

CITY OF NEWPORT
ECONOMIC GROWTH
STRATEGY UPDATE 2020



PEOPLE - PLACE - PROSPERITY

CONTENTS	PAGE NO.
Our Strategy	Page 2-3
Measuring Success Outcomes 1-4	Page 4-8
Newport Now: SWOT Analysis	Page 9
Newport Now: Economic Activity	Page 10
Newport Now: Economic Developments	Page 11
Newport Now: Sites of Economic Activity	Page 12
Policies, Plans & Strategy	Page 13
Emerging Trends: Policy	Page 14-15
Emerging Trends: Partnership Working	Page 16-17
The Emerging Trends: Location & Connectivity	Page 18
The Emerging Trends: Skills & Newport Future Workforce	Page 19
The Emerging Trends: Innovation	Page 20
The Emerging Trends: Business Growth	Page 21
The Emerging Trends: Community	Page 22
The Emerging Trends: Housing Demand	Page 23
The Emerging Trends: Identity	Page 24
Looking Forward	Page 25
Future Actions: Delivering Shared Prosperity - Aims: 1.1 - 1.2	Page 26-27
Future Actions: Create An Excellent Economic Environment - Aims: 2.1 – 2.6	Page 28-33
Future Actions: Move Newport Up The Value Chain – Aims :3.1 – 3.2	Page 34-35
Future Actions: Summary	Page 36-39
Appendix 1: Newport Economic Statistics	Page 40

Since 2015 Newport has become a more competitive city with a growing influence in high value sectors, a multitude of training and development routes for future workers and a rapidly expanding tourism sector. Newport now has a pivotal role in the success of both the Cardiff Capital Region and Great Western Cities Partnerships and as an organisation we are embracing new ways of working.

Newport's Well-being Plan 2018-2023 underlines our approach to improving the economic, social cultural and environmental well-being of Newport and is at the heart of the interventions we undertake. Moving forward we will look to maximise the benefits of working with our regional partners, aligning training and skills to meet demand in growth industries and leveraging in private investment to support sectoral development. It is important that we build upon our successes, such as the South East Wales Cyber Cluster and Compound Semiconductor manufacturing cluster.

The 2015 Strategy committed to a 10 year vision and framework for building Newport's Economy through; **(1) Delivering Shared Prosperity**, **(2) Creating an Excellent Economic Environment** & **(3) Moving Newport up the Value Chain**.

This ambitious strategy sought to deliver a vibrant and growing city economy that has:

OUTCOME 1: PEOPLE IN NEWPORT CAN ACHIEVE THEIR POTENTIAL

- ▲ Skills Growth
- ✓ Fewer people out of work
- ✓ Fewer NEETs

OUTCOME 2: NEWPORT TO HAVE A COMPETITIVE ENVIRONMENT

- ▲ Increased productivity
- ▲ Jobs Growth
- ▲ Revitalised City Centre
- ▲ Wage Growth
- ✓ Knowledge Drain

OUTCOME 3: NEWPORT IS BETTER PLACE TO LIVE

- ▲ Increased Visitor Numbers
- ▲ Lower Carbon Economy

OUTCOME 4: BUSINESSES IN NEWPORT HAVE THE OPPORTUNITY TO PROSPER

- ▲ Growth in High Value Sectors
- ▲ Private Investment
- ▲ Resilient Businesses

The Economic Growth Strategy aims and objectives have been aligned to the wider strategic objectives of the Council. This ensures that there is a 'golden thread' that integrates the plans, objectives and strategies of Newport's Well-being Plan 2018-2023 and Corporate Plan 2017-2022.

The strategy also aligns with our regional partnership commitments, including the Cardiff Capital Region Economic Growth Plan which focuses on cross-sectoral collaboration, infrastructure development, productivity growth, skills development and regeneration impact in the wider and foundational economy.

We have revisited the priorities and aims set out in the original strategy and taken account of change in the local economy within the emerging trends. We have done so to ensure our aims still align with the priorities of the strategy to drive the economic growth of Newport. This will be achieved in tandem with, and complimented by, the on-going physical regeneration of the city and business support activities.

