



ABERGAVENNY TOWN CENTRE PLACE MAKING PLAN

STAKEHOLDER WORKSHOP 1 OCTOBER 2024

**chris
jones**

rl.
Roberts Limbrick

OWEN DAVIES
CONSULTING
MEMORABLE. LIVELY. TIMELESS.

WELCOME



Welcome – thanks for coming

1. Write your name / organisation on a sticky label
2. Find your table – identified by the colour dot on your label

THE NEXT 2 HOURS



- Explain what is a Placemaking Plan & why it's important
- Explain what work has been done already – & what's happening next
- Share headlines from our initial analysis & findings
- Your opportunity to discuss the town centre – the challenges & the great things happening
- Begin to define a vision that all stakeholders can support

WHAT IS TOWN CENTRE PLACEMAKING?



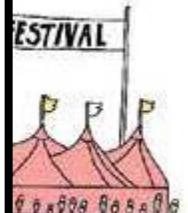
- Holistic – people/business/place/activity
- Sets a common/shared vision
- Identifies uniqueness and specific needs
- Puts people & community at the centre
- Covers delivery & governance
- A flexible, living document
- A step towards a more distinctive identity for the town



ACTIVITY



MEANING



Source: Design Commission for Wales

**chris
jones**

rl.
Roberts Limbrick

OWEN DAVIES
CONSULTING
MEMORABLE LIVELY PLACES

WHAT IS TOWN CENTRE PLACEMAKING?



- Holistic – people/business/place/activity
- Sets a common/shared vision
- Identifies uniqueness and specific needs
- Puts people & community at the centre
- Covers delivery & governance
- A flexible, living document
- A step towards a more distinctive identity for the town



“A good place is like a good party – people stay longer than really necessary because they are enjoying themselves.”

Jan Gehl

THE PROCESS – COMPLETED BY END MARCH 2025



The Placemaking Plan Process

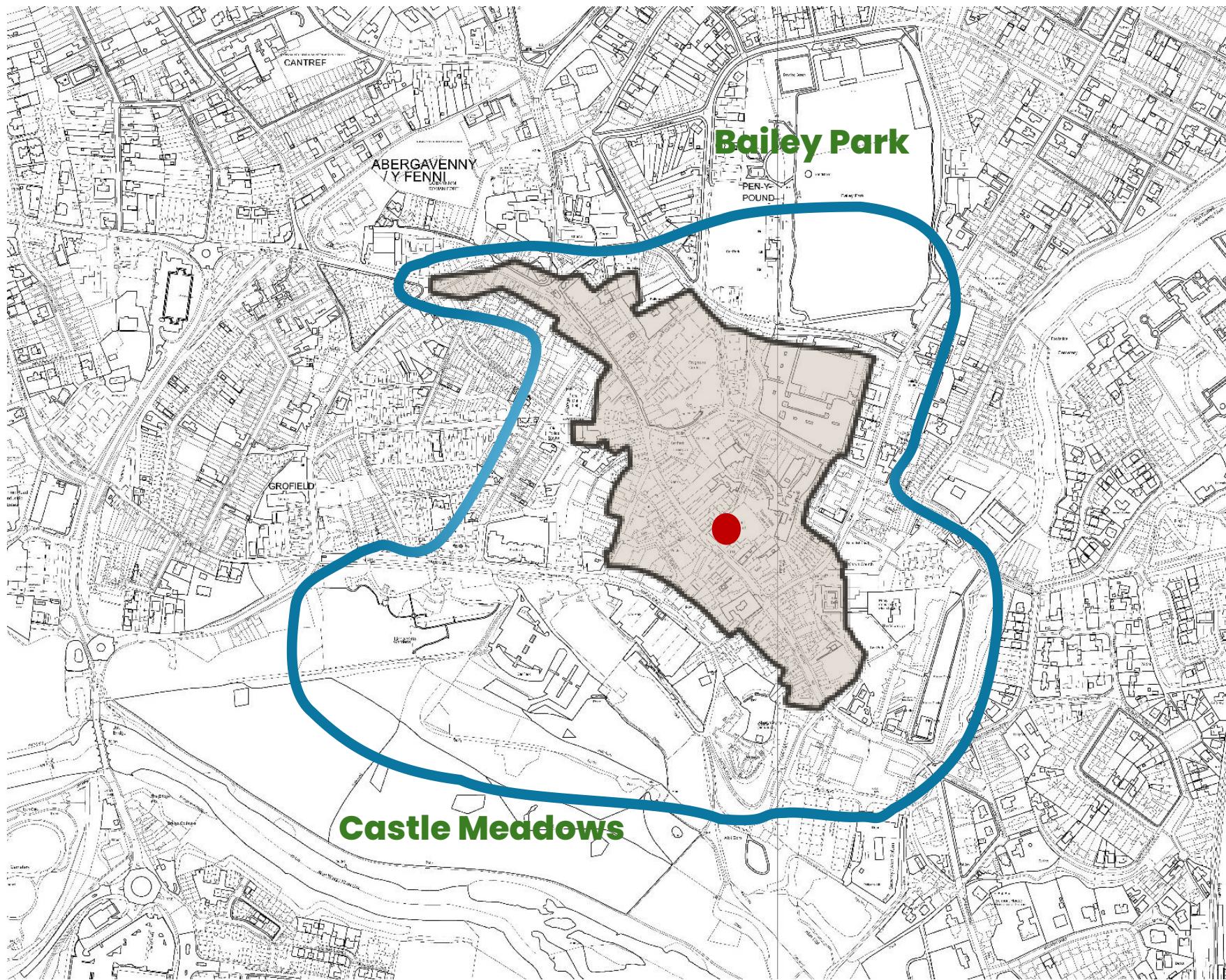
Key steps in creating the Placemaking Plan are:





