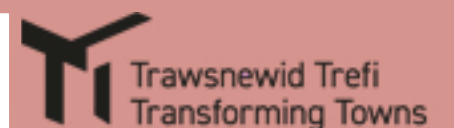
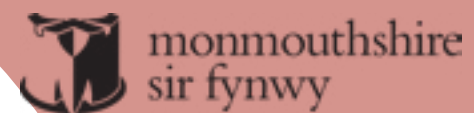


# Abergavenny

## Placemaking Plan

October 2025



This document has been prepared on behalf of :

Monmouthshire County Council /  
Abergavenny Town Council



Project: 11372  
Date: 17.10.25  
Version: v5

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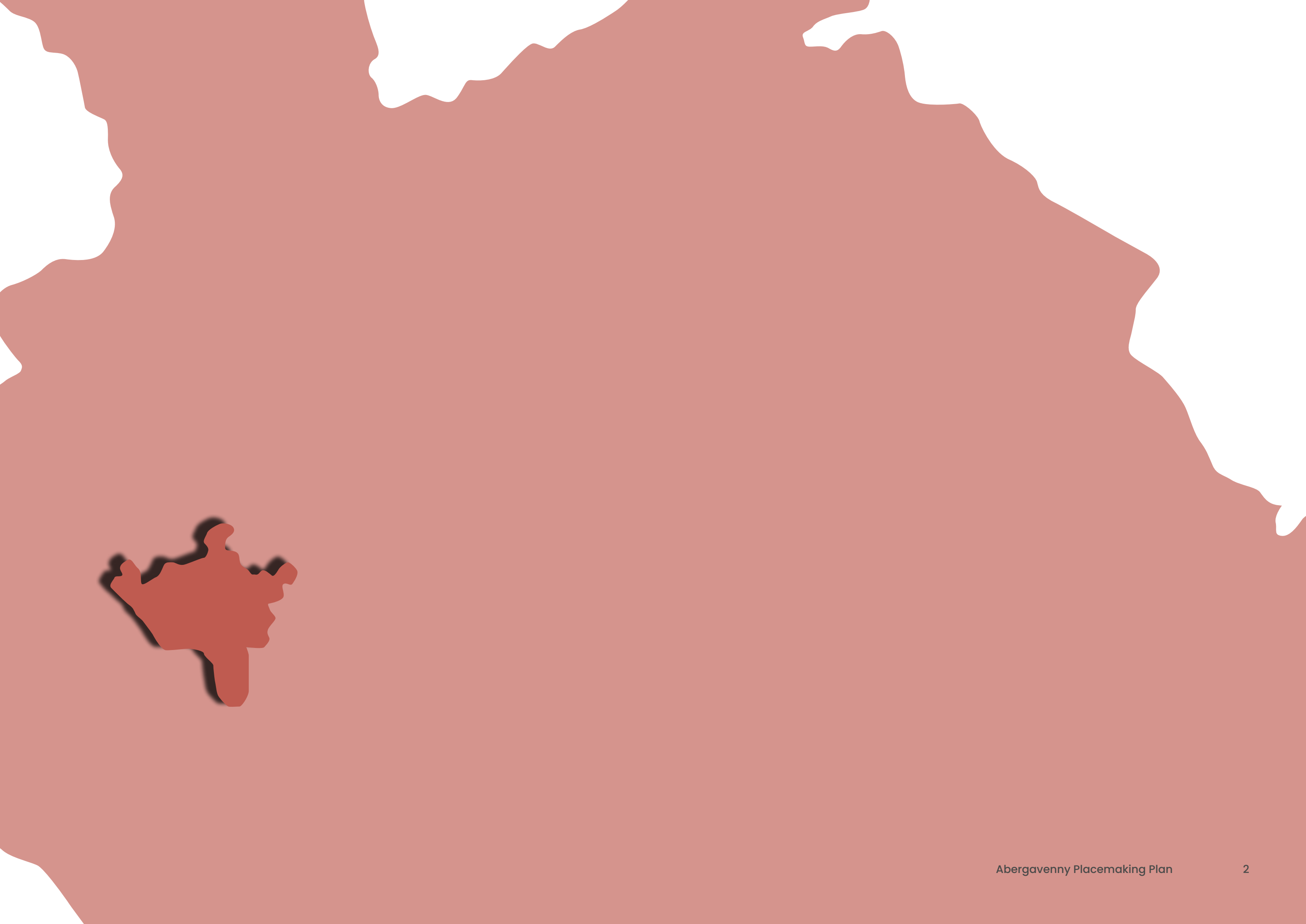
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# Introduction





# What Placemaking Is

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

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

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

## Why Abergavenny Needs a Placemaking Plan

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

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

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

## Purpose and Scope of This Plan

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

The plan aims to:

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

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



# What Placemaking Is

## What This Plan Can and Cannot Do

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

### What This Plan Will Deliver:

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



These are areas where the town Council, county council and local partners can make direct progress.

**What Requires Wider Action:** The county council and other strategic organisations need to lead on many of the issues raised while preparing this plan, and understand how they relate to the town centre experience:

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

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

- Demonstrates to other organisations what matters most to local people
- Provides evidence to support applications to larger funding programmes
- Creates a foundation for partnerships with regional and national bodies
- Raises Abergavenny's profile to attract wider investment opportunities

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

## How this Plan is Structured

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

### Section 2 Understanding Abergavenny Today

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

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

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

### Section 4 Making It Happen

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



## How this Plan was Produced

### Stakeholder and Community Involvement

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

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

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

**Interactive walkabouts** around the town centre with stakeholders provided ground-level understanding of specific issues and opportunities, bringing the desktop analysis to life. They directly influenced the project by highlighting underused space, key buildings, areas with potential for improvement and how the A40 affects the local environment.

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

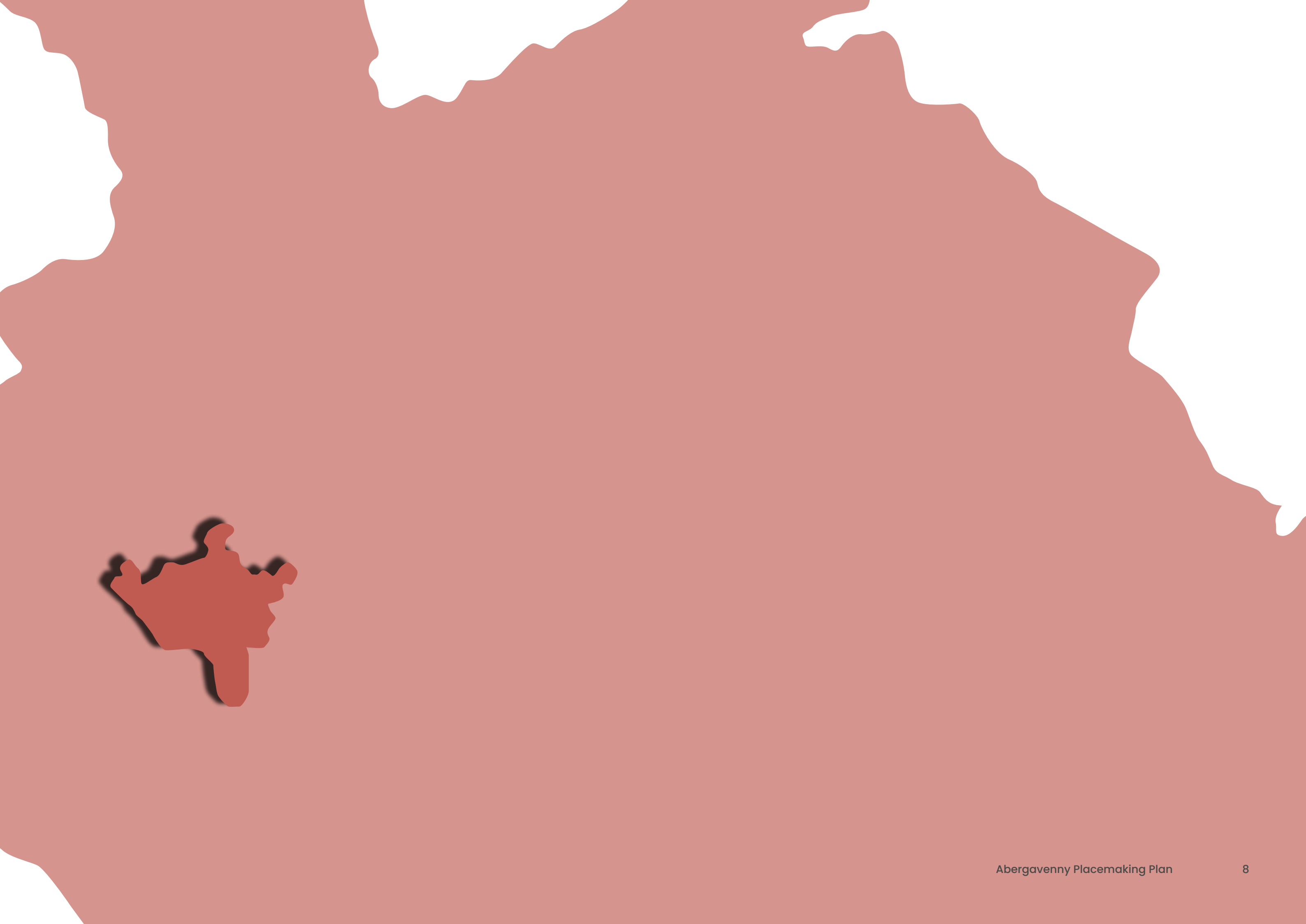


The **public consultation** phase in April 2025 provided different ways for the community to take part. In-person drop-in sessions at an empty commercial premise off Lower Cross Street attracted 250 people over two days, with peak attendance during the lunchtime periods. A static display in the shop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

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

# Understanding Abergavenny Today







## Understanding Abergavenny Today

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

We examine what makes Abergavenny unique and special. Nestled within its three hills and alongside the River Usk, it has a townscape of market town streets and squares. While Abergavenny serves its immediate local residents, it also reaches out to nearby rural villages. We take an honest look at the challenges facing the town centre, including movement and navigation, some underused key buildings, how to make the town centre work for all generations (particularly young people), bring together its heritage assets and build on its independent character and experience.

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

The full details of our analysis are set out in the separate Abergavenny Baseline Report, which is available from the county and town councils.

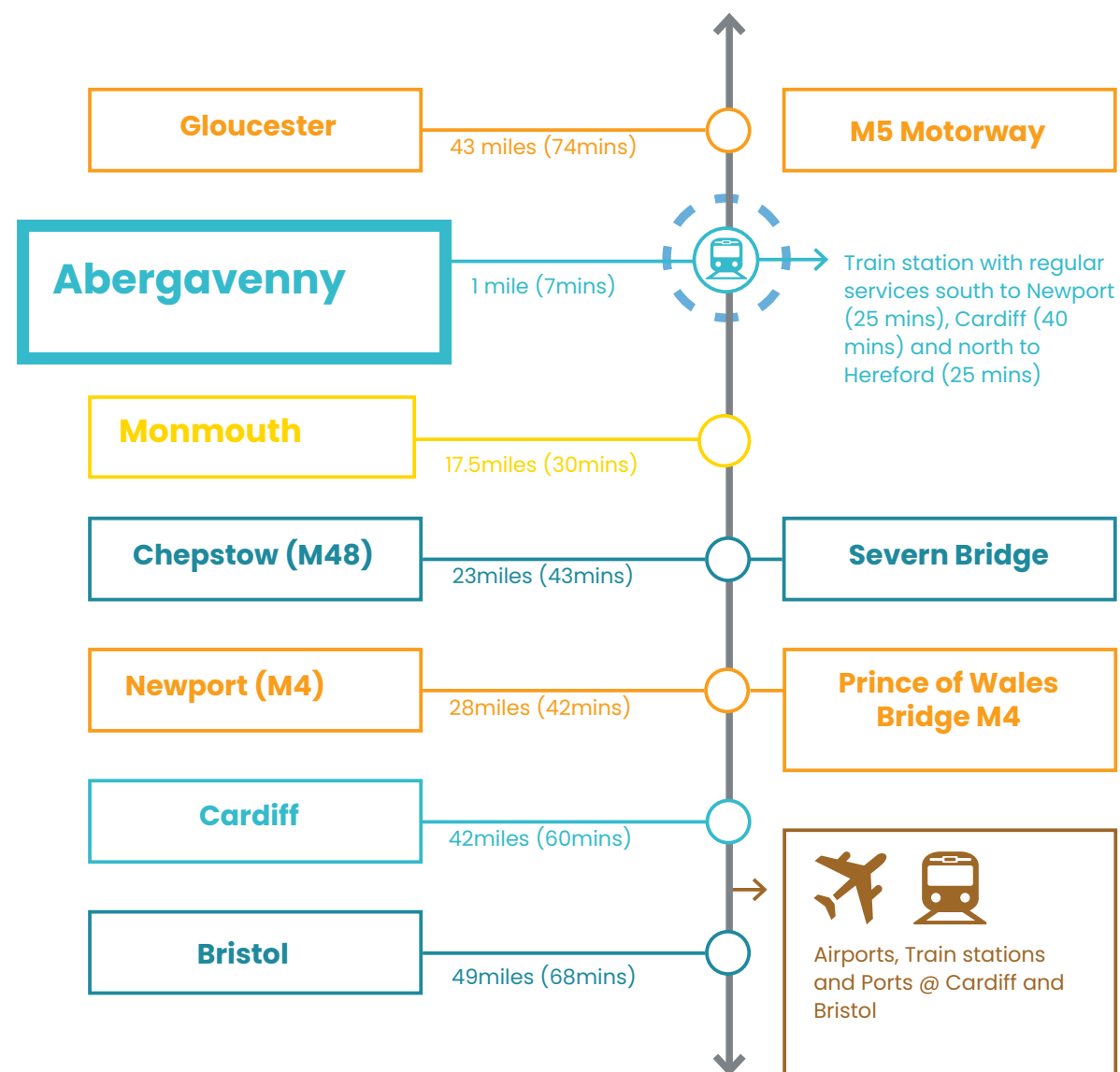
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## Where Abergavenny Is

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



# History of Abergavenny

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

## Understanding Welsh Places

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

## Roman period

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

## 11th century

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





# History of Abergavenny

## 12th and 13th centuries

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

## 15th to 17th centuries

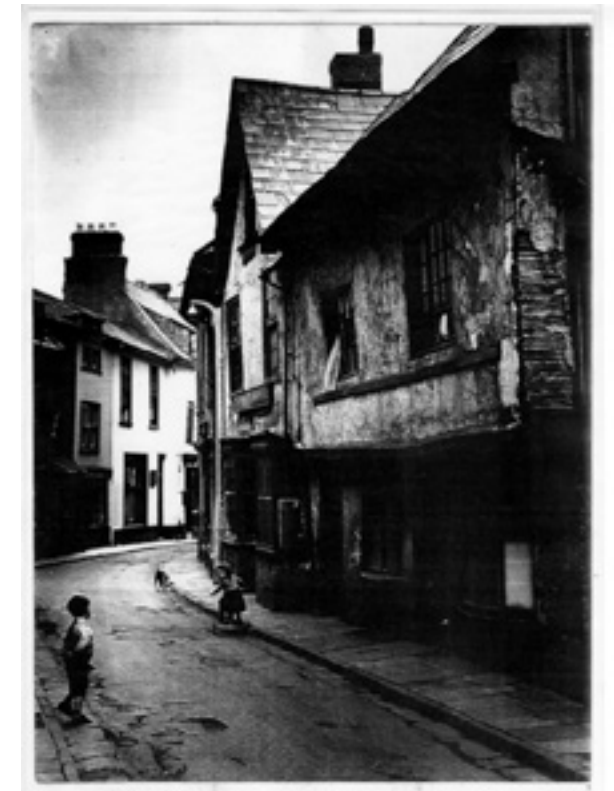
Owain Glyndŵr attacked Abergavenny in 1404. According to popular legend, his raiders gained access to the walled town with the aid of a local woman who sympathised with the rebellion, letting a small party in via the Market Street gate at midnight. They were able to open the gate and allow in a much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

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

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

## 19th and 20th centuries

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





## Current Activities, Plans and Projects

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

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

The town has also embraced innovation through SMART town technology with irrigation sensors in its town planters, Wi-Fi application and support for improved accessibility across the town. At a community level, the town has won Gold at the Wales in Bloom Awards for the last three years and is known for its internally recognised annual Food Festival, among other community-led initiatives.

