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Neuadd y Sir
Y Rhadyr
Brynbuga
NP15 1GA

22 Mehefin 2022

Hysbysiad o gyfarfod:

Pwyllgor Craffu Lle

Dydd Iau, 30ain Mehefin, 2022 at 10.00 am
Neuadd Y Sir, Y Rhadyr, Brynbuga, NP15 1GA

AGENDA

Item No	Item	Pages
1.	**Ethol Cadeirydd.**	
2.	**Penodi Is-gadeirydd.**	
3.	**Ymddiheuriadau dros Absenoldeb.**	
4.	**Datganiadau o Fuddiant**	
5.	**Fforwm Agored i'r Cyhoedd.**	
6.	**Trafodaeth ar Flaenraglen Waith y Pwyllgor.**	1 - 14
7.	**Craffu cyn gwneud penderfyniad ar Gynllun Dyfodol Pentrefi Dyffryn Gwy.**	15 - 282
8.	**Craffu cyn gwneud penderfyniad ar y Cynllun Cyllido a Chyflawni ar gyfer Adfywio 2022-2025 (cyn mynd gerbron y Cabinet ar 27ain Gorffennaf 2022) (adroddiad i ddilyn).**	
9.	**Deisebau a Dderbyniwyd - i argymell camau gweithredu i'r Cabinet.**	283 - 304
10.	**I gadarnhau'r cofnodion canlynol:**	
10.1.	**Pwyllgor Dethol yr Economi a Datblygu - 3ydd Chwefror 2022.**	305 - 310
10.2.	**Pwyllgor Dethol Cymunedau Cryf - 10fed Mawrth 2022.**	311 - 316

11.	**Cyfarfod Nesaf: Dydd Iau 15ain Medi 2022 am 10.00am.**	

Paul Matthews

Prif Weithredwr

MONMOUTHSHIRE COUNTY COUNCIL
CYNGOR SIR FYNWY

THE CONSTITUTION OF THE COMMITTEE IS AS FOLLOWS:

County Councillor Louise Brown, Shirenewton;, Welsh Conservative Party
County Councillor Emma Bryn, Wyesham;, Independent Group
County Councillor Ben Callard, Llanfoist & Govilon;, Welsh Labour/Llafur Cymru
County Councillor Ian Chandler, Llantilio Crossenny;, Green Party
County Councillor Tomos Dafydd Davies, Llanfoist & Govilon;, Welsh Conservative Party
County Councillor Lisa Dymock, Portskewett;, Welsh Conservative Party
County Councillor Jane Lucas, Osbaston;, Welsh Conservative Party
County Councillor Su McConnel, Croesonen;, Welsh Labour/Llafur Cymru
County Councillor Maria Stevens, Severn;, Welsh Labour/Llafur Cymru
County Councillor Jackie Strong, Caldicot Cross;, Welsh Labour/Llafur Cymru

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Aims and Values of Monmouthshire County Council

Our purpose

Building Sustainable and Resilient Communities

Objectives we are working towards

- Giving people the best possible start in life
- A thriving and connected county
- Maximise the Potential of the natural and built environment
- Lifelong well-being
- A future focused council

Our Values

Openness. We are open and honest. People have the chance to get involved in decisions that affect them, tell us what matters and do things for themselves/their communities. If we cannot do something to help, we'll say so; if it will take a while to get the answer we'll explain why; if we can't answer immediately we'll try to connect you to the people who can help – building trust and engagement is a key foundation.

Fairness. We provide fair chances, to help people and communities thrive. If something does not seem fair, we will listen and help explain why. We will always try to treat everyone fairly and consistently. We cannot always make everyone happy, but will commit to listening and explaining why we did what we did.

Flexibility. We will continue to change and be flexible to enable delivery of the most effective and efficient services. This means a genuine commitment to working with everyone to embrace new ways of working.

Teamwork. We will work with you and our partners to support and inspire everyone to get involved so we can achieve great things together. We don't see ourselves as the 'fixers' or problem-solvers, but we will make the best of the ideas, assets and resources available to make sure we do the things that most positively impact our people and places.

Kindness: We will show kindness to all those we work with putting the importance of relationships and the connections we have with one another at the heart of all interactions.

Monmouthshire Scrutiny Question Guide

Role of the Pre-meeting

1. Why is the Committee scrutinising this? (background, key issues)
2. What is the Committee's role and what outcome do Members want to achieve?
3. Is there sufficient information to achieve this? If not, who could provide this?

- Agree the order of questioning and which Members will lead
- Agree questions for officers and questions for the Cabinet Member

Questions for the Meeting

Scrutinising Performance

1. How does performance compare with previous years? Is it better/worse? Why?

2. How does performance compare with other councils/other service providers? Is it better/worse? Why?

3. How does performance compare with set targets? Is it better/worse? Why?

4. How were performance targets set? Are they challenging enough/realistic?

5. How do service users/the public/partners view the performance of the service?

6. Have there been any recent audit and inspections? What were the findings?

7. How does the service contribute to the achievement of corporate objectives?

8. Is improvement/decline in performance linked to an increase/reduction in resource? What capacity is there to improve?

Scrutinising Policy

1. Who does the policy affect ~ directly and indirectly? Who will benefit most/least?

2. What is the view of service users/stakeholders? Do they believe it will achieve the desired outcome?

3. What is the view of the community as a whole - the 'taxpayer' perspective?

4. What methods were used to consult with stakeholders? Did the process enable all those with a stake to have their say?

5. What practice and options have been considered in developing/reviewing this policy? What evidence is there to inform what works? Does the policy relate to an area where there is a lack of published research or other evidence?

6. Does the policy relate to an area where there are known inequalities?

7. Does this policy align to our corporate objectives, as defined in our corporate plan? Does it adhere to our Welsh Language Standards?

8. Have all relevant sustainable development, equalities and safeguarding implications been taken into consideration? For example, what are the procedures that need to be in place to protect children?

9. How much will this cost to implement and what funding source has been identified?

10. How will performance of the policy be measured and the impact evaluated?

General Questions:

Empowering Communities

• • How are we involving local communities and empowering them to design and deliver services to suit local need?

• • Do we have regular discussions with communities about service priorities and what level of service the council can afford to provide in the future?

• • Is the service working with citizens to explain the role of different partners in delivering the service, and managing expectations?

• • Is there a framework and proportionate process in place for collective performance assessment, including from a citizen's perspective, and do you have accountability arrangements to support this?

• • Has an Equality Impact Assessment been carried out? If so, can the Leader and Cabinet/Senior Officers provide members with copies and a detailed explanation of the EQIA conducted in respect of these proposals?

• • Can the Leader and Cabinet/Senior Officers assure members that these proposals comply with Equality and Human Rights legislation? Do the proposals comply with the Local Authority's Strategic Equality Plan?

Service Demands

• • How will policy and legislative change affect how the council operates?

• • Have we considered the demographics of our council and how this will impact on service delivery and funding in the future?

• • Have you identified and considered the long-term trends that might affect your service area, what impact these trends could have on your service/your service could have on these trends, and what is being done in response?

Financial Planning

• • Do we have robust medium and long-term financial plans in place?

• • Are we linking budgets to plans and outcomes and reporting effectively on these?

Making savings and generating income

• • Do we have the right structures in place to ensure that our efficiency, improvement and transformational approaches are working together to maximise savings?

• • How are we maximising income? Have we compared other council's policies to maximise income and fully considered the implications on service users?

• • Do we have a workforce plan that takes into account capacity, costs, and skills of the actual versus desired workforce?

Questions to ask within a year of the decision:

• • Were the intended outcomes of the proposal achieved or were there other results?

• • Were the impacts confined to the group you initially thought would be affected i.e. older people, or were others affected e.g. people with disabilities, parents with young children?

• • Is the decision still the right decision or do adjustments need to be made?

Questions for the Committee to conclude…

Do we have the necessary information to form conclusions/make recommendations to the executive, council, other partners? If not, do we need to:

i (i) Investigate the issue in more detail?

ii (ii) Obtain further information from other witnesses – Executive Member, independent expert, members of the local community, service users, regulatory bodies…

Agree further actions to be undertaken within a timescale/future monitoring report

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SUBJECT:	**SCRUTINY FORWARD WORK PROGRAMME**
MEETING:	**Place Scrutiny Committee**
DATE:	**30th June 2022**
DIVISION/WARDS AFFECTED:	**All**

1. PURPOSE:

1.1 Scrutiny Committees are required to agree an annual work programme to outline their work commitments for the year (Local Government (Wales) Measure 2010). The work programme should as far as possible be agreed at the beginning of each year, however, it can be updated during the year to accommodate urgent items if agreed by the Committee. This report recommends a 'planned approach' to developing the work programme to maximise the effectiveness of the scrutiny activity within the timescale.

2. RECOMMENDATIONS:

2.1 That Scrutiny Committees utilise the process outlined in Appendix 1 of this report to assist them in developing focussed work programmes, taking into account:

(i) The respective remits of the four Scrutiny Committees and the need to avoid duplication.
(ii) The Committees' capacity/resources when prioritising topics for scrutiny and agreeing their inclusion into the work programme.
(iii) The need to demonstrate added value and to contribute to the Council's strategic direction.

3. KEY ISSUES:

3.1 The Roles of Monmouthshire's Scrutiny Committees

3.2 Monmouthshire's scrutiny arrangements have recently been reviewed to ensure they are fit for purpose and enable members to effectively perform the statutory scrutiny roles expected of them. The new structure provides:

- Strengthened decision-making and informed policy development through engaging the public on major issues that affect them ~ People and Place Scrutiny Committees.
- An involved and evidenced role in ensuring the Well-being of Future Generations, by identifying potential effects of decisions on the public before decisions are made ~ People and Place Scrutiny Committees.

- Clear accountability for the Cabinet/Executive and robust challenge ~ Performance and Overview Scrutiny Committee.
- Democratic accountability of partnership activity and collaborative service delivery to local people ~ Public Services Scrutiny Committee.

3.3 The new Local Government and Elections (Wales) Act 2021 (sections 39-41) places strong emphasis on public participation in decision-making and creates a duty to engage the public in the design of policy and the debate of major decisions that will affect them. Developments in live-streaming and the ability for people to send videos and contribute to meetings from their home or workplace serve as a reminder that the conventional public open forum, with residents sitting in the gallery of the council chamber, is no longer the most effective way to involve people in the democratic process.

3.4 Two 'Policy' Scrutiny Committees (People and Place) conduct pre-decision scrutiny on key topics affecting residents, seeking public participation as part of the decision-making process. These committees will typically scrutinise two topics per meeting to enable them to dedicate the necessary time to reflect on the views of the public and stakeholders. Whilst the public are welcome to attend scrutiny meetings and to submit audio, video and written contributions on subjects being debated at the committees, Members can also hold informal meetings in communities and hold conversations with service users, stakeholders and expert witnesses to gather their views.

3.5 The Performance and Overview Scrutiny Committee is responsible for challenging the Executive/the Cabinet and holding them to account for the performance of all services, risk management and robust financial monitoring.

3.6 The Public Services Scrutiny Committee is responsible for scrutinising the effectiveness of strategic partnerships (including the Public Service Board) and other public service providers to ensure that services delivered in partnership with other bodies are accountable and deliver improved outcomes for residents. Given its partnership focus, this scrutiny committee also has responsibility for Crime and Disorder Scrutiny in line with the Police and Justice Act (2006) and Welsh Government Guidance published in 2010.

3.7 The Scrutiny Chairs hold regular meetings with the Chair of the Governance and Audit Committee to discuss workstreams and to avoid duplication.

4.0 Determining Topics for Scrutiny

4.1 The Scrutiny Forward Work Programme should be planned and reflect the Council's key priorities in the corporate plan and its strategic risks. This will ensure that scrutiny adds value to the Council's strategic direction and may mean that Scrutiny Committees choose <u>not</u> to scrutinise some things, in order to focus on topics where they can add value.

4.2 Topics for the work programme can derive from a wide range of sources, including:

- The Cabinet and Council Forward Plan (attached as Appendix 2) – topics on the Cabinet Forward Plan can be considered by a Scrutiny Committee in advance to enable the committee to inform the Cabinet's decision by reflecting public opinion and making evidence-based recommendations. The People and Place Scrutiny Committees would play a key role in considering the effects of decisions on the public in advance of decisions being made, taking into account the Well-being of Future Generations and equality impact assessments (Monmouthshire has an Integrated Impact Assessment which accompanies all decisions).

- Suggestions made by: Committee Members, other members, officers, the public, partners and stakeholders – a topic may be identified for scrutiny because of changes to legislation/government guidance. A policy may be recognised as being in need of review, or a new policy or service is needing to be introduced.

- The Corporate Plan and the Corporate Assessment which provide the Council's strategic direction and outline its key priorities.

- The Risk Register – the Performance and Overview Scrutiny Committee has responsibility for considering key risks and, where appropriate, challenging the performance of the Cabinet/Executive and the actions being taken to mitigate the risks.

- Performance monitoring and budget monitoring reports – the Performance and Overview Scrutiny Committee will undertake regular monitoring of the Council's performance and progress in implementing previously agreed actions.

- Issues highlighted in audit and inspection reports.

- Outcomes of public consultation.

- Petitions by the public.

4.3 Members and Officers may suggest topics which they feel warrant scrutiny, however, it remains the committees' prerogative to set and agree the work programmes. Once a committee has assembled its work programme, it will be important for them to identify and agree the highest priority topics, which are those that will add most value through their work and deliver outcomes.

4.4 Topics requiring long and detailed examination can be looked at in detail via Scrutiny Workshops ~ these are scheduled for major topics that are complex and multi-faceted, requiring significant policy development over several months, complementing the formal scrutiny that takes place in Scrutiny Committees. The workshops enable officers to discuss the context with members, and members to suggest the strategic direction whilst officers lead on the delivery. They also enable members who do not sit on the hosting Scrutiny Committee to lend their expertise as a witness or to participate in scrutiny activity. Whilst the workshops are for members to engage in policy at a formative stage, external witnesses and stakeholders can be invited as necessary, and community engagement can be scheduled alongside the process.

5.0 PRIORITISING TOPICS FOR SCRUTINY

5.1 Some key principles for Members to consider when setting the work programme are:

- Topics should add value and support corporate priorities.
- The timing of scrutiny activity should achieve maximum impact.
- Where appropriate and possible, partners, stakeholders and the public should be involved.
- Allowing some flexibility in the work programme will enable urgent topics to be included if they arise.
- The aim should always be to seek improvement in service provision.
- The work programme should be achievable within available resources.

5.2 The criteria to determine topics for scrutiny (Appendix 1) is designed to assist the Committee in selecting appropriate topics for scrutiny by encouraging Members to consider the anticipated outcomes and impact of any scrutiny activity. Members are advised to ensure that there are clear outcomes for any scrutiny activity. Any topics chosen for an in-depth review via Scrutiny Workshops will be scoped by the Scrutiny Officers to assess their feasibility, the likely objectives, and potential lines of enquiry and Terms of Reference prior to their commencement.

5.3 The June / July scrutiny committee cycle will primarily focus on familiarising new Members with the scope and remit of their committees and discussing topics for inclusion into the forward work programme. Members are encouraged to think carefully about what the scrutiny role would be and to identify the intended outcomes of the scrutiny. The meetings will also include some reports which are timely and require scrutiny.

6.0 EQUALITY AND FUTURE GENERATIONS EVALUATION (INCLUDES SOCIAL JUSTICE, SAFEGUARDING AND CORPORATE PARENTING):

6.1 This report offers guidance to committees to assist members in setting their work programme and as such, does not require an assessment of Equality, Well-being of Future Generations, Social Justice, Safeguarding and Corporate Parenting considerations.

7.0 EVALUATION CRITERIA

Not applicable.

8.0 REASONS:

8.1 The requirement to produce and publish a Scrutiny Forward Work Programme is a legislative requirement, however, it is also good practice.

9.0 RESOURCE IMPLICATIONS:

There are no direct resource implications associated with this report.

10.0 CONSULTEES:

None.

11.0 BACKGROUND PAPERS:

Appendix 1 ~ Determining Topics for Scrutiny Criteria
Appendix 2 ~ Cabinet and Council Forward Plan

12.0 AUTHOR:

Hazel Ilett, Scrutiny Manager

13.0 CONTACT DETAILS:

Tel: 01633 644233
E-mail: Hazelilett@monmouthshire.gov.uk

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Determining Topics for Scrutiny

The following criteria can be used to determine whether topics are appropriate topics for scrutiny and which committee would be best placed to scrutinise them. It is the decision of the Scrutiny Committee as to what topics they will include in their work programme. Members and officers in suggesting items for scrutiny should consider:

Is there a role for Scrutiny?
Is this a new policy being developed or are changes proposed to an existing service? ➡ Such topics should be considered by either of the policy scrutiny committees, who can assess the impact on the public, service users and relevant stakeholders. **Is this a review of a service's performance? Are there resource issues or risks to consider?** ➡ Such topics should be considered by the Performance and Overview Scrutiny Committee with the relevant Cabinet/Executive Member invited when necessary to attend and answer questions. **Does the topic relate to a service that is provided in collaboration with others?** ➡ These topics should be scrutinised by the Public Services Scrutiny Committee. **Are elected members needing to be informed or updated about this topic?** ➡ These topics should be discussed with all members via a 'Member Seminar'.
Public Interest Test
▪ Is this a "high profile" topic? ▪ Is there significant public interest? ▪ Is this an area where a lot of complaints are received and/or bad press? ▪ How will the scrutiny activity provide opportunities for local people to have their say? ▪ Is survey / research work required?
Impact of Scrutiny
▪ Will this review have a significant impact on the "well-being" of people in Monmouthshire? ▪ Does a local community or interest group have much to gain or lose? ▪ To what extent can we effect change? Is this a national issue? ▪ Would this make a big difference to the way services are delivered? ▪ Would this make a big difference to the way resources are used?

Determining Topics for Scrutiny

Performance issues
▪ Are the Council and other organisations under-performing in this area? ▪ Is performance poor compared to others and do we understand why this is the case? ▪ Are we performing well, but spending too much of our resources in this area? ▪ Are there local or national performance targets by which to measure our performance?
Influence of scrutiny
▪ Has this service been recently reviewed or inspected? ▪ Will this topic be part of an improvement review or external inspection in the next two years? ▪ If the service is to be reviewed or inspected soon, can a Scrutiny Committee make a positive contribution by focussing on specific aspects and making recommendations? ▪ Are there any current or future major changes forecasted which reduce the value of undertaking scrutiny? ▪ Are changes to this service planned and can Scrutiny positively influence change?

If scrutiny cannot add value by scrutinising a particular topic based on the above criteria, then the Scrutiny Committee should think carefully about whether to include it in their work programme. Requests from Members for updates on topics should be referred to a 'Member Seminar'. Similarly, requests from officers to brief Members on topics should be managed via 'Member Seminars'.

Cabinet, Council and Individual Cabinet Member Decisions (ICMD) Forward Plan

Monmouthshire County Council is required to publish a forward plan of all key decisions to be taken. Council and Cabinet items will only be considered for decision if they have been included on the planner no later than the month preceding the meeting, unless the item is considered urgent.

Committee / Decision Maker	Meeting date / Decision due	Subject	Purpose	Author	Date item added to the planner	Date item originally scheduled for decision
ICMD	14-Dec -22	Council Tax Base report		Ruth Donovan	31-May-22	
Council	01-Oct-23	RLDP for Adoption		Mark Hand	23-Jan-20	
Cabinet	07-Jun-23	2022/23 Revenue and Capital Monitoring - Month 12		Jon Davies		
Cabinet	05-Apr-23	Welsh Church Fund Working Group - meeting 7 held on 9th March 2023		Dave Jarrett		
Council	09-Mar-23	Capital Strategy & Treasury Strategy		Jon Davies	17-May-22	
Council	09-Mar-23	Final Budget Sign Off including Council Tax Resolution		Jon Davies		
Cabinet	01-Mar-23	2022/23 Revenue and Capital Monitoring - Month 9		Jon Davies	17-May-22	
Cabinet	01-Mar-23	2023/4 Final Revenue and Capital Budget Proposals		Jon Davies	17-May-22	
Cabinet	01-Mar-23	2023/4 WCF/Trust Treasury Fund Investments		Dave Jarrett	17-May-22	

Cabinet	01-Feb-23	Welsh Church Fund Working Group - meeting 6 held on 19th January 2023		Dave Jarrett	17-May-22	
Council	01-Feb-23	LDP submission for examination		Mark Hand	23-Jan-20	
ICMD	25-Jan-23	Community Council and Police Precepts - final		Jon Davies	17-May-22	
Council	19-Jan-23	Council Tax Reduction Scheme		Ruth Donovan	31-May-22	
Cabinet	18-Jan-23	Draft Revenue & Capital Proposals		Jon Davies		
Cabinet	04-Jan-23	Welsh Church Fund Working Group - meeting 5 held on 1st December 2022		Dave Jarrett	17-May-22	
ICMD	14-Dec-22	2023/4 Community Council & Police Precepts - draft		Jon Davies	17-May-22	
Cabinet	07-Dec-22	Welsh Church Fund Working Group - meeting 4 held on 27th October 2022		Dave Jarrett	17-May-22	
Cabinet	07-Dec-22	2022/23 Revenue and Capital Monitoring report - Month 6		Jon Davies	17-May-22	
Cabinet	07-Dec-22	MCC Statement of Accounts		Jon Davies	17-May-22	

Council	01-Dec-22	RLDP Deposit Plan for submission to WG for examination	Approval of Deposit Plan post-consultation for submission to WG for independent examination	Mark Hand / Craig O'Connor	30-Jul-21	
Cabinet	09-Nov-22	Revenue & Capital MTFP update and process		Jon Davies	17-May-22	
Cabinet	09-Nov-22	MonLife Heritage Strategy (or ICMD)		Matthew Lewis	10-Feb-22	
Council	04-Nov-22	Final Statement of Accounts		Peter Davies	7-May-21	
Council	27-Oct-22	2021/22 Final Statement of Accounts		Peter Davies/Jon Davies	17-May-22	
Council	27-Oct-22	ISA 260 report - MCC accounts		Peter Davies	17-May-22	
Cabinet	05-Oct-22	22/23 Revenue and Capital Monitoring report - Month 4		Jon Davies	17-May-22	
Cabinet	05-Oct-22	Welsh Church Fund working group - meeting 3 held on 22nd September 2022		Dave Jarrett	17-May-22	
Cabinet	05-Oct-22	Monmouthshire Destination Management Plan		Matthew Lewis	10-Feb-22	
Council	22-Sep-22	Rivers and Ocean		Hazel Clatworthy	9-Jun-22	

Council	22-Sep-22	RLDP Preferred Strategy endorsement post consultation	Endorsement of preferred strategy to inform deposit plan	Mark Hand /Craig O'Connor	20-May-20	
Cabinet	07-Sep-22	Welsh Church Fund Working Group - meeting 2 held on 21st July 2022		Dave Jarrett	17-May-22	
ICMD	03-Aug-22	Designation of Secondary Catchment Areas		Matthew Jones	6-Jun-22	
Cabinet	27-Jul-22	Shared Prosperity Fund Local Investment Plan and Regional Lead Authority Arrangements		Hannah Jones	23-May-22	
Cabinet	27-Jul-22	2021/22 Revenue and Capital Monitoring outturn		Peter Davies/Jon Davies	17-Feb-22	
Cabinet	27-Jul-22	Welsh Church Fund Working Group - meeting 1 held on 23rd June 2022		Dave Jarrett	17-May-22	
Cabinet	27-Jul-22	MUCH (Magor & Undy Community Hall) report		Nick Keys	9-Jun-22	
Cabinet	27-Jul-22	Play Sufficiency Assessment and Action Plan 22/23		Matthew Lewis	10-Feb-22	
Council	21-Jul-22	Monmouthshire County Council self - assessment report 2021/2		Richard Jones	23-May-22	

ICMD	13-Jul-22	Non Moving Traffic Regulation Orders (Amendment No 4)		Paul Keeble	17-Dec-21	
ICMD	13-Jul-22	Appointment of an Education Systems and Digital Strategy Officer	Resources required to develop and maintain schools education systems and the implementatin of WG Ed Tech Programme	Sian Hayward	14-Jun-22	
Cabinet	29-Jun-22	Welsh Church Fund Working Group - meeting 9 held on 10th March 2022		Dave Jarrett		
Cabinet	29-Jun-22	Cost of living discretionary scheme		Jude Langdon	13-Jun-22	
Council	23-Jun-22	Agreed Syllabus for Religion, Values and Ethics	To approve an Agreed Syllabus for Religion, Values and Ethics for Monmouthshire Schools	Sharon Randall-Smith/ Hayley Jones (EAS)	14/04/2022	
Council	23-Jun-22	21st Century Schools Band B Programme		Cath Saunders	8-Feb-22	
Cabinet	15-Jun-22	Review of Monmouthshire's Destination Management Plan 2017-2020	Deferred	Matthew Lewis	22-Sep-20	
Council	19-May-22	Tudor Rd - Playing Field and Play Area	Petition - to be presented to Council (in view of the delay until the petition can be presented - events may overtake its relevance so review nearer the time)	Ian Saunders	3-Oct-22	
Council	19-May-22	Constitution Report		Matt Phillips		
Council	19-May-22	Political Balance		Matt Phillips		

Council	19-May-22	Appointment to Committees		John Pearson / Nicola Perry		
Council	19-May-22	Appointment to Outside Bodies		John Pearson / Nicola Perry		

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SUBJECT:	**Wye Valley Villages Future Plan**
MEETING:	**Place Scrutiny Committee**
DATE:	**30th June 2022**
DIVISION/WARDS AFFECTED:	**Trellech United CC, Devauden CC, Wye Valley CC, St Arvans CC**

1. EXECUTIVE SUMMARY AND PURPOSE:

1.1 Partnership work has been ongoing since 2019 involving the community councils and elected representatives for the Wye Valley, the Area of Outstanding Natural Beauty (AONB) office and MCC officers to prepare the Wye Valley Villages Future Plan. This seeks to draw together various shared emerging topics such as road safety, placemaking and tourism into a joint Plan. It is intended that the Plan will be adopted by all of these bodies for implementation and to shape future decisions. If adopted, a delivery group will be established.

1.2 The purpose of this report is to brief members on the background to the development of the Wye Valley Villages Future Plan and to scrutinise the Plan and how the project might develop going forwards, prior to it being reported to Cabinet for adoption by MCC.

2. RECOMMENDATIONS:

2.1 That Scrutiny Committee notes the work undertaken to date to arrive at the Wye Valley Villages Future Plan and endorses the Plan for adoption by Cabinet to be implemented and to inform future decision-making (copy attached plus an executive summary – Appendices 1 and 2 respectively).

3.0 KEY ISSUES:

3.1 Over the years there has been representations and lobbying on various matters by the various community councils that fall within the Wye Valley Area of Outstanding Natural Beauty (AONB) boundary. In particular, the issue of road safety has been a consistent theme common amongst the community councils, albeit other matters have been raised by the community councils and residents such as public transport, public rights of way, road maintenance and a unified identity to support tourism.

3.2 At an inaugural meeting held in Tintern in October 2019 representatives from the community councils, relevant county wards and Wye Valley AONB convened to discuss interest in commissioning a joint project that would investigate a range of issues including, amongst other things, road safety (copy of agenda attached at Appendix 3).

3.3 Support was received from all of the community councils and Wye Valley AONB and subsequent to further meetings and preparation of a tender document, ARUP consultancy secured the contract to prepare the Plan.

3.4 There followed various workshops and meetings (described in the Plan) along with consultation exercises before the Plan was presented to the community councils and AONB in March of this year. Since then, a report has been presented to the community councils prior to elections in May seeking agreement to adopt the Plan. These authorities will now be invited to formally adopt the plan. Similarly, following Scrutiny Committee's consideration, MCC will consider if the Plan should be adopted, as will Wye Valley AONB Joint committee.

3.5 Assuming the Plan is adopted by all of the member organisations then a delivery group will be established from member representatives from the community councils, local county councillors., relevant cabinet member(s) plus officers from Wye Valley AONB and MCC. MCC would continue to act as the secretariat. The delivery group will have executive powers within the context of the actions contained within the adopted plan. Outside of that decisions will be referred back to the various councils/bodies for ratification

3.6 The project has been unusual in bringing together four community councils, county council and AONB to work and develop plans collectively. Furthermore that the plan works across an area and villages rather than a single town.

3.7 Whilst this approach is innovative and brings collective ownership it also brings risks if the group fails to gain a consensus on how to proceed on any matter. The delivery group will be pivotal in ensuring that any such matters are resolved by agreement and subsequent joint common goals and recommendations are submitted to member authorities.

4.0 EQUALITY AND FUTURE GENERATIONS EVALUATION (INCLUDES SOCIAL JUSTICE, SAFEGUARDING AND CORPORATE PARENTING):

4.1 The Future Generation and Equality Impact form is attached at Appendix 4.

5.0 OPTIONS APPRAISAL

5.1 The Wye Valley AONB Villages Future Plan has been based upon options development and consultation to arrive at a plan for adoption by the various councils and the AONB. As such the exercise has considered various options during its development to arrive at this Plan. It would seem regressive to contemplate further options at this stage. However the delivery of the actions within the plan will be subject to ongoing evaluation during implementation by the delivery group so further options might become appropriate during the life of the plan.

6.0 EVALUATION CRITERIA

6.1 Measuring the effect of actions within the Plan will be established where feasible. This will be established by the delivery group which is responsible for reviewing and delivering actions within the Plan. In some instances 'measurement' might be more qualitative that quantitative e.g. impact of new signage whereas other aspects e.g. changes to public transport may be measured by patronage.
Review and assessment will be the role of the delivery group in the first instance.

7.0 REASONS:

7.1 The reasons for developing the plan are touched upon in the Key Issues section above and within the report itself.

7.2 Overall it was seen as an opportunity to support a largely rural area and communities by inviting the local councils to work together. It is arguable that by working jointly, the project has become more meaningful and potentially with greater impact as community councils considered in isolation for this type of project may have insufficient impact or resources.

8.0 RESOURCE IMPLICATIONS:

8.1 The study has been funded through Wye Valley AONB grant. Community councils have raised precept to fund projects including the installation of new village signs (project underway) and funding has again been found by Wye Valley AONB to fund the new village gateway sign project.

8.2 The plan has various initiatives outlined within it including cost estimates. Prioritising these projects will be the responsibility of the delivery group in consultation with the statutory responsible bodies. MCC will resource the delivery group via the regeneration team.

8.3 Similarly funding streams will be highlighted by the delivery group as projects are brought forward for implementation. Included within that exercise will be an analysis of funding demand and funding options (e.g. direct funding from county and community council budgets, grant application etc.)

8 CONSULTEES:

As described within the body of the report, this Plan has been developed in partnership with:

Devauden CC
Trellech Utd CC
Tintern CC
St Arvans CC
Wye Valley AONB

Public consultation took place in 2021.

9 BACKGROUND PAPERS:

Wye Valley AONB Villages Plan for the Future - attached

10 AUTHOR: Roger Hoggins, Head of Strategic Projects

11 CONTACT DETAILS:

Tel: 01633 644133
E-mail: Rogerhoggins@monmouthshire.gov.uk

APPENDICES

Appendix 1 Wye Valley Villages Future Plan

Appendix 2 Wye Valley Villages Future Plan executive summary

Appendix 3 Agenda of the inaugural meeting October 2019

Appendix 4 Future Generations and Equality Impact Assessment

Wye Valley AONB Villages Plan for the future

February 2022

Devauden Community Council

St Arvans Community Council

TINTERN COMMUNITY COUNCIL

TRELLECH UNITED COMMUNITY COUNCIL

ARUP

wye valley Area of Outstanding Natural Beauty

dyffryn gwy Ardal o Harddwch Naturiol Eithriadol

monmouthshire sir fynwy

ARUP

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Prepared by Arup on behalf of Monmouthshire County Council, Wye Valley AONB Partnership, Tintern Community Council, St Arvans Community Council, Trellech United Community Council and Devauden Community Council.

This report takes into account the particular instructions and requirements of our client. It is not intended for and should not be relied upon by any third party and no responsibility is undertaken to any third party. In preparing this report we are relying on information contained in reports supplied by the client and third parties, as stated throughout the document. We have relied in particular on the accuracy and completeness of such reports and accept no liability for any error or omission in this statement to the extent the same results from error or omission in the other consultants' reports.

Please note, proposals on private land require further discussions with private landowners.

This report is intended to be viewed and printed as an A4 double-sided document with cover page.

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REVISION	DATE	DETAILS
2.0	18.02.2022	Final Draft

REVISION DETAILS		DATE
Prepared By	Mana Fana	18.02.2022
Reviewed By	Jamie Tucker	18.02.2022

Contents

Executive Summary

1 Introduction
1.1 What is the background to this plan? 6

2 Vision
2.1 A plan for the future 7

3 Study area
3.1 Study area 8

4 Six point plan
4.1 Overview 10
4.2 Ensure safe and sustainable transport 12
4.3 Conserve & enhance the landscape 20
4.4 Enable sustainable tourism 24
4.5 Reinforce the network of unique villages 29
4.6 Support local economy 30
4.7 Provide joined up governance 32

5 Wye Valley Villages
5.1 Village plans 35
5.2 Catbrook 36
5.3 Devauden 40
5.4 Llandogo 46
5.5 Llanishen 52
5.6 Penallt 56
5.7 St Arvans 62
5.8 The Narth 66
5.9 Tintern 70
5.10 Trellech 78
5.11 The Action Plan 84

6 Next steps
6.1 How will the plan evolve and be delivered? 98

Appendix 1 Llandogo Illustrative Plan
Appendix 2 Stage 1 Report
Appendix 3 Stage 2 Report
Appendix 4 Public Engagement Summary Report

Wye Valley AONB Villages - Plan for the future

EXECUTIVE SUMMARY

Our communities and natural environment face significant and imminent change from the climate emergency and post-Covid recovery. These are radically changing the way we think about our communities and environment. We need to change our day-to-day life and leave behind many of the accepted approaches we have become used to such as our over reliance on car use. Remote working, online shopping and the internet are radically changing the way we live, access services and seek information.

Against this backdrop of major change, the natural beauty, local resources and human history of the Wye Valley has attracted residents, businesses and visitors for centuries. Each of these are intrinsically linked meaning that a careful balance is key to success or indeed failure. Where an imbalance occurs it becomes obvious. Local concerns over river pollution, speeding cars through the villages or the impact of large numbers of visitors to Tintern during peak times demonstrate how this delicate balance can shift the wrong way. To compound these challenges is the complex geography of the area as the convergence of multiple local authorities and the Wales-England border. Gaining consensus and consistency in policy, financing and governance is challenging.

Despite these challenges the area benefits from notable advantages. Beyond the obvious quality of the landscape, active and engaged community council's and residents are providing energy and ambition. Many independent local businesses have become part of the fabric each marketing the area to broad audiences and providing local jobs. The borderland location should become a point of celebration rather than a source of inertia. Success will mean embracing innovation, fronting up to contentious issues such as traffic, developing new partnerships, accepting trial and error and building on the existing natural assets. It will require investment in a way that delivers far wider benefits to our health, our environment, our local communities and our local economies.

The question for the Wye Valley, its communities, businesses and visitors is how can this balance be struck and what does it look like?

The "Wye Valley AONB Villages Plan for the Future" sets a vision for change through short, medium and long-term projects aimed primarily at the villages that are located within Monmouthshire. At the heart of the study is a response to the community's concern over road safety. The plan provides a strategy for reducing vehicle speeds and increasing the use of sustainable transport such as walking, cycling and public transport. Importantly road safety is not considered in isolation. In recognition of the fact that within the Wye Valley tourism, landscape, local economy, governance, placemaking and transport all impact one other, the plan proposes measures for all of these six themes.

This has led to the creation of a **six-point plan for change** which responds to the six key themes identified with an emphasis on delivery. Phasing has been a key issue and the plan provides clear proposals for immediate changes to the villages such as gateway signage through to longer term aspirations for sustainable transport and tourism.

1 Ensure safe and sustainable transport by delivering coordinated changes to the streets across the villages to make them slower for traffic, more attractive and safer for pedestrians and cyclists. To reduce car dependency 'Sustainable transport' including buses, walking and cycling should be improved by grouping bus stops, cycle hire and storage, tourist attractions and new public spaces at key locations such as Tintern as 'mobility hubs'. Bus services should be improved particularly during high season for both local people and tourists. Extending the Wye Valley Greenway could have a catalytic effect on walking, cycling and tourism if it were to be extended to the north and should be assessed for viability.

2 Conserve and enhance the landscape by working with other local authorities, agencies and land owners across the length of the River Wye to improve the health of the river as part of a 'whole catchment study'. To encourage community participation a 'Green Village' initiative is proposed to deliver small scale projects such as community food growing and habitat creation. A pilot should be delivered to test new farming practices that deliver wider benefits to nature such as less pesticide use and habitat management.

3 Enable sustainable tourism by updating the tourism strategy for the area around a business case which will provide a basis for measuring impact. The unique border location should be celebrated as a place where visitors can move between countries with just a few steps. A simple and effective brand should be developed along the lines of Iceland's Golden Circle or Scotlands North Coast 500. Delivering better tourism 'infrastructure' such as improved signage and wayfinding, bold village gateways and more opportunities to meet local people, eat local food and experience the authenticity of the valley should be considered.

4 Retain and improve the network of unique villages by recognising the distinct history and character of each of the villages and reflecting this in the proposed changes. Tintern for example has a much greater need to support tourism than a village such as The Narth which is much more attuned to local community life.

5 Support the local economy by working to delivering of high speed internet access with partners. It is recommended that a 'local circular economy' approach is adopted to support local business and to attract specifc Welsh Government funding. This approach encourages local producers and supply chains to work closely with each other to retain money within the area for the people who live there rather than export to other areas. To allow people to work locally and attract new entrepreneurs new premises that allow 'co-working' or shared office space should be delivered. To ensure that local people can continue to live in the area, the Wye Valley Local Housing Needs Requirements should be updated to deliver affordable housing.

6 Provide joined-up governance by establishing a delivery group between key partners such as the local community council's, Monmouthshire County Council and the Wye Valley AONB. Cross border working with adjacent Local Authorities such as Forest of Dean District Council will be essential in sharing ideas and pooling resources. Both recommendations will be critical in making the plan a reality.

1.1 What is the background to this plan?

The plan has been put together between 2021 and 2022 by Arup who have worked closely with Monmouthshire County Council, Wye Valley AONB Unit and the local community councils.

This plan provides a blueprint for change for the villages in the Monmouthshire part of the AONB. The recommendations are strategic in nature and will direct more detailed study or set a clear path for the delivery of improvements on the ground. The plan outlines a series of proposals to improve road safety within the villages but casts the net wider to incorporate other key considerations such as transport, tourism and the local economy.

The project outcome is the result of a collaborative approach built around the courage and ambition of community leaders to improve the places they live in and an eagerness to enhance the outstanding character of the area. Arup have worked in close partnership with Monmouthshire County Council, Wye Valley AONB Unit and the four community councils (St Arvan's Community Council, Devauden Community Council, Tintern Community Council and Trellech United Community Council). A community consultation event during August-September 2021 gave local people and businesses the opportunity to shape their plan.

This report was preceded by two earlier stages of work:

Stage 1 identified the key issues, challenges and opportunities by reviewing the current situation. This included wide evidence based studies, reports, plans and strategies around green infrastructure (landscapes including habitats, woodlands, fields, parks etc), tourism, travel and transport, AONB management and regional development planning.

Stage 2 provided a draft vision and set of initial proposals for change. This formed the basis for public consultation. Following the consultaiton this has been reviewed and used as the basis for this final plan.

2.1 A plan for the future

The Wye Valley is a story of people and nature that has been shaped by many hands over centuries. The immediate challenges of climate change, post-Covid recovery, mobility and sustainable development require a new perspective on the future of this outstanding landscape and its settlements.

A vision is essential in providing a common approach and clear direction. The vision for this project reflects the character and importance of the Area Of Outstanding Natural Beauty, the villages and communites nestled within and the two gateway towns of Monmouth and Chepstow.

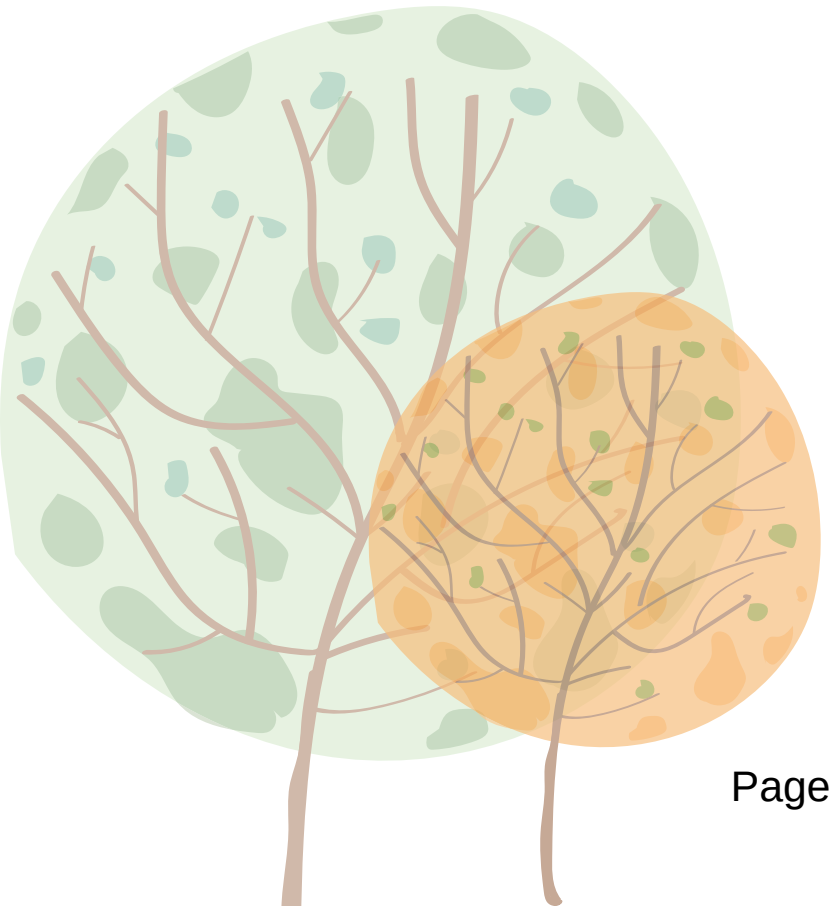
The placemaking vision aims to define, enhance, and celebrate the uniqueness and diversity of the Wye Valley villages and their community. It aims to explore and unlock their distinct character, building on location conditions, history, heritage, landscape and the ethnographic narrative of the settlement and their people.

The vision is to ensure that short term solutions are set within the context of long term needs and challenges. It is considered over a 100 year timescale to ensure it will endure for generations to come and work with a timescale for nature. It is founded upon three simple principles:

Conserving and enhancing the communities and natural and man-made assets that define this unique place for existing and future generations.

A joined-up approach to governance, territory and integral drivers of change

Evolving to respond to changes caused by climate change and to capitalise on opportunities created by the target of net zero carbon.



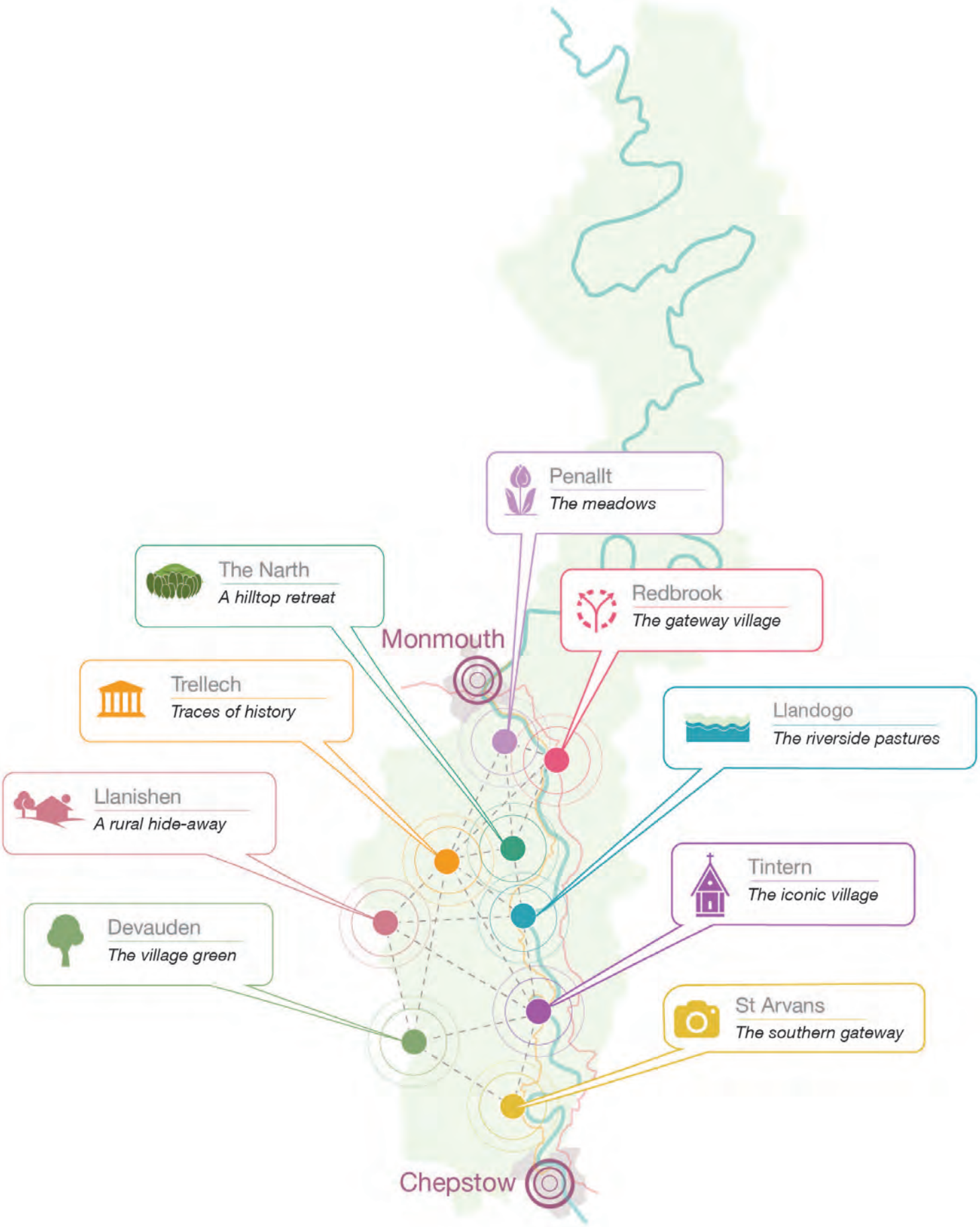
2

3.1 Study area

The scope of this study is limited to the Welsh part of the Wye Valley AONB and the 9 main settlements that have been identified with MCC:

Catbrook
Devauden
Llandogo
Llanishen
Penallt
St Arvans
The Narth
Tintern
Trellech

The geographic boundary of the study reflects the administrative boundary of Monmouthshire County Council and Welsh Government. In reality the villages of the Wye Valley AONB extend east and north into the Forest of Dean and Herefordshire. This is important because the social and economic function of the area is not restricted by the administrative boundaries. Any proposed changes discussed in this study will potentially impact other settlements. For example, a consistent approach to road safety would be more effective if managed at a broader geographical area (to include places such as Redbrook) that is consistent with the cross border AONB.


Penallt
The meadows
The Narth
A hilltop retreat
Redbrook
The gateway village
Monmouth
Trellech
Traces of history
Llandogo
The riverside pastures
Llanishen
A rural hide-away
Tintern
The iconic village
Devauden
The village green
St Arvans
The southern gateway
Chepstow

4.1 Overview

This section contains the six point plan for change in the Wye Valley AONB and its communities in Monmouthshire. The plan is formed from the six pillars of the vision, as contained in section 2 of the Stage 2 report (Appendix 1), and outlines the projects and initiatives which are recommended to meet community needs and wider sustainable development goals. Given the strength of community support for road safety improvements this is afforded priority. The plan addresses change over different timescales from smaller, localised projects such as speed reductions and signage which can be delivered early to broader and more complex initiatives such as improving the health of the River Wye.

1. **Ensure safe and sustainable transport**
2. **Conserve and enhance the landscape**
3. **Enable sustainable tourism**
4. **Retain and improve the network of unique villages**
5. **Support the local economy**
6. **Provide joined-up governance**

90%

chance of survival when hit at 20mph (at 30mph this is only 50%). Source: World Health Organisation.

70%

of all emissions on our roads are from private vehicles. Source: BEIC

4.8%

The likelihood of individual obesity decreases 4.8% every km of walk per day. Source: TfL

1 in 6

species at threat of extinction in Wales

41%

Percentage of species to have declined since 1970

12%

Amount of land not used for agriculture in Wales

Source: State of Nature Report 2019

2.28 Million

Visitors to Monmouthshire in 2019

£245 Million

Generated for the local economy in 2019

Source: Visit Monmouthshire

3rd

Monmouthshire has the third highest GVA in Wales

£350k

Average house price in the Wye Valley vs the Welsh average of £213k

Source: Rightmove

4

Local authorities whose administrative boundaries cover the Wye Valley AONB

4.2 Ensure safe and sustainable transport

1

KEY RECOMMENDATIONS

Coordinated village street design

Sustainable transport strategy

Active travel and recreational access

INTRODUCTION

The two key priorities for the Transport element of the strategy are as follows:

- Improving actual and perceived road safety within the villages with the help of coordinated village street design.
- Enhancing sustainable transport provision for both residents and tourists.

The priorities identified above align with the views expressed by stakeholders alongside the key themes that underpin local and national planning policy. Both priorities complement each other as improving road safety is likely to encourage more journeys to be made by sustainable modes of transport, particularly active travel. Similarly, encouraging more trips to be made by sustainable modes of travel will reduce vehicle movements on the transport network, thus improving road safety.

COORDINATED VILLAGE STREET DESIGN

The most significant observation is the lack of distinction that is made to the road (and not street) design when entering or leaving each village. This lack of transition reinforces the sense of continuity for drivers and therefore any sense that you are entering a 'place' where people live or visit is lost. The result is an inevitable conflict between road users and people where drivers are given priority.

There are a number of measures to be explored further to reduce both perceived and actual road safety concerns. Some of these measures have been reflected in the diagrammatic plans for each village in section 5.1 "Village Plans" and further recommendations are included below:

- It is recommended that a detailed design for each of the villages is developed, where a common approach is undertaken to provide a 'kit of parts' applicable to any village. This consistent design approach will be based on shared objectives amongst stakeholders. Pilot projects, equivalent to RIBA Stage 5, can be identified to provide early trials and demonstrations of the ideas. An initial example of this has been provided for Llandogo within the Appendix of this report.
- It is also recommended that a road speed strategy is developed for the study area. We recommend this includes a 20mph speed limit for all streets within the villages. Speed reduction features will be required to enforce the proposed reductions in speed limit.

SUSTAINABLE TRANSPORT STRATEGY

There are opportunities to enable both residents and tourists to make more journeys to, from and within the Wye Valley by sustainable modes of transport. These include:

- Improvements to the existing bus service provision, including increased service frequencies and better connectivity with more strategic bus and rail services;

- Enhancing the pedestrian and cycle network, particularly focusing on the potential extension of the Wye Valley Greenway as touristic active travel and an opportunity for habitat creation. This could form the basis of a future Levelling Up Fund bid. Enhanced pedestrian and cycle networks could also be delivered through the potential introduction of Quiet Lanes; and

- Mobility hubs that become a 'new place' with a clear and distinct sense of arrival and departure for multiple modes of transport with services and facilities to support visitors and tourists alike. Potentially located both in the north and south of the Wye Valley, these hubs would enable tourists travelling by car to transfer to another mode. The mobility hubs would include access to hire vehicles such as cycles, e-bikes and potentially electric vehicles. There is also a future opportunity for e-scooters to be made available. Further investigation is required to identify potential locations for such hubs; however, Chepstow Racecourse is suggested as a potential site to be explored further.

ACTIVE TRAVEL AND RECREATIONAL ACCESS

The Wye Valley contains numerous walking and cycling routes which form a complex network of active travel, recreational and touristic routes. For expediency, this section notes the regionally significant Offa's Dyke Path National Trail and Wye Valley Walk footpath and the emerging Wye Valley Greenway. These are the primary north-south routes which at varying points connect the river villages. Both Offa's Dyke Path and Wye Valley Walk are part of longer walking routes linking the Wales Coast Path. As previously noted, this offers potential for the area to celebrate the beginning and end of these long distance routes.

Inclusive active travel where the needs of all people are understood and catered for is becoming an increasingly important consideration. This includes groups with typically lower levels of uptake including the elderly, BAME groups, women and people with disabilities. There is a significant opportunity for the Wye Valley to pioneer an approach to inclusive active travel by offering safe and adapted routes and means, as well as targeted marketing and branding.

The potential to engage others is huge: 55% of people from ethnic minority groups, 38% of people at risk of deprivation, 36% of women and 31% of disabled people who do not cycle would like to start.[1]

1. **INCLUSIVE ACTIVE TRAVEL: 2019 ARUP REPORT AND MIXED ABILITY CYCLING**

MOVEMENT STRATEGY

To make a truly meaningful impact on transport in the area, several strategies will need to be aligned. The diagram illustrates how these are layered from changing the street design of the villages, the connecting public transport and new mobility hubs to 'get people out of their cars' and experience the Wye Valley on foot or bike.

