



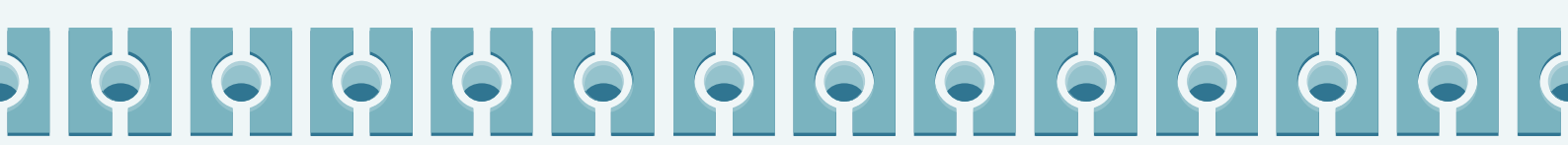
PRIDE IN PLACE
LED BY YOU – BACKED BY UK GOVERNMENT

BALCHDER BRO
CHI SY'N ARWAIN – GYDA CHEFNOGAETH LLYWODRAETH Y DU

CWMBRAN FUTURES

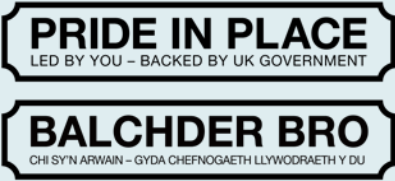
10 Year Vision Document
November 2025

Cwmbran Futures
y Dyfodol



Issue date: 01.06.2026
Drawing status: FINAL
Revision: F
Author: FB/FL
Checked by: WP

On behalf of:



Contents

01. Local Context	5
1.1 Local Context	6
02. Spatial Targeting	9
2.1 Spatial Targeting	10
03. Vision for the Future	13
3.1 Vision for the Future	14
3.2 Outcomes and Objectives	16
04. Strategic Case for Change	19
4.1 Strategic Case for Change	20
4.2 Data Evidence	22
4.3 Priorities for Change	40
05. Alignment with other Programmes and Investment	51
5.1 Alignment with other Programmes and Investment	52
06. Match Funding and Leveraged Investment	55
6.1 Match Funding and Leveraged Investment	56
07. Community and Stakeholder Engagement	59
7.1 Community and Stakeholder Engagement	60
7.2 Ongoing Community Engagement	64
08. Governance	67
8.1 Governance	68
09. Assurance	73
9.1 Assurance	74





01. Local Context



1.1 Local Context

Cwmbran Futures marks a defining moment in Cwmbran's continuing evolution. Established in 1949 as one of Wales's New Towns, Cwmbran emerged from visionary post-war planning designed to ease overcrowding in the industrial valleys and provide modern homes and employment opportunities. Conceived as a model for contemporary community living, the town was carefully planned with distinct residential areas, separated from industry, and centred around a purpose-built commercial hub.

Cwmbran's community continues to reflect this distinctive heritage. Home to around 48,000 residents, it brings together families who arrived during the town's formative years with newer generations drawn by its accessibility, green spaces, and quality of life. A strong sense of local pride and community characterises Cwmbran, though this identity is often dispersed across its individual neighbourhoods. The current challenge lies in strengthening social cohesion and modern connections between these diverse areas.

Historically, Cwmbran's economy has been shaped by two main factors: its industrial legacy and its significant retail sector. The Cwmbran Centre remains one of the largest shopping destinations in the region, serving as a key economic anchor and attracting visitors and investment from across Torfaen.

In recent decades, however, Cwmbran's story has mirrored wider national trends – the decline of heavy industry, the transformation of high-street retail, and the growing need for a resilient, diversified economy. Early regeneration efforts have focused on improving local amenities, transport connectivity, and the quality, accessibility, and sustainability of neighbourhoods beyond the town centre.

Cwmbran Futures is a bold opportunity to harness Cwmbran's strengths and tackle the challenges uncovered through deep community engagement and strategic insight. The Cwmbran Neighbourhood Board's ambition is clear: to deliver truly transformational change for Cwmbran's future, ensuring every pound of funding drives maximum impact.

Over the next decade, the Board will unite residents, businesses, and local organisations in a shared mission – to create lasting, meaningful change that secures Cwmbran's place as a thriving, proud community where people choose to live, work, and visit.

The Board will take a proactive approach, working with communities to empower and support them in shaping and strengthening funding proposals so that investment delivers real local benefit never duplicating statutory responsibilities or displacing other funding streams.

We recognise that success depends on collaboration. Our plans will align with local, Wales, and UK-wide priorities and policy ambitions, building on proven best practice and emerging innovation. By working in partnership, we will add value to every initiative we support and ensure that together, we achieve the scale of change Cwmbran deserves.



Figure 1: Cwmbran Boating Lake



02. Spatial Targeting

2.1 Spatial Targeting

The agreed geography for Cwmbran Futures is shown in figure 2. The key areas identified for public investment are: Coed Eva, Croesyceiliog, Fairwater, Greenmeadow, Henllys, Hollybush, Llanyrafon, Maes y Rhiw, Northville, Southville, Oakfield, Pontnewydd, St. Dials, Thornhill, Ty Canol, Ty-Coch and Upper Cwmbran.

In addition, key areas have been identified through the strategic case for change and public engagement activities:

Town Centre

Cwmbran Town Centre plays a key central role for the town as well as being an important sub-regional shopping centre with a strong catchment and trade-draw well beyond the expected role of the town itself. Comprising of 740,000 square feet of modern commercial space in an enclosed, pedestrianised environment, there is a good mix of retail, restaurants and leisure facilities under private ownership and management. The Centre also provides some 3,500 free parking spaces attracting annual footfall of over 20 million people.

Even though the town centre performs reasonably well, there is a need for enhancements to the experience of the space as well as additional safety and security measures for those using the town. This is critical to retain Cwmbran as a central shopping destination for the region. Proposed upgrades to the public space within the Town Centre are a key priority, and have begun to be explored through the Placemaking Plan commissioned by Torfaen County Borough Council.

Canal Corridor

The Canalside which is linked to Cwmbran Town Centre, has been identified in the Monmouthshire

and Brecon Canal Strategy 2024-2034 as an area for development. The canal side is also a key element of the Cwmbran Placemaking Plan which highlights the canal as part of a new greenspace strategy as well as an opportunity for improved connectivity.

This is consistent with feedback received throughout the public engagement process.

Target Neighbourhoods

There are two areas of Cwmbran that sit within the most 10% deprived in Wales, these are Pontnewydd and Upper Cwmbran. Alongside this, over a quarter of small areas in Cwmbran are in the 20% most deprived. Focusing on these areas will help to target those most in need. These areas include, Fairwater, Coed Eva, Northville, Thornhill, St Dials, Greenmeadow, Hollybush and Oakfield. The main issues within these areas revolve around Community Safety, Education, Health and Income challenges

Neighbourhood Centres

There are nine neighbourhood centres dispersed throughout Cwmbran. These centres play a key role in serving the wider residential communities. Most of these are focused on a small convenience store with other retail service provision such as hairdressers/barbers and takeaways.

Throughout the engagement many people showed a desire to see updates to local centres so they feel safe as they are an important, central part of local communities.

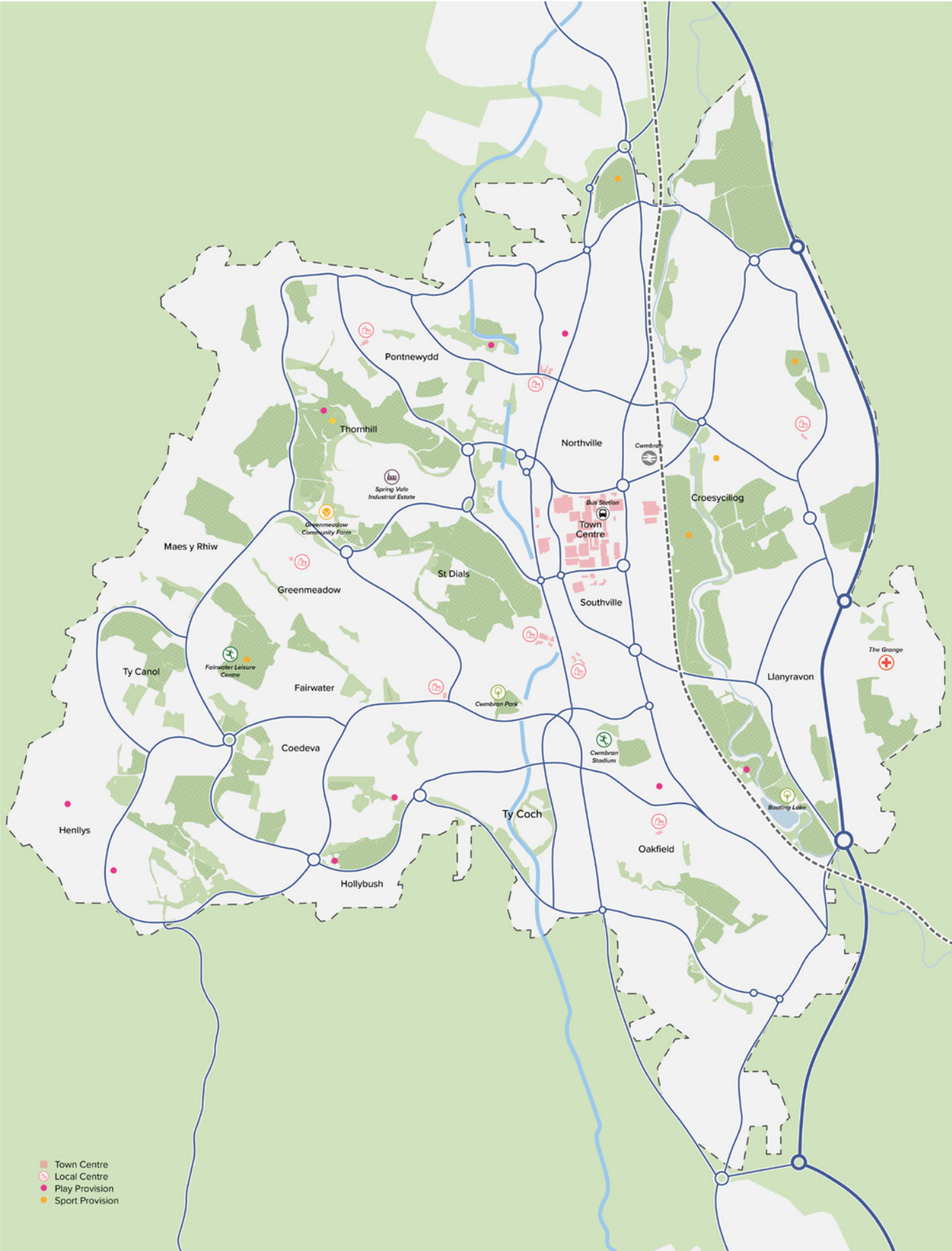


Figure 2: Cwmbran Town Plan Boundary



03. Vision for the Future



3.1 Vision for the Future

“By 2035, Cwmbran will be a town where every community can thrive, a connected, safer, healthier and more equal place that celebrates its distinct identity and looks confidently to the future. Working alongside local people, we will create a town full of opportunity, where aspirations rise, skills grow and everyone can access the homes, services and community facilities that support a good quality of life.

Cwmbran will be a town that feels easier to navigate and more connected, with improved walking, cycling and public transport routes that link people to opportunities across the town. It will be a place where public spaces feel welcoming and cared for, supporting positive activity and giving residents confidence in the neighbourhoods they live, meet and spend time in.

As an equal town, Cwmbran will offer fair access to skills, employment, local services and healthy homes, removing barriers so that every resident can participate and succeed. It will be a healthy town, shaped by high-quality green spaces, cleaner environments and better access to services that support physical and mental wellbeing.

At the same time, Cwmbran will celebrate its distinctiveness, its creativity, heritage, people and culture. Attracting new energy, investment and a renewed pride in place.

This vision is bold, hopeful and shaped by the voices of local communities: a shared ambition for a vibrant, inclusive and distinctive Cwmbran ready to thrive by 2035”

- Cwmbran Futures

Cwmbran Futures will celebrate and support the town’s aspirations, creativity and well-being; bringing our communities together to become:



A **Connected** Town



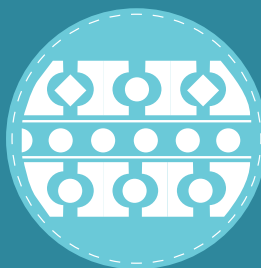
A **Safer** Town



An **Equal** Town



A **Healthy** Town



A **Distinct** Town

At the heart of our vision is increasing opportunities and raising aspirations for people in Cwmbran;

Engaging with opportunities to develop skills and increase aspirations as well as increased local engagement within communities



Creating environments which support the health and happiness of Cwmbran through high quality green spaces, and access to key health services and healthy homes

Improving access for everyone to local services and housing alongside supporting community groups and local community facilities