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



## Policy Context

Abergavenny's policy context provides essential strategic direction and alignment for this placemaking plan. It establishes the framework within which local regeneration initiatives must operate and identifies key opportunities for development.

### National Policy Framework

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

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

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

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

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

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





# Policy Context

## Regional and Local Context

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

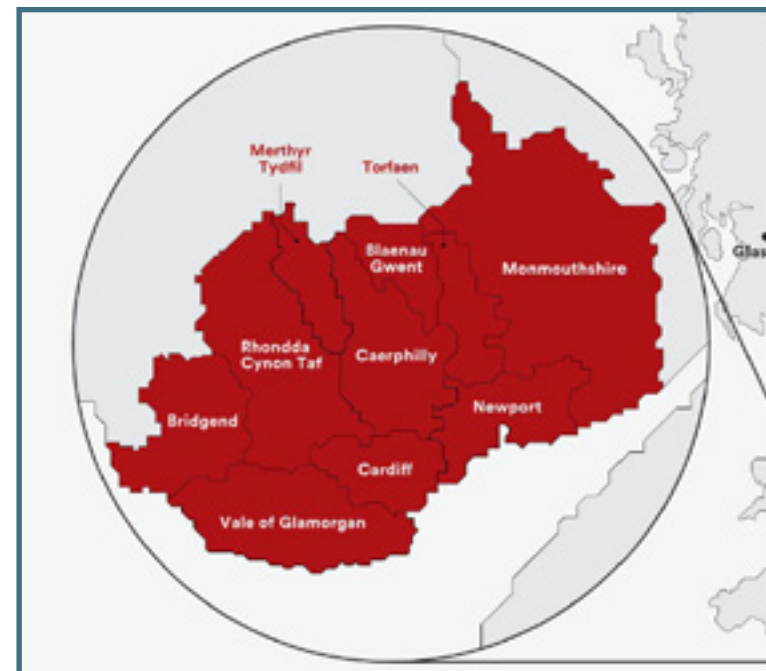
The emerging Replacement Local Development Plan (2018–2033) aims to deliver the council's core purpose to become a zero-carbon county. Key objectives include attracting younger people to rebalance demographics attracting younger people, addressing housing inequality, and responding to climate and nature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

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

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

## Climate Change and Sustainability Framework

Climate change is one of the defining challenges of our time, and Abergavenny's response must reflect both national policy requirements and local opportunities. This placemaking plan integrates climate considerations throughout its proposals rather than treating sustainability as a separate issue. All the projects in the plan have been designed to support Abergavenny's transition to a zero-carbon future while adapting to the impacts climate change is already having.



## Policy Context

### Abergavenny's Climate Opportunities

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



### Embedded Sustainability Measures

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

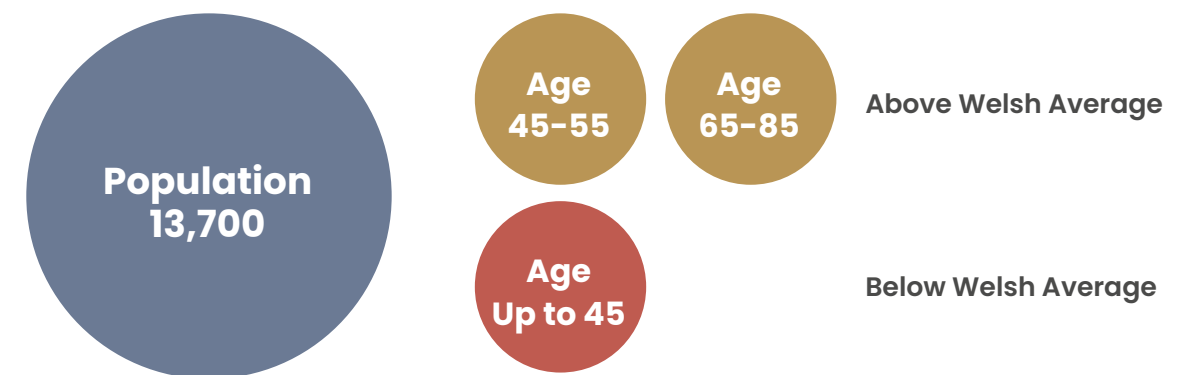
All building improvements promoted through this plan will support enhanced energy efficiency and, where appropriate, renewable energy generation. The plan's emphasis on bringing empty buildings back into productive use represents a fundamental climate-positive approach: reusing existing structures rather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

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

## Key Facts and Figures

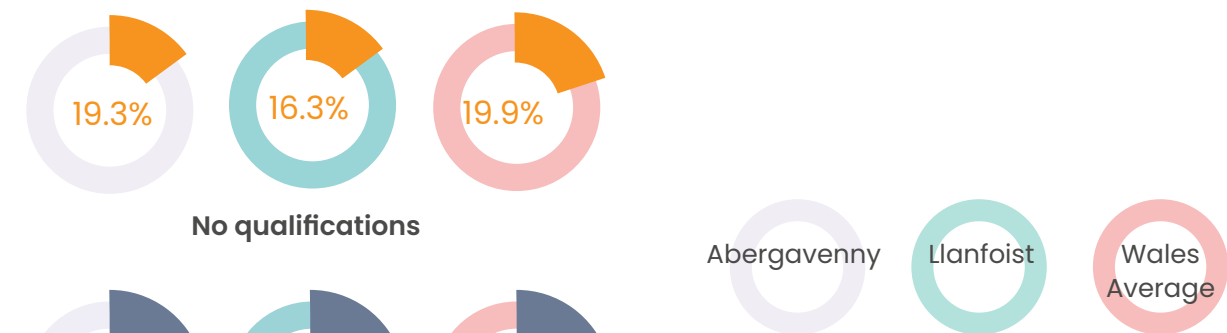
### Population

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



### Economic Activity

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

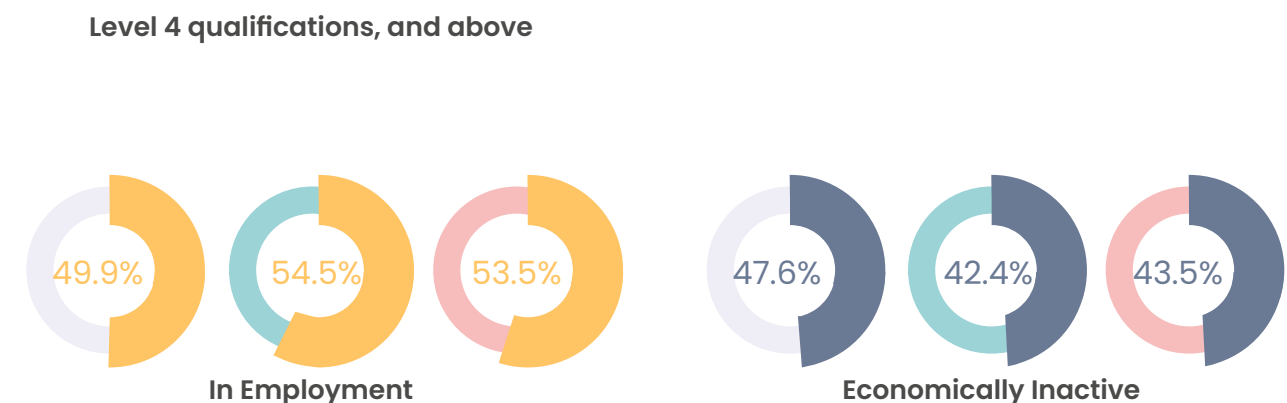


### Qualifications and Skills

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

### Employment

Abergavenny has a higher number of people who work in elementary, sales, customer services, care and leisure jobs. More residents from Llanfoist than Abergavenny town work in managerial and professional roles, which illustrates the mobile nature of this community with its new housing and close access to the A465 and A449.

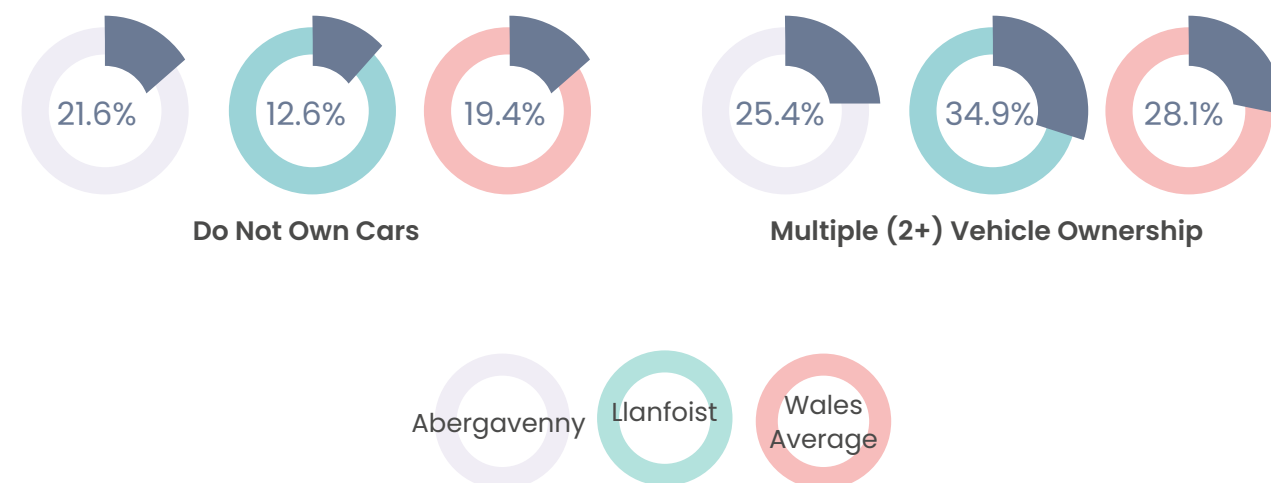




## Key Facts and Figures

### Vehicle Ownership

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



### Travel to Work

Abergavenny has distinctive commuting patterns with 19.6% of its town residents travelling between 10km to 30km, and 9.8% over 30km, which is 3 percentage points higher than the Welsh average. Abergavenny residents follow the Welsh average of 25.6% for people who work from home. People who do commute travel to Newport, Cardiff, Hereford, Brecon and Monmouth, with people commuting into Abergavenny from the Heads of the Valleys area and south Monmouthshire. These figures reflect the number of people who work in association with the occupation types within the managerial and professional roles.

### Housing

41.4% of people in Abergavenny own their home outright, above the Welsh average of 38%. 21.8% of people own their home through the social rental market, which is also above the Welsh average of 16.5%. 21.7% of people in Abergavenny own their home with a mortgage, which is linked to the town's demographics and levels of income. Most households in Abergavenny town live in one or two-bedroom homes, while the number living in homes with four or more bedrooms is the same as the Welsh average at 20.5%.

### Crime



The main categories of frequent crime that are recorded are:

- i) violent
- ii) anti-social behaviour (ASB)
- iii) public order
- iv) shoplifting and
- v) other theft.

Although there has been a slight increase in crimes such as ASB and public order, Abergavenny is still a relatively safe place compared to other communities in South East Wales.

Full data and statistics can be found in the **Baseline Report** which you can get by emailing [mccregeneration@monmouthshire.gov.uk](mailto:mccregeneration@monmouthshire.gov.uk).

## Town Centre Performance

### Shopping Hinterland

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

### Business Mix and Diversity

The town centre has a diverse mix of business types, with several key categories standing out due to their prevalence. Hairdressing and health and beauty services dominate with 31 units, indicating a robust demand for personal care services in the town. Cafes and fast food establishments are also prominent, with 32 units, reflecting a strong food and drink sector that caters to both locals and visitors. There are also 15 restaurants, which add to the town's options for eating-out. Fashion and general clothing shops are another significant presence in the town centre, with 19 units, highlighting Abergavenny's role as a traditional shopping destination. Although banks, financial services, and building societies have been in decline, they continue to be well-represented with 11 units, underscoring the town's status as a local financial hub.

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

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

### Vacancy Challenges

The vacancy rates in Abergavenny's central shopping area (CSA) from 2003 to 2024 show significant fluctuations, reflecting various economic factors. The lowest rate was 6% in 2023, which increased to 9% in 2024. The 2024 survey showed a further increase to 26 units, reflecting the closure of banks and the loss of businesses in the secondary shopping areas such as Brecon Road, Lower Cross Street and Lower Frogmore Street. Overall, while Abergavenny has shown resilience, the recent increase in vacancies highlights ongoing challenges that need attention to ensure the town centre remains vibrant.