The Arup publication Future Mobility Hubs

Sustainable transport strategy

Left: Bee-friendly bus stop, Utrecht

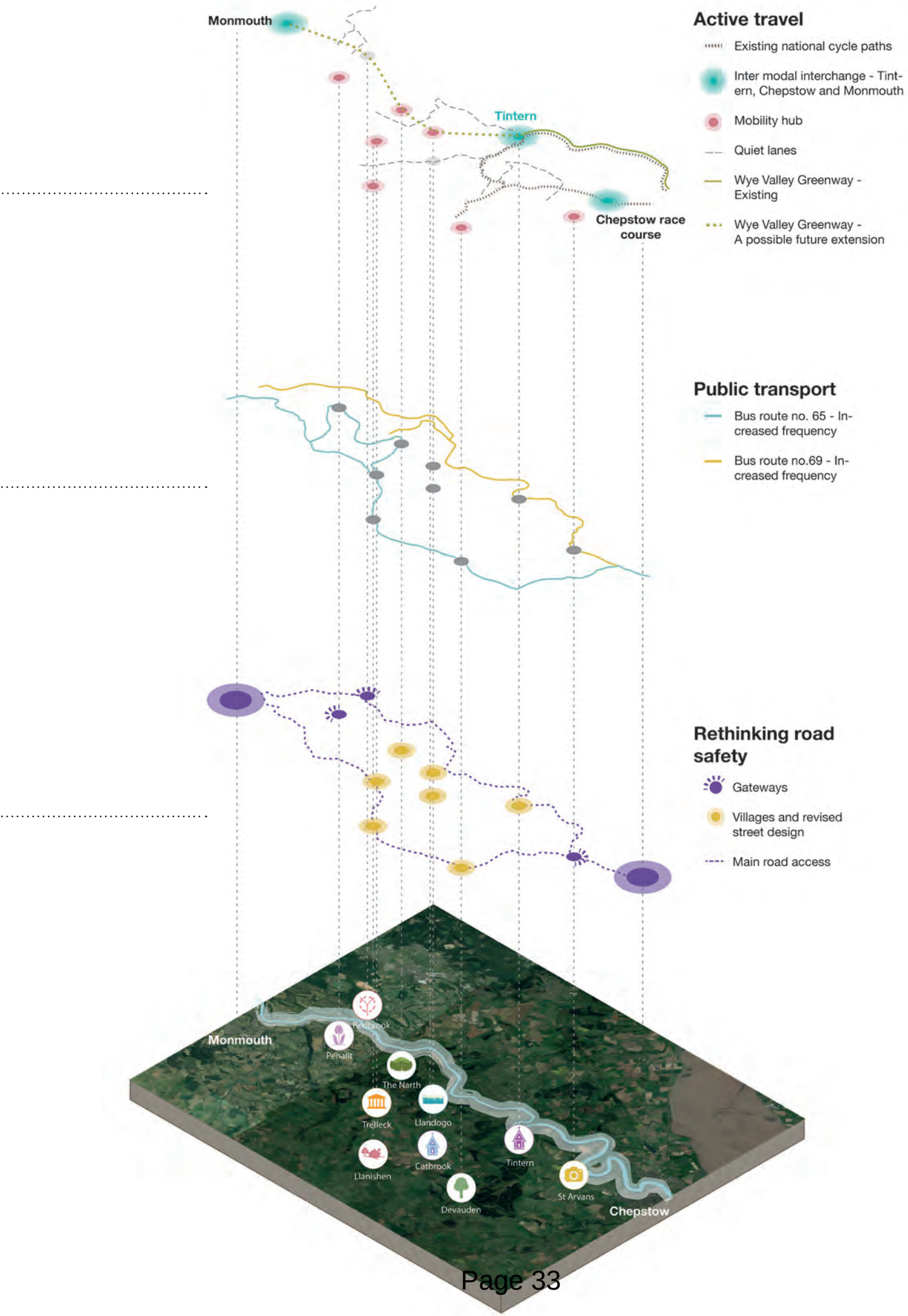
Right: Greener Grangetown, Cardiff

Coordinated village street design

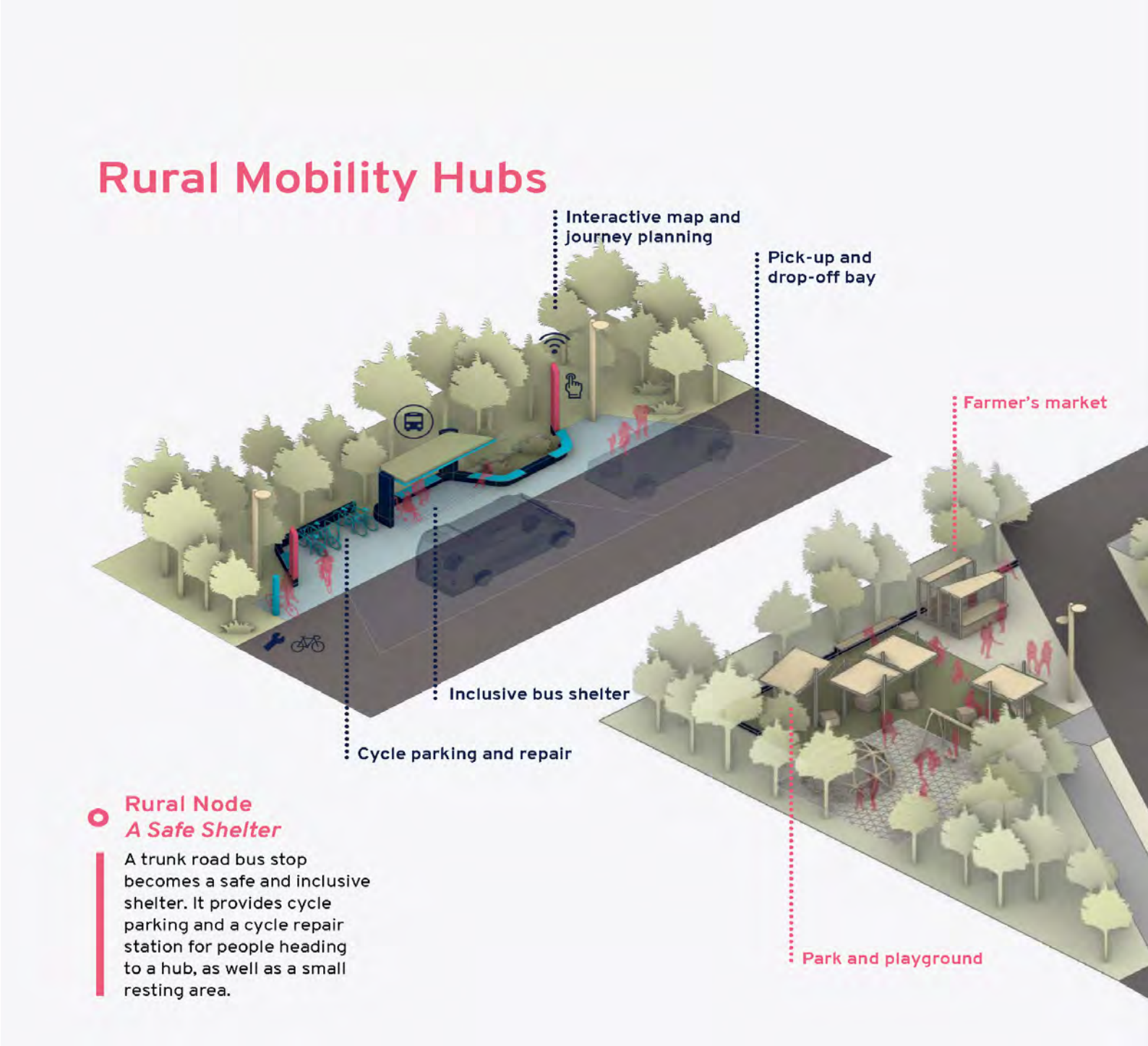
Left: Blaenavon Ironworks, Blaenavon

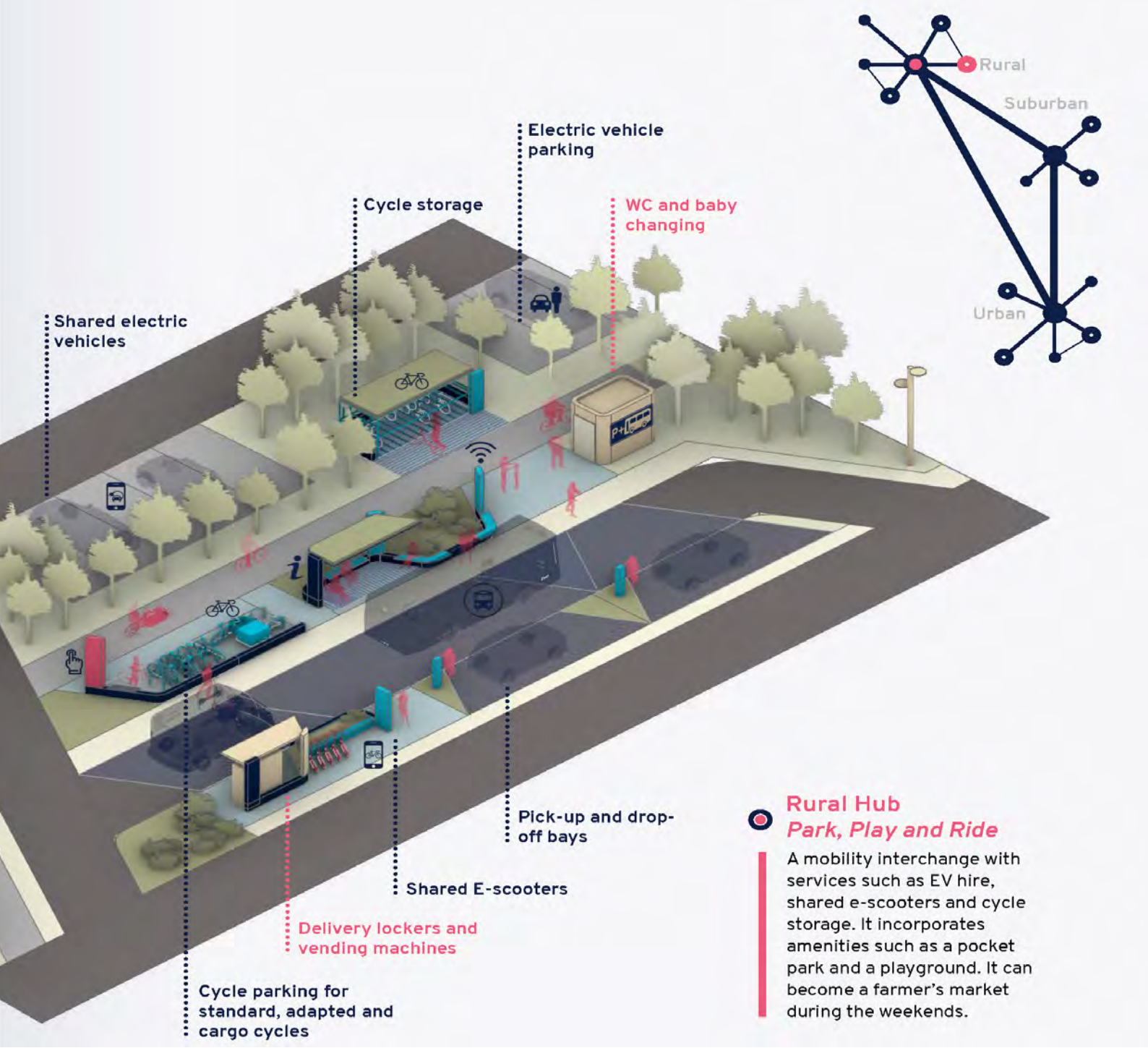
Right: Pedestrian priority spaces

2. **THE LAYERS OF PROPOSED ROAD SAFETY AND SUSTAINABLE TRANSPORT AS THEY RELATE TO VILLAGES**


Monmouth
Tintern
Chepstow race course
Active travel
Existing national cycle paths
Inter modal interchange - Tintern, Chepstow and Monmouth
Mobility hub
Quiet lanes
Wye Valley Greenway - Existing
Wye Valley Greenway - A possible future extension
Public transport
Bus route no. 65 - Increased frequency
Bus route no.69 - Increased frequency
Rethinking road safety
Gateways
Villages and revised street design
Main road access
Monmouth
Redbrook
Penallt
The Narth
Trelleck
Llandogo
Llanishen
Catbrook
Tintern
Devauden
St Arvans
Chepstow

The Arup publication Future Mobility Hubs illustrates how these facilities can be delivered at three different scales namely rural, semi urban and urban. To help understanding what this may mean for the Wye Valley, the following pages contain extracts from the report to show how a rural mobility hub could look and function.

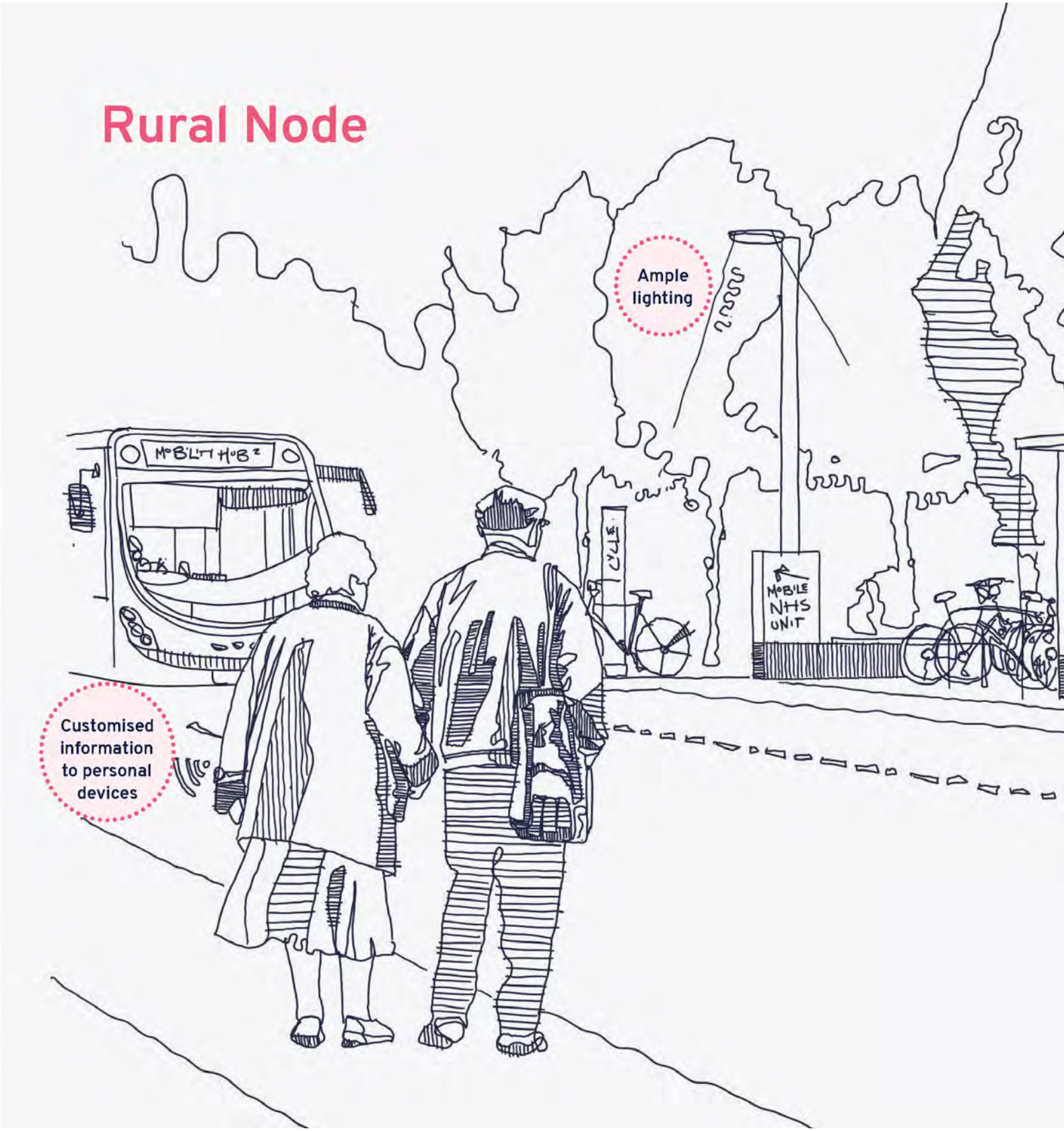


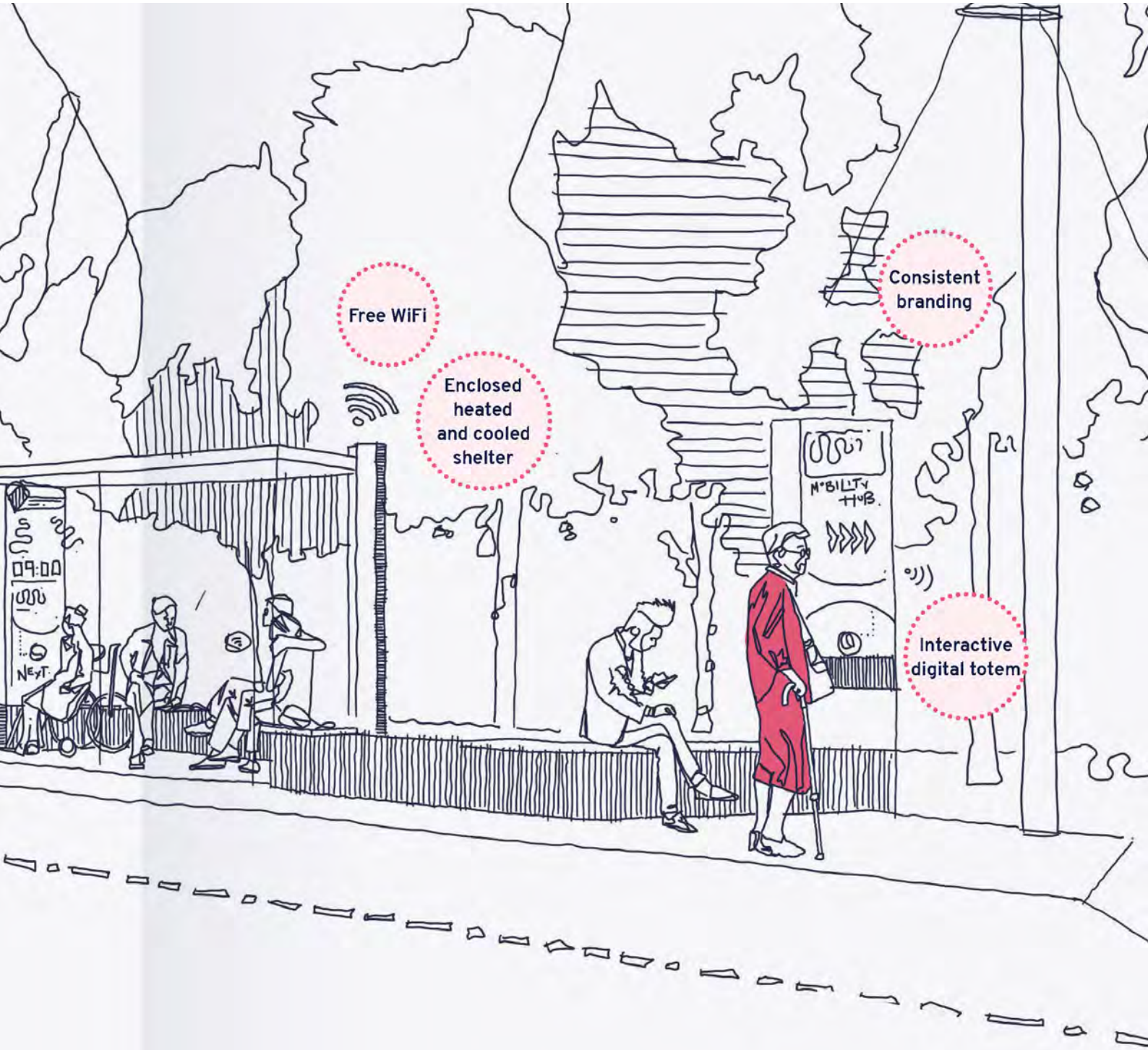


Rural Hub
Park, Play and Ride

A mobility interchange with services such as EV hire, shared e-scooters and cycle storage. It incorporates amenities such as a pocket park and a playground. It can become a farmer's market during the weekends.

Rural Node


Ample lighting
MOBILE HUB
CYCLE
MOBILE NHS UNIT
Customised information to personal devices


Free WiFi
Enclosed heated and cooled shelter
Consistent branding
Interactive digital totem
MOBILITY HUB
09:00
NEXT

4.3 Conserve & enhance the landscape

2

KEY RECOMMENDATIONS

A health plan for the River Wye

The 'Green' Villages initiative

Pilots for sustainable farming

Carbon footprint analysis

INTRODUCTION

Green and blue infrastructure refers to the landscapes (habitats, woodlands, fields, parks etc) and water systems (rivers, tributaries, streams etc). The recommendations offered around green and blue infrastructure are cognisant of the vast body of work contained by and managed by the AONB Partnership and the recently published Wye Valley Area of Outstanding Natural Beauty (AONB) Management Plan 2021-2026. In response, the recommendations of this study are not based around large-scale change to the landscape and water system of the AONB. Instead, the focus of this study is on recommendations which can be aligned with community-based projects, council led initiatives or the result of collaboration.

Interventions should support wider ecological connectivity through the enhancement and conservation of trees, hedgerows, verges, riparian habitat and lowland meadows for example. A local action group (Monmouthshire Meadows) is active within the area and have successfully delivered Trellech Wet Meadows Local Wildlife Site with Gwent Wildlife Trust. The potential to create additional schemes should be explored.

A HEALTH PLAN FOR THE RIVER WYE

The current level of river pollution and subsequent impact on ecology was cited as an issue during the public consultation and indeed poor river health across the UK is of growing concern. The reasons for increased pollutant levels are complex but contributors could include;

- Fertiliser and pesticide usage associated with the intensification of agriculture
- Water run-off from our road network
- Waste water and contaminants from homes

The section of the River Wye explored in this study is located at the lower reaches of the wider river catchment area. To fully mitigate and improve the health of the River Wye a strong vision and plan is needed that covers the entirety of the river catchment area. This will need to include multiple local authorities, land owners, stakeholders across the English-Welsh border. This is a significant undertaking but without this approach the lower reaches of the River Wye will continue to be affected by issues that are beyond the control of Monmouthshire County Council, the Wye Valley AONB Partnership and NRW.

Despite this there are actions that can be taken at the local level that can help create the conditions for change and demonstrate a 'better way'. These can include;

- Localised Sustainable Urban Drainage Systems (SuDS) to filter harmful contaminants before they find their way into the river system. Such systems use planting and landscaped features such as channels and ponds to store, filter and slowly release rainwater into streams, rivers and watercourses.

- A proactive campaign to raise awareness around household waste water and to encourage more environmentally friendly cleaning products.

- Encourage local action through community awareness initiatives. Encourage participation in citizen science, including the Wye Catchment Monitoring Project.

- Regenerative agriculture pilots that demonstrate how you can reduce or remove pesticides and manage the landscape to reduce surface run-off

In this way, the Wye Valley Villages can lead the cause for change for the wider River Wye.

THE 'GREEN' VILLAGES INITIATIVE

At a village level, it is recommended that any improvements to localised streets and public spaces are taken forward with nature-based solutions to water management such as SUDs. This can deliver multiple benefits including the creation of low maintenance filtration systems, reducing flooding, new habitat and recreation value. These are now required by Welsh Government for new road and public realm schemes.

In addition, community led initiatives which align with and support the overarching aims of the AONB can play an important role in placemaking and raising awareness amongst the community. Micro habitat creation such as the so-called Tiny-forests initiative or local food production schemes such as Incredible Edible can prove an invaluable source of positive change and help further shape the character of the villages.

So-called 'Citizen Science' where the local community contribute to wider research can be a fantastic way of encouraging participation whilst delivering meaningful research.

PILOTS FOR SUSTAINABLE FARMING

There is an opportunity to engage the agricultural community in order to deliver shared benefits for the AONB, local communities, local ecology and to mitigate climate change. Regenerative agriculture can be defined as farming practices which actively seek to conserve and enhance biodiversity, improve soil health and support the local economy.

During the study we have discussed the opportunity for MCC to utilise publicly owned land holdings for a pilot project to explore the benefits, challenges and opportunities for regenerative agriculture. We recommend this is explored further.

CARBON FOOTPRINT ANALYSIS

In 2019 Monmouthshire County Council declared a climate emergency committing to reduce its own carbon emissions to net zero by 2030. In achieving this target it is likely that Monmouthshire County Council will need to understand the contribution green and blue infrastructure can make both within the county and more specifically the study area of this report. Starting in January 2022 a carbon footprint analysis for the whole Wye Valley AONB will be undertaken. This will provide an invaluable resource which should be utilised to influence decision making and the prioritisation of projects.

LANDSCAPE STRATEGY

The landscape recommendations are formed around three layers each of which complement the extensive and successful work of the AONB and are intrinsically linked. The first layer of 'green' includes the mosaic of habitats throughout and valley, the 'blue' captures the water system including the River Wye and the final layer recognises the importance of improvement and action within the villages and communities as part of a 'whole' approach.

Pilots for sustainable farming

Left: Lowland meadows

Right: FitzPark, London

A Health Plan for the River Wye

Left: Regenerative river edge, Selwyn River catchment, Canterbury

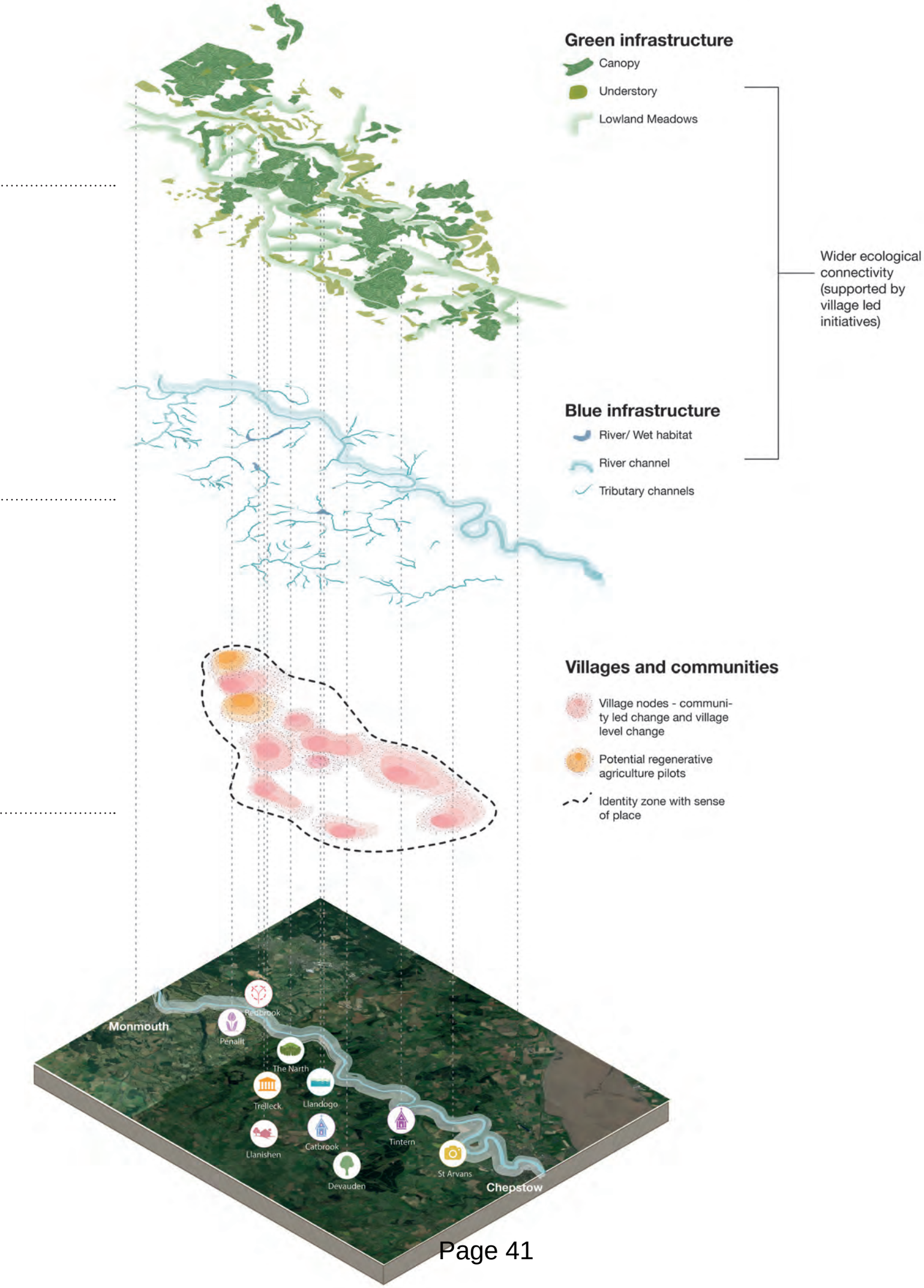
Right: Using planting and landscape to manage water, Wisconsin

The 'Green' Villages initiative

Left: Incredible Edible (https://www.incredibleedible.org.uk/)

Right: FitzPark, London

3. **THE LAYERS OF LANDSCAPE AS THEY RELATE TO THE VILLAGES**


Green infrastructure
Canopy
Understory
Lowland Meadows
Wider ecological connectivity (supported by village led initiatives)
Blue infrastructure
River/ Wet habitat
River channel
Tributary channels
Villages and communities
Village nodes - community led change and village level change
Potential regenerative agriculture pilots
Identity zone with sense of place
Monmouth
Redbrook
Penallt
The Narth
Trelleck
Llandogo
Llanishen
Catbrook
Tintern
Devauden
St Arvans
Chepstow

4.4 Enable sustainable tourism

3

KEY RECOMMENDATIONS

Formulate a new tourism strategy

The views, recommendations and ideas contained within this section have been discussed with key stakeholders and are focussed on the next steps and a possible way forward. To develop an effective, future action plan for the tourism aspects of "Wye Valley Villages Plan for the Future", there is a need to step-back and look at opportunities and challenges with a slightly broader and more strategic view and to consult with local communities, residents and businesses regarding acceptable levels of tourism at different times of the year. Sustainable tourism has benefits in terms of growing tourism for the good of the area's people, environment and communities.

Four key considerations have been identified as integral to a future tourism strategy. These are:

1. Geographic Boundaries

The geopolitical context of the Wye Valley is evidently complex being located across multiple administrative boundaries and straddling both England and Wales. The geographic boundary of future work and management will need to be agreed. This could be focused on the villages within this report, the entire AONB or a broader area yet undefined.

2. Leadership and delivery

There will need to agreement on who will lead on the planning and delivery of a solution as destination marketing and destination management cannot be delivered in separate silos. Further agreement is need on who forms part of project governance which could include communities, local business and public sector agencies.

3. Balancing tourism benefit and effect

Increasing tourism (or potentially decreasing in certain areas) poses significant questions. There needs to be an agreement on optimum level of positive benefits from tourism and potential effect for individual communities and component organisations. A clear understanding of what successful sustainable tourism looks like will need to be agreed.

4. The condition of the tourism economy

Before proceeding with a new strategy it is essential to understand the current condition of the existing tourism economy to establish whether it is 'fragile' or more robust. The second consideration will be to define what scale the 'tourism engine' should be to be more resilient.

APPROACH TO FORMULATING A NEW TOURISM STRATEGY

The following recommendations outline a series of steps to develop and deliver a new strategy:

- The swift delivery of an updated strategy and action plan (with measurable outcomes) for sustainable tourism with hard metrics and a defined business case at its heart, that can be measured and monitored so that as the strategy gets implemented, the degree of its success can be measured, and its implementation guided and shaped.

- A new strategy should build on, and update, the Wye Valley AONB Sustainable Tourism Strategy 2011-2016. Although this report did not contain detailed metrics and economics, it did provide a clear and comprehensive picture of what sustainable tourism could look like. A review of this plan is needed to determine which elements worked and those which did not. It will be essential to understand what has changed and what new opportunities and challenges have emerged.

- The new strategy should be based on hard data – linking into the ongoing research and data collection already being done for example by MCC / Visit Wales

- A new strategy should also be cognisant of, and align with the Monmouthshire Destination Plan.

- Business cases should be quantified with either 'hard', economic outcomes or social value generation. For example, the number of new full and part time jobs created, the value this brings to the local economy and relative uplift against the existing situation.

- Any new strategy should be realistic and pragmatic – but should not be afraid to be ambitious and aspirational. Without an ambitious plan, that can deliver sustainable economic and social benefits, why should stakeholders and investors want to back it and provide the resources needed? This represents evolution as opposed to revolution but will require a significant and positive step-change, built-in.

- A new strategy should be divided into what is termed 'hardware and software'.

Software – The behaviours, methodologies, and means used to market, manage and curate the visitor experience and the destination (in general terms- the destination management plan and the destination marketing plan)

Hardware - The physical and bricks & mortar facilities, amenities and infrastructure that support the delivery of the visitor experience.

SOFTWARE OPPORTUNITIES

Brand - The development and application of a more clearly defined place brand, in terms of common, shared values; strategic messages and visual identity. The current lack of singularity, clarity, and consistency of place brand within the wider Valley, dilutes and fails to enhance a unique and compelling sense of place.

Messages that can be developed, unified, and amplified across all channels & platforms such as websites, social media, printed form and signage. These messages can be focused on encouraging the tourism behaviours that we want to promote. They might (for example) include:

- Ditch the Car! The Wye Valley is an immersive, multi-sensory experience that you can only enjoy when you get out of the car. Any visit to the Valley needs to include parking-up and getting out and into the landscape whether it be by walking, cycling, or canoeing etc.
- More to see than just a day trip! Don't just pass-through, stay overnight. There is great potential for after dark experiences such as dark skies, bat watching and son et lumière.
- Avoid the queues! The Valley is just as incredible out of season and off-peak. The Valley's scenery changes with the seasons and is maybe even more beautiful & compelling and the welcome maybe even warmer, when we are not at our busiest. For example, autumn is a wonderful time for leaf peeping in the Wye Valley. Leaf peeping is an activity where people travel to admire the changing season as the foliage turns from summer greens to the vibrant colours of autumn.

The Borderlands Theme and Identity - The English and Welsh border represents an exciting melting pot, of differing histories, languages, ethnographies, and cultures. As long as boundaries separate places in political, socio-cultural, and economic terms, borderlands will continue to be a unique venue for tourist

SUCCESSFUL PLACE BRANDING

4. **BELOW: NORTH COAST 500, SCOTLAND** (www.northcoast500.com)
5. **RIGHT: GOLDEN CIRCLE, ICELAND** (www.visiticeland.com/article/the-golden-circle/)

©httpwww.cpgrey.com

HARDWARE OPPORTUNITIES

Hardware opportunities that the Wye Valley stakeholders can champion, lead, or partner on might include:

- Signage and Wayfinding - applying a reinvigorated and renewed place brand and visual identity, swiftly via new signage and wayfinding within the agreed geographic boundary. This could be a quick win and early deliverable demonstrating positive change for the local communities and visitors alike.

- Gateways – bold, physical forms on highways and footpaths, that signify arrival into or departure from this special and magical place. This could enhance and reaffirm the sense of place and create a positive sense of arrival which is currently missing. This represents another quick win and early deliverable.

- Visitor Attractions – especially those that celebrate and promote rural life and sustainable living, as tourists have become increasingly aware of environmental impact. If attraction opportunities are left to market forces, and the mix only curated passively, this risks a race to bottom – bringing the wrong sort of visitor for the wrong sort of occasion. Attraction operators with adequate finances are scarce across the UK and Europe. That is why partnerships, soft equity (capital grant support) and joined-up thinking will be required, to proactively plan, deliver and sustain a broader range of complementary attractions and attraction operators in appropriate locations.

- Supporting amenities – for example more serviced and or semi-serviced, accommodation and food and beverage opportunities. Celebrating the food provenance of the area, and offering the chance to really 'meet local people', as tourists are looking increasingly for authenticity in their experiences.

- Local Tourism Hubs – pockets of more dedicated tourist activity located strategically with parking, amenities and access to the landscape or recreation especially along the river Valley. This would mean actively curating this need in appropriate locations with the supporting amenities especially in potentially underused areas like NRW woodlands with cycle trails etc nearby.

- Main Tourism Hubs There may be scope for developing larger and more integrated tourism hubs. These could accommodate and integrate new attractions and amenities and be co-located with the inter modal interchanges discussed in section 4.2. These could be compact versions possibly, of the proposed PEAK - Peak District National Park resort campus near Chesterfield located at the prime gateways to the Valley such as Chepstow racecourse.

4.5 Reinforce the network of unique villages

4

KEY RECOMMENDATIONS

Celebrate the uniqueness of the villages

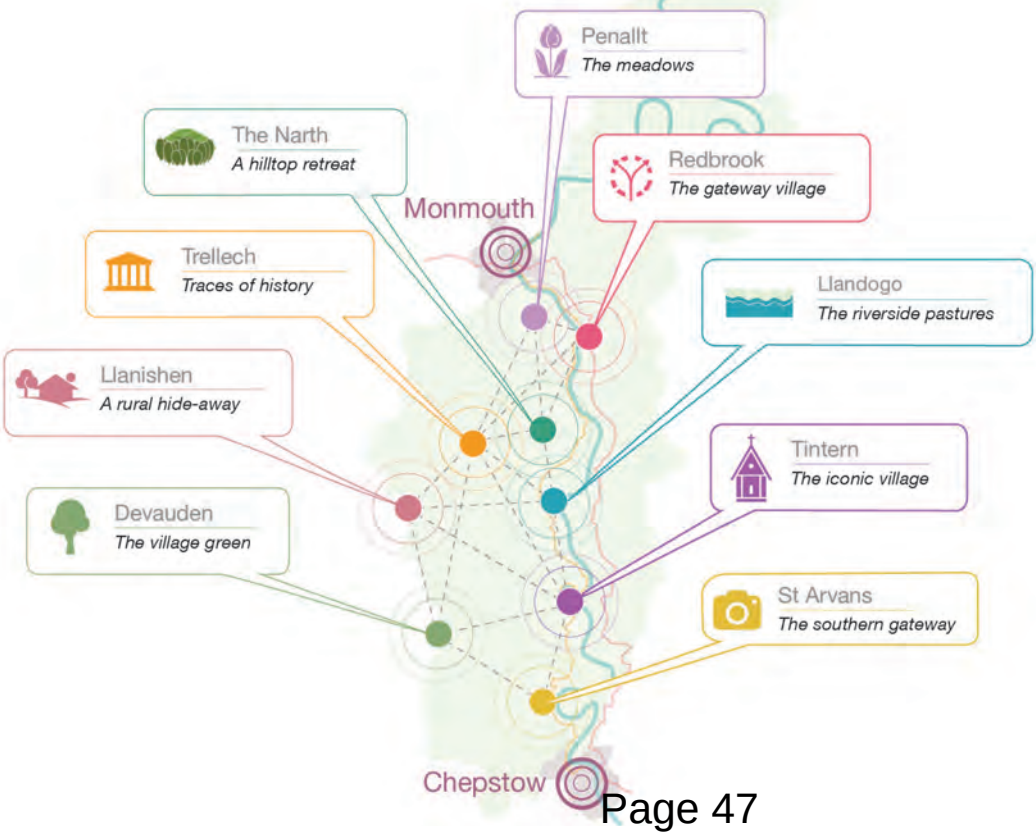
Coordinated approach to village improvements including village street design

Continued partnership working between community councils

To emphasise this uniqueness, the villages are a tapestry of settlements, moving away from the basic distinction between the villages in the valley and the ones high on the plateau between Wye Valley and Vale of Usk. This network of villages allows for unique identities to flourish and be reinforced, together with Monmouth and Chepstow as gateway towns. Of these, nine are explored within this study. Redbrook although part of the structure of villages and acknowledged here falls outside of Monmouthshire and therefore this study.

Using the same six point plan as for the overarching vision, common strategies and principles for placemaking can be defined, such as interventions that improve:

- travel and movement (road safety, active travel routes),
- tourism (signage and wayfinding, amenities and services),
- landscape (SUDs, biodiversity, trees and vegetation) and
- local economy (co-working hubs, local supply chains, digital economy and businesses)



4.6 Support the local economy

5

KEY RECOMMENDATIONS

Affordable housing strategy

Remote working hub pilot

Targeted circular economy fund

Halls Together Project

Improving digital connectivity

While Monmouthshire has the highest rate of active businesses and business births as well as the third highest Gross Value Added or GVA in Wales (this is a measure of the value of goods and services produced in an area), career opportunities and availability and quality of employment sites are limited, and the tourism industry is seasonal.

An older population is attracted to the region's high quality of life but are often in need of specific services such as health and social care and a younger population is in need of employment opportunities and incentives to drive initiatives forward locally.

Five drivers of change may support improvements and transformation of the local economy:

- Affordable housing strategy
- Remote working hub pilot
- Targeted circular economy fund for local producers and land managers
- Halls Together Project
- Improving digital connectivity

AFFORDABLE HOUSING STRATEGY

The Wye Valley is a desirable and expensive place to live but is unaffordable for many people employed locally and younger people. The high cost of housing may also be discouraging new and existing local businesses. Specific actions could be:

- Encourage construction of new houses and address the need for affordable and varied housing stock.
- Increase availability of housing sites to provide differing residential products and to enable higher rates of jobs per dwelling.
- Address the wider geographic differences in employment and housing markets in the region.

To address this issue it is important to to revise the Wye Valley Local Housing Needs Requirements specifically for the villages and to implement the Rural Allocations Policy.

REMOTE WORKING HUB PILOT

One way to raise the profile of the region as a dynamic place to do business is to work with Welsh Government and private operators to deliver a pilot remote working hub in one of the villages. This would provide office type accommodation on a flexible basis, access to IT, fast internet and attractive meeting and socialising spaces. This could benefit local communities and businesses in order to increase social capital, create skills networks and drive initiatives forward.

TARGETED CIRCULAR ECONOMY FUND

Exploring current circular economy funds can identify localised opportunities for local producers and land managers. There is an opportunity for increasing entrepreneurship (such as the Wye Valley Producers collective), capacity of businesses, earnings and retaining of economically active people within the production sector around the principle of a local circular economy.

HALLS TOGETHER PROJECT

This is a community project being guided by a steering group of representatives from village halls and community councils. The aim is to encourage and facilitate Community Facilities to work together to share best practice and benefit from joint ventures such as training, bulk purchasing, compliance and funding. Areas of focus have been identified through a questionnaire to hall community facilities.

IMPROVING DIGITAL CONNECTIVITY

Good quality digital infrastructure and connectivity is central in facilitating digital businesses, education, social inclusion, and inward investment in the region. The hills and valleys of the Wye Valley make it difficult to deploy traditional approaches to digital infrastructure such as laying cables. Specific actions could be:

- Provide better broadband infrastructure such as Next Generation Access or wireless broadband coverage to reduce out commuting.
- An application by MCC/RDP to the Welsh Government Local Broadband Fund 2022/23 following the completion of the Welsh Government Open Market Review. This will focus on technologies that take into account the topography of the valley.
- Continue to work with Monmouthshire Broadband/Broadband partners to deliver their current plan for 'Fibre to the Premises' internet in Tintern and Trellech

6. GLOVE FACTORY STUDIOS, BRADFORD-ON-AVON

4.7 Provide joined-up governance

6

KEY RECOMMENDATIONS

Establish a delivery group

Cross border working

ESTABLISH A DELIVERY GROUP

Leadership, ownership and identity will be decisive when it comes to delivering the vision for the "Wye Valley Villages AONB Plan for the Future". The action and delivery plan that will support the Plan for the Future will need strong, constant and proactive management and guidance. That will ensure successful and viable funding and delivery of a programme of projects that will be defined for each of the six points of the plan.

An integrated approach is essential to resolve issues and realise opportunities. The Wye Valley AONB Joint Advisory Committee (JAC) is currently the main cross-border body, consisting of local authorities, government agencies and interested public, private and voluntary sector organisations, that oversees the AONB Management Plan and the AONB Unit, and advises partners on issues, initiatives and strategies relating to the AONB.

CROSS BORDER WORKING

Many of the challenges and opportunities in the Wye Valley are not bound by geographical or administrative boundaries and the "increasingly complex and widespread environmental, social and political challenges transcend traditional management boundaries" as the AONB management plan states. The opportunity is to create cross border partnerships with national entities, whose strategies and plans aim to achieve similar objectives and jointly coordinate, plan, deliver and fund future projects.

Clear and strong governance and removing traditional boundaries between the public and private sector could further enhance collaboration and integration between the existing plans and projects and offer support to new or grassroots initiatives.

THE WILD HARE
COFFEE HOUSE OPEN
THE WILD HARE
COFFEE HOUSE
OPEN
FOR TAKEAWAYS!

5.1 Village Plans

These plans illustrate the ideas developed during the course of the project. In some instances they fall within privately owned land or will require more design, feasibility and investigation. In such instances this will require a longer time frame to assess viability and will require more in depth conversations to build consensus.

Suggestions are offered for particular uses within certain village halls. These should not be considered as the only potential uses and alternative ideas are recommended as the plans develop.

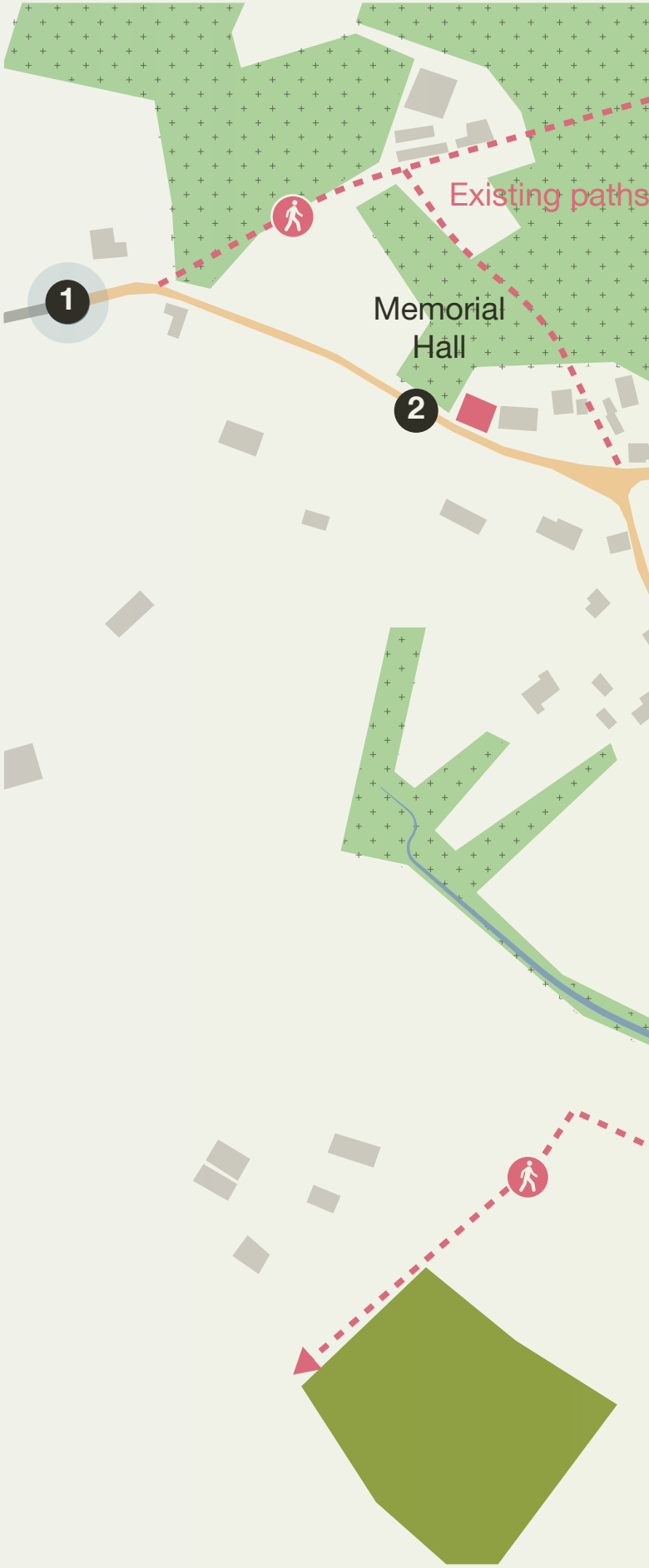
The following pages contain diagrammatic plans explaining how these proposed interventions could be implemented in each village and includes an individual action plan for each village setting out the projects and key information around timescale, the partners needed to delivery and the level of priority.

5.2 Catbrook

The village is a community rather than a focal point for tourism. As with the Narth the quiet, secluded character of the village is a defining feature. Accordingly, proposed change is limited. Subtle interventions could help garner greater community cohesion, increase the sense of place and cater for low impact tourism in the form of walkers/hikers.

1. **Village gateway** with 20mph speed limit and unique gateway sign

2. **Traffic calming** street design such as raised crossings, material changes, pedestrian priority spaces and landscape planting as part of nature based solutions to managing rain water



Existing paths
Distillery
1
2
2
1
1

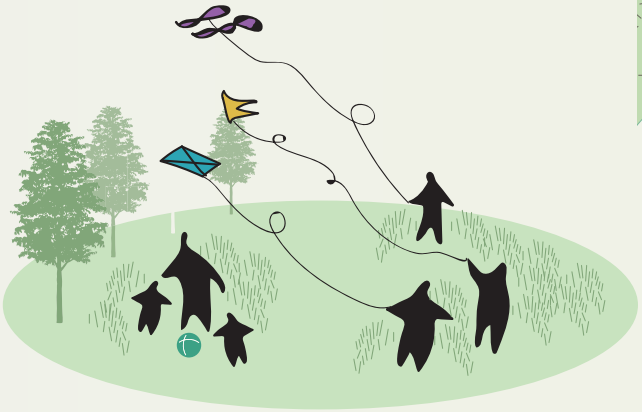
5.2 Catbrook Action Plan

NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
Opportunity -Encourage lower vehicle speeds. Overall recommendations here are limited to road safety in response to feedback from the public consultation				
5.2.1	Road Safety and placemaking	Creation of village gateway signage	Development project/pilot	High - Quick Win
5.2.2	Road Safety	20mph speed limit through village (2023 based on current proposals from WG).	Development project/pilot	High - Quick Win

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
MCC	MCC/Community council	MCC Operational Budget - subject to confirmation. Potential project funding via WG Active Travel Funding & Local Transport Fund, Sustainable Landscapes Sustainable Places funding.	Budget would need to be secured	£10-15k subject to detail design (please note this could vary significantly depending on the type of signage).	MCC, AONB, Community Councils,
MCC	MCC/WG	MCC Operational Budget - via WG 20mph plans	Exists within current budget	tbc	MCC, Community Councils, AONB, WG

5.3 Devauden

By contrast to the destination villages such as Tintern, the character of Devauden reflects its function as a community and less as a tourism destination. During the engagement process concern was raised over the volume and speed of vehicle movement. The active community hall and community council can play a key role in delivering change on the ground. The initial proposals are:



1. **Village gateway** with 20mph speed limit and unique gateway sign

2. **Traffic calming** street design such as raised crossings, material changes, pedestrian priority spaces and landscape planting as part of nature based solutions to managing rain water.

3. **Community agriculture scheme** such as Incredible Edible (Usk). Location to be determined.

4. **Village green enhancements -** The main feature of note is the village green which contains the interpretative feature for John Wesley . Given the importance of the Wesleyan movement and its global reach, there is an opportunity to enhance this space to support multiple purposes for the community and visitors. Small habitat creation such as species rich grassland or wildflower planting will bring ecological benefits and enhance the environment. Another opportunity is to relocate some bus stops to the village green area.

5. **Memorial Hall -** a gathering place for the community with added facilities such as cycle parking, EV charging, wayfinding and wifi. It is also worth exploring other ideas such as temporary village pub and small habitat creation around the hall.

6. **Safe cycle paths** for people of all abilities with bike facilities at Memorial Hall.

1
St James Devauden
2
4
5
1
1
3
Veddw House Garden
6
Similar road safety measures proposed at Itton Village. Proposals to be captured and identified at a later stage.

5.3 Devauden Action Plan

NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
Opportunity -Encourage lower vehicle speeds. Opportunity -Community agriculture				
5.3.1	Road Safety and placemaking	Creation of village gateway signage	Development project/pilot	High - Quick Win
5.3.2	Road Safety	20mph speed limit through village	Development project/pilot	High - Quick Win
5.3.3	Street Design	Detail design changes to the street to encourage lower speeds such as raised crossings, material changes, pedestrian priority spaces and landscape planting as part of nature based solutions to managing rain water. To be defined via the recommended coordinated village street design.	Development project/pilot	High

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
MCC	MCC/Community council	MCC Operational Budget - subject to confirmation. Potential project funding via WG Active Travel Funding & Local Transport Fund, Sustainable Landscapes Sustainable Places funding.	Budget would need to be secured	£10-15k subject to detail design (please note this could vary significantly depending on the type of signage).	MCC, AONB, Community Councils,
MCC	MCC/WG	Welsh Government Local Transport Fund	Identified within forthcoming budget	tbc	MCC,WG, Community Councils
MCC	MCC/Community Council	MCC Operational Budget - subject to confirmation. Potential project funding via WG Active Travel Funding & Local Transport Fund (2021-22 Round)	Budget would need to be secured	tbc - dependent on scale and specification of improvement.	MCC, WG, Community Councils

5.3 Devauden Action Plan

NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
5.3.4	Community Agriculture/ Growing	Deliver a community agriculture scheme as an early win for the Green Village Strategy. Consider aligning to existing initiatives such as Incredible Edible (Usk). Communicate ideas with Coleg Gwent and Wye Valley AONB to explore opportunities for collaboration and knowledge share.	Community based project	High - Quick Win
5.3.5	Village Green Enhancements	Localised improvements to the green including small habitat creation (such as species rich grassland or appropriate wild flower planting to be agreed with MCC).	Development project/pilot	High - Quick Win
5.3.6	Relocation of bus stops	Consider relocating bus stops to the village green area.	Development project/pilot	High
5.3.7	The Hood Memorial Hall	Consider extending small habitat creation to areas around the hall aligned to the Green Village Strategy.	Community based proejct	High - Quick Win
5.3.8	The Hood Memorial Hall	Explore additional ideas raised during the consultation such as a temporary village pub (assumed as a 1 day a week event).	Community based proejct	High - Quick Win

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
Third Sector	Community Council	Community Funding tbc	Budget would need to be secured	tbc - such schemes can be realised with minimal to no capital expenditure assuming land is already acquired.	Community Councils, AONB, Coleg Gwent, Existing initiatives such as Incredible Edible
Partnership	MCC/Community Council	Community Funding, Sustainable Development Fund tbc	Budget would need to be secured	tbc	Community Councils, MCC, Bus Operators, Monmouthshire Meadows
Partnership	MCC/Community Council, Bus operator	Multiple Funding Sources to be defined	Budget would need to be secured	tbc	MCC/Community Council, Bus operator
Third Sector	Community Council	Community Funding, Collaboration with NRW/ Woodland Trust tbc	Budget would need to be secured	tbc	Community Council, Monmouthshire Meadows Groups AONB, MCC, Wildlife partner (e.g. Gwent Wildlife Trust).
Third Sector	MCC/Community Council	Community Funding,	Budget would need to be secured	Assumed as no additional cost or minimal community funding.	Community Councils, MCC, Bus Operators

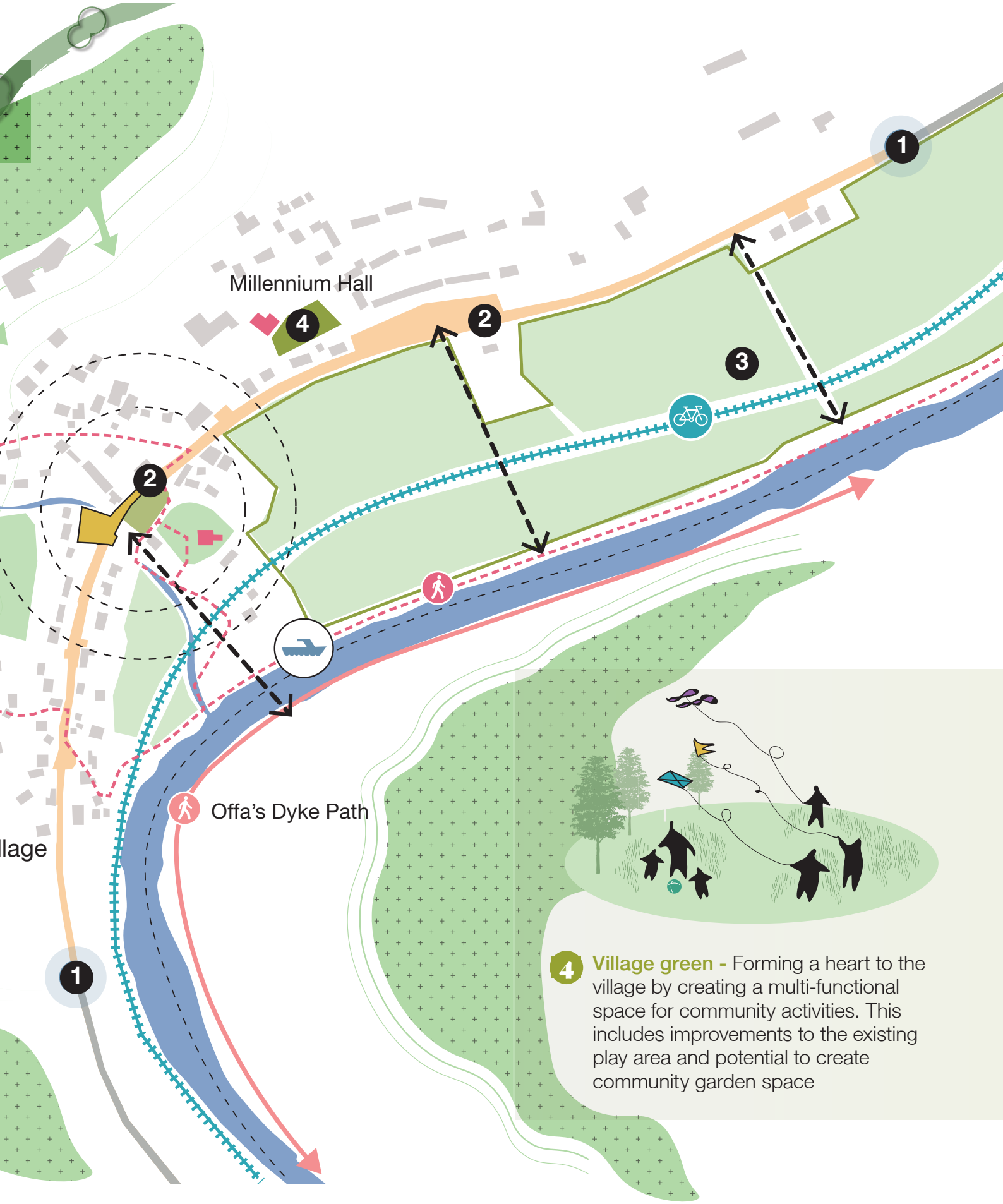
5.4 Llandogo

One of the riverside villages, Llandogo lacks the tourism profile and status of nearby Tintern. The village has no single defining feature or space and although it enjoys a riverside access, it feels disconnected from the river which once supported the local trow industry. Despite this, the village has significant potential as both a pivot point for multiple walking points and as a place. The initial proposals seek to reshape the village to harness the natural advantages and rediscover its history.

1. **Village gateway** with 20mph speed limit and unique gateway sign

2. **Traffic calming** street design such as raised crossings, material changes, pedestrian priority spaces and landscape planting as part of nature based solutions to managing rain water.

