

# Place Scrutiny 6<sup>th</sup> November 2025

## Monmouthshire Markets Overview

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# Purpose: To give an overview of Monmouthshire markets

## Markets:

### 3 under MCC ownership

- Abergavenny
- Monmouth
- Caldicot

## Combined Income & Expenditure: (2024–2025)

- Total Income: £346,000 (£50,000 increase on 23-24)
- Total Expenditure - £324,000 (£30,000 reduction on 23-24)

## Staffing:

- 4.1 FTE

## Processes undertaken:

- Trader management, including applications, bookings, pitch allocations and fee collections
- Market set up and takedown
- Health and Safety checks and maintenance of facilities



# To give an overview of Monmouthshire markets

## Opportunities

- Increase offer of street food, dining area & events (Abergavenny Market Hall – a Cultural Hub)
- Expansion of themed & seasonal markets across county
- Increase in community events and partnerships

## Challenges

- Declining traders' numbers in smaller markets
- Ageing infrastructure
- Weather disruption impacting outdoor trading
- Competition from supermarkets, retail parks & online shopping

## Sustainability

- Redevelop and repurpose spaces for mixed markets – retail, food & events
- Strengthen/adapt infrastructure to reduce vulnerability to adverse weather conditions
- Explore grant funding and partnership opportunities
- Strengthen digital marketing and visitor engagement





# Monmouthshire Markets Overview

## Abergavenny Market

- Located in Abergavenny Market Hall & Brewery Yard
- Three General Markets – Weekly (Tuesdays, Fridays & Saturdays)
- One flea market - Weekly (Wednesdays)
- Farmers Market - Monthly (4<sup>th</sup> Thursday)
- Craft Market – Monthly (2<sup>nd</sup> Saturday March-December)
- Street food & Craft Night Markets – Monthly (Last Thursday)

## Monmouth Market

- Located at Shire Hall Loggias, Cobbles & Cattle Market Car Park
- Two General Markets – Weekly (Fridays & Saturdays)

## Caldicot Market

- Pedestrian Area of Town Centre
- Two General Markets – Weekly (Tuesdays & Saturdays)



# Abergavenny Market Overview

## Abergavenny offers a mix of Fixed Units & Table Pitches

### Fixed Units

- Managed via an informal tender process by the Estates Team

### Table Pitches

- Coordinated by the Market Team,
- Mix of regular traders & flexible trading options.
- Roughly 70 tables inside per market capacity,
- Outdoor potential of 30 pitches (Tuesdays)

### Pricing Factors

- Market type
- Footfall
- Operational costs





# Abergavenny Markets Pitch Pricing



<h1>Trader Fees Abergavenny.</h1> <h2>2025-2026</h2>						
Pitch Size	Tues	Wed	Fri	Sat & Craft	Street Food	Farmers
1 table	£20.00	£12.50	£14.00	£20.00	£22.00	£6.50 ANY PITCH
2 tables	£36.50	£22.50	£20.00	£36.50	£40.00	
3 tables	£49.00	£33.00	£26.00	£49.00	£55.00	
Unit	£66.50	£35.00	£36.50	£52.50	N/A	
Outside small	Price depend -ant on size	£13.00	£15.50	£16.50	N/A	
Outdoor large	Price depend -ant on size	£19.00	£29.00	£30.00	N/A	
Food truck	Price depend -ant on size	N/A	N/A	N/A	£55.00	





# Marketing – Fixed Units

UNIT TO LET

**UNIT 22 ABERGAVENNY MARKET HALL,  
MONMOUTHSHIRE, NP7 5HD**



Tender submission deadline Thursday 1<sup>st</sup> February 2024 at 12:00 (noon)



- Net Internal Area of 13.9m<sup>2</sup> or 150ft<sup>2</sup>
- Flexibility on initial license period
- Prominent shop frontage
- Previously traded as an espresso bar

Preference given to similar trade.

There are currently nine fixed units contained within the Market Hall. When a fixed unit becomes available, Monmouthshire Council's Estates Team market the opportunity and undertake an informal tender analysis.

The opportunity to rent a fixed unit is marketed via the Rightmove Commercial website, the Council's Available Property webpage and by attaching the marketing brochure to the vacant unit.

We also rely on word of mouth from the existing unit holders and MCC Market Staff.

Interested parties are required to submit an offer via informal tender.