### Property Market Dynamics

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

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

## Town Centre Performance

### Footfall and Shopping Patterns

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

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



### Digital Infrastructure

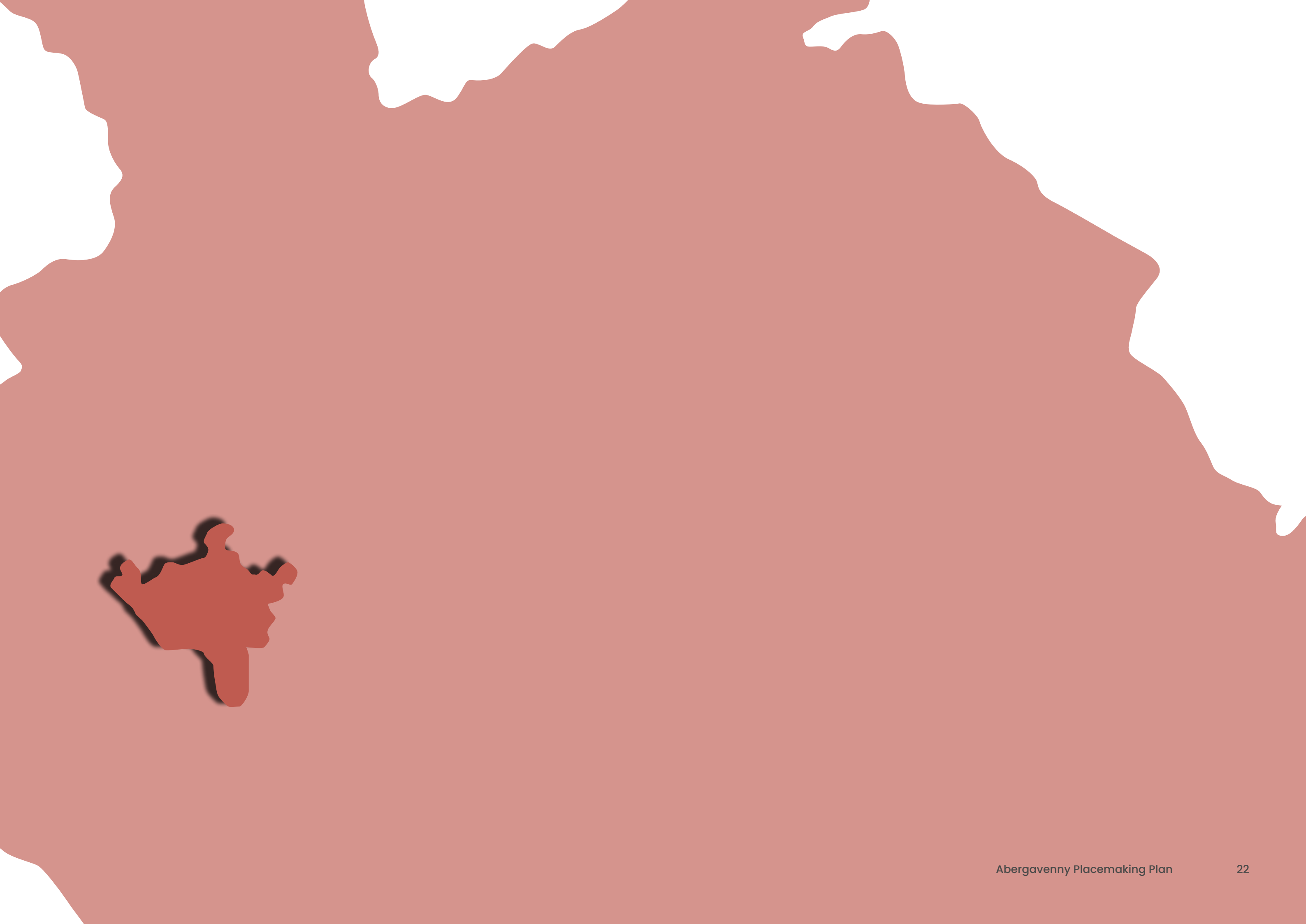
Abergavenny's digital infrastructure presents a mixed picture of innovation and limitations. There is currently some full-fibre broadband coverage from the largest national provider, Openreach, in and around Abergavenny town centre, including on some of the streets within the core centre such as Nevill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

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

Full data and statistics can be found in the **Baseline Report** which you can get by emailing [mccregeneration@monmouthshire.gov.uk](mailto:mccregeneration@monmouthshire.gov.uk).

# Place Analysis







# Place Analysis

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

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

## Rail

Abergavenny Railway Station is a 10-15 minute walk from the town centre. The A40 is the main route between the station and the town but narrow and inconsistent footpaths and an environment dominated by cars makes the walk more difficult. Therefore, the station feels more detached from the town than it is in reality.



## Bus

The bus station is situated on the very edge of the town centre at the A40 gateway into the town. Poor signage and walkable routes and another vehicle-dominated environment make the bus station feel more cut off from the town centre than it is. However, bus stops along the A40 make bus routes accessible throughout the town centre.



## Road

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

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

## Active Travel

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

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



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



# Place Analysis

## Local Facilities

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

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



## Green Infrastructure

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

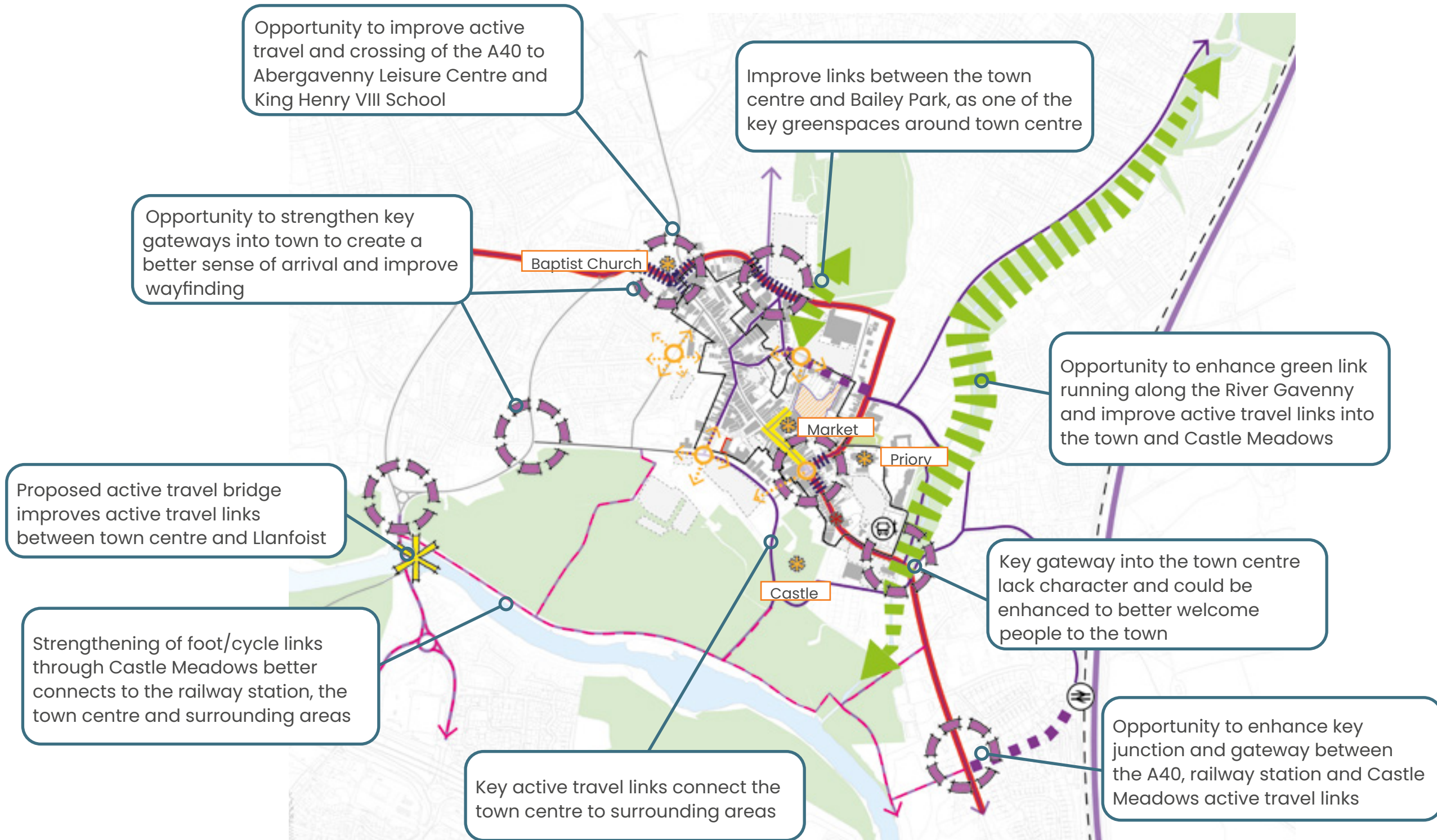
- Abergavenny Leisure Centre and Pen Y Pound Stadium
- Bailey Park
- River Gavenny
- Gorsedd circle and play area
- Abergavenny Castle
- Castle Meadows
- Linda Vista Gardens
- Llanfoist Cemetery and the River Usk
- St Mary's Priory



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

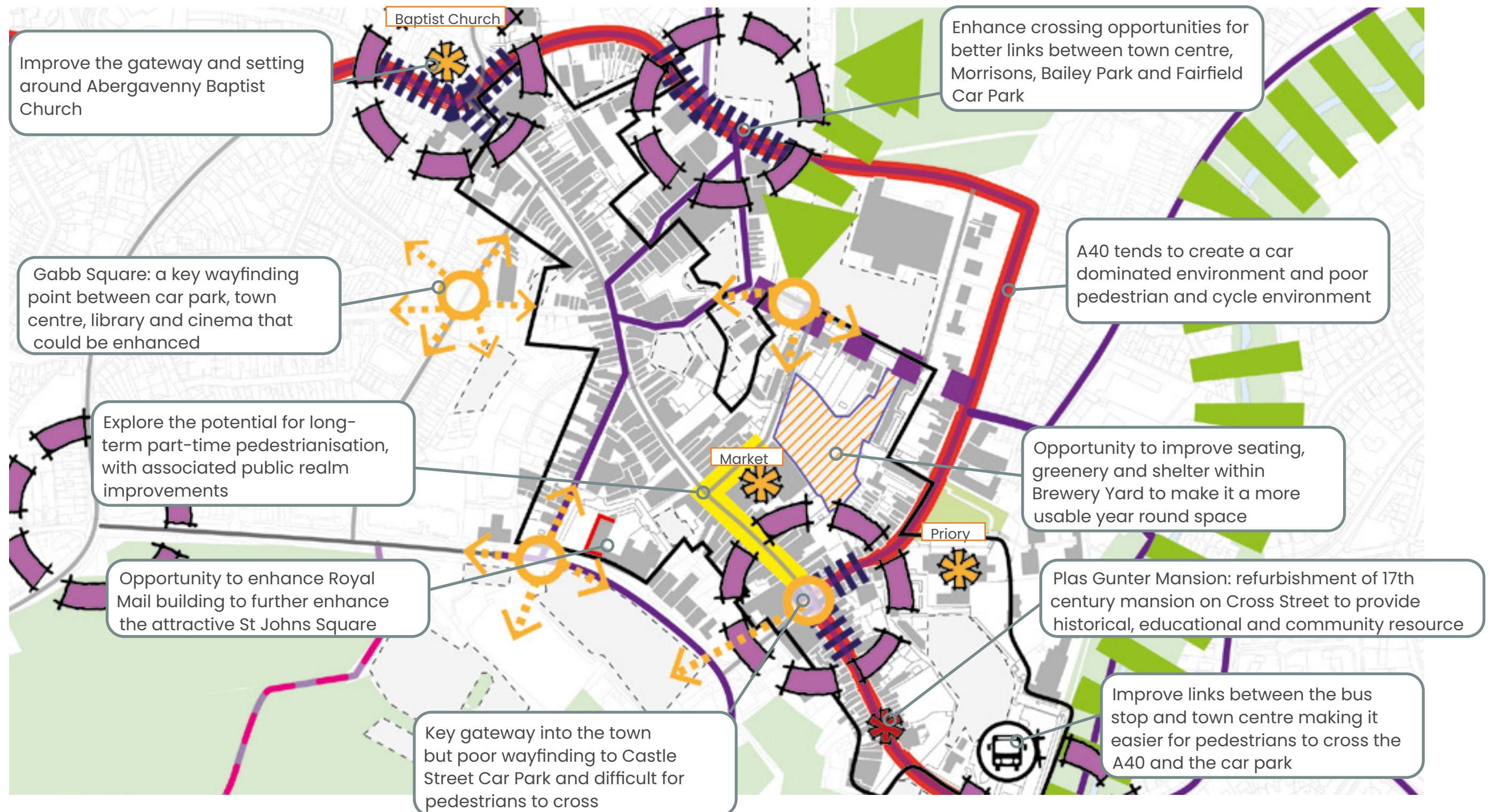


## Wider Issues and Opportunities





## Town Centre Issues and Opportunities



## SWOT Analysis: Location

### Strengths

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

### Weaknesses

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

### Opportunities

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

### Threats

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

### Key Messages

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

## SWOT Analysis: People

### Strengths

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

### Weaknesses

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

### Opportunities

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

### Threats

### Key Messages

- **Differing roles for Abergavenny and its immediate hinterland in relation to life stages and housing need for and importance of physical linkages.**
- **More elderly population highlights the need to future-proof the town centre as accessible for pedestrians and those using mobility aids.**



## SWOT Analysis: Skills and Economy

### Strengths

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

### Weaknesses

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

### Opportunities

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

### Threats

### Key Messages

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

## SWOT Analysis: Community

### Strengths

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

### Weaknesses

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

### Opportunities

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

### Threats

### Key Messages

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

## SWOT Analysis: Shopping and Leisure

### Strengths

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

### Weaknesses

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

### Opportunities

- Changing consumer preferences: cater for more leisure and shopping experiences.

### Threats

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

### Key Messages

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

## SWOT Analysis: Activity

### Strengths

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

### Weaknesses

- Capacity of volunteering across the town: lots of good ideas and initiatives that need to be sustained.

### Opportunities

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

### Threats

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

### Key Messages

- **Strong sense of community activity led by the town council with the support of strategic and local organisations, with visible signs that the town's well-being is improving with evidence of co-ordination and co-delivery.**
- **Conversations about which activities and services can be delivered locally to make the town centre resilient.**

## SWOT Analysis: Movement

### Strengths

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

### Weaknesses

- Train station is a fifteen-minute walk out of the town centre, with an uphill stretch.
- Trains are often overcrowded so people have to stand for long periods.
- Bus service is infrequent and timetable infrastructure is limited.
- Cycle arrival infrastructure is very limited with only basic cycle stand facilities.
- Quality of public realm and general clutter means walking and wheeling can be difficult.
- Gateways and arrival experiences don't always help with signposting
- Conflicts between cyclist and pedestrian priority in the pedestrianised area.
- A40 can be busy causing vehicle congestion and reducing the quality of experience for pedestrians and cyclists.

### Opportunities

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

### Threats

- Impact of growth on current infrastructure.

### Key Messages

- **Well served by parking across the town.**
- **Relatively compact town centre: people can park or arrive and do it all.**
- **Gateways and legibility of access into the town centre needs improvement.**
- **Improve public realm to make walking and wheeling easier.**



## SWOT Analysis: Public Realm

### Strengths

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

### Weaknesses

- A40 splits the town centre. For example, the Baptist Church at the northern end of Frogmore Street feels isolated in an environment dominated by traffic.
- Covid shelters in Cross Street are temporary and now have a negative effect.
- Quality of public realm surfaces is varied, often making walking and wheeling harder.
- 'Angel Corner' is difficult for pedestrians to negotiate, creating an unpleasant arrival from the bus station car park.
- Some places feel forgotten and lack a sense of purpose: for example, Baker Street Cinema 'Square'.
- Castle Meadows, River Usk and Linda Vista gardens appear invisible to visitors.
- With the exception of St John's Square, most of the sitting and resting opportunities within the town centre are associated with businesses: lack of general public space and infrastructure to dwell.
- With the exception of St John's Square, there is very little urban green infrastructure: for example street trees.

### Opportunities

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

### Threats

## SWOT Analysis: Mix of Use

### Strengths

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

### Weaknesses

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

### Opportunities

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

### Threats

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

### Key Messages

- **A diverse town centre offer with more independent traders than multiple retailers, which supports the town's character and appeal to shoppers and visitors.**
- **Role of indoor market is key to the town's identity and experience.**
- **Recognise where future changes may happen and be proactive in managing this change.**

## SWOT Analysis: Property Vacancy

### Strengths

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

### Weaknesses

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

### Opportunities

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

### Threats

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

### Key Messages

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

## SWOT Analysis: Identity

### Strengths

- IN 2024, The Times named Abergavenny the best place to live in Wales.
- Town centre has built its identity and reputation over recent years due to its location, setting, connectivity, independent and historical character and well known events and festivals.
- Gateway into Bannau Brycheiniog National Park drawing visitors for outdoor activities, enjoying the landscape and visiting other attractions.
- Historical landmarks include St Mary's Priory Church, its chapels and the Jesse, the castle, Plas Gunter Mansion, the market hall, remnants of the town wall and more.
- Signature events and festivals that are established and growing, including the annual food festival, writing festival, arts festival and steam rally, which all out the town on the map.
- Co-ordination on marketing in the town between the town council, tourism association, business community and more.