3. **Llandogo Meadows -** Enhancing the biodiversity of the lowland river meadows and reconnecting the village to the river through improved access for walkers and cyclists. Please note this would require private landowner agreement.



4 Village green - Forming a heart to the village by creating a multi-functional space for community activities. This includes improvements to the existing play area and potential to create community garden space

5.4 Llandogo Action Plan

NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
Opportunity -Encourage lower vehicle speeds. Opportunity - Improved access to the river Opportunity - lowland meadow enhancement Opportunity - Improved park/green space adjacent to Millennium Hall				
5.4.1	Road Safety and placemaking	Creation of village gateway signage. Align this with the approach to the network of villages by assigning a particular theme/name for each village.	Development project/pilot	High - Quick Win
5.4.2	Road Safety	20mph speed limit through village	Development project/pilot	High - Quick Win
5.4.3	Street Design	Detail design changes to the street to encourage lower speeds such as raised crossings, material changes, pedestrian priority spaces and landscape planting as part of nature based solutions to managing rain water. To be defined via the recommended coordinated village street design	Development project/pilot	High
5.4.4	Community-led lowland meadow enhancement	Engage with local landowners, Gwent Wild life Trust and the local community to determine interest, viability and potential delivery of lowland meadow enhancement	Development project/pilot	High - Quick Win

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
MCC	MCC/Community council	MCC Operational Budget - subject to confirmation. Potential project funding via WG Active Travel Funding & Local Transport Fund, Sustainable Landscapes Sustainable Places funding.	Budget would need to be secured	£10-15k subject to detail design	MCC, AONB, Community Councils,
MCC	MCC/WG	Welsh Government Local Transport Fund	Identified within forthcoming budget	tbc	MCC,WG, Community Councils
MCC	MCC/Community Council	MCC Operational Budget - subject to confirmation	Budget would need to be secured	tbc	MCC, WG, Community Councils
Partnership	Monmouthshire Meadow Group	Multiple Funding Sources to be defined	Budget would need to be secured	tbc - dependent on scale of improvement. Consider the use of crowd funding	Community Council, Monmouthshire Meadows Groups AONB, MCC, Wildlife partner (e.g. Gwent Wildlife Trust).

5.4 Llandogo Action Plan

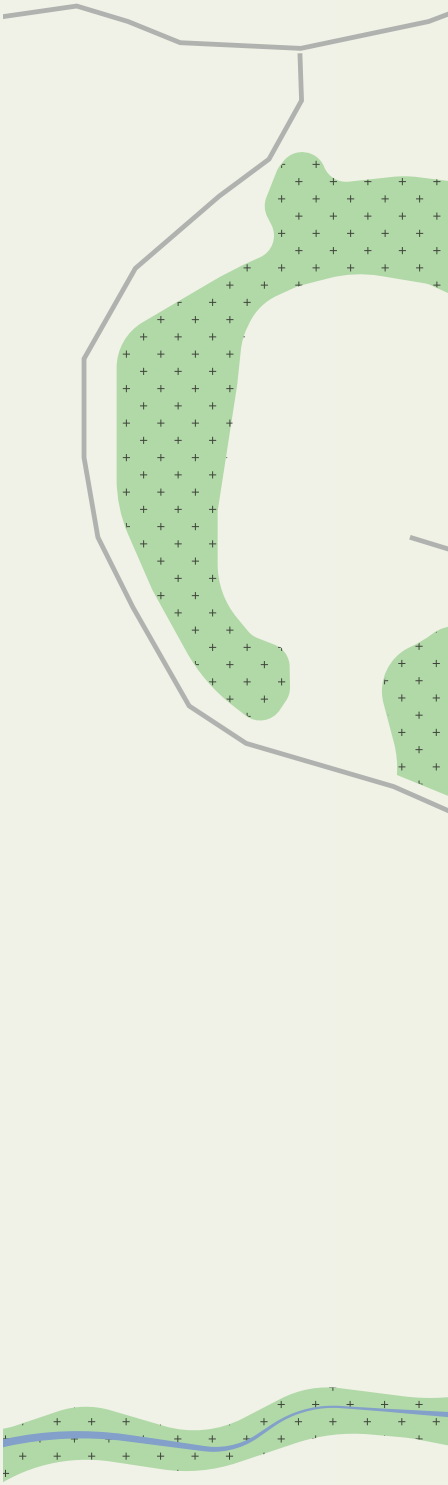
NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
5.4.5	Millennium Hall green	Improve the existing green space, small scale habitat creation in line with the Green Village Strategy and consider the potential to create community garden space (such as Incredible Edible)	Development project/pilot	High - Quick Win
5.4.6	Millennium Hall green	Provide improved play equipment and ensure this caters for all abilities	Development project/pilot	High
5.4.7	River access	Engage with local landowners to explore the potential for new access routes from the village to the river. Align with potential meadow enhancement noted above	Community based proejct	High - Quick Win

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
Partnership	Community Council	UK Shared Prosperity Fund. Funding grant e.g. Ashley Family Foundation. Collaboration with NRW/ Woodland Trust	Budget would need to be secured	tbc - dependent on scale of improvement. Consider the use of crowd funding.	Community Council, third sector organisations such as Incredible Edible
Partnership	Community Council	Multiple Funding Sources to be defined	Budget would need to be secured	tbc - dependent on scale of improvement	Community Council, MCC, third sector groups and local school
Partnership	Community Council	Multiple Funding Sources to be defined	Budget would need to be secured	tbc - dependent on scale of improvement and routes. Potential to collabprate with third sector organisations such as Gwent Wildlife Trust	Community Council, third sector organisations such as Gwent Wildlife Trust, land owner(s)

5.5 Llanishen

Like Devauden and the Narth, Llanishen is largely community focused. The village backs on to the B4293 partially screening it from passing traffic. It is fragmented in form, extending west away from the main road. Whilst the screening helps mitigate the impact of passing traffic for residents the lack of an evident 'place' for those passing through does little to discourage speeding vehicles.

1. **Village gateway** with 20mph speed limit and unique gateway sign
2. **Traffic calming** street design such as raised crossings, material changes, pedestrian priority spaces and landscape planting as part of nature based solutions to managing rain water



St Dennis' Church
Llanishen Village Hall
1
2
1

5.5 Llanishen Action Plan

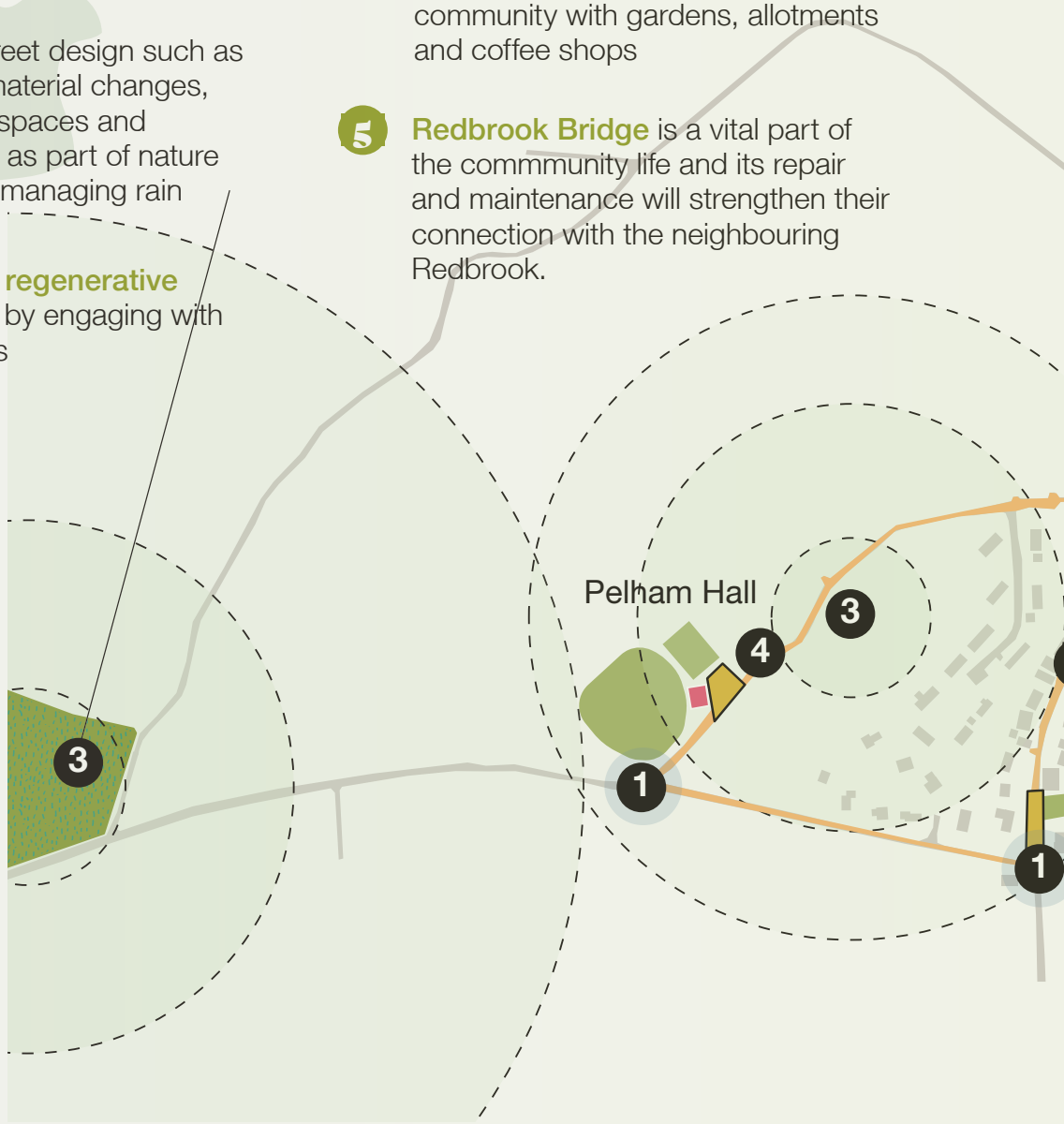
NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
Opportunity -Encourage lower vehicle speeds. Overall recommendations here are limited to road safety in response to feedbac				
5.5.1	Road Safety and placemaking	Creation of village gateway signage. Align this with the approach to the network of villages by assigning a particular theme/ name for each village.	Development project/pilot	High - Quick Win
5.5.2	Road Safety	20mph speed limit through village	Development project/pilot	High - Quick Win
5.5.3	Street Design	Detail design changes to the street to encourage lower speeds such as raised crossings, material changes, pedestrian priority spaces and landscape planting as part of nature based solutions to managing rain water. To be defined via the recommended coordinated village street design	Development project/pilot	High

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
k from the public consultation					
MCC	MCC/Community council	MCC Operational Budget - subject to confirmation. Potential project funding via WG Active Travel Funding & Local Transport Fund, Sustainable Landscapes Sustainable Places funding.	Budget would need to be secured	£10-15k subject to detail design	MCC, AONB, Community Councils,
MCC	MCC/WG	Welsh Government Local Transport Fund	Identified within forthcoming budget	tbc	MCC,WG, Community Councils
MCC	MCC/Community Council	MCC Operational Budget - subject to confirmation. Potential project funding via WG Active Travel Funding & Local Transport Fund (2021-22 Round)	Budget would need to be secured	tbc - dependent on scale and specification of improvement.	MCC, WG, Community Councils

5.6 Penallt

The village enjoys a prominent location elevated at the head of the valley. The area is largely community focused with visitor destinations focused around Humble by Nature and Pelham Hall. Initial proposals are cognisant of these enterprises and build on these assets and the natural environment to shape a broader proposition around regenerative agriculture.

1. **Village gateway** with 20mph speed limit and unique gateway sign
2. **Traffic calming** street design such as raised crossings, material changes, pedestrian priority spaces and landscape planting as part of nature based solutions to managing rain water
3. The deployment of **regenerative agricultural pilots** by engaging with willing collaborators
4. The use of Pelham Hall as a **remote working hub** enhanced to cater for the community with gardens, allotments and coffee shops
5. **Redbrook Bridge** is a vital part of the commmunity life and its repair and maintenance will strengthen their connection with the neighbouring Redbrook.



Wye Valley Walk
Redbroo
5
1
2
Puddingstone
& Pub Trail

5.6 Penallt Action Plan

NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
Opportunity -Encourage lower vehicle speeds. Opportunity - Sustainable farming plot Opportunity - Remote working hub				
5.6.1	Road Safety and placemaking	Creation of village gateway signage. Align this with the approach to the network of villages by assigning a particular theme/ name for each village.	Development project/pilot	High - Quick Win
5.6.2	Road Safety	20mph speed limit through village	Development project/pilot	High - Quick Win
5.6.3	Street Design	Detail design changes to the street to encourage lower speeds such as raised crossings, material changes, pedestrian priority spaces and landscape planting as part of nature based solutions to managing rain water. To be defined via the recommended coordinated village street design	Development project/pilot	High

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
MCC	MCC/Community council	MCC Operational Budget - subject to confirmation. Potential project funding via WG Active Travel Funding & Local Transport Fund, Sustainable Landscapes Sustainable Places funding.	Budget would need to be secured	£10-15k subject to detail design	MCC, AONB, Community Councils,
MCC	MCC/WG	Welsh Government Local Transport Fund	Identified within forthcoming budget	tbc	MCC,WG, Community Councils
MCC	MCC/Community Council	MCC Operational Budget - subject to confirmation	Budget would need to be secured	tbc - dependent on scale and specification of improvement.	MCC, WG, Community Councils

5.6 Penallt Action Plan

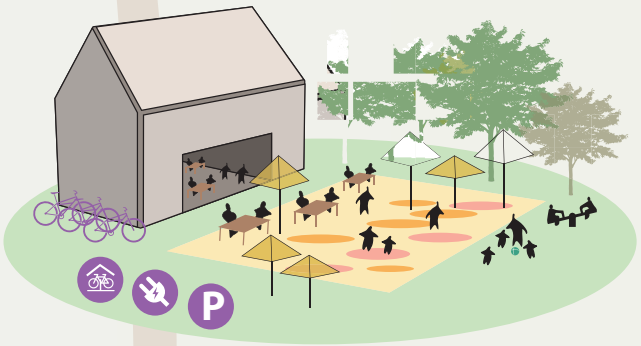
NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
5.6.4	Sustainable farming pilot	Public sector led demonstrator for sustainable land management. Engage with the NFU, NRW, Coleg Gwent, Humble By Nature and local farmers to identify willing collaborators for land management pilots. Support with the strategic aims of the project and help initiate. Measure outcomes and lessons learned. Align this with MCC	Development project/pilot	Medium
5.6.5	Remote working hub - Pelham Hall	Liaise with the operator to explore the potential to create a remote working hub. Please note this was raised as a possibility doing engagement	Development project/pilot	Medium
5.6.6	Redbrook Bridge improvement	Gloucestershire Couty Council to undertake maintenance works on the existing bridge. Consider a new lighting strategy to denote the importance of the bridge but ensure this is designed to mitigate any potential impact on wildlife/ light pollution. Potential to incorporate as part of the sustainable transport study and/or Wye Valley Greenway proposals.	Development project/pilot	High - Quick Win

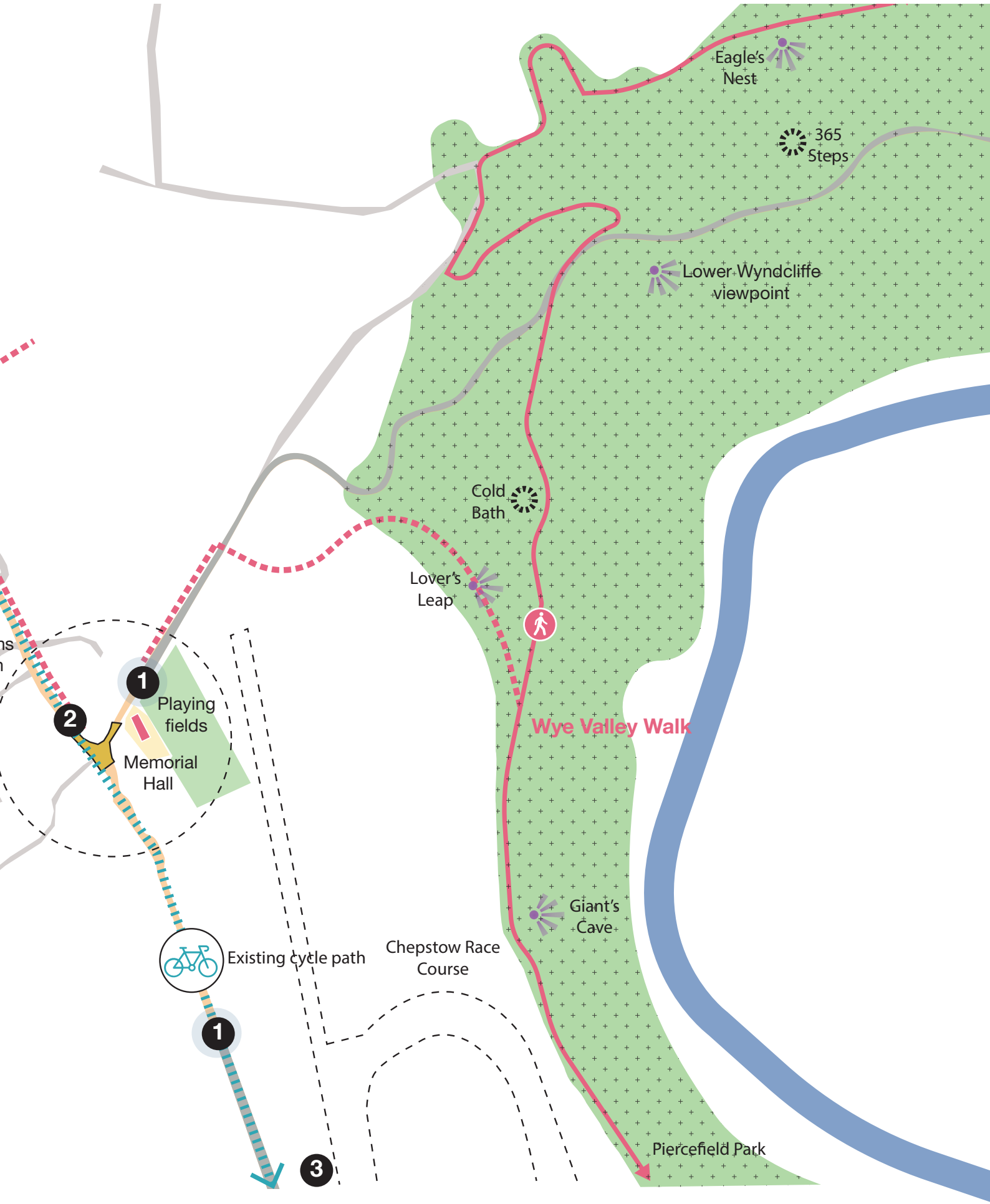
DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
JV	AONB/MCC	Coleg Gwent contribution. Sustainable production grant (Wales). Farm Business Grant (Wales). Glastir Small Grants scheme (Wales). UK Shared Prosperity scheme.	Budget would need to be secured	If of sufficient scale consider UK Shared Prosperity Fund (For example as part of a county wide strategy). Alternatively small scale delivered in collaboration with Coleg Gwent - circa £25,000. Additional funding sources are available to supplement a smaller scale project.	NFU, NRW, MCC, Coleg Gwent, local land owners, Wye and Usk Foundation.
MCC	MCC	Private Sector investment	Budget would need to be secured	tbc - subject to private sector proposals and available funds	MCC, AONB, Community Councils, TfW, Bus operators
Partnership	AONB/GCC	Multiple Funding Sources to be defined	Budget would need to be secured	tbc - subject to level of intervention which could range from limited maintenance to more significant infrastructure and intrusive works to the bridge as part of a broader active travel system such as the Wye Valley Greenway.	MCC, WG, Community Councils, GCC, Sustrans, Railway Heritage Trust

5.7 St Arvans

The village marks the southern gateway to the Wye Valley and is immediately north of Chepstow racecourse. It marks the connection between the B4293 and A466 linking the lower reaches of the valley with the upper area. Despite this strategic importance there is little to mark this important location whilst local residents experience the dual negative of passing traffic with little direct benefit from visitors.

1. **Village gateway** with 20mph speed limit and unique gateway sign
2. **Traffic calming** street design such as raised crossings, material changes, pedestrian priority spaces and landscape planting as part of nature based solutions to managing rain water
3. The use of Chepstow racecourse as a **transport hub** to encourage greater use of sustainable transport and as an entry point to the strategic walking routes.




Eagle's Nest
365 Steps
Lower Wyndcliffe viewpoint
Cold Bath
Lover's Leap
Wye Valley Walk
Giant's Cave
Piercefield Park
Playing fields
Memorial Hall
Existing cycle path
Chepstow Race Course
1
2
1
3

5.7 St Arvans Action Plan

NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
Opportunity -Encourage lower vehicle speeds. Overall recommendations here are limited to road safety in response to feedbac				
5.7.1	Road Safety and placemaking	Creation of village gateway signage. Align this with the approach to the network of villages by assigning a particular theme/name for each village. Particular opportunity to mark the entrance of the Wye Valley.	Development project/pilot	High - Quick Win
5.7.2	Road Safety	20mph speed limit through village	Development project/pilot	High - Quick Win
5.7.3	Street Design	Detail design changes to the street to encourage lower speeds such as raised crossings, material changes, pedestrian priority spaces and landscape planting as part of nature based solutions to managing rain water. To be defined via the recommended coordinated village street design	Development project/pilot	High
5.7.4	Chepstow racecourse transport hub	As part of the recommended sustainable transport strategy undertake a feasibility study which includes design, funding and delivery for a potential new sustainable transport hub. Undertake this as part of the recommended Sustainable Transport Strategy	Further study	High

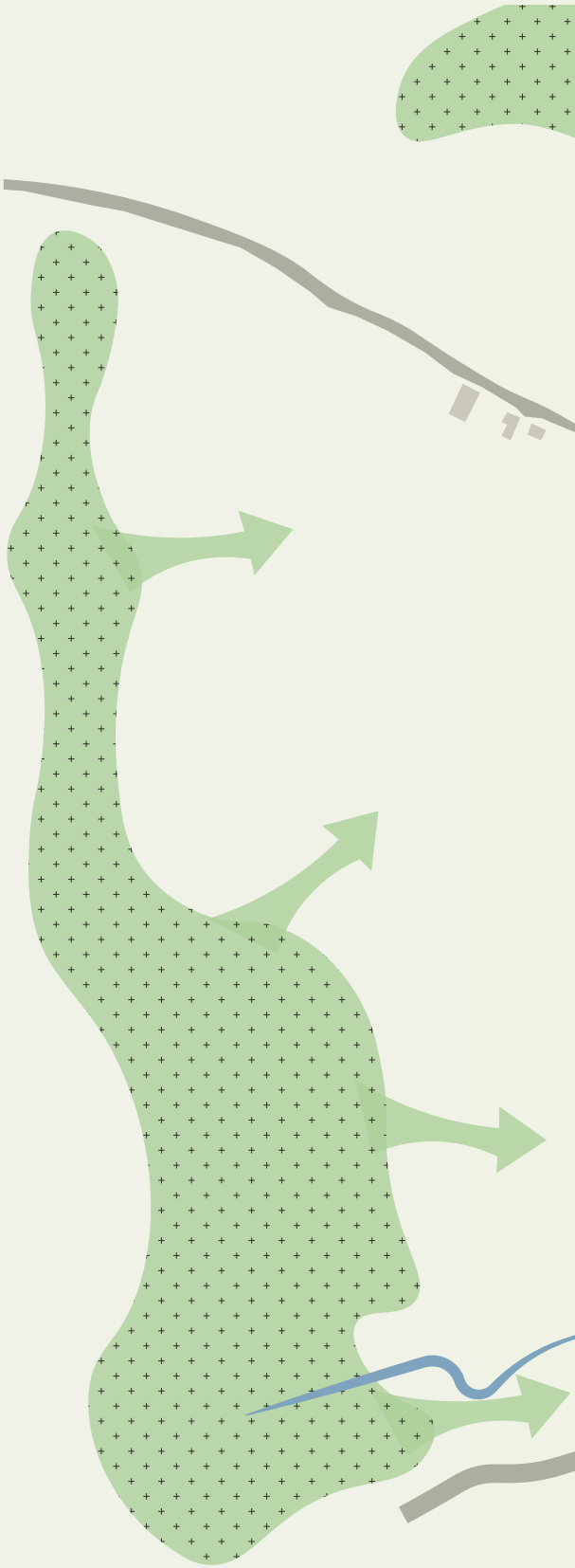
DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
k from the public consultation					
MCC	MCC/Community council	MCC Operational Budget - subject to confirmation. Potential project funding via WG Active Travel Funding & Local Transport Fund, Sustainable Landscapes Sustainable Places funding.	Budget would need to be secured	£10-15k subject to detail design	MCC, AONB, Community Councils,
MCC	MCC/WG	Welsh Government Local Transport Fund	Identified within forthcoming budget	tbc	MCC,WG, Community Councils
MCC	MCC/Community Council	MCC Operational Budget - subject to confirmation	Budget would need to be secured	tbc - dependent on scale and specification of improvement.	MCC, WG, Community Councils
Joint Venture	MCC	MCC Operational Budget - subject to confirmation. Potential project funding via WG Active Travel Funding & Local Transport Fund (2021/22 Round)	Budget would need to be secured	refer to sustainable transport strategy action	MCC, AONB, Community council, Chepstow racecourse, private operators, bus operator

5.8 The Narth

Like Devauden, The Narth is a community rather than a focal point for tourism. The quiet, secluded nature of the village and wooded setting are defining characteristics. Proposed change in the Narth is limited considering the residential nature of the village. However, subtle interventions could help garner greater community cohesion, increase the sense of place and cater for low impact tourism in the form of walkers/hikers.

1. **Village gateway** with 20mph speed limit and unique gateway sign

2. **Traffic calming** street design such as raised crossings, material changes, pedestrian priority spaces and landscape planting as part of nature based solutions to managing rain water.



1
Manor Wood
The Narth
Village Hall
2
1
Manor Brook

5.8 The Narth Action Plan

NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
Opportunity -Encourage lower vehicle speeds. Overall recommendations here are limited to road safety in response to feedback from the public consultation				
5.8.1	Road Safety and placemaking	Creation of village gateway signage. Align this with the approach to the network of villages by assigning a particular theme/ name for each village.	Development project/pilot	High - Quick Win
5.8.2	Road Safety	20mph speed limit through village	Development project/pilot	High - Quick Win
5.8.3	Street Design	Detail design changes to the street to encourage lower speeds such as raised crossings, material changes, pedestrian priority spaces and landscape planting as part of nature based solutions to managing rain water. To be defined via the recommended coordinated village steret design	Development project/pilot	High

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
MCC	MCC/Community council	MCC Operational Budget - subject to confirmation. Potential project funding via WG Active Travel Funding & Local Transport Fund, Sustainable Landscapes Sustainable Places funding.	Budget would need to be secured	£10-15k subject to detail design	MCC, AONB, Community Councils,
MCC	MCC/WG	Welsh Government Local Transport Fund	Identified within forthcoming budget	tbc	MCC,WG, Community Councils
MCC	MCC/Community Council	MCC Operational Budget - subject to confirmation	Budget would need to be secured	tbc - dependent on scale and specification of improvement.	MCC, WG, Community Councils

5.9 Tintern

The remains of Tintern Abbey are one of the defining features of the Wye Valley. This is where visible history, past industry, the picturesque landscape and village life reflect the Wye Valley in one place. This places pressure on what is a small settlement to successfully manage the complex balance between visitors and residents. The initial proposal seeks to address this and enhance the village.

1. **Village gateway** with 20mph speed limit and unique gateway sign

2. **Traffic calming** street design such as raised crossings, material changes, pedestrian priority spaces and landscape planting as part of nature based solutions to managing rain water. Design interventions to create clear, attractive and safe routes between Tintern and Tintern Parva and the wider network of recreational routes. The design and maintenance proposals are extended to include verges and other areas of public realm including the car parking areas.

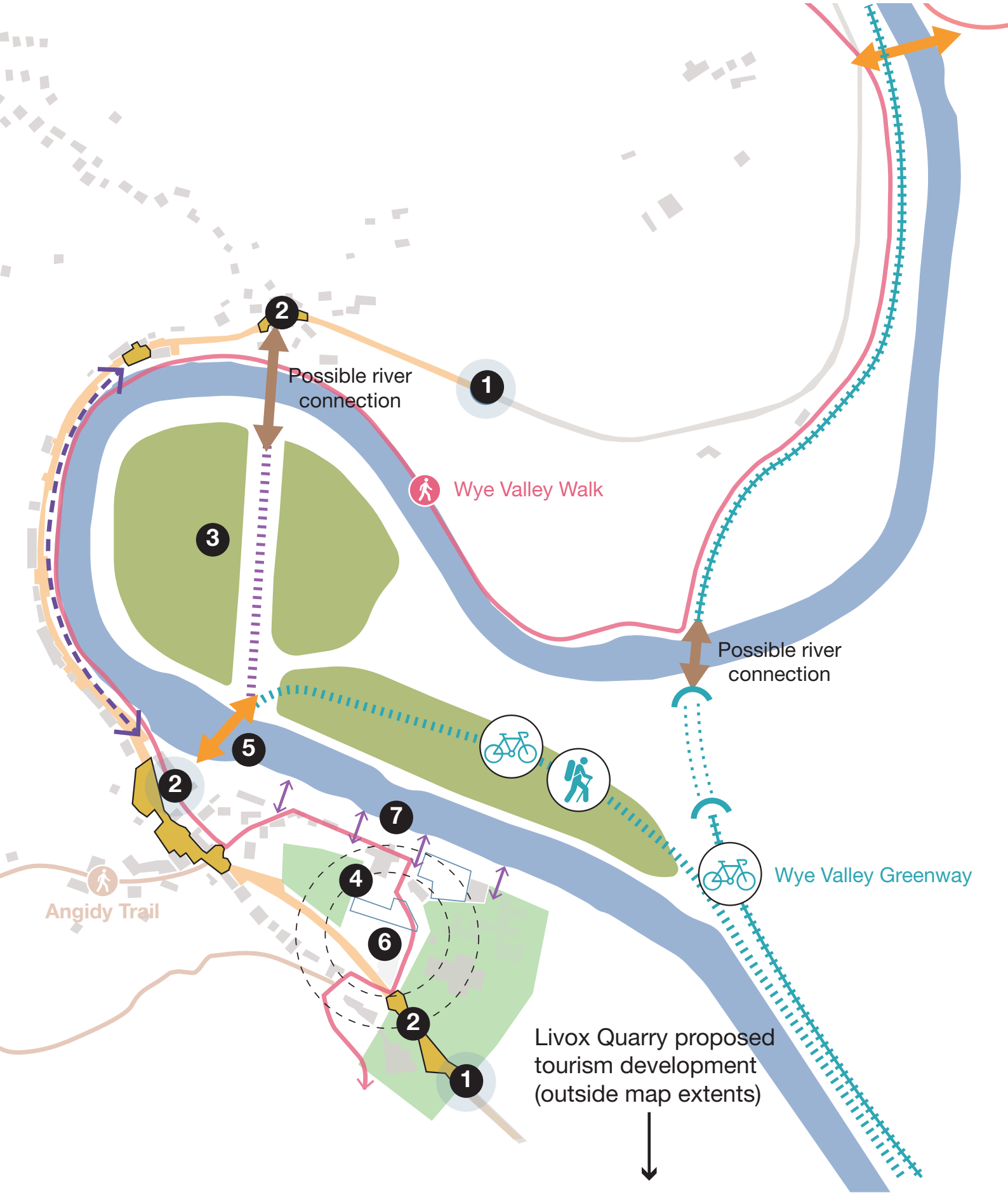
3. **A car free environment**, with enhanced amenity and habitat. Please note this would require private landowner agreement.

4. **Tintern hub** (subject to land owner approvals) - An agglomeration of services and uses around the Abbey such as tourist information, local businesses and a new transport hub to encourage greater use of sustainable transport and reduce the volume of traffic further along the valley. This includes bike hire stations, parking and links to Park & Ride. Other opportunities include adapting existing buildings to create space for new entrepreneurs and inclusive facilities such as adult changing facilities.

5. **Wireworks Bridge improvements** and public realm, access and signage improvements on approach to the bridge

6. **Temporary or seasonal art/signage/ installations** aligned with trials for park & ride to help mitigate potential parking issues.

7. **Low cost seasonal river crossings** such as ferry/chain crossings


2
Possible river connection
1
Wye Valley Walk
3
Possible river connection
5
2
7
4
6
2
1
Angidy Trail
Wye Valley Greenway
Livox Quarry proposed tourism development (outside map extents)

5.9 Tintern Action Plan

NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
Opportunity -Encourage lower vehicle speeds. Opportunity -Create a new transport hub for cycling (hire and safe storage), EV charging, buses, seating landscape Opportunity -Enhance the sense of place through new signage and gateway markers Opportunity -New river crossing				
5.9.1	Road Safety and placemaking	Creation of village gateway signage	Development project/pilot	High - Quick Win
5.9.2	Road Safety	20mph speed limit through village	Development project/pilot	High - Quick Win
5.9.3	Street Design	Detail design changes to the street to encourage lower speeds such as raised crossings, material changes, pedestrian priority spaces and landscape planting as part of nature based solutions to managing rain water. To be defined via the recommended coordinated village street design. Ensure the design solutions create clear, attractive and safe routes between Tintern and Tintern Parva and the wider network of recreational routes. Given the importance of Tintern within the area to tourism, ensure the design and maintenance proposals are extended to include verges and other areas of public realm including the car parking areas.	Development project/pilot	High

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
MCC	MCC/Community council	MCC Operational Budget - subject to confirmation. Potential project funding via WG Active Travel Funding & Local Transport Fund, Sustainable Landscapes Sustainable Places funding.	Budget would need to be secured	£10-15k subject to detail design (please note this could vary significantly depending on the type of signage).	MCC, AONB, Community Councils,
MCC	MCC/WG	Welsh Government Local Transport Fund	Identified within forthcoming budget	tbc	MCC,WG, Community Councils
MCC	MCC/Community Council	MCC Operational Budget - subject to confirmation. Potential project funding via WG Active Travel Funding & Local Transport Fund (2021-22 Round)	Budget would need to be secured	tbc - dependent on scale and specification of improvement.	MCC, WG, Community Councils

5.9 Tintern Action Plan

NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
5.9.4	Bike hire trial	Work with private sector operators to trial bike hire stations to provide access to the area's trails and roads for local people and visitors. Ensure provision is made for inclusive bikes and Electric bikes for the less-abled. Consider the trial over the summer season and in tandem with the park and ride trial which is noted below.	Development project/pilot	High - Quick Win
5.9.5	Park and ride trial	Work with bus operators and MCC to create a trial park and ride during high season. Explore opportunities with local landowners such as Chepstow racecourse or Chepstow station operators to provide the park and ride facility. Link to bike hire trial (noted above) to provide continuous car-free movement.	Development project/pilot	High - Quick Win
5.9.6	Transport hub	Undertake a feasibility study which includes design, funding and delivery for a new sustainable transport hub. Undertake this as part of the recommended Sustainable Transport Strategy	Further study	High
5.9.7	The Island	As part of Green Villages Initiative, work with the private land owner to explore the potential for habitat enhancement on the prominent area of land on the eastern bank of the River Wye.	Development project/pilot	Medium
5.9.8	Wireworks Bridge Improvements	GCC proposed refurbishment works to be undertaken end of 2022 based on current known plans.	Development project/pilot	High - Quick Win

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
Private Sector	MCC/Cadw/Private operators	Private Sector investment	Budget would need to be secured	£15-20k	MCC, Community Council, Cadw, AONB, Private Operator
Joint Venture	MCC/community councils, local stakeholders (to be identified)	Private Sector investment	Budget would need to be secured	tbc	MCC, Community Council, Cadw, AONB, Private Operator
MCC	MCC/Community Council, Bus operator, Cadw, AONB, Private operators	Welsh Government Local Transport Fund	Budget would need to be secured	£25-50k for feasibility study. Please note that this should be either coordinated with the wider sustainable transport strategy or undertaken as part of that scope	MCC, Community Council, Cadw, AONB, Private Operator
Partnership	FoD/GCC/Community Council	Farming and protected landscapes Fund - England tbc	Budget would need to be secured	tbc	FoD/GCC/ Community Council, MCC, AONB
Partnership	GCC	tbc	Budget would need to be secured	tbc	MCC, Community Councils, AONB, Gloucestershire County Council, Sustrans

5.9 Tintern Action Plan

NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
5.9.9	Wireworks Bridge Approaches	Partnership working required with Sustrans to improve the approaches to Wireworks Bridge - public realm, access and signage improvements	Development project/pilot	
5.9.10	Temporary public realm	Explore new opportunities temporary or seasonal signage/decoration/art works (for example the Luke Jerram art installation at Tintern Abbey, and Christmas markets). Align these with suggested trials for park and ride to help mitigate potential parking issues.	Development project/pilot	High - Quick Win
5.9.11	Tintern Hub	To address immediate parking concerns - progress the concept to a detailed proposal with key stakeholders. Align this with the sustainable transport strategy. Engage with Cadw to explore opportunities for the adaptation of existing buildings or the delivery of temporary buildings to create space for new entrepreneurs, inclusive facilities (such as adult changing facilities) and the suggested bike hire and Park & Ride as early wins.	Development project/pilot	High - Quick Win
5.9.12	River crossing	Consider low cost, light weight temporary or seasonal ferry/chain crossings subject to tidal. Consider high level feasibility for permanent crossing as part of the wye valley greenway	Development project/pilot	Medium

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
Partnership	Sustrans	tbc	Budget would need to be secured	tbc	MCC, Community Councils, AONB, Gloucestershire County Council, Sustrans
Partnership	AONB, MCC, Community Councils, Cadw	Community Funding tbc	Budget would need to be secured	tbc. Opportunities to secure funds from Arts Council Wales	MCC, Community Council, Cadw, AONB, Arts Council Wales, Wye Valley River Festival CIC
Partnership	AONB, MCC, Community Councils, Cadw	MCC Operational Budget - subject to confirmation. Potential project funding via WG Active Travel Funding & Local Transport Fund (2021-22 Round). Potential Cadw funding and WG Remote Working Hub.	Budget would need to be secured	tbc. Opportunity to draw on multiple funding sources	MCC, Community Council, Cadw, AONB,
Partnership	AONB, MCC, Community Councils, NRW, private operator (tbc)	MCC Operational Budget - subject to confirmation. Potential Levelling Up Funding as part of a potential bid for the Wye Valley Greenway.	Budget would need to be secured	tbc. Opportunity to draw on multiple funding sources. Feasibility of permanent structure	

5.10 Trellech

The historic pattern of buildings, archaeology and surrounding open pasture of Trellech create one of the most distinct villages. Although these features have the potential to attract larger visitor numbers, Trellech retains the feel of a rural village in contrast to the destination of Tintern. Addressing the future role of Trellech within the Wye Valley needs consideration. A carefully orchestrated offer which maintains tranquillity for residents while attracting a new audience of visitors could positively support the wider offer of the Wye Valley.

1. **Village gateway** with 20mph speed limit and unique gateway sign

2. **Traffic calming** street design such as raised crossings, material changes, pedestrian priority spaces and landscape planting as part of nature based solutions to managing rain water. Design interventions will focus on village entry points and key locations including the space between Babington Centre and the Church of St Nicholas

3. **Trellech Welcome Point -** A focal point for tourists or hub formed around the existing pub

4. **Community-led lowland meadow enhancement -** engaging with local landowners, Gwent Wildlife Trust and the local community to determine interest, viability and potential delivery of lowland meadow enhancement.

5. **A low impact tourist site** related to the local historic assets and medieval village. Please note the location has not been confirmed and would require private land owner agreement.

Trellech Wet Meadow (existing)
Trellech Primary School
Babington Centre
The Church of St Nicholas in the Parish of Trellech
Trellech Trail
Tump Terret
Harold's Stones
The Virtuous Well
1
2
3
4
5

5.10 Trellech Action Plan

NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
Opportunity -Encourage lower vehicle speeds. Opportunity - Explore further the potential to create low-impact tourist accommodation Opportunity - Extend the existing community meadows project Opportunity - Lowland meadow enhancement Opportunity - Low impact tourism Opportunity - Enhance the sense of place through new signage and gateway markers				
5.10.1	Road Safety and placemaking	Creation of village gateway signage. Align this with the approach to the network of villages by assigning a particular theme/ name for each village. Highlight the presence of the Trellech Trail.	Development project/pilot	High - Quick Win
5.10.2	Road Safety	20mph speed limit through village	Development project/pilot	High - Quick Win
5.10.3	Street Design	Detail design changes to the street to encourage lower speeds such as raised crossings, material changes, pedestrian priority spaces and landscape planting as part of nature based solutions to managing rain water. To be defined via the recommended coordinated village street design. Focus design interventions on village entry points and key locations including the space between the Babington Centre and the Church of St Nicholas.	Development project/pilot	High

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
MCC	MCC/Community council	MCC Operational Budget - subject to confirmation. Potential project funding via WG Active Travel Funding & Local Transport Fund, Sustainable Landscapes Sustainable Places funding.	Budget would need to be secured	£10-15k subject to detail design	MCC, AONB, Community Councils,
MCC	MCC/WG	Welsh Government Local Transport Fund	Identified within forthcoming budget	tbc	MCC,WG, Community Councils
MCC	MCC/Community Council	MCC Operational Budget - subject to confirmation. Potential project funding via WG Active Travel Funding & Local Transport Fund (2021-22 Round)	Budget would need to be secured	tbc - dependent on scale and specification of improvement.	MCC, WG, Community Councils

5.10 Trellech Action Plan

NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
5.10.4	Trellech Welcome Point	Work with Babington Hall/operators of the Lion Inn to explore opportunities to align street improvements with broader touristic opportunities such as signage and wayfinding to nearby historic attractions and footpaths and tourist information.	Community based project	High
5.10.5	Low impact tourist site	Undertake early engagement with local landowners, MCC planning and community councils to test interest in developing a low impact tourist site related to the local historic assets and medieval village. Ensure synergy with any emerging update to the sustainable tourism strategy	Further study	Medium
5.10.6	Community-led lowland meadow enhancement	Engage with local landowners, Gwent Wild life Trust and the local community to determine interest, viability and potential delivery of lowland meadow enhancement	Development project/pilot	High

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
Partnership	Community Council/ private operator	Multiple Funding Sources to be defined	Budget would need to be secured	tbc - subject to level of intervention agreed.	MCC, Community Councils, private businesses
Partnership	MCC/Community Council	No initial capital required	Exists within current budget	n/a	MCC/Community Council
Joint Venture	Monmouthshire Meadow Group	Multiple Funding Sources to be defined	Budget would need to be secured	tbc - dependent on scale of improvement. Consider the use of crowd funding	Community Council, Monmouthshire Meadows Groups AONB, MCC, Wildlife partner (e.g. Gwent Wildlife Trust).

5.11 The Action Plan

The following pages contain the overarching actions that will deliver the six point plan.

1 Ensure safe and sustainable transport

NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
1.1	**Road Safety and sustainable transport strategy**			
Opportunity - Encourage lower vehicle speeds Opportunity - Improve the appearance of the Wye Valley Villages through revised street design Opportunity - Improve the pedestrian and cyclist experience and safety to encourage more active travel Opportunity - Improve biodiversity flood resilience				
1.1.1	Coordinated Village Street Design	Undertake detailed design and delivery for each of the villages using a common approach to provide a 'kit of parts' applicable to any village. Implement this consistent design approach, based on shared objectives amongst stakeholders. Identify pilot projects to provide early trials/ demonstrations of the ideas. Equivalent RIBA Stage 5.	Development project/pilot	High
1.1.2	Sustainable transport strategy	Instruct a study to detail a sustainable transport strategy. The study should provide details for delivering improved bus services, mobility hubs and active travel infrastructure to support sustainable tourism and community travel needs. The study should include the recreational routes within the Wye Valley to respond to concerns over maintenance and access for people of all ages and abilities. Particular focus should be afforded to the potential extension of the Wye Valley Greenway as touristic, active travel and habitat opportunity. This could form the basis of a future Levelling Up Fund bid.	Further study	High

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
MCC	MCC	MCC Operational Budget - subject to confirmation. Potential project funding via WG Active Travel Funding & Local Transport Fund	Budget would need to be secured	% of construction budget	MCC, AONB, Community Councils, Bus Operators
MCC	MCC	MCC Operational Budget - subject to confirmation. Potential project funding via WG Active Travel Funding & Local Transport Fund, Sustainable Landscapes Sustainable Places fund	Budget would need to be secured	£50k - £100k	MCC, AONB, Community Councils, TfW, Bus operators

2 Conserve and enhance the landscape

NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
2.1	**Health Plan for the River Wye**			
Opportunity -Improve the health and ecology of the River Wye				
2.1.1	Whole Catchment Strategy	Maintain input into the Wye Nutrient Board, the Wye Catchment Partnership and related activity to support and promote actions to improve river water quality.	Partnership activity	Medium
2.1.2	Nature based solutions	Support nature based solutions and climate change mitigation approaches for the Wye Valley to aid delivery of the AONB Management Plan, MCC Green Infrastructure Strategy and Nature Recovery Plans.	Partnership activity	High
2.1.3	Community Projects	Encourage local action, community awareness initiatives and demonstration projects. Encourage participation in citizen science, including the Wye Catchment Monitoring Project.	Community based project	Medium
2.2	**Green Villages Initiative**			
Opportunity - Create community projects aligned to the strategic aims of the AONB				
2.2.1	Green Villages Initiative	Work with community councils and other community groups (e.g. school) to initiate a series of localised projects which align with the AONB Management Plan, MCC policy (eg 2014 Pollinator Policy) and WG policy. For example, localised food production, micro habitat creation and community agriculture and planting at village entry points or approaches. Explore opportunities to integrate citizen science to help monitor and evaluate interventions	Community based project	High - Quick Win

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
MCC/AONB/ NRW	MCC/AONB/NRW/ Welsh Water	Alignment of multiple operating budgets. Welsh Water, NRW,MCC, AONB.	Budget would need to be secured	tbc - subject to level of intervention agreed	AONB, MCC, Welsh Water, EA, NRW, Local Authorities (Wales and England)
MCC/AONB/ NRW	MCC/AONB	Alignment of multiple operating budgets/ new budgets, SLSP etc.	Budget would need to be secured	tbc - subject to level of intervention agreed	MCC/AONB/NRW
Third Sector/ MCC/AONB/ Community Councils	MCC/AONB/Welsh Water	Multiple operating budget alignment. Welsh Water, NRW,MCC, AONB operating budget, SDF grant	Budget would need to be secured	tbc - subject to level of intervention agreed	Welsh
Third Sector	AONB/Community groups and community councils	UK Shared Prosperity Fund. Funding grant e.g. Ashley Family Foundation. Collaboration with NRW/ Woodland Trust	Budget would need to be secured	£1m + to be eligible at scale for future fund criteria. Or Small Community Grants/ Philanthropic donations.	Community Councils, local school, MCC, NRW, AONB, Woodland trust Wales

2 Conserve and enhance the landscape

NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
2.3	**Pilots for sustainable farming**			
Opportunity - Deliver a pilot project to demonstrate practices and techniques for sustainable agriculture and build new partners				
2.3.1	Sustainable Farming Pilot	Public sector led demonstrator for sustainable land management. Engage with the NFU, NRW, Coleg Gwent and local farmers to identify willing collaborators for land management pilots. Support with the strategic aims of the project and help initiate. Measure outcomes and lessons learned. Align this with MCC	Development project/ pilot	Medium
2.4	**Carbon Footprint Analysis**			
Opportunity - Understand existing carbon footprint of the AONB and share knowledge with partners				
2.4.1	Implement actions/ recommendations from the AONB Carbon Footprint Analysis	Starting in January a carbon footprint analysis for the whole Wye Valley AONB will be undertaken. The methodology is a carbon footprint model developed for the National Parks in England, based predominantly on bottom-up consumption-based estimates of postcode-level activities both for domestic and non-domestic actors, namely Residents, Visitors and Industries.	Further study	High

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
ships.					
JV	AONB/MCC	Coleg Gwent contribution. Sustainable production grant (Wales). Farm Business Grant (Wales). Glastir Small Grants scheme (Wales). UK Shared Prosperity scheme.	Budget would need to be secured	If of sufficient scale consider UK Shared Prosperity Fund (For example as part of a county wide strategy). Alternatively small scale delivered in collaboration with Coleg Gwent - circa £25,000. Additional funding sources are available to supplement a smaller scale project.	NFU, NRW, MCC, Coleg Gwent, local land owners, Wye and Usk Foundation.
AONB	AONB	MCC Operational Budget - subject to confirmation	Budget would need to be secured	n/a	MCC, AONB

3 Retain and improve the network of unique villages

NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
3.1	**Placemaking**			
Opportunity - Coordinated approach to improvement of the Wye Valley and its villages				
3.1.1	Village Improvement Plans	Please refer to the action plans for each village		

4 Enable sustainable tourism

NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
4.1	**New Tourism Strategy**			
Opportunity - Define geographic boundaries/governance of a tourism strategy Opportunity - Create an improved balance between tourism benefits and tourism impacts on local communities Opportunity - Improved productivity of the local economy Opportunity - Clear alignment with other policies and initiatives such as AONB Management plan and MCC policies				
4.1.1	Sustainable tourism strategy and action plan update	Rapidly deliver an updated tourism strategy and action plan. This should be framed around a defined business case. The strategy should build upon the Wye Valley AONB Sustainable Tourism Strategy (2011-2016) and Monmouthshire Destination Management Plan.	Further study	High
4.1.2	Hospitality & Tourism Sector Circular Economy Strategy	Undertake a study which identifies opportunities for collaborative reuse and recycling of surplus food, drink and other materials. Opportunities for sustainable distribution (e.g. electric vehicle fleet). Improving efficiency and waste reduction in the local area. Translate the findings into action on the ground by undertaking an action plan.	Further study	High

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POTENTIAL BUDGET	CONTRIBUTOR/ COLLABORATOR

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
MCC	MCC	MCC Operational Budget - subject to confirmation. Business Wales Tourism Funding.	Budget would need to be secured	tbd	MCC, AONB, Community Councils, VisitDeanWye, Adjoining LA's
MCC	MCC	WG Circular Economy Fund (Administered by WRAP). Welsh Tourism Investment Fund . Green Growth Fund (Wales). Circular economy for SMEs - NICER programme (part of Innovate UK).	Budget would need to be secured	£100k +	MCC, AONB, Community Councils, VisitDeanWye, Adjoining LA's

5 Support the local economy

NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
5.1	**Local Economy**			
Opportunity - Improve entrepreneurship Opportunity - Provide more affordable housing Opportunity - Raise the profile of the area as a place for business				
5.1.1	Affordable housing strategy	Linked to Local Plan update -revise Wye Valley Local Housing Needs Requirements specifically for the villages. Identify rural exception sites and potential public sector land to provide a diverse affordable housing offer to retain younger people and support local employment. Work with local communities to develop affordable housing that meets local need and benefits the local community through implementing the Rural Allocations Policy.	Ongoing MCC initiative	High
5.1.2	Remote Working Hub Pilot	Work with WG and private operators such as IndyCube/ Pelham Hall to deliver a pilot remote working hub in one of the villages. Further feasibility on location, format and need for the hub to be progressed.	Development project/pilot	High

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
MCC	MCC Affordable Housing Team	MCC Housing Revenue Account - subject to confirmation	Exists within current budget	n/a	Arup, AONB, Community Councils
MCC/ Community Interest Company/ Private Operator	MCC	WG Remote Working Hub initiative.	Budget would need to be secured	Potential £10k-25k for feasibility work (WG funding available).	Arup, AONB, Community Councils

5 Support the local economy

NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
5.1.3	Targeted circular economy fund/bid support for local producers and land managers.	Explore current circular economy funds to identify localised opportunities. Increase entrepreneurship, capacity, earnings, retention of economically active people within the production sector (e.g. food and drink) around the principle of a local circular economy.	Further study	High
5.1.4	Halls Together Project	MCC/RDP project to encourage and facilitate Community Facilities to work together to share best practice and benefit from joint ventures such as training, bulk purchasing, compliance and funding. Areas of focus have been identified through a questionniare to hall community facilities. Project is being guided by a steerign group of represenatives from village halls and community councils.	Community Project	High

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
MCC	MCC	WG Circular economy fund. Sustainable development fund (AONB). Sustainable production grant. Accelerated Growth Programme (business wales). Green Growth Fund (WG). Project Helix fund Wales. Cywain programme	Budget would need to be secured	Total value of funding could exceed £500k+	Arup, AONB, Community Councils
MCC/ Project Steering Group	MCC	RDP LEADER			MCC/ Community Facilities & Community Councils

5 Support the local economy

NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
5.1.5	Improving Digital Connectivity	On completion of the WG Open Market Review which will identify future plans for digital infrastructure rollout, MCC/RDP to consider an application to the WG Local Broadband Fund in 2022/23. Application will focus on improvements to digital connectivity through the use of a range of appropriate technologies which take into account the topography of the Valley.		High - Quick Win

6 Provide joined-up governance

NO.	INITIATIVE	DETAIL	TYPE	PRIORITY
6.1	**Governance**			
Opportunity - Continued partnership working Opportunity - Renewed cross border collaboration				
6.1.1	Establish a delivery group	Maintain the formal partnership between MCC, Wye Valley AONB and the community councils for project planning, feasibility, business development, implementation and engagement.	New/extended partnership	High
6.1.2	Cross Border Working	The project presents an opportunity to reinvigorate partnerships with adjacent LA's e.g. FoD, Herefordshire around key subjects such as sustainable tourism, sustainable transport and the River Wye water quality. Undertake knowledge share workshops and seek a common approach and identify opportunities for further collaboration.	New/extended partnership	High

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POSSIBLE BUDGET	CONTRIBUTOR / COLLABORATOR
MCC			Budget would need to be secured		MCC/ Community Facilities & Community Councils

DELIVERY MECHANISM	RESPONSIBILITY	FUNDING SOURCE	BUDGET AVAILABILITY	POTENTIAL BUDGET	CONTRIBUTOR
Partnership	All parties. MCC lead	MCC Operational Budget - subject to confirmation	Exists within current budget	n/a	MCC, AONB, Community Councils
Partnership	All parties. MCC lead	Operational budget	Exists within current budget	n/a	MCC, AONB, Community Councils, Parish Councils, FoD District Council, Gloucestershire County Council, Herefordshire Council

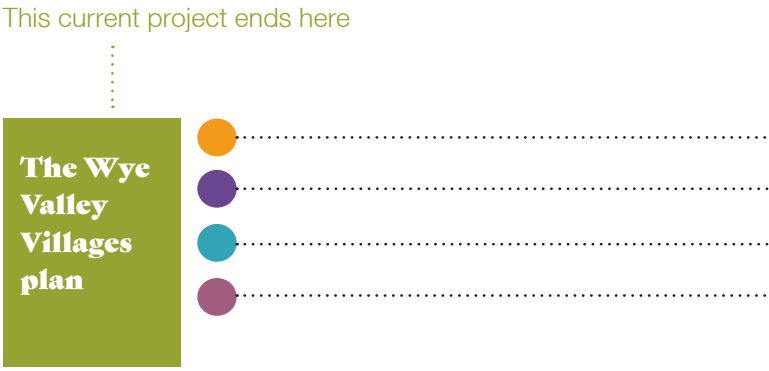
6.1 How will the plan evolve and be delivered?

This is one of the most frequently asked questions and it is important to understand what this plan will do and where it will lead. Expectations will have been raised through the process and naturally people will be impatient to see change on the ground. The process is illustrated below. Immediate actions should be:

Establish the delivery group and define who is involved, who is leading and where responsibility lies.

Identifying and agree on priority projects to be taken forward. In doing so establish where funding is likely to come from with particularly attention to the Welsh Government Infrastructure Finance Plan (2022-23 to 2024-25).

Test the appetite for 'quick win' community led initiatives such as the 'Green Villages Initiatives' with local people and existing groups with similar aims and objectives.



The Start 2020

Monmouthshire County Council, the Wye Valley AONB Partnership, Devauden Community Council, TIntern Community Council, Trellech United Community Council and St Arvan's Community Council agree a plan is needed to address road safety.

The six point plan 2022

- In partnership with Arup, the Wye Valley Villages plan is created.
- The plan identifies a number of priority projects and outlines how these can be delivered.
- The plan responds to the need for a more joined approach which includes for example tourism, landscape and the local economy.