INTRODUCTION

- Tell us who you are (name & organisation)
- Just one thing that you think is great about Abergavenny town centre?
- Keep it fast paced – you each have 15 seconds !





ABERGAVENNY TODAY



Location



- ✓ Looks 360 degrees
- ✓ Connected
- ✓ Proximity to BBNP, Mon & Brecon Canal, River Usk Valley
- ✗ A40 through the town centre
- ✗ A465/A449/A40 brings volume
- ✗ Road network = choice

People & Community – Population and Age



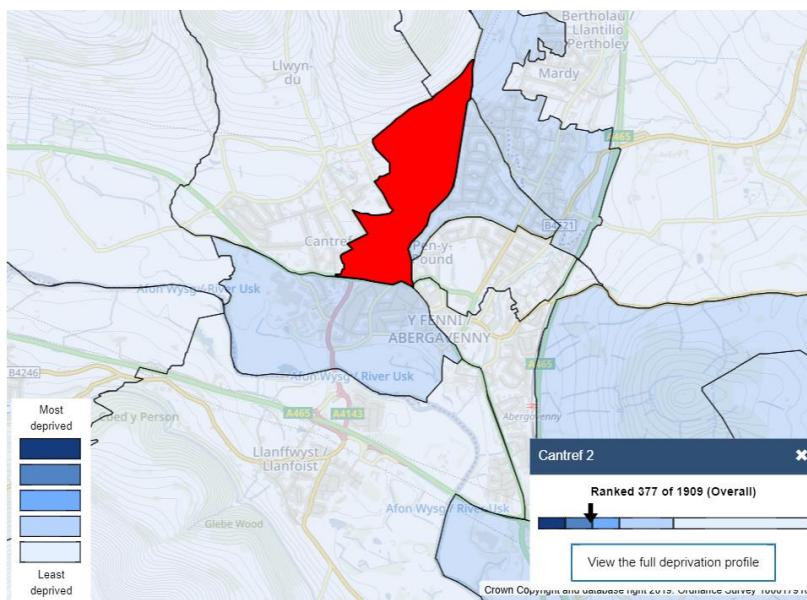
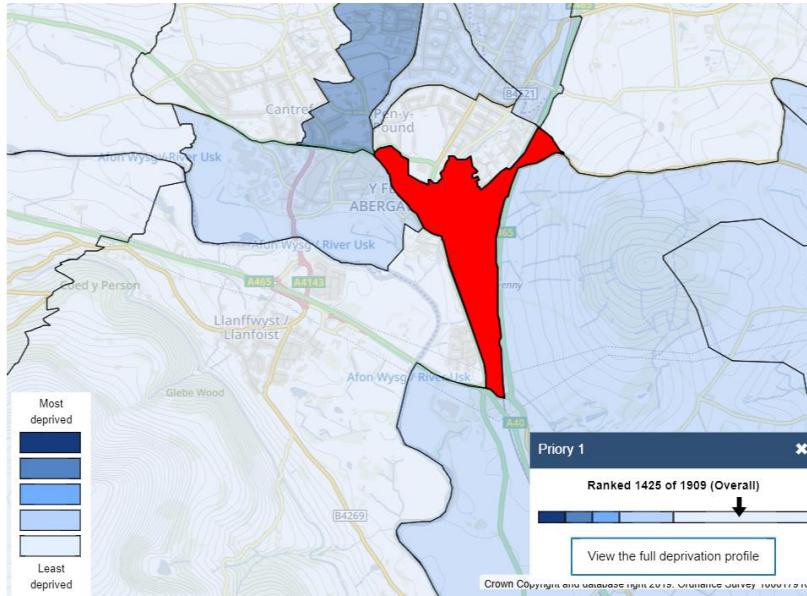
- ✓ Population risen to 15,700
- ✓ Town – a place to settle down and to retire
- ✓ Different age groups and types outside
- ✗ Drop in 10 to 45 age group compared to all Wales
 - ⇒ Living longer, volunteering base, infrastructure response