### Weaknesses

### Opportunities

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

### Threats

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

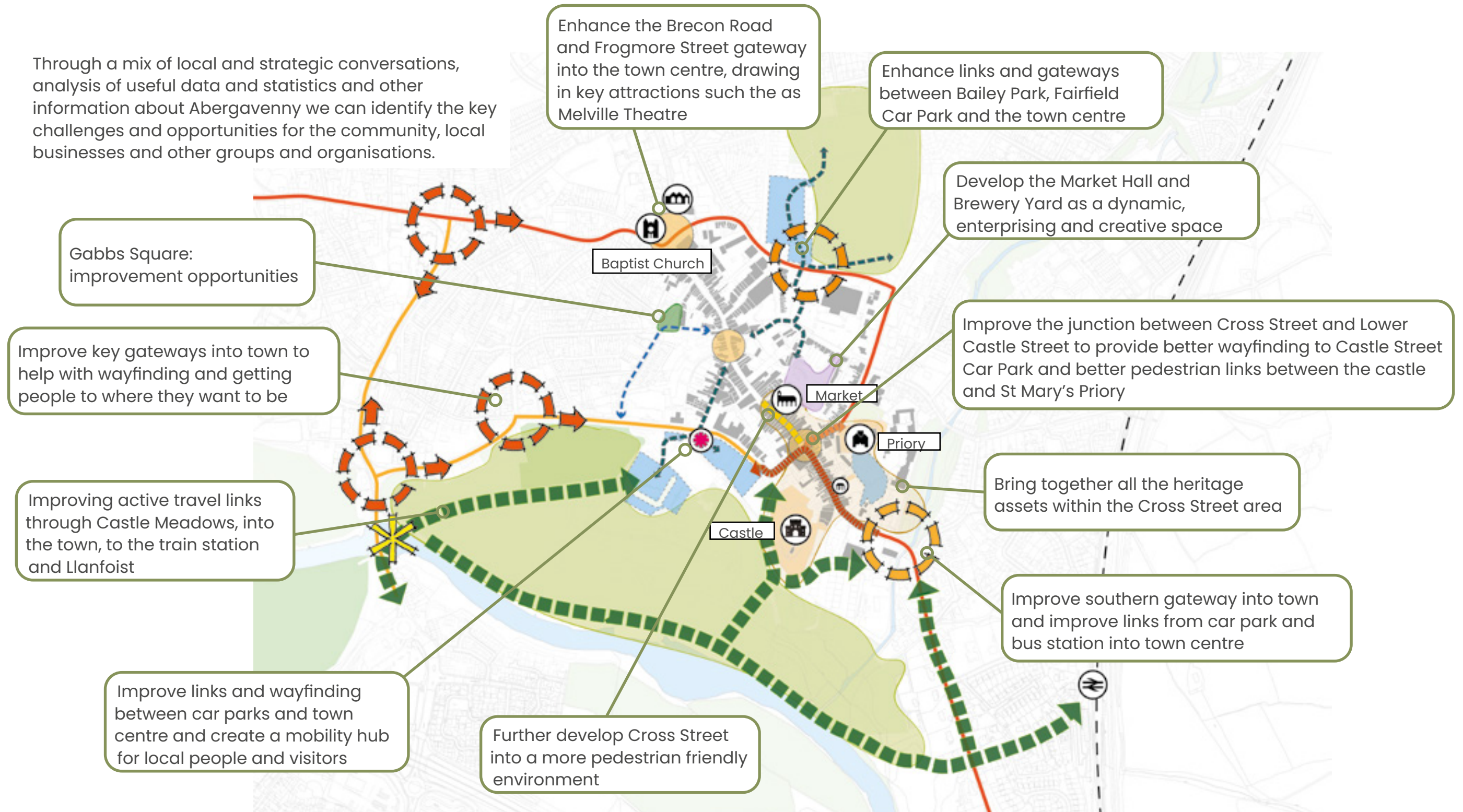
### Key Messages

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



# Opportunities Framework

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





## What Stakeholders Told Us

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

### Location and Identity

Abergavenny’s location is central and well connected to main trunk roads. Critically, it has a mainline train station. Its setting is beautiful within the Black Mountains, the River Usk and the wider landscape. While the location is seen as good for most people, younger people frequently travel out of the town for employment and things to do. The town’s good connectivity does make it easy for people to travel further afield, however, the town centre is generally seen as being resilient to this due to its character, independent shops and eating places.

The town’s identity is not seen to be one thing, with its setting, character and community all contributing to its unique feel. Its seen as diverse. with local food, independent businesses, the arts, culture, heritage and its position as a place to explore from being just some of its qualities. Words such as buzzing, laughter, lively and vibrant sum up the town centre.



### Critical Challenges

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

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

**Connecting Heritage:** Notable heritage and historical assets but no sense of a plan that joins these together so that visitors can explore, dwell, learn, spend and enjoy a more cohesive experience. Heritage visibility is good but there’s a major concern about what will happen to the spectacular old banks.

## What Stakeholders Told Us

**Public Transport:** The train station is a great asset to the town centre and investment is seen to be taking place. Some future areas for attention include improving the walking route from the station to the town centre, with a suggestion for a local shuttle bus service that loops into the station frontage. There is a need for more after hours taxis from the station. While the bus station is better than it was, it could be better landscaped and feel part of this lower end of town.

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

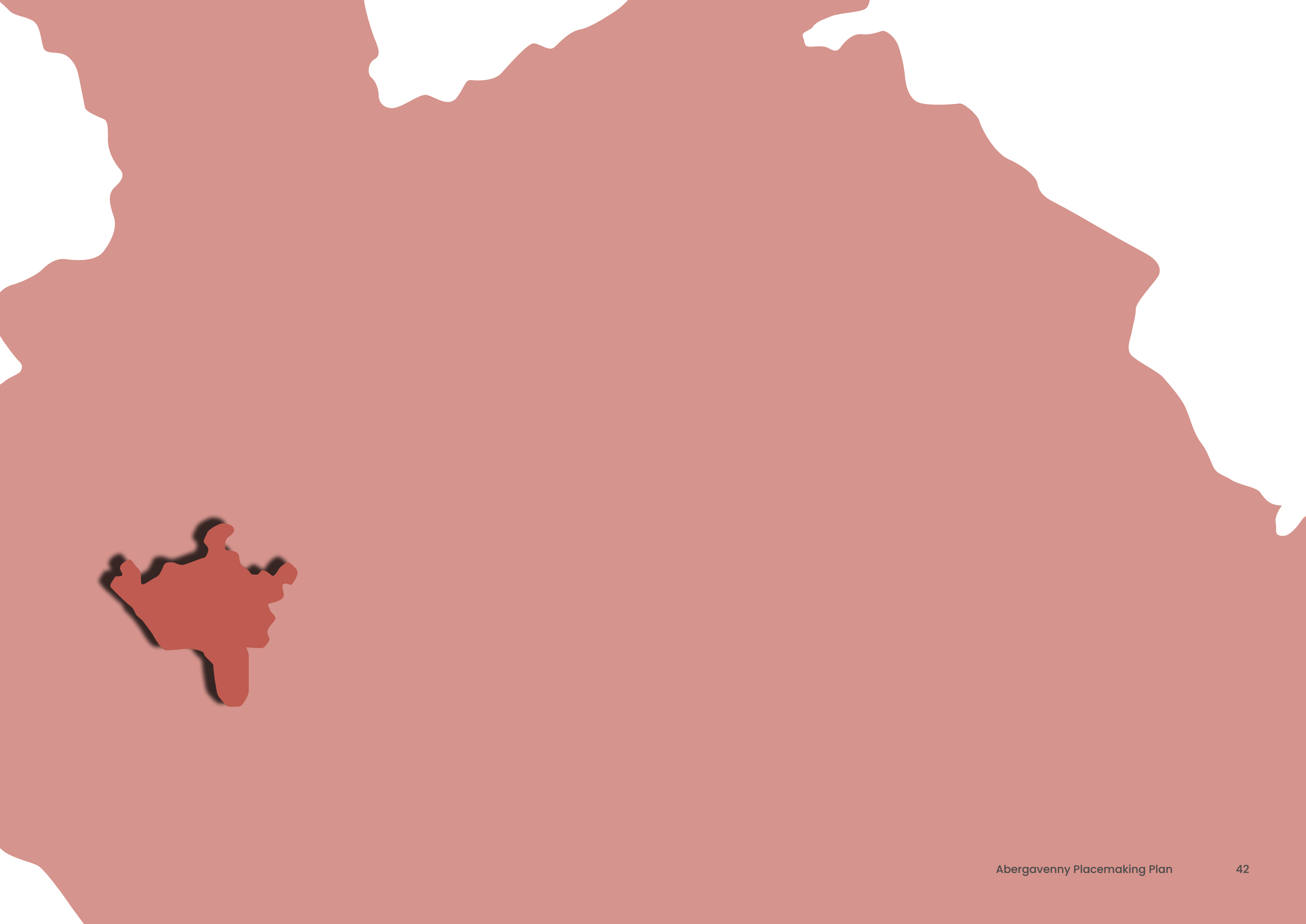
**Town Centre Facilities:** The town centre is well provided for, but some stakeholders have concerns over patronage of arts, film and culture and their future viability. On health and well-being, the lack of NHS dentists is an issue for some local residents. There is also seen to be a need to make public and private buildings accessible so everyone can access local services. Toilets are not seen as being clean and some people would like to see changing facilities for children and people with disabilities.

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

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



# Your Vision for Abergavenny's Future





## Your Vision

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

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

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



## Your Delivery Goals

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

There are three areas of focus:

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

To realise this vision the plan will focus on five delivery goals:

1

### Making a Welcoming Gateway

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

2

### Creating People-Friendly Streets

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

3

### Building a 21st Century Market Town

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



## Your Delivery Goals

4

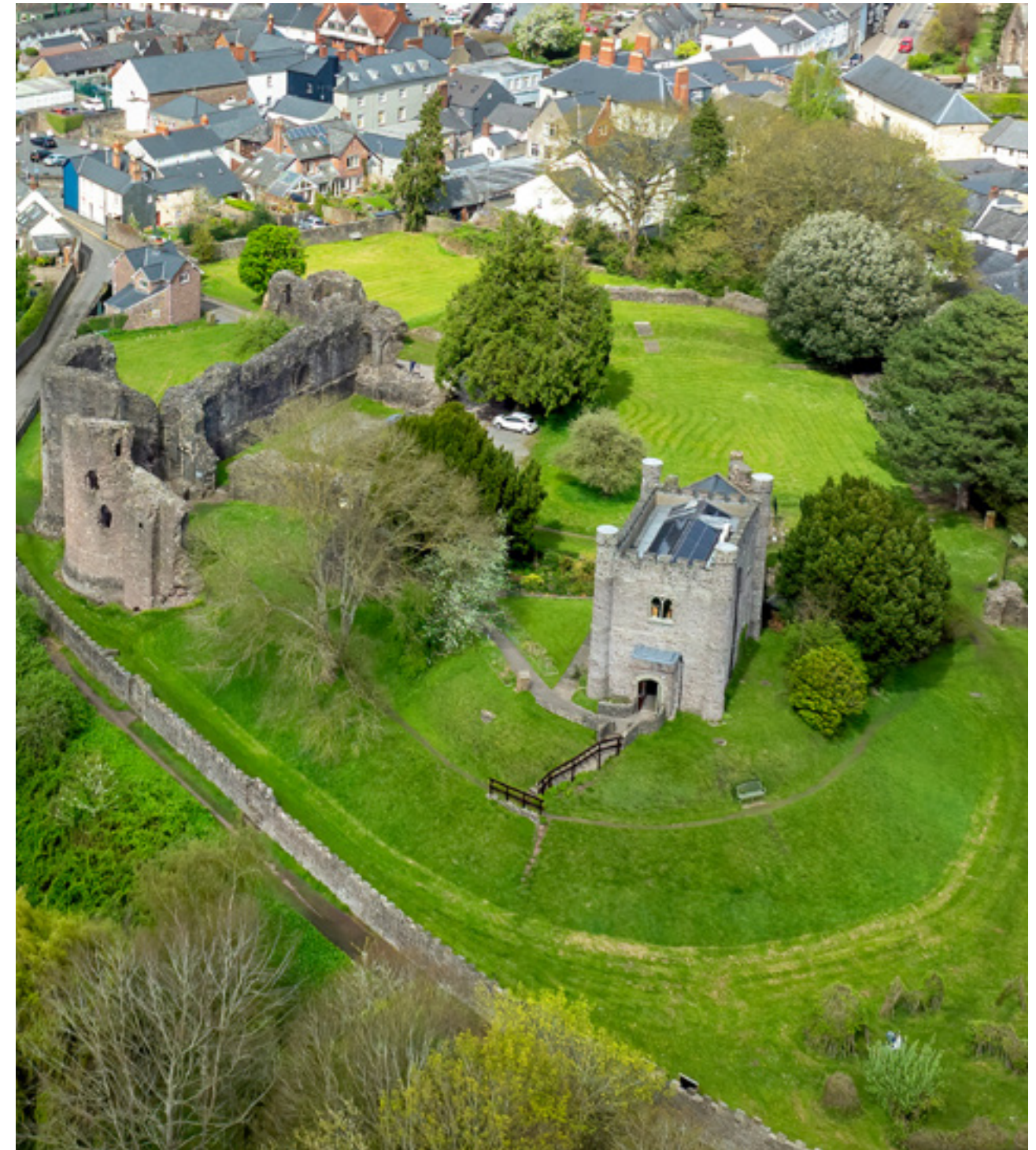
### Connecting Our Heritage and Culture

Although the town centre is generally performing well, there is an opportunity to support and connect the town's heritage and cultural assets. This includes linking St Mary's Priory campus, Plas Gunter Mansion and the castle and museum as a cluster of heritage attractions that reflect the town's history and offer a potentially important draw in the lower part of the town centre. The focus for arts and culture is on the combined offer of the Borough Theatre, the Melville Arts Centre, local galleries and performance venues as well as events and festivals.

5

### Future Ready and Well Managed

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



## Your Supporting Objectives

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

### Goal 1: Making a Welcoming Gateway

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

#### Supporting Objectives:

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

### Goal 2: Creating People-Friendly Streets

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

#### Supporting Objectives:

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



## Your Supporting Objectives

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

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

#### Supporting Objectives:

- 3.1 Invest in Market: To develop the town's indoor and outdoor markets so that they adapt to the changing needs of the local community and appeal to a wide range of visitors. Build on their character, provenance, creativity and sense of community, with weekly and specialist markets as well as smaller, community-run activities and larger signature town events.
- 3.2 An Eventful Town: To sustain events and festivals that need resourcing, volunteers, funding that meet visitor expectations, and explore ways of developing activities and uses that sit outside of signature events and festivals and bring year round benefits.
- 3.3 Identity: To develop stronger integration of the town centre brand, storytelling, marketing and promotion, and better inter-organisational communication and ways of working.