Detailing the projects 2022

- The priority projects will be identified and developed further subject to funding.
- A decision will be made on who is best placed to take these forward and who they should partner with
- Early ‘quick-win’ projects will be delivered if possible such as gateway signage.
- Action Plan to be a living document, revised and added to overtime.

Change on the ground 2022 - onward

- Potential pilot projects may take place. Further public engagement will be conducted on the detailed proposals.
- Larger projects such as the coordinated street design will evolve and begin to be implemented subject to funding.
- Continued engagement between the key stakeholders including the community councils, Monmouthshire County Council and Wye Valley AONB Partnership

Appendix 1

Llandogo Illustrative plan

Following public consultation feedback and the formation of the Action Plan, an additional concept plan was developed to demonstrate the potential interventions in more detail. Llandogo was the suitable candidate for representing a typical village among the Wye Valley Villages. Also within this package is a mood board which uses sample imagery to describe the look and feel of the proposed interventions. Lastly, indicative costs are offered for potential budget estimation.

The enclosed drawings are a draft at this stage and are offered for discussion with Monmouthshire County Council.

TIMBER

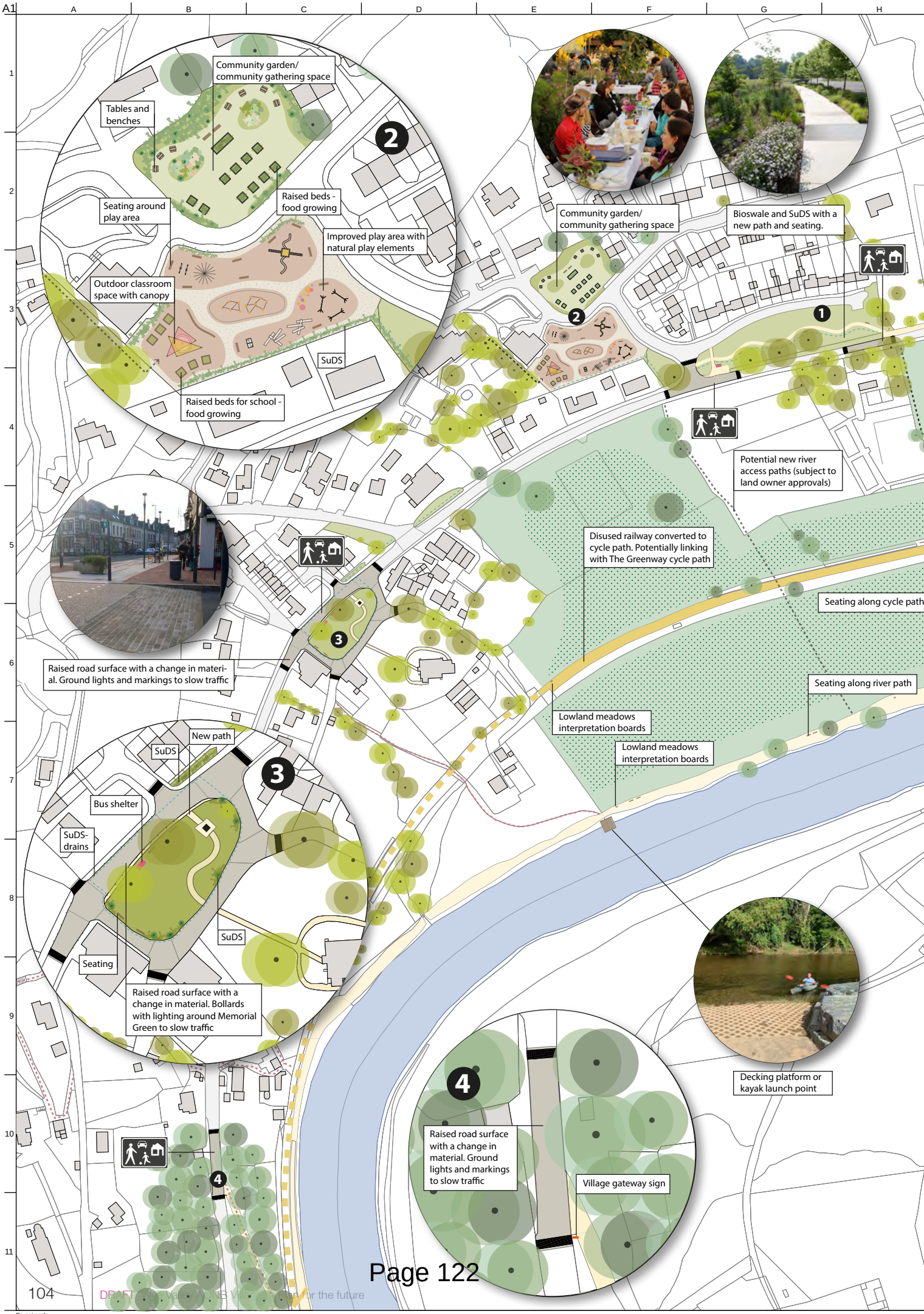
Timber is used to represent the natural landcape of the Wye Valley

STONE

Stone is inspired by the landscape and local geology. It is also one of the materials used in historic buildings of the area

METAL

Metal is a tribute to the early industrialisation of the area


A1
Community garden/ community gathering space
Tables and benches
Seating around play area
Raised beds - food growing
Improved play area with natural play elements
Outdoor classroom space with canopy
SuDS
Raised beds for school - food growing
Community garden/ community gathering space
Bioswale and SuDS with a new path and seating.
Potential new river access paths (subject to land owner approvals)
Disused railway converted to cycle path. Potentially linking with The Greenway cycle path
Seating along cycle path
Seating along river path
Lowland meadows interpretation boards
Lowland meadows interpretation boards
Raised road surface with a change in material. Ground lights and markings to slow traffic
New path
SuDS
Bus shelter
SuDS- drains
SuDS
Seating
Raised road surface with a change in material. Bollards with lighting around Memorial Green to slow traffic
Decking platform or kayak launch point
Raised road surface with a change in material. Ground lights and markings to slow traffic
Village gateway sign

Do not scale

KEY

- Existing footpath/PROW
- Potential new paths (subject to land ownership agreements)
- Disused railway tranformed into cycle path
- Potential extension of cycle path to connect to The Greenway
- Existing trees
- Improved/ new bus shelter
- Village gateway sign
- Seating
- Bollard with lights
- Sustainable Urban Drainage (SuDS)
- Sustainable Urban Drainage (SuDS)
- Retained hedgerow
- Raised road surface
- Low traffic zone
- Improved/ new footpaths
- Lowland meadow creation

Rev	Date	By	Chkd	Appd

ARUP

4 Pierhead Street
Cardiff CF10 4QP
Tel +44 (0)29 2047 3727
www.arup.com

Client

Monmouthshire County Council

Project Title

Wye Valley Villages-
Plan for the future

Drawing Title

Scale at A1 1:1500

Role Placemaking

Suitability DRAFT

Arup Job No 279417-00

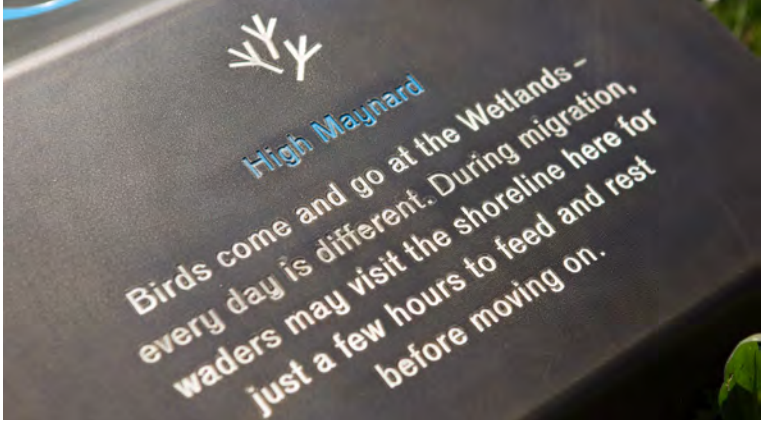
Rev

Name

Llandogo Illustrative Plan

© Arup

Bee-friendly bus stops - green roofs and live bus schedules



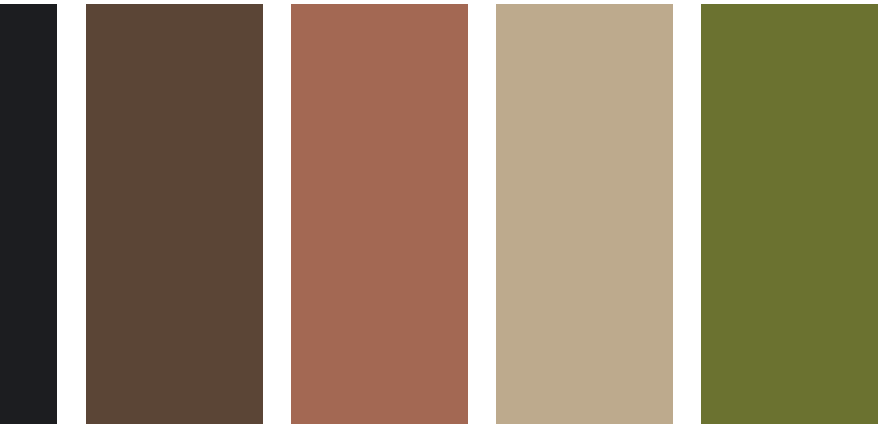
Wayfinding & interpretation

Permeable surfaces & SuDS

Seating made of natural material such as stone or wood

Natural play area

Wayfinding & interpretation



Village gateway signs

Natural play

River views - seating and footpath along river front

Lighting and street furniture

River access

INDICATIVE COSTING	Indicative Cost	Gateways	Streets around key spaces	
Green and blue enhancements (SuDS) - inlcudes drainage, soil, edging, silt traps	£1,250/ m2			
Green enhancements (Planting) - Ornamental grasses; including imported subsoil and topsoil	£105/ m2			
Amenity grass; include imported subsoil and topsoil	£11.18/ m2			
Wildflower planting	£1.30/ m2			
Tree (PC £400); including excavating tree pits by hand (assumed 1500x1500x1000mm deep) and backfilling with excavating material	£580/ unit			
Build outs	£5,000			
Patching up road/fixing broken elements	£180/ m2			
Alterations to general layout, use of basic materials, limited interventions - i.e road is retained	£400/ m2			
Alterations to general layout, creation of extent of public realm, seating, lighting, tree planting, SuDS - i.e road is reduced	£560/ m2			
Alterations to general layout, creation of extent of public realm, seating, lighting, tree planting, SuDS - i.e road is removed	£720/ m2			
Bespoke sign (basic material)	£1,000/ unit			
Seating (average range)	£1,290/ unit			

	Play area	Village greens	Village hall improvements	Lowland meadows	Riverfront
	■	■			
	■	■			
				■	
	■	■		■	■
	■	■	■	■	
		■			
	■		■		■
	■	■			

INDICATIVE COSTING	Indicative Cost	Gateways	Streets around key spaces	
Play equipment - small	£5,000			
Play equipment - medium	£12,000			
Play equipment - high	£30,000			
Lighting (6-8m column, average cost)	£1,630/ unit			
Cycle racks	£350/ unit			
Picnic table	£1,380/ unit			
Fingerpost	£750			
Crossing - High friction surface	£22/ m2			
Natural stone paving	£170/ m2			
Footpath	£28/ m2			
PROW access; 50mm self-binding gravel, 100mm sub-base	£17/ m2			
Change of single speed limit where minimal infrastructure is required	£15,000			

	Play area	Village greens	Village hall improvements	Lowland meadows	Riverfront

INDICATIVE COSTING	Indicative Cost	Gateways	Streets around key spaces	
Change in speed limit where four new street lighting columns are required to illuminate a new 20mph speed limit	£15,000			
Vehicle Activated Sign. Solar powered, design and installation	£8,500			
Pair of dropped crossings with tactile paving	£4,000			
Zebra crossing, no additional lighting or road surfacing required	£35,000			
Zebra crossing, including street lighting upgrade and resurfacing	£65,000			
Cycle lane within existing carriageway	£90/ lm			
Shared, segregated or unsegregated footway/ cycleway within existing footway, including drainage but not including lighting	£1,125/ lm			
2-bay metal framed passenger shelter- including solar lighting	£8,500			
2-bay metal framed passenger shelter- including mains lighting	£10,000			
Raised access kerbs - per stop	£5,000			

	Play area	Village greens	Village hall improvements	Lowland meadows	Riverfront

Appendix 2

Stage 1 report

Wye Valley Villages Plan

Stage 1 Presentation Feb 9th 2021

monmouthshire sir fynwy | Wye Valley AONB | Community councils

ARUP

Wye Valley Villages – Where are we now?

1. The wider picture
2. Transport and mobility
3. Placemaking
4. Socio-economic
5. Reflections and moving forward

The Wider Picture

Drivers of change post Covid

Demographics

1.5 million
people in CCR

20%
growth forecast
2017-2037

(www.cardiffpartnership.co.uk)

Climate change

Net Zero Carbon
by 2050 in Wales

Announced today

2019
Welsh Government & MCC declare climate emergency

Health & Well-being

60%
Welsh population that are overweight or obese

Public Health Act (Wales) 2017

Drivers of change post Covid

Movement

Legal requirement for Welsh LA's to map and plan for active travel infrastructure

Active Travel (Wales) Act 2013

Tourism

10%

Increase in tourist visits (2007-2018) in Monmouthshire

2021 Staycation bounce

The heritage county of Wales

STEAM trend report 2007-2018
MCC LDP

Digital

17%[1]

Growth in internet sales as percentage of total retail sales

-10%[2]

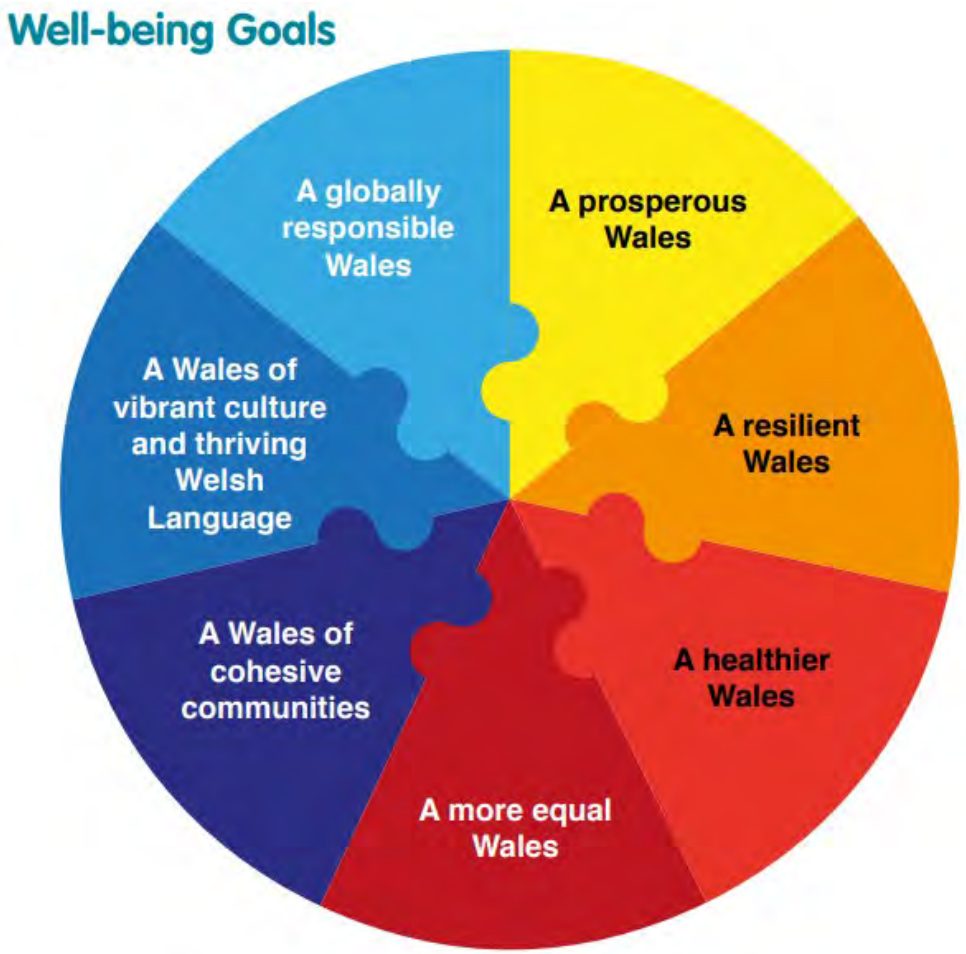
Decline of high street retail business in Wales

1 ONS data Nov 2006 - May 2019
2 ONS data 2012-2017

‘Cathedral thinking’

- It is a time of great change – we need to be thinking very differently about what we do and why

- Wellbeing Duty – The 7 Goals
- 5 Ways of working – Collaboration/partnership, community involvement
- Post-Covid – Build back better

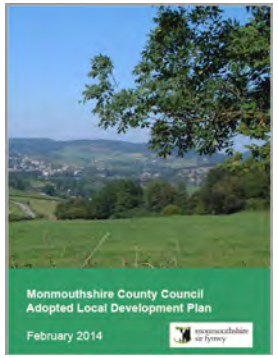


Planning Policy Context

Planning Policy Wales 10 (2018)
Promotes well-being through placemaking

Key principles for guiding development:

- Growing our economy in a sustainable manner
- Making best use of resources
- Facilitating accessible and healthy environments
- Creating & sustaining communities
- Maximising environmental protection



Monmouthshire County Council LDP (2011 – 2021)

Key issues addressed through the plan are:

- Building sustainable communities
- Promoting sustainable economy
- Valuing the environment – designated environmental sites across the LDP area
- Achieve sustainable accessibility
- Respecting distinctiveness

Work is underway on the Replacement LDP (2018 – 2033) which is anticipated for adoption in Autumn 2023.

Planning Policy Context – Local

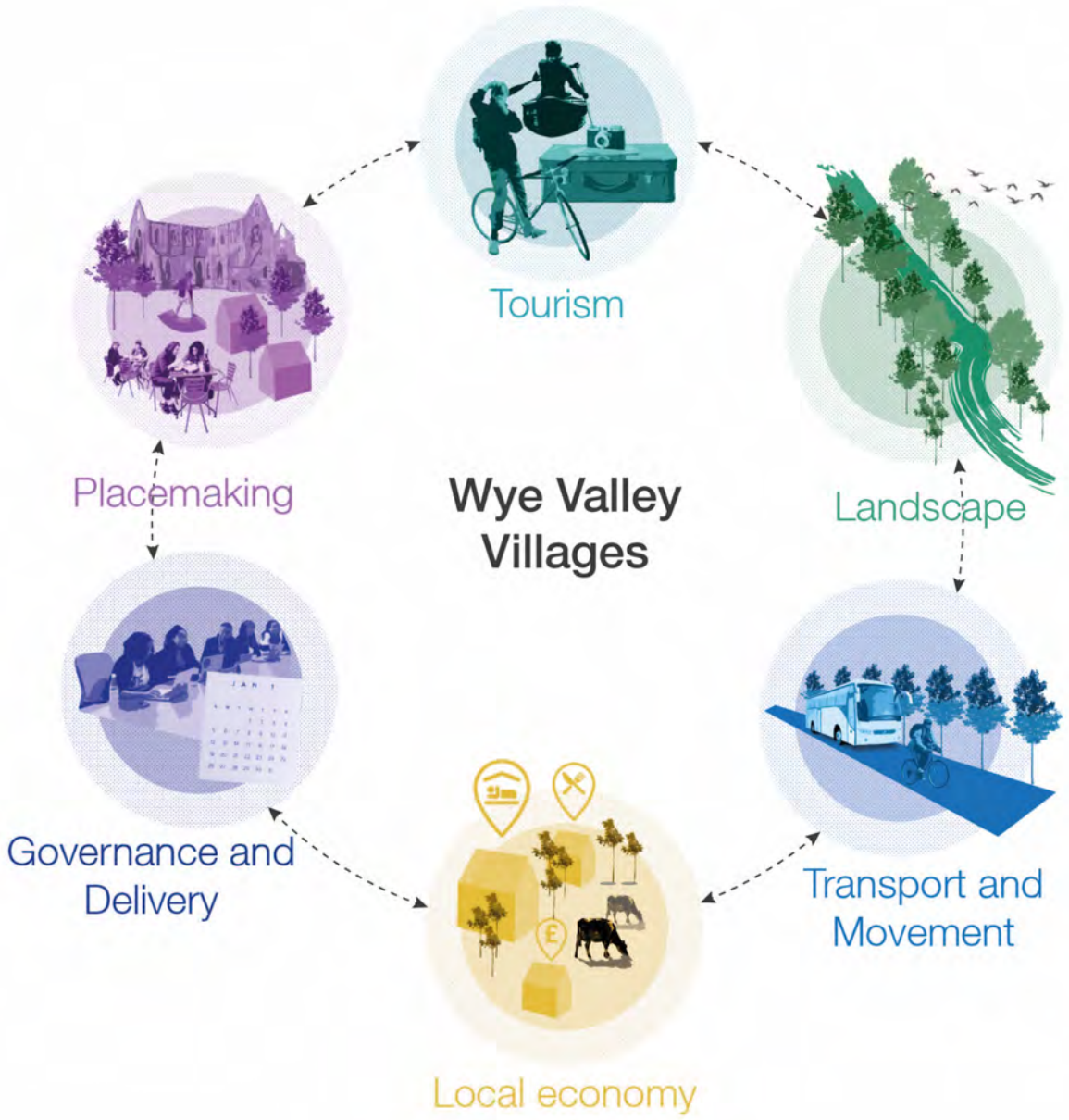
Summary of SWOT session

Conducted with Arup and the client team

17.12.2020

- Transport weaknesses
- Threats to local economy
- But most opportunities in tourism and local economy

Six Pillars


Tourism
Placemaking
Wye Valley Villages
Landscape
Governance and Delivery
Transport and Movement
Local economy

Transport and movement

Key issues

Despite enthusiasm for active travel in AONB, most trips made by car (commuters and tourists- > 80%) Mixed reasons: lack of alternatives, no seamless door-to-door links

Limited bespoke guidance for street design – status in design process

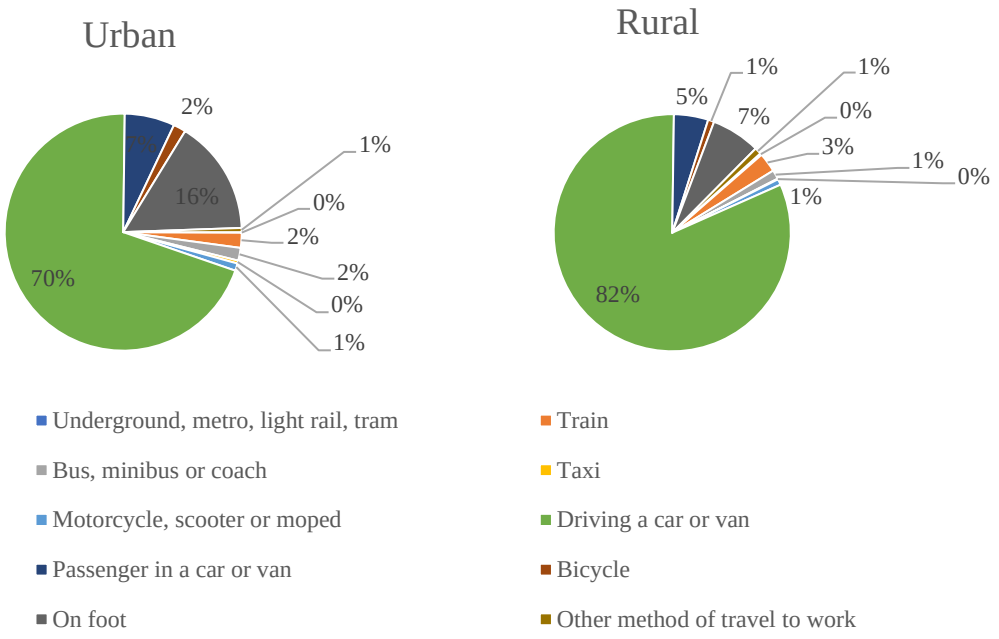
Traffic levels are generally stable, with lower than average levels of HGVs. Incompatibility between large agricultural vehicles, villages and road network

Car parking demand varies significantly by place and by season. There is very limited provision for EV charging.

Public transport requires subsidy and is not currently seamlessly integrated with other transport modes. Does perform a vital service to many residents, including school pupils.

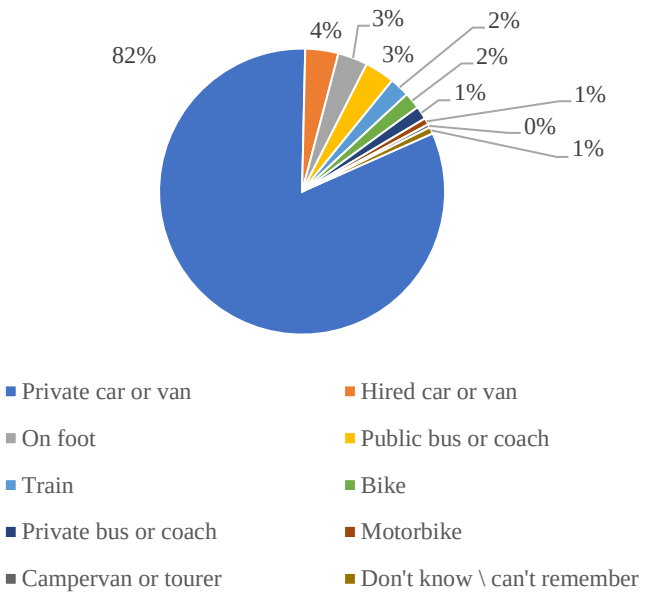
Mode of Travel

Commuting



Source: Census Journey to Work data, Monmouthshire , 2011

Tourism



Source: Visit Wales Visitor Survey 2016

Active Travel – Key Themes

Severance caused by busy roads

- Busy road such as the A466 can divide places and people
- The A466 routes through Llandogo, Tintern and Redbrook
- Redbrook have introduced a zebra crossing on the A466 which can reduce severance

Car has priority over other modes

- Road space prioritises cars over other modes
- Some footways reduce in width to accommodate on-street parking
- No road space designated to cycles
- Limited examples of controlled crossings

Controlled crossing on the A466, Redbrook

Narrow footway associated with on-street parking, Tintern

Active Travel – Key Themes

Limited footway provision

- Some villages such as Trelleck, The Narth, Brockwier and Devauden have limited footway provision in places
- Many side roads/lanes have no footway provision
- Speed limit reduced to 20mph in Trelleck, improve pedestrian environment and safety

Formal crossings along desire lines

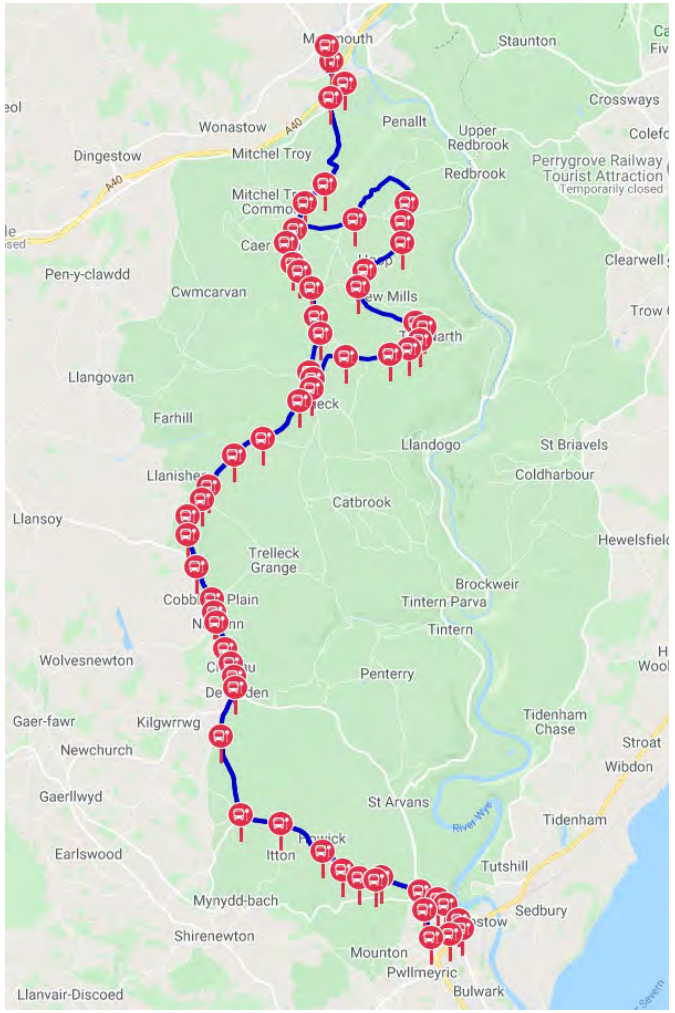
- Desire lines associated with local facilities and leisure routes
- Limited examples of formal crossing to facilitate movements over busier roads such as the A466 in St Arvens and Tintern
- On-street parking as potential to limit visibility for pedestrians

Limited footway provision, Brockweir

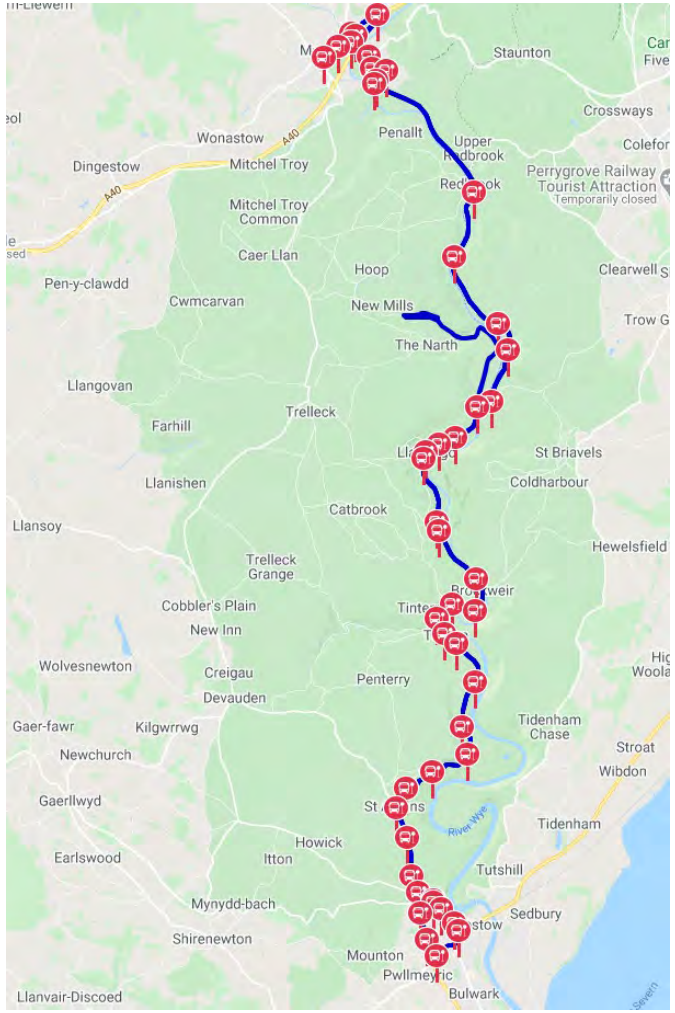
PROW without on crossing A466, north of Tintern

Public Transport

- No. 65 bus service routes between Chepstow and Monmouth via the B4293
- No. 69 routes via A466
- Both bus routes operate five services a day (Monday to Saturday)
- Two-three hours between each bus route
- Enables but does not encourage journeys to be made by bus



No. 65 Bus Route (source traveline.cymru)

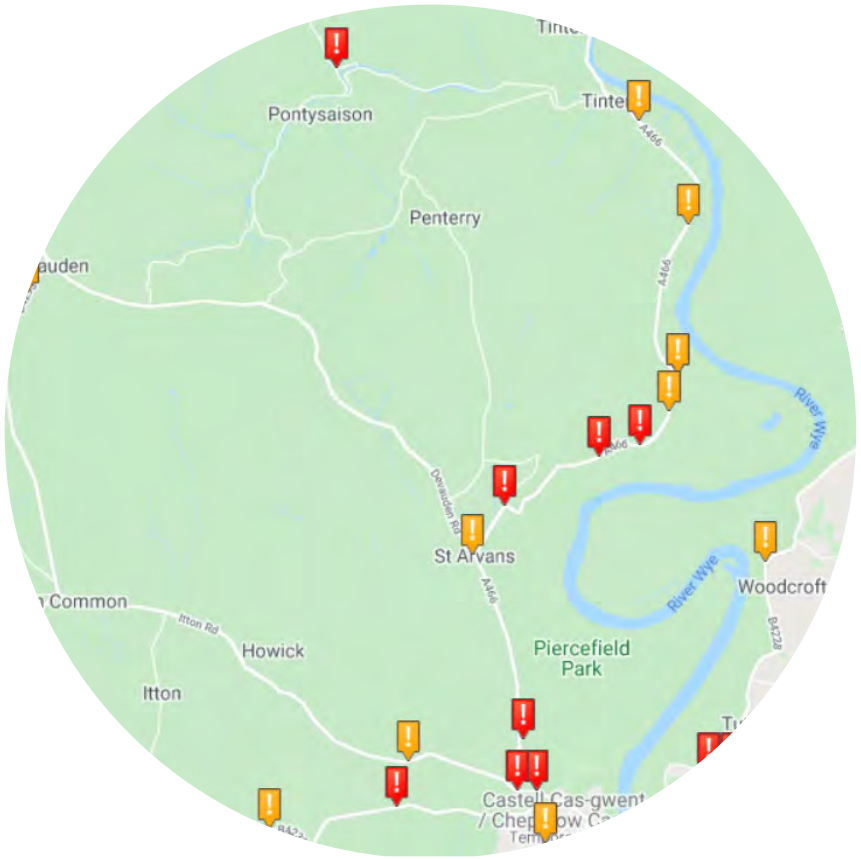


No. 69 Bus Route (source traveline.cymru)

Road Traffic Collisions

- No accident clusters identified over the past five years
- 1 collision involving a pedestrian within the study area

- Eight collisions recorded on the A466, including three serious
- Ten collisions involving cyclists, of which seven were serious

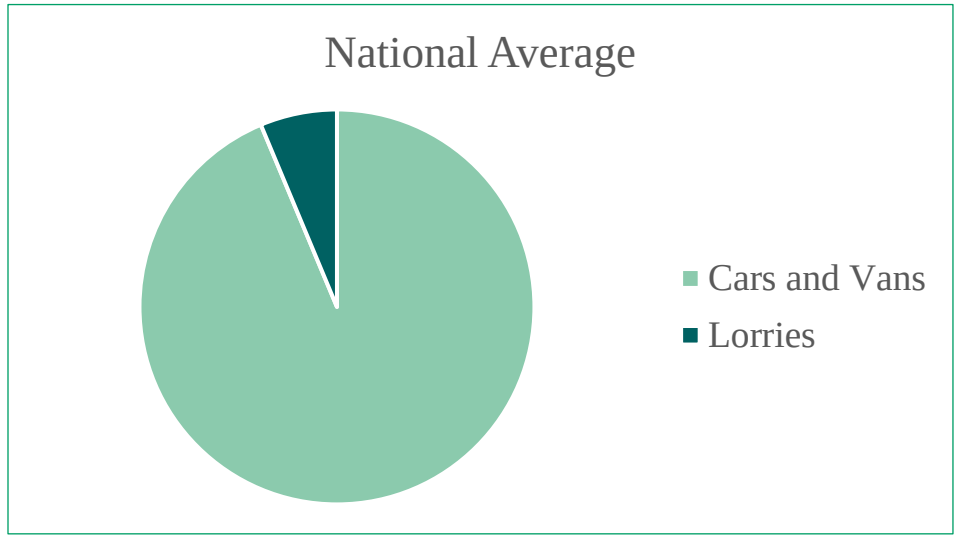


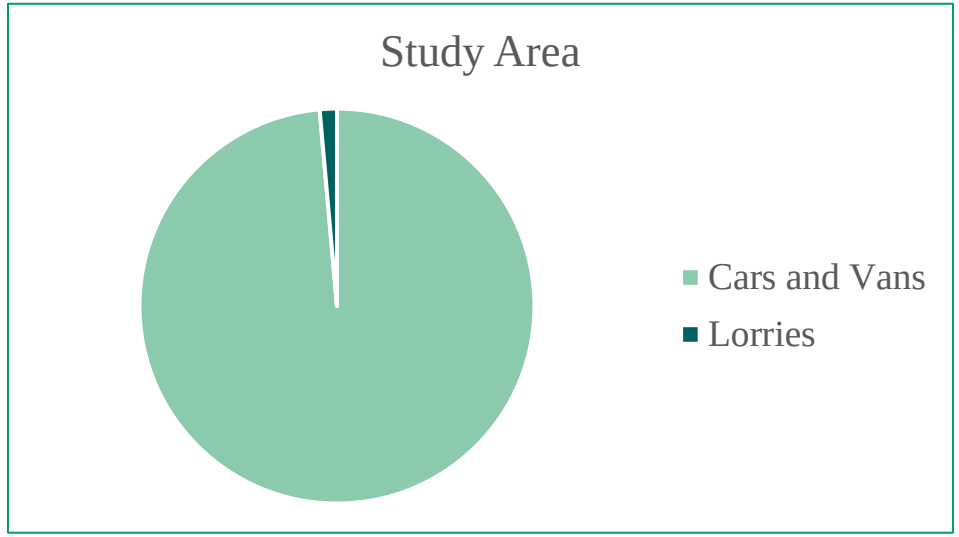
Collisions between 2015-2019 (crashmap.com)

Agricultural Traffic

- Opportunities to consolidate agricultural movements

- Average proportion of large vehicles on road network is 6.3%
- Large vehicles account for 1.4% of traffic on roads in the study area
- Reducing agricultural movements may not have tangible benefits

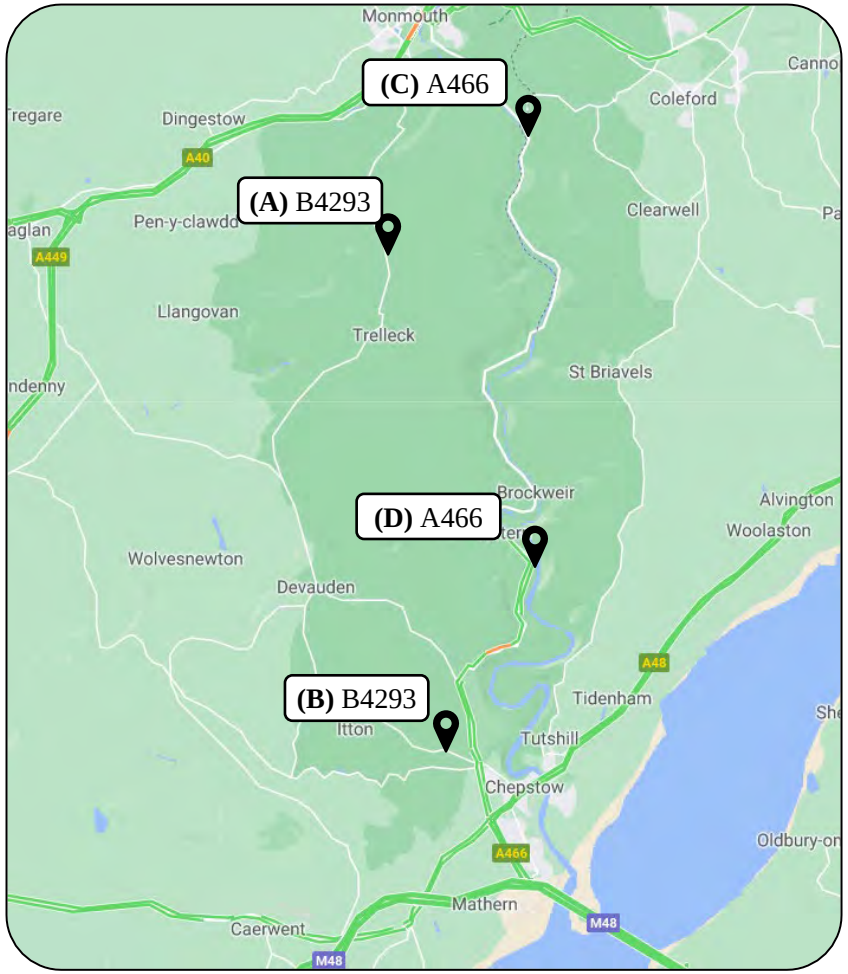




Traffic Flows and Speeds

Link	2013	2016	2019	Growth
A) B4293	2756	3788	2818	0.37%
B) B4293	2567	2674	3570	6.51%
C) A466	3855	3278	3306	-2.37%
D) A466	4143	3919	3961	-0.73%

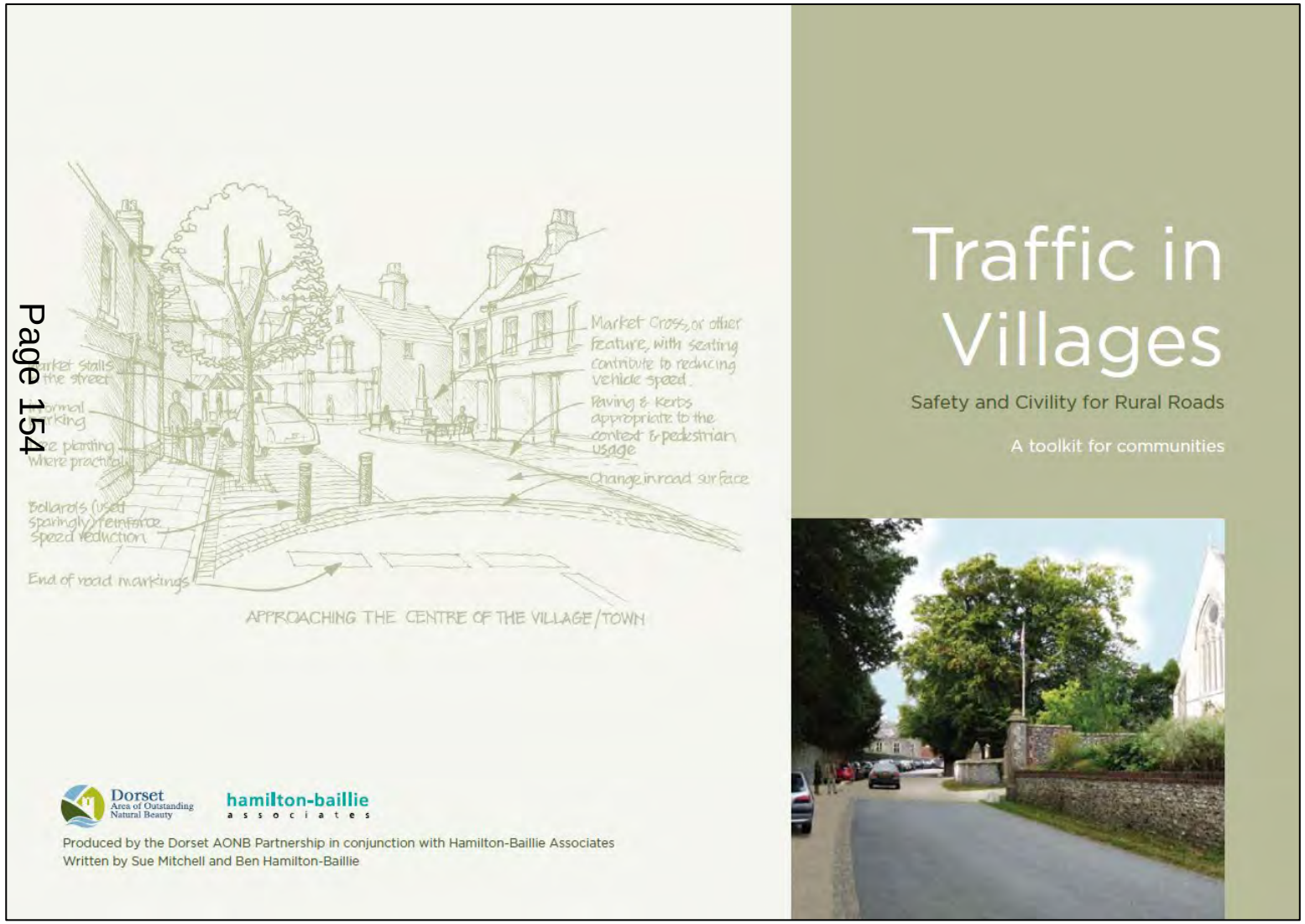
Daily Traffic Flow (roadtrafficdata.dft.gov.uk)



Utilisation of Car Parks

- Visitor parking across Lower Wye Valley are of varying standards
- Parking at Abbey Mill and Old Station can suffer from congestion owing to lower capacitates
- Larger car park at Tiintern (over 150 spaces) also reaches capacity at peak
- Surveys required to improve understanding of utilization

Design Guides

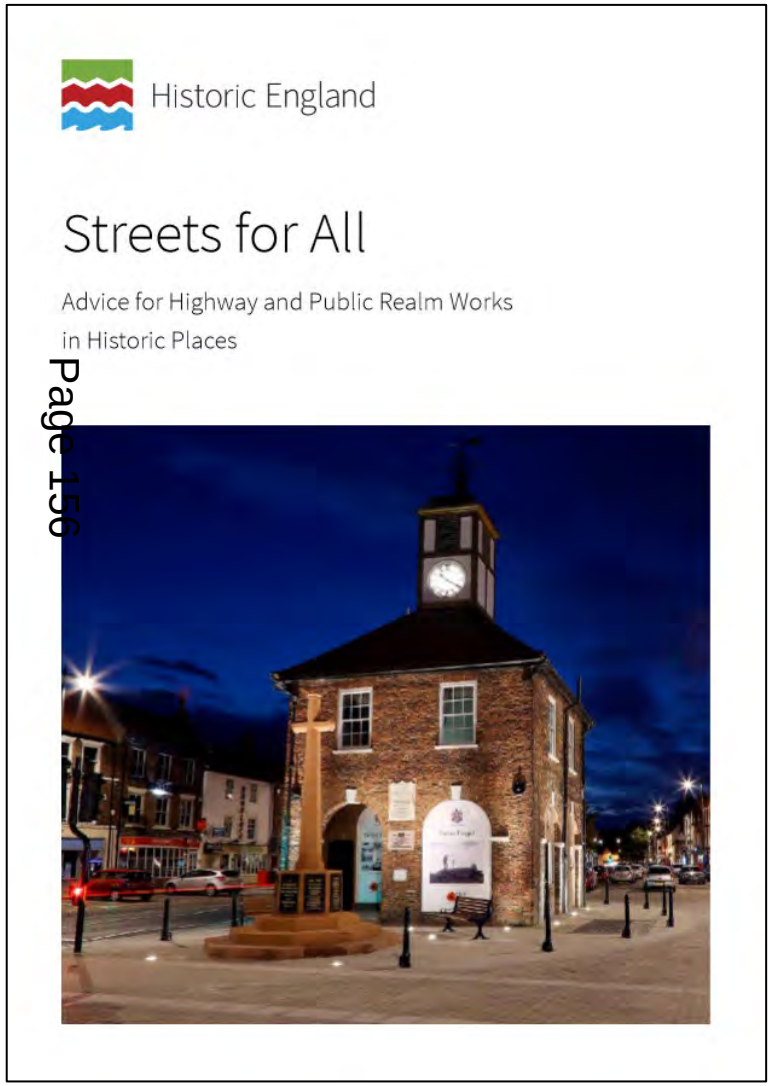


Traffic in Villages

- Prepared for Dorset AONB
- Emphasis on contextual design, as opposed to standardised approach across multiple localities
- Gateway treatments provide transition of environment for drivers
- Narrowing of carriageway and removing road marking to reduce speeds
- Defining the centre of the village and meeting places through highway layout, materials, parking availability and wider streetscape to ensure sense of place is maintained

St Armal,
Brittany

Design Guides



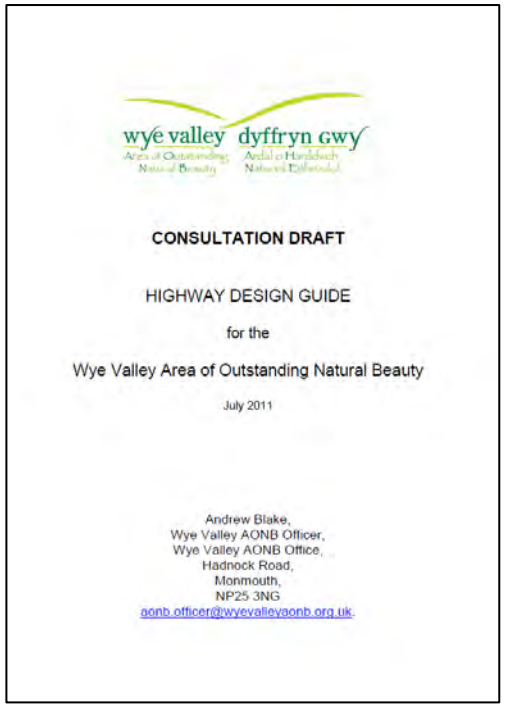
Streets for All – Historic England

5 goals for public realm enhancement:

1. An inclusive environment
2. Public safety and ease of movement
3. A healthy environment that supports out wellbeing and cohesion
4. A high quality environment
5. Economic benefit

Wye Valley Highway Design Guide

- Prepared by Monmouthshire, Gloucestershire and Herefordshire highways offices in 2011, but not adopted.
- Based on 4 guiding principles:
  1. Unless there is an overriding safety issue, do as little as possible.
  2. Take account of the specific traffic flow and character of the road to ensure the proposals are not over specified.
  3. Unless there is an overriding reason, copy the style and materials that have been used over time.
  4. Consult with the staff in the AONB Partnership Office.



Case Studies

- Visitor gateways – to engage visitors in and raise awareness of its attractions and travel options
- Integrated public transport links to popular walking routes
- E-bike cycling holidays

- New ‘bike bus’, new routes and increased frequency
- Cycle hire improvements, including e-bikes
- Marketing campaign for coach and rail options
- Result: 14% mode shift away from car in Lake District

Case Studies

Case Study
Sewta Car Share database
www.sewtacarshare.com

The ten local authorities in the Sewta region have joined together to create a regional car share database. This Internet facility will provide a free matching service to anyone in the region interested in car sharing.

Users are required to register by providing postcode details and information on their travelling habits. A search mechanism allows them to search for colleagues or neighbours with similar travelling patterns and returns contact details to encourage people to get in touch.

The service was launched on 14th June 2005 and is free to users, however, there is the facility to join a 'private' group which will provide additional security features. This service will cost an estimated £400 per year.

For more information visit: www.sewtacarshare.com

Case Study
Brecon Bike Bus

The award winning service operates every Sunday from Cardiff and Swansea from the end of May until the end of August. Cyclists can to hop on and hop off at a number of locations throughout the Beacons. The specially designed trailer is capable of carrying approximately 25 bicycles and the drivers have been given special training to help with loading and unloading. The service also provides excellent access to walkers who want to enjoy the Brecon Beacons.

A return trip from Cardiff costs £5.50 per person and £2 per bicycle.

For more information contact: Brecon Beacons Tourist Information
01874 622 485
Or visit:
www.visitbreconbeacons.com

Case Study
Car Clubs
MOORCAR

MOORCAR is a not-for-profit community Car Share scheme, the first rural-based car share scheme in the UK. MOORCAR is a co-operative and own a pool of vehicles for the use of the membership. It is not commercial car hire, these are community owned vehicles so all the benefits of cost saving, flexibility and freedom to get about, go straight where they're needed – the local community. Vehicles can be hired for an hour or the weekend as required. Members are free to choose the car that best suits your needs.

Typically costs can range from between £2.80 and £4.95 per hour depending on vehicle type and hire location. Users then pay between 17 and 19 pence per mile. The majority of Car Club schemes have an annual subscription of approximately £100.

Even if you can afford to own a private car, the cost of insurance, tax, MOT and the inevitable maintenance and service bills make many people ask whether it is worth the bother. Owning a modest family car can cost between £1,500 and £3,000 per year. Add to that the environmental hazards caused by ever-increasing car ownership, such as pollution, traffic and parking congestion. It is high time someone thought of an alternative. A decade of experience in Europe has shown that one car share vehicle can replace five privately owned cars.

For more information: www.moorcar.co.uk
www.carclubs.org.uk

Future of Mobility

‘Facilitating transition to net zero’

- Wales Transport Strategy - Improve sustainable access to key visitor attractions
- Wales EV Charging Strategy – Public/private partnerships to deliver charging hubs in rural areas, integrated with renewable energy

‘By 2025, all users of electric cars and vans in Wales are confident that they can access electric vehicle charging infrastructure when and where they need it.’

Vision for the Electric Vehicle Charging Strategy for Wales (2020)

Key opportunities

Explore opportunities for inclusive active travel. Update Travel Plan. Increase funding for active travel schemes for both visitors and residents. Creation of new cycle loops with classified climbs. Reduced price ticketing for sustainable access.

Street design guidance could be introduced / enhanced to improve active travel facilities and sense of place in villages, reducing severance. Opportunity to implement through both development control and LHA action.

Support remote working and circular economy to reduce the need to travel. Review of HGV routing and preparation of mapping for hauliers. Freight consolidation; agricultural consolidation.

Parking - Integrated approach needed. Needs to be considered along with tourism. Agile/flexible strategy needed – seasonal variations (multi-purpose spaces). Mobility hub approach. Very limited provision for EV charging.

Public transport needs to be seamlessly integrated with other transport modes. Benefits need to be multi-faceted eg air pollution, modal shift, equality and reduced impact. Opportunities to brand and enhance Chepstow Station. DrT Grass Routes service to work with app booking

Placemaking

AONB MGMT PLAN DEDUCTIONS

What does this landscape need to thrive?