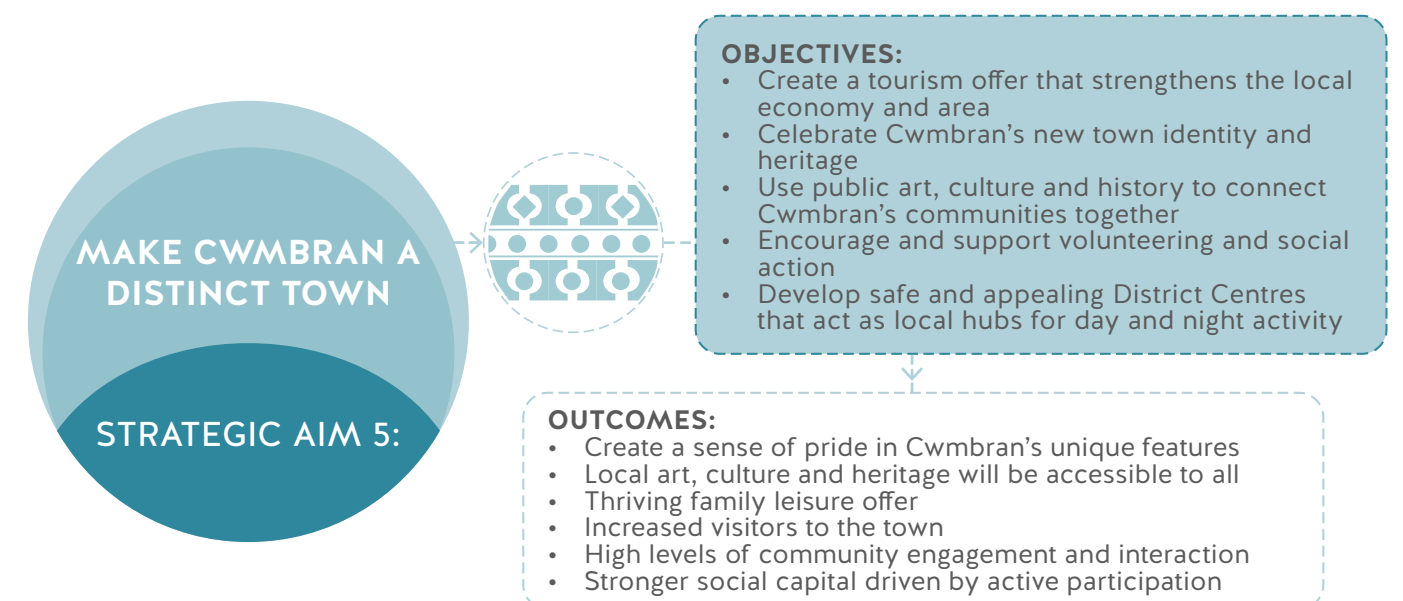
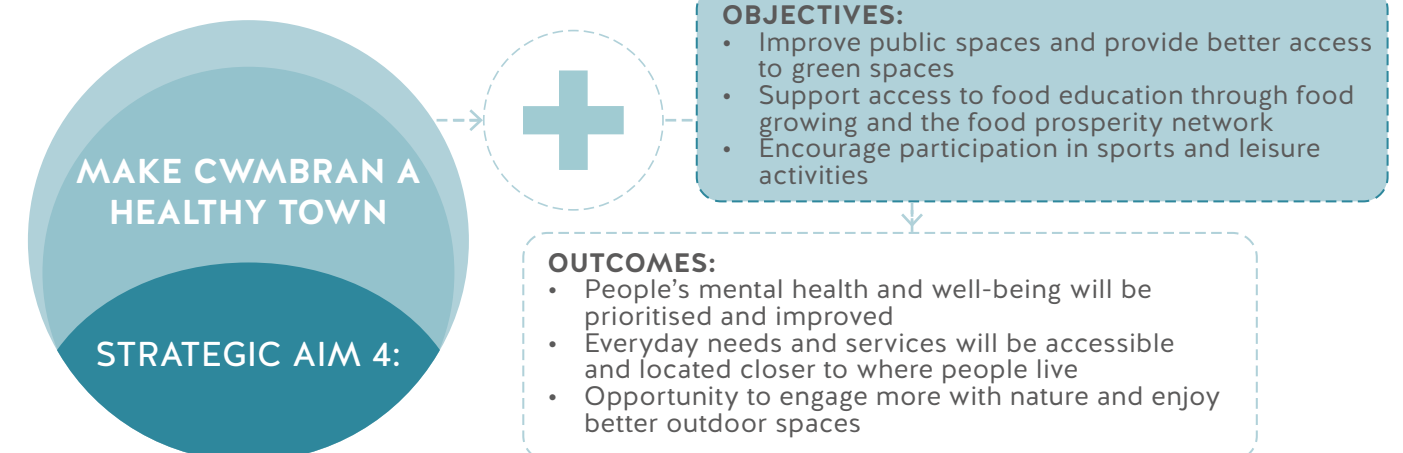
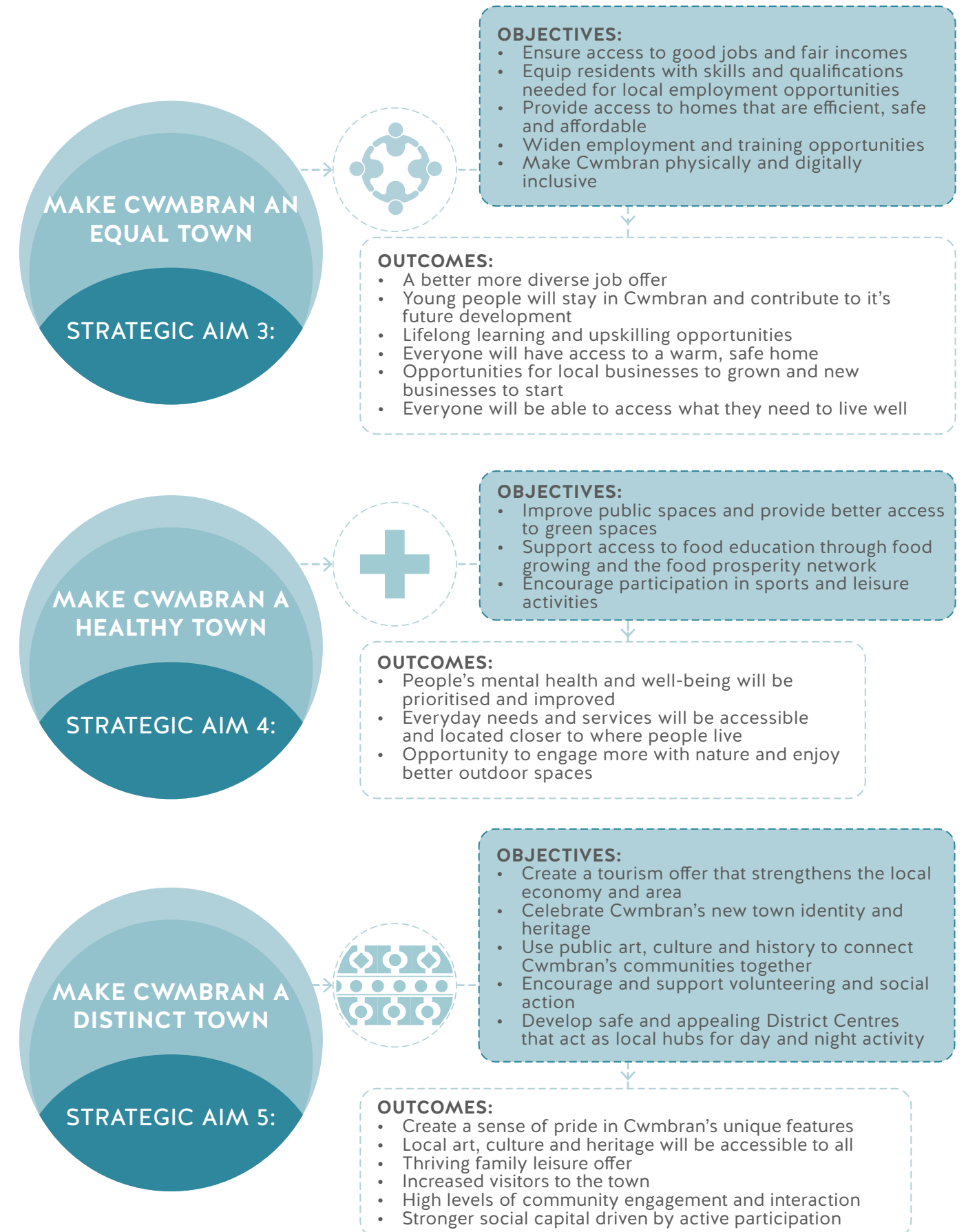
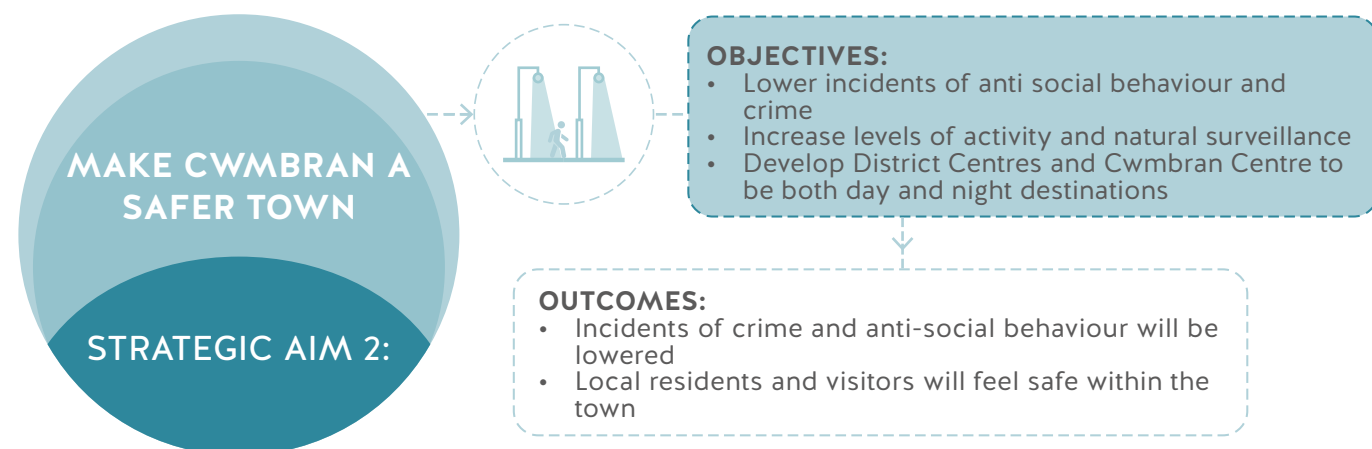
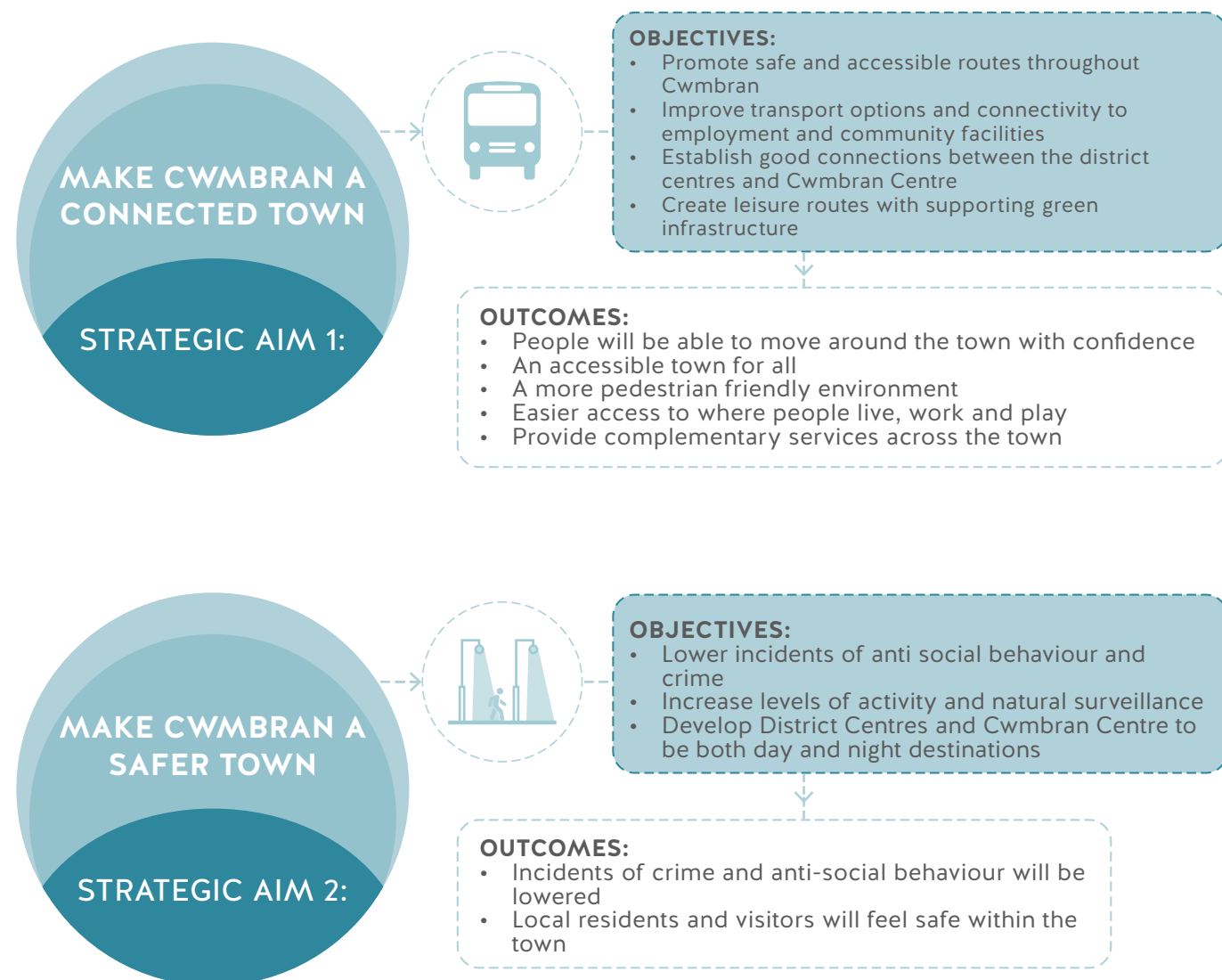
Investing in key connections across the Town including walking, cycling and public transport routes

Celebrating the unique arts and heritage of the town to attract investment and visitors and establish a pride in place



3.2 Outcomes and Objectives

Cwmbran Futures can lay the building blocks to deliver structural changes for the town and its communities and attract further inward investment to the town. The objectives and outcomes act as measures for success for the end of the programme.





04. Strategic Case for Change

4.1 Strategic Case for Change

Building the Strategic Case

The strategic case for change is built on qualitative and quantitative data, taking into consideration the views of the community of Cwmbran alongside an evidence base. This chapter outlines the underpinning body of evidence and takes the outcomes of the engagement process to highlight the key priorities for change. Connecting the priorities to the UK government pre approved intervention areas allows for the Board to connect projects to the key themes of the Pride in Place and Plan for Neighbourhoods and ensure the projects align with the vision for Cwmbran Futures.

Moving Projects Forward

Key actions for the Board are to better understand the issues and opportunities under each investment theme and to frame how prioritised investments and actions can best be undertaken. This will be achieved through the initial period of feasibility work, which will entail further technical studies, but also further focussed engagement with key partners and community stakeholders. Unlike the initial engagement programme, the stakeholder engagement undertaken in this stage of work will be investment theme specific to ensure a focussed discussion and programme of work emerges.

A further early key action for the Board is to frame the approach to community capacity building. This is an important exercise that will establish community partners that can help deliver the Plan for Neighbourhood's vision and enable opportunities for shared working and alignment with wider interventions. To ensure the right approach is followed and all potential key partners are involved the Board will undertake a community stakeholder mapping exercise and capacity building implementation plan.

Intended Use of Powers

As specific interventions are identified the Board will identify the beneficial use of various powers available to delivery partners in Wales. For example, using Council and Gwent Police enforcement actions to address crime and anti-social behaviour, or enforcement of property and housing powers to address derelict and void buildings. Compulsory purchase order powers of partners can also be called upon if absolutely necessary, pending the nature and context of some interventions identified.

Alignment with Key Themes

When outlining the priorities for the Plan for Neighbourhood the interventions are measured against the three UK Government objectives, these are; Thriving Places, Stronger Communities, and Taking Back Control. These sit as the overarching objectives for the Plan for Neighbourhoods and proposals need to ensure that they align with these themes. Through each priority the theme which aligns best is shown against the intervention to provide clarity on how these themes are being addressed within this plan:



Figure 3: Gwent murals by Henry Collins and Joyce Pallot

4.2 Data Evidence

Cwmbran was a “mark one” New Town, designated in 1949, and originally planned to meet housing demand to support employment growth across industrial South Wales Valleys. Today it is the largest town in Torfaen, an important sub-regional employment, service and retail centre and public transport hub.

Cwmbran is strategically well connected, with easy access to the M4 and good rail links to Newport and Cardiff.

As a planned town, it is a sustainable community with a network of nine “neighbourhoods” built around a central employment and retail core with a wide range of local facilities, relatively easily accessible for the whole town population.

Population and Age

The Cwmbran Urban Area has a population of 47,400 (2022), which is **over half the total population of Torfaen County Borough** (92,900).

Since 2021, the local population has increased by around 1% which compares with 2% across Torfaen County Borough and 2.3% for Wales overall.

The age profile of Cwmbran is broadly the same as that for Torfaen and slightly younger than Wales as a whole. The median age of all people in Cwmbran is 42 years and is the same for Torfaen and Wales overall. There are **marked age demographics across Cwmbran** as illustrated in figure 6 with a relatively older median age on the outskirts of the town (to



Figure 4: Cwmbran Train Station

the south and west) and a younger median age (around 30’s) around Thornhill to the north and east of the town centre.

Future growth options are currently being examined to inform the Torfaen Replacement Local Development Plan which will guide development to 2037. As the principal town for the Borough, Cwmbran will likely see high proportion of future growth. Sustainable connections to the town centre and wider employment areas will be essential to accommodate future population growth.

	0-15	16-64	65+
Cwmbran	18.3%	60.8%	20.9%
Torfaen	18.3%	60.8%	20.9%
Wales	17.5%	61.0%	21.5%

Figure 5: Median age breakdown

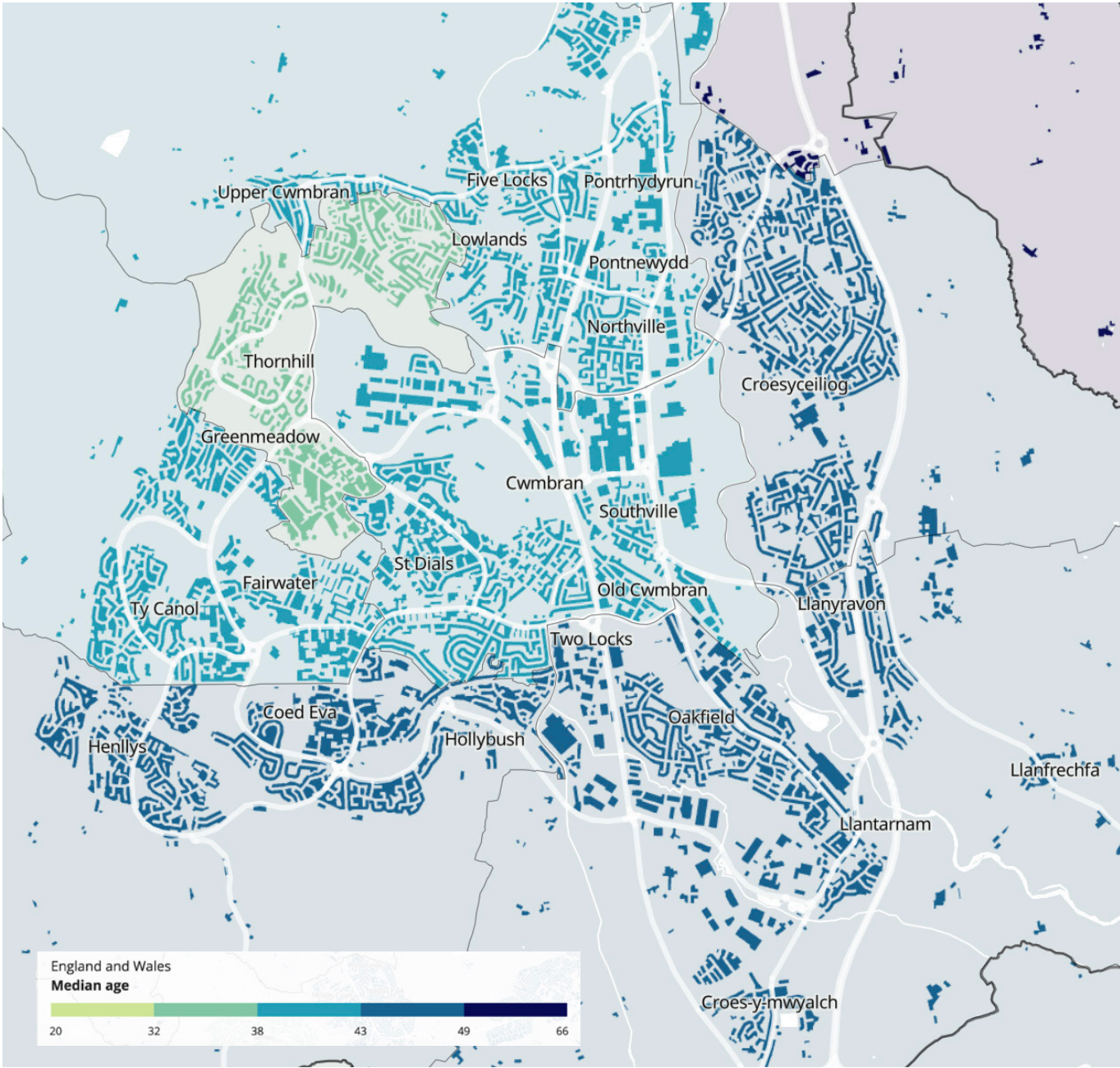


Figure 6: Median Age in Cwmbran, ONS Cen 2021

Local Housing Need

Average house prices in Cwmbran are currently around £225,000 (Sept 2025) which is **7% up on the previous year**. The majority of sold properties in Cwmbran were terraced homes averaging £169,300 with semi-detached achieving £214,275 and detached homes selling for £326,600. House prices in Cwmbran appear to command a **premium of 3-6% compared with the rest of Torfaen Borough** according to data from Rightmove (on-line September 2025).