PRIORITY	KEY AREAS	OUTCOME	AIMS
Deliver Shared Prosperity	Skills Educational attainment Addressing poverty	1	Aim 1.1 Align physical, social and economic programmes more efficiently – aligning skills development to inward investment and physical growth
	Entrepreneurship National Software Academy	1	Aim 1.2 Respond to polarisation in our neighbourhoods
Create an excellent economic environment	The City Centre	2	Aim 2.1 Improve engagement with education and training providers
	Sustainable neighbourhoods	3	Aim 2.2 Creating an economic environment to support population growth
	Cultural & Heritage Assets	2	Aim 2.3 Grow the economy as part of the wider region – collaboration for competition
	Destination Management Hotels & Bed Spaces	2	Aim 2.4 Increase connectivity – Infrastructure & Digital
		2	Aim 2.5 Maintain our focus on regenerating the City Centre to become one of the UK's top cities
		3	Aim 2.6 Maximise environmental opportunities
Move Newport up the 'value chain': Increased value of economic output	Collaboration Infrastructure	4	Aim 3.1 Specialise in high value business growth
	Specialisation / Digital Connectivity Energy Grade A Office Space Productivity & GVA	4	Aim 3.2 Promote and innovate for entrepreneurship – support indigenous development

The story so far.....

OUTCOME 1: PEOPLE IN NEWPORT CAN ACHIEVE THEIR POTENTIAL

ASPIRATIONAL PEOPLE

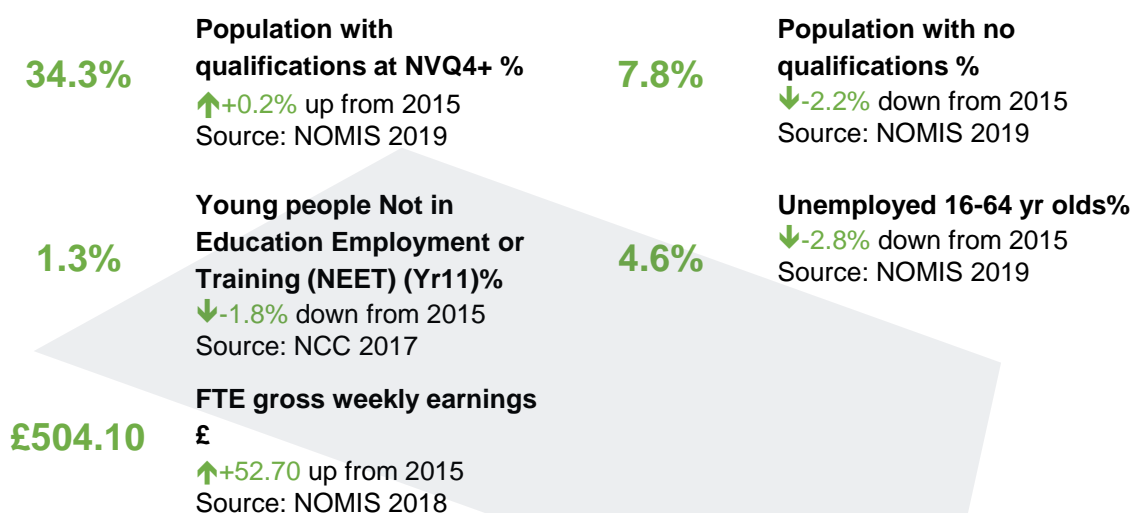
WELL-BEING PLAN OBJECTIVES

Priority 2: Drive Up Skill Levels For Economic & Social Well Being

Priority 3: Support Regeneration And Economic Growth

A continued focus on raising skills and employment opportunities has delivered tangible benefits for Newport residents. The employment rate has improved considerably and youth engagement with those hardest to reach is succeeding in offering a pathway into the economy whilst the take home pay of the average worker has continued to rise.

