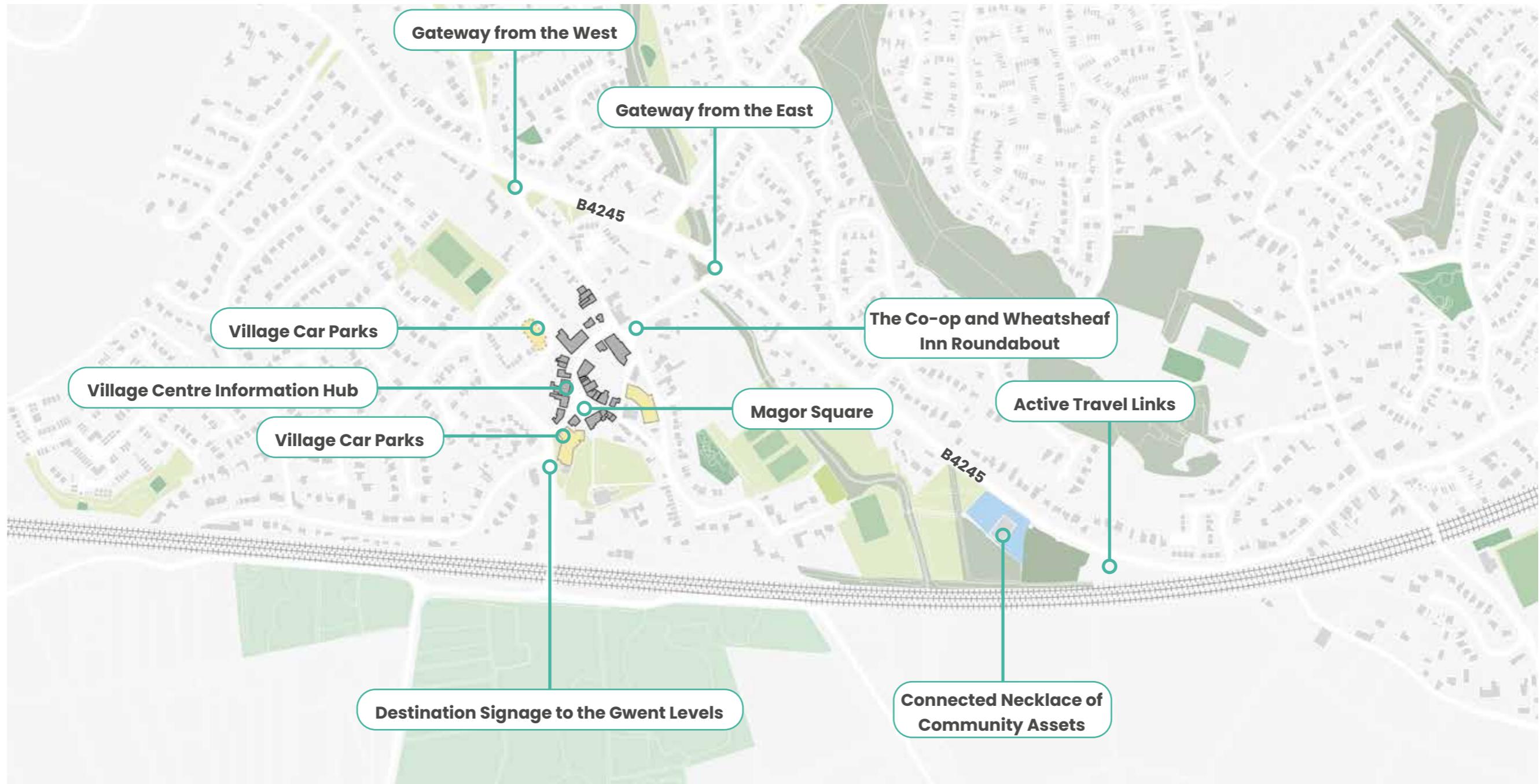
Goal	Project and Priority	Activity	Costs		
Village Centre	The Co-op/Wheatsheaf Inn	Design development and implementation of the highways and public realm works, including landscaping.	££		
	Village Car Parks	Enhance, sign, landscape and link car parks to village centre.	£		
	Village Car Parks	Design and implement landscaping scheme for car parks and linkages to village centre.	£		
	Village Car Parks	Need for signage on Redwick Road that directs visitors to Withy Road car park and onwards to Magor Square.	£		
	Village Car Parks	Signage to Sycamore Terrace car park.	£		
	Village Car Parks	Signage to Magor Square car park and a simple information point, Gwent Levels map and stopping point for walkers, cyclists and visitors exploring the Levels.	£		
Connecting Community Assets	Creating A Connected Necklace of Community Assets	Audit pedestrian routes from respective community buildings and spaces and agree strategic routes to village centre, design development for improvements (accessibility, path improvements, lighting, landscaping, signage) and agree locations and cost. Procure and implement.	££		
 High Priority	 Medium Priority	 Low Priority	 <£100k	 £100k to £1m	 >£1m