Median house prices in Torfaen are around 4.8 times median gross annual workplace-based earnings, slightly better than for Wales at 5.9.

The private rental market appears less well developed than many larger centres although this could mature with growth in demand following development of the Grange University Hospital. Current market rents are around £675pcm for 1bed, £950pcm for 2bed and £1,100pcm for 3bed properties.

	Average	Terrace	Semi	Detached
Cwmbran	£225,000	£177,500	£214,240	£329,900
Torfaen	£212,200	£165,100	£207,800	£329,900
South Wales	£243,400	£183,900	£240,500	£387,400

Figure 7: House prices

With viability constraints on delivery of new housing, there are continued shortfalls in meeting local affordable housing needs.



Figure 8: New house building

Economic Activity

Economic activity is generally stronger in Cwmbran and Torfaen than the overall Wales average, reflecting the strength of the economy - although this has fallen slightly in recent years to around 75% of 16-64-year-olds (down from 79% in 2023).

The local employment rate in Torfaen, whilst improved to 76.4% in 2023 has fallen slightly to 74.0% in 2025 and is expected to be similar for Cwmbran. Unemployment, however, remains relatively low in Torfaen at around 3.6% of 16-64-year-olds.

Skill levels in Cwmbran are broadly similar to the Borough as a whole, according to data supplied by UK Government on the 2021 Census. Data for 2024 shows the rate of people with no skills in Torfaen at 8.7%, which is in line with Wales overall. Cwmbran is expected to be around the same rate.

The proportion of 16-64-year-olds with **higher level skills (level 3+)** appears to have moved closer to the Wales average in 2024 at around 65%



Figure 9: Cwmbran Town Centre

	Employment Rate 16-64		
	2021	2023	2025
Cwmbran	69.9%	n/a	n/a
Torfaen	69.8%	76.4%	74.0%
Wales	68.6%	74.1%	73.4%

Figure 10: Employment Rate 16-64

	No Qualifications 16-64	
	2021	2024
Cwmbran	14.6%	n/a
Torfaen	14.7%	8.7%
Wales	13.7%	8.6%

Figure 11: No Qualifications 16-64

	Level 3+ Qualifications 16-64	
	2021	2024
Cwmbran	49.4%	n/a
Torfaen	50.0%	64.6%
Wales	54.9%	65.5%

Figure 12: Level 3+ Qualifications 16-64

Employment

There are 23,230 jobs in Cwmbran as of 2023, comprising over 60% of the Torfaen employment base.

Employment has been boosted by significant growth in the health sector correcting previous decline in overall employment and now showing 6% growth compared with 2019. There remain concerns, however, around land constraint in and around Cwmbran which could limit potential in the wider economy.

Local employment growth is comparable to the wider Torfaen (5.0%) and growth across the whole of Wales (6.8%) since 2019.

The Health sector is now the dominant employer in Cwmbran with 26% of all employee jobs up from just 13% of the total in 2019. This reflects the opening of the regionally important new Grange University Hospital at Llanfrechfa.

Manufacturing jobs are still important to the Cwmbran economy making up around 17% of the total in 2023. Although the sector had contracted

significantly since 2019, there has been an increase of around 300 jobs in the 12 months to 2023. Gross Value Added (GVA) per job filled in Cwmbran is £44,600, slightly below the level for Torfaen at £45,800 and around 10% lower than Wales overall at £50.00 (ONS 2022).

Although not available directly for Cwmbran town, Torfaen County Borough has the highest rate of local self-employment in Southeast Wales at 8.9% (aged16-64). This is above the Wales average of 8.3% and compares with Monmouthshire also 8.3% and Cardiff at 7.2%.

	Employment		
	2019	2023	Change
Cwmbran	21,910	23,230	+6.0%
Torfaen	36,600	38,425	+5.0%
Wales	1,268,000	1,354,000	+6.8%

Figure 13: Employment, ONS Business Register & Employment Survey

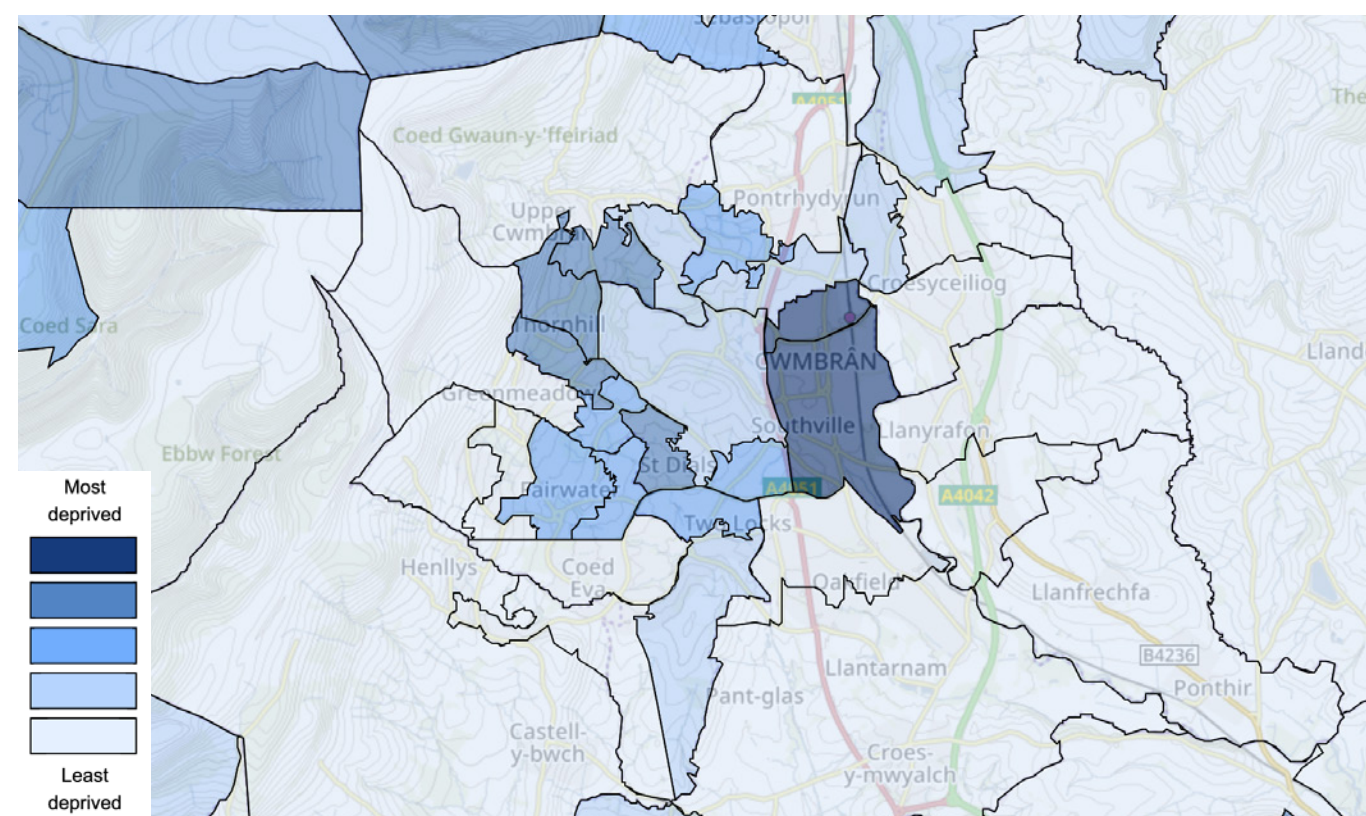


Figure 14: Welsh Index of Multiple Deprivation 2019, Employment

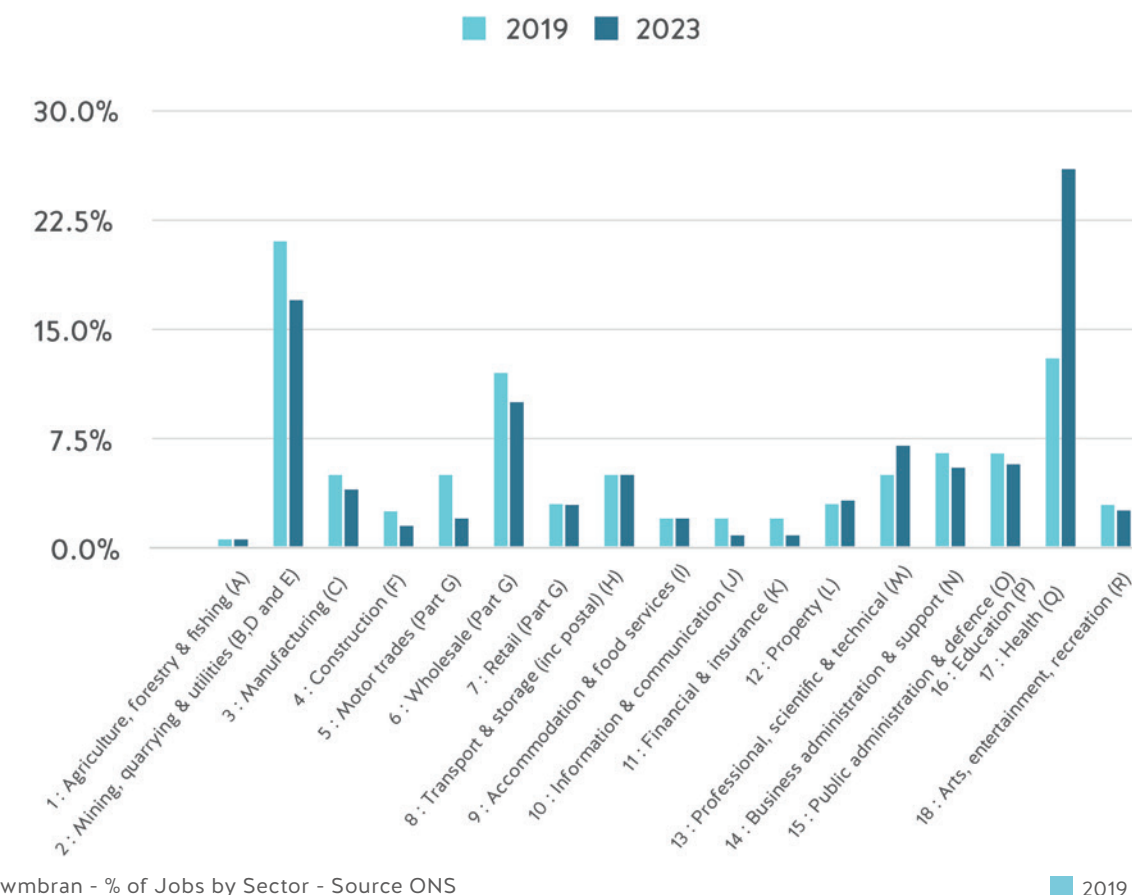


Figure 15: Cwmbran - % of Jobs by Sector - Source ONS



Figure 16: Crane Process Flow Technologies Ltd on Grange Road

Commuting Flows

Cwmbran is an important regional employment centre with 58% of the local jobs being taken by in-commuters from outside the town.

Indeed, there are more people travelling into Cwmbran for work than leave the local area (+1,950).

Even so, 54% of residents in employment travel out for work with Newport, Pontypool and Cardiff being important destinations.

The analysis is based on 2011 Census figures due to the impact of Covid-19 and lock-down /furlough which affected the 2021 Census data.

The 2021 Census provides more recent insight to the mode of travel for work with private cars dominating local transport choices for 85% of Cwmbran residents, slightly higher than the 82% for Wales overall. A further 8% walk to work in Cwmbran compared with 9.5% for Wales and just 7% in Torfaen.

As a former New Town, Cwmbran is well suited and designed for car travel. It is also well connected digitally with an estimated 89% of premises having Gigabit capable broadband although only 24% of people are reported to work from home. This is slightly higher than Torfaen but below the 26% for Wales in 2021 and the Welsh Government ambition for 30% home-working.

Commuting Flows (2011 Census)		
In Commute	13,357	58%
Live & Work Cwmbran	9,662	42%
Total Employment	23,019	
Out Commute	11,407	54%
Live & Work Cwmbran	9,662	46%
Total Residents Employed	21,609	

Figure 17: Commuting Flows (2011 Census)

Home Working Potential			
	Cwmbran	Torfaen	Wales
Premises with Gigabit Capability (2023)	89%	78%	72%
Working from home (2021)	23.6%	22.2%	25.6%

Figure 18: Home Working Potential



Figure 19: Buses in Cwmbran

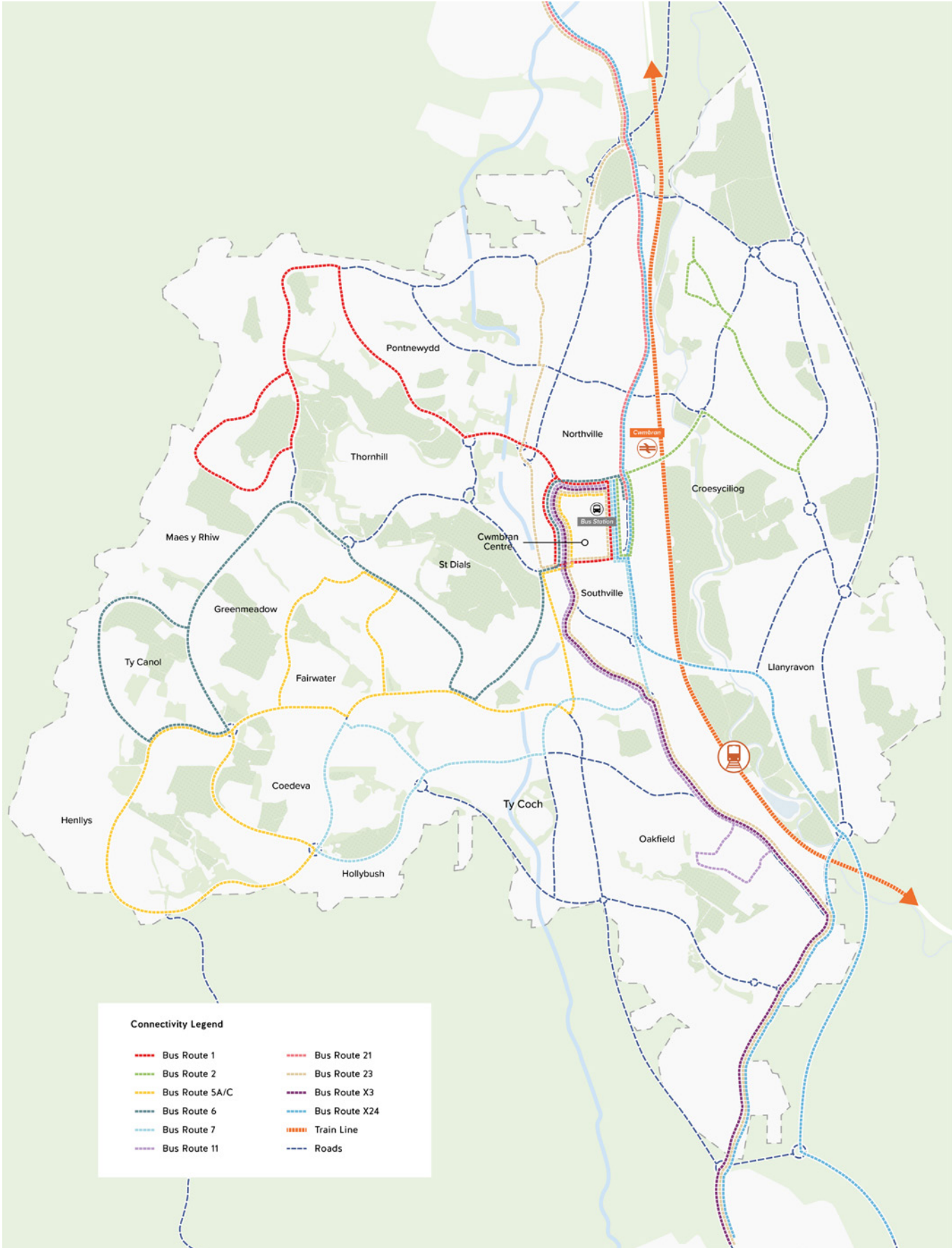


Figure 20: Key transport routes in Cwmbran

Town Centre

Cwmbran Centre is an important **sub-regional shopping centre** with a strong catchment and trade-draw well beyond the expected role of the town itself.