# Tender Analysis – Fixed Units

Interested parties are required to submit a Tender Offer proposing a financial offer supported by a business case and answer a set questions on the Tender Form.

A marking criteria is specified within the Tender Guidelines so parties can tailor their answers, as necessary. Tenders are assessed against:

- Experience of running a business
- Providing a business plan
- Nature of business and prices
- Market competition and research
- Intend on improving the unit
- Aware of the environment / events etc
- How will the business promote the Market

Once the Tender Offers are received, they are kept sealed until the deadline then assessed against a scoring matrix (shown opposite).





# Rental Values – Fixed Units



By advertising the Fixed Units via informal tender, we do not set a guide price and instead request tenderers to submit a rental offer that they deem appropriate based on the proposed use.

The advantages of having a Fixed Unit is there are no business rates payable, a place to store products and security of having the unit for a minimum of 6-12 months.

From recent lettings, we've been able to calculate an average rental value. The Fixed Units are currently achieving on average £32.75 per square foot which is very strong. This is equivalent to approximately £5,000 per annum per unit.



# Abergavenny Market

## Positives

- Historic Grade II listed building attracts visitors and tourists
- Indoor market allows year-round operations
- Wide range of stall including fresh produce, antiques, crafts, street food, and niche traders (e.g., Caribbean food, Welsh goods)
- Central town location – close to shops, cafes and car parks with high footfall and good accessibility
- Flexible space – along with hosting our regular markets the hall hosts events such as the Abergavenny Food Festival

## Challenges

- The building's heritage status presents challenges upgrading facilities and keeping up with modern trends
- The hall is cold during winter months, which impacts both trader comfort and the overall visitor experience.
- Outdoor Trading is weather-dependent - poor conditions can significantly reduce trader attendance and customer footfall.
- Attracting younger traders





# Caldicot Market

- Small outdoor market located in Caldicot town centre pedestrian area
- Portable gazebos and tables.
- Very low number of traders - two regulars
- Potential of 30-40 stalls

## Pricing

Offer reflects lower fees than Abergavenny Market and Monmouth based on lower footfall. Standard fee across both days

## Trader Fees Caldicot

2025

### Caldicot Markets

Pitch Size	Tuesday	Saturday
Per gazebo (3x3m)	£11.00	£11.00



# Caldicot Market

## Positives & Opportunities

- Central town location, easy access for residents.
- Potential for community engagement and growth.
- Opportunity to link with town centre events
- Work with placemaking team to revitalise the market and bring footfall back to the town centre

## Challenges

- Low trader numbers and reduced customer footfall makes it difficult to attract new traders
- Weather Dependency - As an outdoor market, it is vulnerable to poor weather, which can deter both traders and shoppers
- The market lacks permanent infrastructure, which can limit expansion example limited storage space of equipment such as tables & Gazebos





# Monmouth Markets

Monmouth is a small but vibrant market that plays a role in supporting independent traders and enhancing town centre footfall.

## Pitches

- Small outdoor market located under the Shire Hall loggias, cobbled area and Cattle Market Car Park.
- Compact layout of around 15–20 stalls. Primarily table-based traders offering fresh produce, crafts, and gifts.

## Pricing

Offer reflects lower rates than Abergavenny due to lower footfall and operational costs

Monmouth Market Fees 2025		
Stall Type	Charge Per Friday (£)	Charge Per Saturday (£)
Per Table or Bay	£7.00	£8.00
Gazebo (3x3m)	£12.50	£14.50
Food Truck	£18.00	£20.00



# Monmouth Markets Overview

## Positives of Monmouth Market

- Situated near the River Monnow and Shire Hall, the market benefits from a picturesque setting that attracts visitors.
- Offers fresh produce, handmade goods, and seasonal items, supporting local agriculture and craftsmanship.
- Affordable stall rates and flexible setups make it accessible for new and part-time traders.
- With Shire Hall being repurposed as flagship cultural venue will increase footfall to market from 2027

## Challenges

- Weather Dependency - As an outdoor market, it is vulnerable to poor weather, which can deter both traders and shoppers.
- The market lacks permanent infrastructure, which can limit expansion example limited storage space of equipment such as tables & Gazebos
- Previous works in the town centre have impacted visitor numbers to the town and market





# Thank you for listening



monmouthshire  
sir fynwy