Capital Infrastructure Projects

Goal	Project and Priority	Activity	Costs
Turning The Community Into The Village Centre	Active Travel	Develop local walking and cycling routes that have been identified within the active integrated network maps such as Sycamore Terrace link to the Community Hub and the Penny-farthing Lane link from the larger residential areas.	£££
	Active Travel	To develop immediate local links to the future walkway train station.	££
.....			
Gateways	Gateway from the East	Improve junction of B4245 and Newport Road with enhanced boundary treatment, community planting and landscape improvements.	£
	Gateway from the West	Introduction of community planting and landscaping scheme at the western approach with enhanced signage to the village centre and the Square.	£
	Gateway from the East	Design, development and implementation of works to carriageway, footways and crossing points.	££
	Gateway from the West	Design, development and implementation of works to carriageway, footways and crossing points.	££
	Gateway from the West	Development and installation of a community-led artwork installation at the Western Gateway.	£
	High Priority	£ <£100k	££ £100k to £1m
	Medium Priority	£££ >£1m	
	Low Priority		

Proposed Place-Based Projects

These are some of the proposed physical place-based projects for Magor with Undy.



Gateways

Objective:

To announce the village centre within the Gwent Levels from main gateways with better features, use of landscaping, signage and way-finding that brings people into the heart of Magor Square. Integrate existing and planned public transport provision into local mobility.

Gateway from the West

- Announcement of the place through better use of existing landscape, a place-based approach to the junction, changes to carriageway widths and surface, raised table, promotion of pedestrian movement along desire lines and use of public art, signage and gateway announcement relative to the place.
- This needs to improve the experience of local pedestrians and cyclists and announce the place and Magor Square to passers-by and visitors.

Gateway from the East

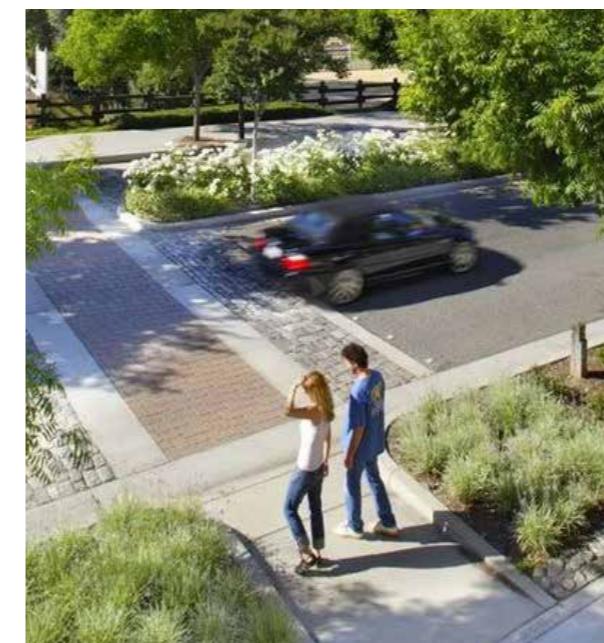
- More of a 'local' gateway for, say, users of the Co-op or surgery. Key pedestrian gateway for local residents, but visitor car traffic should be encouraged to use main western gateway to avoid bringing visitor traffic through the square.
- Proposal here should be about slowing through traffic to make for a more pleasant and safer pedestrian environment, helping to link the wider community across the B4245 to the village centre.