People & Community – Skills & Economy



- ✓ High economic activities
- ✓ Well qualified
- ✓ High proportion in elementary, sales and customer services
- ✓ 26% work from home
- ✗ 3.1% unemployment (Wales)
- ✗ Out commuting – 10% >30km
- ⇒ 13.2% walk to work – double Welsh average

People & Community – Housing & Health



- ✓ 41% own their home with 22% socially renting
- ✓ Above the Welsh average having no households in deprivation
- ✓ 2 person households (avg)
- ✓ Top 5 safest towns in Gwent
- ✗ Some neighbourhoods in 2 to 3 dimensions of deprivation
- ✗ Income, employment and health – Cantref 2

People & Community – where people shop/leisure time



- ✓ 32,000 residents in catchment
- ✓ Food – Morrisons, Aldi, Waitrose
- ✓ Town centre draw – chemist, household, DIY, clothes, books and furniture
- ✓ 45% visit Baker Street cinema
- ✗ 22% shop for main food outside County
- ✗ Internet: books, music, electrical and then clothing and banks
- ✗ Changes to banking and service centre role

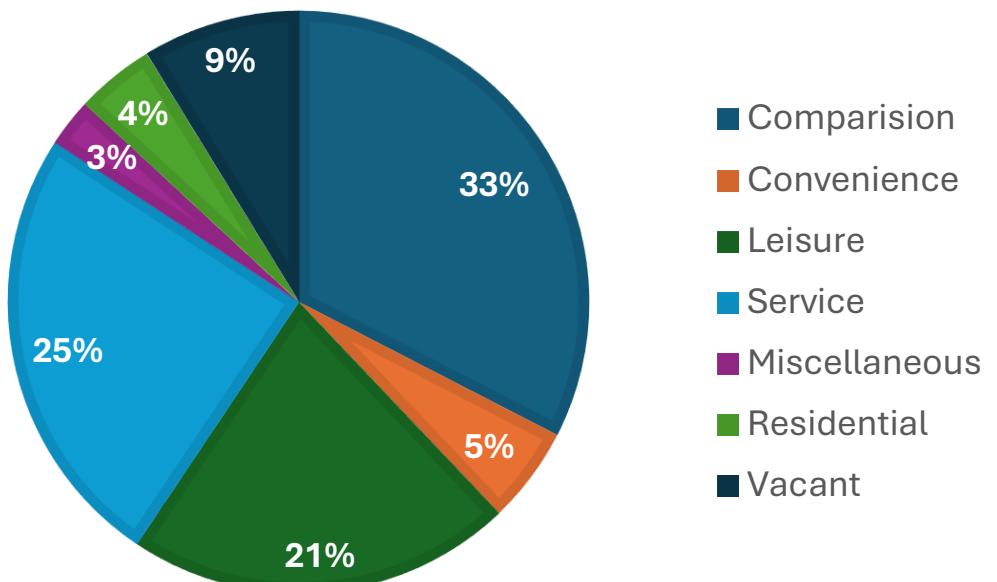
Mix of Town Centre Uses



- ✓ Diverse and varied
- ✓ Top 5 uses in town centre?
- ✓ Independent clusters
- ✓ Markets – town identity
- ✓ Non retail uses
- ✓ Stable rental levels
- ✓ Rise from 3.6% to 9% vacancy
- ✗ Banking losses – larger and complex – refit and re-let
- ✗ Non food dropped off
- ✗ UK wide trends and shocks
- ⇒ Build on independent and food and drink experience
- ⇒ Demand for 100 sqm – small and well-maintained