CONSERVE & ENHANCE

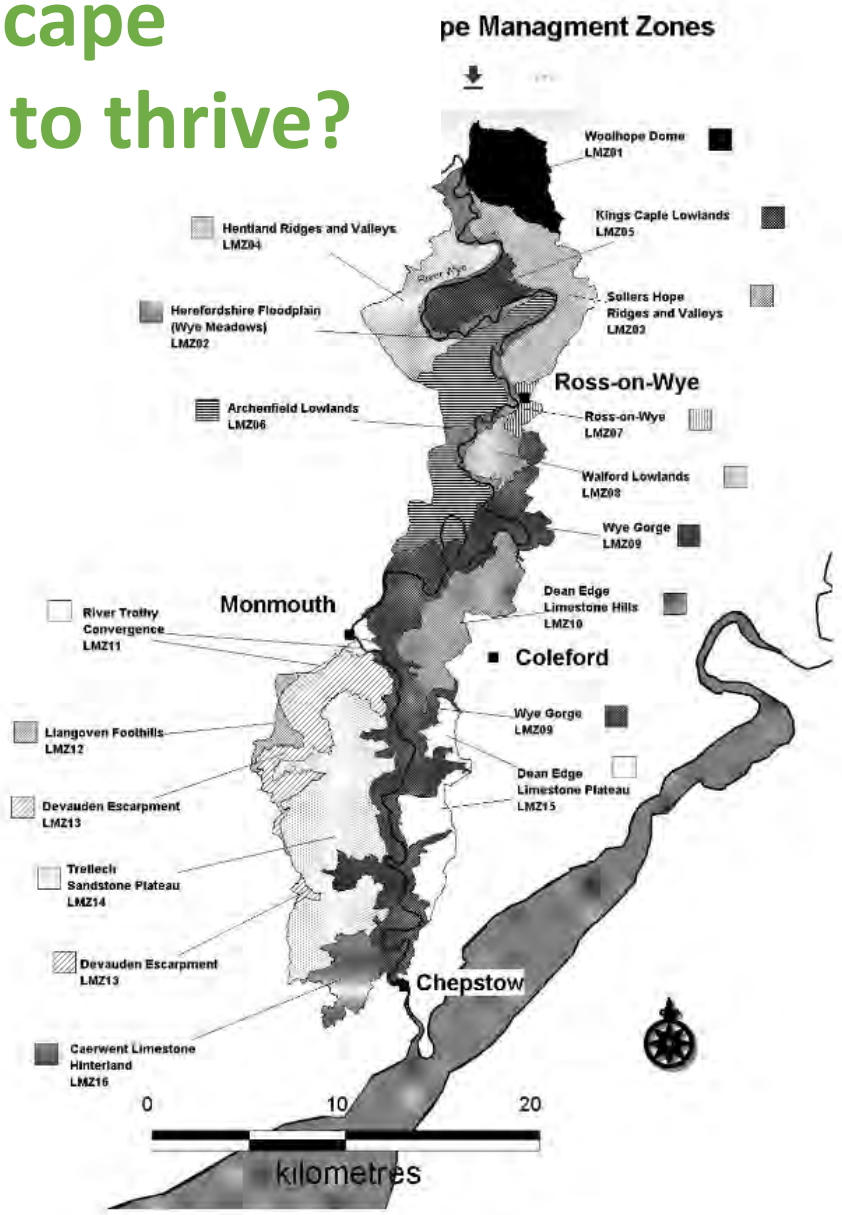
PEOPLE & PLACE

"To describe landscape to others without invoking an experience is to fundamentally ignore our relationship with place and miss what it is to be human" National Association for AONB's

NATURAL BEAUTY: flora, fauna and geological and physiographical features

RISKS:

- water
- soil
- tree fall
- flooding & transport
- species distribution
- pests & disease
- fire
- new crop introductions
- increase visitors
- historic environment

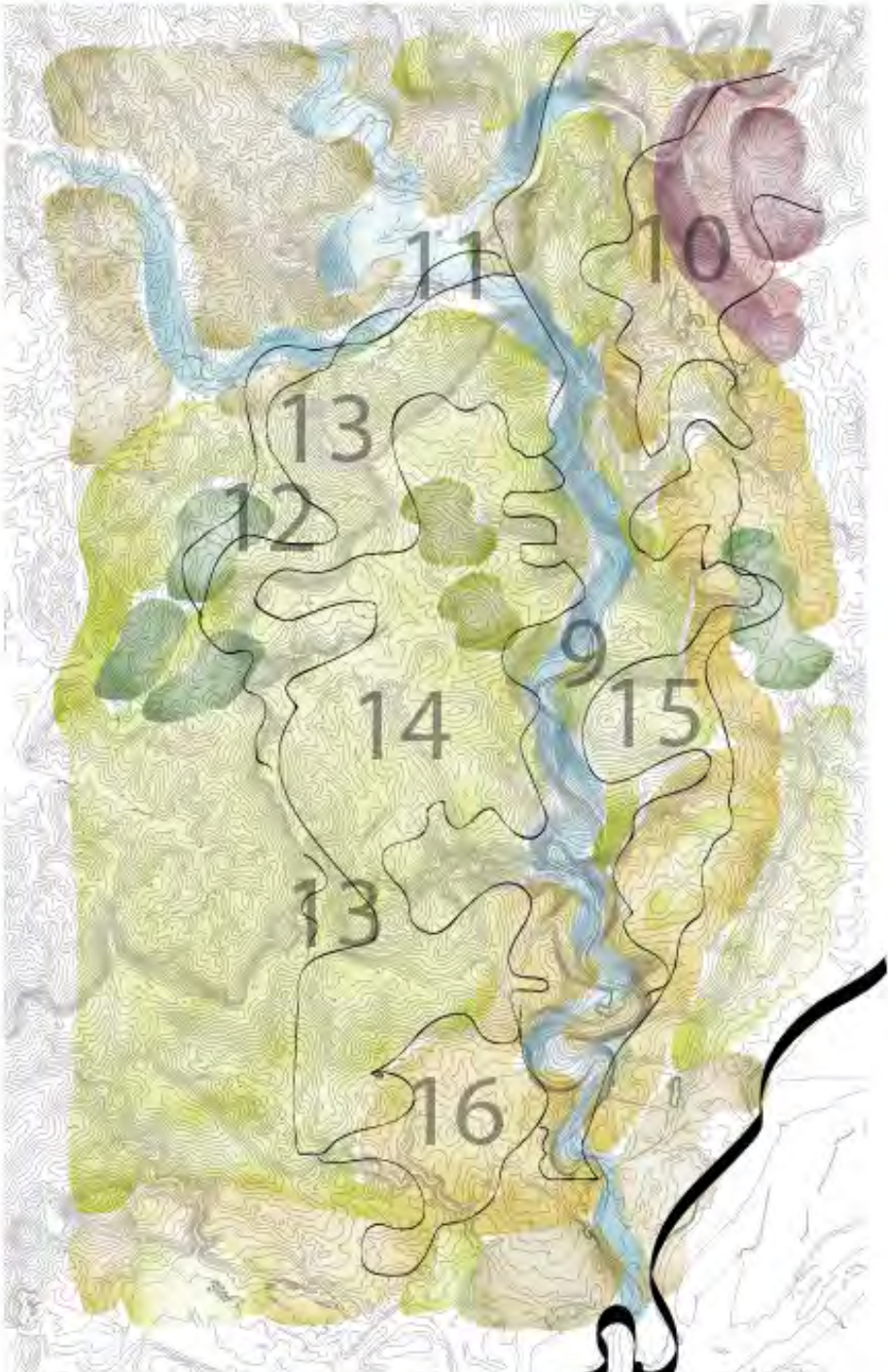


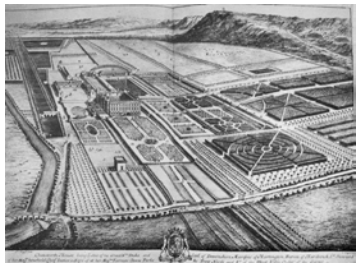
MAPPING DEDUCTIONS

Heritage

Biodiversity

Recreation





Resource extraction

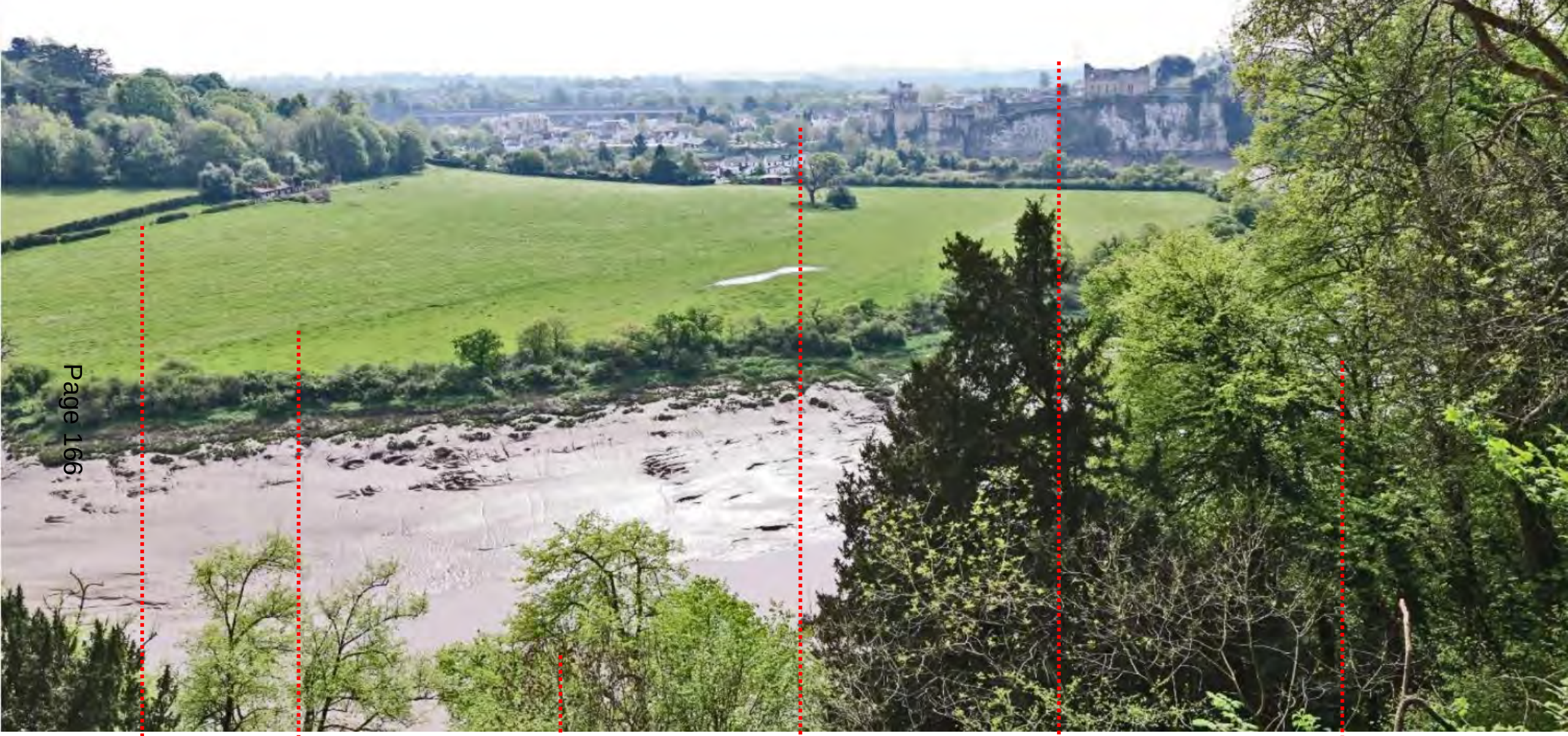
'Invisible' Agriculture

Who is the landscape for?

Pre-industrial revolution settlement

Deforestation

Non-motorised transport


Agrobusiness
Places for people?
Infrastructure
Motorised transport
Disrupted habitat connectivity
Post-industrial Settlement

Wye Valley AONB Strategic Vision

People

- inspiration
- distinctive landscape mix
- heritage assets conserved & enhanced
- local work
- minimal visitor/resident conflict
- benefit to villages and businesses
- internationally important landscape

Wildlife

- natural & heritage assets conserved & enhanced
- robust, interconnected mosaic of habitats
- ecosystem services & resources
- internationally important landscape

Systems

- positive adaptation
- ecosystem services & resources
- local work
- partnership with broader communities

4.4.2 “The **landscape approach** as it relates to conservation, agriculture and other land uses seeks to address the increasingly complex and widespread environmental, social and political challenges that **transcend traditional management boundaries**. The landscape approach helps to bring together the disciplines associated with the humanities, and social and natural science in a way that creates policy useful to not only help deliver environmental outcomes but for the delivery of **important social and economic objectives**. To do this we have to really understand that meeting ground between **people and place**; the **intended and unintended** ways we interact with the environment up which we depend as a species. this means not just viewing traditional policy areas at a landscape scale but seeing **landscape as a framework where the skills and assets of people and the social and economic processes that drive them are fundamentally and intrinsically interconnected with nature and the physical environment**.”

Abundant mosaic

Living wage
For all

Ecoagriculture

Nature as
medicine

Inclusive Landscape

Clean atmosphere
& soil

Resilient Villages

Swimmable Rivers

Safe, expanded
active travel
radius for children

LESSONS FROM ELSEWHERE

Governance: People & Place

Whanganui: Legal Personhood

www.nationalgeographic.com

This river in New Zealand is a legal person. How will it use its voice?

Soon, the government will recognize a mountain as a legal person as well. Here's how it happened, and what it may mean.

Tenure & Stewardship

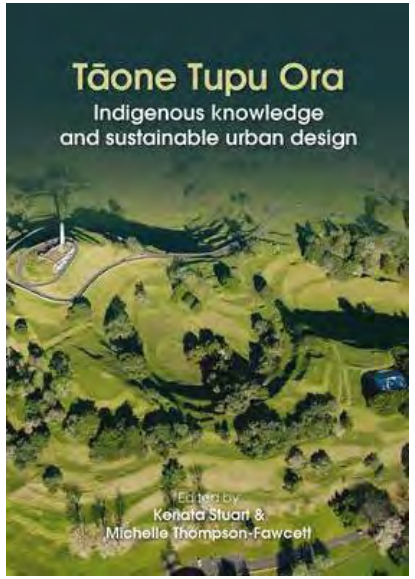
Research by indigenous peoples into the principles of their traditional knowledge has been growing significantly. A particularly exciting avenue in that research has been the relatively recent focus on the innovative application of traditional understandings to current situations and to planning for the future. What future can we envision from that traditional knowledge?

Indigenous knowledge is a complex concept that continues to be variously defined and debated, even with regard to what term to use: traditional knowledge, local knowledge, traditional wisdom, etc…. In general terms, indigenous knowledge is the accumulated understanding that a local community develops over many generations. It commonly encompasses values, skills and practices that guide the long-term behaviour and actions of a group in its locality.

One meaningful way of describing it for the purposes of this book is provided by Royal (5). In brief, he takes such a notion to be a,

> Knowledge tradition or system that has arisen specific to a particular ecology, environment or place … [that] has grown upon a lengthy tenure a particular people have enjoyed with that place.

The advantage of Royal's characterisation of indigenous knowledge is that it both prioritises the fusion of the human and natural world and diminishes the focus on colonisation in defining indigeneity.

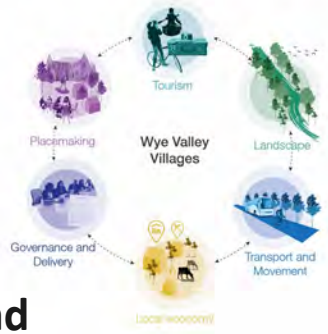


The river is a living being. Parliament passed legislation declaring that Te Awa Tupua—**the river and all its physical and metaphysical elements—is an indivisible, living whole**, and henceforth possesses 'all the rights, powers, duties, and liabilities" of a legal person.'

Ko au te awa, ko te awa ko au. I am the river, the river is me.

LESSONS FROM ELSEWHERE

Design: People & Place



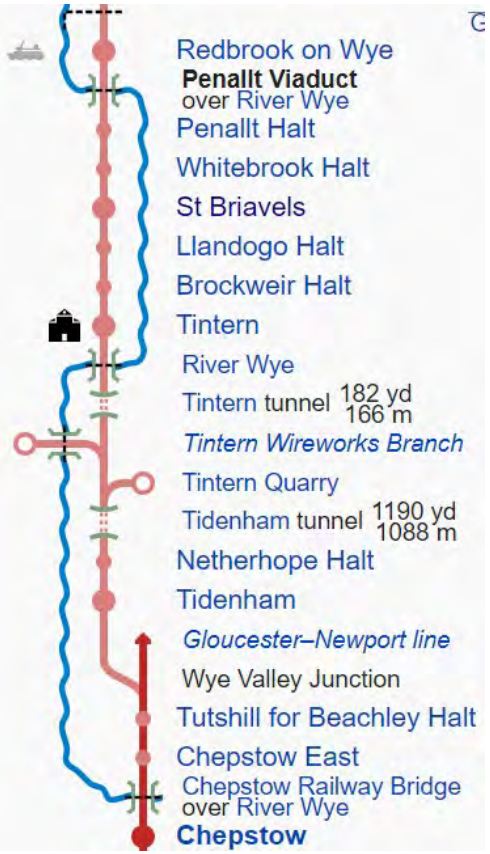
Golden Circle, Iceland

Central Otago Rail Trail, New Zealand

Wye Valley villages

- Places to live
- Places to work
- Places to visit
- Places to stay

- Places to discover; identity, history, nature, traditions, culture

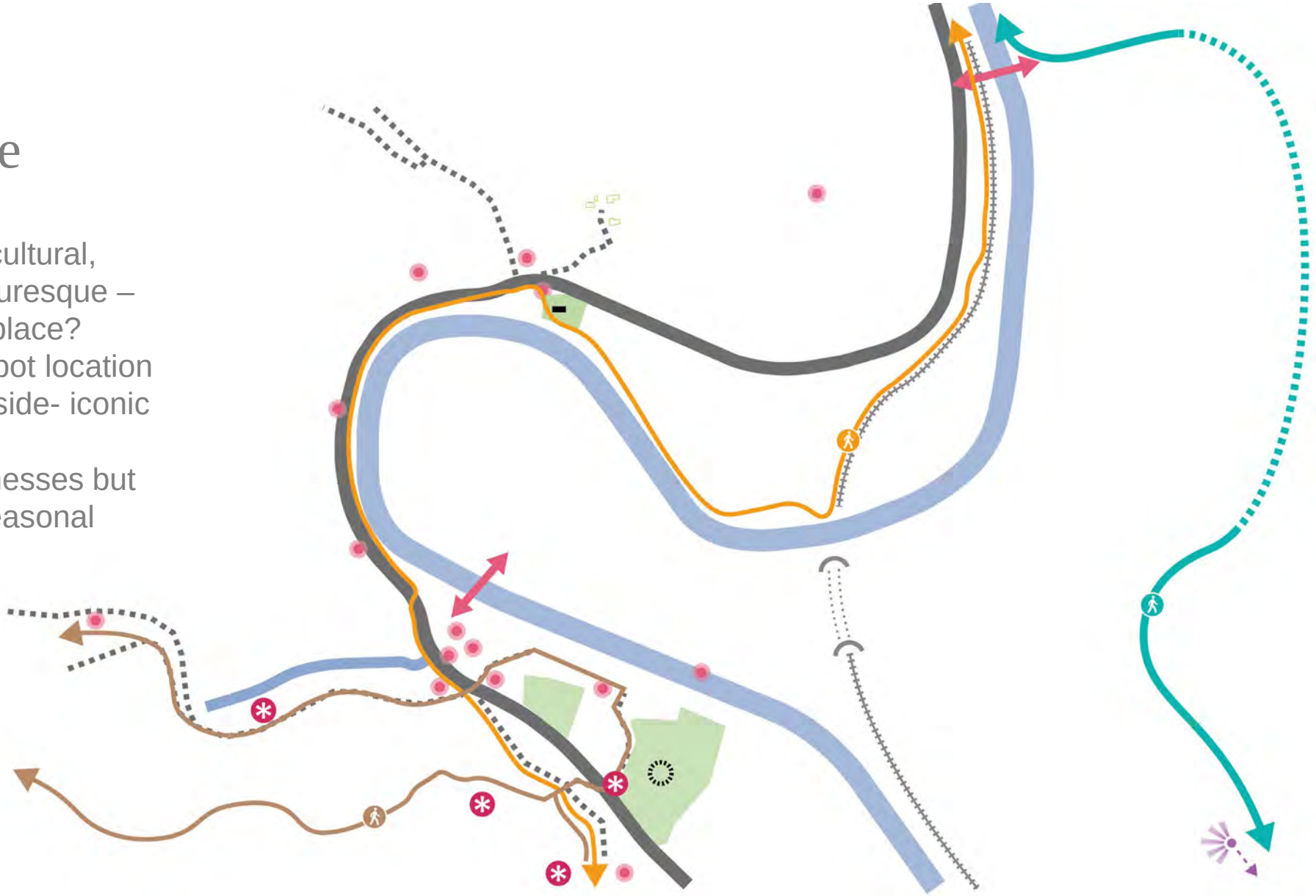


Tintern

Tintern

The iconic village

- Layers of history – agricultural, religious, industrial, picturesque – The Wye Valley in one place?
- One of if not *the* Honeypot location
- Visible history and riverside- iconic landmarks
- Clustering of local businesses but fragmented offer and seasonal

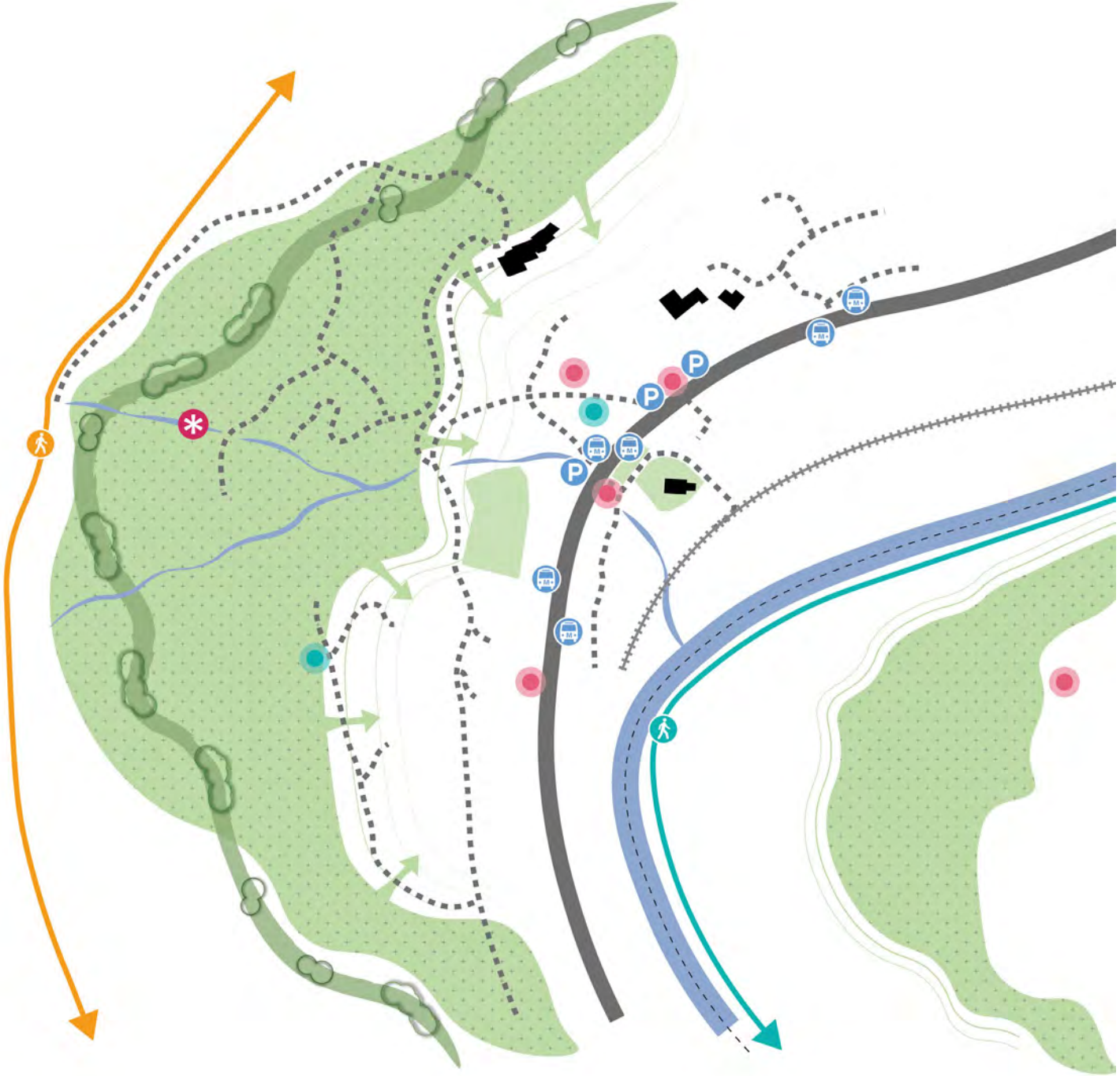


Llandogo

Llandogo

The riverside pastures

- Riverside conservation area- natural port and amphitheatre
- Boat making heritage (trow)-few obvious traces remain
- A pivot for many hiking routes (Wye Valley walk)
- Linear – a sequence of interest points but discernible heart
- All landscapes within the line of sight



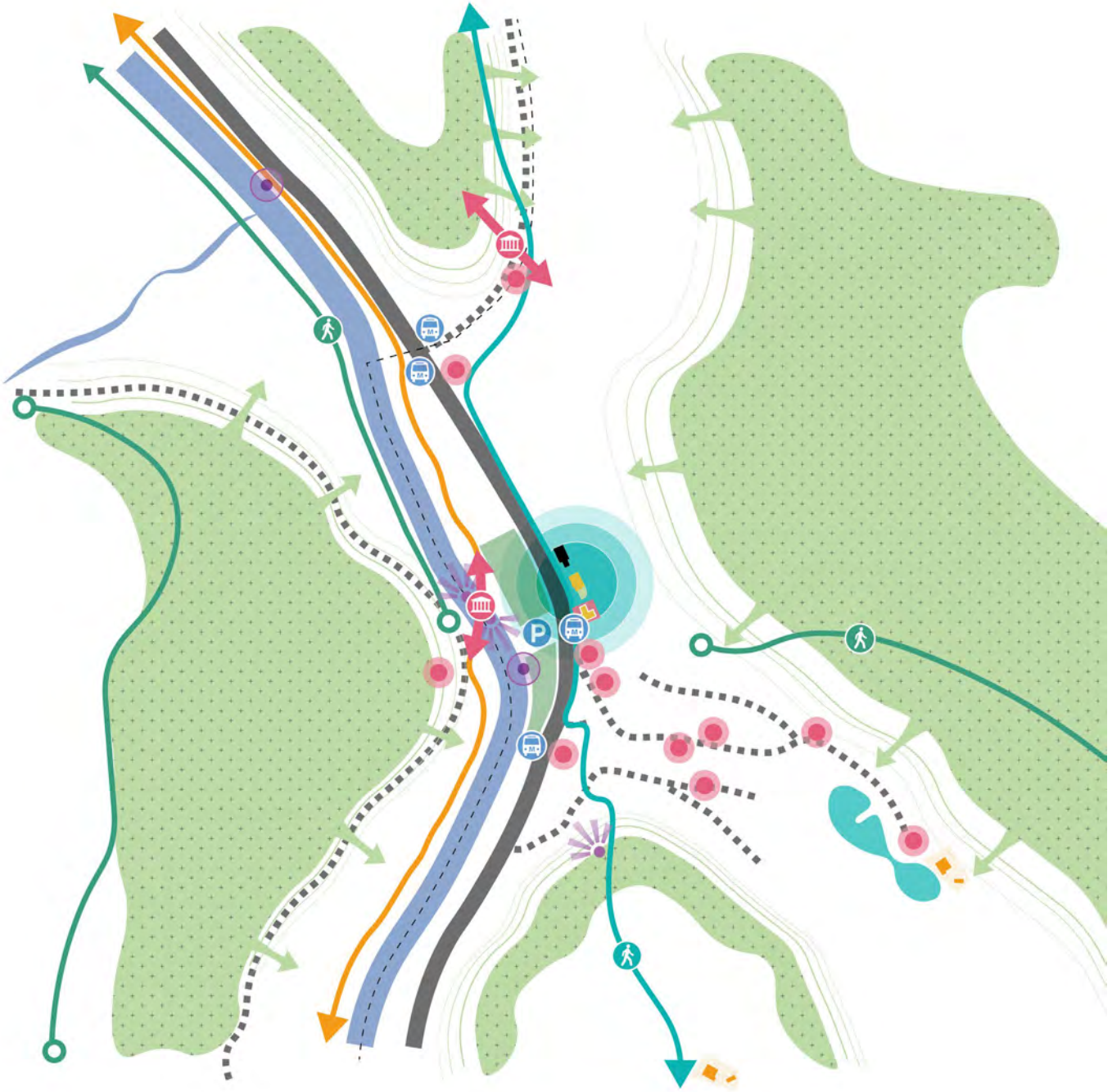
BOAT
INN

Redbrook Village Stores

Redbrook

The gateway village

- A bridging point (Pennalt viaduct) between east-west and Wales and England
- Traces of industry
- Nestled in the valley(s)
- Gateway markers – hills and pubs
- Space for activation along the river edge

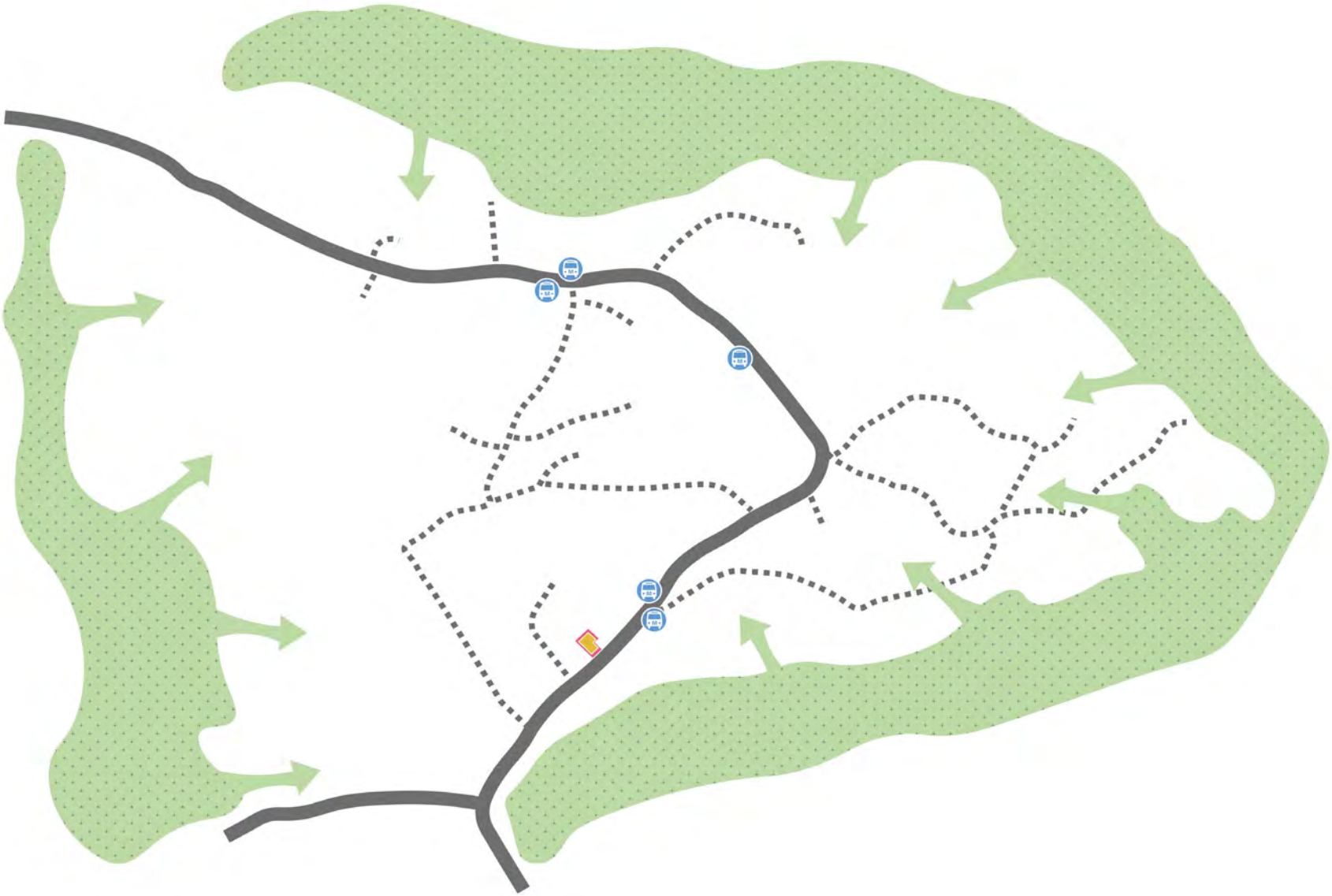


The Narth

The Narth

A hilltop retreat

- Hilltop location, framed and defined by woodland
- Disperse, informal settlement
- Buildings set within landscape
- Quiet, secluded, soft
- A web of rural, village lanes
- Start of trails

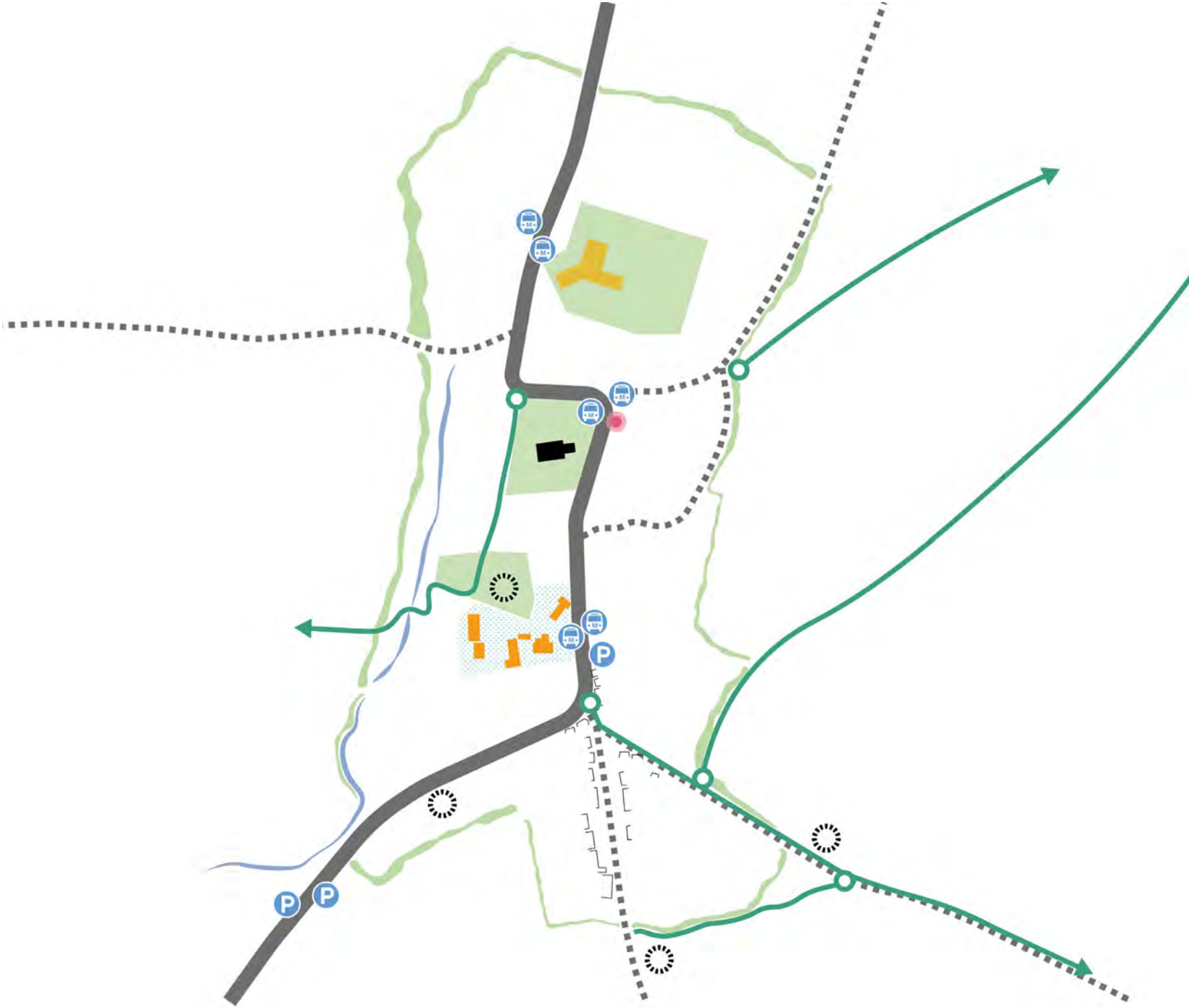


Trellech

Trellech

Traces of history

- Common language of buildings and materials in conservation area
- Historic pattern of buildings
- Serial views, spaces and landmark buildings
- Framed by open pasture
- Discover layers of history, myths and legends (Bronze age, medieval)



Devauden

Devauden

The village green

- The Ridgeway - spectacular views
- A true village green
- Pressure for new growth
- Gateway village
- Agricultural community
- Hidden treasures (Veddw garden)

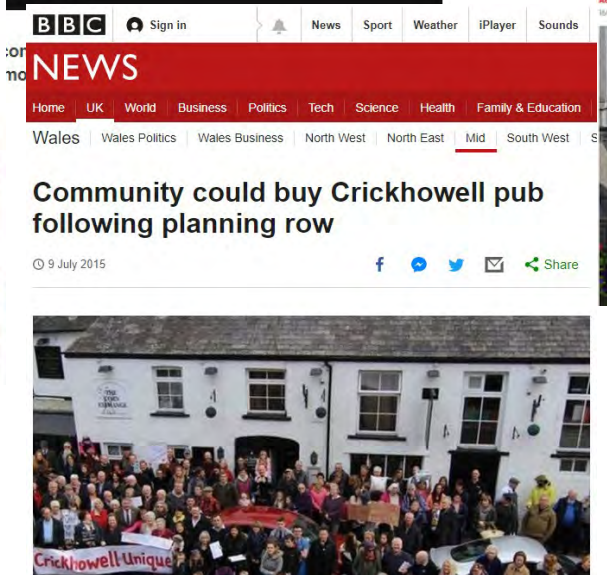
Tapestry of villages

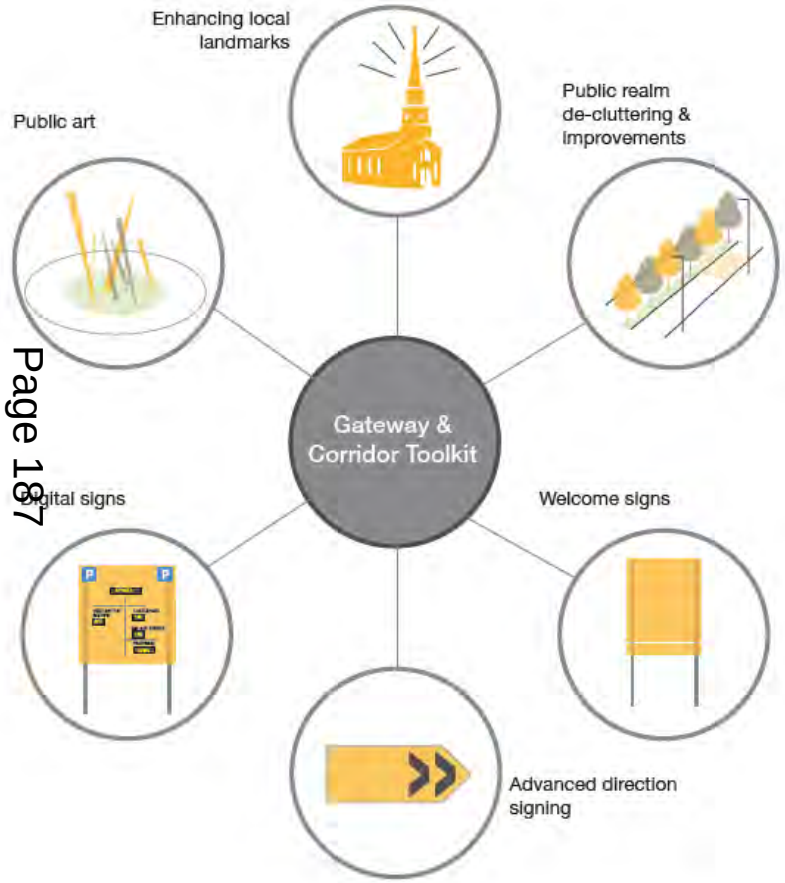
- Define, extract and celebrate the diversity and uniqueness of each village -legibility
- Explore and unlock unique character and opportunities for each
- Consider common strategies eg street design, storytelling signage, digital
- Consider as a network
- the sense of community

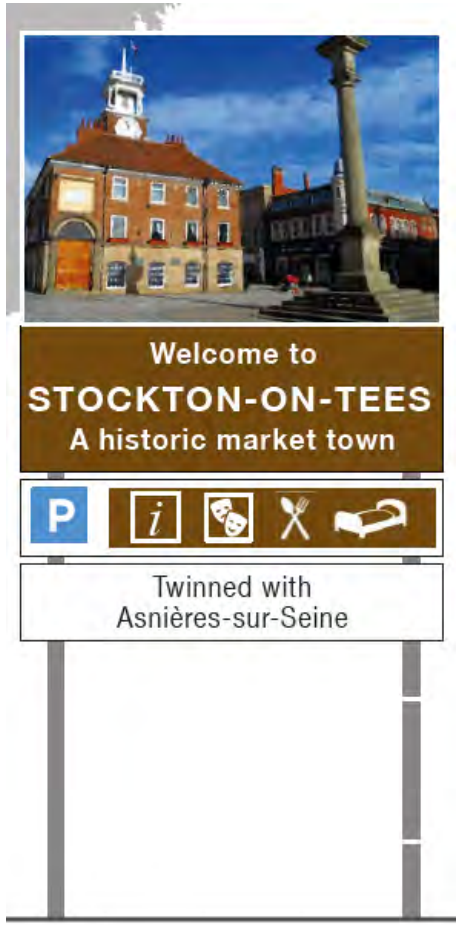
Co-operative working, innovation, media and profile

Playing to strengths - independents

"We are competitors but we work together,"







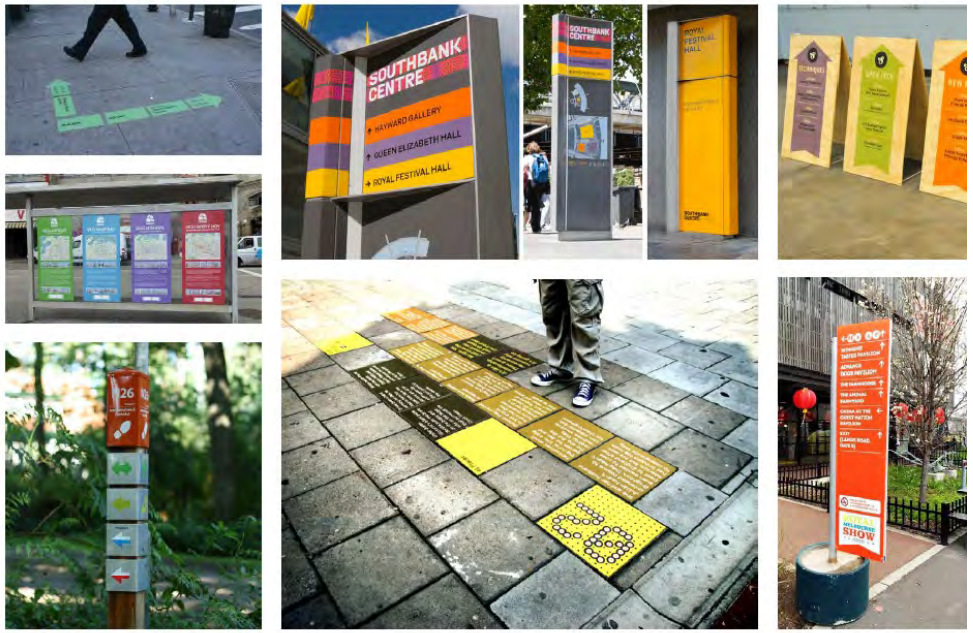


Fig. 27. Examples of event/ festival temporary wayfinding units

Portmeirion – multi functional places

Altrincham – adapting spaces

Socio-economics

Population & Demographics

Overview & Challenges

- **Disperse** population yet **distinctive** identify across AONB.
- **Younger Out Migration**. Well educated but face underemployment befitting qualifications. Lack of local University presence leading to out migration.
- **Ageing Population.** Median Age 48 – Oldest in CCR. Monmouthshire could have less than 2 people of working age for every over 65 by 2036.
- **Labour supply shortfall** relative to long term care provision will become increasingly acute

Opportunities

- **Talent Attraction & Retention**: Targeting the right opportunities will attract and retain a younger economically active demographic and reduce County's Median age. Plan for the golden thread of place specific education, employment and housing choice.
- **Embrace the Silver Economy. Ensure consumers as well as active economic contributors are adequately provided for locally?** Support those keen to use retirement as an opportunity to explore new lifestyle opportunities linked to Wye Valley.
- Demonstration for **innovative public services** such as rural healthcare provision. Transferable skills from Covid affected sectors (retail, hospitality)

Enterprise & Employment

Overview & Challenges

- Monmouthshire has **highest rate of active businesses and business births** as well as the third highest GVA in Wales.
- Local enterprises in the AONB are often characterised by **low pay and seasonal employment**.
- The majority of County employment comes from distribution, education, manufacturing, public administration and tourism.
- **Pre Covid 40% of County residents out commuted to work**. Out commuters on average earn approximately 28% more than those who work in County.
- Growth in sectors such as **restorative land management and education, local food & drink production, food tourism and digital health care.**
- Provide support structures for **entrepreneurship** within Wye Valley..

Opportunities

- **Grow on space** requirements to support healthy business growth and development within the Wye Valley.
- Feasibility for provision of **additional storage and distribution space** for local food and drink producers. Wye Valley Producers Hub
- **Co working and rural innovation space** for remote working residents to meet regularly as well as encouraging visitors to extend stays.
- Ensure **higher education pathways reflect the future skills needed in rural and land-based economies** - digital health, agronomy, arboriculture, recreation.
- Develop **business support packages** specifically targeted at rural sectors including food and drink, tourism, hospitality & care.
- **Design bespoke pathways** for young people through the Kickstart Scheme and FE/HE Placements.
- **Social Value in Procurement** - Increase number of local SME's securing public service contracts.

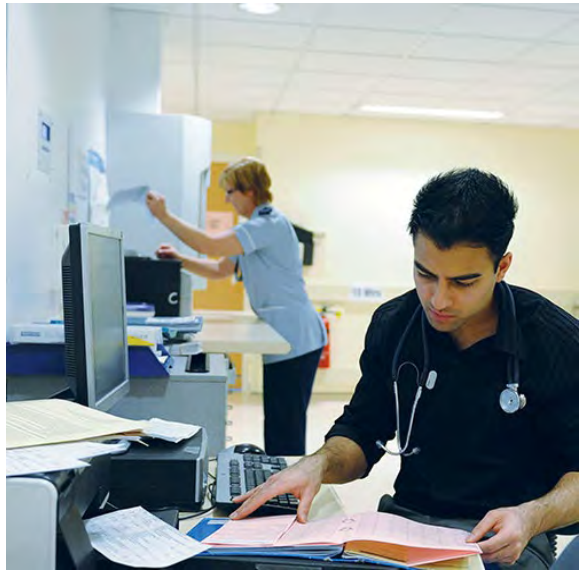
Digital Infrastructure

Overview & Challenges

Digital deprivation levels are high in rural Monmouthshire, at 12.5% compared to 3-4% of the rest of CCR which restricts micro enterprise activity and home working and impacts access, poverty and skills.

Opportunities

- Work with network providers to roll out better Next Generation Access Broadband coverage
- Improve mobile phone coverage
- Public sector led drive for digital upskilling and service provision through AI and Internet Of Things. Rural care and healthcare test bed.



Housing Need & Affordability

Overview & Challenges

Wye Valley is a desirable place to live. Average house prices are the highest in Wales (£307,000)

Opportunities for affordable housing provision
are limited. Average ratio of earning to house prices is 12:1 for those living and working in the area.

Evidence that the high cost of housing drives out migration to cheaper adjacent areas such as Newport or Torfean and is also constraining local businesses growth & resilience.

Opportunities

- Ensure housing is inclusive supporting the needs of long-term balanced communities.
- Encourage landowners to bring forward rural exception sites for affordable housing schemes adjacent to settlement boundaries.
- Affordable rental housing in demand
- Operationally essential rural enterprise dwellings for land-based workers or for farm succession planning (TAN 6 :Planning for Sustainable Communities)

Wye Valley Villages Stage 1 Reflections

1. There is a clear legal and policy framework for change.
2. Cross-roads post-Covid and climate change - new models are emerging, are we proactive or reactive?
3. An integrated approach is essential to resolve issues and realise opportunities.
4. Transport issues needs a nuanced, agile solution.
5. We need a place-based approach to retain and celebrate the uniqueness of the villages and places.
6. Our thinking needs to be action-based.
7. Moving forward – think big, little, bold. Grassroots will be key.
8. Need to think about immediate needs and the long term - What if we developed a 100 year plan? What will success look like?

Appendix 3

Stage 2 report

Wye Valley Villages Stage 2 Report

August 2021
Issue 1.3
An amendment has been made on September 15,2021

monmouthshire
sir fynwy

| Community councils |

wye valley
Area of Outstanding Natural Beauty

dyffryn gwy
Ardal o Harddwch Naturiol Eithriadol

ARUP

Stage 2 Report

1. Page 3 Introduction Wye Villages Plan for the Future
   - 1.1 Purpose & objectives
   - 1.2 Drivers of change
2. Page 6 Draft vision
3. Page 7 Stakeholder engagement
4. Page 10 National and regional context
5. Page 13 Wye Valley context
6. Page 15 Six Pillars
   - 6.1 Sustainable Transport & Road Safety
   - 6.2 Landscape Green & Blue Infrastructure
   - 6.3 Tourism
   - 6.4 Local economy
   - 6.5 The Villages - Placemaking
   - 6.6 Governance
7. Page 51 Next steps

ARUP

1. Introduction Wye Villages Plan for the Future

1.1 Purpose & objectives

The “Wye Valley AONB Villages Plan for the Future” will be a strategic framework plan that sets a holistic vision for transformation through a programme of short, mid and long-term interventions.

The need for the Plan was triggered by issues around road safety and village infrastructure, which form part of a much more complex set of issues and challenges. This means that potential solutions can only be effective if addressed and set in a broader context and with an integrated approach. In this case such a holistic approach and understanding offers a once in a lifetime opportunity to drive generational change on all fronts. The AONB Management Plan (2021-2026) describes this context driven approach by the need to ensure transport is sustainable, integrated, and compatible with the purpose of its destination.

The objective of this Plan is to define the key elements and structure of a holistic vision and to offer a perspective on how this vision can deliver a transformational change in an era that is already demanding we address socio-economic, political and environmental challenges. For visitors and residents, there is a bigger opportunity to promote and enhance the AONB with a long term perspective, while addressing immediate issues and challenges.

We will identify and define these key elements through three stages of work with the client team, specialist consultants and key stakeholders, and by doing so, jointly shape the vision. The results of the second stage and draft vision are presented here.

The aim of the first stage of work was to identify key issues, challenges and opportunities to set a solid evidence base. Our Stage 1 Report offers a cross cutting summary and distils the essence of a broad, sometimes divergent evidence base, consisting of studies, reports, plans and strategies around green infrastructure (landscapes including habitats, woodlands, fields, parks etc), tourism, travel and transport, AONB management and regional development planning.

The purpose of the second stage of work has been to define a draft vision for the Wye Valley AONB Villages Plan for the Future and six key themes as pillars of that vision. The objective of this stage 2 report is to submit the vision, the programme of key themes and potential projects to wider public consultation, in order to gain valuable feed-back and inform the final vision.

This Plan is funded by Monmouthshire County Council, the Wye Valley AONB Sustainable Development Fund (SDF) and the Welsh Government Sustainable Landscapes Sustainable Places programme.

1.2 Drivers of change

We have identified three key "drivers of change" that condition future transformation and are key to unlocking future potential and opportunities of the vision:

Sustainability

In response to the Paris Accord on Climate Change, The United Nations Sustainable Development Goals provide a blueprint at the highest level to direct decision-making towards environmental, political, social and economic sustainability for future growth and change.

At a national level The Well-being of Future Generations Act (Wales) offers a radically different way of approaching development and change. The Act enshrines in law the need to consider the impact of our decisions on future generations. This can be thought of as 'Cathedral thinking' a reference to the altruism shown by the medieval craftsmen who dedicated their lives working on buildings they knew would not be completed within their lifetime.

In 2019 both the Welsh Government and Monmouthshire County Council declared a climate emergency recognising the need for urgent action to combat the effects of global climate change.

This will impact upon and permeate all decision making. It will mean prioritising sustainable travel (public transport and active travel), climate change mitigation, renewable energy, local circular economies and ensuring local people can sustain themselves through access to employment and housing.

Governance:

Engagement to date has laid bare the complex geopolitical context of the Wye Valley and the Wales-England border. The wide range of stakeholders and delicate balance required between tourism and residents adds further weight to the need for carefully considered governance. To avoid a disparate response without clear ownership there will need to be an integrated approach where efforts are joined-up around a shared objective. This will be essential in ensuring;

- That finite public funding is maximised and added value created
- There is one (external) voice which speaks for the (lower) Wye Valley
- The brand and reputation of the (lower) Wye Valley is consistent irrespective of political boundaries
- Leadership and ownership are clearly defined and agreed by stakeholders with greater cross border collaboration.

The 7 well-being goals of the WGFBA

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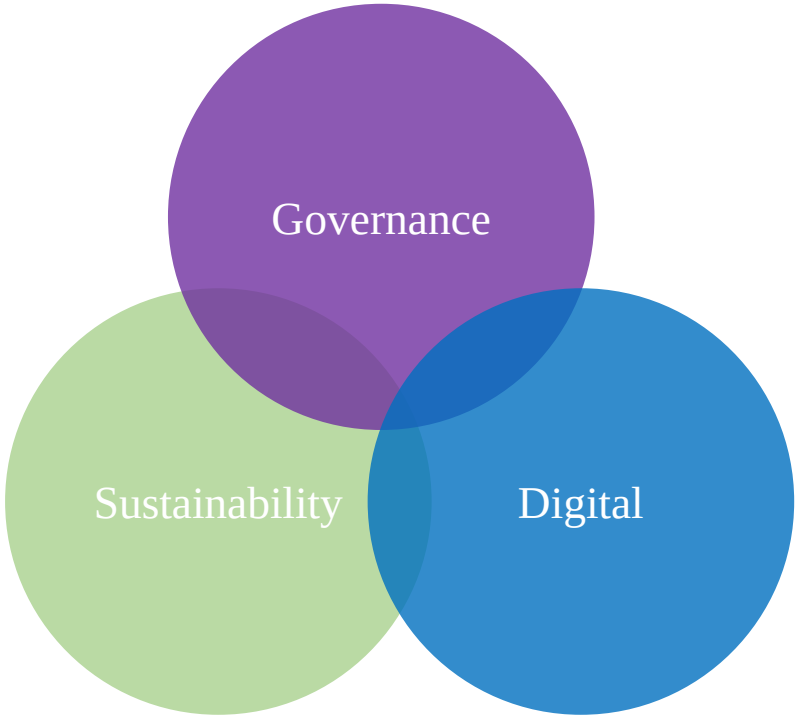
Digital:

Technology continues to rapidly change the way we live. The Covid-19 pandemic has accelerated many latent trends enabled by the devices and software that are now part of daily life. Increased online services and remote working are:

- Allowing us to blend work and lifestyles with more working from home
- Increasing market reach for smaller enterprises who are no longer confined to a narrow geography
- Increasing the way we use, interact and access transport from app based bike hire, ticketless transport to live feed travel information
- Changing the way we explore an area through geolocation mapping or web sites which showcase a place or area.
- The rise of co-working spaces in place of traditional, 'fixed' office space.
- Increasing dependency on approval based platforms such as Tripadvisor for decision making

The current lack of widespread, fast internet largely due to the topography of the Wye Valley will continue to limit the potential of enterprise until a solution is found. The ability of the Wye Valley villages, its enterprises and people to capitalise on the societal changes that are taking place around us will be directly linked to the sophistication of the digital infrastructure.



The drivers of change for the Wye Valley

2. Draft vision

The vision builds on the existing AONB character and the distinctive identity of the different villages, as well as the two gateway towns of Monmouth and Chepstow.

Updated vision statement:

The Wye Valley is a story of people and nature that has been shaped by many hands over centuries. The immediate challenges of climate change, post-Covid recovery, mobility and sustainable development require a new perspective on the future of this outstanding landscape and its settlements.

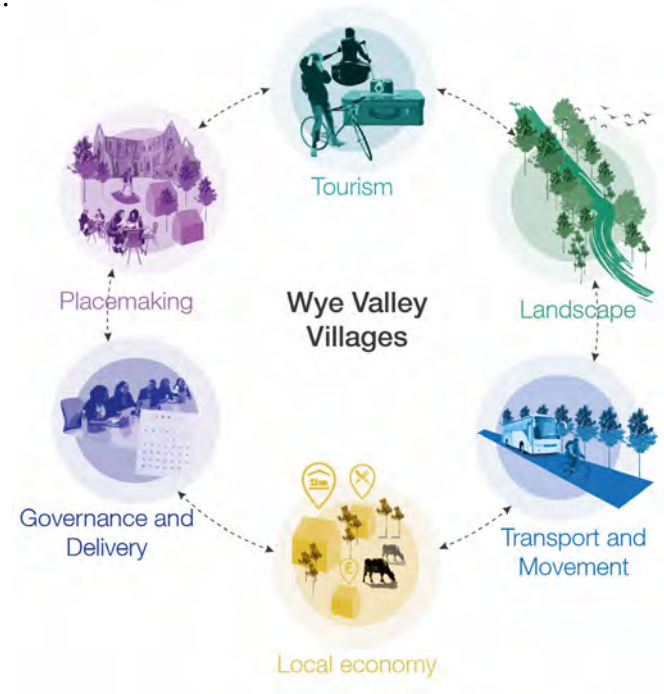
Our vision is to ensure that short term solutions are set within the context of long term needs and challenges. It is considered over a 100 year timescale to ensure it will endure for generations to come and work with a timescale for nature. It is founded upon three simple principles:

- Conserving and enhancing the natural and man-made assets that define this unique place for existing and future generations.
- A holistic approach to governance, territory and integral drivers of change
- Evolving to respond to changes caused by climate change and to capitalise on opportunities created by the target of net zero carbon.

We have defined six key themes that form the pillars of our vision, which are:

- placemaking,
- governance,
- tourism,
- landscape,
- transport and movement
- local economy.