Western gateway to village centre



Eastern gateway into village centre



Raised table to improve pedestrian crossing with vibrant rain gardens



Defensible landscaping

B4245 Town Centre Gateway

Objective:

Creating a new gateway off the B4245 to better highlight and promote the route to the town centre. Improved public realm, public art and signage as well as slowing traffic down and improving crossing points for pedestrians will create a key gateway for the town.

- Focused on the B4245/Newport Road/St. Bride's Road junction which currently lacks any definition or character to say "Welcome to Magor".
- Raised table and narrowing of the road will help to slow traffic down and create a less car dominated environment.
- The raised table will create level crossing points for cyclists and pedestrians making a better connected and more accessible town.
- The lighted crossing will be maintained as the focus of the area.
- The existing characterless grassed areas will be transformed into bright and vibrant rain gardens.
- Bold and clear signage will welcome people to Magor and highlight the direction to the Square.
- Public art, that will reflect the local character and history of the two places such as the Magor Pill Boat, will be used to convey the 'story' of the town to visitors and residents.
- Existing landscaping will be retained and new native landscaping will enhance the ecology of the area and improve air quality.
- Some benches and large rocks will form meeting points or resting places for people walking to or from the Square.

Rain gardens

Pedestrian crossings improved

Welcome signage

Public art

Attractive landscaping

Rationalised road space

Places to stop and rest



Examples of bold welcoming signage



Public art reflects the 'story' of Magor with Undy



Vibrant rain gardens



Raised table to improve pedestrian crossing

B4245 Town Centre Gateway



- 1 Informal pedestrian crossing points that align with where people want to go
- 2 Raised table and narrow carriageway to slow vehicles down
- 3 Colourful and vibrant rain gardens
- 4 Defensible landscaping that helps disguise the blank rear wall boundaries and improves security
- 5 Public art features that help tell the story of Magor with Undy
- 6 Lighted crossing point retained
- 7 New trees and landscaping improve local biodiversity and air quality
- 8 Bold totem welcome sign that directs people to the Square
- 9 Existing trees retained
- 10 Benches or rocks as places to stop and rest

B4245 Town Centre Gateway



View towards new welcome totem sign (for illustrative purposes)



The Village Centre

Objective:

To create public space that is people friendly, encourages walking, cycling and spending time, and promotes green, climate-resilient streets and squares. Spaces need to support local businesses, community action and sense of belonging.

The Co-op and Wheatsheaf Inn Roundabout and Approach

- Creation of a 'place' with less vehicle dominance.
- More traditional junction rather than a roundabout making pedestrian movement easier and safer.
- A stepping stone to the main Magor Square and a better setting for the Wheatsheaf Public House.

Village Car Parks

- Enhance, sign, landscape and link car parks to village centre.
- Withy Close car park: address whole space in and around car park and linkage to cut-through alongside the Baptist Church.
- Need for signage on Redwick Road that directs visitors to this car park and onwards to Magor Square.
- Signage to Sycamore Terrace car park.
- Signage to Magor Square car park and a simple information point.



Improve parking arrangement within the square



Provide more space for pedestrians



Shared surface environment is adaptable for wide range of events



Spill-out spaces for cafes and shops

The Village Centre

Objective:

To create public space that is people friendly, encourages walking, cycling and spending time, and promotes green, climate resilient streets and squares. Spaces need to support local business, community action and sense of belonging.

Visitor Infrastructure

- Gwent Levels map and stopping point for walkers, cyclists and visitors exploring the Levels. Cycle and walking facilities to include:
 - Stands, bike mechanic station
 - E-bike charging
 - Water refill point
- Dog-friendly village with, for example water bowls and poo bags.