### Goal 4: Connecting our Heritage and Culture

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

#### Supporting Objectives:

- 4.1 Arrival, Streets and Spaces Improvements: To improve the visual appeal and functionality of key public spaces and streets at arrival points and link on the edge of town and maintain civic pride in a town centre that is attractive, diverse, innovative and sustainable.
- 4.2 Heritage Connectivity: To create clear, attractive pedestrian and cycle links between Abergavenny's key heritage assets and places.
- 4.3 Bailey Park: To continue to support Bailey Park as a key community space for sports, recreation, events and general well-being.
- 4.2 Identity: To develop stronger integration of the town centre brand, storytelling, marketing and promotion, better inter-organisational communication and ways of working.

## Your Supporting Objectives

### Goal 5: Future Ready and Well Managed

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

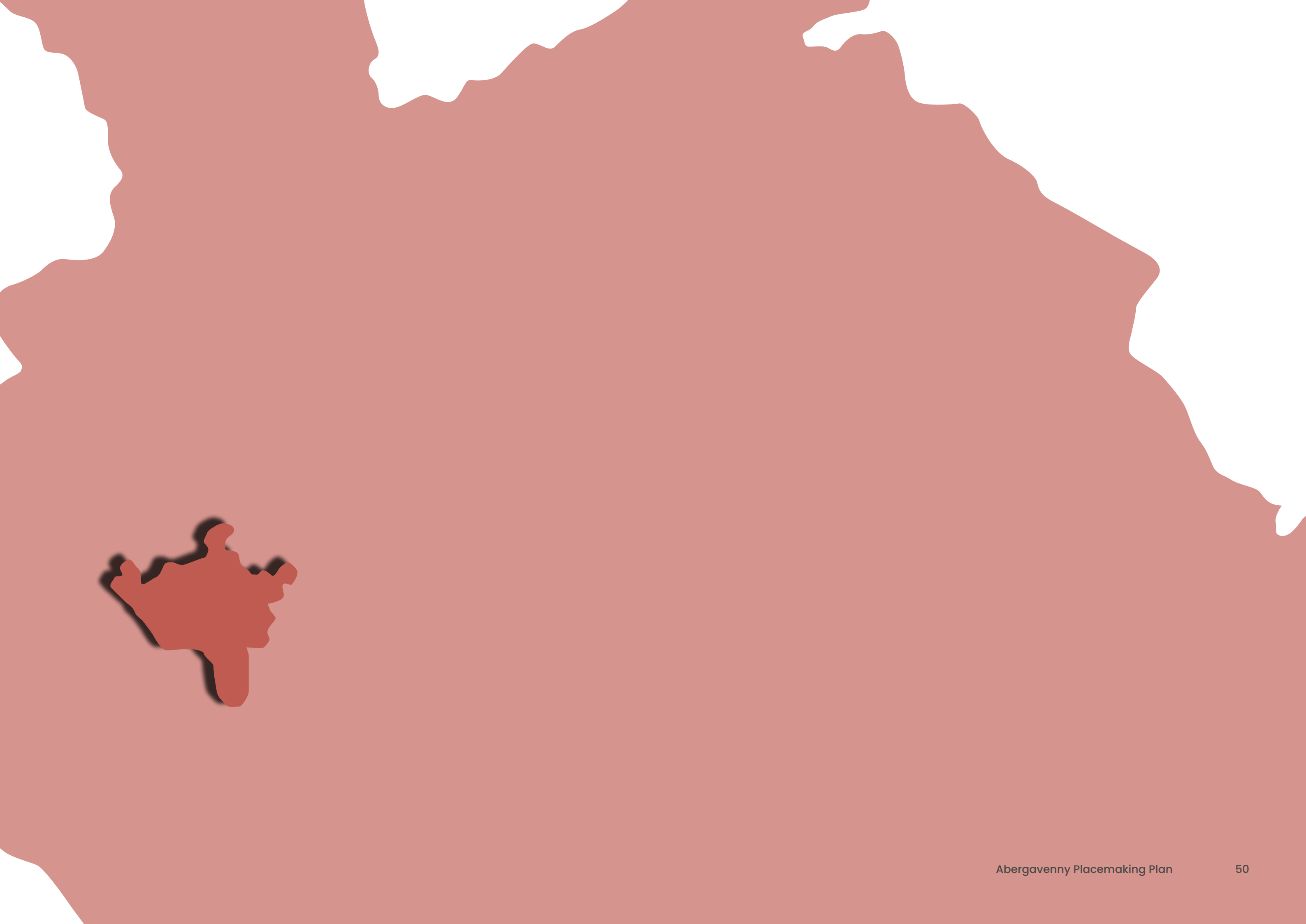
#### Supporting Objectives:

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



# Your Plan for Abergavenny





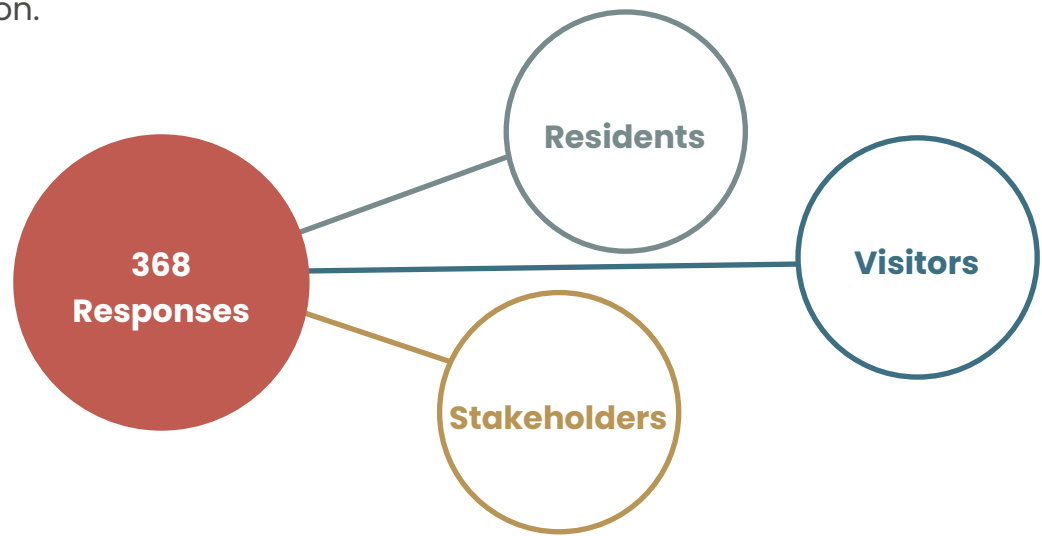


# Your Plan for Abergavenny

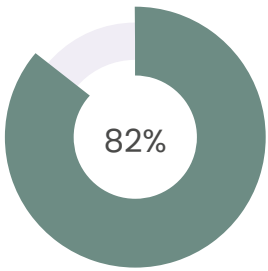
**A clear vision is just the starting point – this section focuses on how we turn that vision into action.** It outlines the overarching plan, breaking it down into key projects and practical steps that will have the biggest impact on Abergavenny town centre. It also recognises that we’re not starting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

## Community Response to the Draft Plan

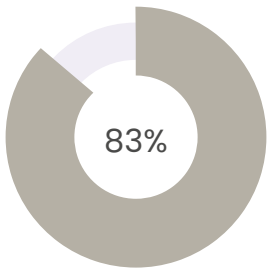
Before setting out our delivery approach, it’s important to understand how the community responded to our initial proposals. The comprehensive public consultation in April 2025 was crucial in validating our vision, identifying which projects had the strongest community support, and refining how they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



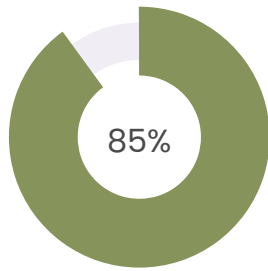
The full findings of the public consultation phase are analysed in a separate **Abergavenny Consultation Report**, which you can get by emailing [mccregeneration@monmouthshire.gov.uk](mailto:mccregeneration@monmouthshire.gov.uk).



Need to improve first Impressions



Improvements to Market Hall and Brewery Yard



Improve links at Castle Street and Tudor Street

## Strong Community Support

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

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

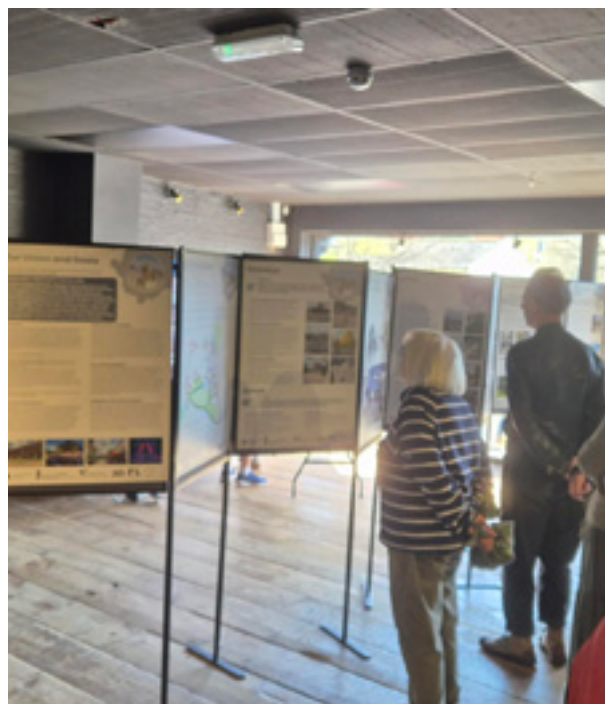
**Improve Links at Castle Street and Tudor Street.** Strong levels of support with **85%** agreeing with the need to improve links between these car parks and the inner town centre and to enhance the Royal Mail site.

## Clear Priorities Emerged

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



# Your Plan for Abergavenny





# Your Plan for Abergavenny

## Community Concerns and Refinements

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

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

### This Shaped Our Final Approach

**The A40 – From a Highway to Place-Based Approach:** To recommend the review of the A40 within the wider highway network to assess ways to remove through traffic without significantly displacing traffic onto other routes through the town; this transport and movement review needs to consider active travel network investment, public transport and other modes of travel.

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

**Putting the Train Station on the Map:** Residents really value that there is a train station in the town as it makes the town feel connected. Although on the outer edge of the town centre, it brings direct economic benefits. However, the experience for first time visitors is poor as there is a lack of information and signage. Footpaths to the station also lack signage and are not always accessible. The idea of a hoppla bus service was a top priority in the consultation.

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

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

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

**Streets and Exploration.** People commented on the details of the proposed improvements to Upper Cross Street in terms of material, paving patterns, street design, planting and means of enclosure, for example, which would be subject to further design development. The need to extend improvements within the upper section of Market Street was also identified as well as signage and ways to draw people further into Market Street and Lion Street.

# Prioritisation Framework

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

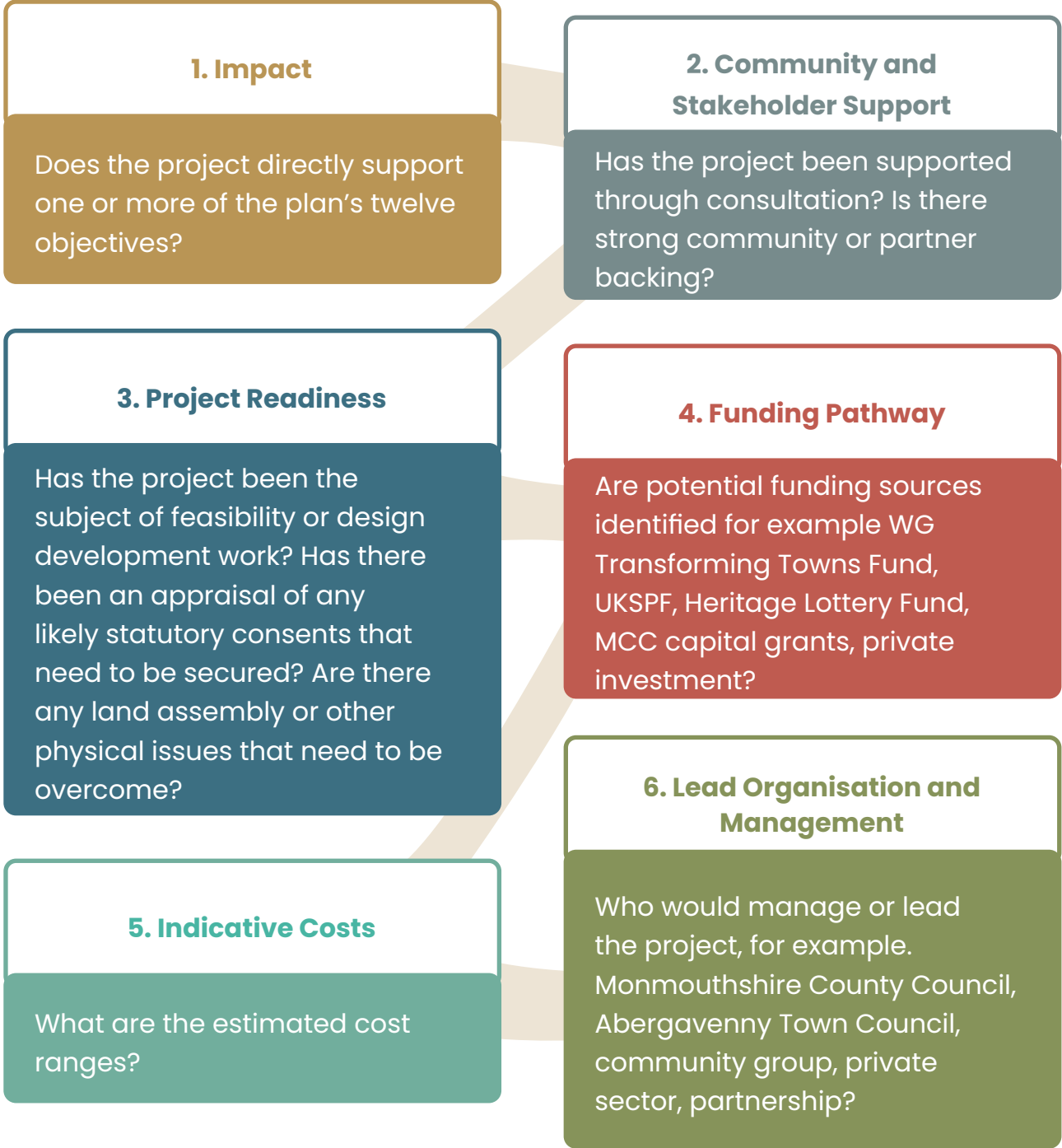
### The Prioritisation Process

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

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

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

The following process was then applied:





# Strategic and Enabling Projects

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

High Priority

Medium Priority

Low Priority

£

<£100k

££

£100k to £1m

£££

>£1m

## Strategic and Enabling Projects

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

 High Priority

 Medium Priority

 Low Priority

£ £100k

££ £100k to £1m

£££ >£1m

# Operational and Programme Projects

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

High Priority

Medium Priority

Low Priority

£

£100k

££

£100k to £1m

£££

>£1m

# Operational and Programme Projects

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

High Priority

Medium Priority

Low Priority

£

<£100k

££

£100k to £1m

£££

>£1m



# Capital Infrastructure Projects

Goal	Project and Priority	Activity	Costs
Cross Street Destination Area	Upper Cross Street	Raise the quality of Upper Cross Street to create a more people-friendly space, with carriageway treatments and other features to shift priority away from vehicles, and support the growing cafe culture.	£££
	Upper Cross Street	Remove the wooden street cabin structures and replace them with more modern and flexible covered canopies or structures.	£
	Angel Corner	Improve the Angel Corner by making it a safer and more pleasant environment for pedestrians. Make it easier to move across streets, including Monk Street and Lower Castle Street. Create a space where pedestrians are prioritised.	££
	Monk Street	Improve the quality of Monk Street, including pavements, landscaping, signage and general townscape, in addition to its links to other streets, town centre spaces and keynote buildings.	££
	Market Street	Consider Market Street’s role, looking at building improvements to the corner High Street building, addressing the different levels between the footway and carriageway, and using better signage and street information to advertise businesses along Market Street and into Lion Street.	££
	Market Street	Support building improvements along this street.	££