The first two pillars, placemaking and governance, are also overarching themes to the other four. For each of these pillars we have set out a programme for future transformation, the guiding principles that define that transformation and the potential projects that can emanate from the programme.



The Six Pillars

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3. Stakeholder engagement

Liaison with key stakeholders and the wider public which recognises the importance of consultation to understand issues and challenges and for a collaborative approach to project definition and opportunities is a fundamental part of our process.

Representatives of the client group that commissioned the work, Monmouthshire County Council, The Wye Valley AONB Partnership and Community Council representatives from Devauden, St Arvans, Tintern and Trellech United, have been an invaluable soundboard for our work throughout the process.

Targeted stakeholder conversations have been held with Andrew Blake, Manager of the Wye Valley AONB, Nicola Edwards, Destination Manager at MCC and Helen O'Kane (Puzzle Wood) and Rachael Geddes (Humble by Nature), members of the board of "Forest of Dean & Wye Valley Tourism" the official Destination Management Organisation. Their ideas and feedback have helped shape the vision and key pillars.

A wider public consultation period will be held in summer 2021, during which the vision and six pillars will be made available in digital format through a "Virtual Engage" format. Feedback and suggestions will be captured and summarised to inform the next and final stage of work.

SWOT

A SWOT (Strength, Weaknesses, Opportunities and Threats) assessment was undertaken on December 17th 2020, as part of the inception meeting for the Wye Valley Villages project. The results of the assessment, that was based on the six pillars of the vision, are summarised here.

Strengths

- Recognised tourist location with 2 internationally recognised walking routes
- Wide range of experiences – eg micro breweries, vineyards and trails.
- Unique border location between Wales and England
- The people and communities of the valley
- History – birthplace of British tourism, Tintern Abbey and early industrialisation
- Internationally recognised landscape and habitats
- Good connectivity with the rest of the UK
- Existing businesses and entrepreneurs such as Wye Valley Producers

Weaknesses

- Lack of fast internet
- Uneven tourist pressures for example Tintern struggles to cope during high demand.
- Too many people simply drive through and don't dwell
- Road safety within the villages

3. Stakeholder engagement

Weaknesses (continued from previous page)

- Lack of a clear separate identity for each of the villages
- Lack of public transport
- Lack of sustainable local employment opportunities for young people

Opportunities

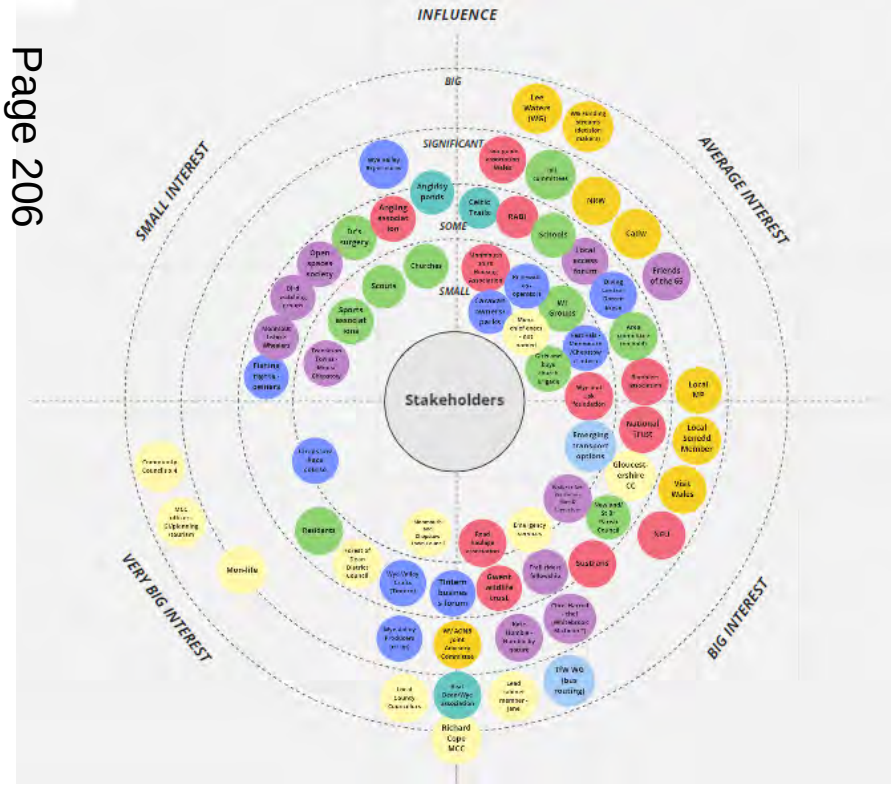
- Growing interest in local food and goods
- Reduced commuting because of home working and a subsequent reduction in traffic
- Increase in home-grown tourism
- Delivering truly sustainable tourism that assists the local economy without harming community life or the natural environment
- Attracting new visitors from outlying settlements (eg Cardiff, Bristol, Birmingham)
- Supporting and delivering sustainable transport

Threats

- Lack of affordable housing
- Environmental damage from climate change
- The complexity of geo-political relations (England and Wales and multiple local authorities may complicate delivery of proposed interventions
- Competing views between residents and businesses
- Covid impacts on existing businesses
- Failing to adapt to future changes

Stakeholder mapping.

A stakeholder map has been produced with the client team. The purpose of this map is to identify all stakeholders relating to the project, create a clear summary overview of their relation to the project and the potential interest and influence on the project, future plans, delivery and governance.



Extract from the Stakeholder mapping and SWOT exercise January 2021

Road Safety.

A specific thematic stakeholder session around road safety in the villages was held on 15th of April with St Arvans Community Council, Devauden Community Council and Tintern Community Council and on 16th of April with Trellech United Community Council. During these sessions a deeper understanding was created of the current issues and challenges and potential solutions were discussed. The input and results have been fundamental for the development of our vision and plans, which can be found in the respective sections in this report.

1. Removing road markings in Buriton, Hampshire to highlight key spaces and reduce traffic speeds
2. Junction design creates an entrance place to Dunston village, Somerset
3. Simple paving solution in West Meon, Hampshire to create a low-speed environment

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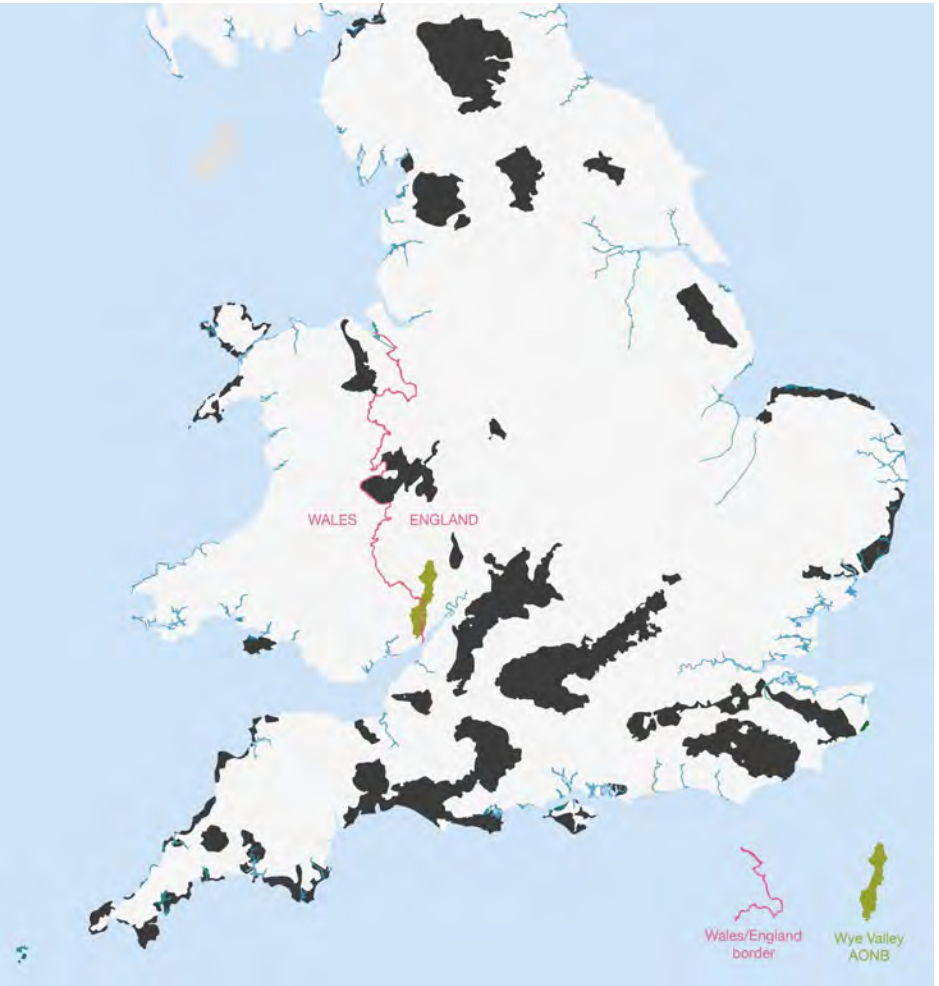
4. National and regional context

AONB National context

When considering the Wye Valley at a national scale it is useful to consider the extent and location of other AONB designations. Whilst each are unique in their own right it is noticeable that of the UK's 46 AONB's only the Wye Valley straddles national boundaries. The Wye Valley is a true 'border territory' where the interface of political boundaries, settlements, cultures, nationalities and the natural environment has shaped the 'uniqueness' of the area. This should be embraced and celebrated through the approach to tourism, branding and marketing but also points to the complexity of governance that exists.



AONB's of England and Wales

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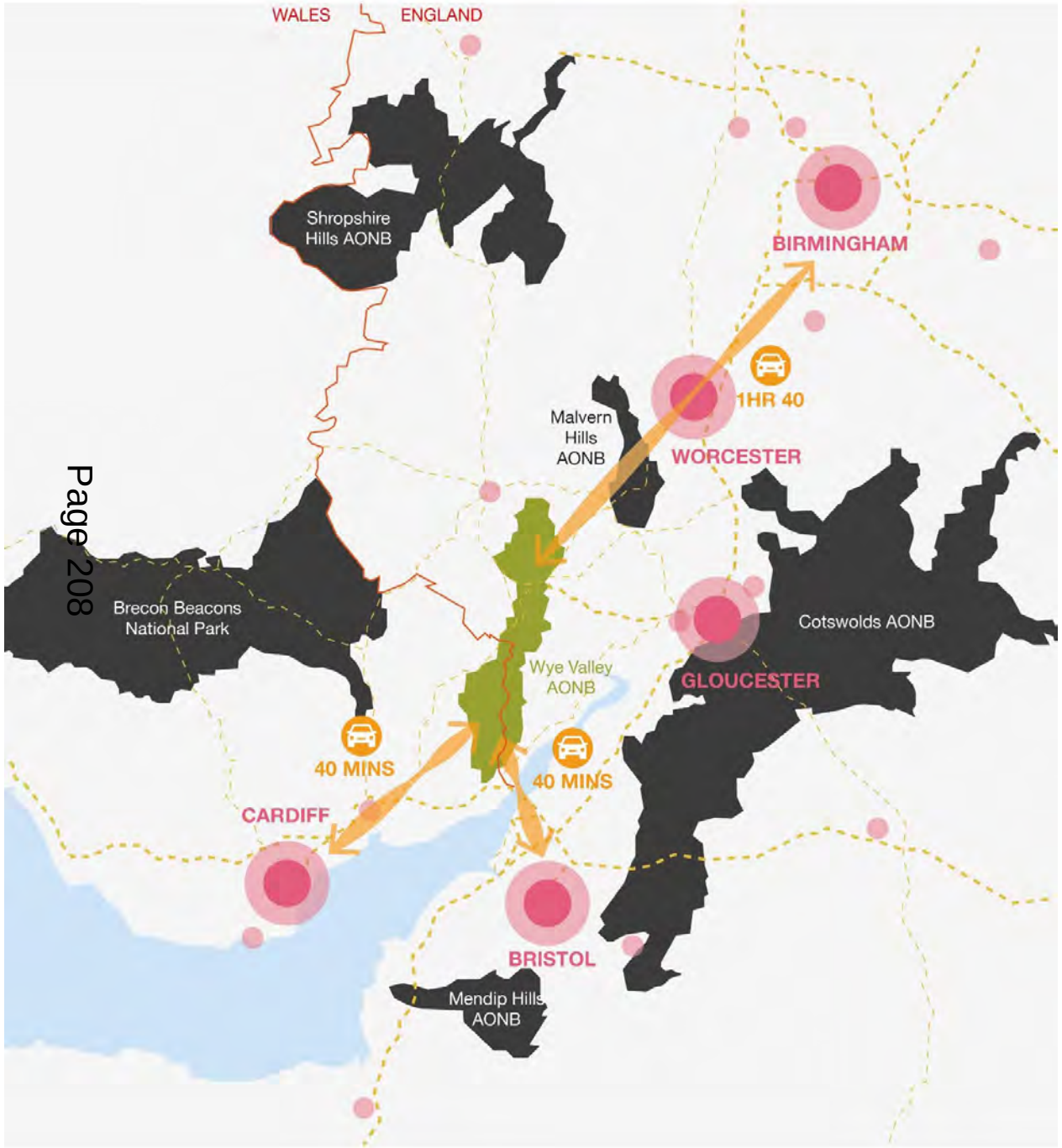

An illustration of the regional context

Regional context

For the purpose of this report, the regional context is illustrated in the accompanying diagram. This reveals a number of considerations:

The urban context

The proximity of Cardiff (40 mins travel time), Newport (30 mins), Bristol (40 mins) and Birmingham (1hr 40 mins) provides a significant pool of latent visitors and markets for local businesses. As technology continues to add greater flexibility to people's living and working lifestyles, these same areas are also likely to generate 'would-be' new residents, further increasing pressure on finite local housing and community infrastructure. This should also be seen as an opportunity to attract a younger generation of entrepreneurs to help drive the local economy.

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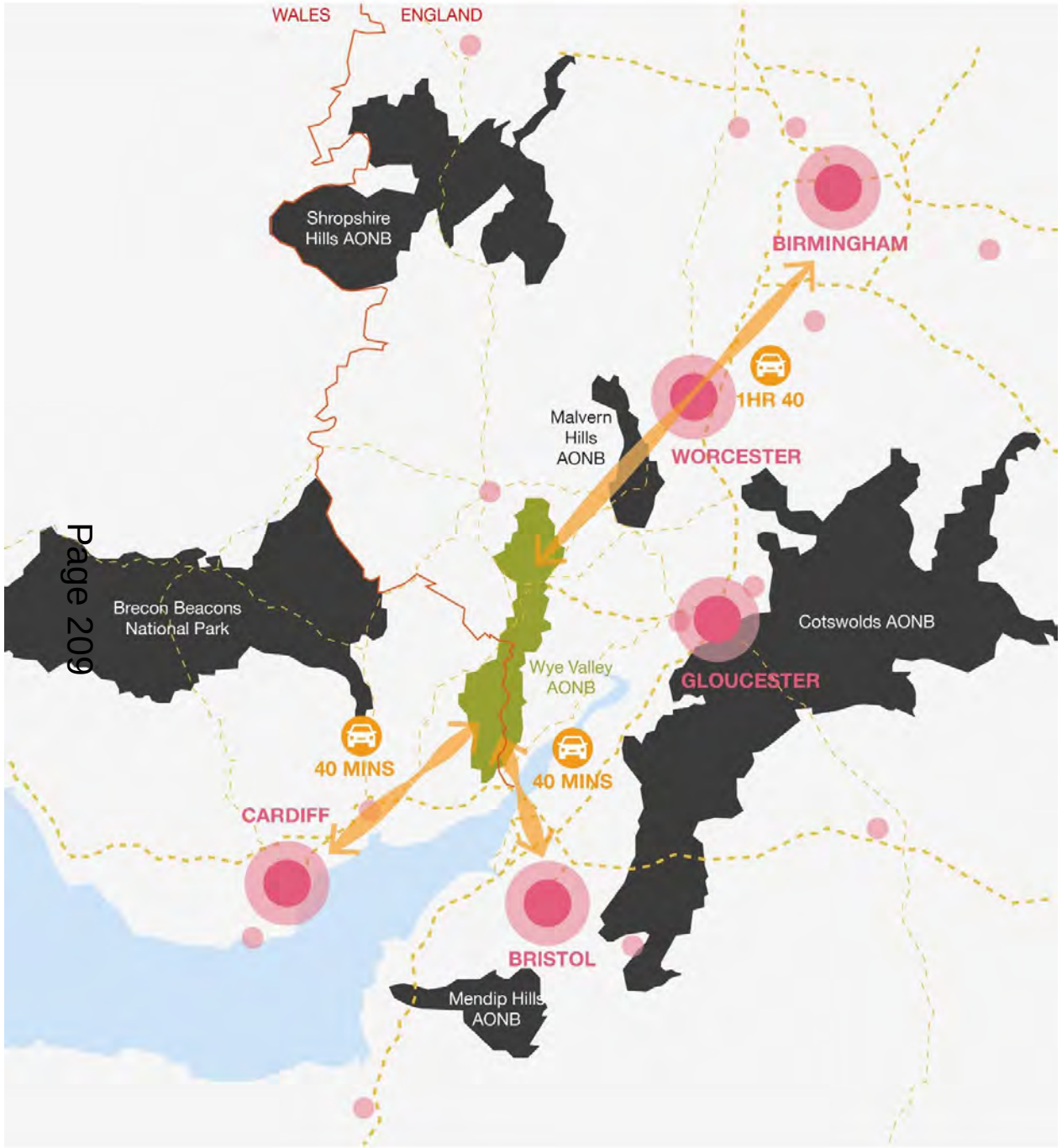


An illustration of the regional context

The Wye Valley is part of a collection of landscapes including the Cotswolds, Shropshire Hills and Brecon Beacons. Despite separate governing bodies these are a network of nationally Protected Landscapes, not independent landscapes which have the potential for mutual gain through greater collaboration and cross-selling. Through the engagement process it had become evident that these invisible boundaries are ignored by entrepreneurs such as Visit DeanWye who see the value in sharing digital tourism platforms with partners in the Cotswolds. This perspective is essential in understanding how the Wye Valley interacts with surrounding areas. It will frame the outcomes of this study – the proposed transformations for the Wye Valley and its communities.

A conduit north-south

The natural east-west barrier formed by the River Wye is manifest in geopolitical boundaries that have existed in some form for centuries. The north-south alignment of Offa's Dyke remains an important historical monument, broad territorial boundary and walking route of national significance. The Wye Valley marks the southern gateway to this route and the landscapes to the north. For many it will be the start and end of journeys, experiences and visits and as such it is important to remember that the Wye Valley in itself is part of a broader offer.

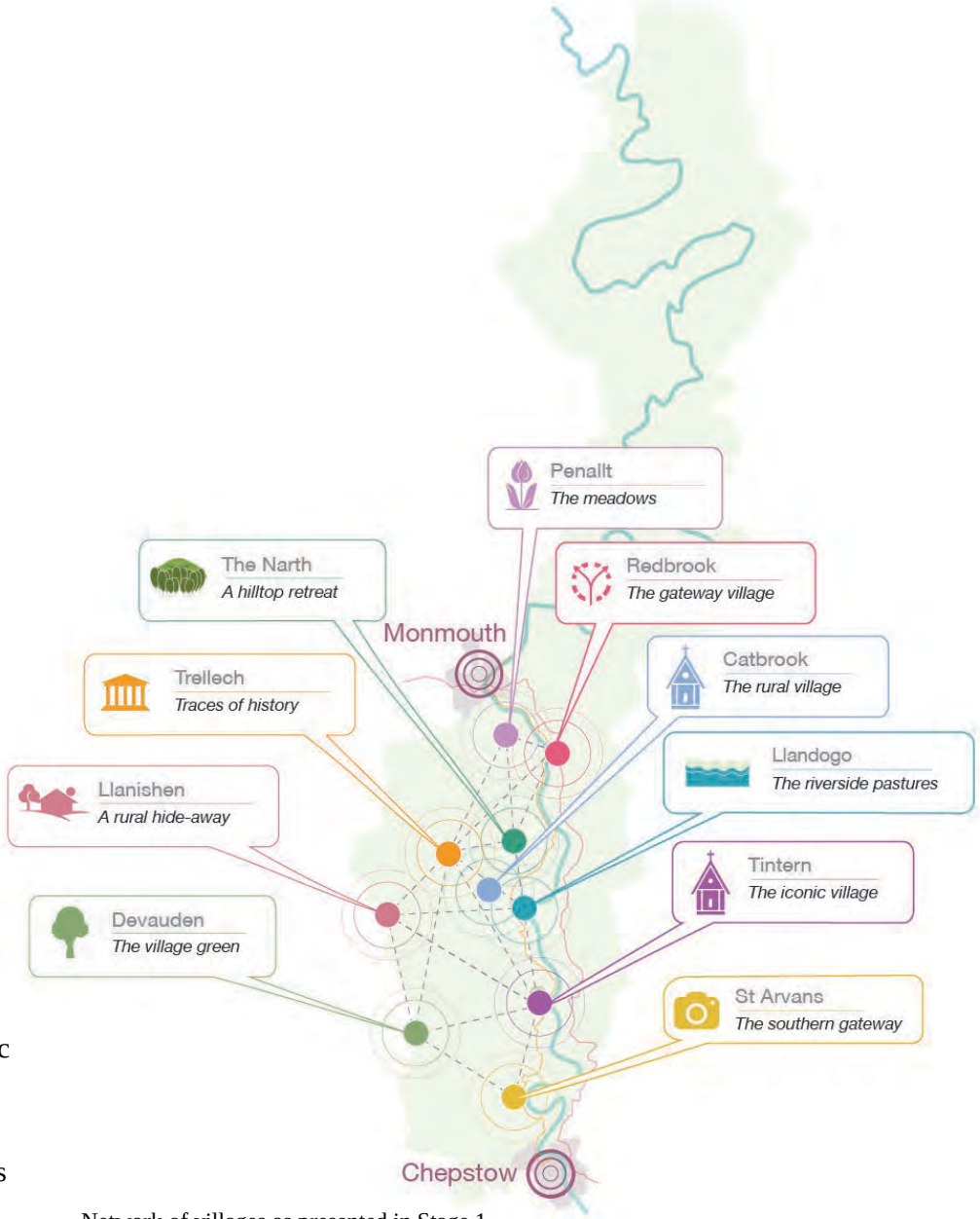
5. Wye Valley context

Study area

The scope of this study is limited to the Welsh part of the Wye Valley AONB and the 9 main settlements that have been identified with MCC:

- Trellech
- Penallt
- The Narth
- Devauden
- Tintern
- St Arvans
- Llandogo
- Llanishen
- Catbrook

The geographic boundary of the study reflects the administrative boundary of Monmouthshire County Council and Welsh Government. In reality the villages of the Wye Valley AONB extend east and north into the Forest of Dean and Herefordshire. This is important because the social and economic function of the area is not restricted by the administrative boundaries. Any proposed changes discussed in this study will potentially impact other settlements. For example, a consistent approach to road safety would be more effective if managed at a broader geographical area (to include places such as Redbrook) that is consistent with the cross border AONB boundaries.



Network of villages as presented in Stage 1
Please note Redbrook is outside of the study area

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A network of Villages

During the initial stages of engagement with the community councils the villages were presented as a network or system not as separate and independent settlements. This reflects the community and social connections between villages, the movement of people and trade within the area and the need for a collaborative and joined-up approach to key issues such as road safety.

This network is bound by the river to the east, the higher land and escarpment to the west and bookended by Monmouth and Chepstow north and south.

Activity

Touristic activity is traditionally closely aligned to the river corridor. This is due in large part to the ease of access offered by the A466 and the presence of Tintern Abbey and historically by the river and then the railways as transport routes. The villages on the higher ground in contrast are generally more residential and community in nature, however have a different offer towards tourism that could be further explored.

Roads

Road safety and traffic concerns have been identified as a priority concern for the community councils. Understanding the exact causation of traffic and speeding is complex but an appreciation of the local road network reveals part of the problem.

The villages have developed around two key routes, The A466 and B4293 which effectively form a circuit. Both routes connect Chepstow and the M4 corridor with Monmouth and the A40 to the north serving as strategic transport routes. The linear nature of the valley and general lack of faster (and therefore convenient) east-west routes both within the study area and beyond help to amplify movement along these routes. The scenic value of the A466 in particularly will entice movement based on recreational value.

Chepstow and Monmouth

Although both towns are situated outside of the study area they play an important role in the function of the valley. Both offer employment, education, retail and service provision for the villages. They are also existing and potential markets for enterprises within the study area.

Chepstow provides the nearest point of access to the rail network while Chepstow racecourse is an important generator of income to the local economy.

6. Six Pillars

6.1 Sustainable Transport & Road Safety

Introduction

The two key priorities for the Transport element of the strategy are as follows:

- Improving actual and perceived road safety within the villages; and
- Enhancing sustainable transport provision for both residents and tourists.

The priorities identified above align with the views expressed by stakeholders alongside the key themes that underpin local and national planning policy. Both priorities complement each other well as improving road safety is likely to encourage more journeys to be made by sustainable modes of transport, particularly active travel. Similarly, encouraging more trips to be made by sustainable modes of travel will reduce vehicle movements on the transport network, thus improving road safety.

Road Safety

The most significant observation is the lack of distinction that is made to the road (and not street) design when entering or leaving each village. This lack of transition reinforces the sense of continuity for drivers and therefore any sense that you are entering a 'place' where people live or visit is lost. The result is an inevitable conflict between road users and people where drivers are given priority.

There are a number of measures to be explored further to reduce both perceived and actual road safety concerns. Some of these measures have been reflected in the diagrammatic plans for each village in section 6.5 "The Villages-Placemaking" and further recommendations are included below:

- **Street Design Manual**: it is recommended that a design manual is prepared that details how streets within the Wye Valley should be designed to enhance both character and function. These design standards can be used to encourage consistent good quality street design within each of the villages. Design solutions will be tailored to the specific needs of each village.
- **Road Speed Strategy**: alongside the Street Design Manual, it is recommended that a road speed strategy is developed for the study area. We recommend this includes a 20mph speed limit for all streets within the villages.
- **Village Transport Schemes**: speed reduction features will be required to enforce the proposed reductions in speed limit. Bespoke transport schemes are recommended for each village, responding to the individual opportunities and constraints of the existing transport network. These should be delivered in alignment with the standards set out in the Street Design Manual.

The above recommendations will positively contribute to the wider strategy of each village acting as a disruptor to the wider road network, changing the overall character of the route.

Sustainable Transport

There are opportunities to enable both residents and tourists to make more journeys to, from and within the Wye Valley by sustainable modes of transport. These include:

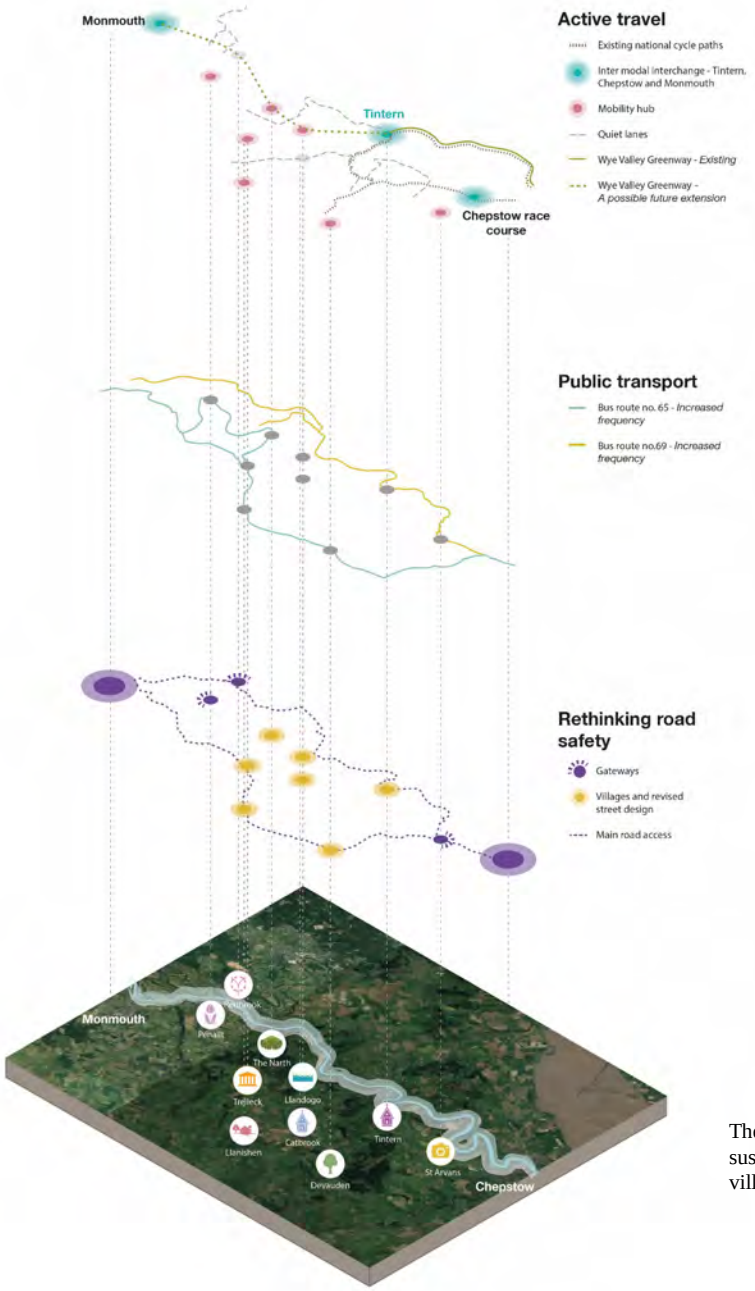
- Improvements to the existing **bus service provision**, including increased service frequencies and better connectivity with more strategic bus and rail services;
- Enhancing the **pedestrian and cycle network (active travel)**, including the provision of a north/south cycle route extending the existing Wye Valley Green Way, and also could be delivered through the potential introduction of Quiet Lanes; and
- **Intermodal interchanges** at tourism hubs that become a 'new place' with a clear and distinct sense of arrival and departure for multiple modes of transport with services and facilities to support visitors and tourists alike. Potentially located both in the north and south of the Wye Valley, these hubs would enable tourists travelling by car to transfer to another mode. The mobility hubs would include access to hire vehicles such as cycles, e-bikes and potentially electric vehicles. There is also a future opportunity for e-scooters to be made available. Further investigation is required to identify potential locations for such hubs; however, Chepstow Racecourse is suggested as a potential site to be explored further.
- There are also opportunities for smaller **mobility hubs** to be located in strategic locations across the Wye Valley, by relocating existing bus stops in the Villages to more strategic locations (such as village greens and village halls), to enable the transition from car to other modes of travel, both for residents and for visitors.

Active Travel and recreational access

The Wye Valley contains numerous walking and cycling routes which form a complex network of active travel, recreational and touristic routes. For expediency, this section notes the regionally significant Offa's Dyke Path National Trail and Wye Valley Walk footpath and the emerging Wye Valley Greenway. These are the primary north-south routes which at varying points connect the river villages. Both Offa's Dyke Path and Wye Valley Walk are part of longer walking routes with the former linking the Wales Coast Path. As previously noted, this offers potential for the area to celebrate the beginning and end of these long distance routes.

Inclusive active travel where the needs of all people are understood and catered for is becoming an increasingly important consideration. This includes groups with typically lower levels of uptake include the elderly, BAME groups and women. There is a significant opportunity for the Wye Valley to pioneer an approach to inclusive active travel by offering safe and adapted routes and means, as well as targeted marketing and branding.

Inclusive Active Travel: 2019 Arup report and mixed ability cycling.



The layers of proposed road safety and sustainable transport as they relate to the villages

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Shared space Caernarfon

Top: Gravel riding is growing in popularity creating an opportunity for a new audience.
Above: Inclusive active travel caters for all ages and ability – Greater Manchester

Page 215

6.2 Landscape - Green & Blue Infrastructure

Green and blue infrastructure refers the landscapes (habitats, woodlands, fields, parks etc) and water systems (rivers, tributaries, streams etc). The recommendations offered around green and blue infrastructure are cognisant of the vast body of work contained by and managed by the AONB Partnership and the recently published Wye Valley Area of Outstanding Natural Beauty (AONB) Management Plan 2021-2026. In response, the recommendations of this study are not based around large-scale change to the landscape and water system of the AONB. Instead, the focus of this study is on recommendations which can be aligned with community-based projects, Council led initiatives or the result of collaboration.

Net Zero Carbon

In 2019 Monmouthshire County Council declared a climate emergency and a target of net zero carbon by 2030. In achieving this target it is likely that Monmouthshire County Council will need to understand the contribution green and blue infrastructure can make both within the county and more specifically the study area of this report. Similar carbon assessments assess the sequestration value of council owned/publicly owned assets and the impact future changes to natural systems can make. Whilst this report does not make a specific recommendation for a particular course of action, this should be viewed as a cross cutting theme.

Pilot projects for regenerative agriculture

There is an opportunity to engage the agricultural community in order to deliver shared benefits for the AONB, local communities, local ecology and to mitigate climate change. Regenerative agriculture can be defined as farming practices which actively seek to conserve and enhance biodiversity, improve soil health and support the local economy.

During the study we have discussed the opportunity for MCC to utilise publicly owned land holdings for a pilot project to explore the benefits, challenges and opportunities for regenerative agriculture. We recommend this is explored further.

Wider enhancement opportunities

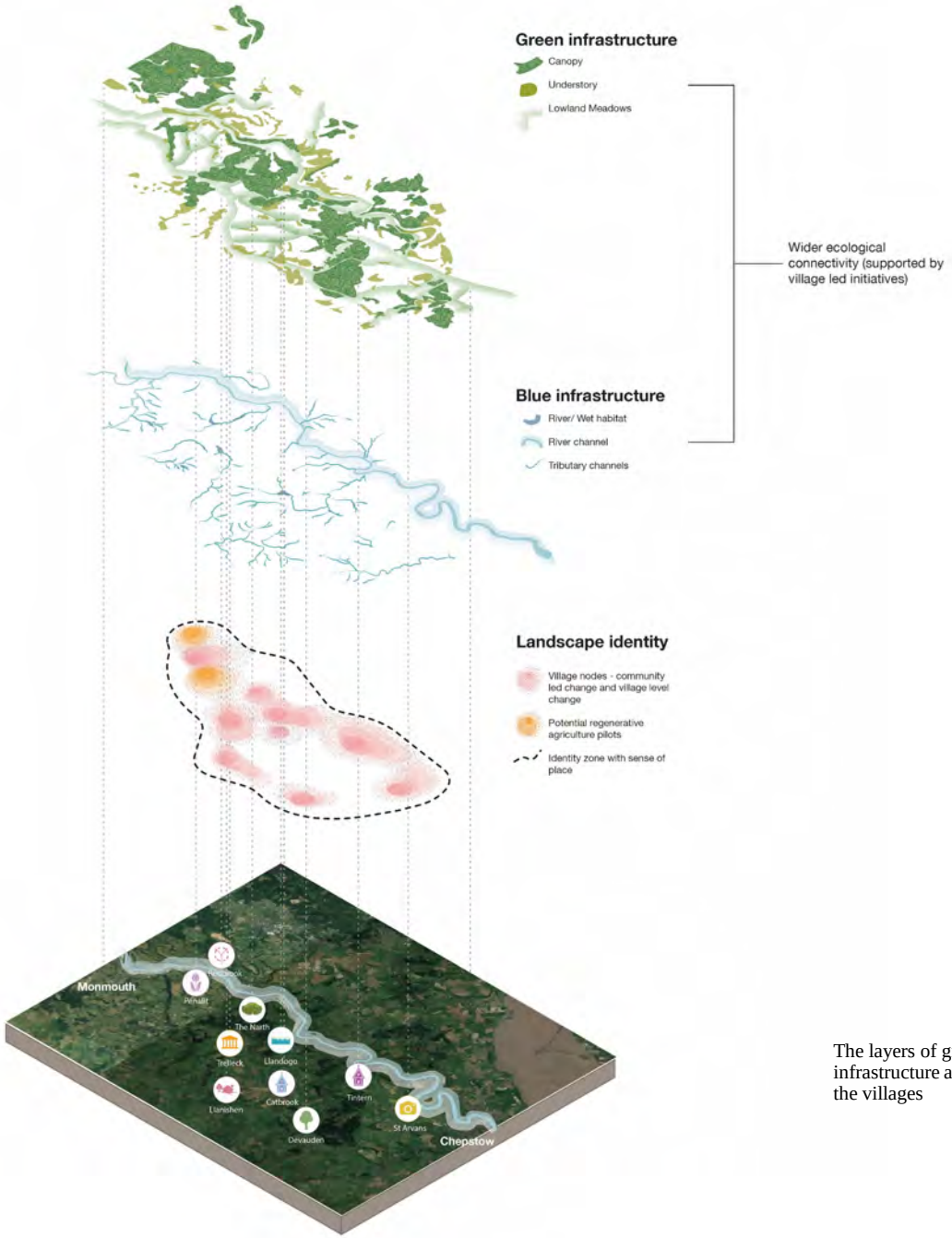
Interventions should support wider ecological connectivity through the enhancement and conservation of trees, hedgerows, verges, riparian habitat and lowland meadows for example. A local action group (Monmouthshire Meadows) is active within the area and have successfully delivered Trellech Wet Meadows Local Wildlife Site with Gwent Wildlife Trust. The potential to create additional schemes should be explored.

Village level change

At a village level, it is recommended that any improvements to localised streets and public spaces are taken forward with nature-based solutions to water management. This is often referred to as Sustainable Urban Drainage Systems (SUDs). Such systems use planting and landscaped features such as channels and ponds to store, filter and slowly release rainwater into streams, rivers and watercourses. These can deliver multiple benefits including the creation of low maintenance filtration systems, reducing flooding, new habitat and recreation value. These are now required by Welsh Government for new road and public realm schemes.

Community led change

In addition, community led initiatives which align with and support the overarching aims of the AONB can play an important role in placemaking and raising awareness amongst the community. Micro habitat creation such as the so-called Tiny-forests initiative or local food production schemes such as Incredible Edible can prove an invaluable source of positive change and help further shape the character of the villages.

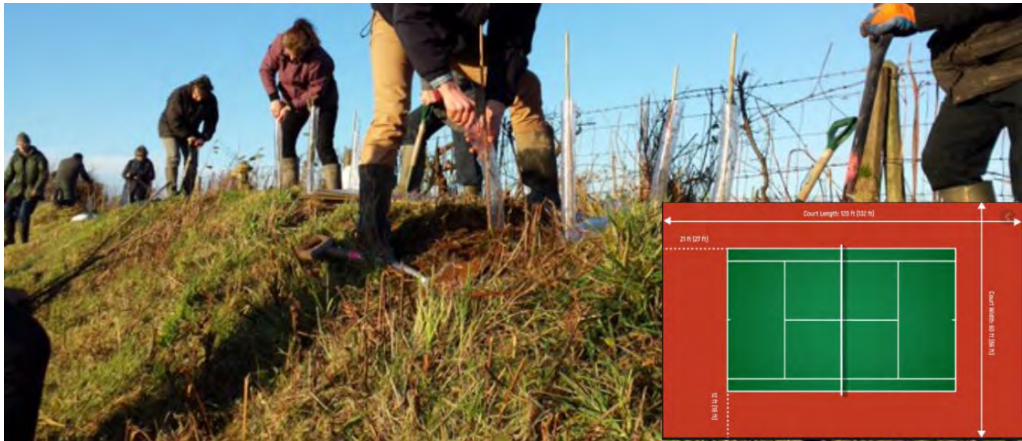


The layers of green and blue infrastructure as they relate to the villages

ARUP

Community and village led green and blue infrastructure

Above: Native planting was designed into the Fitzpark temporary park in London. Monmouthshire has a successful track record of delivering small native perennial planting (including County Hall, Usk). This theme should be extended to each village as part of the public realm enhancements.
Above right: Incredible Edible projects encourage community food production. Already existing in Usk, these could be encouraged within the villages to encourage healthy eating, biodiversity and to reflect the aims of the AONB Management Plan.
Bottom right: Mini Forest projects (Cardiff Bay shown) are small scale community tree planting schemes.



6.3 Tourism

The views, recommendations and ideas contained within this section have been discussed with key stakeholders and are focussed on the next steps and a possible way forward. To develop an effective, future action plan for the tourism aspects of "Wye Valley Villages Plan for the Future", there is a need to step-back and look at opportunities and challenges with a slightly broader and more strategic view.

We recommend sharp, swift, and a more joined-up overview, building on historic work already undertaken that can clearly identify strategic priorities, actions and quick tactical wins.

Key considerations of this strategy (and the impending action plan that will outline how the recommendations should be delivered) should include the overarching project governance and the approach to formulating the strategy. Our considerations are presented as a series of key questions to be responded to and agreed between stakeholders as the basis for a future Tourism strategy.

Project Governance

1. Geographic Boundaries

What are the geographic boundaries of the project / destination? More specifically is it the nine villages examined in this study? The area of the Wye Valley AONB in Wales? The Wye Valley AONB as a whole? Or another geographic boundary?

2. Leadership and delivery

Who are the organisations that will form part of the planning and delivery solution and who will lead the process? Destination marketing and destination management cannot be delivered in two separate silos which suggests the AONB partnership with MCC support. Furthermore, if the governance of tourism includes communities, does it include tourism business and employees from within those communities e.g., Humble by Nature? If it does include businesses, does it include external, or cross-border, or private organisations such as Visit Dean Wye?

3. Balancing tourism benefit and effect

What is the acceptable balance between tourism benefit and tourism impact for each individual community and component organisation? To add further, when considering this, what does sustainable tourism success really look like? This is a key question given that managing and curating future, sustainable tourism will require substantial resources, and a reversal of the erosion of public sector resources and services that have marked recent history.

4. The condition of the tourism economy

When considering the need and appetite to grow the tourism opportunity in the Wye Valley, there are two key questions to consider. Firstly, how "fragile is the tourism economy"? And secondly, what scale does the 'tourism engine' have to therefore be in order to be robust?

Approach to formulating a new tourism strategy

The following recommendations outline a series of steps to develop and deliver a new strategy including:

- The Swift delivery of an updated strategy and action plan (with measurable outcomes) for sustainable tourism with hard metrics and a defined business case at its heart, that can be measured and monitored so that as the strategy gets implemented, the degree of its success can be measured, and its implementation guided and shaped.

- A new strategy should build on, and update, the Wye Valley AONB Sustainable Tourism Strategy 2011-2016. Although this report did not contain detailed metrics and economics, it did provide a clear and comprehensive picture of what sustainable tourism could look like. A review of this plan is needed to determine which elements worked and those which did not. It will be essential to understand what has changed and what new opportunities and challenges have emerged.

- The new strategy should be based on hard data – linking into the ongoing research and data collection already being done for example by MCC / Visit Wales

- A new strategy should also be cognisant of, and align with the Monmouthshire Destination Plan.

- Business cases should be quantified with either 'hard', economic outcomes or social value generation. For example, the number of new full and part time jobs created, the value this brings to the local economy and relative uplift against the existing situation.

- Any new strategy should be realistic and pragmatic – but should not be afraid to be ambitious and aspirational. Without an ambitious plan, that can deliver sustainable economic and social benefits, why should stakeholders and investors want to back it and provide the resources needed? This represents evolution as opposed to revolution but will require a significant and positive step-change, built-in.

- A new strategy should be divided into what is termed 'hardware and software'.

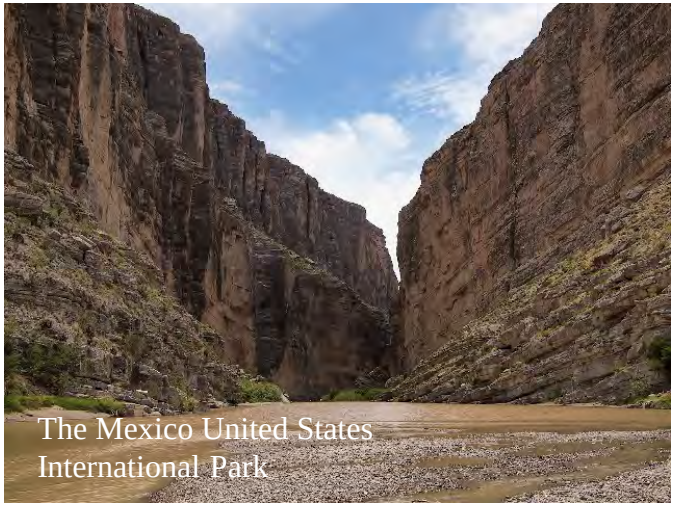
    - **Software** – The behaviours, methodologies, and means used to market, manage and curate the visitor experience and the destination (in general terms- the destination management plan and the destination marketing plan)

    - **Hardware** - The physical and bricks & mortar facilities, amenities and infrastructure that support the delivery of the visitor experience.

- **Software** might include.
    - Brand - The development and application of a more clearly defined place brand, in terms of common, shared values; strategic messages and visual identity. The current lack of singularity, clarity, and consistency of place brand within the wider Valley, dilutes and fails to enhance a unique and compelling sense of place.
    - Messages that can be developed, unified, and amplified across all channels & platforms such as websites, social media, printed form and signage. These messages can be focused on encouraging the tourism behaviours that we want to promote. They might (for example) include:
        - ***Ditch the Car!*** *The Wye Valley is an immersive, multi-sensory experience that you can only enjoy when you get out of the car. Any visit to the Valley needs to include parking-up and getting out and into the landscape whether it be by walking, cycling, or canoeing etc.*
        - *More to see than just a day trip! don't just pass-through,* ***stay overnight****.*
        - ***Avoid the queues!*** *The Valley is just as incredible out of season and off-peak. The Valley's scenery changes with the seasons and is maybe even more beautiful & compelling and the welcome maybe even warmer, when we are not at our busiest.*

- The Borderlands Theme and Identity. The English and Welsh border represents an exciting melting pot, of differing histories, languages, ethnographies, and cultures. As long as boundaries separate places in political, socio-cultural, and economic terms, borderlands will continue to be a unique venue for tourist activities. This sense of passing from one world to another, of encompassing within a few steps two realms of experience, enchants and fascinates tourists. There is a rich opportunity to amplify this theme both in marketing and experiences across the Valley.

Right: Borderlands – comparator managed landscapes located at national boundaries.



- **Hardware** opportunities that the Wye Valley stakeholders can champion, lead, or partner on might include:

  - Signage and Wayfinding - applying a reinvigorated and renewed **place brand** and visual identity, swiftly via new signage and wayfinding within the agreed geographic boundary. This could be a quick win and early deliverable demonstrating positive change for the local communities and visitors alike.

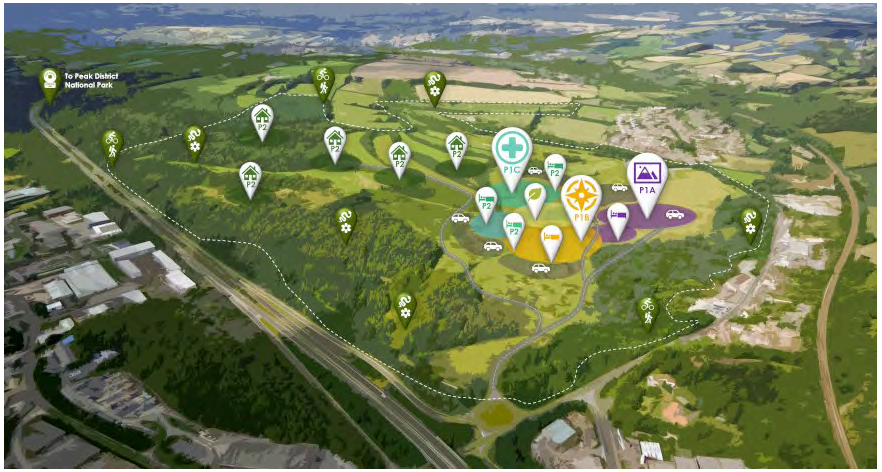
  - Gateways – bold, physical forms on highways and footpaths, that signify arrival into or departure from this special and magical place. This could enhance and reaffirm the sense of place and create a positive sense of arrival which is currently missing. This represents another quick win and early deliverable.

  - Visitor Attractions – especially those that celebrate and promote rural life and sustainable living, as tourists have become increasingly aware of environmental impact. If attraction opportunities are left to market forces, and the mix only curated passively, this risks a race to bottom – bringing the wrong sort of visitor for the wrong sort of occasion. Attraction operators with adequate finances are scarce across the UK and Europe. That is why partnerships, soft equity (capital grant support) and joined-up thinking will be required, to proactively plan, deliver and sustain a broader range of complementary attractions and attraction operators in appropriate locations.

  - Supporting amenities – for example more serviced and or semi-serviced, accommodation and food and beverage opportunities. Celebrating the food provenance of the area, and offering the chance to really ‘meet local people’, as tourists are looking increasingly for authenticity in their experiences

- Local Tourism Hubs – pockets of more dedicated tourist activity located strategically with parking, amenities and access to the landscape or recreation especially along the river Valley. This would mean actively curating this need in appropriate locations with the supporting amenities especially in potentially underused areas like NRW woodlands with cycle trails etc nearby.

- Main Tourism Hubs There may be scope for developing larger and more integrated tourism hubs. These could accommodate and integrate new attractions and amenities and be co-located with the inter modal interchanges discussed in section 6.1 Sustainable Transport and Road Safety. These could be compact versions possibly, of the proposed PEAK - Peak District National Park resort campus near Chesterfield located at the prime gateways to the Valley such as Chepstow racecourse.



Right: PEAK is a proposed all year leisure, education, wellness and entertainment destination set in 300 acres of reclaimed parkland on the edge of the Peak District National Park and Chesterfield.

6.4 Local economy

While Monmouthshire has the highest rate of active businesses and business births as well as the third highest GVA in Wales, career opportunities and availability and quality of employment sites are limited, and the tourism industry is seasonal.

Four drivers of change may support improvements and transformation of the local economy, changing demographics, business dynamics, digital infrastructure and housing diversity. The following section included a short description of each and a list of actions.

Changing demographics: An older population is attracted to the region's high quality of life but are in need of specific services and a younger population is in need of employment opportunities and incentives to drive initiatives forward locally. Specific actions could be:

- Attract and retain young people through providing the right employment, high quality education, apprenticeships, graduate placements and startup schemes
- Explore new ways of delivering health and social care such as the use of technology for remote consultation and targeting training for the care sector to ensure a ready supply of trained staff

Left: The Glove Factory Bradford on Avon. Digitally enabled rural co-working

Digital Infrastructure: Good quality digital infrastructure and connectivity is central in facilitating digital businesses, education, social inclusion, and inward investment in the region. The hills and valleys of the Wye Valley make it difficult to deploy traditional approaches to digital infrastructure such as laying cables. Specific actions could be:

- Provide better broadband infrastructure such as Next Generation Access or wireless broadband coverage to reduce out commuting
- Enhance community, recreational and cultural facilities (e.g. community hubs, co-working spaces) to promote capacity building activities with local communities and businesses in order to increase social capital, create skills networks and drive initiatives forward
- Promote digital workforce skills and digital customer services as well as business digital capacity and automation
- Enhanced tourism offer through the use of products such as augmented reality at sites such as Tintern Abbey
- Continue to work with Monmouthshire Broadband/Broadband partners to deliver their current plan for 'Fibre to the Premises' internet in Tintern and Trellech

Business dynamics: There is opportunity for increasing entrepreneurship (such as the Wye Valley Producers collective) and growth in sectors such as environmental land management, local food processing and distribution, food tourism and education. Specific actions could be:

- Raise the profile of the region as a dynamic place to do business and as an investment opportunity for the private sector

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Business dynamics (continued from previous page)

- Strengthen partnerships with Coleg Y Gwent to develop training and skills for the next generation to support hospitality, tourism and food promotion
- Increase the number of local suppliers securing public service contracts and more flexible approaches to the promotion of smaller-scale businesses based on indigenous resources
- Invest in key growth sectors such as manufacturing, business, professional and scientific and arts, entertainment and recreation

Housing diversity: Wye Valley is a desirable and expensive place to live, but it is unaffordable for people employed locally and young people. The high cost of housing may also be discouraging for new and existing local businesses. Specific actions could be:

- Encourage construction of new houses and address the need for affordable and varied housing stock.
- Increase availability of housing sites to provide differing residential products and to enable higher rates of jobs per dwelling.
- Address the wider geographic differences in employment and housing markets in the region.

Below: The Wye Valley contains important enterprises for local produce

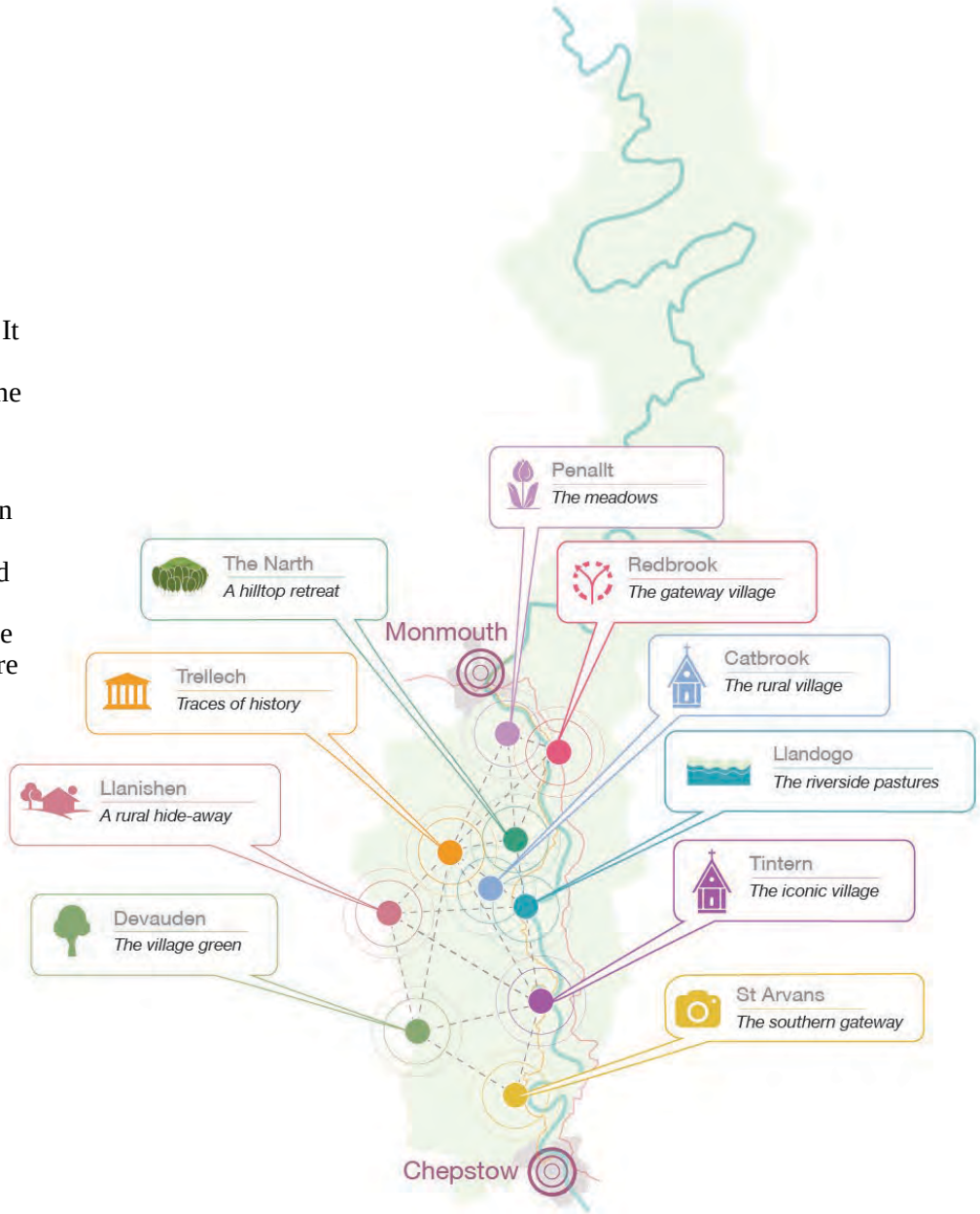
6.5 The Villages - Placemaking

The placemaking vision aims to define, enhance, and celebrate the uniqueness and diversity of the Wye Valley villages and their community. It aims to explore and unlock their distinct character, building on location conditions, history, heritage, landscape and the ethnographic narrative of the settlement and their people.

To emphasise this uniqueness, we consider these villages as a tapestry of settlements, moving away from the basic distinction between the villages in the valley and the ones high on the plateau between Wye Valley and Vale of Usk. This network of villages allows for unique identities to flourish and be reinforced, together with Monmouth and Chepstow as gateway towns. Of these, nine are explored within this study. Redbrook although part of the structure of villages and acknowledged here falls outside of Monmouthshire and therefore this study.