What we have achieved:



AIM	ACTIONS ACHIEVED 2015-19
1.1	The development of the IQE foundry, will create demand for 5,000 highly skilled jobs and link into the skills development ambitions for the city.
1.1	Participation in Cardiff Capital Regional Skills Partnership which aims to increase the range of higher level skills qualifications available and increase apprenticeships into industry to meet priority growth sectors.
1.1	Facilitation of the National Software and Cyber Security Academies relocation to Newport City Centre, to help develop skilled STEM graduates progress in digital business.
1.1	Promotion of Work Based Learning Academy and Right skills to provide a flexible learning pathway for workers to meet the needs of business.
1.2	Development of the Newport Ringland Community Hub due for completion 2019 – the Ringland Hub was identified as the pilot and coincided with the regeneration of the adjacent Newport City Homes site. The model will provide a template for similar hubs across the city.



THRIVING CITY

WELL-BEING PLAN OBJECTIVES

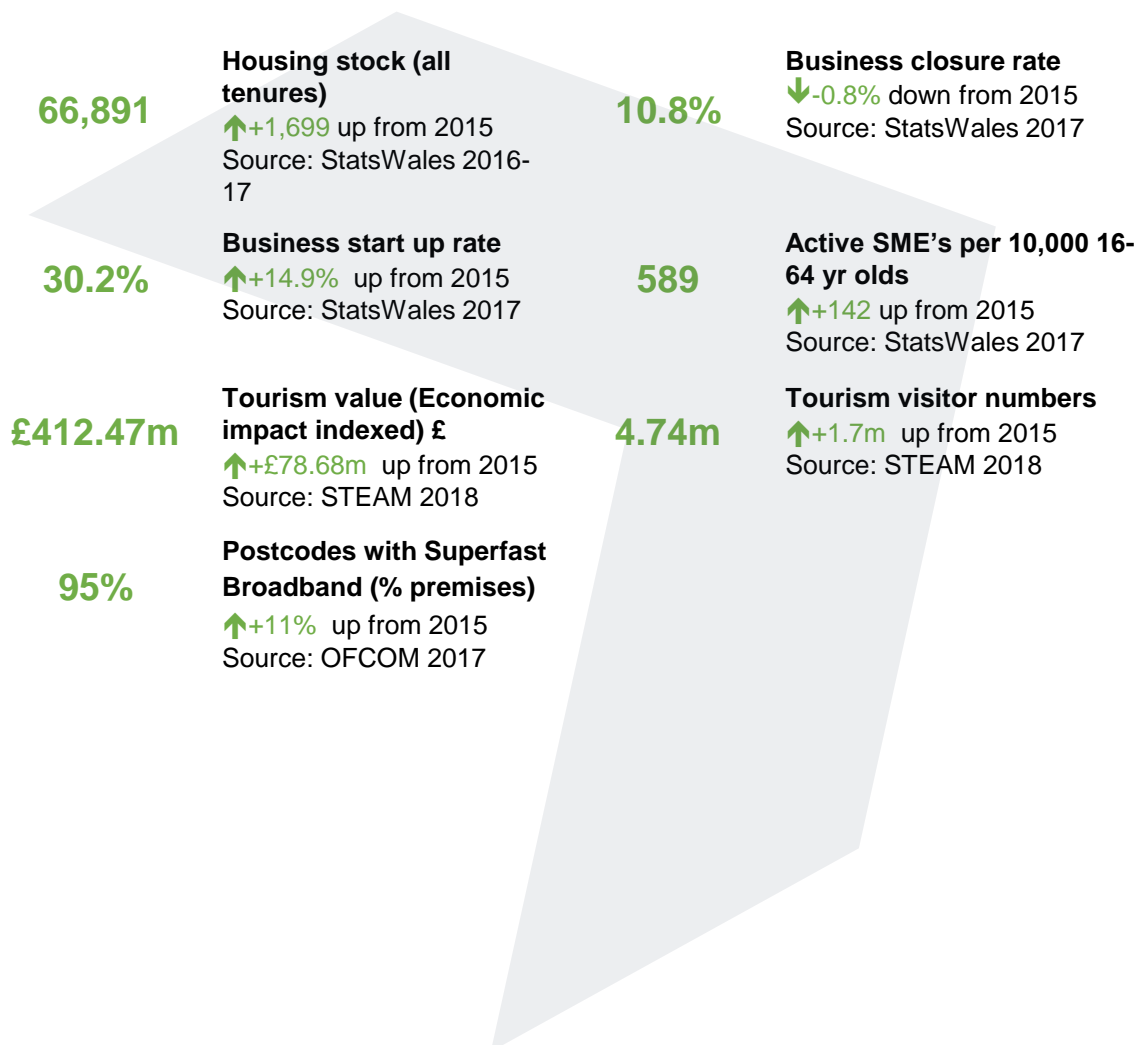
Priority 1: Improve Perceptions Of Newport As A Place To Live, Work, Visit & Invest