Comprising some **740,000 square feet of modern commercial space** in an enclosed, pedestrianised environment, there is a good mix of retail, restaurants and leisure facilities under private ownership and management. The Centre also provides some 3,500 free parking spaces attracting annual **footfall of over 20 million people**.

With a total of 176 retail units, there are currently 16 vacant units in the centre, representing a **vacancy rate of some 9%**. This contrasts with the Wales town centre average of 17% and the Shopping Centre average of over 22%. However, several traders

have already given notice to vacate over the next few months and others are simply holding over on temporary terms, pushing the underlying void rate closer to 19% overall.

Whilst the Centre continues to perform reasonably well which is testimony to the strong management by the private owners LCP following acquisition in 2022 and the accessibility of Cwmbran, there remain significant pressures to diversify and broaden the Centre’s appeal given the challenges in the retail and leisure sector nationally.



Figure 21: Gwent Square in Cwmbran Town Centre

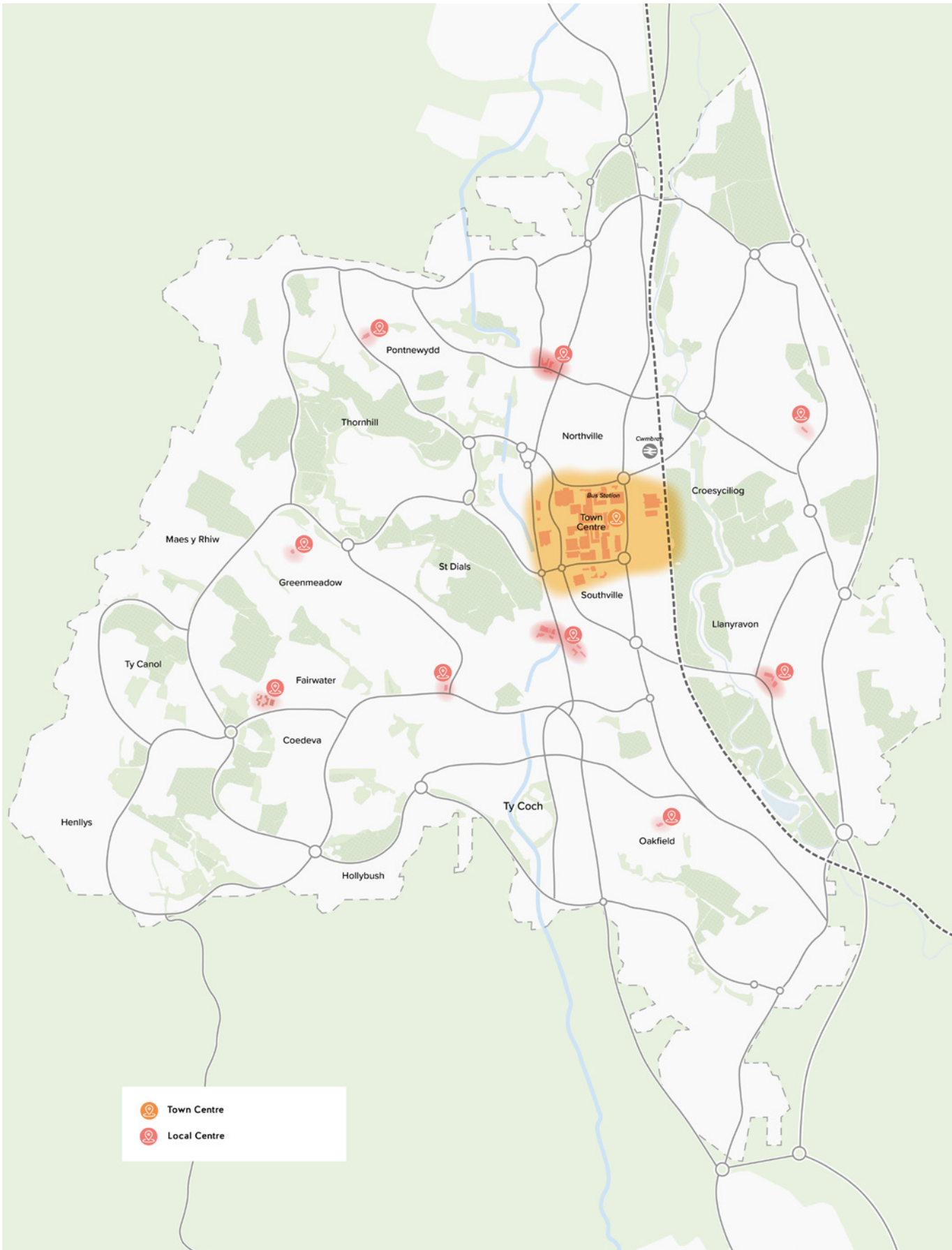


Figure 22: Location of Cwmbran town centre and District Local Centres

Neighbourhood Centres

There are nine neighbourhood centres dispersed throughout Cwmbran serving the wider residential communities. Many of these are purpose built local centres integrated with the New Town housing development.

Most of these are focused on a small convenience store with other retail service provision such as hairdressers/barbers and takeaways. All are independently run and largely fully occupied. Two areas, Pontnewydd and Old Cwmbran are more

traditional village centres incorporated into the wider new town development. Pontnewydd is a busy village centre with some 15% vacant (7 units). There are 7 local convenience stores and 17 retail services comprising 35% of the total space. There is just one national chain operator (Ladbroke's Bookmakers).

Old Cwmbran contains around 40 units with 45% of them retail services such as Hair and Beauty etc. There is only 1 convenience store and 5 takeaway outlets. Only 2 units are currently vacant (5%).

Deprivation Index

The local communities of Pontnewydd and Upper Cwmbran are in the 10% most deprived in Wales (WIMD 2019) with several other localities (in darker blue in the plan opposite) featuring in the 20% most deprived.

For Cwmbran, the main issues revolve around Community Safety, Education, Health and Income challenges –with over 25% of small areas in the 20% most deprived in Wales. These areas include, Fairwater, Coed Eva, Northville, Thornhill, St Dials, Greenmeadow, Hollybush and Oakfield.

In 2022-23, some 23.5% of under-16s in Cwmbran lived in relative low-income families; just above the Wales average (23.1%).

The Welsh Index of Multiple Deprivation (WIMD 2019) provides a comparative analysis of local conditions across 8 key measures for small areas (Lower Super Output Areas) across Wales.



Figure 24: Coleg Gwent, Cwmbran



Figure 23: Location of Cwmbran town centre and District Local Centres

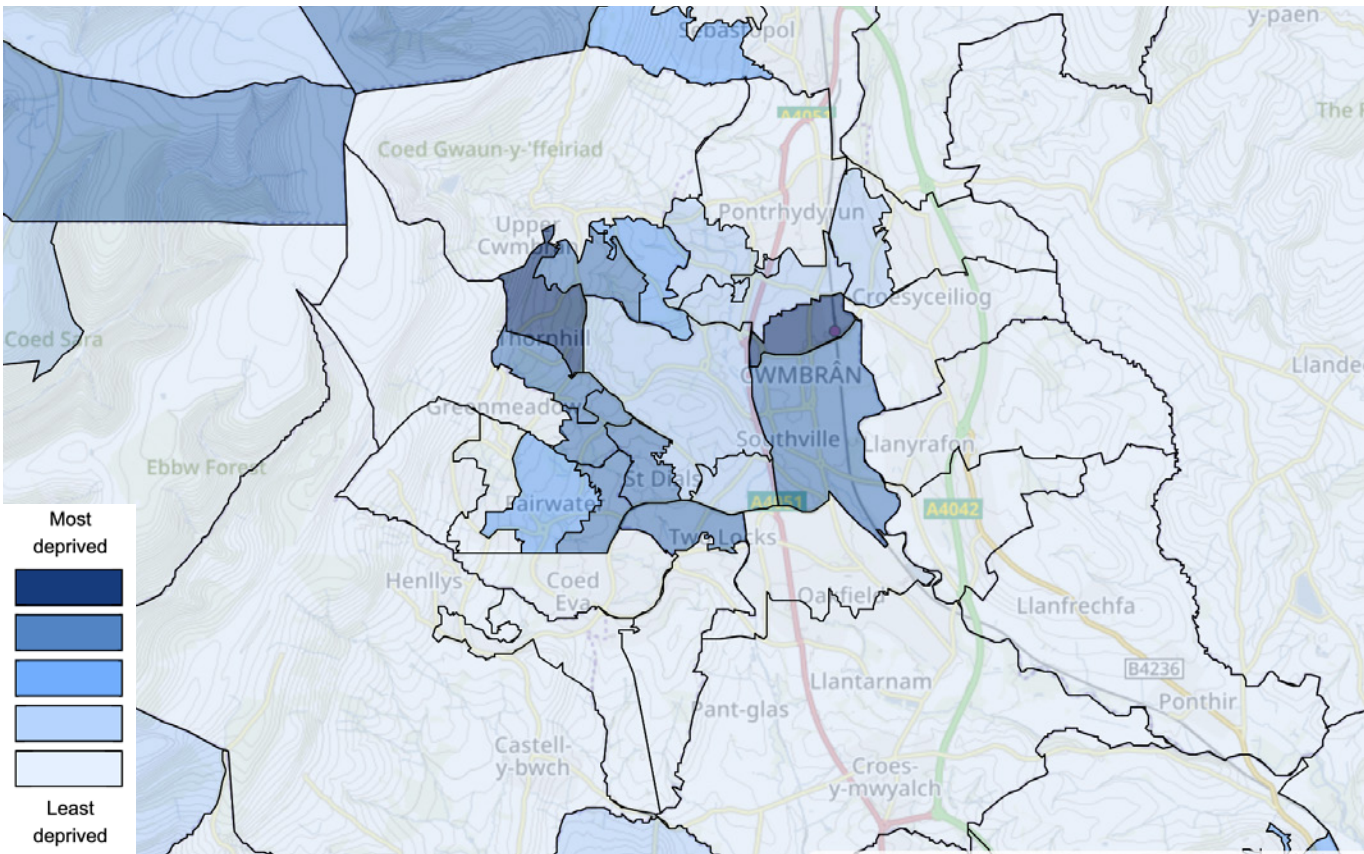


Figure 25: Welsh Index of Multiple Deprivation 2019, Employment

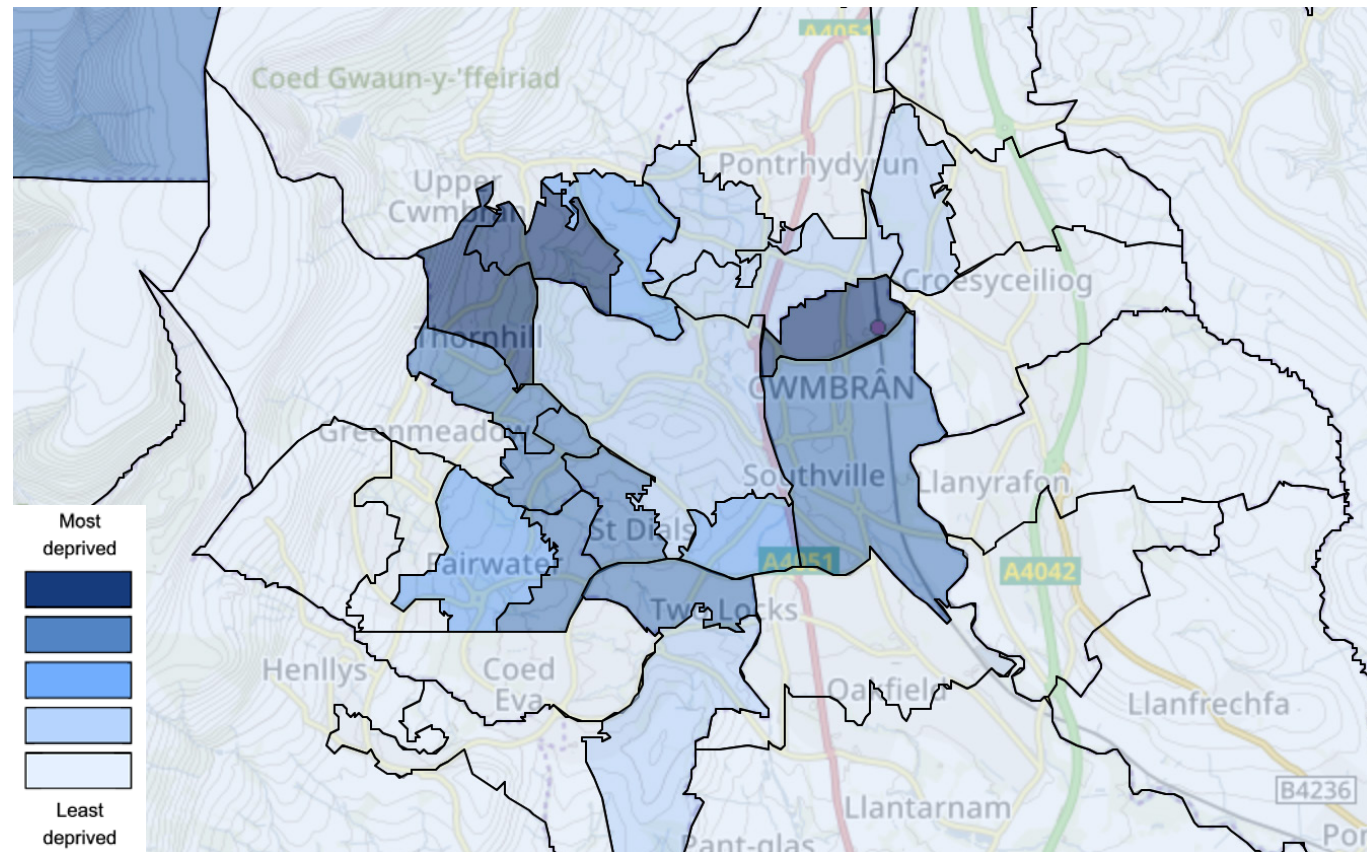


Figure 26: Welsh Index of Multiple Deprivation 2019, Income

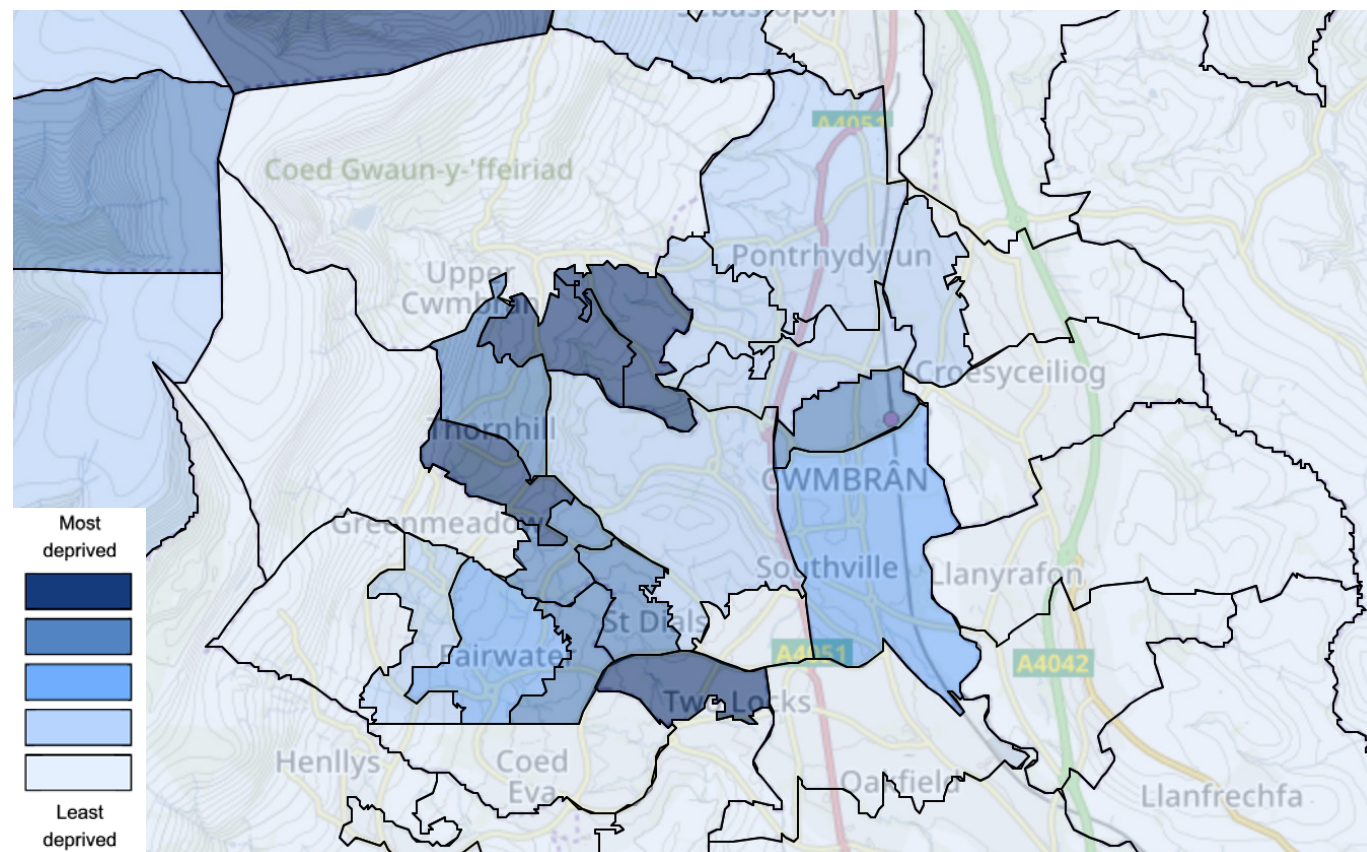


Figure 27: Welsh Index of Multiple Deprivation 2019, Education

Community Safety

Over 30% of the Lower Layer Super Output Areas (LSOAs) in Cwmbran are in **the 20% most deprived in Wales** in terms of Community Safety which will be a key issue for the Cwmbran Futures to tackle.