Magor Square

- Public realm and experience, building on the temporary covid measures.
- Part pedestrianisation with route for vehicles to pass through.
- Provision of short stay and disabled parking.
- Creation of space for meeting and dwell.
- Introduction of specimen tree planting for solar shade, landscape and ecology.
- Designs will need to ensure flexible space for events.



A dog-friendly town



Improve walking and cycling to the Gwent Levels



Places to sit and dwell



Flexible events space

The Village Centre

Objective:

To create public space that is people friendly, encourages walking, cycling and spending time, and promotes green, climate resilient streets and squares. Spaces need to support local business, community action and sense of belonging.

Building Improvement Grants

- Re-purposing Vacant Buildings: Target vacant or underused properties for re-purposing into vibrant small business spaces, creative hubs, or for community use or youth provision, aligning with the placemaking plan's objective to manage vacancies within the village centre.
- 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.



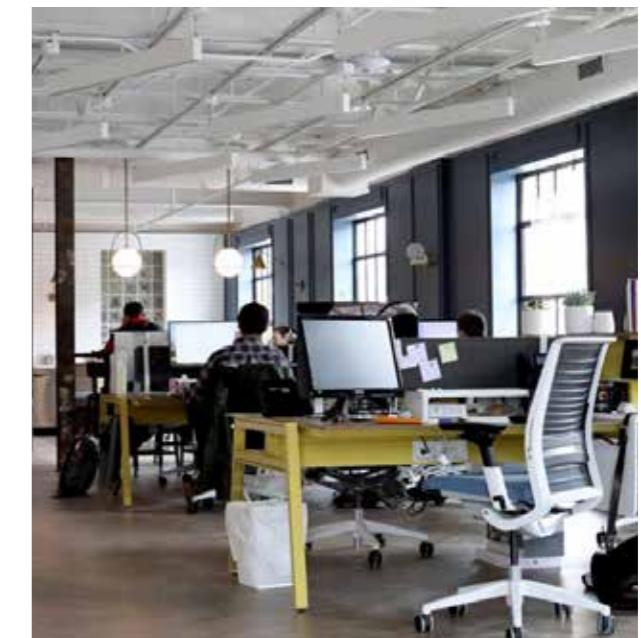
Re-purpose vacant buildings



Shop front improvements



Pop-up uses



Small business spaces

Magor Square

Objective:

Magor Square sits at the heart of the town and is the focal point for community events and activities and so should be designed to help facilitate this. The War Memorial is the focus point of the square and so should be celebrated as such.

- A current shared surface approach will be adopted within the square, with high quality materials that help define the carriageway.
- This shared surface approach will ensure the square can be used for a multitude of events and activities.
- The War Memorial will feature at the centre of the design, with the paving materials orientated off it.
- A series of spaces within the square where people can sit, relax and socialise.
- Large feature trees will help soften

- the square and stand vigil over the War Memorial.
- The current parking areas and access arrangements are maintained, as well as the 2 disabled parking bays.
- Space is maintained outside the businesses for spill-out space and seating.
- Benches and bollards will be removable to help facilitate markets and festivals.



Memorial is the focus of the space



Shared surface environment



Active spill-out spaces for shops



People and cars share the space

War memorial

Reflective and poignant

High quality materials

Shared space

Adaptable and flexible

Parking areas and access maintained

Place to spend time

Magor Square



Magor Square



View across the Square towards the post office



Aerial view of the war memorial at the heart of the Square



The Square to become a shared surface environment with materials used to define carriageway

Turning the Community into the Village Centre

Objective:

Link Magor with Undy neighbourhoods with the village centre and align other community facilities so that it becomes a networked place.

Neighbourhood Routes from Residential Areas

Develop a series of community-designed waymarked routes to promote accessibility and improve connections to community facilities and the village centre.

- Audit existing signage and areas for improvement.
- Work with county council on a community-led approach to signage that pilots low cost ideas.
- Develop designs, agree and make.
- Installation by the community.
- Promote the routes.

Active Travel

Strategic and local links that connect Magor with Undy with Caldicot, Rogiet and Severn Tunnel Junction.