Priority 3: Support Regeneration And Economic Growth

Business start-up rates have doubled since 2015 and more businesses are surviving now than in the last decade. Housing availability of all tenures is keeping pace with the city's supply demand and further housing development is safeguarded with the provision of a 5-year housing land supply.

The development of the International Convention Centre Wales will boost Newport's business tourism sector and build upon the already expanding tourism and hospitality sector. New hotel development to service the growing tourism market is anticipated to bring further economic benefits. The city's fibre connectivity rollout is approaching 100%, enabling our digital based service economy to continue to be competitive.

What we have achieved:



AIM	ACTIONS ACHIEVED 2015-19
2.1	Participation in Cardiff Capital Regional Skills Partnership which aims to increase the range of higher level skills qualifications available and increase apprenticeships into industry to meet priority growth sectors.
2.3	Establishment of the National Software Academy producing skilled graduates for the regions demand in ICT/Software Engineering.
2.3	Development of IQE semiconductor plant as part of the semiconductor cluster. The development will bring up to 5,000 highly skilled jobs.
2.3	The establishment of International Convention Centre Wales (ICCW) will grow the South Wales economy in the MICE (Meetings, Incentives, Conferences and Events).
2.3	Wales' only full marathon event has been successfully hosted by Newport since 2018. The event attracted nearly 10,000 runners in 2019 and will continue as part of our growing sport and leisure offer.
2.3	A stage of Velothon Wales was hosted in 2018 with the renaming of Newport's Velodrome as the Geraint Thomas National Velodrome of Wales.
2.3	Newport hosted the 42nd edition of the British Transplant Games in Summer 2019. Further promoting Newport as a destination for major events.
2.4	Superfast broadband rollout has reached 96% of Newport properties.
2.4	City Centre connectivity and public realm improved through development of St Paul's Walk Scheme. As part of the Connecting Commercial Street programme the pedestrian infrastructure has been expanded and a new public space created.
2.4	Further commitment to infrastructure by the proposed Glan Llyn connection to the South Wales Mainline, together with the creation of a 1,000 space park and ride facility connecting Glan Llyn and the East of Newport.
2.5	44,650 sq. metres of commercial space created or refurbished through the Vibrant and Viable Places (VVP) programme.
2.5	Key landmark buildings repurposed through VVP. Mixed use schemes include Griffin Island, Kings Hotel and National Buildings.
2.5	Heritage Lottery Funding secured for the refurbishment of Market Arcade the second oldest arcade in Wales.
2.5	The Chartist Tower scheme which brings a Mercure branded 164 bedroom hotel to the City Centre – creating an additional 11,162 sq. metres of office space and refurbishing a further 1,219 sq. metres of retail space. The scheme will create 205 jobs and is due to open early 2020.



THRIVING CITY

WELL-BEING PLAN OBJECTIVES

Priority 1: Improve Perceptions Of Newport As A Place To Live, Work, Visit & Invest

Priority 3: Support Regeneration And Economic Growth

We continue to listen to our resident’s views. Whilst much has been done we recognise there is still much more to do to improve perceptions. We will continue to help develop Newport’s economy and improve the prospects of our citizens along with the quality of the environment in delivering upon the Well-being Plan Objectives ensuring that people feel good about living, working, visiting and investing in Newport.

