

Abergavenny, Magor with Undy and Monmouth placemaking plans

Place Scrutiny Committee

6 November 2025



Placemaking plans - overview

- Strategic plan for the town centre
- **Community-led process – shaped and directed by local stakeholders and communities**
- Three key elements:
 - Vision
 - Challenges and opportunities
 - Action plan
- Required for WG funding – helps with other funding



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- Action in Community & Corporate Plan
- Coproduced and jointly funded with town councils, in partnership with business groups and other key stakeholders
- Team of consultants led by Chris Jones Regeneration appointed May 2024



Abergavenny, Magor with Undy and Monmouth placemaking plans – the process

- Understanding the place
 - Visioning and visualising
 - Community consultation
 - Draft plan preparation
 - Final placemaking plan
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- Stakeholder engagement continuing throughout



Stakeholder and community participation

- Steering group – elected members, businesses, key groups
- Stakeholder workshops and walkabouts
- Targeted one-to-one/group discussions
- Community-wide consultation
- Community feedback directly shapes the plans



ABERGAVENNY

WALES'S MOST EVENTFUL TOWN

Cradled by three iconic hills, Abergavenny has become a more vibrant, eventful town where heritage, community and commerce come together. Its thriving market hall, historic streets and independent businesses create a lively backdrop for festivals and events that draw people from near and far. Excellent transport links and a walkable town centre make it easy to explore, and nearby parks, meadows, rivers and trails are cherished by visitors and locals alike. Powered by strong partnerships, Abergavenny is a well-connected, welcoming town—rich in culture, food, well-being and opportunity. A great place to live, visit and do business.

Delivery goals

1. Welcoming gateways
2. People-friendly streets
3. 21st century market
4. Connecting heritage and culture
5. Future-ready and well-managed



Magor with Undy

Magor with Undy is a community known for its welcome in the Gwent Levels. Centred around its village square, local people meet for a coffee, bumping into visitors who are exploring Magor Marsh and its lanes that lead down to the Severn estuary. Destination shops and eating places attract people from outside the area, with the village known for events, festivals and social gatherings. Its recently opened Magor with Undy walkway train station has made the area accessible to all, with its diversity of homes attracting people of all ages due to the open space and range of community activities that bring residents together.

Magor with Undy delivery goals

1. Gateways
2. Arrival in the Square
3. Heritage and the Levels
4. Community life



YOUR VISION FOR MONMOUTH

Monmouth has become more vibrant, colourful, and welcoming — a town where rich heritage shapes everyday life and where residents and visitors alike enjoy its lively atmosphere and strong sense of community. Celebrated as the “Jewel of the Wye Valley,” the town proudly showcases its historic charm, blending heritage with modern-day attractions. Historic sites host cultural festivals and artisan markets, reinforcing Monmouth’s unique identity, while green, welcoming streets offer thriving retail, diverse eating out, and entertainment. Weekly events, cycling routes, and a revitalised riverside create a dynamic, connected, and sustainable community, making Monmouth a leading destination for culture, leisure, and exploring the natural beauty of its surroundings.

Monmouth delivery goals

1. Creating a lively town centre
2. Celebrating history and rivers
3. Community spirit
4. Better welcome
5. Future-ready and well-managed



Delivery and funding

- Placemaking plan delivery groups – town and county councils, others partners?
- Funding allocations 25/26 and 26/27
 - Welsh Government Transforming Towns - £1.4m
 - UK Government Pride in Place Impact Fund - £1.5m
- Delivery groups – key role in setting priorities for delivery
- **Further consultation on individual projects**



Abergavenny, Magor with Undy and Monmouth placemaking plans: Questions/comments?