- Developing local walking and cycling routes that have been identified within the active integrated network maps such as Sycamore Terrace link to the Community Hub and the Penny-farthing Lane link from the larger residential areas.
- To develop links into the future walkway train station.



Wayfinding to local facilities



Improve connections to Walkway Station



Improve link to the Community Hub



Better cycle and walking routes

Connecting Community Assets

Objective:

Value the Magor with Undy community spirit and its setting within the Gwent Levels that celebrates its environment, local biodiversity, heritage and known events and festivals that bring residents and visitors together.

Creating a Connected Necklace of Community Assets

To enhance linkages between several community assets that sit on the edge of the village centre, providing a “bridge” between Magor with Undy that ensures walking and cycling is accessible, safe and appealing to all. Linkages will benefit viability and sustainability of buildings and space.

To include:

- Magor-with-Undy Community Hub.
- Sycamore Fields, MUGA, allotments.
- Community orchard.
- Sports and recreation fields and spaces
- Primary schools.
- Other community venues and buildings.

Local Heritage

Develop a local heritage plan working with The Gwent Levels, identify where to add value and identify a multi-media approach that is village centred but reaches out onto The Levels. To include:

- Interpretation plan.
- Activity plan.
- Design development – multi-media.
- Digital – audio.
- Interpretation panels.
- Role of community art.
- Events and festivals.
- Role of village centre businesses.
- Design development and implement across a number of medias.



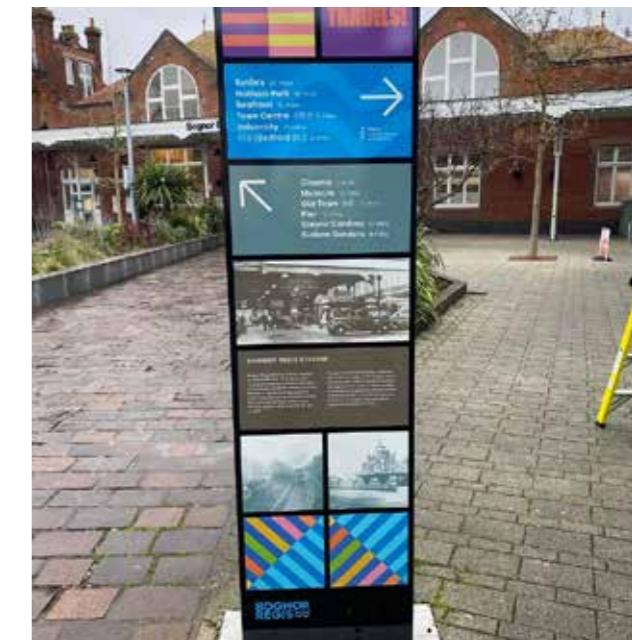
Enhance linkages between community assets



Improve visibility of local heritage assets...



...creative ways of interpreting and connecting...



...through physical and digital mediums

Magor with Undy in the Gwent Levels

Objective:

Value the Magor with Undy community spirit and its setting within the Gwent Levels that celebrates its environment, local biodiversity, heritage and known events and festivals that brings residents and visitors together.

Destination Signage into the Gwent Levels

Advanced and continuity signage for the Gwent Levels as a destination within Severnside that celebrates the sense of place and directs visitors to the village centre as a place from which to explore from and spend time in The Levels.

Working with The Gwent Levels Partnership, devise a signage strategy and plan that considers advanced, directional, village centre signage and wider interpretation and information on The Levels.

Gwent Levels Identity, Story and Marketing

To work with Gwent Levels partner organisations on how The Levels story can be part of the village centre and how local businesses and organisations can benefit from joint marketing, product development and visitor infrastructure that supports visits and engagement.

Create a business and community engagement toolkit that embeds The Levels story within the village centre provides messaging, imagery and ways to get involved. Local accreditation scheme including knowledge and training on The Levels.

