

CARMARTHEN HWB
CARMARTHEN



LOCATION:	CARMARTHEN
CLIENT:	BOUYGUES, CARMARTHENSIRE COUNTY COUNCIL
COMPLETION:	2026
VALUE:	£20M
SERVICE:	ARCHITECTURE, INTERIORS
SECTOR:	CIVIC
CONTRACTOR:	BOUYGUES
STRUCTURES:	JUBB
SERVICES:	HOARE LEA PARTNERSHIP



Austin-Smith:Lord was appointed by Bouygues UK to develop design proposals for the adaptation and re-purposing of the redundant Debenhams department store building in the centre of Carmarthen into a new Hwb facility.

Containing facilities for Hywel Dda University Health Board, University of Wales Trinity St David and Carmarthenshire County Council Leisure and Advice Services, the new Hwb will be a significant destination within the town, providing essential community services.

The ground floor is dedicated to health and well-being with a major clinic and healthcare centre working with a 24-hour Gym operated by the Council’s Leisure Services team and the Advice Hwb providing client facing Council services.

The first floor includes a family entertainment facility, incorporating Adventure TAG, indoor karting, Toy Town/adventure play, adventure golf, bookable party rooms and a food and beverage servery, with the facilities operated by Carmarthenshire County Council and Play Revolution appointed as the equipment provider.

University of Wales Trinity Saint David will also occupy spaces for Training and Conferences.



The Hwb is an innovative and creative intervention by the Local Authority aimed at arresting the decline of retail activity in the town centre and generating new visitor numbers. It will be a catalyst for the regeneration and sustainable future of the retail heart of the town.

The design concept is predicated on the creation of a new meeting place in the town centre, a one-stop destination for health, well-being and education. It will transform a redundant department store into an active, busy, valued and valuable asset for the benefit of the community and wider region.

Visitors enter into a space that shifts the perception of civic and institutional buildings. Arriving into a generous foyer/welcome-space designed to facilitate intuitive navigation through the building to destination spaces and activities all sense of the building being a retail space is dispelled.

The Health Board clinics and community well-being services are arranged around a central atrium with entries into the clinical spaces identified by signage and public art specially commissioned for the space animating the surfaces.

Visitors to the first floor arrive at a second central orientation space from which the occupants of this floor are all visible.

UWTSD provides training to students in collaboration with the Health Board and will host conferences as well as training to widen the range of visitors using the building.