Using the same six key pillars as for the overarching vision, common strategies and principles for placemaking can be defined, such as interventions that improve:

- travel and movement (road safety, active travel routes),
- tourism (signage and wayfinding, amenities and services),
- landscape (SUDs, biodiversity, trees and vegetation) and
- local economy (co-working hubs, local supply chains, digital economy and businesses)



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These proposed interventions are early ideas for the public and stakeholders to comment on. In some instances they fall within privately owned land or will require more design, feasibility and investigation. In such instances this will require a longer time frame to assess viability and will require more in depth conversations to build consensus.

Suggestions are offered for particular uses within certain village halls. These should not be considered as the only potential uses and alternative ideas are welcomed.

The following pages contain diagrammatic plans explaining how these proposed interventions could be implemented in each village and includes a brief summary text for each.

The accompanying key provided here defines each of the proposed interventions.

Interventions key

Tourism

- Camping/ glamping
- Interpretation (signs/ information boards)
- Scenic trail
- Information point
- Hotel
- Historical interest
- Nature reserve
- Wild swimming
- Wayfinding (directions signposting)
- Lay-by for views

Landscape

- Enhanced habitat
- Nature based rainwater management
- Native perennial planting
- Mix of new tree species
- New park
- Food production
- Sports/ play

Economy

- Co-working
- Publicly accessible wifi
- Local shop
- Restaurant
- Farmer's market
- Apps and QR codes
- Energy efficient lighting
- Digital skills
- Live timetabling

Transport and movement

- Safe and more attractive footways
- 20mph zone
- Shared space design
- Car/ EV parking and charging
- Bike/ electric bike storage/ hire
- Bus/ electric bus stop
- Boat hire/ boat launch
- Gateway feature

Movement

- Existing road
- Existing trail
- Wye Valley Walk
- Proposed vehicle gateway
- Proposed shared space
- Proposed street enhancements
- Cycle path
- Proposed enhanced pedestrian access

Landscape/ open space

- Existing hedgerow/ green buffer
- Existing woodland
- Existing open green space
- Monument/ historical feature
- Proposed open space enhancements
- Viewpoint
- Local landmark building

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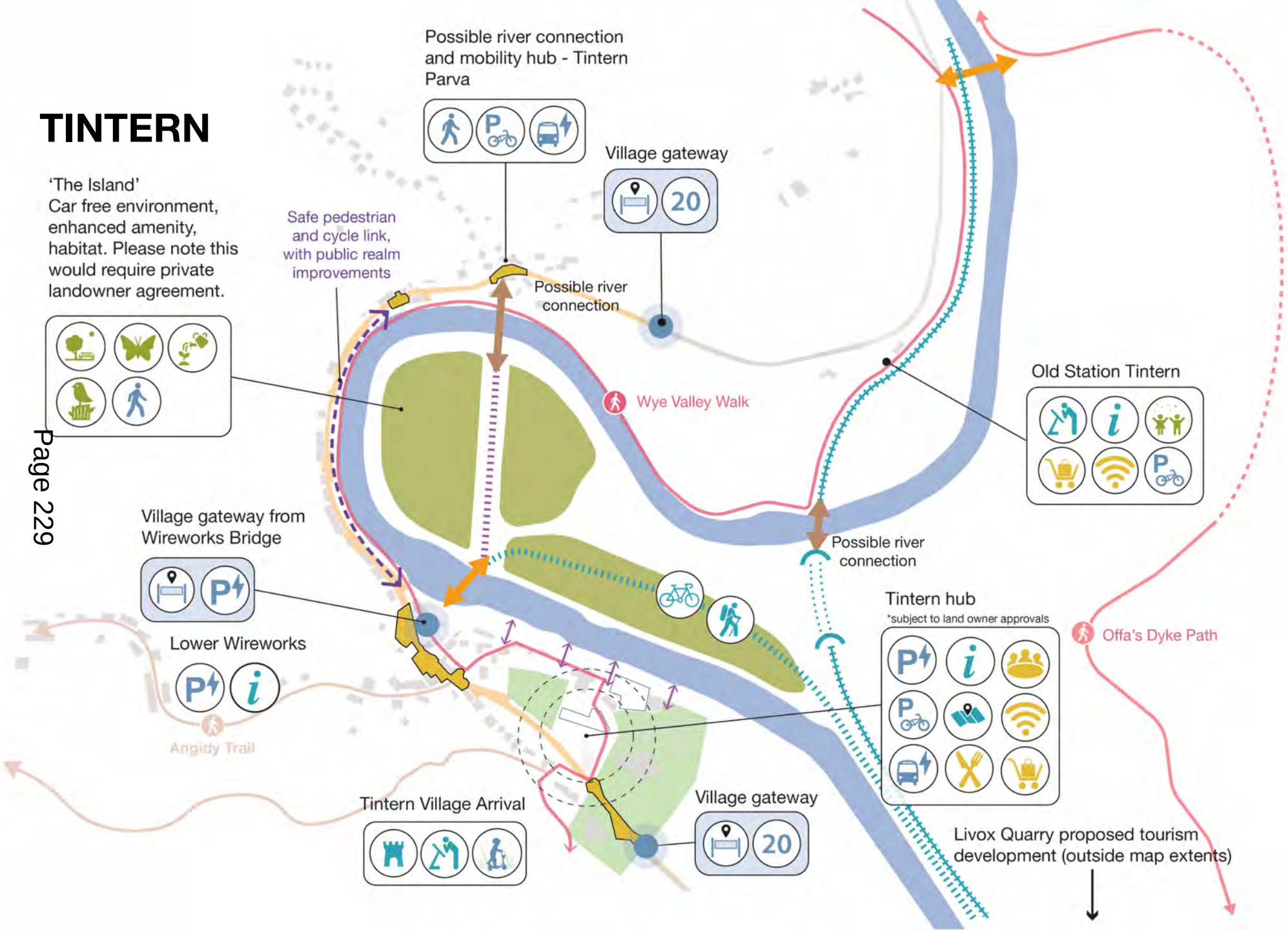
TINTERN


Possible river connection and mobility hub - Tintern Parva
Village gateway
20
'The Island'
Car free environment, enhanced amenity, habitat. Please note this would require private landowner agreement.
Safe pedestrian and cycle link, with public realm improvements
Possible river connection
Wye Valley Walk
Old Station Tintern
Village gateway from Wireworks Bridge
Possible river connection
Tintern hub
*subject to land owner approvals
Offa's Dyke Path
Lower Wireworks
Angidy Trail
Tintern Village Arrival
Village gateway
20
Livox Quarry proposed tourism development (outside map extents)

Tintern

The remains of Tintern Abbey are one of the defining features of the Wye Valley. This is where visible history (the Abbey), past industry, the picturesque landscape and village life reflect the Wye Valley in one place. This places pressure on what is a small settlement to successfully manage the complex balance between visitors and residents. The initial proposal seeks to address this and enhance the village through:

- Street design to increase the sense of place, improve biodiversity and flood resilience (via SuDS) and improve road safety.
- A new connection over the River Wye to aid the movement of people through Tintern and potentially creating new opportunities for placemaking
- The agglomeration of services and uses around the Abbey such as tourist information, intermodal interchange and local businesses
- A new transport hub to encourage greater use of sustainable transport and reduce the volume of traffic mover further along the valley
- A new mobility hub and possible new river connections to better link Tintern Parva

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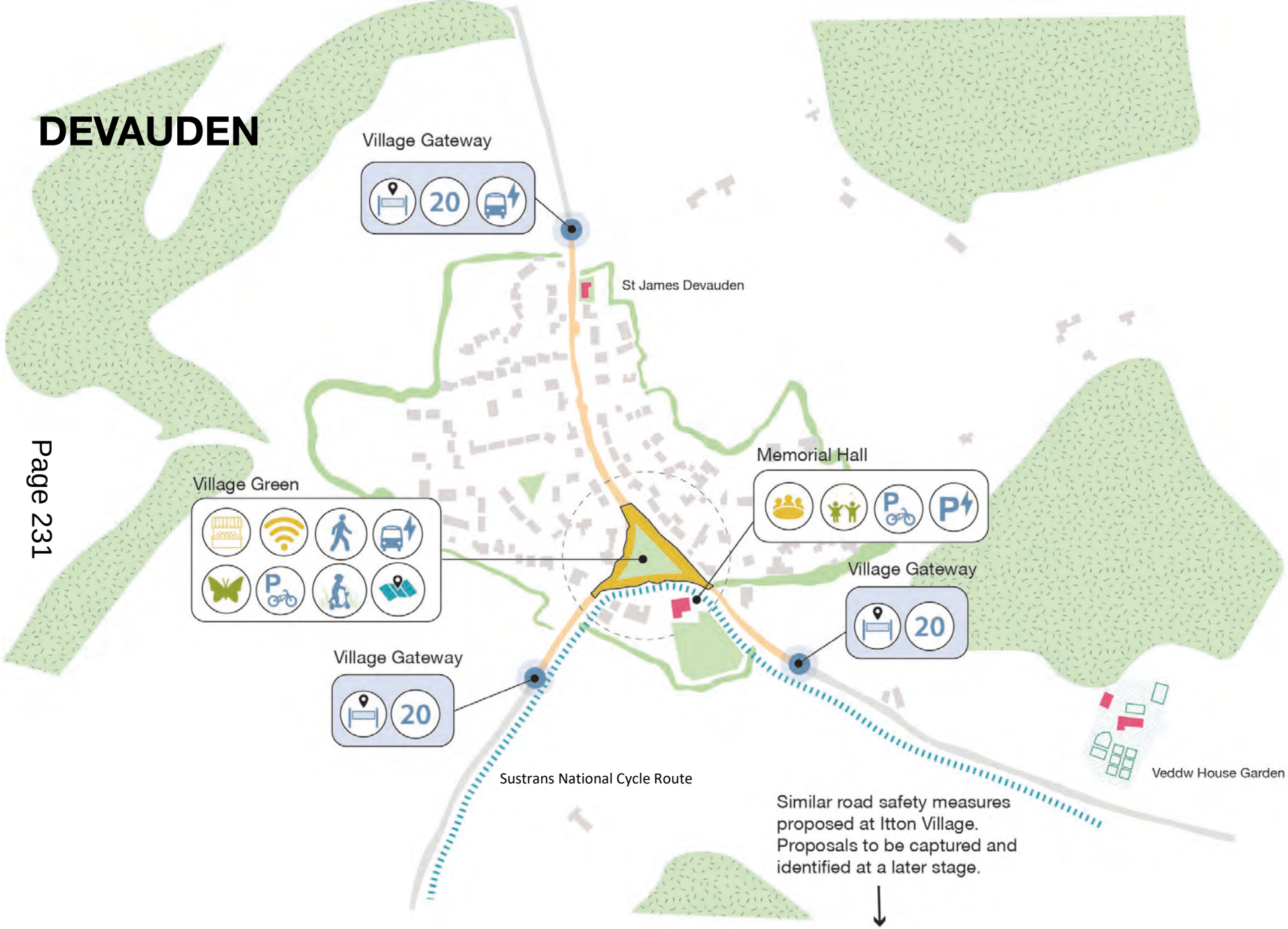
DEVAUDEN

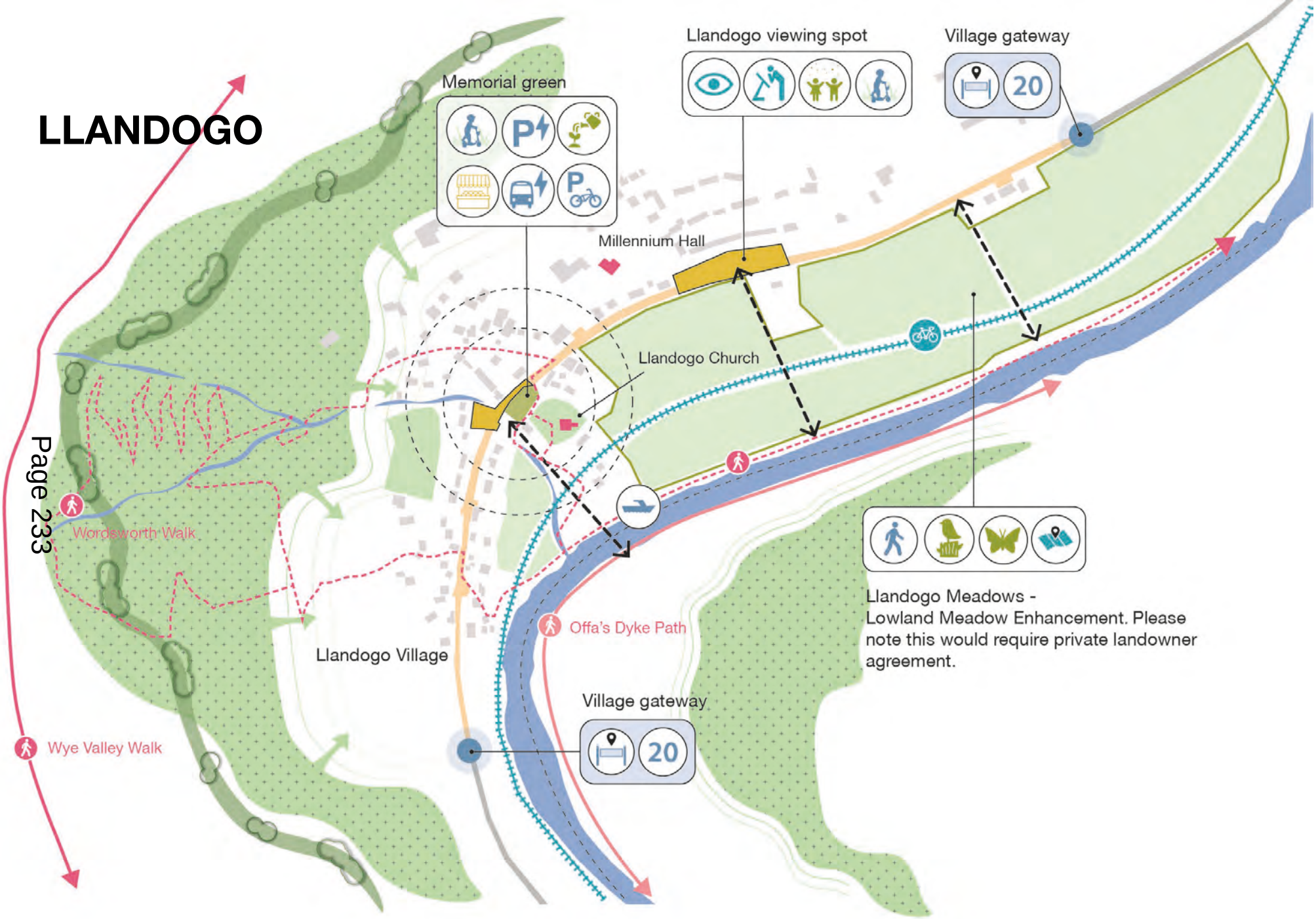

Village Gateway
20
St James Devauden
Memorial Hall
Village Green
Village Gateway
20
Village Gateway
20
Sustrans National Cycle Route
Veddw House Garden
Similar road safety measures proposed at Itton Village. Proposals to be captured and identified at a later stage.

Devauden

By contrast to the destination villages such as Tintern, the character of Devauden reflects its function as a community and less as a tourism destination. During the engagement process concern was raised over the volume and speed of movement. The main feature of note and opportunity is the village green which contains the interpretative feature for John Wesley . Given the importance of the Wesleyan movement and its global reach, there is an opportunity to enhance this space to serve multiple purposes for the community and visitors. The active community hall and community council can play a key role in delivering change on the ground. The initial proposals are:

- Revised street design to increase the sense of place and improve road safety
- The transformation of the village green into a space which supports multiple uses and enhances the sense of place

LLANDOGO


Memorial green
Llandogo viewing spot
Village gateway
20
Millennium Hall
Llandogo Church
Wordsworth Walk
Llandogo Village
Offa's Dyke Path
Village gateway
20
Wye Valley Walk
Llandogo Meadows -
Lowland Meadow Enhancement. Please note this would require private landowner agreement.

Llandogo

One of the riverside villages, Llandogo lacks the profile and status of nearby Tintern. The village has no single defining feature or space and although it enjoys a riverside access, it feels disconnected from the river which once supported the local trow industry. Despite this, the village has significant potential as both a pivot point for multiple walking points and as a place. The AONB are currently investing in the restoration of Wordsworth Walk and Cleddon Shoots SSSI. The initial proposals seek to reshape the village to harness the natural advantages and rediscover its history by:

- Street design to increase the sense of place, improve biodiversity and flood resilience (via SuDS) and improve road safety.
- Forming a heart to the village by creating a multi-functional space within the village green
- Enhancing the biodiversity of the lowland river meadows
- Celebrating the maritime past by creating a new focus for river activities such as a new wharf, water-craft making and associated interpretation
- Reconnecting the village to the river through improved access for walkers and cyclists

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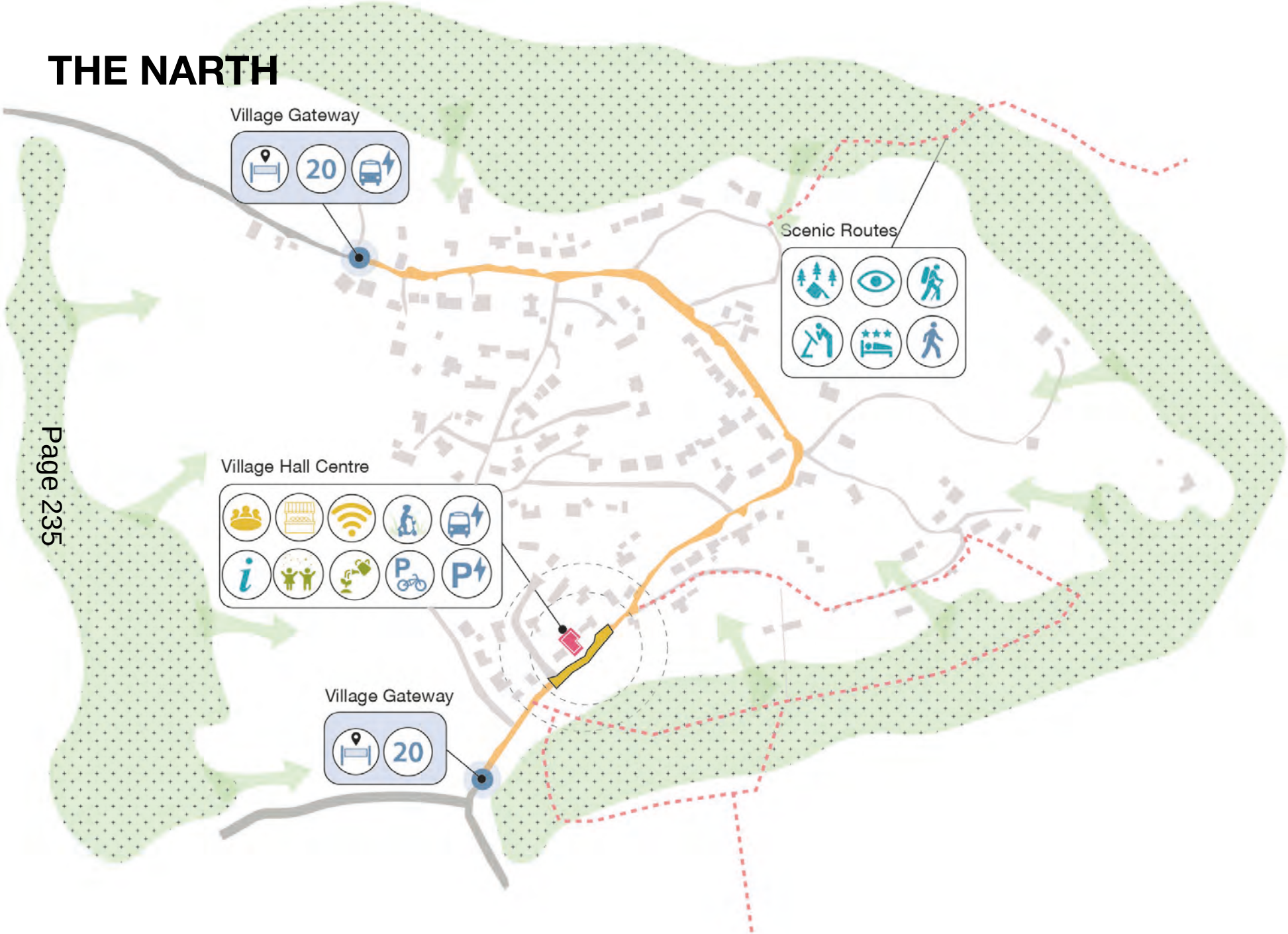
THE NARTH


Village Gateway
20
Scenic Routes
Village Hall Centre
Village Gateway
20

The Narth

The village is like Devauden a community rather than a focal point for tourism. The quiet, secluded nature of the village and wooded setting are defining characteristics. Proposed change in the Narth is limited considering the residential nature of the village. However, subtle interventions could help garner greater community cohesion, increase the sense of place and cater for low impact tourism in the form of walkers/hikers. The initial proposals are to;

- Use the village hall as the location for themed events (such as local food markets) to entice walkers and hikers and to provide respite stop.
- Street design to increase the sense of place, improve biodiversity and flood resilience (via SuDS) and improve road safety.

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TRELLECH

Page 237

Trellech

The historic pattern of buildings, archaeology and surrounding open pasture of Trellech create one of the most distinct villages. Although these features have the potential to attract larger visitor numbers, Trellech retains the feel of a rural village in contrast to the destination of Tintern. Addressing the future role of Trellech within the Wye Valley needs consideration. A carefully orchestrated offer which maintains tranquillity for residents while attracting a new audience of visitors could positively support the wider offer of the Wye Valley. The initial proposition includes

- Street design to increase the sense of place, improve biodiversity and flood resilience (via SuDS) and improve road safety
- A focal point for tourists or hub formed around the existing pub
- The continuation of habitat enhancement from Trellech water meadows to include the surrounding pasture land by encouraging participation from the community and local school
- A low impact tourism accommodation site and visitor parking/mobility hub

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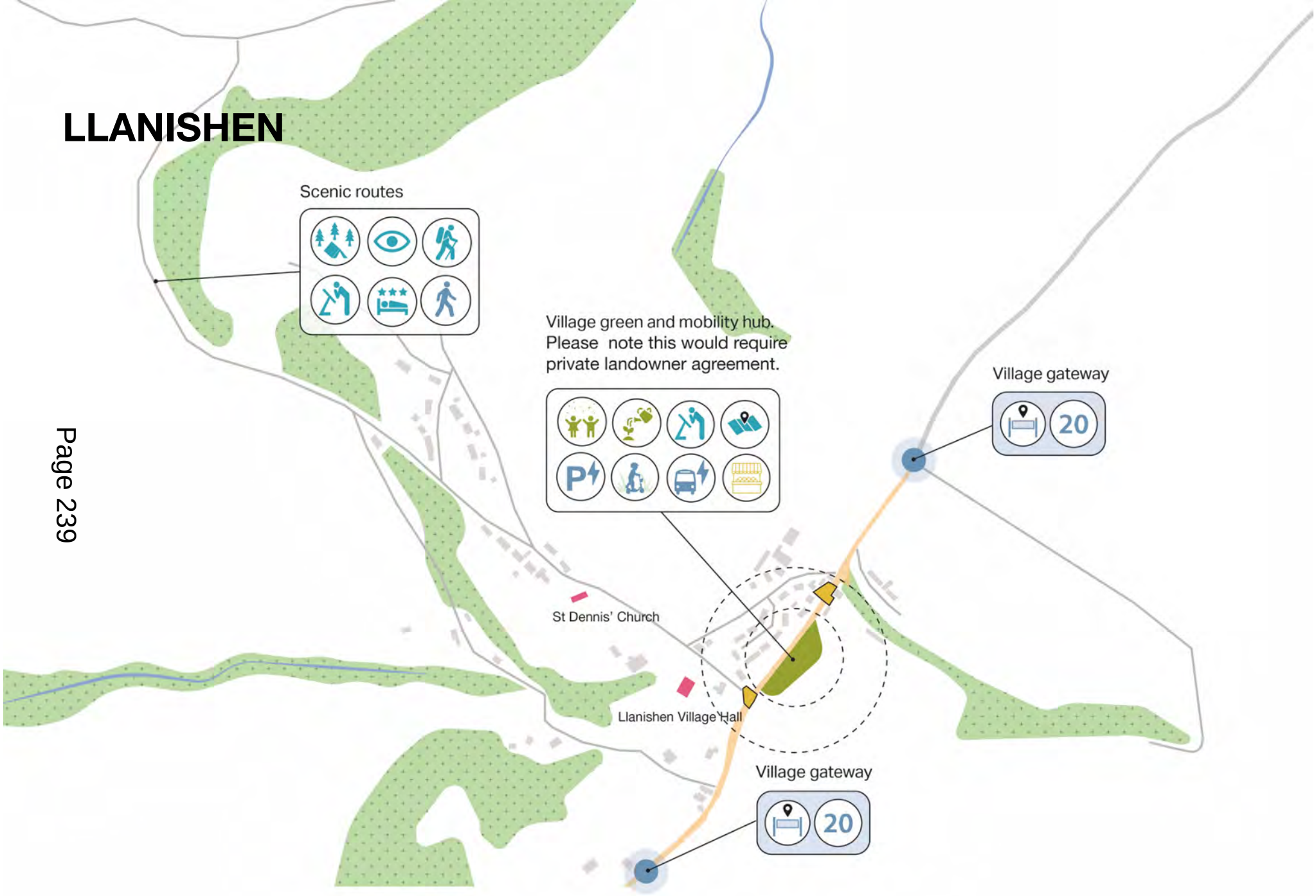
LLANISHEN


Scenic routes
Village green and mobility hub.
Please note this would require
private landowner agreement.
Village gateway
20
St Dennis' Church
Llanishen Village Hall
Village gateway
20

Llanishen

Like Devauden and the Narth, Llanishen is largely community focused. The village backs on to the B4293 partially screening it from passing traffic. It is fragmented in form, extending west away from the main road. Whilst the screening helps mitigate the impact of passing traffic for residents the lack of an evident 'place' for those passing through does little to discourage speeding vehicles. The initial proposal considers a more radical approach:

- Street design to increase the sense of place, improve biodiversity and flood resilience (via SuDS) and improve road safety.
- Diverting the B4293 to reduce vehicle speeds and create a new village heart (a green)
- An option to further divert the B4293 to create space for new homes set around the village green

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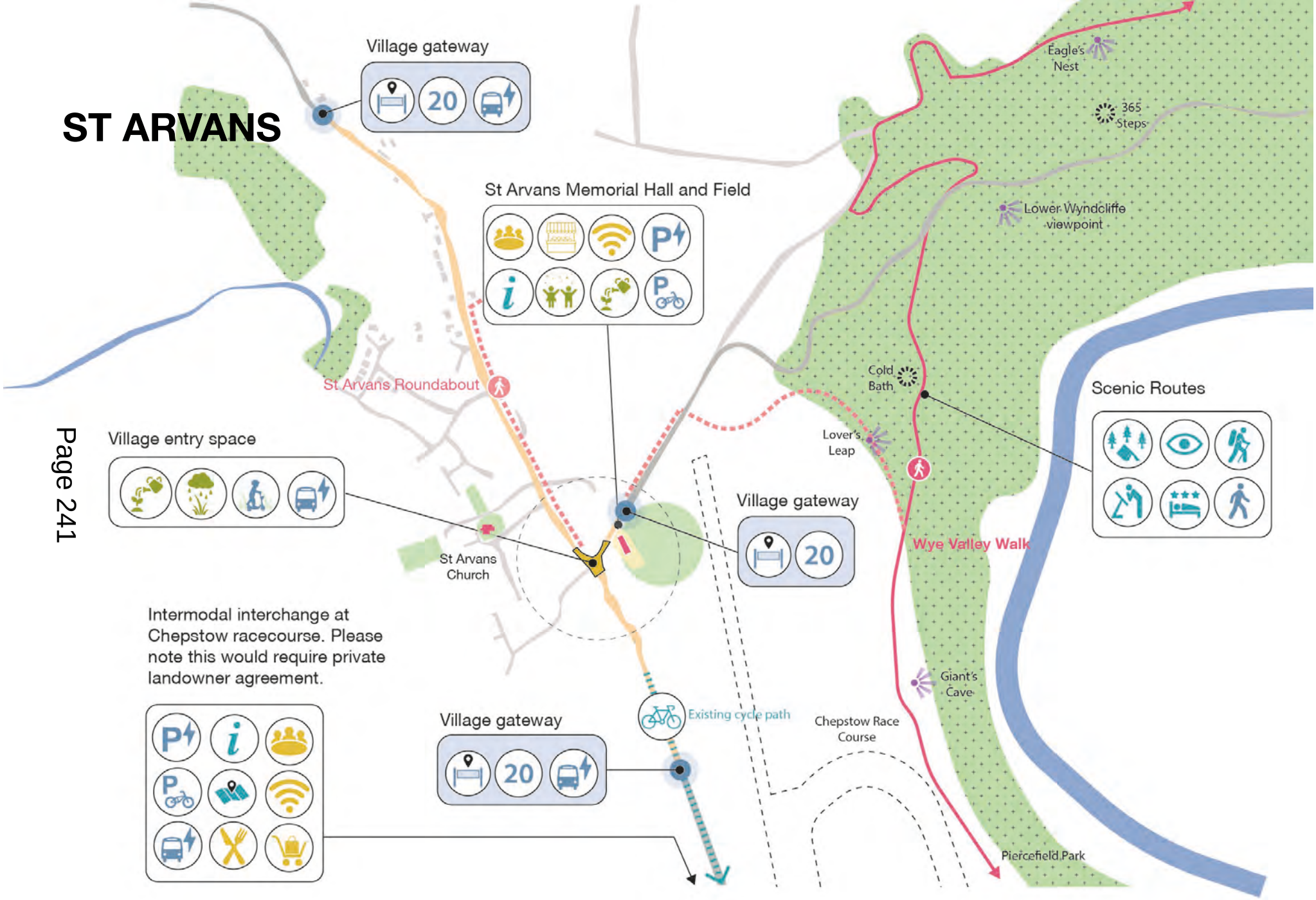
ST ARVANS


Village gateway
20
St Arvans Memorial Hall and Field
St Arvans Roundabout
Village entry space
St Arvans Church
Village gateway
20
Intermodal interchange at Chepstow racecourse. Please note this would require private landowner agreement.
Village gateway
20
Existing cycle path
Chepstow Race Course
Eagle's Nest
365 Steps
Lower Wyndcliffe viewpoint
Cold Bath
Lover's Leap
Wye Valley Walk
Giant's Cave
Piercefield Park
Scenic Routes

St Arvans

The village marks the southern gateway to the Wye Valley and is immediately north of Chepstow racecourse. It marks the connection between the B4293 and A466 linking the lower reaches of the valley with the upper area. Despite this strategic importance there is little to mark this important location whilst local residents experience the dual negative of passing traffic with little direct benefit from visitors. The initial proposals for St Arvans includes:

- Street design to increase the sense of place, improve biodiversity and flood resilience (via SuDS) and improve road safety.
- Creating a prominent feature through street design and landscape design to denote the importance of this gateway
- The use of Chepstow racecourse as a transport hub to encourage greater use of sustainable transport and as an entry point to the strategic walking routes.

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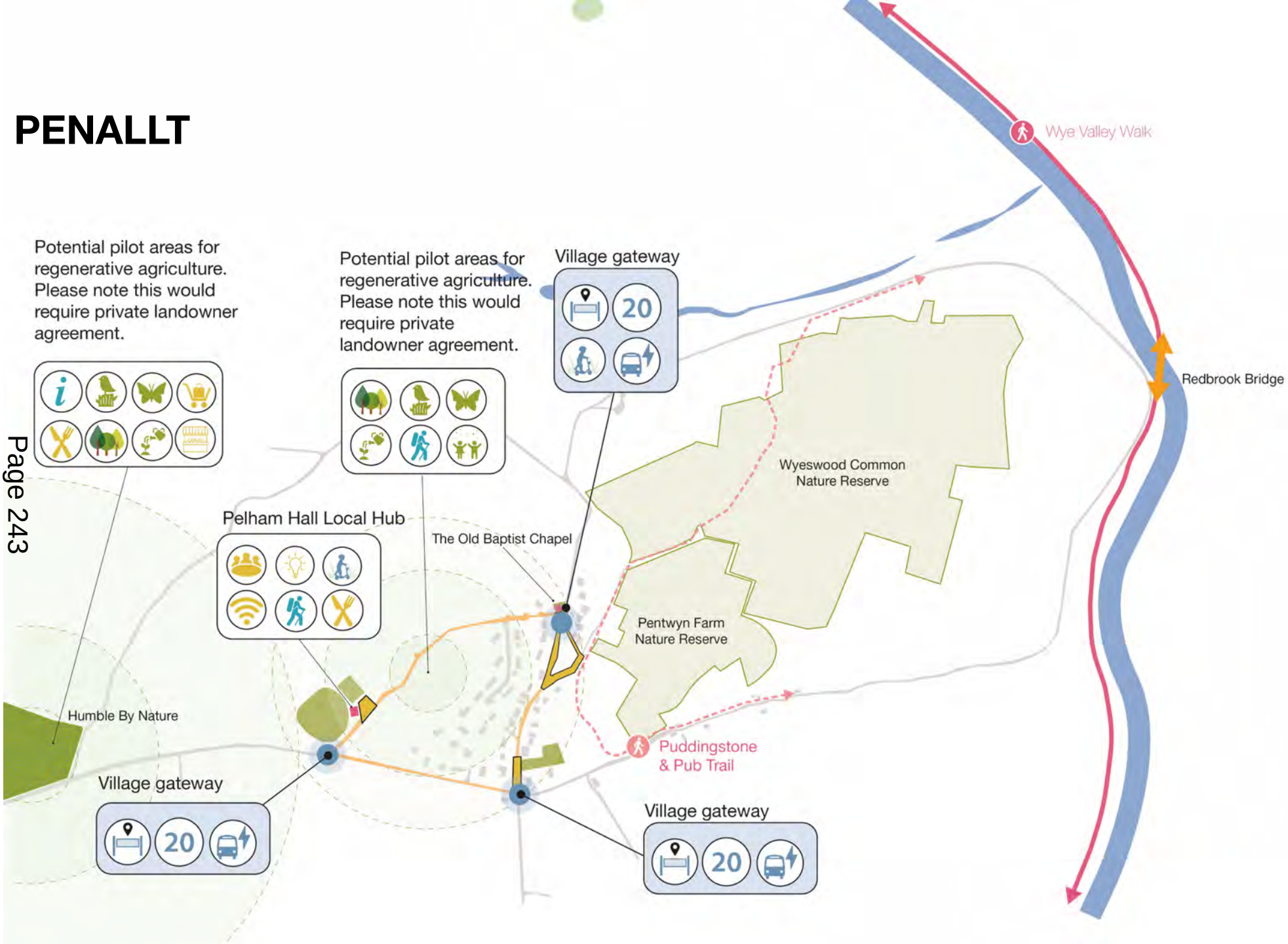
PENALLT


Wye Valley Walk
Potential pilot areas for regenerative agriculture. Please note this would require private landowner agreement.
Potential pilot areas for regenerative agriculture. Please note this would require private landowner agreement.
Village gateway
20
Redbrook Bridge
Wyeswood Common Nature Reserve
Pelham Hall Local Hub
The Old Baptist Chapel
Pentwyn Farm Nature Reserve
Humble By Nature
Puddingstone & Pub Trail
Village gateway
20
Village gateway
20

Penallt

The village enjoys a prominent location elevated at the head of the valley. The area is largely community focused with visitor destinations focused around Humble by Nature and Penallt Hall. Initial proposals are cognisant of these enterprises and build on these assets and the natural environment to shape a broader proposition around regenerative agriculture.

- Street design to increase the sense of place, improve biodiversity and flood resilience (via SuDS) and improve road safety.
- The deployment of regenerative agricultural pilots aligned to Humble by Nature, the existing nature reserves and village
- The use of Penallt Hall as a rural enterprise hub

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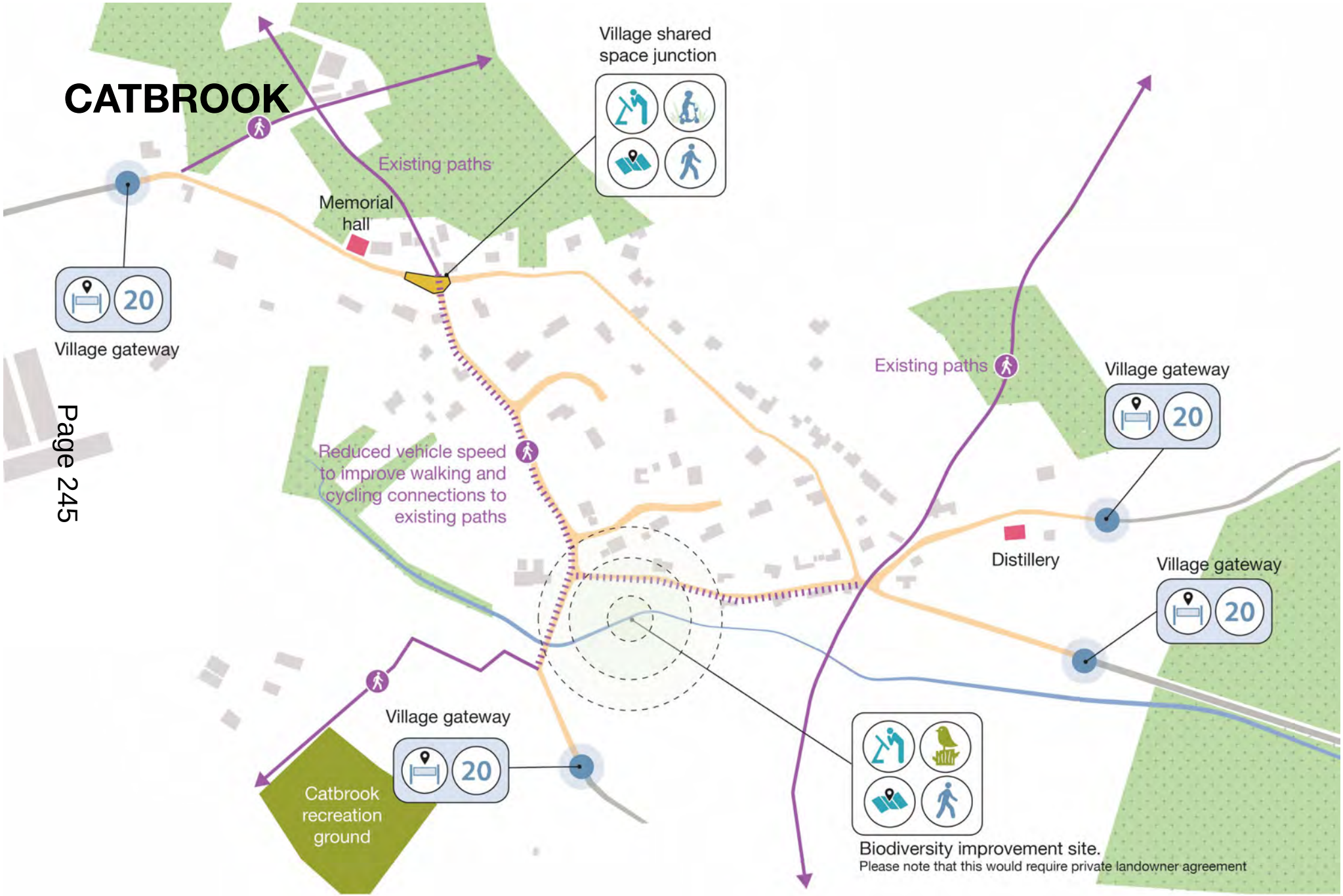
CATBROOK


Village shared space junction
Existing paths
Memorial hall
20
Village gateway
Existing paths
Village gateway
20
Reduced vehicle speed to improve walking and cycling connections to existing paths
Distillery
Village gateway
20
Village gateway
20
Catbrook recreation ground
Biodiversity improvement site.
Please note that this would require private landowner agreement

Catbrook

The village is a community rather than a focal point for tourism. As with the Narth the quiet, secluded character of the village is a defining feature. Accordingly, proposed change is limited. Subtle interventions could help garner greater community cohesion, increase the sense of place and cater for low impact tourism in the form of walkers/hikers. The initial proposals are to;

- Improve existing walking and cycling connections through the village
- Provide enhanced habitat
- Deliver new street design to increase the sense of place, improve biodiversity and flood resilience (via SuDS) and improve road safety.

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6.6 Governance

Leadership, ownership and identity will be decisive when it comes to delivering the vision for the "Wye Valley Villages AONB Plan for the Future". The action and delivery plan that will support the Plan for the Future will need strong, constant and proactive management and guidance. That will ensure successful and viable development, funding and delivery of a programme of potential projects that will be defined for each vision pillar (travel & movement, landscape, local economy and tourism).

An integrated approach is essential to resolve issues and realise opportunities. The Wye Valley AONB Joint Advisory Committee (JAC) is currently the main cross-border body, consisting of local authorities, government agencies and interested public, private and voluntary sector organisations, that oversees the AONB Management Plan and the AONB Unit, and advises partners on issues, initiatives and strategies relating to the AONB.

Many of the challenges and opportunities in the Wye Valley are not bound by geographical or administrative boundaries and the "increasingly complex and widespread environmental, social and political challenges transcend traditional management boundaries" as the AONB management plan states. The opportunity is to create cross border partnerships with national entities, whose strategies and plans aim to achieve similar objectives and jointly coordinate, plan, deliver and fund future projects.

During the next stage of work, we will need to define or identify a governance structure that is able to deliver the vision. Clear and strong governance and removing traditional boundaries between the public and private sector could further enhance collaboration and integration between the existing plans and projects and offer support to new or grassroots initiatives.

7. Next steps

- Stage 3 work will include:
- Review of initial proposals with the client team.
- Public consultation and review and summarise the feedback and results.
- Develop the vision into a holistic strategic framework plan with an action plan.
- Consider the creation of a village design guide.
- Roadmap and Recommendations to deliver the Plan of the Future.
- The action plan will include a high-level delivery and funding strategy, identifying priorities for the short, mid and long term.

We will also include recommendations for next steps, such as a Business Plan for tourism, a Street Design Manual, road safety projects and pilot projects.

Digital public engagement using Arup Virtual Engage

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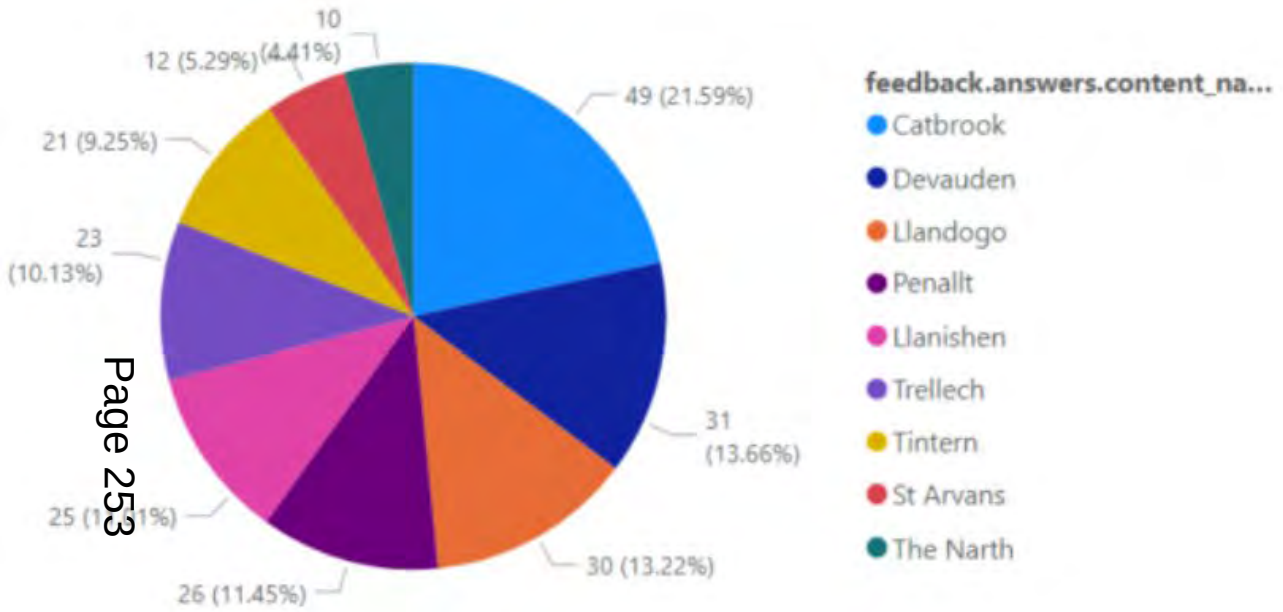
Appendix 4

Public engagement summary

Wye Valley Villages Virtual Engage Summary

Oct 2021



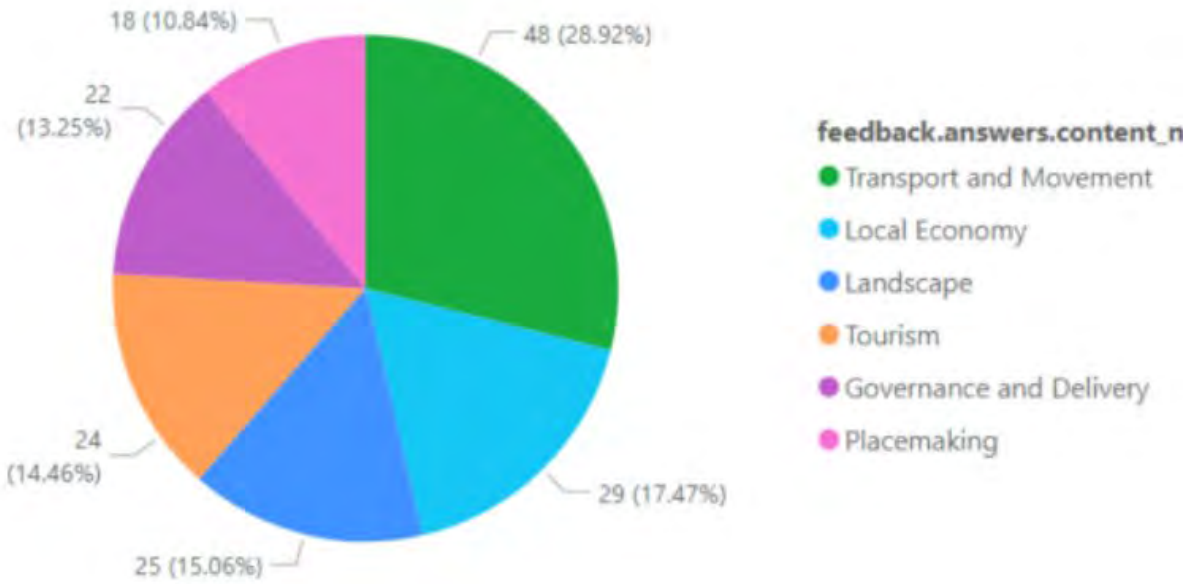


Image above :Results from virtual engage

6 week engagement
Total No of responses: Good response level - **260** (244 from VE)

Click here to reset

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VIRTUAL ENGAGE WEB ANALYTICS DASHBOARD - WYE VALLEY

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Select Date Range to Filter Visuals

8/11/2021 8/11/2022

Note: User-defined privacy settings preclude the collection of certain data. Discrepancies between total figures may occur as a result.

Total Page Views

3707

Total Users

1587

Users by Hour of the Day

Top Sources of User Traffic

Facebook	39.46%
Direct	28.20%
Monmouthshire	17.12%
Government Website	
Twitter	7.06%

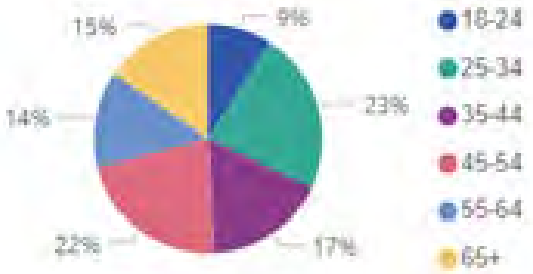
Users by Location

Users by Day of the Week

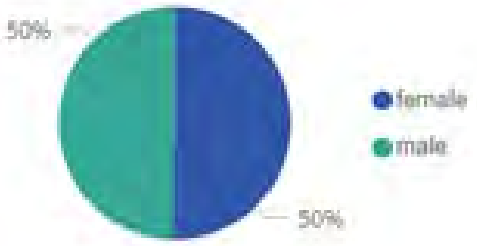
Pageviews by Date

User Demographics and Systems (All Users Across Entire Consultation Period)

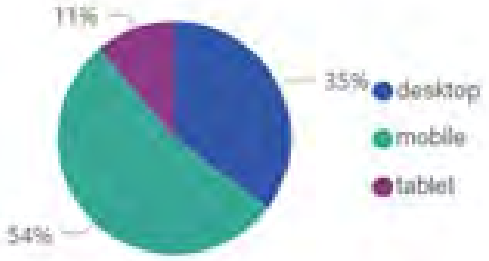
Age



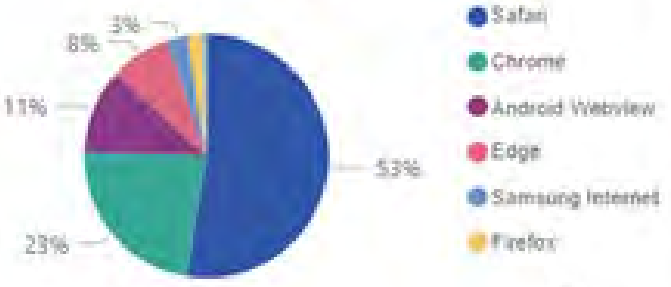
Gender



Device Category



Browser



Key messages

- General consensus and support for Road Safety (20mph, village gateways)
- General support for the concept of the network of villages
- Need to focus intervention and where to offer limited change. Limited support for intervention in some villages (Catbrook)
- Messaging around active travel is key – we need to show it is for all
- We need to do more to improve accessibility and inclusivity – maintenance, ease of access for all ages, abilities
- The River Wye needs to feature more strongly
- Final report will need to be refined – clarity of proposed intervention and language
- The ‘how’ question is prevalent. Clear messaging on delivery needed for final report

Themes - Feedback

Local Economy

What do you like?

- Affordable housing
- Job Opportunities
- Supporting local businesses

What don't you like ?

- Lack of social housing
- Lack of new employment opportunities
- Impact of (potential) housing on AONB

What further suggestions do you have?

- Village halls as work hubs (WFH)
- Support local businesses
- Housing Diversity

Transport & Movement

What do you like?

- Speed limits
- Wye valley Greenway
- Network of villages

What don't you like ?

- Limited public transport
- Unsafe cycling
- Sharing roads with cyclists & scooters

What further suggestions do you have?

- Bike racks & amenities
- Link active travel & public transport
- Tourists using public transport & cycle paths

Landscape

What do you like?

- Regenerative agriculture
- Improved Ecology
- Nature based approach

What don't you like ?

- Agricultural pollution (inc river)
- Maintenance of routes
- Lack of climate action

What further suggestions do you have?

- Nature based tourism
- Managing forest health
- Support rewilding projects

Placemaking

What do you like?

- Unique identity for each village
- Speed limit
- Integrated network of villages

What don't you like ?

- Tourist infrastructure
- Lack of consideration for pedestrians
- Need more consideration for children & elderly

What further suggestions do you have?

- Platform that pulls together news/events
- Community supported agriculture
- Repurposing historical buildings

Tourism

What do you like?

- Access to river
- Local Identity
- Wye valley brand

What don't you like ?

- Lack of focus on history
- Risk of losing tranquillity of the valley
- Funding & Delivery

What further suggestions do you have?

- Immersive experienc e
- Arts & cultural activities
- Hop off /on buses & tours

Governance & Delivery

What do you like?

- Joined up governance
- Integrated approach
- Network of villages

What don't you like ?

- Cross border thinking
- Not quantifying success of proposals
- River pollution – wider reach needed

What further suggestions do you have?

- Retain welsh identity, language & culture
- Influencing sat nav routing to enhance status of quiet lanes
- Dedicated village agents

Villages - Feedback

Trellech (23)

What do you like?

- Meadow enhancement (6)
- Gateways (5)
- Road safety (4)

What don't you like ?

- Existing road safety measures (5)
- Lack of clarity on 'shared spaces' (2)
- Meadow enhancement (2)

What further suggestions do you have?

- Road safety measures (9)
- Recreational activities & cafes (4)
- Pedestrian access (5)

Catbrook (49)

What do you like?

- Speed limit (23)
- Gateways (7)
- New paths (6)

What don't you like ?

- New paths (37)
- Catbrook meadows (17)
- Shared space (11)

What further suggestions do you have?

- More land for village hall activities (3)
- Enhance recreation ground (2)
- No interventions needed (4)

Tintern (23)

What do you like?

- Access to river (13)
- Cycle lanes (5)
- Pedestrian access (5)

What don't you like ?

- Gateways (2)
- The island (3)
- River crossing (existing bridge) (2)

What further suggestions do you have?

- Additional parking (2)
- Refurbish old abbey hotel (2)
- Clean the river (welsh water) (2)

Devauden (31)

What do you like?

- Speed limit (13)
- Cycle lanes (7)
- Village green (4)

What don't you like ?

- Village green (15)
- Speed limit (4)
- Farmers market (1)

What further suggestions do you have?

- More traffic measures (9)
- Pedestrian crossing (4)
- Improve existing footpaths (4)

St Arvans (12)

What do you like?

- Speed limits (7)
- Village Gateway (4)
- Increased value of local hubs (3)

What don't you like ?

- Hotel (wye valley walk route) (4)
- Terminology in the report (2)
- Traffic calming measures (2)

What further suggestions do you have?

- Traffic calming measures (3)
- Parking provision (2)
- Expand existing local shop (2)

Llandogo (30)

What do you like?

- Speed limit (6)
- Access to river (7)
- Pedestrian paths (4)

What don't you like ?

- Memorial green (11)
- Tourism (3)
- Viewing point (3)

What further suggestions do you have?

- Improve play area (3)
- Improve existing footpaths (2)
- Safe pedestrian access (4)

The Narth (8)

What do you like?

- Speed limit (4)
- Overall scheme (2)
- Narth as a hilltop retreat (1)

What don't you like ?

- Noise from motor bikes (1)
- Signage & road markings (2)
- Large proposed houses (1)

What further suggestions do you have?

- No more street lighting (4)
- Parking provision (2)
- Expand existing local shop (2)

Penallt (26)

What do you like?

- Redbrook bridge (7)
- Connecting Penallt & Redbrook communities (3)
- Value of local hubs (3)

What don't you like ?

- Redbrook bridge maintenance (14)
- Safe pedestrian access (2)
- River pollution (4)

What further suggestions do you have?

- Redbrook bridge maintenance (13)
- Community connectivity between MCC & GCC (2)
- Community orchard & allotments (2)

Llanishen (25)

What do you like?

Speed limit (12)

Community hub (2)

Pavement improvements (2)

What don’t you like ?

Location of village green (11)

A new village green (2)

unsafe pedestrian crossings (2)

What further suggestions do you have?

Better parks and play areas (3)

Safe pedestrian access (3)

More traffic calming measures (3)

Next steps

- Feedback meeting with community councils Oct 14th
- Arup to edit and update final report
- Issue Draft to client team w/e Oct 29th Oct
- Final report w/e 19th Nov

TINTERN COMMUNITY COUNCIL

Devauden Community Council

St Arvans Community Council

TRELLECH UNITED COMMUNITY COUNCIL

ARUP

wye valley dyffryn gwy
Area of Outstanding Natural Beauty
Ardal o Harddwch Naturiol Eithriadol

monmouthshire sir fynwy

Wye Valley AONB Villages - Plan for the future

EXECUTIVE SUMMARY

Our communities and natural environment face significant and imminent change from the climate emergency and post-Covid recovery. These are radically changing the way we think about our communities and environment. We need to change our day-to-day life and leave behind many of the accepted approaches we have become used to such as our over reliance on car use. Remote working, online shopping and the internet are radically changing the way we live, access services and seek information.

Against this backdrop of major change, the natural beauty, local resources and human history of the Wye Valley has attracted residents, businesses and visitors for centuries. Each of these are intrinsically linked meaning that a careful balance is key to success or indeed failure. Where an imbalance occurs it becomes obvious. Local concerns over river pollution, speeding cars through the villages or the impact of large numbers of visitors to Tintern during peak times demonstrate how this delicate balance can shift the wrong way. To compound these challenges is the complex geography of the area as the convergence of multiple local authorities and the Wales-England border. Gaining consensus and consistency in policy, financing and governance is challenging.