Village Centre and Information Hub

To explore ways to facilitate Magor Square becoming an information hub for the Gwent Levels through local business partnerships, for example local cafes hosting a map of the area, walks and trails, wildlife spotting, “meet here for guided walk”, leaflets.

Material and information could include:

- Local map – printed and digital – on a wall in a business or a table mat in cafes.
- Information on walks and talks – guided walks.
- Walkers and cyclists are welcome.
- Water refill point.



Better link the Levels to wider foot and cycle routes into the town and wider area



Help tell the story of the Gwent Levels

Magor with Undy in the Gwent Levels

Objective:

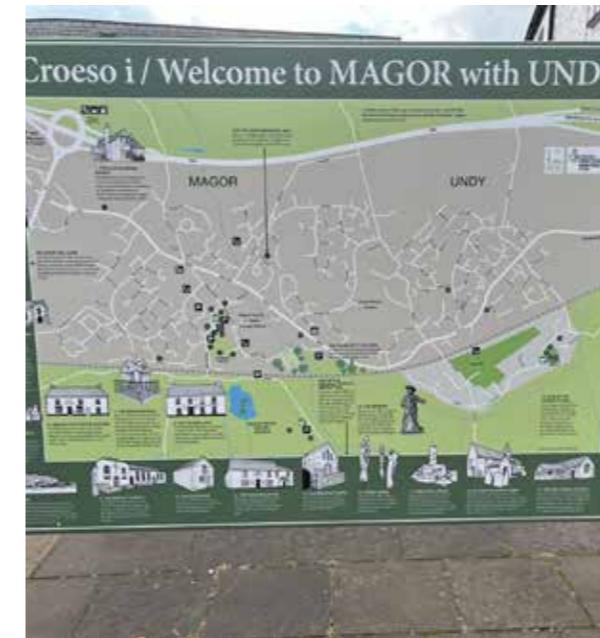
Value the Magor with Undy community spirit and its setting within the Gwent Levels that celebrates its environment, local biodiversity and heritage and known events and festivals that brings residents and visitors together.

Explore New Business Product Development

To trial ideas and initiatives that expand business activity for example Gwent Levels bike hire scheme that could be across Severnside with pick up and drop off. Development of e-bike charging station in Magor Square, close to cafes. Tap into Wales Coastal Path, National Cycle Route, Magor Marsh.

Public Toilets

Open up discussions on the provision of public toilets either by the public sector or through a local business partnership.



Improve mapping in the town to highlight links to the Levels



Connect to Magor Marsh



Opportunity for bike hire and e-bike charging



Better provision of public toilets

Valuing the Village Centre

Objective:

Ensure the Magor with Undy Placemaking Plan is co-delivered with strong collaboration between community stakeholders, local businesses, and public authorities. Use the plan to guide decision-making and unlock funding opportunities for the town's sustainable growth.

Develop a Village Centre Website

Town council could develop their site to promote and signpost local residents and visitors to:

- What's on and listings on events, festivals.
- Local business listings.
- Community activities and venue.
- Spotlight on a local business.
- Sign up to newsletter.

Local Resident Engagement

To promote the village centre and neighbouring community venues, halls and activities when new residents buy a home in Magor with Undy, as well as established residents.

Ideas to include:

- New householder "welcome pack" including for example a map, listings and a loyalty card.
- Handy village centre listing for the fridge door.
- Mailing list for village voice, regular bulletins.
- Evening socials. For example, pub quizzes, village runs, walk and a pint, keep Magor with Undy Tidy litter picks.

Village Vibe Activities

- Continue to grow events, festivals and activities – established and new.
- Signature community events such as the Frost Fayre.
- Develop new activities such as a community cinema or theatre – outdoor or indoor – Noson Allan/ Nights Out.
- Village cycle and running meet ups from Magor Square, linked to a coffee shop or pub.



Better promotion of events to local people



Promote village and neighbourhood venues



Visualising Success for Our Town Centre

What Success Looks Like

When enabling and delivering change in a place like Magor with Undy, it's vital to understand what success looks like. You need to be clear about the outcomes you are working towards and the process you need to follow to get there.