What we have achieved:

48.9%
People who think Newport is a good place to live
 ↓-1.8% down from 2015
 Source: Citizens Panel Winter 2019

39.5%
People who think Newport is becoming a better place to live
 ↓-2.5% down from 2015
 Source: Citizens Panel Winter 2019

36.4%
People proud to say they come from Newport
 ↓-0.6% down from 2015
 Source: Citizens Panel Winter 2019

AIM	ACTIONS ACHIEVED 2015-19
2.2	82 new homes delivered through the VVP programme in the City Centre – promoting a live & work environment in redundant commercial buildings. An additional 64 homes to be built by 2020
2.2	Supporting development of further city living schemes through the Targeted Regeneration Investment (TRI) programme and Landlord Loan scheme.
2.2	5,500 new homes built since 2011.
2.2	493 Affordable Housing units build 2015-18
2.2	Establishment of the National Software Academy, a centre of excellence producing up to 60 software engineering graduates per year in the City Centre.
2.6	Commitment to create a new railway station at Llanwern with direct connection to the South Wales mainline, including a 1,000 place park & ride facility
2.6	99% of housing development completions has been on brownfield land

OUTCOME 4: BUSINESSES IN NEWPORT HAVE THE OPPORTUNITY TO PROSPER

RESILIENT COMMUNITIES

WELL-BEING PLAN OBJECTIVES Priority 3: Support Regeneration And Economic Growth

Business confidence is a critical ingredient for Newport’s success. Whilst we look to attract and grow strategically valuable sectors in Newport we want to see growth in the foundational economy to create a more equal Newport and a more equal Wales. Since 2015 we have seen increased growth in productivity, including on a per worker basis, which should bring shared benefits across the whole economy.

What we have achieved:

£3,711m **Total Newport GVA £m**
 ↑+405m up from 2015
 Source: StatsWales 2017

£504.10 **FTE gross weekly earnings**
 ↑+£52.70 up from 2015
 Source: NOMIS 2018

£24,497 **GVA per worker**
 ↑+£2,124 up from 2015
 Source: StatsWales 2017

AIM	ACTIONS ACHIEVED 2015-19
3.1	Consolidation of the Semiconductor Cluster with £38m development of IQE. The development will support up to 5,000 jobs within the sector with the foundry and catapult located in Newport.
3.1	Expansion of Newport’s digital sector through UK’s 1st National Cyber Security Centre.
3.1	Promotion of digital skills through the Work Based Learning Academy (WBLA) and Right Skills.
3.1	Opening of the Rutherford Centre in 2018 – the UK’s first Proton Beam Therapy centre. The Centre delivers cutting edge treatments to patients from across the UK.
3.1	Establishment of the Construcciones y Auxiliar de Ferrocarriles (CAF) factory, a £30m investment at Celtic Business Park providing 46,000 sq. metres of manufacturing floor space. The investment has created 300 new jobs and produces high-speed trains, light rail and trams which are supplied all across Europe
3.2	A total of 13 enterprises accommodated through VVP programme
3.2	6,650 sq. metres of business space created or refurbished since 2015
3.2	1,481 Businesses assisted between 2015-2019
3.2	27 businesses awarded business grants between 2017-2019
3.2	3 Pop-up business school events held between 2017-2019 to encourage and support existing and new businesses, creating 104 new businesses.
3.2	Creation of the Newport Economic Network

Newport is a unique city with its own story to tell and as with all cities, will experience constant change and growth. The last decade has seen wider economic structural change that has affected all city economies. The purpose of revisiting this strategy is to identify and understand the prevailing trends in our current environment and economy and realign it with emerging opportunities both locally, regionally and nationally. In order to ensure that the strategy is relevant to delivering economic growth in Newport it is necessary to understand our Strengths, Opportunities, Challenges and Threats.