2024 DIVERSITY OF USE



Identity



- ✓ Named best place to live in Wales in 2024 (The Times)
- ✓ Sense of place and character
- ✓ Gateway into Bannau Brycheiniog
- ✓ Historical landmarks
- ✓ Signature and local events and festivals
- ✓ Community activism
- ✗ Capacity and sustainability
- ✗ Joining up marketing and promotion
- ✗ Build on impact across the year

Lots of recent investment & pipeline projects – for example

- King Henry VIII – 3-19 School
- Active Travel – Abergavenny Strategic Scheme
- Plas Gunter Mansions



5 How we are interpreting

Second Floor –

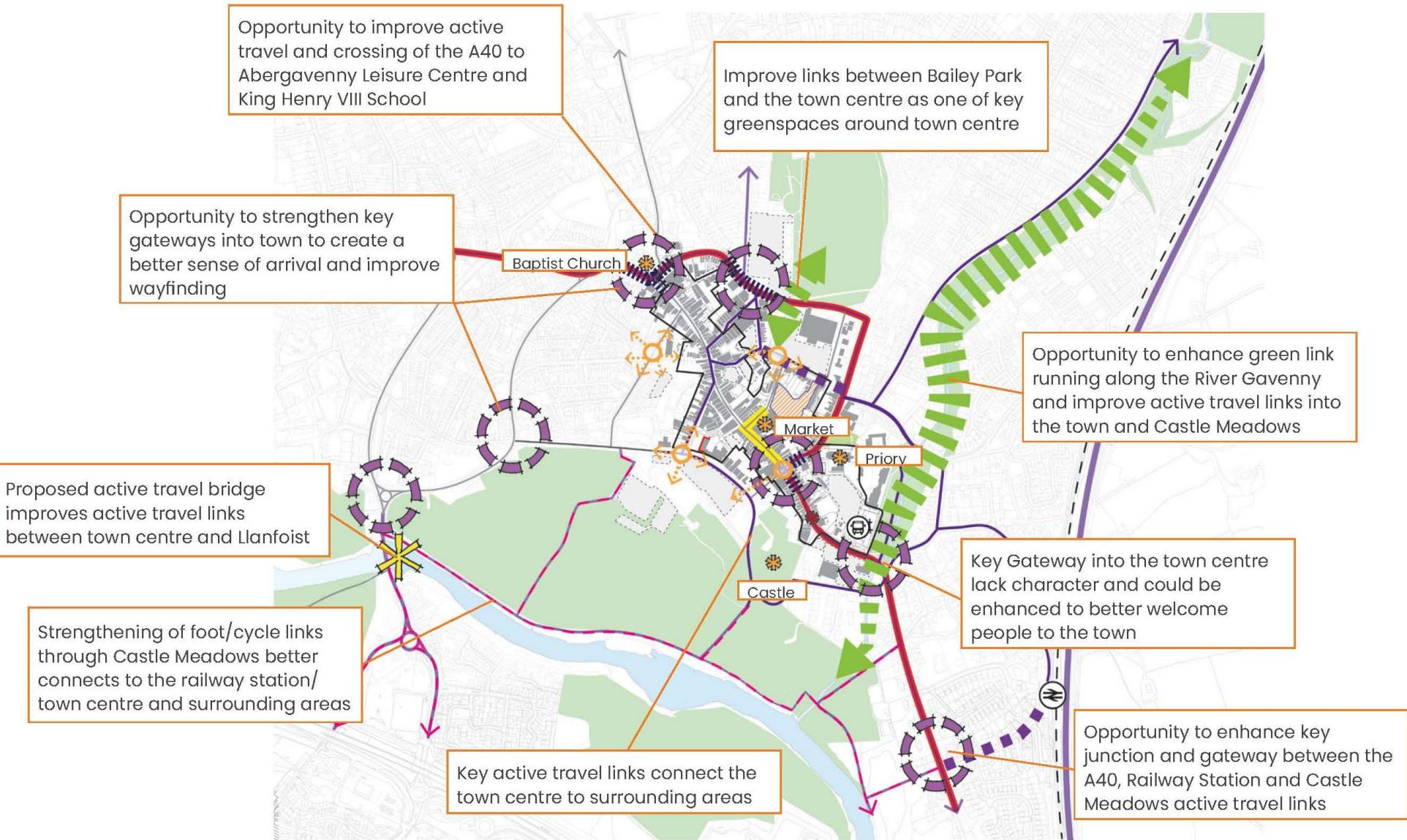