Why this is 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

The difference between outputs and outcomes?

- **Outputs** are the direct results of your activities such as the number of new benches installed, metres of footpath improved
- **Outcomes** are the longer-term changes these activities create increased footfall, improved community wellbeing, more vibrant village centre

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



What Success Looks Like

Successful Gateways

What we want to achieve

Make it clearer where the village centre is from the B4245 and promote the town being located within The Gwent Levels.

Outputs

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

Outcomes

- **Greater sense of town identity and belonging**
- **Increased mobility from neighbourhoods into village centre**
- **Greater visitor and user experience in terms of environmental quality**

Successful Arrival in the Square

What we want to achieve

Build on the independent character of Magor Square that is people friendly and a welcoming space to all.

Outputs

- **Total area of public realm, greening and roadway enhanced**
- **Number of sustainable drainage schemes**
- **Number of village centre events, festivals, markets and activities**
- **Number of users and visitors across the whole village centre**
- **Diversity of village centre uses and activities**
- **Number of buildings improved**
- **Spend, activity, dwell and satisfaction**

Outcomes

- **Greater sense of town identity and belonging**
- **Increased mobility from neighbourhoods into village centre**
- **Greater visitor and user experience in terms of environmental quality**

What Success Looks Like

Successful Heritage and The Levels

What we want to achieve

To tell the story of the Gwent Levels by developing interpretation, products and linkages to and from the Severn Estuary into the village centre.

Outputs

- Number of integrated heritage and countryside experiences, associated trails, events and products
- Number of local businesses benefitting from visitor activity
- Spend, activity, dwell and satisfaction
- Number of users and visitors across the whole village centre

Outcomes

- Greater awareness of the town's heritage
- Greater sense of town identity and belonging
- The town and rural economy are diverse, resilient and prosperous
- Community and visitor well-being is improved by greater engagement with nature and the local countryside

Successful Community Life

What we want to achieve

Develop and promote local services, facilities and spaces that supports an age-balanced community.

Outputs

- Number of basic and community services that are supported
- Number of community groups and organisations supported
- Number of village centre events, festivals, markets and activities
- Number of joint projects, initiatives and plans developed and delivered

Outcomes

- Greater collaboration and co-operation across community groups and organisations
- Sustainable working and networks that have community life and wellbeing as a central focus
- Increased sense of welcome and community cohesion



Delivery Approach

Ways of Working

The Well-being of Future Generations Act and Magor with Undy

The Well-being of Future Generations Act is the key piece of Welsh legislation that guides how we plan for Magor with Undy's future. It requires us to think about sustainable development – how we'll meet 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 Magor with Undy. Our placemaking plan must contribute to achieving these goals while addressing the town's specific needs and opportunities.



The Five Ways of Working

The Act also sets out five ways of working that we must consider to show that we're acting in accordance with the principle of sustainable development:

- **Long-term thinking** Balancing what Magor with Undy 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 Magor with Undy, this means connecting our historic heritage with modern sustainability goals, linking the town centre with surrounding neighbourhoods, and ensuring new developments complement existing assets while 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 Magor with Undy'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 Magor with Undy as they build their careers and families.
- **Collaboration** Working in partnership across sectors. Magor with Undy'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 Magor with Undy's resilience and appeal.

During the plan-making process we set out to meet these five key principles and will maintain this approach when projects are being developed and delivered.