STRENGTHS

- High level of employment compared to national average
- Affordable location
- Gateway location & city status
- Regional & national transport infrastructure
- 5-year housing land supply
- International Convention Centre Wales
- Digital infrastructure & cyber security cluster
- Compound semi-conductor cluster
- Retention of major employers
- Business improvement district
- City centre university
- Increase in NVQ4+ attainment
- Net gain in commuter population
- Average property value increased by 10.8% in 2018 (compared to UK average of 2.6%)

OPPORTUNITIES

- Increased private investment
- Scope for growth in key sectors
- Great Western Cities and Cardiff Capital Region partnerships
- Improved infrastructure proposals including metro, making Newport more accessible to a larger regional workforce
- Increased business tourism & hotel demand from International Convention Centre Wales
- Growth in key sectors including digital and advanced manufacturing
- Improved City Centre business and living environment
- Establishment of a Newport brand
- City promotion and prestigious events

CHALLENGES

- Maintaining a skilled workforce
- Managing those who are economically inactive due to long term sickness
- Reducing student population
- A growing pressure on the city's transport infrastructure
- Remaining competitive within the region
- Lack of Grade A City Centre office stock
- Reducing City Centre footfall
- Contraction of the retail sector
- Meeting demand for affordable housing
- Poor public perception
- Aging sports facilities
- Increasing traffic congestion

THREATS

- Graduate retention
- Competition from other UK cities – investment
- Competition from other UK cities – workforce as businesses are reliant on maintaining a skilled workforce
- Loss of investment due to a lack of available and suitable premises
- Absent landlords
- Reduced investment in commercial properties
- Negative perceptions of Newport
- Availability of external grant funding
- Transport infrastructure not accommodating population and economic growth

CENTRAL COMMERCIAL AREA

The historical centre of economic activity in Newport, the City Centre is undergoing rapid redevelopment with a focus on the regeneration of a number of sites for economic and housing benefit. The adopted City Centre Masterplan proposes revitalisation of the Northern Gateway, City Core and Riverside Areas of the City Centre to realign uses of key sites and assets. The projects identified in the short to long term include the development of a high quality office core, improvement of the public realm, creation of new education facilities, an enhanced hotel and hospitality offer and better integration of sports facilities along the Riverside.

The development of a high quality office core and encouragement of a co-working ecosystem for skilled workers and professional services is an opportunity for the city's main business centre to remain competitive within the region. The benefits of City Centre connectivity and the proposed Metro will help activate City Centre sites similar to the Admiral development.

Further developments around leisure will help support the mixed economy of the City Centre and strengthen Newport's brand as a visitor destination building on the legacy of hosting events and the forthcoming convention centre.

WESTERN COMMERCIAL AREA

Both Celtic Springs & Imperial Park Business Parks are located on the western side of Newport and are home to high value knowledge economy businesses including Airbus, Next Generation Data, IQE, Target Group, Certus TG and the Rutherford Cancer Centre. The area is also home to government offices such as the Office of National Statistics, Intellectual Property Office and Shared Services Connected Limited (SSCL).

The spatial plan has identified the western area of the city as a centre for innovation driven by large scale and nationally significant developments. Among them are IQE's Semiconductor foundry, Airbus' Cyber & Space division, Next Generation Data's facility (Europe's largest tier 3 facility) and the Rutherford Centre's state-of-the-art proton beam therapy facility.

The Western commercial area benefits from excellent proximity to the M4, accessibility, quality accommodation and proximity to Cardiff, helping to drive regionally significant developments such as the IQE foundry at Celtic Springs. Key to further activation of the western side will be the proposed Phase 2 development of the Metro to deliver a Bus Rapid Transport (BRT) system linking the eastern side of Newport to the west.

EASTERN COMMERCIAL AREA

The business parks within the Eastern Commercial Area are characterised by enterprises involved in manufacturing and logistics, steel production and rolling at Tata Steel and Liberty Steel sites, Eastman Chemicals producing chemicals for a number of industrial applications, Advanced Elastomer Systems Ltd an Exxonmobil company producing thermoplastics, and Transport Engineering firm Construcciones y Auxiliar de Ferrocarriles (CAF) manufacturing trains.

Modern Industrial Park Warehouse facilities are available within the Phoenix Park, Queensway Meadows and Celtic Business Park Sites with Amazon taking 50,000 sq. ft. at Celtic Business Park and MCL logistics headquartered in Leeway Industrial Estate in an 86,000 sq. ft. site.