The rate of recorded crime in Cwmbran (118.3 per 1,000 population) is also higher than the rate for Torfaen (110.0) and Wales overall (95.8) but below other urban areas as shown in the graph below.

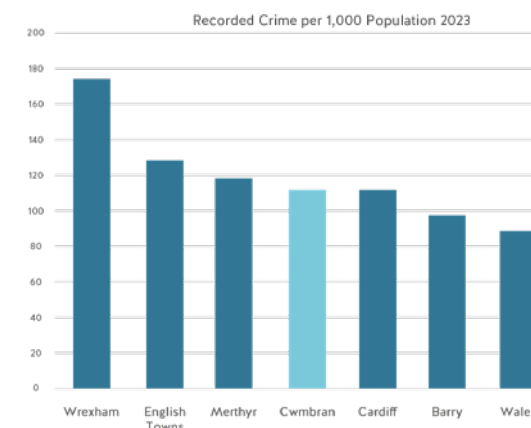


Figure 28: Recorded crime per 1,000 population



Figure 29: Pedestrian route between Southville and town centre

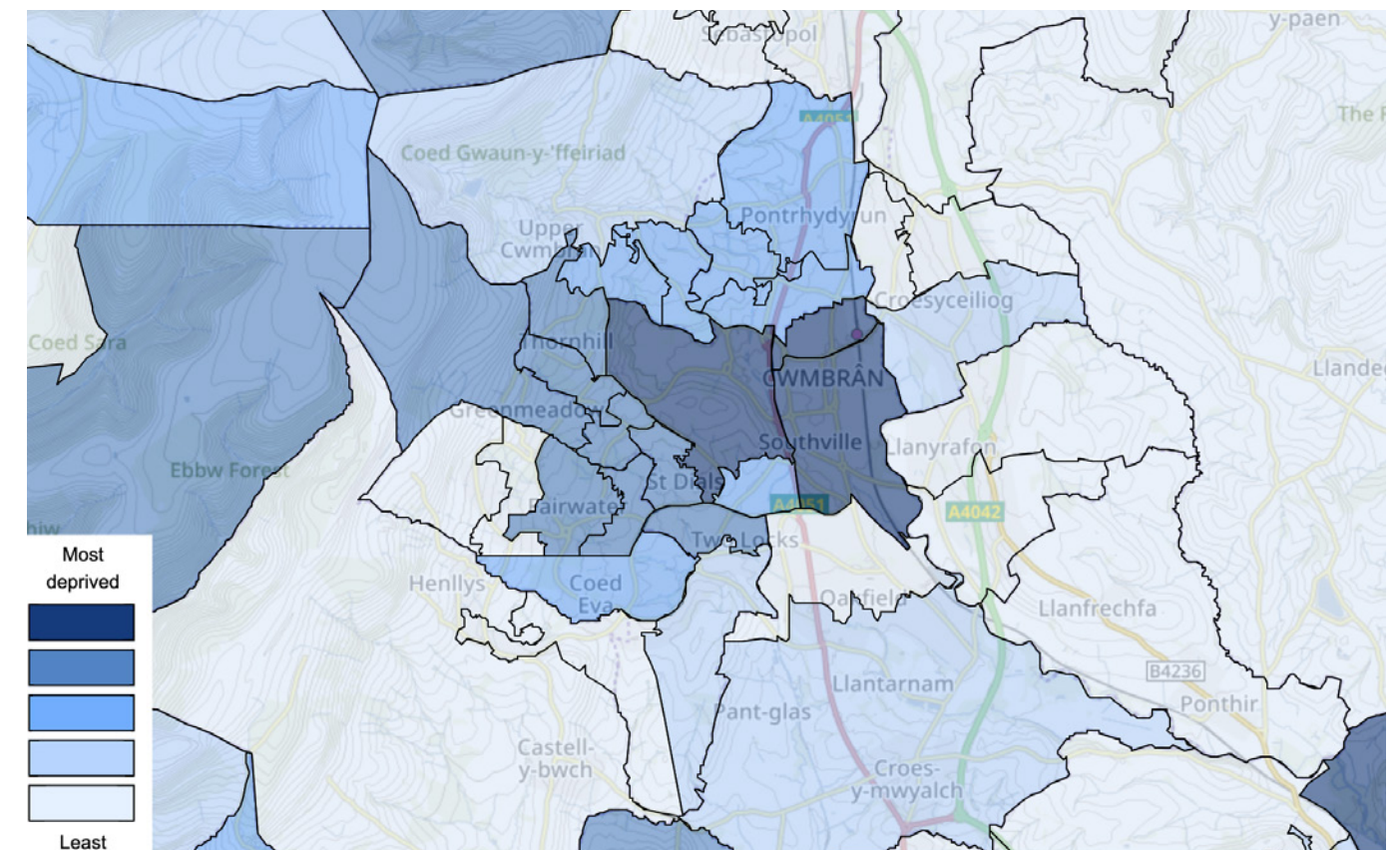


Figure 30: Welsh Index of Multiple Deprivation 2019, Overall

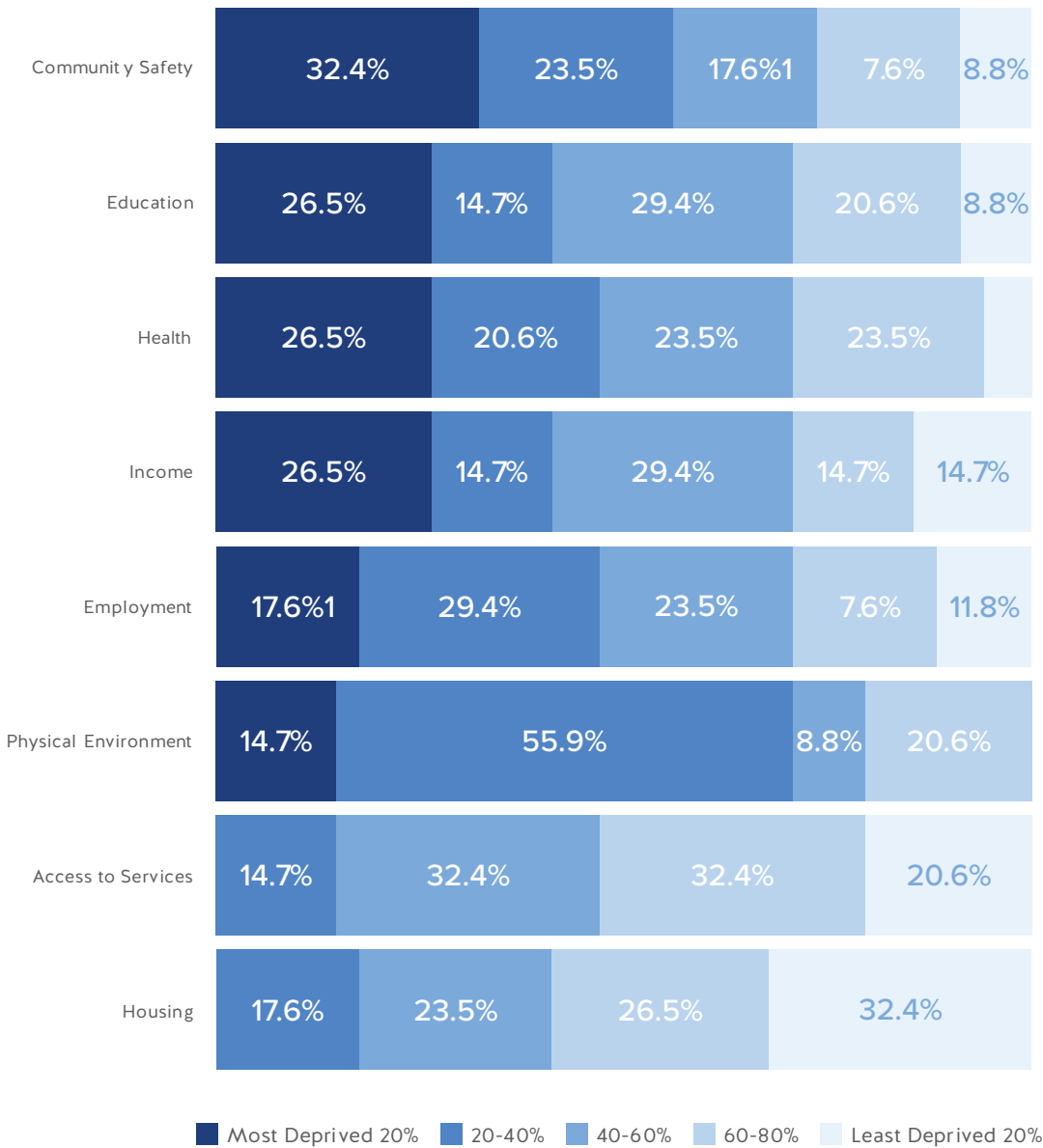


Figure 31: Deprivation levels (%) across LSOAs within Cwmbran, compared to the Wales average (2019) - Source Welsh Government
Note: Missing labels on the bars represent a percentage of less than 7%

Anti-Social Behaviour and Public Order offences comprise around 25% of all recorded crime in Cwmbran in 2024 which is down from its peak of almost 45% of recorded crimes in 2020. The rate of ASB in Cwmbran is 20.1 per 1,000 population compared with 14.9 for Wales.

Of more concern is the increase in violent crime in Cwmbran which accounts for over 48% of all recorded crime in 2024. Up from 27% in 2020.

Incidents of local shoplifting have also nearly doubled in recent years and now comprises 8% of all crime in the town. Indeed, the rate of shoplifting per 1,000 population is 11.5 in Cwmbran compared with 7.7 for Torfaen and 7.9 for Wales overall reflecting the prominence of the retail offer in the town centre.

Key Issues and Challenges

This high-level review and data analysis for Cwmbran highlights the following challenges for consideration:

- There are fundamental concerns around **Community Safety** with large parts of Cwmbran featuring in the 20% most deprived communities in Wales.
- There remain **pockets of sustained deprivation** within Cwmbran characterised by low income, low education and access to employment opportunities.
- The local economy is at risk of **further contraction and loss of jobs** from the area due to constraints in available employment land.
- Local **skill levels** will need to be tackled to prepare for the needs of regional growth sectors and encourage a more circular economy in Cwmbran taking advantage of the strong public sector cluster in the town.
- Decisions will need to be taken as part of the Replacement Local Development Plan on **potential future expansion of Cwmbran** to meet future population growth and housing need. It will be vital for new housing and employment growth to be easily connected with the centre of Cwmbran to meet the needs of the future population.
- There is need to **diversify the offer of Cwmbran Centre** responding to the national economic challenges of sustaining a traditional large retail centre. Many of the outlying neighbourhood centres, although performing well in terms of occupancy would benefit from modernisation and public realm improvements to enhance the local amenity and accessibility for all.
- There are issues for young people around **deprivation and access to education** and skills within Cwmbran
- Cwmbran faces **challenges in housing affordability and supply**, with a shortfall in meeting local affordable housing needs and average house prices
- There is a **high reliance on private cars** within Cwmbran and a need for **upgrades to public transport**



Figure 32: Pedestrian route to Town Centre



Figure 33: Monmouth Square, Cwmbran town centre

Data Evidence Summary

To ensure the outputs of this work are evidence-based and highly relevant, the data evidence has been summarised under each of the eight key themes. This demonstrates the data's alignment with the themes, establishing the necessary evidence base to inform and justify the outcomes of the plan:

Regeneration, High Streets & Heritage



- Cwmbran was designated as a **'mark one' New Town 1949**
- **Cwmbran Centre is an important asset**; attracts over 20 million people annually with **3,500 free car parking spaces**. Total of **176 retail units** with a **9% vacancy rate** (below Welsh town centre average) however, with upcoming departures could push it to 19% (above Welsh town centre average)
- There are **nine dispersed neighbourhood centres**, purpose built and largely occupied

Housing



- Average house price in Cwmbran is **£225,000**
- Cwmbran house prices have a **3-6% premium** compared to the rest of Torfaen
- Current market rents are approx **£950pm for a 2 bed property**
- Shortfalls in meeting local affordable housing needs due to viability constraints on new housing delivery

Work, Skills and Employment



- Cwmbran has **23,230 jobs (2023)**, accounts for **60% of Torfaen employment base**
- **Health sector** is the dominant employer (26% of jobs (2023))
- **Manufacturing** makes up 17% of jobs
- Economic activity of 16-64yr olds is 75%
- **58% of local jobs held by in-commuters** from outside the town, resulting in a net in-commute of +1,950.
- People with no qualifications in Torfaen is 8.7%, in line with Welsh average (8.6%)

Cohesion



- Cwmbran is a planned town with a network of nine "neighbourhoods" built around a central core
- The local communities of Pontnewydd and Upper Cwmbran are in the **10% most deprived** in Wales (WIMD 2019), and over a quarter of small areas in Cwmbran are in the 20% most deprived.
- **23.5% of under-16s in Cwmbran lived in relative low-income families** (2022-23), slightly above the Wales average (23.1%)

Health and Well-being



- Median age in Cwmbran is **42 years**
- Relatively older median age on the outskirts (south and west) and a younger median age (around 30s) around Thornhill to the north and east of the town centre.
- **26.5% of Cwmbran's small areas** fall into the **20% most deprived** in Wales for the Health domain (WIMD 2019)

Transport



- Cwmbran is **strategically connected** to the M4 with good travel links to Newport and Cardiff
- **85% of Cwmbran residents use private cars** for their commute to work, which is slightly higher than the 82% for Wales overall.
- **8% walk to work**
- **54% of residents in employment travel out for work**, including Newport, Pontypool, and Cardiff

Safety and Security



- **Recorded crime** in Cwmbran **91.0 per 1,000 population** (2022) is higher than the rate for Torfaen (87.1) and Wales overall (78.0)
- Increase in **violent crime**, which accounts for over **48% of all recorded crime** in 2024, up from 27% in 2020.
- **Anti-Social Behaviour (ASB) and Public Order offences** comprise around **25% of all recorded crime**.
- **Shoplifting incidents** have nearly doubled in recent years, now **comprising 8% of all crime**. The rate of shoplifting per 1,000 population is 11.5 in Cwmbran, higher than both Torfaen (7.7) and Wales (7.9)

Education and Opportunity



- In the WIMD 2019 domain for Education, 26.5% of Cwmbran's small areas are in the 20% most deprived in Wales.
- Pockets of sustained deprivation are characterised by low income, low education, and constrained access to employment opportunities.

4.3 Priorities for Change

The Priorities for Change section explains how the key priority areas for Cwmbran Futures align with the UK Government’s pre-approved interventions. The town’s core priorities, outlined in the vision in Section 3.1, are to become a connected, safer, more equal, healthier, and more distinctive place. Each selected intervention supports these strategic aims and objectives, and has been assessed against the UK Government’s three overarching strategic objectives: Thriving Places, Stronger Communities, and Taking Back Control.

During the first 18 months of the delivery period, Cwmbran Futures will focus on undertaking further feasibility and associated engagement work to refine the Board’s understanding of the priority interventions and identify how they are best addressed. Such work could also include pilot projects and initiatives which can test ideas and frame larger investments into priority areas. By undertaking the feasibility and engagement work, the Board shall ensure Cwmbran Futures responds efficiently and effectively to the case for change and priorities for each theme as identified by the local community.