Ways of Working

Development and Delivery

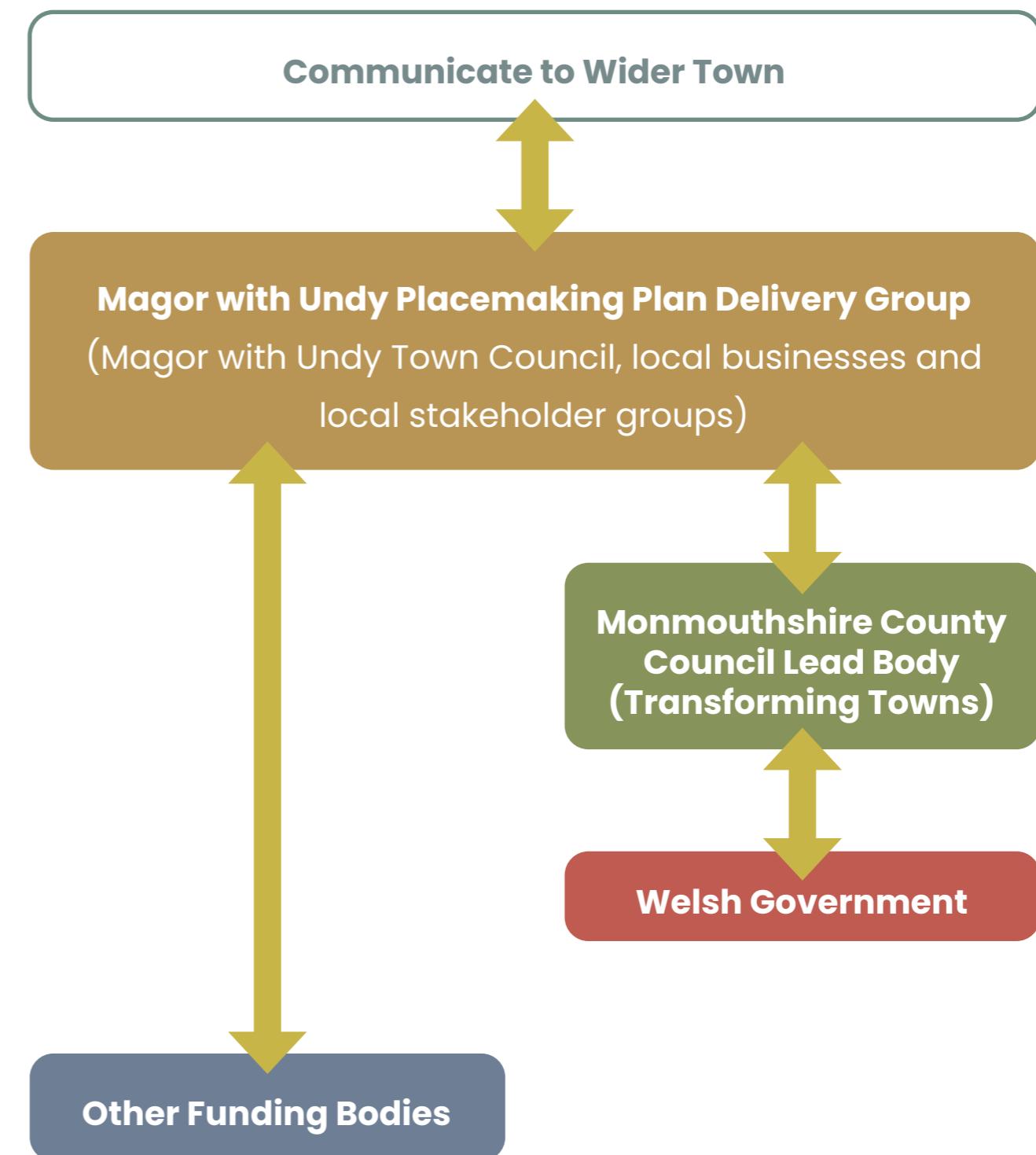
Delivery of this placemaking plan is dependent on a partnership approach where strategic and local organisations bring their individual objectives into a collective set of proposals that mutually benefit each other and, importantly benefit Magor with Undy town centre and its immediate neighbourhoods. The opportunities described in this plan each need a different mix of partners and time if they are to be achieved.

The Placemaking Plan Delivery Group, chaired by Magor with Undy Town Council, needs to build on the foundations of the Plan-making Steering Group, with a review of its membership and a consideration of the skillset needed to develop and deliver each project. 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 include:

- 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 Magor with Undy town centre, while respecting individual organisations identities.

The delivery group also needs to consider how it will communicate with stakeholder organisations and the local community, maintaining this communication so people know when and where progress is being made.





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