hda



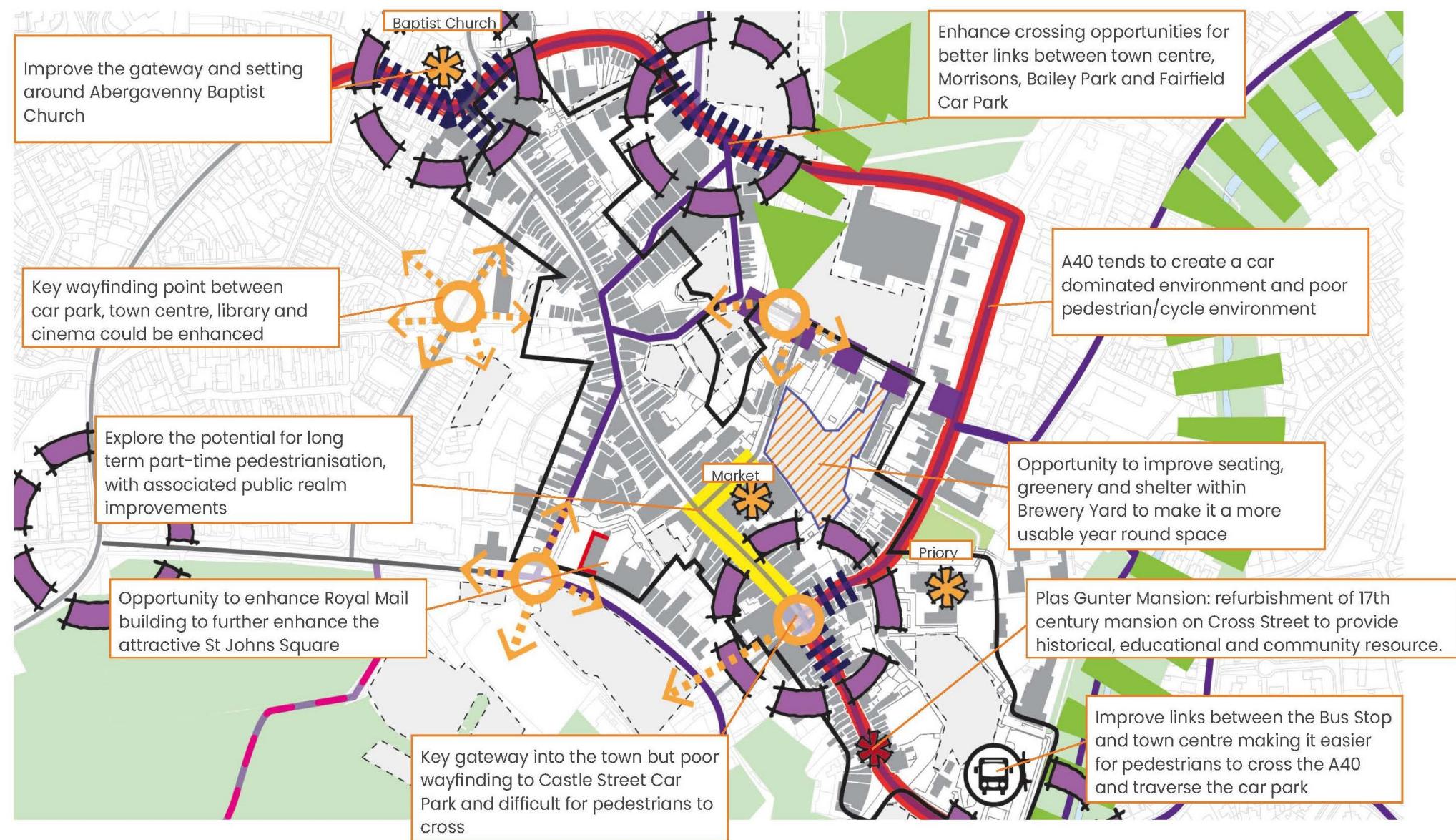


PLACE ANALYSIS

Wider Issues & Opportunities



Town Centre Issues & Opportunities



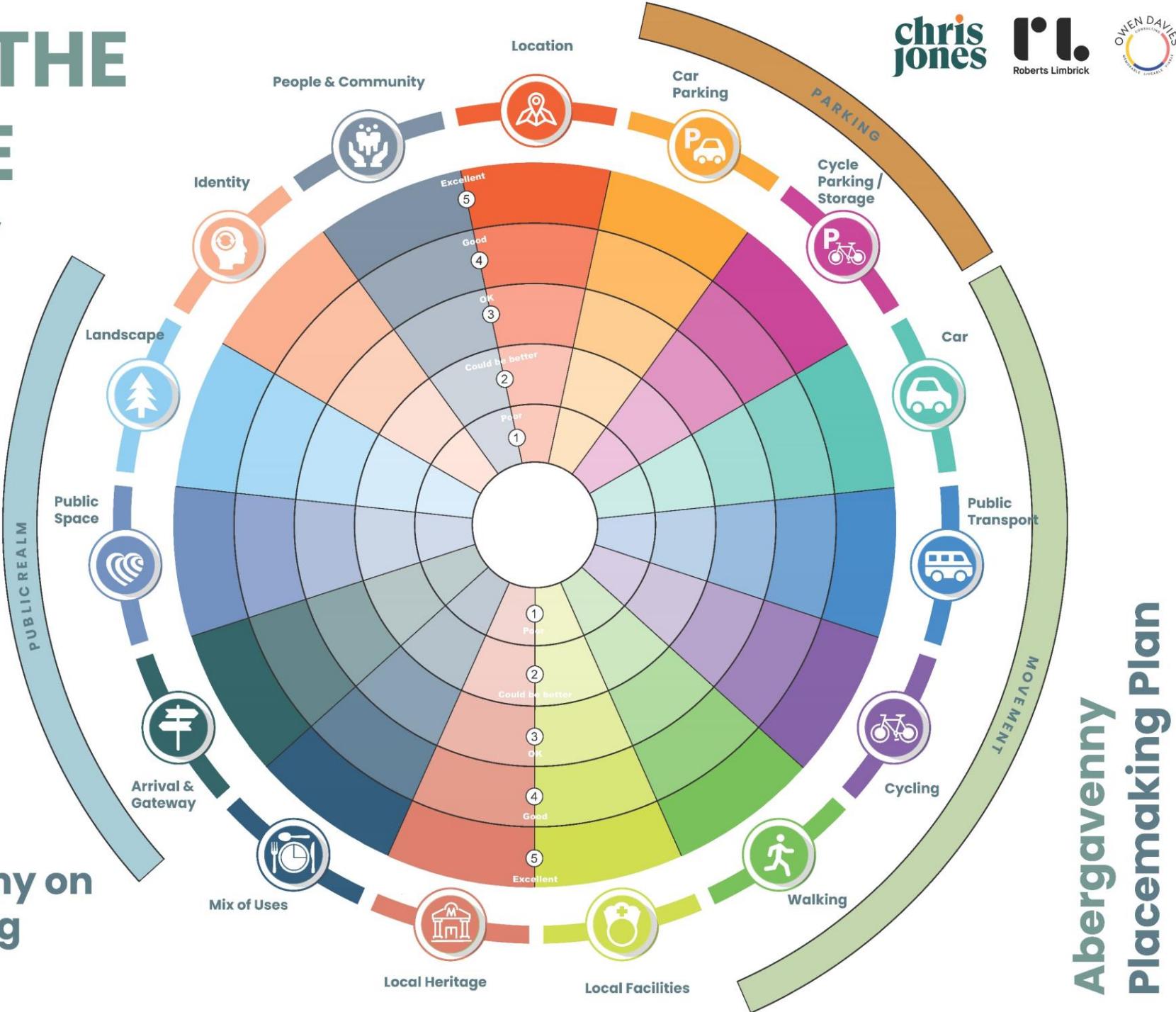
GROUP DISCUSSION 1 – CHALLENGES (45 mins)



- Have we identified the main challenges & are there any missing?
- Score the challenges on the spider chart
- What are the opportunities that respond to the challenges?

RATE THE PLACE

Abergavenny Placemaking Plan



**Please rate
Abergavenny on
the following
points**

GROUP DISCUSSION 2 – VISION (15 mins)



1. What do you love about Abergavenny today?
2. Imagine you are writing a postcard about Abergavenny in the future (15 year's time).
What makes Abergavenny special / unique?



What do you love about
Abergavenny today?



Imagine you are writing a
postcard about Abergavenny in
the future. What makes
Abergavenny special / unique?

Wish You Were Here

NEXT STEPS



- Stakeholder
 - One to one's over next few weeks
 - Town centre walkabouts
 - Second workshop at ideas/proposals stage
- Community consultation – in person events and online (new year)



Diolch – Thank You

**chris
jones**

rl.
Roberts Limbrick

OWEN DAVIES
CONSULTING
MEMORABLE. LIVELY. FUNNY.