The Board will also prioritise community capacity building to help establish community partners that can help deliver Cwmbran Futures and enable opportunities for shared working and alignment with wider interventions. This will be done through small community grants to existing community groups that have a track record of delivering grass root change in the Cwmbran community. The award of any such grants will be subject to comprehensive assurance processes that will govern the implementation of the Investment plan. It is important to state, that all the interventions undertaken by the Neighbourhood Board during the delivery period, including the feasibility and

community capacity building actions, will be fully aligned to the Plan for Neighbourhood’s strategic vision and its aims and objectives. The measure of success for each of these interventions should be aligned with the outcomes and objectives as set out in section 3.2. Each of the interventions is aligned to the vision, this can be seen through a set of icons assigned to each intervention. The full vision is set out in section 3.1, for clarity the key themes are set out below:

-  A Connected Town
-  A Healthy Town
-  A Safer Town
-  A Distinct Town
-  An Equal Town

The interventions set out align fully to the case for change and the feedback provided by the community.

Regeneration, High Streets and Heritage

Funding for improvements to town centres, neighbourhoods, and high streets, including capital spend and running costs

Cwmbran Centre has long placed Cwmbran as a regional shopping centre that attracts many visitors into the town, but further investment is required to ensure that it remains an attractive destination for residents and visitors. Investment is already being made by LCP Properties and is being secured through the placemaking plan prepared by the County Borough Council. The Board can assist this momentum to ensure that collective effort continues to enhance the physical environment and introduce new uses that diversify the centre and make it an attractive destination for families and young people.

A key focus of the Board in the Centre will be to enable opportunities for existing and new local businesses to thrive. Equally important are the district centres which provide key services within the residential areas of the town. Such areas ensure

that people do not need to travel far to access important retail and public services. It is therefore important that they remain sustainable, which means having viable businesses and services, but also a good quality environment.

“Local centres are run down, and look out of place... Modernisation for the community is needed big time”

Alignment with Key Objectives:



Thriving Places



Stronger Communities



Taking Back Control

Thriving places; supports a vibrant town centre for people and economically

 A Safer Town

 A Distinct Town



Figure 34: Cwmbran Town Centre

Enhanced support for arts, cultural, heritage and creative activities, projects and facilities and historic institutions that make up the local cultural heritage offer

Cwmbran has a long and rich history and a unique status as the only Mark 1 New Town in Wales. It also has a burgeoning creative arts community that promotes local artists and culture that celebrates the town and its communities. The town’s history and the associated physical environment and the creative arts can be used to celebrate Cwmbran, attract visitors and bring the community together to share their pride in the town.

The Board will support existing groups to do this important work so that Cwmbran continues to be promoted, but it will also help to make the town’s heritage, art and culture more inclusive so they bind communities together. The support from the Cwmbran Futures could include enhancing existing heritage assets, such as its architecture and public art, whilst providing opportunities to create new space provision and classes that are accessible to everyone, including: artists, designers, makers, writers and performers.

‘Celebrate Cwmbran’s ‘Story’ - industrial heritage to New Town’

Alignment with Key Objectives:

Thriving Places

Stronger Communities

Taking Back Control

Thriving places and stronger communities; supports enhancements and celebration of culture and heritage

- A Distinct Town
- An Equal Town

Creating and improving green spaces, community gardens, watercourses and embankments in the local area, along with incorporating natural features into wider public spaces

Green spaces play an important role for the communities across Cwmbran, offering a resource for play, amenity, health and well-being and well-designed community cohesion. The Board will help to invest in this infrastructure. A key asset for

Cwmbran is the Canal, which is a highly valued and well used asset that could be further enhanced as a leisure, health and well-being asset. Significant work has already been undertaken to into the Canal and further feasibility work is programmed to plan future investment. The Board can work with public and private sector partners to enable this and ensure the communities of the town benefit from future investment.

65.3% of people surveyed agreed that there are enough green or natural spaces in their area. However, there is a sense that green spaces are in need of improvement

Alignment with Key Objectives:

Thriving Places

Stronger Communities

Taking Back Control

Thriving places; supports promotion of green and blue spaces

- A Healthy Town
- A Connected Town



Figure 35: Views across Cwmbran Town Centre

Housing

Support wider neighbourhood renewal by improving the attractiveness and liveability of homes and their surroundings

Cwmbran as a New Town is designed with nine neighbourhoods, with the opportunity to establish connections and cohesion between areas. Parts of the existing housing stock, particularly social housing, face challenges relating to physical disrepair, low energy efficiency and deteriorating public realm.

The Cwmbran Neighbourhood Board is committed to a targeted and holistic housing intervention that addresses these systemic challenges, ensuring all residents benefit from homes that are safe, healthy, and integrated into high-quality neighbourhoods. A key priority is to support wider neighbourhood renewal by focusing on the quality of green spaces and shared spaces within neighbourhoods so they are attractive and well-maintained allowing for a sense of community pride. There is a need to support new housing and increase the amount of affordable housing available in Cwmbran where house prices are a premium compared to the wider Torfaen area.

“All new builds need more trees and green space. The rate of lost grass lands and trees since moving here is dramatic and sad.”

Alignment with Key Objectives:

Thriving Places

Stronger Communities

Taking Back Control

Thriving places and Taking Back Control; supports enhancements to neighbourhoods and taking ownership

- A Healthy Town
- A Distinct Town

Modernisation of social housing

To address the modernisation of social housing effectively, the Cwmbran Neighbourhood Board will prioritise areas for upgrading the housing stock and providing targeted resident support. This could include energy efficiency measures such as insulating walls, installing double glazing, and replacing boilers with heat pumps. This would counteract expressed concerns that current homes are “outdated” and lack “green energy options.” There must be a strong emphasis on maintenance of buildings and ensuring that upgrades to buildings fit in with the local character of Cwmbran.

The Board will work with relevant partners to ensure that clear, accessible advice on managing the new, energy-efficient systems is provided. Upgrading housing with physical and educational support will improve residents’ health, well-being, and ability to manage the cost of living.

‘Ensure the social housing provider keep properties well maintained and don’t stick out’

Alignment with Key Objectives:

Thriving Places

Stronger Communities

Taking Back Control

Thriving places and Taking Back Control; Enhancements to built environment, people in control of their homes

- A Healthy Town
- An Equal Town

Work, Productivity and Skills

Funding to support the development, improvement, and promotion of the visitor economy, such as local attractions, historical trails, cultural tours, campaigns and other related tourism products

Many visitors are drawn to the town due to the unique shopping offer at the Cwmbran Centre, but the town also has a wider story to tell; a unique narrative based on its arts, culture and heritage, but also its businesses and people. This can draw more people to the town, encourage existing visitors to stay for longer and explore the wider town and even attract investment that can help businesses and communities. The Board will help to tell the town's wider story and expand the visitor economy.

“Places like Cwmbran need more beauty and a welcoming feel - flowers troughs, well kept /presentable seating areas, independent high quality shops etc.”

Alignment with Key Objectives:



Thrivling Places



Stronger Communities



Taking Back Control

Thrivling places: Beautifying the Town and encouraging 'Pride in Place', encouraging tourism economy

 A Distinct Town

 An Equal Town

Developing and expanding existing local business support and networks for smaller businesses and social enterprises

Business support is important for encouraging both smaller businesses and social enterprises within Cwmbran. Currently, there is a feeling that there is a lack of support and funding for existing and new businesses and social enterprises, with high costs also cited as a barrier to developing and expanding businesses. A key focus of the Board is to identify interventions that would support local businesses in

strategic locations across Cwmbran. The Board can ensure that support is accessible and reaches the types of businesses that are in need of support.

From those surveyed, there were frequent responses stating barriers to developing and expanding businesses included ‘high costs’ and ‘lack of support and funding’

Alignment with Key Objectives:



Thrivling Places



Stronger Communities



Taking Back Control

Taking Back Control: Supporting local economy and encouraging local business

 A Distinct Town

 An Equal Town



Figure 36: Zero Waste Shop, Cwmbran

Cohesion

Investment in capacity building and infrastructure support for local civil society, youth and community groups

Across Cwmbran there is a sense that there is not enough for young people to do in and around the town, with a lack of youth clubs and a need for safe, affordable or free spaces where young people can gather. There is also a lack of awareness for support services and community groups provided within the community. A key focus of the Board is to identify existing key locations that would benefit from renovation and identify opportunities for new multi-purpose hubs in accessible locations, potentially utilising disused commercial properties, that can be used by the community. By creating these safe, centralised, and attractive spaces, Cwmbran can foster a stronger sense of community and actively support the physical, mental, and social well-being of all residents, moving past the current perception of services being fragmented, confusing, or too expensive.

“Invest in doing up community centres and halls, encourage them to become hubs of the community”.

Alignment with Key Objectives:



Thrivling Places



Stronger Communities



Taking Back Control

Stronger Communities and Taking Back Control: Community supporting each other, taking ownership

 An Equal Town

 A Distinct Town

Funding for impactful volunteering and social action projects to develop social and human capital in local place

Cwmbran has a diverse range of community groups that support various needs within the community, many of whom are lacking volunteer power. A key focus of the Board is to support an increase in community engagement and impactful volunteering.

Working alongside established community groups, there is an opportunity to support ongoing community initiatives that would encourage wider community cohesion across Cwmbran.

51% of Cwmbran residents don't currently volunteer, yet there is an evident need for more support around social action and community groups within Cwmbran

Alignment with Key Objectives:



Thrivling Places



Stronger Communities



Taking Back Control

Taking Back Control: Encouraging local support and cohesion within communities

 An Equal Town

 A Distinct Town



Figure 37: Event at Llantarnam Grange

Health and Well-being

Funding for local sport and activity facilities, events, teams and leagues, to foster community engagement and connection

Local organisations are working tirelessly to deliver essential services in their local communities. Sports and youth clubs play an important role in the cohesion of the community as well as supporting health and well-being. The social action being taken by these groups helps to sustain Cwmbran’s communities and hold them together. Cwmbran Futures can help to strengthen the existing organisations and invest in the important facilities they need to operate, whether sporting facilities or equipment or the physical spaces they need. Of critical importance is supporting providers of services for young people, promoting existing services to young people and ensuring the services are located where they are most needed.

“Youth clubs Funding to get people started in sports i.e football boots, golf clubs, swimming gear or just help towards club subscriptions as this can become very hard for some families to afford.”

Alignment with Key Objectives:



Thrive
Places



Stronger
Communities



Taking Back
Control

Stronger Communities: Encouraging local sports and youth provision to engage the community

-  An Equal Town
-  A Healthy Town

Integration and co-location of health and well-being services

Access to health and well-being services is a considerable priority for the people of Cwmbran. There is a significant percentage of the population who are not aware of support services in Cwmbran and are unsure of where to find information for

health and well-being services. The Board can work with public sector partners to utilise existing infrastructure, for example vacant high street properties, and establish an integrated co-location of health and well-being services with the Cwmbran Centre as well as Neighbourhood Centres. A ‘one stop shop’ approach could consolidate fragmented services and tackle immediate social issues such as mental health support. There is opportunity to support existing well-being initiatives run by local community groups and charities. These initiatives include providing spaces, sharing information, and supporting volunteering and coordinator roles. Examples of supported initiatives include the existing Food prosperity network e.g. food growing, local produce market, food hubs in local centres.

Mental health support was frequently mentioned within surveys, with access to affordable accessible care highlighted as a need.

Alignment with Key Objectives:



Thrive
Places



Stronger
Communities



Taking Back
Control

Taking Back Control: Ease of access for health services allowing people to take ownership of their health

 An Equal Town

 A Healthy Town

Transport

Support for active travel enhancements in the local area

Cwmbran benefits from a rail connection and a central bus station that services the wider town. It also has established walking and cycle routes with more active travel proposals planned. When delivered these routes will further expand the active travel infrastructure in the town. The Canal continues to be a significant opportunity to further active travel connections in the town and improve it’s connectivity to other towns in the wider County Borough and region.

The Board is committed to supporting additional active travel provision and shall ensure Cwmbran Futures works with existing partners delivering investment to make Cwmbran an accessible and pedestrian-friendly town. An important priority will be enhancing key routes so that residents can sustainably travel to the District Centres and Cwmbran Centre, key places of employment and leisure and community facilities. Better integrating active travel routes to the bus station and railway station will also be integral to this aim, alongside provision of secure and free cycle storage facilities in these places and key centres. The Board’s actions in this area will be closely aligned to its efforts in ensuring Cwmbran is safe for all so that residents feel safe actively travelling and being in public transport stations.

‘Keep canals and woodlands tidy and accessible; extend and enhance the canal’

Alignment with Key Objectives:



Thrive
Places



Stronger
Communities



Taking Back
Control

Thrive Places and Stronger Communities: Easily connected neighbourhoods, building community

 A Connected Town

 A Safer Town



Figure 38: Active travel routes to the town centre



Figure 39: Pedestrian route between Southville and Town Centre

Safety and Security

Design and oversight of the built and landscaped environment to ‘design out’ crime and encourage positive behaviour

The rate of recorded crime in Cwmbran is higher than the average for Torfaen County Borough Council and Wales overall. While stakeholders reported generally feeling safe in the town key feedback did report hot spot areas of crime and anti-social behaviour in District Centres, key walking and cycling routes, at transport stations, play areas and the edges of Cwmbran Centre. It is important that all residents and visitors feel safe in Cwmbran and the Board is committed to further understanding how crime and anti-social behaviour can be reduced in these areas and to work with public sector partners to make Cwmbran safer for all. A key priority is to ensure the hot spot areas identified by the community are safe so that all residents and visitors can confidently access the services and social activity they need. The routes and public spaces in these areas need quality pathways and surface treatment which are

accessible to all users, good light coverage to ensure people can walk and cycle safely at night. There will be a need to include measures to prevent anti-social behaviour, crime and reduce re-offending – for example, the provision of spaces and activities for young people as an alternative. There will be a key alignment between the Board’s activities in helping to design out crime and the work it undertakes in supporting community and youth organisations.

‘Unsafe’ was a frequently used word to describe Cwmbran within the survey feedback

Alignment with Key Objectives:



Thriving Places



Stronger Communities



Taking Back Control

Thriving Places and Taking Back Control: Creating a safer town, encouraging activity throughout the day



A Safer Town



An Equal Town

Education and Opportunity

Support for community-based learning and development

Access to sufficient and accessible learning and development opportunities for people in Cwmbran is a key priority. Generally, access to skills, training and education is available across Cwmbran however there is a need for skills based courses, access to evening classes and community based learning. Cwmbran Futures can help to strengthen the existing organisations and invest in the important facilities they need to operate, whether sporting facilities or equipment or the physical spaces they need. Of critical importance is supporting providers of services for young people, promoting existing services to young people and ensuring the services are located where they are most needed.

“Scheme to help people learn more life skills such as learning how to work a bank account, apply for jobs to even learning how to properly cook food or wash clothes”

Alignment with Key Objectives:



Thriving Places



Stronger Communities



Taking Back Control

Stronger Communities and Taking Back Control: Encouraging learning, taking ownership of skills



A Distinct Town



An Equal Town

Support to both reduce levels of child poverty and to prevent the negative impacts of child poverty on children and families

Two of the neighbourhoods in Cwmbran fall within the 10% most deprived in Wales, with over a quarter of small areas in Cwmbran within the 20% most deprived. There is a need to intervene to prevent the negative impacts of child poverty on both children and families. A key priority for the Neighbourhood Board will be to support families in poverty and provide opportunities to become financially resilient as well as provide support for those disadvantaged families. The Board will focus on implementing these interventions by working with established, accessible community-led schemes and clearly identifying areas where there is a significant need for further, focused action.

Pockets of sustained deprivation are characterised by low income, low education, and constrained access to employment opportunities.

Alignment with Key Objectives:



Thriving Places



Stronger Communities



Taking Back Control

Thriving Places and Stronger Communities: Support for people to get out of poverty, enhanced lifestyles



A Distinct Town



An Equal Town



Figure 40: Food classes in Cwmbran



05. Alignment with other Programmes and Investment

5.1 Alignment with other Programmes and Investment

The Board will collaborate closely with Torfaen Council and other strategic partners to ensure full alignment and compliance with all applicable policies and legislative frameworks at local, regional, and national levels. Efforts will be directed toward avoiding duplication and mitigating potential conflicts, while promoting complementarity wherever feasible. There must be a clear and demonstrable interaction with public policy ensuring that activities are not undertaken in isolation, follows best practice, and do not substitute existing statutory functions. The Council's expertise will be leveraged through the establishment of a Technical Officers Group, which will provide guidance and support to the Board on policy compliance and related matters.

The annual funding of the Cwmbran Futures shall be aligned to other significant programmes and investments being made into Cwmbran. Key investment programmes being made into the town include:

- Pride in Place Impact Fund - £1.5m assigned to Torfaen Borough to invest in areas of need with the aim of building strong, resilient, prosperous and inclusive communities.
- Cwmbran Placemaking Plan - A strategic document for the town centre that will help to shape how key funding streams like Welsh Government Transforming Towns and the Shared Prosperity Fund can be focused to make the greatest impact. This will build on the extensive investment that LCP Properties, the owners of Cwmbran Town Centre have made into the Centre.
- Monmouthshire and Brecon Canal - The adopted Cwmbran Canal Strategy (2024 - 2034) sets out the Council's management and investment priorities for the Canal and

recognises the the important role it plays in supporting prosperity and wellbeing throughout Torfaen.