High Priority

Medium Priority

Low Priority

£

<£100k

££

£100k to £1m

£££

>£1m

# Capital Infrastructure Projects

Goal	Project and Priority	Activity	Costs
Cross Street Destination Area	Lower Cross Street	Develop Lower Cross Street using a place-based approach to footways and frontages and to enhance the “arrival” experience from the bus station and adjacent car park area. Work with building owners and tenants to agree an identity and improvements that support local business and increase accessibility.	£££
	Lower Cross Street	Support building improvements along this street.	££
	Angel Corner	Develop Lower Castle Street as a pedestrian priority street, with physical work to give priority to pedestrians at the junction with Cross Street and deter through traffic from using this narrow route.	££
	Monk Street	Look at ways to prevent pavement parking along this street, working with local residents to accommodate their needs as part of the solution.	£
Thematic	Property & Vacancy Management	Re-purposing Vacant Buildings: Target vacant or underused properties for re-purposing into vibrant small business spaces and creative hubs, or for community use or youth provision, on line with this placemaking plan’s objective to reduce vacancies and revitalise the town centre.	£££
	Street Management	Adopt a unified suite of street furniture including seats, benches, bins, bollards, information and wayfinding systems and agree locations for rest and dwell at key stopping points.	££

High Priority

Medium Priority

Low Priority

£

<£100k

££

£100k to £1m

£££

>£1m

# Capital Infrastructure Projects

Goal	Project and Priority	Activity	Costs
Arrival	High Priority Tudor Street and St Johns Square	Consider better link from Castle Street car park into St John’s Square from the key arrival car parks and active travel routes. Create features along Tudor Street and Castle Street that link the castle area, the meadows and the bottom edge of the town centre, and while also reducing current traffic speeds. Ensure the linking space is accessible and safe for all, with vehicles acknowledging the people-focussed nature of the wider space.	££
	High Priority Tudor Street and St Johns Square	Create a stronger orientation point for visitors that highlights key attractions, amenities and facilities and that creates a wider circuit to explore local heritage, open spaces, keynote buildings and the heart of the town centre.	£
	High Priority Active Travel (AT) Links	Support the development of active travel routes that bring people by foot, wheeling and other forms of travel and that are accessible, safe and enjoyable. Include planned Llanfoist AT links through Castle Meadows into Byefield Lane car park, the castle area and Monmouth Road, linking on to the train station and the east of the town.	£££
	Medium Priority Train Station to Town Centre	Develop a wayfinding link for pedestrians between Abergavenny train station and the bus station arrival area of the town centre.	£
	Medium Priority Train Station to Town Centre	Use pedestrian priority crossings along Monmouth Road at junctions with Station Road, Belmont Road, Fosterville Crescent, Holywell Road and at the bus station entrance.	££

High Priority

Medium Priority

Low Priority

£ <£100k

££ £100k to £1m

£££ >£1m

# Capital Infrastructure Projects

Goal	Project and Priority	Activity	Costs
Arrival	Bus Station Area Improvements	Introduce greenery and a focal point to the bus station area with improved link across to the public toilets and on into lower Cross Street and the St Mary's Priory campus, that enhance accessibility for all and signage to and from the town centre.	££
	Monk Street and Lion Street Junction	Treat the junction between Monk Street, the B4233 and Lion Street to give greater priority to pedestrians.	££
	Bus Station Area Improvements	Include Swan Meadows in improvements that upgrade play provision and amenities within this green space next to the River Gavenny.	££
	Bus Station Area Improvements	Include the proposed improvements to Beili Priory between the car park, Plas Gunter Mansion garden, Tithe Barn and Monk Street. Ensure the well-being centre links into its immediate space and setting.	££
	Fairfield Car Park	Improve pedestrian links through the car park area onto Park Road and across to the town centre. Add visitor information points and signage. Use landscaping and trees (if feasible) to break up this soulless space. Improve the Park Road edge, such as the pedestrian guardrails and immediate buildings and underused land.	££
	Bailey Park to Town Centre	Create a stronger pedestrian link between the southwestern corner of Bailey Park, the A40, the route through Morrison's food store site, Market Street and the town hall. Enhance the A40 carriageway at this point to announce pedestrian movement through the use of a courtesy crossing.	£
<div> <div></div> <div>High Priority</div> </div> <div> <div></div> <div>Medium Priority</div> </div> <div> <div></div> <div>Low Priority</div> </div> <div> <div>£</div> <div>&lt;£100k</div> </div> <div> <div>££</div> <div>£100k to £1m</div> </div> <div> <div>£££</div> <div>&gt;£1m</div> </div>			



# Capital Infrastructure Projects

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

High Priority

Medium Priority

Low Priority

£ <£100k

££ £100k to £1m

£££ >£1m

# Capital Infrastructure Projects

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



High Priority



Medium Priority



Low Priority

£ <£100k

££ £100k to £1m

£££ >£1m

# Capital Infrastructure Projects

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

High Priority

Medium Priority

Low Priority

£

- low <£100k

££

- medium £100k to £1m

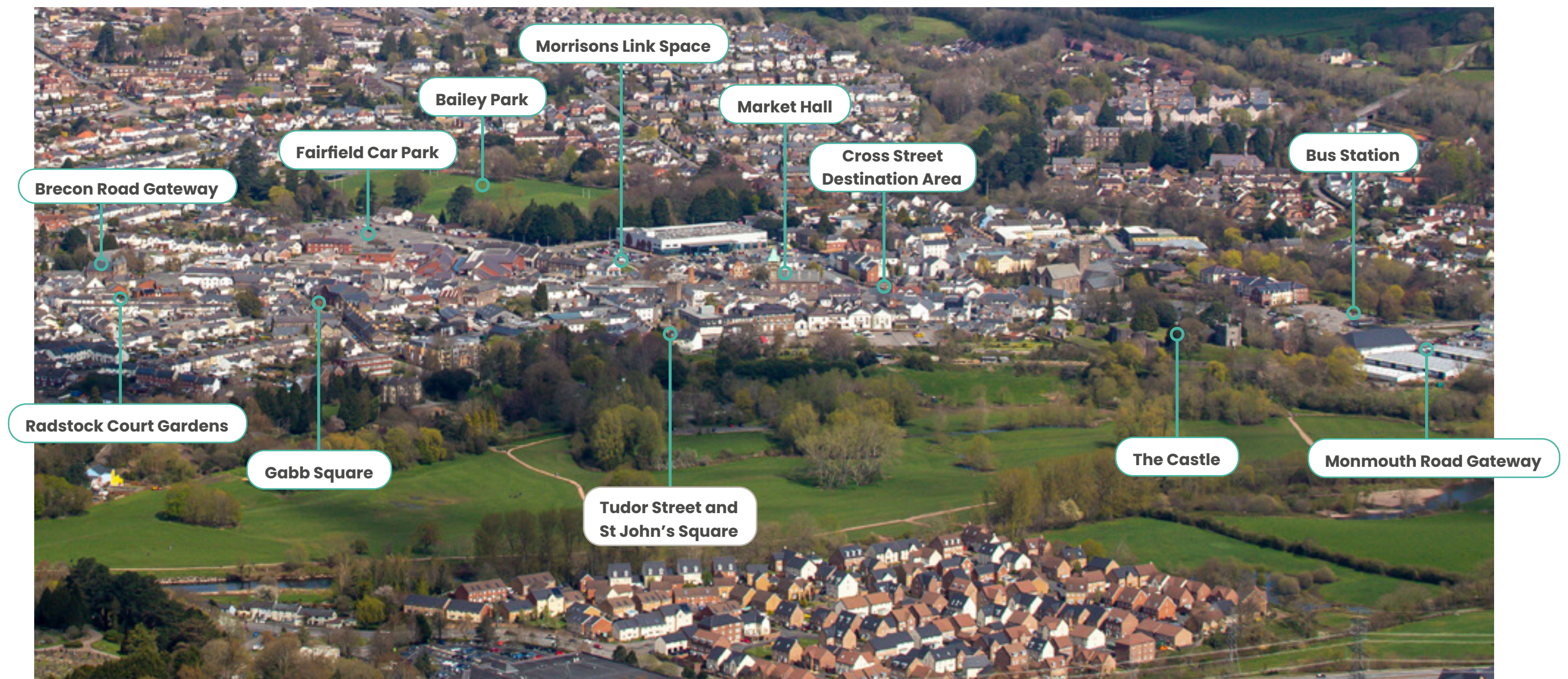
£££

- high >£1m



## Proposed Place-Based Projects

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





# Gateways

## Objective:

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

### LLANFOIST BRIDGE AND TUDOR STREET GATEWAY

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

### BRECON ROAD GATEWAY

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





# Gateways

## Objective:

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

### MONMOUTH ROAD GATEWAY

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



Abergavenny Hotel





# Arrival

## Objective:

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

### BUS STATION AREA IMPROVEMENTS

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

### FAIRFIELD CAR PARK

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





# Arrival

## Objective:

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

### BAILEY PARK TO TOWN CENTRE

- Create a stronger pedestrian link between the southwestern corner of Bailey Park, the A40, the route through Morrison's food store site, Market Street and the Town Hall.
- Enhance the A40 carriageway here using a courtesy crossing to announce pedestrian movement.
- Strengthen signage on the railings and gate to show Bailey Park as a key open space for sports, recreation, local nature, civic pride, events and taking time out. The town council is proposing a community art project here that will improve the identity of the park.

### TRAIN STATION TO TOWN CENTRE

- Work with Transport for Wales and Network Rail to improve parking provision, taxi rank and visitor information at this key transport hub.
- Develop a wayfinding link for pedestrians between Abergavenny train station and the bus station arrival area of the town centre.
- Explore the feasibility of a low-carbon local hoppa bus service that connects the train station, bus station and key destinations within the town centre, with provision for luggage, shopping and other storage.
- Install pedestrian priority crossings along Monmouth Road at junctions with Station Road, Belmont Road, Fosterville Crescent, Holywell Road and at the bus station entrance.
- Install an accessible wayfinding system that uses physical signs and audible instructions (accessed via a digital app) to inform people of distances and walking times to key sites across the town centre. Link into proposed gateway works.





# Arrival

## Objective:

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

### ACTIVE TRAVEL (AT) LINKS

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

### COMPREHENSIVE WAYFINDING STRATEGY

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



# Arrival

## Objective:

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

### TUDOR STREET AND ST JOHN'S SQUARE

- Consider better links from Castle Street car park into St John's Square from the key arrival car parks and active travel routes.
- Create features along Tudor Street and Castle Street that link the castle area, the meadows and routes into the bottom edge of the town centre and reduce traffic speeds.
- Ensure the linking space is accessible and safe to all, with vehicles respecting the people-focussed nature of the wider area.
- Create a stronger orientation point for visitors that highlights key attractions, amenities and facilities and creates a wider circuit for exploring local heritage, open spaces, keynote buildings and into the heart of the town centre.
- Explore how the existing toilets and shopmobility can be integrated into a new building in the Castle Street car park, potentially including a changing places facility, secure cycle provision and tourist information point.
- Work with the Royal Mail and BT on their long term aspirations for the site and to explore redevelopment opportunities or ways to enhance the key elevations of the St John's Square sorting office building.



Tudor Street



St John's Square



# Tudor Street and Castle Street

## Objective:

Strengthen links into the town centre and through St John's Square from the surrounding car parks. A new hub building will improve new public toilets and provide a Changing Places facility, and could provide a new Shopmobility centre and cycle hub.

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

Make the town more accessible

Better wayfinding

Improve crossings

Enhance the look of the area

Strengthen existing spaces

Promote cycling





## Tudor Street and Castle Street



Potential facade improvements to the BT/Royal Mail building

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



## Tudor Street and Castle Street



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



# Tudor Street and Castle Street





## Cross Street Destination Area

### Objective:

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

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

- Centre **Lower Cross Street** using on a place-based approach to footways, frontages and to enhance the “arrival” experience from the bus station area. Working with building owners and tenants to agree an identity and suite of improvements that support local business while increasing accessibility.
- Improve the **Angel Corner** to make it a safer and more pleasant environment for pedestrians. Make it easier to cross streets, including Monk Street and Lower Castle Street. Create a space that prioritises pedestrians over vehicles. Develop Lower Castle Street as a pedestrian priority street, with physical changes to give priority to pedestrians at the junction with Cross Street and to deter through traffic from using this narrow route.
- Raise the quality of **Upper Cross Street** to create a more people-friendly space, with carriageway treatments and other features to move priority away from vehicles and support the growing cafe culture. Remove the wooden street cabin structures and replace them with more modern and flexible covered canopies or structures.
- Consider **Market Street’s** role, looking at building improvements to the corner



High Street building, level changes between the footway and carriageway, and announcing businesses along Market Street and into Lion Street through better signage and street information.

- Improve the quality of **Monk Street** including its pavements, landscaping, signage and general townscape quality, in addition to its link to other streets, town centre spaces and key buildings. Explore how to deter pavement parking along this street, working with local residents to accommodate their needs as part of the solution.
- Work with South East Wales Trunk Road Agency to enhance the A40 from Hardwick Roundabout out to Brecon Road that using street-based principles from a number of proposals in this plan.

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

## Lower Cross Street

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

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

Make the town more accessible

Improve shop frontages

Improve connections

Make a safer space

Gateway to town centre

Soften the urban environment



Lower Cross Street



# Upper Cross Street

## Objective:

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

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

Make the town more accessible

Improve pedestrian crossing

Make a safer space

Gateway to town centre

Improve connections



Cross Street





# Upper Cross Street



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



## Upper Cross Street



Cars accommodated out of hours



Rain gardens add colour and vibrancy





## Upper Cross Street



Space outside the Market Hall becomes the focus of the street



Paving helps to define spaces and features



# Angel Corner

## Objective:

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

- Enhance the pedestrian environment and make a series of clear and direct crossing points for people.
- Create a space which help drivers to slow down and be more cautious, creating a safer environment for pedestrians.
- Help movement between bus station, St Mary's Priory, town centre, market and castle.
- Create a gateway point at the edge of the town centre.
- Maintain all current forms of movement and access.
- Better highlight the turn up to Lower Castle Street.
- Work with the proposals for Cross Street.
- Widen footpaths where possible to give more space to people.