Despite these challenges the area benefits from notable advantages. Beyond the obvious quality of the landscape, active and engaged community council's and residents are providing energy and ambition. Many independent local businesses have become part of the fabric each marketing the area to broad audiences and providing local jobs. The borderland location should become a point of celebration rather than a source of inertia. Success will mean embracing innovation, fronting up to contentious issues such as traffic, developing new partnerships, accepting trial and error and building on the existing natural assets. It will require investment in a way that delivers far wider benefits to our health, our environment, our local communities and our local economies.

The question for the Wye Valley, its communities, businesses and visitors is how can this balance be struck and what does it look like?

The "Wye Valley AONB Villages Plan for the Future" sets a vision for change through short, medium and long-term projects aimed primarily at the villages that are located within Monmouthshire. At the heart of the study is a response to the community's concern over road safety. The plan provides a strategy for reducing vehicle speeds and increasing the use of sustainable transport such as walking, cycling and public transport. Importantly road safety is not considered in isolation. In recognition of the fact that within the Wye Valley tourism, landscape, local economy, governance, placemaking and transport all impact one other, the plan proposes measures for all of these six themes.

This has led to the creation of a **six-point plan for change** which responds to the six key themes identified with an emphasis on delivery. Phasing has been a key issue and the plan provides clear proposals for immediate changes to the villages such as gateway signage through to longer term aspirations for sustainable transport and tourism.

1 Ensure safe and sustainable transport by delivering coordinated changes to the streets across the villages to make them slower for traffic, more attractive and safer for pedestrians and cyclists. To reduce car dependency 'Sustainable transport' including buses, walking and cycling should be improved by grouping bus stops, cycle hire and storage, tourist attractions and new public spaces at key locations such as Tintern as 'mobility hubs'. Bus services should be improved particularly during high season for both local people and tourists. Extending the Wye Valley Greenway could have a catalytic effect on walking, cycling and tourism if it were to be extended to the north and should be assessed for viability.

2 Conserve and enhance the landscape by working with other local authorities, agencies and land owners across the length of the River Wye to improve the health of the river as part of a 'whole catchment study'. To encourage community participation a 'Green Village' initiative is proposed to deliver small scale projects such as community food growing and habitat creation. A pilot should be delivered to test new farming practices that deliver wider benefits to nature such as less pesticide use and habitat management.

3 Enable sustainable tourism by updating the tourism strategy for the area around a business case which will provide a basis for measuring impact. The unique border location should be celebrated as a place where visitors can move between countries with just a few steps. A simple and effective brand should be developed along the lines of Iceland's Golden Circle or Scotlands North Coast 500. Delivering better tourism 'infrastructure' such as improved signage and wayfinding, bold village gateways and more opportunities to meet local people, eat local food and experience the authenticity of the valley should be considered.

4 Retain and improve the network of unique villages by recognising the distinct history and character of each of the villages and reflecting this in the proposed changes. Tintern for example has a much greater need to support tourism than a village such as The Narth which is much more attuned to local community life.

5 Support the local economy by working to delivering of high speed internet access with partners. It is recommended that a 'local circular economy' approach is adopted to support local business and to attract specifc Welsh Government funding. This approach encourages local producers and supply chains to work closely with each other to retain money within the area for the people who live there rather than export to other areas. To allow people to work locally and attract new entrepreneurs new premises that allow 'co-working' or shared office space should be delivered. To ensure that local people can continue to live in the area, the Wye Valley Local Housing Needs Requirements should be updated to deliver affordable housing.

6 Provide joined-up governance by establishing a delivery group between key partners such as the local community council's, Monmouthshire County Council and the Wye Valley AONB. Cross border working with adjacent Local Authorities such as Forest of Dean District Council will be essential in sharing ideas and pooling resources. Both recommendations will be critical in making the plan a reality.

WYE VALLEY VILLAGES WORKING GROUP

INAUGURAL MEETING – CATBROOK VILLAGE HALL

10th December 2019 at 5pm

AGENDA

1. Introductions
2. Appoint a chair (do we need one?)
3. How will we work? - Frequency
   Venue(s)
   Decisions (as a group, delegated)
   Administration
4. Terms of reference - For Group
   For study (what is missing? What needs changing?)
   Timescales
5. Wider consultation - How, who, where, when?
6. Funding- Study
   Further works
7. AOB
8. Date of next meeting

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Equality and Future Generations Evaluation

Appendix 4

Name of the Officer Roger Hoggins **Phone no: 07767 246138** **E-mail:rogerhoggins@monmouthshire.gov.uk**	**Please give a brief description of the aims of the proposal:** **The Wye Valley Villages Future Plan sets the future direction for the development of various initiatives within the communities that make up the Wye Valley area of outstanding natural beauty (AONB). It has been developed jointly with the community councils and AONB office.**
Name of Service: Regeneration	**Date Future Generations Evaluation** : 20/06/2022

1. **Are your proposals going to affect any people or groups of people with protected characteristics?** Please explain the impact, the evidence you have used and any action you are taking below.

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Age	Consultation on the plan was open to all but undoubtedly the priorities for some age groups will vary compared to others. However the plan is intended to support the valley as a sustainable community into the future irrespective of age.	Active travel is not feasible for everyone.	Public transport improvements are also featured.
Disability	Where appropriate supporting disabled groups is embedded into the plan e.g. access to AT routes, public transport etc.	Active travel is not feasible for everyone.	Public transport improvements are also featured.
Gender reassignment	None	None	
Marriage or civil partnership	None	None	
Pregnancy or maternity	None	None	
Race	None	None	
Religion or Belief	None	None	
Sex	None	None	
Sexual Orientation	None	None	

The Socio-economic Duty and Social Justice

The Socio-economic Duty requires public bodies to have due regard to the need to reduce inequalities of outcome which result from socio-economic disadvantage when taking key decisions This duty aligns with our commitment as an authority to Social Justice.

	Describe any positive impacts your proposal has in respect of people suffering socio economic disadvantage	**Describe any negative impacts your proposal has in respect of people suffering socio economic disadvantage.**	**What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?**
Socio-economic Duty and Social Justice	None	None	n/a

Policy making and the Welsh language.

How does your proposal impact on the following aspects of the Council's Welsh Language Standards:	Describe the positive impacts of this proposal	Describe the negative impacts of this proposal	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts
Policy Making Effects on the use of the Welsh language, Promoting Welsh language Treating the Welsh language no less favourably	Embedded into any projects through the Welsh language policy. The new gateway village signs will display community names bilingually where applicable. The village gateway signs seek to create a unified theme throughout the valley while celebrating the distinctiveness of each settlement/community.	No negative impact	
Operational Recruitment & Training of workforce	n/a	n/a	
Service delivery Use of Welsh language in service delivery Promoting use of the language	No impact	No impact	

4. Does your proposal deliver any of the well-being goals below? Please explain the impact (positive and negative) you expect, together with suggestions of how to mitigate negative impacts or better contribute to the goal. There's no need to put something in every box if it is not relevant!

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
A prosperous Wales Efficient use of resources, skilled, educated people, generates wealth, provides jobs	The plan prompts more opportunities for working locally through co-working places thereby encouraging people who are able to, to work more locally and reduce the need to travel	
A resilient Wales Maintain and enhance biodiversity and ecosystems that support resilience and can adapt to change (e.g. climate change)	The plan includes the development of a more sustainable farming model trial. It promotes public transport and active travel to be developed as a real alternative to using the car.	
A healthier Wales People's physical and mental wellbeing is maximized and health impacts are understood	Promotes active travel as an alternative to car travel	
A Wales of cohesive communities Communities are attractive, viable, safe and well connected	Overall the plan is seeking to support the wellbeing and prosperity of the various communities with the Wye Valley acknowledging that the priorities vary between individual villages.	The village gateway signs seek to create a unified theme throughout the valley while celebrating the distinctiveness of each settlement/community.
A globally responsible Wales Taking account of impact on global well-being when considering local social, economic and environmental wellbeing	The plan is centred around employment, travel, diversity within the communities of the Wye Valley in Monmouthshire	
A Wales of vibrant culture and thriving Welsh language Culture, heritage and Welsh language are promoted and protected. People are encouraged to do sport, art and recreation	Where it coincides with the community's priorities tourism is promoted through, amongst other things, walking and cycling routes. This offers increased opportunity to showcase Wales and its heritage, culture and language.	

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
A more equal Wales People can fulfil their potential no matter what their background or circumstances	The plan promotes opportunities for local people to work and create employment locally for the working population of the valley.	

3. How has your proposal embedded and prioritised the sustainable governance principles in its development?

Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
Balancing short term need with long term and planning for the future	The plan looks at short term goals that meet the more immediate needs of the local communities but also looks further ahead at what a longer term future to sustain the Wye Valley would look like.	
Working together with other partners to deliver objectives	The plan has been an interesting project bringing together a group of local councils with the county council plus the Wye Valley AONB. As such it has been unusual. It has also consulted widely on what a future plan might include and what the priorities might be longer term	
Involving those with an interest and seeking their views	Local councils, stakeholders and public consultation has generated feedback. There has not always been a consensus on how things should develop in the future and the delivery group will look to review and guide the plan into the future	

Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
Prevention Putting resources into preventing problems occurring or getting worse	The immediate demand was for improvements to road safety but the local councils agreed to allow the plan to look much wider and will come back together to deliver on a much wider agenda that touches various aspects of life in the valley.	
Integration Considering impact on all wellbeing goals together and on other bodies	The plan is ambitious. It has been contentious and will continue to be so as and when certain aspects are promoted because there was not a consensus on some aspects (e.g. promoting tourism throughout the area). There is also the challenge of finding funding to deliver on some parts of the project so it will be necessary to promote support in preference possibly to other plans given that there are finite funding opportunities.	

4. **Council has agreed the need to consider the impact its decisions has on the following important responsibilities: Corporate Parenting and Safeguarding. Are your proposals going to affect any of these responsibilities?**

	Describe any positive impacts your proposal has	**Describe any negative impacts your proposal has**	**What will you do/ have you done to mitigate any negative impacts or better contribute to positive impacts?**
Safeguarding	n/a	n/a	
Corporate Parenting	n/a	n/a	

5. **What evidence and data has informed the development of your proposal?**

- The plan has been developed through extensive meetings, options development and consultation to arrive at a plan presented for all authorities and organisations involved to adopt.

6. **SUMMARY: As a result of completing this form, what are the main positive and negative impacts of your proposal, how have they informed/changed the development of the proposal so far and what will you be doing in future?**

The Plan evidences effective collaboration and joint working with stakeholders and the communities they represent. It seeks to ensure a unified placemaking theme for the Wye Valley while respecting the distinct identity of the individual communities, enhancing tourism and explosure to Welsh culture in the birthpace of British tourism, and addressing identified road safety concerns.

7. **ACTIONS: As a result of completing this form are there any further actions you will be undertaking? Please detail them below, if applicable.**

What are you going to do	When are you going to do it?	Who is responsible
Seek all authorities and Wye Valley AONB to formally adopt the plan	July- September '22	Officers and local councils
Establish a delivery group selected from the member authrorities and Wye Valley AONB	September '22	MCC officers

8. **VERSION CONTROL: The Equality and Future Generations Evaluation should be used at the earliest stage, such as informally within your service, and then further developed throughout the decision making process. It is important to keep a record of this process to demonstrate how you have considered and built in equality and future generations considerations wherever possible.**

Version No.	Decision making stage	Date considered	Brief description of any amendments made following consideration
1	Initial draft	June 2021	
2	Final version for Scrutiny Committee	20/06/2022	Updated to reflect content of Plan
3			

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Resident petition to Monmouthshire County Council

1. Your petition details

Petition Topic	We the undersigned are opposed to the use of Tarmac/Asphalt and Cattle Grids on Castle Meadows, Abergavenny.
Your desired outcome	That MCC adopt alternative Sustainable Drainage Systems (SuDs) compliant and environmentally friendly surfacing materials. A suitable alternative to installing Cattle Grids is adopted.
Specific location details?	Castle Meadows, Abergavenny

2. The lead petitioner

This is the person initiating this petition and who the County Council will be in direct contact with. The lead petitioner can then keep those who signed the petition informed. The lead petitioner must reside in the County.

Name	Address	Contact details (email/telephone)
Anthea Fairey Chair of Friends of Castle Meadows	12 Park Crescent Abergavenny NP7 5TH	a.fairey12@gmail.com

3. Securing sufficient signatories to your paper petition

To be a valid paper petition that the Council will formally consider, a **minimum of 20 names, full addresses and signatures must be given of people who live, work or study in the County of Monmouthshire.**

4. Sending us your completed petition

Hand in or post to:	John Pearson Local Democracy Manager County Hall, The Rhadyr, Usk, NP15 1GA	**You can copy/scan it and email:** **For any queries, please telephone:**	johnpearson@monmouthshire.gov.uk Telephone: 01633 644644 Email: contact@monmouthshire.gov.uk Privacy Notice (https://www.monmouthshire.gov.uk/privacy-policy)

5. What happens next?

Petition Topic and Desired Outcome: [please write this on each page so those signing can read it]

We the undersigned are opposed to the use of Tarmac/Asphalt and Cattle Grids on Castle Meadows, Abergavenny.

Desired Outcome:

That MCC adopt alternative Sustainable Drainage Systems (SuDs) compliant and environmentally friendly surfacing materials. A suitable alternative to installing Cattle Grids is adopted.

For those signing...

On receipt of a petition, the County Council will process your name and address solely for the purpose of considering it as part of the County Council's Petition Scheme and public democratic process for County Councillors and Council Officers to respond to the issue(s) raised in your petition and hear your views as part of the Public Participation Strategy.

Your printed name	Your full address – including postcode	Your signature
ALAN COOPER	4 Magnolia Tce Abergavenny	Alan Cooper
Janine Kerslake	8 Usk Road, Pontypool NP4 8AJ	J Kerslake
Steve Kerslake	8 Usk Road Pontypool NP4 8AJ	S Kerslake
Joe Lewis	31 Tredegar Drive NP26 3PH	[illegible]
Philip Morgan	21 Bryn RD CEFN FFOREST NP12-3NA	P Morgan
JUDITH MORGAN	21 BRYN RD BLACKWOOD NP12 3NA	J Morgan
Geoff Kilsby	THE TILLA - GILWERN.	[illegible]
Rachael Wright	43 MONMOUTH ROAD ABERGAVENNY NP7 5HP	R Wright
Erica Parrott	39 Park Street Abergavenny	[illegible]
JENNING MORGAN.	43 Riverside Drive Crickhowell	[illegible]
BILL MORGAN	" " "	W Morgan
Jantien Powell	Chapel Cottage Llanddewi Rhydderch	J. Powell
R. Lawrence	Camden Rd Brecon.	[illegible]

We will acknowledge receipt of the petition within 5 working days to the lead petitioner and explain how it will be taken forward. If the petition relates to a live planning or licensing application, the lead petitioner will be informed about their right to speak on the application when it formally comes before the relevant committee for decision.

Petition Topic and Desired Outcome: [please write this on each page so those signing can read it]

That MCC adopt alternative Sustainable Drainage Systems (SuDs) compliant and environmentally friendly surfacing materials. A suitable alternative to installing Cattle Grids is adopted.

For those signing...

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Your printed name	Your full address – including postcode	Your signature
H. DAKIN	BROOK COTTAGE NP78AG	[illegible]
R SANDERS	9 GOBANNIUM WAY NP7 9JA	[illegible]
C. MORGAN	9 CROESONEN PARC ABERGAVENNY NP7 9PO.	[illegible]
STACEY BROWN	301 Waunddeg nantybwch Tredegar NP22 3SN	[illegible]
CHLOE BOWDEN	37 St Georges Court Tredegar NP22 3DA	[illegible]
D. WALL	39 TRINITY ST.	[illegible]
M J. BARNES	26 RASTOCK COURT ABERGAVENNY NP7 5BQ	[illegible]
B. [illegible]	54 Holywell Crescent	[illegible]
A Chilvers	5 Avenue Crescent NP7 7DE	[illegible]
J. Chilvers	5 Avenue Crescent. "	[illegible]
J Ashworth.	Ferleigh Usk.	[illegible]
G. Ashworth	Ferleigh, Gwehelog, Usk	[illegible]
S. HODGES	4. Avenue Cres Abergavenny	[illegible]

Petition Topic and Desired Outcome: [please write this on each page so those signing can read it]

We the undersigned are opposed to the use of Tarmac/Asphalt and Cattle Grids on Castle Meadows, Abergavenny.

Desired Outcome:

That MCC adopt alternative Sustainable Drainage Systems (SuDs) compliant and environmentally friendly surfacing materials. A suitable alternative to installing Cattle Grids is adopted.

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Your printed name	Your full address – including postcode	Your signature
E. SARAH GREGORY	15, AVENUE CRESCENT, ABERGAVENNY, NP7 7DE	
A NORMAN	1 WEDGWOOD GARDENS NP7 7AF	
SJ CROMWELL	51 PENTRE CLOSE, CWMBRAN	
B. CROMWELL	51 PENTRE CLOSE CWMBRAN	
ALAN REED	15 AVENUE CRESCENT CWMBRA	
C CARTER	CAC HOUSE, BRITTON, SOMT. TA10 0HA	
W. THOMAS	5 ALLEN DRIVE, SHEPTON MALLET BA4 5GT.	
CHRIS GRIBBLE	6 AVENUE CRES, ABERGAVENNY NP7 7DE	

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Your printed name	Your full address – including postcode	Your signature
[illegible]	38 Park Lane NP7 [illegible]	[illegible]
R Woodhill	7 Prospect Rd Abergavenny NP7 5DH	[illegible]
John Woodier	119 Chapel Road Abergavenny NP7 7BL	J A Woodier
Martin Herbert	1 Fosterville Crescent, Abergavenny, Monmouthshire, NP7 5HG.	
A R Tuck	51, Crest Road NP7 7AN	[illegible]
S Field	Longhouse Llwyndu NP7 7HU.	S. FIELD
M J. Stall	88 Croesonen Parc, Abergavenny NP7 6PF	[illegible]
J. Neale	67 Plas Derwen View	J. Neale
J Neale	67 Plas Derwen View	J Neale
Arthur Morgan	3 Derwen Way Abergavenny	[illegible]
Pat Garrett	34 Hereford Rd, Abergavenny	P.G. Garrett
Helen Trevor Davies	29 Victoria St Abergavenny NP7 5DJ	Helen Trevor Davies

Petition Topic and Desired Outcome: [please write this on each page so those signing can read it]

We the undersigned are opposed to the use of Tarmac/Asphalt and Cattle Grids on Castle Meadows, Abergavenny.

Desired Outcome:

That MCC adopt alternative Sustainable Drainage Systems (SuDs) compliant and environmentally friendly surfacing materials. A suitable alternative to installing Cattle Grids is adopted.

For those signing...

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Your printed name	Your full address – including postcode	Your signature
RHINA JONES	25 CRESTA RD, ABERGAVENNY NP7 7AU	Rhina M. Jones
[illegible]	20 Pen-y-Pound NP7 7RN	[illegible]
Jm Wilks	29 CRESTA RD ABERGAVENNY NP7 7AU	[illegible]
Dan F. Owen	30 BELGRAD RD ABERGAVENNY NP7 7AT	D F Owen
STEPHEN ROWAN	48 Western Road NP7 7AD. ABERG.	[illegible]
Neil Dick	50 Western Road NP7 7AD	[illegible]
P.F.W. TOZER	25 CRESTA RD., NP7 7AU	[illegible]
BRIAN PENDRY	2 Haven Way Abergavenny	[illegible]
Wendy PENDRY	2 Haven Way Abergavenny	W Pendry

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Your printed name	Your full address – including postcode	Your signature
F ADAMSON-SMITH	3 RIVERSIDE RD LLANFOIST NP7 9PX	[illegible]
ROD JONES	3 Company Farm Drive	[illegible]
Angie Ash.	[illegible] Rd. NP7 5TB	[illegible]
Sandra Jones	32 MAMETZ GROVE NP7 0FA	[illegible]
R FRANKLE	35 Avenue Road NP7 7DB	[illegible]
R. ORR	8 Avenue Cres NP7 7DE	[illegible]
DAVID ORR	8 Avenue Cres NP7 7DE	[illegible]
Mike HODGES	4 AVENUE CRESCENT, ABER. NP7 7DE.	[illegible]
JAMES HARRIS	167 Brackenfield Rd. B44 9JB	[illegible]
[illegible]	12, Park Crescent NP7 5TH	[illegible]

We will acknowledge receipt of the petition within 5 working days to the lead petitioner and explain how it will be taken forward. If the petition relates to a live planning or licensing application, the lead petitioner will be informed about their right to speak on the application when it formally comes before the relevant committee for decision.

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Your printed name	Your full address – including postcode	Your signature
Alan Finn	42 Park St. Abergavenny NP7 5YB	
Cath Lewis	32, Grosvenor Rd NP7 6AH	C Lewis
Mary Morgan	40 Holywell Cres. NP7 5LH	
Penny Harding	Monmouth House Llanfapley	
Alia S.	Abergavenny NP7 8SN	Alia S.
Lindsey McDougall	20 Richmond Rd NP7 5RD	
Andrew Dear	13 Baker St. Abergavenny NP7 5BB	
Saffron Chandra	26 Coopers Way NP7 9LZ	
Heather Turgis	The Wing. Cefn Carnstone Abergavenny	H Turgis
Simon Turgis	Abergavenny NP7 8EG.	
Stephen Pine	10 Gaverny Way NP7 5LX	
M Jones	70 Rockhead Lane NP7 [illegible]	

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Your printed name	Your full address – including postcode	Your signature
ANN JENNER	GROVE COTTAGE, WALTERSTONE HEREFORD HR2 0DT	[illegible]
Denise Halliwell	28 Station Rd. Abergavenny. NP7 5HS	M.D.H.
B Bradley	10 Merthyr Road. Abergavenny NP7 5HH.	[illegible]
M. TRELOAR	13 ST Rowans, Station Rd Abergavenny	[illegible]
Lee Fury	11 Hillcrest road. NP7 6BG	[illegible]
M. Nicholls	New Court Farm, Llantilio Pertholey	M. Nicholls
K Gam	31 Bowcott Avenue, Llantilio Pertholey	[illegible]
Liz Proctor	11 Av. Crescent, Ab. NP7 7RF	[illegible]

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Your printed name	Your full address – including postcode	Your signature
MISS J. SHIPLEY	12 PARK CRESCENT ABERGAVENNY NP7 5TH	
MRS S. LOWRY	21 STONEBRIDGE PARK CROESYCEILIOG CWMBRAN	S Lowry
J. BUFFEY	CASTEL CORRYN, LLANGENNY.	
C Gardiner	29 Orchard Close. Gilwern	
Oliver Barton	27 Brecon Road, Abergavenny	
J WALTERS	17 AVENUE CRESCENT ABERGAVENNY	
ROB WALTERS	17 AVENUE CRESCENT ABERGAVENNY.	
JON PRINCE	8, New Market St. Usk	
Marie J. Bans	26. RASSNOCK COURT NP7 5BR.	
Ruth Prince	8 New Market St. Usk. NP15 1AT	Ruth Prince.
Benita Kelly	4 Victoria St NP7 5JS	Benita Kelly.
J. Kelly	4 Victoria St Abergavenny	J Kelly.
J. Road	13 Coed Y Brenin Abergavenny	

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Your printed name	Your full address – including postcode	Your signature
JANINA JUCHNOWICZ	37 UNION ROAD EAST ABERGAVENNY NP7 5UL	Janina Juchnowicz
JOHN CRAWND	39 LOWER MONK STREET ABERGAVENNY NP7 5LY	[illegible]
REBECCA HANDS	AENON HOUSE, 34 PEN Y POUND ABERGAVENNY NP7 7RN	R Hands
MAGGIE O'CONNOR	7 ALBERT ROAD ABERGAVENNY NP7 5RG	M. O'Connor
Judy Evans	1 Regent St. Abergavenny NP7 5BS	[illegible]
Maria Hardy	39 St Helens Cres. Abergavenny	M.A. Hardy
JANIE MCCARTHY	18 CAE PEN-Y-DRE CLOSE, ABER	J C McCarthy
Sheila Cottrell	Church Cottage, Llanwenarth Citra	[illegible]
Chris Cottrell	" " " "	[illegible]
Jessie G-M	25 Duke St. Blaenavon NP4 9XB	[illegible]
Cam Elizabeth	8 Castle Mews, Usk, NP15 1QW	[illegible]
Karen Smith	6 Llanddewi Court farm NP7 8AW	[illegible]

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Your printed name	Your full address – including postcode	Your signature
BARBARA CROW	30 VICTORIA STREET ABERGAVENNY NP7 5DS	Barbara Crow
BETH SAMPHIRE	8 MOUNT STREET ABERGAVENNY NP7 7DT	E Samphire
OLIVER SAMPHIRE	"	[illegible]
JOY NEWSAM	25 UNION ROAD ABERGAVENNY NP7 5UL	JP Newsam
Ian Vicary	17 Lansdown Drive NP7 6AW	[illegible]
Hay Konieczny	125 Park Crescent NP7 5TN	[illegible]
S Konieczny	" " "	S. KONIECZNY
[illegible]	62 Chapel Road, Abergavenny NP7 7DS	TOM BOSMOY
JE Greenwood	3 Holywell Crescent Abergavenny	JAYNE GREENWOOD

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Your printed name	Your full address – including postcode	Your signature
CHARE VICKERS	9 Pen-y-Pound Court NP7 7RJ	[illegible]
JIM VICKERS	" " " "	J A Vickers
Linda Mintoft-Jones	Alma House Grosmont	L Mintoft-Jones
[illegible]	Arosfa Grosmont NP7 8EP	[illegible]
Emily Eeles	61 Park Street Abergavenny NP7 5YD	[illegible]
C.P. Eeles	" " "	C.P. Eeles
DAVID & ANN MORGAN-DAVIES	25 Hatterleigh Rd, NP7 7RG	[illegible]
TONA WARD-JACKSON	34 Pen-y-Pound NP7 7RN	[illegible]
Michael Crafty	FLAT 11 Baily Court Abergavenny	NP7 9LU
Lorraine Allman	13 Wyesham Avenue, Monmouth	NP25 3NE
LUCY BIRCH	2 Chapel Road, Abergavenny NP7 7DW	L.R. Birch
Steven Todd	73 Rother Ave - Abergavenny NP7 6DD	[illegible]

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Your printed name	Your full address – including postcode	Your signature
REBECCA & IAN BARKER	11 FOSTERVILLE CRESCENT ABERGAVENNY NP7 5HG	R. Barker I.C. Barker
Vicki Collins	5 Hartington close, Abergavenny, Monmouthshire. NP7-9JD	V Collins
Bev Nel	9 BELMONT CRESCENT ABERGAVENNY NP7 5LF	[illegible]
JADE HODGSON	9 BELMONT CRESCENT ABERGAVENNY NP7 5LF	[illegible]
MARILYN WILKINSON	46, PLAS ELYRCH TUDOR ST. ABERGAVENNY	M. Wilkinson
JOHN WILKINSON	" "	M. Wilkinson
JILL MURRAY	4 CHAPEL ORCHARD, ABERGAVENNY NP7 7BQ	[illegible]
RICHARD MURRAY	" " "	[illegible]
P.E. John	24, Mulford Grove Gilwern	P.E. John
Keith John	" "	[illegible]
C Farrell	Tyleas Cottage,	C Farrell
T Fisher	Tyleas Cottage.	C Farrell

claire@werk.org.uk

?NameCityStatePostal CodeCountrySigned On
Sarah BreezeWyeshamWales; Cymru""UK2022-02-22
Alan CoxCallingtonEnglandPL17UK2022-02-22
Janice RobertsGloucesterGL2UK2022-02-22
Vicki JamesMonmouthWales; CymruNP255baUK2022-02-22
Elizabeth HarrisMonmouthNP25 5BJSwitzerland2022-02-22
Gavin JonesMonmouthWales; CymruNP25 3TBUK2022-02-22
Denise WoskettMonmouthWales; CymruNp25 3ngUK2022-02-22
Laura PritchardMonmouthWales; CymruNP25 5DNUK2022-02-23
Judith HerbertMonmouthWales; CymruNP25 5BBUK2022-02-23
Michelle SmithFulhamSW6UK2022-02-23
Jane SambrookColefordEnglandGL16UK2022-02-23
Rachel VickMonmouthWales; CymruNp25UK2022-02-23
Jessie JonesNewcastle upon TyneNE1UK2022-02-23
Patrick SmithPontypoolNP4UK2022-02-23
Haydn Cullen-JonesMonmouthWales; CymruNP25 3HQUK2022-02-23
Gee BrowneBecktonE6UK2022-02-23
Vivien MitchellMonmouthWales; CymruNP25 3DPUK2022-02-23
Dan WilfordMonmouthWales; CymruNP25UK2022-02-23
Lorraine AllmanMonmouthWales; CymruNP25 3NEUK2022-02-23
Paul WilliamsmonmouthWales; Cymrunp25 5jaUK2022-02-23
Joshua CurpheyPeterboroughPE7UK2022-02-24
Daryl GoodwayMonmouthWales; CymruNP25 3LEUK2022-02-24
Chris AllmanCardiffWales; CymruCF14UK2022-02-24
Elizabeth HolfordNewcastle upon TyneNE1UK2022-02-24
Josh EllisonMonmouthWales; CymruNP25UK2022-02-24
Kevin FriendMonmouthWales; CymruNP25UK2022-02-24
Alison WellingtonMonmouthWales; CymruNP25UK2022-02-25
Brenda ChapmanStotfoldSG5 4 HPUK2022-02-25
Felicity HoweLondonHA3UK2022-02-25
Joanne StephensWyeshamWales; CymruNP25UK2022-02-25
Deborah StolzenburgGloucesterGL2UK2022-02-25
barry howemonmouth monmouthshireWales; Cymrunp254jgUK2022-02-26
Gemma IsaacMonmouthWales; CymruNP25UK2022-02-28

124 S19

Wyesham Christian Fellowship

PETITION TO MONMOUTHSHIRE COUNTY COUNCIL DAVID DAVIES M.P.

The grass section of the Community play area at Tudor Road, Underhill, Wyesham was intended for football and other games but is frequently unuseable (for at least half of the year) because of inadequate drainage. Mon. CC have confirmed that they are aware of this but as the water is draining from the Kymin major works need to be undertaken to remedy it.

The play equipment, in particular the roundabout, has seized-up and is inoperable and therefore non-functioning.

We, the undersigned, petition for the repair and maintenance of the equipment and remedial drainage of the whole site within an agreed time-frame

NAME	ADDRESS	SIGNATURE
Lisa Jones	20 Tudor Road	L Jones
Angela Tobin	The Conifers	A Tobin
Kya Drummond	11 oak crescent	K Drummond
[illegible]	14 HAMMETT COURT	[illegible]
Gail Lowe	3b, Tudor Rd	G Lowe
Yvonne Wilson	3b Tudor Rd	Y Lowe
SHIRLEY JONES.	2 FAIRVIEW CLOSE.	S Jones.
Louise Tregg	60 wyeham Rd	L Tregg
Cary Edgcoffa	10 The dawhaus	C Edgcoffa
ROBERT HATTON.	22 THE KYMIN	R J Hatton
Donna Brown	34 Woodland View	D Brown
M. Welch	Highmeadow	M Welch
L. Green	45 Highmeadows	L Green
A. Watkins	58 woodland view	A Watkins
C. Hogan	57 Tudor Rd	C Hogan

15

Wyesham Christian Fellowship

Together with the family and community of Wyesham

Petition to Monmouthshire county council/David Davies M.P.

Petition summary and background	The Community play area at Tudor Road, Underhill, Wyesham has not had any maintenance for many years. The grass section was intended for football and other games but is frequently unusable for at least half of the year, because of inadequate drainage. Mon CC have confirmed that they are aware of this but as the water is draining from the Kymin major works need to be undertaken to remedy it. The play equipment, in particular the roundabout, has seized-up and is inoperable and therefore non-functioning.
Action petitioned for	Repair and maintenance of the equipment and remedial drainage of the whole site within an agreed time-frame.

Printed Name	Signature	Address
SARA MORGAN		16 Woodland View Wyesham, Monmouth
SHARON THOMAS	S. Thomas	10AK COTTAGE, ST MARYS RD, OSBASTON, NP25 3HZ
Jacky Goodall	S Goodall.	74 Woodland View
MICHAEL JONES	M. Jones	60 — " —
Ian Roberts	Ian Roberts	Wyesham Farm, Monmouth
Nathan Ford		20 Highmeadow, Wyesham
Sue Browne		39 OLD SCHOOL LANE Wyesham
ROGER HARDING	R Harding	32 WYESHAM
Jessica Barker		42 Woodland View
A Marsh	A Marsh.	68 Woodland View
M BARROW	M Barrow	26 Claypatch
ROGER HARRIS		34 THE KYMIN
RUTH CLARKE	R Clarke	8 Hammett Court.
Bryn	Bryn	62 Wyesham road
Rebecca Hemmings	R Hemmings	39 Tudor Road.
G Moses	G Moses	18 Wyeham Rd
K. MCKACHRAN		9 KYMIN LEA.

Printed Name	Signature	Address
ANNE BURROW-LONG	A Burrow-Long	14, TUDOR ROAD HYSSHAM.
J Martin	J. Martin	39. Woodland View
Tiebidcock		75 Woodland View
SARAH BREEZE	[illegible]	12 Woodland View
Jay Davis	[illegible]	12 underhill
Bobbie CANDY	[illegible]	1 Greenlands close
Rachel Wells	R Wells	14 HIGHMEADOW.
Ben Edwards	[illegible]	24 St Mary St
Tom Finn	[illegible]	27 ELSBOROUGH
Ollie Given	[illegible]	45 Goldwire Lane
KARL IZATT	[illegible]	59 HANKBERRIDS
Lynn Given	[illegible]	6 OAK Mount. Goldwire
Richard Bonney	R Bonney	38 Wyesham Avenue
[illegible] JAMIE LOWER	[illegible]	33 HYMINLEA.
R J ABSALOM	[illegible]	14 Denman way
K. HUMPHREYS	K Humphreys	15A Chapel Close
Martin Hartles	[illegible]	34 Wyesham Ave
GILL HESKETH	G. Hesketh	3 Linnetts Close
J. CIESLIK.	Jose Cieslik	7. Orchard End.
J CLEMENTS	[illegible]	13 Orchard End.
C. VAN STEENIS	C. van Steenis	17, Wallis Close.
D HOYLE	[illegible]	Royal Monnow Rd.
N. HOLMAN	[illegible]	ROYAL MONNOW LODGE (OFF) RICH
H Thomas	[illegible]	1 WOODLAND VIEW
M MORIARTY	[illegible]	Saffron Hse Redbrook Rd
G Hassall.	G Hassall.	2 Tudor Cottages
Imelda Giovanelli ⇔	Imelda Giovanelli	3. Ridgeway Wyesham. Monmouth.
Stefanie	[illegible]	9 Tudor Road.
N Roberts		20 OAK CRESCENT
A BOMFORD		
V [illegible]		
L. OLIVER	[illegible]	10, Wyeham Rd-

Printed Name	Signature	Address
MIKE CARLTON	3 GREENLANDS CL	
SHEILA GAVES	3 TUDOR COTTAGES NP25 3LU	
JAYNE SCOTT.	29 WOODLAND VIEW NP25 3JN.	M. J. Scott
Amy Howells	Oak Crescent	
Holly Morris	63 Tudor road, Wyesham	
DALE DAVIES	5 Oak Crescent	
Carl Goodall	4 TUDOR COTTAGES	
Mr Appleton	6 Woodland View	
Theo Bowen	62 Tudor road	
M Mawby	11, OAK CRESCENT	
LESLEY LESTER	22. WOODLAND VIEW	
Carl. Skipp	22 WYESHAM AVE	
Sam Hanks	44 TUDOR Road	
A Mayo	6 church view	
V. Williams	50 WYESHAM RD.	V. Williams
PATRICK STEPHENS	9 MISHBURY TERRACE	
GSK	HILLCREST	
PAUL LONG	9, HEATH ST, WYESHAM	
ME Boorer	44 The Kymin	
Gary Brokenshire	20 Woodland View	
Rachael Aston.	9. Greenlands close	
Amy Aston	"	

Printed Name	Signature	Address
Kath Vickers	K Vickers	10 CLAMPATCH RD NP25 3NJ
Antony Bowen	[illegible]	16 [illegible]
Ian Cox	[illegible]	12 Tudor Road.
D Prosser	[illegible]	7 Justin Hill
Emma Hole	E Hole	55 Tudor Road
Chris Cogger	C. Cogger.	26 Verbena Close.
Brittany Bull	[illegible]	52 Tudor RD
Jodie Bull	[illegible]	52 Tudor RD
MAUREEN VANDENWELDEN	M Vandenwelden	25 Tudor Rd.
S. Sambrook		12 Chenfel Close
Ben Robertshaw		7 oak cresent
Veronika Coulson	Veronika Coulson	21 Chestnut Terrace
Chase Vaughan	Chase	15 chestnut terrace
JANET LLOYD	J Lloyd	Newlands, Beaufort Rd.
MORGAN BELTON	[illegible]	Royal George (Leadhouse) Monmouth
Laura Mayberry	L. Mayberry	NP7 5BX
Pam WHEATLEY	P. Wheatley	NP25 5BB -
CAROL MUELLER	C Mueller	NP25 5GF
SARA THOMAS	[illegible]	12 Chestnut Terr
JILL EVANS	[illegible]	" NP25 3JY
Sue George	S George	33 Wesley Way.
Rosemary Bunting		Hammett Court Wyeham
LESLEY JENKINS	[illegible]	Wyeham Ave.
BRENDA HILL	B.M. Hill	NP25 3HH
Betty Doolan	Betty Doolan	NP25 5FF
Jane L Chant	Jane L Chant	26 Newland Way
Sandra Woodward.	S Woodward.	Hereford Rd. NP25 3HB
SHEILA TREGUNNA	S. Tregunna	5A Maple Drive NP25 5DZ
LYNNE BRINE	L. Brine	3, The Paddocks Wyeham
JOHANNA HILL	J.R. Hill	NP25 5AT
Julie Cameron	[illegible]	14. NP25 3TF
CHERRY SCOTT	[illegible]	NP25 3BG

Printed Name	Signature	Address
Kelly James		15 Tudor Road
Christina Cooling		32 Wyatton Ave. Wyatton Wyrsham
Libby Griffiths		Wyrsham road.
Emma Dazeley		59 Cinderhill Street
STEVE WALSH	S WALSH	92 UPPER TERRY...
Anna Robins		23 woodland VIEW

Monmouthshire Select Committee Minutes

Meeting of Economy and Development Select Committee
County Hall, Usk - Remote Attendance
Thursday, 3rd February, 2022 at 10.00 am

Councillors Present	Officers in Attendance
County Councillor P.Jordan (Chairman) County Councillors: J. Becker, D. Evans, R. Roden, F. Taylor, P. Murphy and V. Smith	Frances O'Brien, Chief Officer, Enterprise Cath Fallon, Head of Economy and Enterprise Hazel Ilett, Scrutiny Manager Robert McGowan, Policy and Scrutiny Officer Mark Hand, Head of Place-making, Housing, Highways and Flood Matthew Lewis (Countryside), Interim Performance, Evaluation and Programme Development Lead for MonLife Ian Saunders, Chief Operating Officer, MonLife Jonathan Davies, Acting Assistant Head of Finance Dave Loder, Finance Manager

APOLOGIES: County Councillors: A. Davies, M. Feakins, G. Howard and B. Strong

1. **Declarations of Interest**

   There were no declarations of interest.

2. **Public Open Forum**

   No public submissions were received.

3. **Budget Scrutiny: Scrutiny of the budget proposals for 2022/23**

   Cabinet Member Phil Murphy delivered the presentation and answered the members' questions with Ian Saunders, Jonathan Davies, Frances O'Brien, Mark Hand and Cath Fallon.

   Challenge:

   Could we have an overview of the status of our reserves and how to potentially increase them in the future?

   We managed to increase our reserves over the last two years. They are approximately £7m. This administration has managed to stay within its budget throughout, and we hope to have a surplus by 31st March – if that is the case then we will be able to

continue supporting our reserves. The big VAT return a few years ago did that, and there was a substantial surplus on the budget last year, putting in £4.6m. So, the reserves are holding up well, but it doesn't take much to put a large dent in them.

Is MonLife providing an appropriate return on investment? Is it a sound financial decision?

The problem with MonLife at the moment is that with Covid restrictions they are not able to get the normal footfall. With the improvements we are making to our leisure centres we're finding that memberships are going up substantially; Monmouth was already doing very well, Abergavenny is getting good reviews and Caldicot will have a substantial increase if the levelling up bid is successful in the second round. If we maintain those increases in footfall, they will cover themselves, which should provide comfort in terms of the long-term picture.

The purpose of MonLife is wider than leisure centres, and the aspirations of health, well-being, mental wellness, etc. The future of these services was decided less than two years ago, the result of which was that the Council wanted an in-house model – examining the various models was a 4-year process. The return on investment from MonLife is notable, given the huge benefits it brings. Other councils that have outsourced have lost control of pricing options, whereas we are mostly able to keep our prices attainable for Monmouthshire families.

Which fees are being increased and by how much?

It is a huge list. Fees have been increased by as little as possible, where possible; 2.5% is the average. But some are set externally, so we have no choice regarding them. The full list is in the Cabinet papers linked on the agenda. The only areas where we are looking to increase fees are in Enterprise and Social Care.

The commitment to climate emergency and environmental issues was mentioned – can we have details as to what that covers?

There is a wide range of things, such as electric cars, trials with hydrogen, the possibility of a second solar farm, the profits from reuse shops going to planting trees, etc. Over the next few years, we aim to transition our fleet – this is one of the key things – but also things like investments in grounds and biodiversity. Promoting and encouraging walking and cycling as part of Active Travel is also very important. Promotion is particularly important in this area, especially in schools and throughout communities, so that's where some of the funding needs to go, in order to reduce non-essential car journeys.

One specific budget mandate proposal is for an additional post within the traffic and road safety team, to work closely with the highways side of the traffic and road safety and the active travel team, to look at improving safer routes to schools – hopefully that will provide alternative ways for children to get to school. We already offer a comprehensive programme within schools to encourage other modes of transport – that continues, and there is additional funding secured this year for adults' cycle training. Linked to the active travel work is town centre regeneration work, supporting outdoor trading and making them more people-friendly and less car-dominated.

Is the £1.22m Recycling and Waste budget pressure due to an increased number of residents using services? There is an £860k saving from retendering contracts – does that saving add to or offset that budget pressure?

Recycling rates have gone up substantially (particularly since the introduction of the booking system), which costs a lot more. The increased recycling and increased material that's being collected at the kerbside means that additional resources are needed i.e. vehicles and staff. There are also additional disposal costs. The saving is through the reprocurement of the household recycling contract from Viridor to Suez.

I've never had so many missed collection queries as in the last few months. Is there a reason? Did we not procure additional vehicles recently because the contract was running out or we needed different ones? Was this because of the increased rate of recycling?

Increased volumes of material being collected at the kerbside drive the requirement for additional staffing and vehicles. There have been missed collections as new staff become familiar with their rounds. We are conducting a system review to understand why we have such a high volume of demand coming in with regard to missed collections.

We have £781k pressures from investments not being realised. What are we doing to mitigate that? Is our investment strategy no longer fit for purpose, post-Covid? Do the pressures include Spytty Retail Park and the potential loss of income at the Mitel building?

It does include both. The answer to this must be very guarded as a lot of commercially sensitive work is taking place. We are almost certainly going to be awarding companies space, particularly in Castlegate. A lot of work looks to be coming to fruition, but no more information can be given at this time.

There are pressures resulting from the incremental impact of treasury and borrowing costs – have we changed our strategy? What is the forecast? What is our future approach to borrowing and treasury management?

The treasury strategy for the next financial year is going to Governance and Audit committee on 28th February, which will explain much of our approach to borrowing for next year and will be received by full council on 3rd March. For 2-3 years we have been at the bottom of the treasury cost curve and in an incredibly low interest cost environment. Although that has helped us to maintain low treasury costs and benefitted the revenue budget, we also have to balance that position with having an eye on the medium term – we need to lock certainty into the revenue budget. Sometimes that comes at a short-term cost; for example, our borrowing over the last 12 months has been short-term in nature but there was an opportunity in December to take some 50-year borrowing with the Public Works Loan Board. We did so, borrowing at historically low rates which enabled us to lock in certainty for 50 years. We have commitments such as the Abergavenny 3-19 school, for which we will have to borrow to meet our share of the cost. We need to have a balanced strategy.

At the moment we have borrowing, which is slightly lower than our need, so we're using internal resources to fund an element of that, which continues to keep treasury costs low. The incremental borrowing cost is purely down to fund that capital expenditure that we're incurring in the medium term. While we are at the bottom of the treasury cost curve, we are taking steps to put in place some certainty, so that we aren't exposed to rising interest rates that could be on the horizon.

But £1.3m is over what we forecast – why is that?

It's not that it's £1.3m more than we forecast but the treasury budget is a full-cost budget, so one year is never going to be the same an another. What we see is that changing cost from one year to the next, because we've had to borrow for certain schemes, rates have changed, etc. It was always a known factor; our capital plans haven't changed significantly over the last few years.

The report says we are going to pay our care staff more. How much has changed since the motion was brought forward in November to increase the pay of our social care staff? Does it apply to those with whom we contract i.e. private care agencies? It's a relevant question for this committee because the care sector is the largest growing sector of employment.

We are facing unprecedented increases from our care providers due to their requirement to pay at least the real living wage – in fact, they are having to pay more

than that to attract and retain staff. It is generally pay-related pressures coming through the system. Eve Parkinson or Jane Rodgers would be best placed to provide any further detail.

A number of officers are funded by EU funding, which comes to an end in October. What is the risk that substitute funding won't become available?

The end of European funding will have an implication for a number of officers across the authority, at different stages over the next few financial years. We are doing a lot of work to map our staff, to understand their skills and see where they can be redeployed. But we are currently waiting to find out what is happening with the Shared Prosperity Fund and exploring what might be done with additional funding. A full response to this question will be sought from the relevant officers and circulated.

How many officers are affected by this?

In excess of 20 in Employment and Skills, as well as the Rural Development Programme team. It is hard to give definite numbers because some will move on to alternatively funded programmes.

4. Confirmation of Minutes:

Economy and Development Select Committee dated 9th December 2021

The minutes were confirmed and signed as an accurate record.

Special Meeting - Economy and Development Select Committee dated 14th December 2021

The minutes were confirmed and signed as an accurate record.

5. Economy and Development Select Committee Work Programme.

6. Council and Cabinet Forward Work Plan.

7. Next Meeting

Tuesday 15th March 2022 at 10.00am.

The meeting ended at **11.06 am.**

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Monmouthshire Select Committee Minutes

Meeting of Strong Communities Select Committee held at on Thursday, 10th March, 2022 at 2.00 pm

Councillors Present	Officers in Attendance
County Councillor S. Woodhouse (Chairman) County Councillors: A. Easson, C. Edwards, R. Harris, V. Smith and J. Treharne	Hazel Ilett, Scrutiny Manager Robert McGowan, Policy and Scrutiny Officer Jonathan Davies, Acting Assistant Head of Finance David Jones, Head of Public Protection Dave Loder, Finance Manager Huw Owen, Principal Environment Health Officer (Public Health)

APOLOGIES: Councillors A. Webb and L.Dymock

1. **Declarations of Interest**

   There were no declarations of interest.

2. **Public Open Forum**

   No public submissions were received.

3. **Public Spaces Protection Order on Dog Controls**

   Huw Owen presented the report and answered the members' questions.

   Challenge:

   The majority of non-dog owners say that fouling is a problem, but dog owners don't seem to see it as a problem – they are the ones that we need to address. It will take perhaps 18 months to bring any orders into effect – is there anything that can be done sooner than that? Could existing littering laws be utilised?

   It was basically a 50/50 split between owners and non-owners as to whether fouling is a problem. It's encouraging that half of dog owners recognise the problem, as does Dogs Trust. There is existing legislation relating to dog fouling i.e. the designation order that makes it an offence for a person responsible for a dog to not pick up after it, covering pavements and public footpaths, etc. The legislation is enforced to some extent; in recent years we have issued some fixed penalty notices. Enforcement will no doubt be a matter that we need to consider in later reports, if and when a PSPO is introduced: who enforces it, who has authority to give fixed penalty notices. In recent years we have

taken the approach of raising awareness of the problem (which we will need to continue doing). The positive of a long process is that the process itself raises awareness.

One concern is exclusion areas e.g. parks, for reasons outlined in the report. Another concern is future consideration: are there adequate resources to police this, from a council perspective? Will there be more designated walking areas? Will the council have funds for more areas in the towns? Will other applications be put to the back of the queue in the future?

Currently, environmental health officers and officers in the waste and street cleaning sections are authorised for enforcement. We don't have any officers solely with this duty doing patrols. We tried this over 10 years ago and found that it was not cost-effective. Moving forward, the number of authorised officers will depend on what the stakeholders want in regard to leads areas and exemption areas – do they want these, and how many? We have engaged in early discussions with the manager of the civil enforcement officers responsible for double yellow line parking – there is potential scope for these officers to be included. Police officers might also be included.

Enforcement is essential. When raising awareness we need to ask people "Are you prepared to pay extra for dedicated officers for enforcement?". If 50% of owners don't believe that people should pick up after their dogs then the use of fines is justified.

50.5% of the 931 dog owners who responded said that dog fouling is a problem – it doesn't mean that the 49.5% don't think that dog mess should be picked up. Importantly, 87.2% of owners and non-owners support a control requiring mess to be picked up. Yes, the point about dedicated officers is acknowledged. Dog fouling is fairly infrequent and the chances of catching someone are low – having a dedicated officer walking the streets each day might not mean that anyone is caught, especially considering early morning and night-time walks. So, the number of authorised officers will need to be very much led by what the stakeholders want, which would be a subject for further discussion.

Enforcement is a concern – how can we police it? It would be better to have something and then look to try and enforce it rather than not having anything in place.

For enforcement, we are also reliant on local solutions for local problems. If there is a particular area where there is a problem, and the PSPO covers that as a dogs-on-leads or exemption area, then we are reliant on information being given to us by members of the public, particularly related to offences at regular times. This intelligence will enable us to make a more proactive response.

Chair's Summary:

We have had an extensive discussion today on the feedback from the public consultation process, which is the 2nd report on this matter, the first having been considered by the committee last year. There are several distinct issues we have discussed today, which are:

1) Dog Fouling: We have to consider whether we apply the 'Pick it up' slogan universally, because if we don't apply this universally, we would need to specify where it applies and where it doesn't ~ this will have a cost implication in terms of signage. We need to consult with private landowners such as Woodlands Trust for their views.

2) New offence: The introduction of a new offence to not put a dog on a lead of 2m when asked to do so by an enforcement officer.

3) Dog designated areas: we have invited comments on dogs on fields, sport pitches, parks, children's play areas and cemeteries. In summary, the public consultation favoured dogs on leads as opposed to dog exemption areas and we had helpful feedback from the Dog's Trust.

Some of the issues we discussed were the practicality of enforcement and the cost implications. Officers have advised that it's not for Environmental Health to decide which areas should be dog on leads areas or dog exemption areas. It should be for the land controller/owner to decide this, taking into account the views of stakeholders and town and community councils.

The next stage will be to engage with stakeholders and then produce a draft a PSPO. The Council will then undertake a further public consultation and report back to the committee.

Enforcement is a major concern of the committee. Perhaps CCTV could be used for picking up a regular offender in the same place. Councillor Easson expressed concern for further measures being needed between now and the PSPO coming in, particularly relating to the problem with fouling around Castle Park school.

The committee supports the recommendations in the report and thanks the officers for their extensive work on this matter, because it is an important topic that the public will

undoubtedly have a major interest in, so our efforts to engage them fully on this are much appreciated.

4. **Budget Monitoring - Scrutiny of the budgetary position (revenue and capital) for services falling within the committee's remit at Month 9**

Jonathan Davies and Dave Loder presented the report and answered the members' questions.

Challenge:

You have indicated a budgetary underspend of £3m; if so, it will go into the prudential reserves. You indicated that our reserves aren't as healthy as in other authorities. What does WLGA advise that the amount of prudentiary reserves should be? Before the £3m goes in, what are our percentage reserves compared to the prudent amount?

We recently took a report through the Governance and Audit committee regarding our reserves levels, which went into detail about our earmarked reserves and council fund reserve. There is guidance that our council fund should be between 4-6% of our net revenue budget. Our council fund, as it stands, is just over 5%. When talking about comparative levels across Wales, the report indicated that we sit at around 19th in terms of our overall levels of reserves. So, we are near the bottom of that spectrum despite us being able to replenish reserves in the last two financial years. Replenishment is a positive but we still have a way to go. While comparisons can be useful, we also have to bear in mind that authorities will be in different places in their investment cycles i.e. some will have invested heavily from reserves and will look to bear the fruit of that now, whereas others will be at the start of that journey.

So, we are in the middle of the 4-6% of the advised reserves and are going to put the underspend into it, while at the same time asking the population to pay more council tax at 2.95%. Do you think the public would be happy if they realised that?

Any in-year underspend will have to be carried over regardless, so will go to reserves by default. We also have to bear in mind that a lot of this late notification has come through in the past 4-6 weeks; while it's always welcomed, it makes it very hard for robust service delivery when it's so late. It would be much easier if it came in within the original budget settlement for the year. In terms of replenishing reserves, the council (in the new administration) will need to make the decision as to the use of that money and the ability for that to be targeted towards service efficiencies or reducing costs over the medium term. So, there will be further options in the future. It is important to make the distinction

between the council fund and earmarked reserves: the 4-6% level refers solely to the council fund.

How much notice do you get to apply for grants?

It varies. The majority of grants that have come through recently are unhypothecated, which means that we don't have to apply – it doesn't go through that process, as with others. What we are seeing is probably the result of some underspends in Welsh Government's budget, the result of which is that they are looking to put that money into local authorities and health, so there's very little administrative burden on us. There are some smaller grants that need to go through an application process but in this round of notifications it has been a low administrative burden on finance.

Could the figures relating to waste and street services be clarified?

The Waste outturn is split between Covid-related and non-Covid-related costs. £236k has formed part of the Covid-related expenditure, down to having to bring on more vehicles because of social distancing, staff self-isolating, etc. Being a frontline service agency staff have to come in to cover the losses, to ensure the rounds are completed. Those costs are claimable from Welsh Government, so have been separated out, then the remaining non-Covid underspend is made up of contract savings etc.

Are staff vacancies intentional? Are they due to the calibre of applicants or the rate of pay that we offer?

It is probably a mixture. We are struggling to fill posts in certain areas because we aren't paying enough but some will have been held vacant because of the spending freeze mentioned earlier. Other underspends are due to restructures in which we have built the budget to include new posts that then haven't been filled for various reasons. So, it is a multitude of factors. There are a lot of vacancies – there will always be some – but we wouldn't expect to have as many next year.

It seems to be a waste of time and energy to build a budget that we then can't comply with. should we not build a budget based around what we can actually afford?

A lot of this comes off the back of the pandemic conditions – the emergency response that we had to make. Things haven't returned to the pre-pandemic picture as fast as we would have liked.

Chair's Summary:

We noted at the outset of the discussion on this item that the report being brought to us is not as timely as usual and why, so our observations have taken this into account. The report has been taken to other scrutiny committees, so some members will have scrutinised this several times, however, we have asked questions around underspends and also our levels of reserves and comparative levels across Wales and had adequate responses from officers on this. Future scrutiny of budget monitoring will be undertaken by the new Performance and Overview Scrutiny Committee when the new council administration is established. Members wished to express thanks and admiration for the team's hard work over the years.

Councillor Easson requested that in the next administration, a report comes back to members about the levelling up fund for Monmouth and Caldicot.

5. To confirm minutes of the previous meeting

The minutes were confirmed and signed as an accurate record, proposed by Councillor Easson and seconded by Councillor Edwards.

6. Action list

7. Strong Communities forward work programme

The decision was taken by Council last week to repurpose the existing select committee arrangements. A meeting will be scheduled with officers and the Cabinet member in the new administration to discuss Councillor Smith's report. Further reports relating to today's topic on dog orders will come back in the new arrangements. Most of the other items discussed this year in this committee have been concluded.

8. Cabinet & Council forward work programme

9. Date and time of next meeting

This will be for the next administration to agree.

The meeting ended at **3.32 pm.**