- Investment into local schools and colleges - extension to Crownbridge Special School (£12.1 million) and rebuild of Maendy Primary School (£17million).
- Investment in Local Arts and Culture - Arts Council for Wales through their 'Create', 'Arts Health & Wellbeing' and 'Capital' funding streams alongside Wales based foundations and trusts.
- Investment into local housing - There are various programmes within Torfaen Borough Council including: Empty Homes, Leasing Scheme Wales, EC04 Flex Scheme,
- Investment into Tourism - Welsh Government introduction of £1.75m of grants to ensure small tourism and hospitality businesses can welcome visitors rain or shine.
- Investment into green spaces - Nature Towns and Cities funding
- Investment into homelessness programmes - There is a Homelessness Support Pilot recently introduced by Welsh Government.
- Alignment with Torfaen Economy and Skills Strategy 2021-2030

Each of these funding programmes align with the Plan for Neighbourhood's vision, strategic aims and objectives. The Board will work in partnership with the key organisations delivering investment through each programme. Funding programmes will be assessed throughout the project period and the Board will work with applicants to explore matching funding.



Figure 41: Monmouth House with lift shaft artwork by William Mitchell



Figure 42: Exhibition at Llantarnam Grange



06. Match Funding and Leveraged Investment

6.1 Match Funding and Leveraged Investment

The investment provided through Pride in Place and Plan for Neighbourhoods will have a transformational impact on the projects and initiatives being considered by the communities across Cwmbran. Cwmbran Futures will offer a vital lifeline and will be transformational for groups without access to existing funding streams.

Cwmbran Futures can also, however, be used to leverage and unlock match funding and investment from other public partners and programmes (some of which are identified in Section 5) and crucially the private sector. This will ensure the Pride in Place and Plan for Neighbourhoods funding can go further and ensure truly transformational outcomes are achieved. The Board will be agile and creative in how it utilises the funding programme to attract match funding from public and private partners.

Examples of opportunities for match funding could include Capital City Region funding programmes, Welsh Government funding programmes, like Transforming Towns, and Lottery Funding. The Pride in Place and Plan for Neighbourhoods could also be used to gap fund investment by private sector partners and be aligned to S.106 monies held for the town through the delivery of new development.

A further opportunity lies in the Board providing early 'in principle' commitments of funding support to organisations making other funding applications. Any such 'in principle' commitments will be time-limited, offered subject to match-funding being secured and closely monitored to avoid disruption by locking out other potential projects.

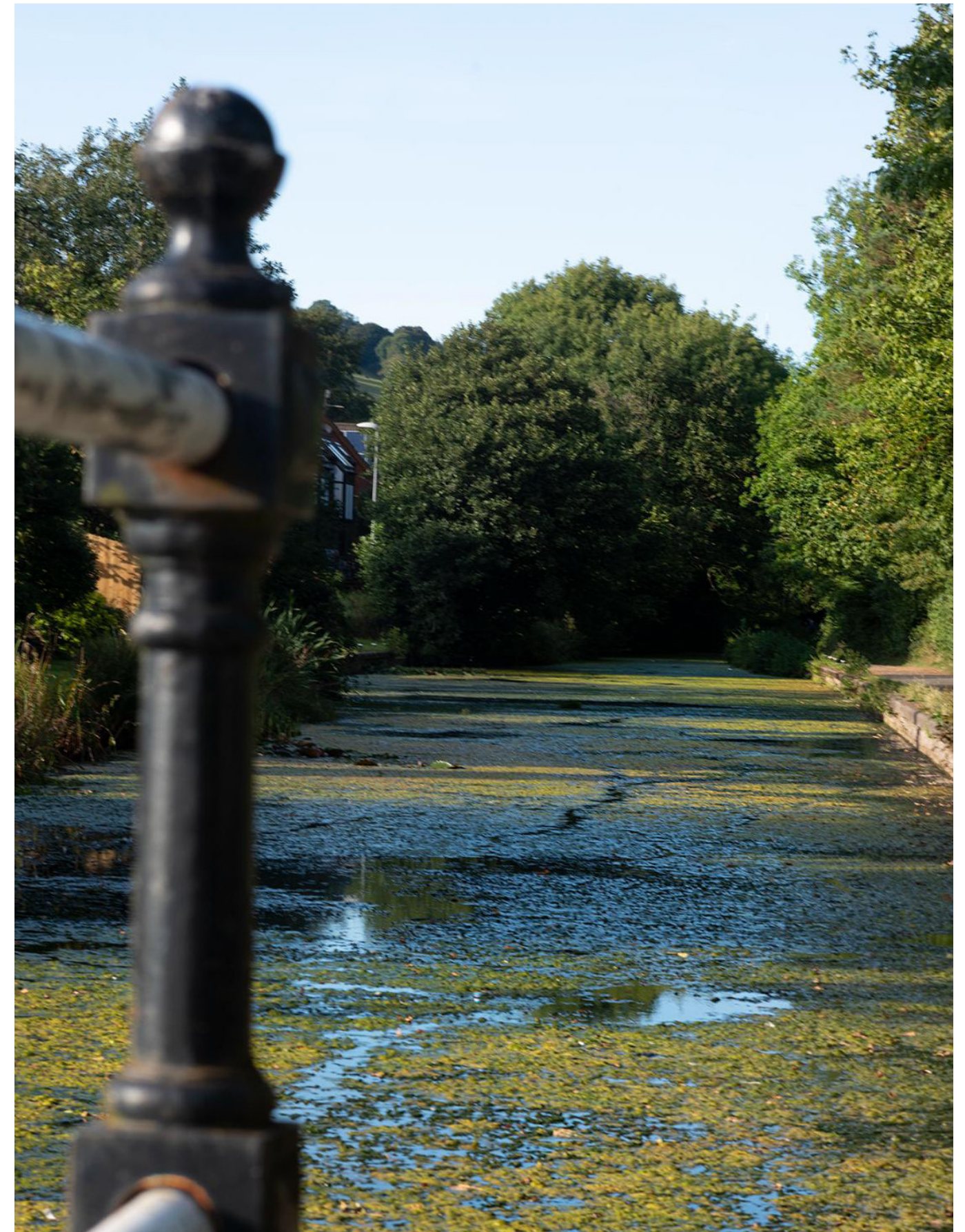


Figure 43: Monmouthshire and Brecon Canal



07. Community and Stakeholder Engagement

7.1 Community and Stakeholder Engagement

Engagement to Date

The 10 Year Regeneration Plan is built on a foundation of community and stakeholder engagement. As detailed in figure 47, considerable engagement has been undertaken to support the vision for Cwmbran. Continuing to ensure the community is engaged with the delivery plan moving forward is crucial. The Boards approach to ongoing engagement is set out below.

Ongoing Engagement

The Cwmbran Neighbourhood Board will be open and transparent in capturing project ideas and proposals, drawing input from the whole community of Cwmbran.

The Board proposes to have a three pillared approach to key engagement activity across the 10 year regeneration plan. These are detailed in figure 44. The approach includes a Neighbourhood Annual Event which provides an opportunity to reflect and look forward to emerging projects and funding streams. The AGM could be used as a platform for workshops centered on the Neighbourhood Plan's core objectives. This would be a valuable step in shaping how an approach to future engagement. The Board have been proactive in requesting expressions of interests for projects. This will continue at strategic intervals to allow for projects that can align with funding streams. Engagement will then continue throughout delivery, with the Board taking ownership of engagement with key delivery partners, communities and stakeholders.

Key Elements of Engagement

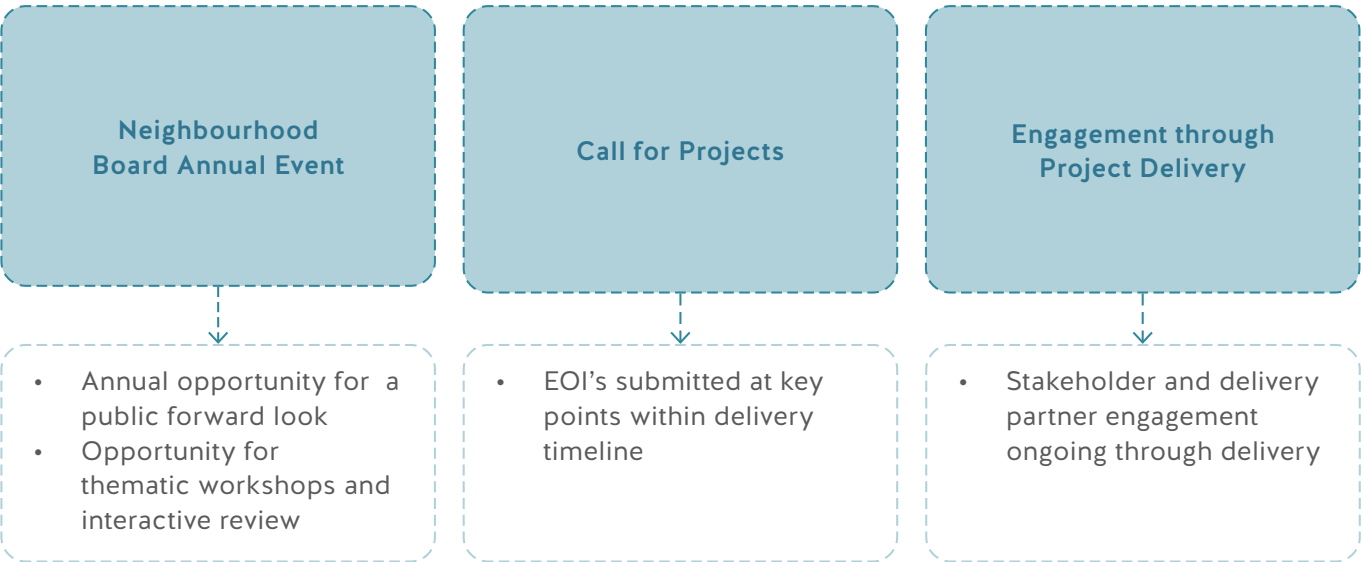


Figure 44: Engagement strategy going forward



Figure 45: Drop-in event at Cwmbran Stadium



Figure 46: Drop-in event at Mount Pleasant Hall, Cwmbran

Engagement Process

The initial engagement and consultation programme for the Long Term Plan took place over a 3 week period in Summer 2024 (phase 1). The process included multiple workshops, drop-in sessions, and other engagement activities. In total there were over 700 individual engagements with the project team, through the workshops and engagement events, the website, email, and feedback forms. To build upon this feedback, additional engagement was

completed in Autumn 2025 (phase 2). The diagram in figure 47 shows the engagement that has been completed across the period of the Long Term Plans for Towns and Plan for Neighbourhoods. The conclusions below are a culmination of both sessions, all of which has fed into the work for this regeneration plan.

Engagement Feedback Summary

**Regeneration, High St and Heritage**

- **Mixed opinions on the town centre.**
- Residents want to **make the town centre more attractive** - suggesting planters etc.
- Interest in **regeneration of brownfields sites, neglected parks and green spaces.**

**Housing**

- Concerns with **housing estate condition** and management
- Need for **improvements to green and shared spaces** around housing

**Work, Productivity and Skills**

- **High costs and lack of support, barriers for business and local enterprise**
- **Local job opportunities are limited**
- Demand for **vocational skills training and apprenticeships**

**Cohesion**

- **Lack of awareness of available support services**
- Demand for **community events** - such as street parties, gatherings etc.
- Demand for **multi-purpose community hubs** - open on the weekends

**Health and Well-being**

- Need for **mental health support** that can be accessed quickly and **well-being programmes**
- Struggles accessing GPs, NHS dentists etc.
- Demand for **affordable physical activity groups** - e.g. yoga, tai chi

**Transport**

- **Poor public transport links**
- **Infrequent buses** and **expensive trains**
- Demand for **safer walking and cycling routes** connecting the town
- Pot holes, uneven pavements and poorly marked parking spaces

**Safety and Security**

- **ASB concerns** e.g. drug use, vandalism etc.
- **More visible policing** and known hotspots
- Improved **street lighting and CCTV**
- **Safer Active Travel**

**Education and Opportunity**

- **Not enough for young people to do** - emphasis on lack of **affordable activities**
- Unequal distribution of provisions
- More **youth clubs and social spaces** with modern amenities
- Concerns of **limited career pathways**

Event	Date	Venue	Attendees
Phase 1: Summer 2024			
Meeting with Torfaen Youth Forum	26 June 2024	Civic Centre, Pontypool	10
LCP Survey Gathering	28/29 June 2024	Cwmbran Town Centre	29 surveys
Workshop 1: TCBC Officers	3 July 2024	Online	19
Workshop 2: Key Stakeholder Organisations	3 July 2024	Online	7
GetInvolved.Torfaen Website (EN & CY)	Live Online from 5 July 2024		160
Torfaen CBC Website (EN & CY)	Live Online from 5 July 2024		
Workshop 3: Key Stakeholder Organisations	6 July 2024	Congress Theatre, Cwmbran	4
Drop-in 1: Public	6 July 2024	Gwent Square, Cwmbran	>100
Workshop 4: Key Stakeholder Organisations	8 July 2024	Cwmbran Stadium, Cwmbran	6
Drop-in 2: Public	8 July 2024	Cwmbran Stadium, Cwmbran	24
Torfaen CBC Cabinet Meeting	9 July 2024	Civic Centre, Pontypool	6
Workshop 5: Key Stakeholder Organisations	10 July 2024	Mount Pleasant Hall, Cwmbran	22
Drop-in 3: Public	10 July 2024	Mount Pleasant Hall, Cwmbran	7
Cwmbran Town Board Meeting	12 July 2024	Hybrid, LCP Cwmbran Centre Management Suite, Cwmbran	10
Workshop 6: Cwmbran Centre for Young People	12 July 2024	CCYP, Cwmbran	8
Cwmbran High School	18 July 2024	Cwmbran High School, Cwmbran	30
Cwmbran Futures Survey Live	28/29 June - 17 July	Online	159 surveys
Cwmbran Futures Survey Live: Extension	25 July - 23 August 2024	Online	26 surveys
Drop-in: Summer Fun Day	9 August 2024	Woodland Road Hwb	25
Workshop 1: Bron Afon Let's Talk	14 August 2024	Online	16
Drop-in: Bron Afon Let's Talk	28 August 2024	In-person - Bron Afon Offices	30
Phase 2: Autumn 2025			
Public Engagement	25 September 2025	Cwmbran Library, Cwmbran	42
Public Engagement	30 September 2025	Cwmbran Stadium, Cwmbran	64
Cwmbran Futures Survey	25 September - 7th October	Online Survey	297 Surveys
Crownbridge School	1 October 2025	Crownbridge School, Cwmbran	8
Torfaen People's Panel	1 October 2025	Council House, Cwmbran	8
Cwmbran High School Engagement Session	2 October 2025	Cwmbran High School	30
Croesyceiliog High School Engagement Session	6 October 2025	Croesyceiliog School, Cwmbran	30

Figure 47: Table of engagement events held across phase 1 and phase 2

7.2 Ongoing Community Engagement

Strengthening Governance and Building an Independent, Community-Led Board

The Cwmbran Neighbourhood Board is strengthening its governance arrangements to ensure independence, transparency, and authentic community leadership. A structured skills and experience audit is currently assessing the Board’s capacity, sector coverage, diversity, and lived-experience representation. This will identify gaps and inform a transparent, targeted approach to future recruitment and co-opted roles, ensuring the Board evolves in a balanced and representative way.

To support robust and independent decision-making, the Board will establish a series of thematic subgroups, including assessment panels, community engagement groups, and monitoring and evaluation functions. These will involve wider community stakeholders and provide specialist insight while allowing the Board to maintain strategic oversight.

Recognising the importance of visibility and independent identity, discussions are underway to establish a dedicated website and social media platforms for the Board. This will support open communication, build resident understanding of the community-led ethos, and make it easier for people to engage with the programme.

The Board acknowledges that it must continue to build its governance, identity and capability, and will take deliberate steps over the next few years to establish a more independent operating model.

Future Community Activation and Engagement Across Cwmbran

The Cwmbran Neighbourhood Board is committed to sustaining strong community activation across all neighbourhoods, ensuring residents remain

central to shaping priorities and project delivery. Engagement activity will be rooted in local identity and delivered in partnership with the strong voluntary, cultural, youth and resident-led networks already active across Cwmbran.

The Board are also considering the use of engagement mechanisms such as ‘Planning for Real’ to strengthen how they communicate with residents, ensuring conversations are more accessible, collaborative and transparent, and to support deeper, place-based public involvement throughout the development of local priorities.

Maintaining Momentum and Visibility

Over the next four years, the Board will:

- Run regular neighbourhood pop-ups in locations such as Cwmbran Stadium, Cwmbran Library, Greenmeadow Community Farm, Llanyrafon Manor, and other high-footfall spaces.
- Deliver an annual “Cwmbran Futures” event, bringing residents, schools, youth groups, and voluntary sector partners together to review progress and shape future priorities.
- Use new independent digital platforms to share stories, highlight impact, and show how resident insight is influencing decisions.
- Continue open dialogue through the Board’s three thematic subgroups, creating regular contact points for residents and organisations.