Make the town more accessible

Improve pedestrian crossing

Make a safer space

Gateway to town centre

Improve connections

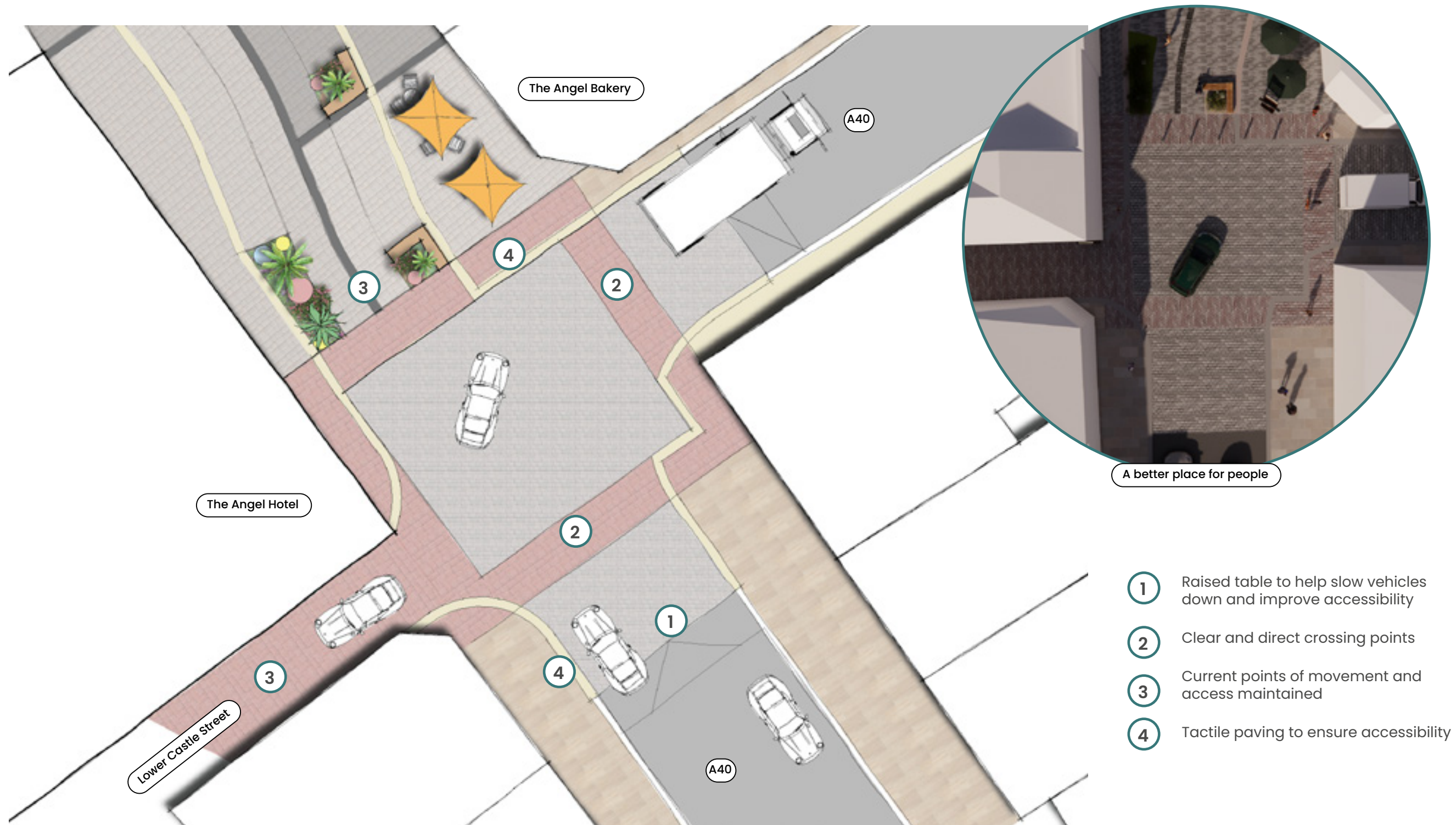


Angel Corner



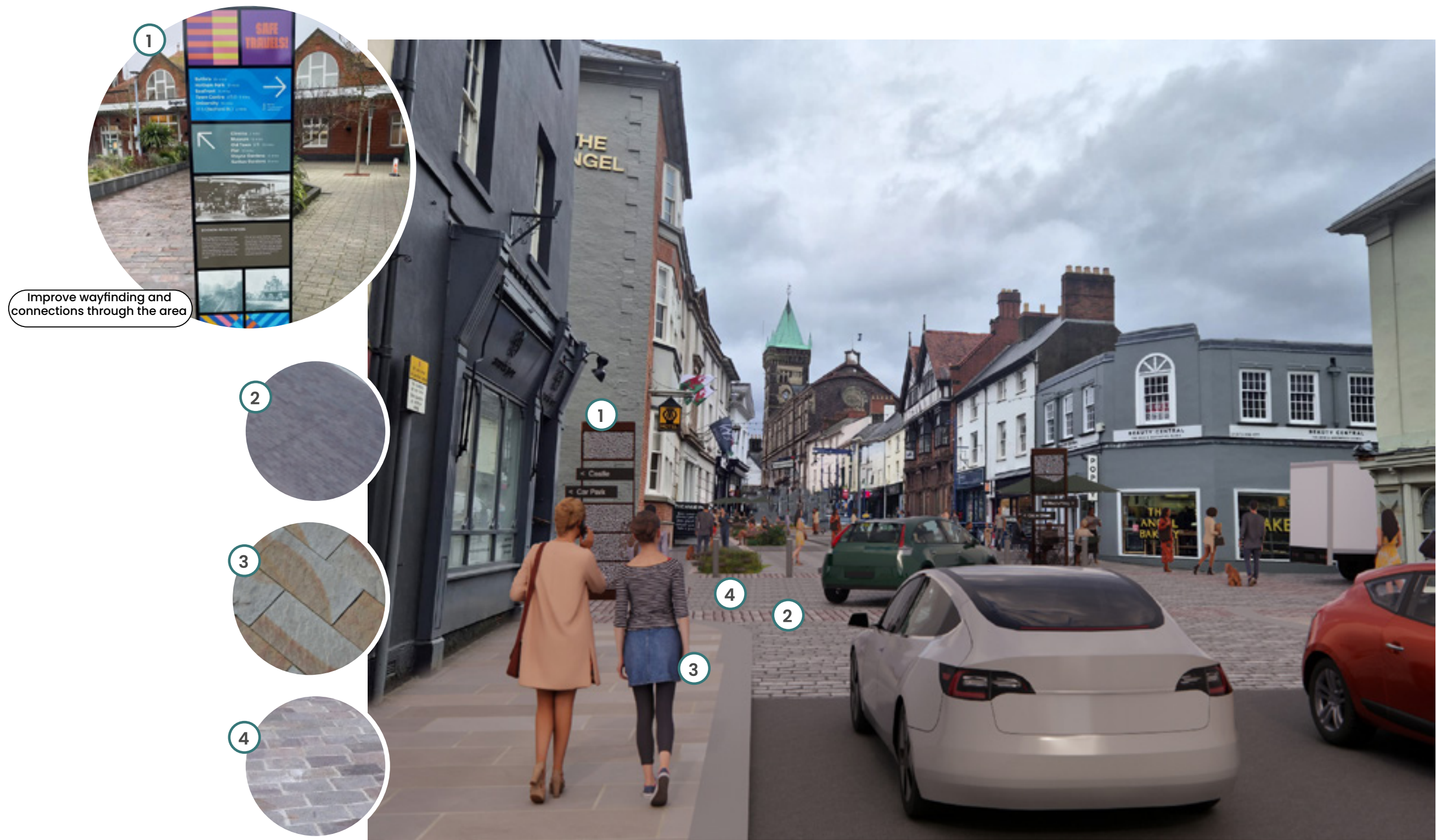


# Angel Corner





# Angel Corner





# The Market

## Objective:

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

At the heart of Abergavenny's town centre life, the indoor Market Hall, Brewery Yard and their surrounding streets draw the community and visitors every week throughout the week and year.

- The indoor market's large, flexible space is key to its character and should be retained. However, there are opportunities on the sides of the internal space to provide improved infrastructure.
- Add new kiosks, event areas and the divide the internal space while avoiding physical intrusion into the central space.
- Improve the operation of the building including heating, access, better acoustics and other items.
- Explore ways for the internal space to work with the immediate upper area of the Brewery Yard to support events and festivals such as awnings and tensile structures.
- Develop the market as a hub for innovation, enterprise, cooperative working and use of technology to support local supply chain development, purchasing and pilot ideas such as grocery collection boxes.
- Explore ways to use the market space for community activities such as music clubs outside of the core market hours.
- Widen the appeal of the market to young people, specifically by exploring a youth market and to extending street food presence.





## The Market





# Bailey Park

## Objective:

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

- Support Friends of Bailey Park with their award-winning civic planting and amenity enhancements across the space, by promoting volunteering, donations and general help.
- Develop the park's relationship with an links to the town centre next to Fairfield car park and the A40.
- Continue to manage the park and its relationship between sports, recreation, play and informal activity.
- Explore ways to improve existing facilities such as the sports stand that supports inter-generational activity, for example by working with young people to make it functional and safe for all. Work with young people on projects that they co-design, maintain and develop such as a place to meet and hang out.





# A Town for All

## Objective:

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

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

- To undertake a town centre access audit and implement the recommendations.
- Undertake a walking, cycling and horse-riding assessment and review.
- Provide a Changing Places toilet at a point of arrival, considering existing under-used buildings as well as new sites.
- Explore whether shopmobility, walking and cycling facilities can be integrated into one central small hub and whether this hub could also include a Changing Places facility. Sites could include the existing facility in the Castle Street car park and the bus station, among others.
- Consider smart technology that complements physical accessibility standards.
- Water-refill points.
- Clearly visible and safe cycle stands in the right locations.





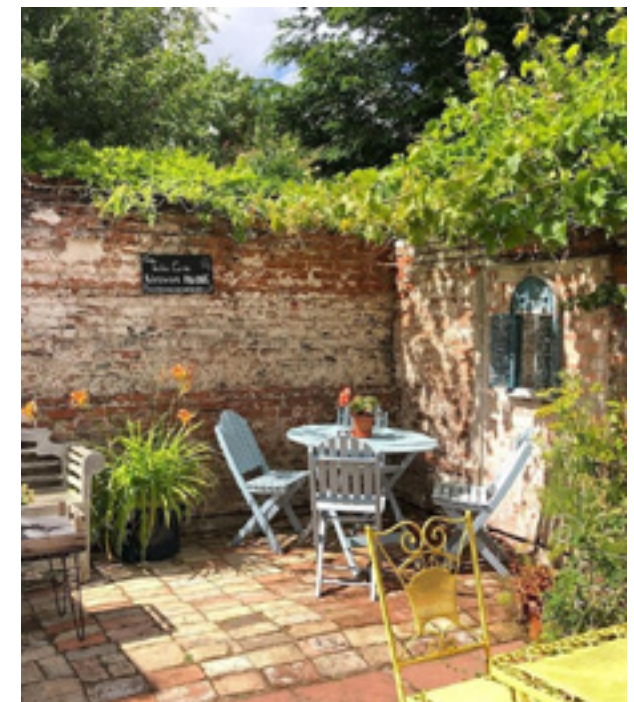
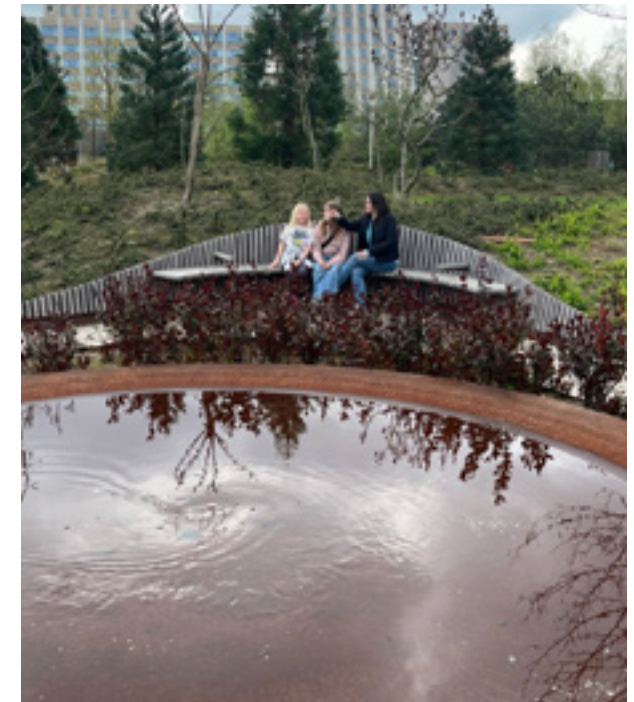
# Stringing Together Public Realm

## Objective:

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

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

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





# Gabb Square

## Objective:

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

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

Green oasis

Quiet reflection or small gatherings

A usable and practical space

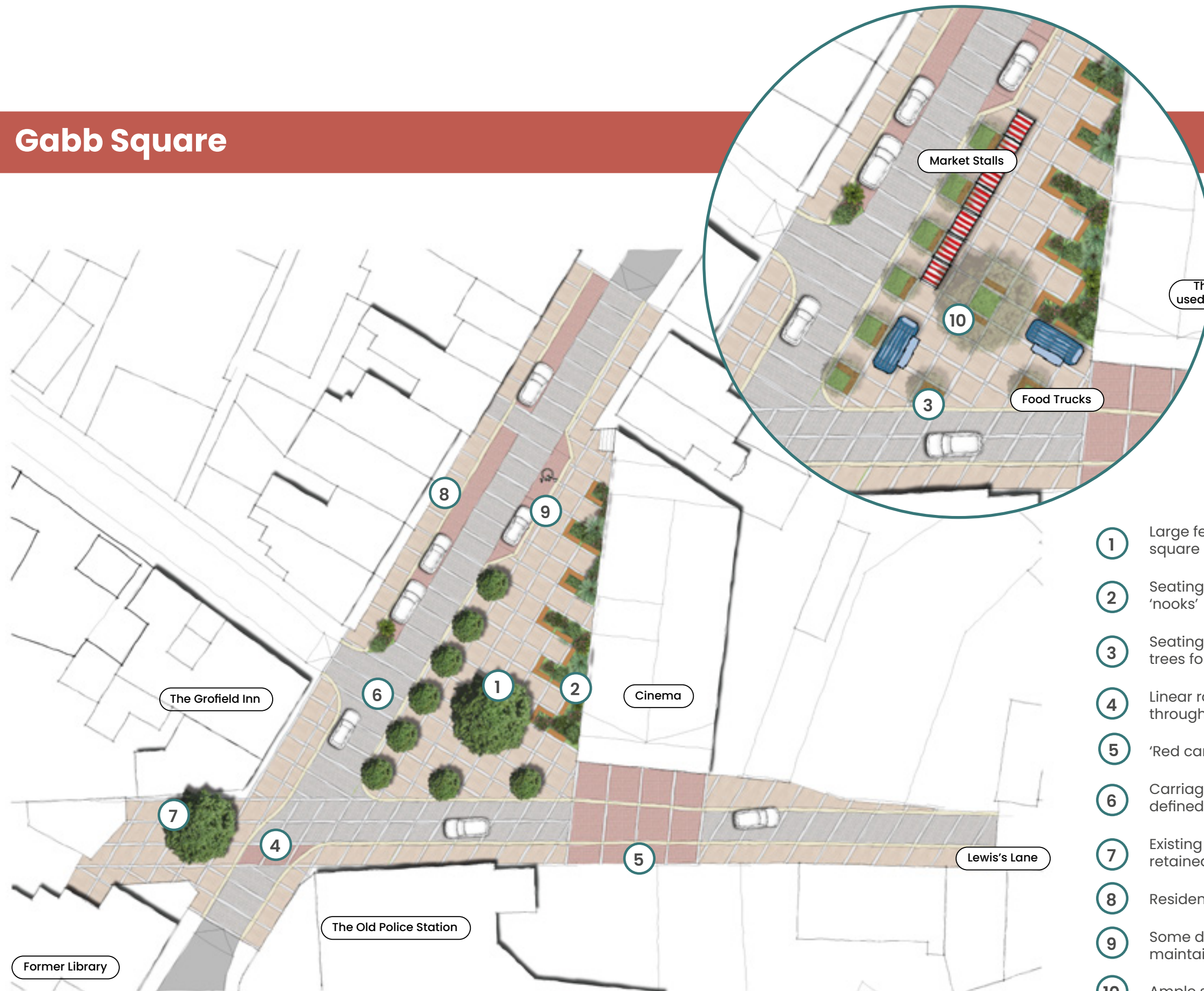


Gabb Square





# Gabb Square



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



## Gabb Square





## Gabb Square





## Proposed Place Management and Thematic Projects

### Objectives:

#### Property And Vacancy Management

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



### Objectives:

#### Smart Town

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



### Objectives:

#### Street Management

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



### Objectives:

#### An Eventful Town

Sustain events and festivals that need resourcing, volunteers and funding to meet visitor expectations and explore ways to develop new events and uses, outside of signature events and festivals, that bring year-round benefits.