Engaging Specific Groups and Neighbourhoods

A rolling programme of place-based engagement will take place across the Cwmbran Communities. The Board will work with local partners to connect with hard-to-reach groups, ensuring no neighbourhood is left behind.

- Young people: through Torfaen Youth Service, Torfaen Play Service, CCYP, schools, sports clubs and youth hubs.
- Older residents: via Age Connects Torfaen, 50+ Forum, lunch clubs, dementia groups and sheltered housing.
- Disabled residents and carers: through Torfaen Access Forum, Torfaen People First, Cwmbran Gateway Club, Able and Hope GB. As well as other local carers groups, advocacy organisations and community connectors.
- Ethnically diverse communities: via Ethnic Minorities & Youth Support Team who conduct a monthly Women’s support hub in Cwmbran and a Torfaen Youth Project, as well as multicultural groups, community kitchens and faith networks.
- Businesses: through town centre engagement, Ty Coch Trading Estate, Avondale Business Park, Llantarnam Industria estate, Fairwater Shops and Business Forums such as Torfaen Strategic Economic Forum, Torfaen Business Voices and many others.

Arts, Cultural and Community-Led Activity

Arts and culture will be central to engaging local people in meaningful, inclusive ways. Over the next four years, the Board will work with local artists, creative groups and schools to create murals, crafts, storytelling workshops and temporary public art that reflect Cwmbran’s unique identity and the stories of the communities who shaped it. Pop-up cultural events will be hosted across venues such as Llantarnam Grange Arts Centre, Llanyrafon Manor, Congress Theatre, community centres and outdoor neighbourhood spaces, giving residents opportunities to explore local heritage and creativity.

We will also participate in existing community events, fun days, seasonal markets, festivals and heritage activities , using them as platforms for listening, collaboration and celebration of Cwmbran’s diverse cultural story. Working with friends’ groups and resident associations, we will co-design inclusive, family-friendly activities that reflect the town’s past, present and future identity, helping residents connect with the rich and evolving story of Cwmbran.

Working with TVA and Local Networks

The Board will strengthen its engagement reach by working closely with:

- Torfaen Voluntary Alliance (TVA) to connect with grassroots and hard-to-reach community groups.
- Bron Afon Community Housing and Codi Group to engage tenants and neighbourhood networks.
- Resident-led groups, including Henllys Life, Friends groups, litter-picking initiatives and local associations.
- Community organisations such as churches, sports clubs, community cafés and local support networks. TVA’s borough-wide voluntary sector links will ensure engagement is inclusive and reaches smaller, emerging and under-represented groups across Cwmbran.

Long-Term Commitment to a Community-Led Future

Each year, the Board will:

- Review engagement reach and adapt approaches to close gaps, ensuring every neighbourhood and community group has opportunities to shape priorities.
- Expand partnerships across Cwmbran’s voluntary, community and grassroots sectors, strengthening local leadership and widening participation.
- Build internal capacity so the Board becomes increasingly independent, visible and community-led, with clear roles for residents in decision making.
- Run an open annual survey, accessible online and through community partners, to gather resident views, measure progress, identify new priorities and hear from groups who may not engage face-to-face.
- Provide regular feedback to communities, sharing what has been heard and how it has influenced decisions, through digital updates, community noticeboards, public events and local networks.
- Maintain transparent communication across neighbourhoods, ensuring residents can easily understand how the programme works, how decisions are made and how they can get involved.

Together, these long-term commitments will help build a confident, connected and thriving Cwmbran, shaped by its communities, strengthened by local partnerships and guided by open, transparent leadership.



08. Governance



8.1 Governance

The Cwmbran Neighbourhood Board has adopted a Local Assurance Framework (LAF) which sets out the agreed governance approach, in partnership with Torfaen County Borough Council (TCBC) acting as accountable body for the Pride in Place and Plan for Neighbourhoods funding.

The Cwmbran Neighbourhood Board is fully committed to ensuring the highest standards of governance, accountability and transparency across all aspects of its activities and will review the LAF annually as part of its proposed Annual General Meeting.

The Board will remain an independent advisory body, with representatives operating by consensus agreement. Board members will be required to

sign a Code of Conduct Declaration of Acceptance agreeing to observe the Cwmbran Neighbourhood Board Code of Conduct. In line with the principles of public life, the operations of the Neighbourhood Board will be transparent. Details of members, the terms of reference and meeting notes will be published on the Council's website in line with the Government guidance.

The Council will provide administrative support for the Board and act as accountable funding body for Government ensuring due diligence and accountability in the use of public money. The Council's S151 Officer will ensure compliance with all necessary financial regulations and standing orders, maintaining oversight of delivery progress.

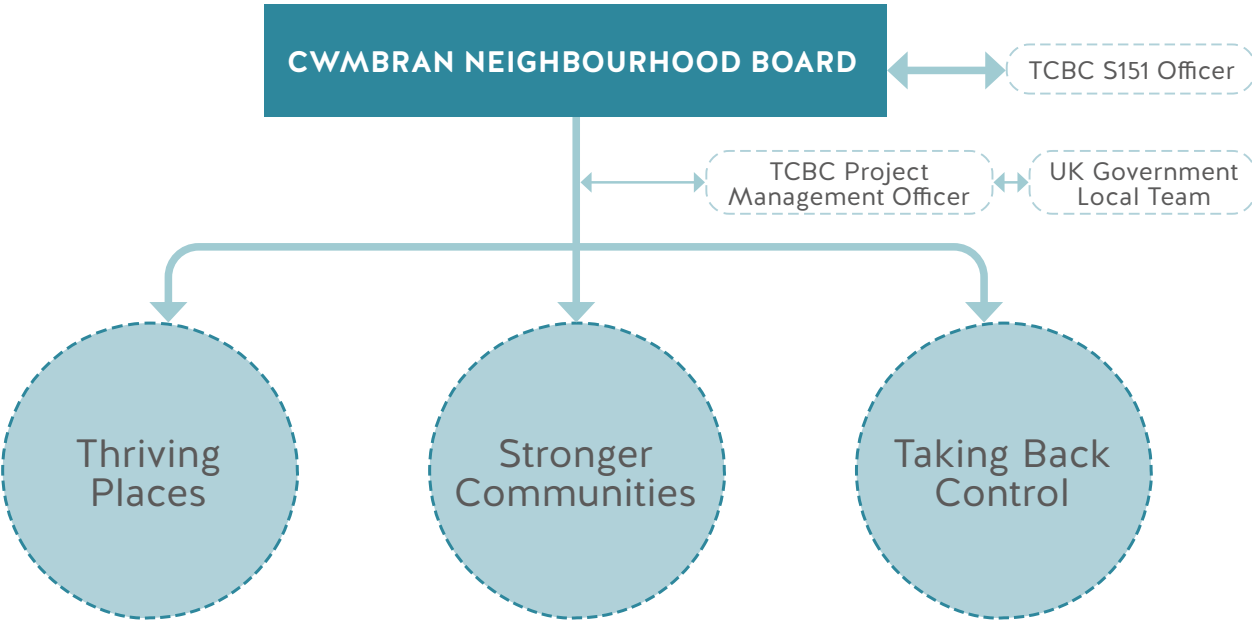


Figure 48: Cwmbran Futures governance and delivery process

Routes to Market

The Cwmbran Neighbourhood Board is committed to taking a proactive role, working closely with the local community, stakeholders and partners across the public, private and third sectors. By fostering collaboration, embracing best practice and innovation the Board will aim to shape and strengthen funding proposals to deliver transformative outcomes for Cwmbran's future.

Community organisations and local residents are already encouraged to provide ideas on the improvements they would like to see in Cwmbran through the community consultation events held to date and through the place-based web site/email address CwmbranFutures@torfaen.gov.uk.

An initial call for projects resulted in approximately 50 expressions of interest for funding support. Following a preliminary review, the Board is currently seeking additional information on around 30 proposals prior to formal assessment.

The Board will conduct a comprehensive review of priority aims and intervention themes to establish a collaborative framework for action. This framework will align funding decisions with broader public policy objectives and the evolving work and strategies of key partners, ensuring the delivery of transformational change. The technical support and expertise of the Council and other key partners will be utilised to support the work of the Board in this regard.

The broad structure and relationships of the Cwmbran Plan for Neighbourhoods governance and delivery process are captured in Figure 48.

Project Appraisal & Approval

Expressions of interest for funding will initially be scrutinised for relevance and eligibility for funding against the Cwmbran Vision and local priorities and in the context of the Pride in Place and Plan for Neighbourhoods investment themes. The Programme Officer will lead this eligibility sift in partnership with relevant technical officers and in consultation with the Co-Chairs of the Cwmbran Neighbourhood Board, the MP and MS. Where appropriate, local ward members will be advised of the process and recommendations emerging.

With approval of the Co-Chairs and thematic groups, eligible projects will be invited to make a formal application for grant funding for detailed consideration. As applications are received the initial Technical Review will be managed by the Programme Officer again in consultation with relevant technical officers to evaluate the suitability of the proposed project to meet Cwmbran Neighbourhood Board objectives and potential for delivering value for money.

1.	Eligibility Criteria	Does the project meet the Pride in Place and Plan for Neighbourhoods criteria?
2.	Strategy Aims for Cwmbran	Does the project align with our priorities for Cwmbran?
3.	Need for Grant Funding	Is there a case for funding and minimum necessary?
4.	Delivery Confidence	Is the project capable of being delivered as planned?

Figure 49: Project appraisal essential issues

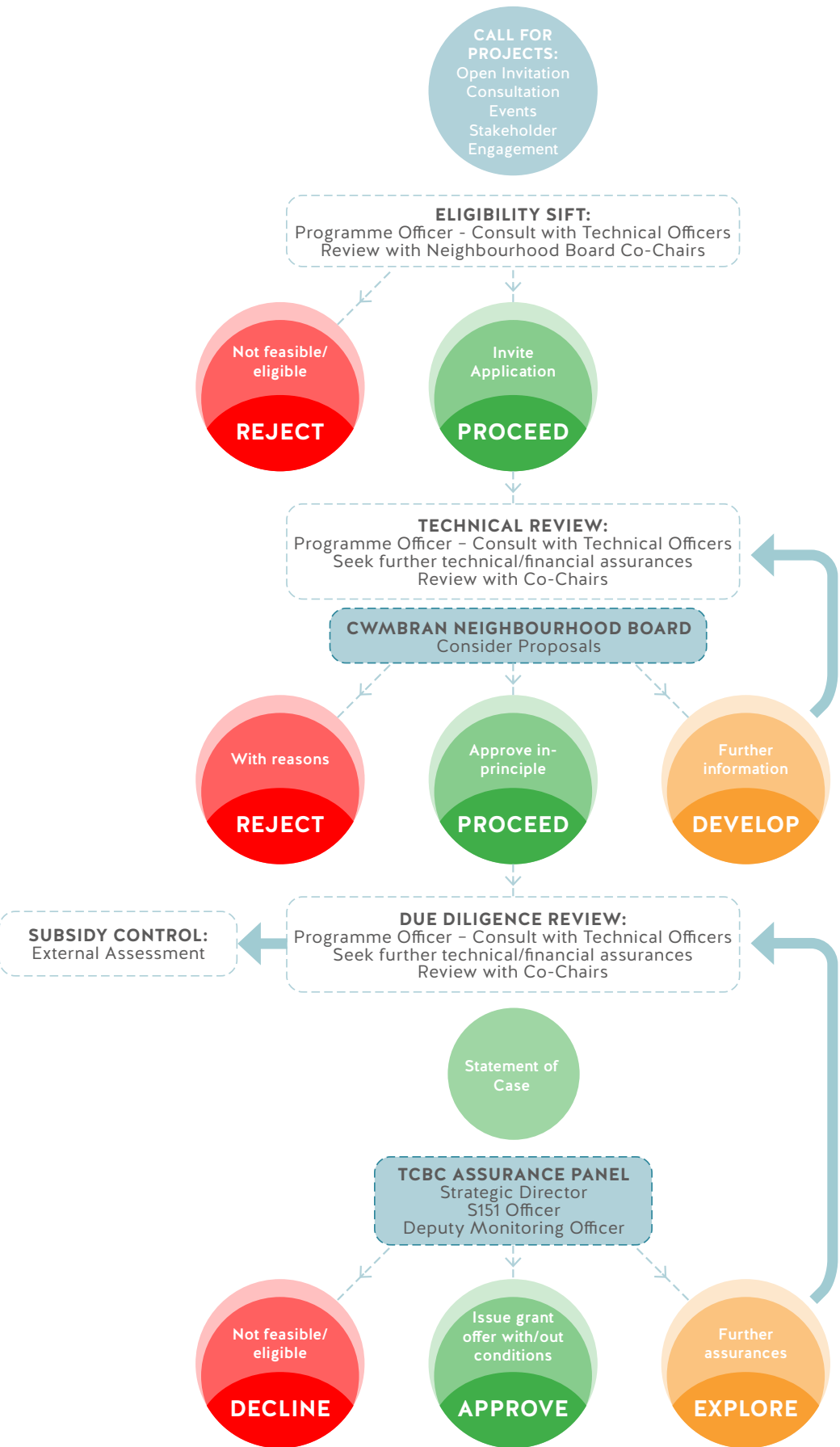


Figure 50: Assessment process

Project Appraisal & Approval (continued)

A careful balance will need to be struck on the level of detail required from project sponsors at the start of the process. The Neighbourhood Board will then have discretion to award interim capacity funding to help applicants develop further detail to meet the required due diligence as part of TCBC's Assurance Process to ensure effective use of public money.

The assessment sequence is summarised in the flow-diagram in figure 50 and follows key stages:

- Expressions of Interest's reviewed for eligibility.
- Subject to review, Co-Chairs/Thematic Groups invite formal applications
- Initial Technical Review undertaken by TCBC – in consultation with the applicant.
- Neighbourhood Board consider proposals and determine whether to proceed or not.
- Board approved projects subject to Due Diligence assessment led by Senior Officers at TCBC.
- TCBC Assurance Panel evaluate grant applications under scheme of delegation.
- Projects which fail to deliver value for money may be rejected or explored further with applicants to refine and improve.
- Strategic Director has delegated approval

to award funding in consultation with Neighbourhood Board Co-Chairs.

- Interim feedback during the process to the Neighbourhood Board and Ward Members as necessary.

Funding Award

Awards of funding to third party organisations will be accompanied by a formal grant offer letter setting out the terms and conditions of the grant award. For more complex projects, a written legal agreement may be required between the accountable body and the third party. As a minimum, these agreements will include:

Details of the project and outputs to be delivered in a specified timescale.

- Arrangements for payment.
- Arrangements to suspend or claw back funding in the event of non-delivery or mismanagement.
- Monitoring requirements, including the metrics and frequency of reporting
- Publicity obligations and arrangements

Beneficiaries will be required to provide evidence of financial stability, confirmation of any match funding required, capability to deliver project outputs and demonstrate value for money from the investment.



Figure 51: Pop up outside Zero Waste Torfaen shop



09. Assurance



9.1 Assurance

Torfaen County Borough Council will be the accountable body for financial assurance and achievement of value for money in the delivery of Cwmbran Futures.

The Cwmbran Neighbourhood Board will comply with the Council’s established assurance processes for handling third party grants and investment programmes which is drawn from many years of experience in delivering European, UKSPF, LUF and Welsh Government funding.

Effective processes and staff capacity is in place to manage all aspects of financial and legal assurance and delivery compliance to support the Neighbourhood Board and community organisations. The Council’s Standing Orders make provision for delegated responsibility to Strategic Directors to approve external funding awards without recourse to Cabinet.

To assist the Strategic Director in ratifying the grant funding award, an Assurance Panel is proposed to be established providing the necessary independent scrutiny of project proposals and grant requests to ensure full compliance, mitigate risk and consider value for money from the proposed grant investment. The Panel will comprise service leads from Finance (S151) and the Monitoring Officer. The Neighbourhood Board Programme Officer will support officers with the necessary information for effective decision making.

An appropriate and proportionate approach will be adopted to the financial and technical assurance and information required from applicants. This will be relevant to the scale of proposed grant and initial consideration of delivery risk. Similar procedures have recently been established to manage the governance and assurance process for the delivery of £24m of UK SPF funding across Torfaen County Borough Council. This includes:

Funding request form – addressing fit with objectives, reasons funding is needed, evidence of match funding/progress, and applicant/organisation details.

Project review – including validation, risk assessment, fraud risk assessment and identity check procedures.

Funding agreement – including the terms and conditions applied, performance indicators and monitoring requirements.

Funding claims process – including evidence of expenditure against eligible costs, progress against outputs and outcome targets applied where funding is to be phased.



Figure 53: Mural Artwork at Llantarnam Grange



Funded by
UK Government
Wedi ei ariannu gan
Llywodraeth y DU

Cwmbran Futures
y Dyfodol