### Objectives:

#### Identity

Integrate town centre brand, storytelling, marketing and promotion, inter-organisational communication and ways of working.





# Place Management Activities

## Property And Vacancy Management

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

### Buildings to repurpose include (not exclusive):

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

### Building Improvement Grants need to support:

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

### Frontages to include:

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



# Place Management Activities

## Street Management

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

## An Eventful Town with a Strong Identity

- Bring together town-centre focussed organisations to co-ordinate the town centre's identity, story, event development and organisation and to jointly market, promote and develop activities and projects.

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

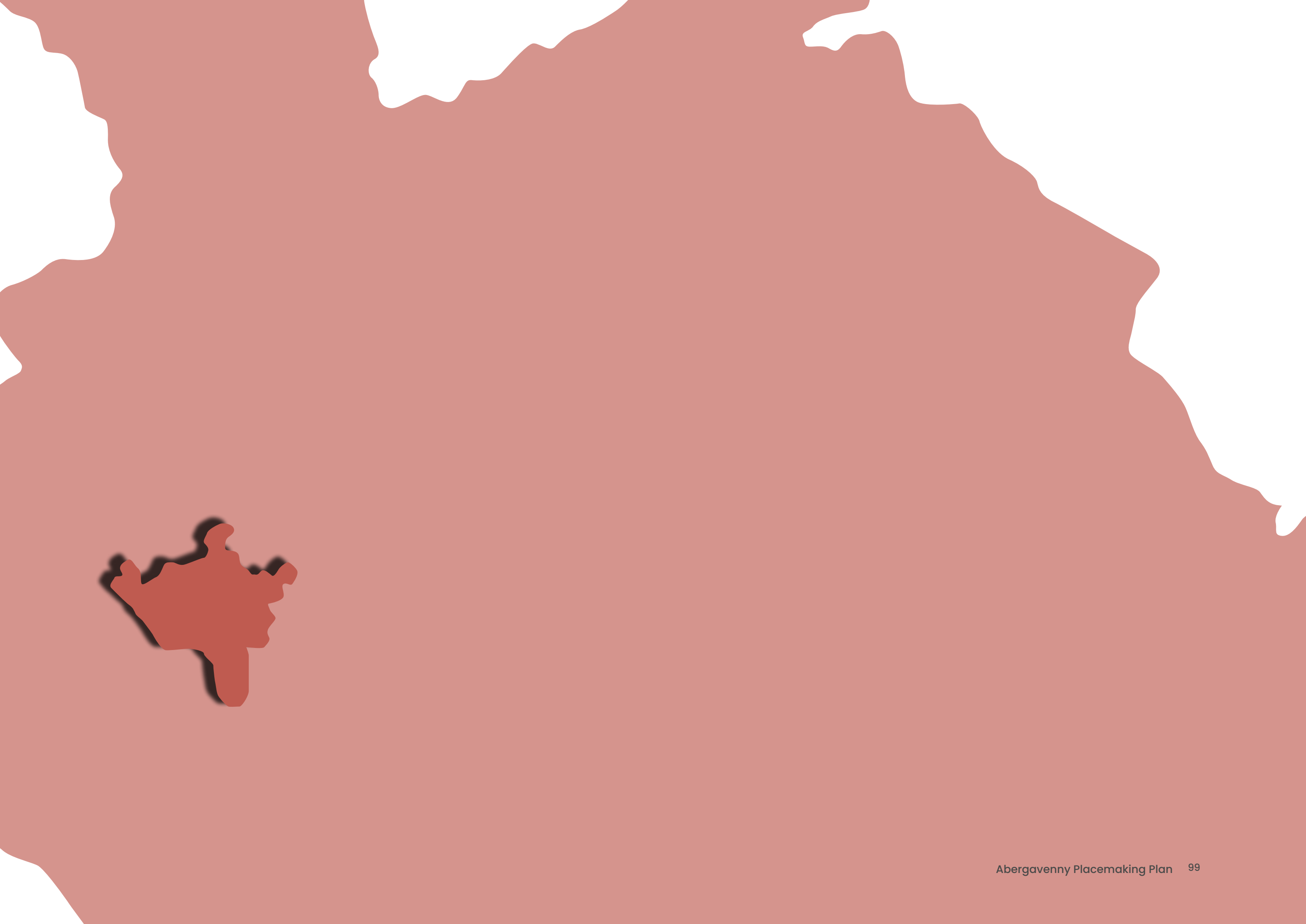
- Work with young people on the provision of a smart bench that provides USB charging, Wi-fi hotspot and more.
- Develop digital accessibility apps that support people with visual impairments across the town centre.
- Build on the recent installation of two new LoRaWAN gateways (wireless networks for low-power devices to communicate over long distances), extending coverage across Abergavenny so the town council, businesses, and residents can deploy sensors to collect hyper-local environmental data on air quality, soil health, and infrastructure monitoring that will help them make informed decisions.
- Work together on events, festivals and activities to facilitate joint procurement, infrastructure, knowledge sharing, volunteering and more.





# Visualising Success for Our Town Centre







# What Success Look Like

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

## Why this is important

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

## The difference between outputs and outcomes

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

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

## Making a Welcoming Gateway

### What we want to achieve

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

**Outputs**

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

**Outcomes**

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

# What Success Look Like

## Creating People-Friendly Streets

### What we want to achieve

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

#### Outputs

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

#### Outcomes

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

## Building a 21st Century Market Town

### What we want to achieve

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

#### Outputs

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

#### Outcomes

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



# What Success Look Like?

## Connecting Our Heritage and Culture

### What we want to achieve

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

#### Outputs

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

#### Outcomes

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

## Future Ready and Well Managed

### What we want to achieve

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

#### Outputs

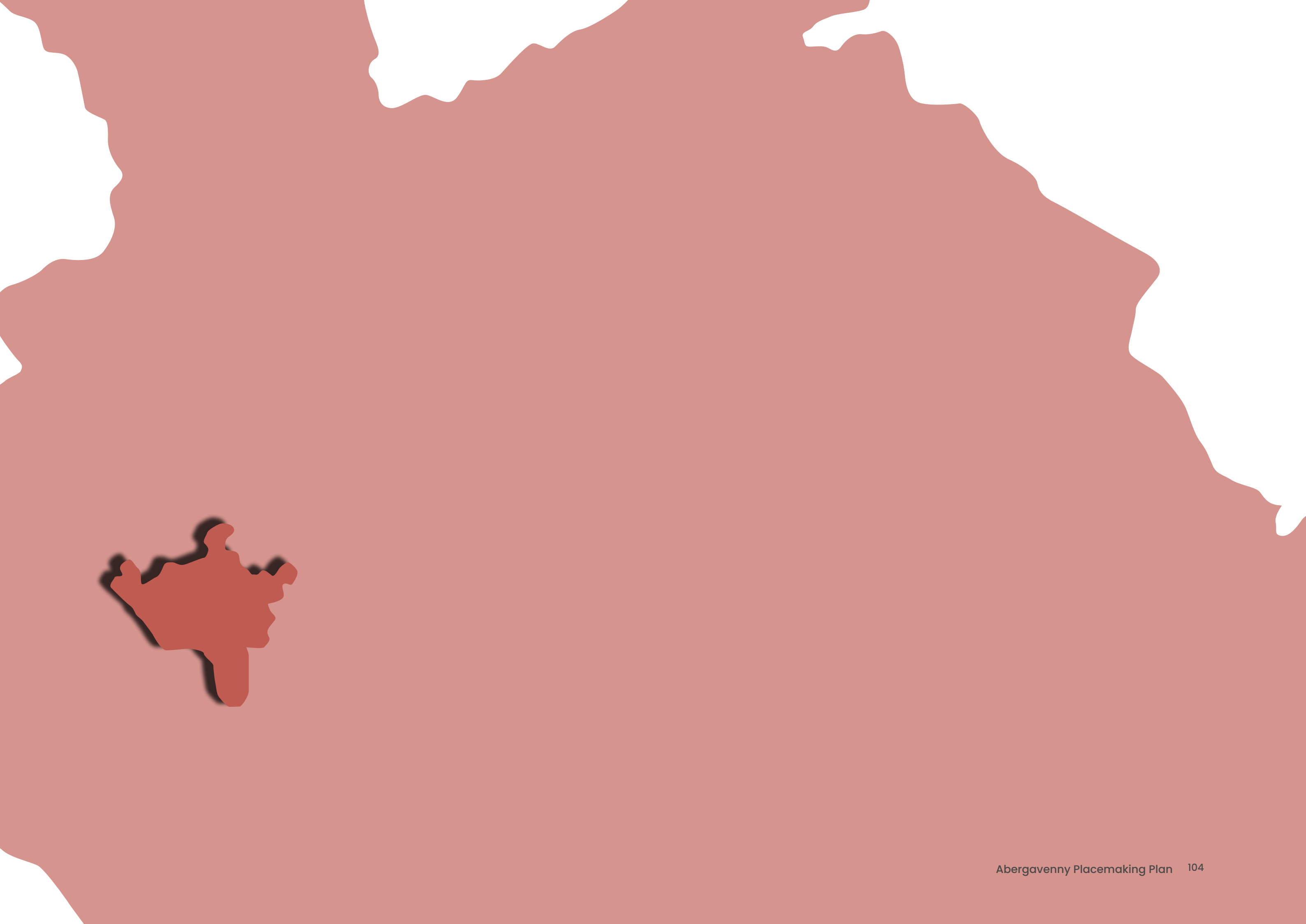
- Spend, activity, dwell and satisfaction across the year
- Number of integrated campaigns, events, festivals and initiatives
- Maintaining and growing town centre satisfaction and loyalty

#### Outcomes

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

# Delivery Approach





# Ways of Working

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

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

## The Seven National Well-being Goals

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



## The Five Ways of Working

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

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

We set out to meet these five ways of working when we wrote this plan, and will continue to work towards them as it is developed and delivered.



## Ways of Working

### Development and Delivery

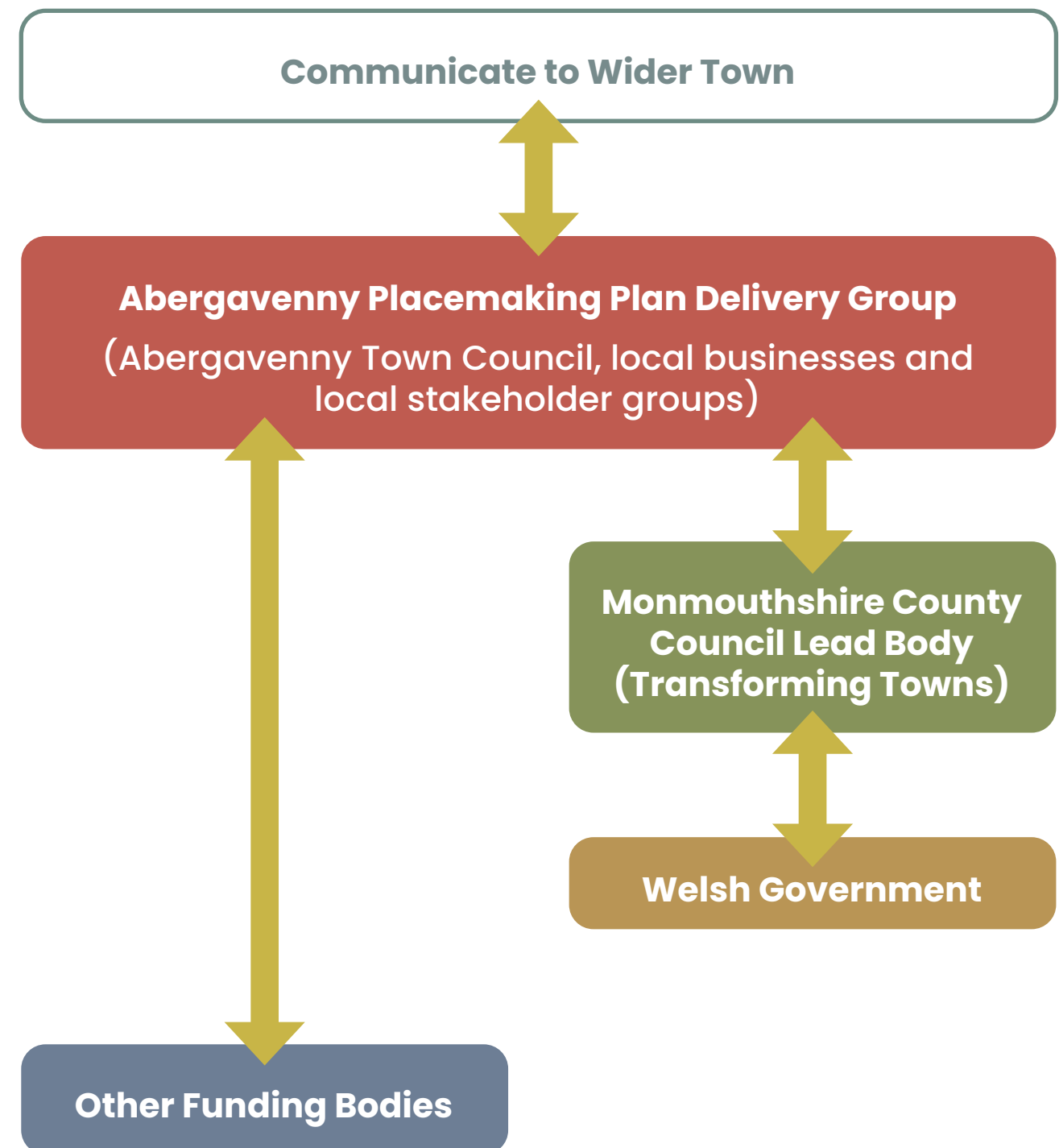
Delivery of this placemaking plan is dependent on a partnership approach where strategic and local organisations bring their individual objectives into a collective set of proposals that benefit each other and, importantly, benefit Abergavenny town centre and its immediate neighbourhoods. The opportunities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

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

The key success factors for delivering placemaking projects include:

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

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





Project: 11372  
Date: 17 October 2025 4:05 pm  
Version: 5

chris  
jones

rl.  
Roberts Limbrick