Key opportunities for development include the proposed Llanwern Station and Metro developments which will increase the connectivity of the area and drive it's competitiveness.

NEWPORT CITY CENTRE COMMERCIAL AREA

The City Centre Masterplan has recognised the value of the City Centre as a major commercial asset and seeks to enhance the centres economic potential. To achieve this aim the masterplan identified 3 key areas for development:

1. Northern Gateway

Improvements in connectivity from the railway station with rejuvenation and reuse of key assets for live & work purposes.

2. City Core

The consolidation of assets through new developments and the diversification of land uses. To provide an improved commercial and educational environment.

3. Riverside

Creating improved linkages and more successfully integrating sports facilities, new development and the riverside. Creating a more attractive environment for leisure, sport & hospitality.



City Centre Masterplan Map

THE WESTERN COMMERCIAL AREA

The Western side is home to many of Newport's most innovative Companies in high value industries. The recent establishment of both the Compound Semiconductor Cluster and Digital Cluster in this area will drive the knowledge economy.

The number of modern business parks within the area will help sustain growth generated from technology clusters and expansion of the Metro system will provide workers from both within and outside of Newport better access to a key centre of commercial activity within the region.



Imperial Park – site of IQE

THE EASTERN COMMERCIAL AREA

The Eastern Expansion Area on the site of the former Llanwern works has driven housing growth with over 5,000 homes to be built in within the Llanwern Village and Glan Llyn developments.

The proposed Llanwern station with Park & Ride facility will significantly improve connectivity between the east and west of the City.

NISV (Newport International Sports Village) is superbly located and operates as the centre of elite and community based sport in Newport. The sports village hosts excellent facilities including the Geraint Thomas Velodrome of Wales, the Football Association of Wales Dragon Park a national football development centre, and a regional tennis centre.



Eastern Expansion Area

The map detailed here illustrates strategic sites of economic activity within Newport. The list of sites detailed is not exhaustive and has been compiled to give a spatial context to the type of economic activity undertaken within Newport. Centres of business and innovation cluster along a number of sites within the Central and Western Commercial areas. Industrial and logistical dominate the Eastern Commercial area. Strategic housing sites have been added to show growth around the economic centres. Key Leisure sites have been added as these will act as further anchors for economic growth and promotion of Newport's identity.



In revisiting the Economic Growth Strategy we have given consideration to the most recent policy proposals at both local, regional and national level. The strategy also acknowledges Welsh Government programmes aimed at targeting poverty, skills development and regeneration. The intervening period has also seen further development of the regional Cardiff Capital Region and Great Western Cities partnerships which will help shape developments within our region over the coming decades

		People	Place	Prosperity
LOCAL	Newport City Council Corporate Plan 2017-2022	✓	✓	✓
	Wellbeing Plan 2018-23	✓	✓	✓
	Local Development Plan 2011-26	✓	✓	✓
	ReNewport	✓	✓	✓
	Destination Management Plan		✓	✓
	Local Transport Plan 2015-30		✓	✓
	Local Housing Strategy 2012-17	✓	✓	
	Empty Homes Strategy 2019	✓	✓	
	Draft Newport City Centre Masterplan		✓	✓
	ABP Port of Newport Masterplan 2015-35		✓	✓
REGIONAL & NATIONAL	Communities First	✓	✓	
	Communities for Work 2012-18	✓	✓	✓
	Metro Infrastructure	✓	✓	✓
	VVP Programme 2014-17	✓	✓	✓
	TRI Programme 2018-21	✓	✓	✓
	Cardiff Capital Region – City Deal		✓	✓
	Cardiff Capital Region – Industrial and Economic Plan		✓	✓
	Great Western Cities		✓	✓
	A Powerhouse for the West		✓	✓
	Planning Policy Wales		✓	
	Wales Improvement Plan		✓	✓
	Tackling Poverty Action Plan			✓
	East Wales ERDF Operational Plan			✓
	East Wales ESF Operational Plan			✓
	Wales Spatial Plan		✓	✓
	National Development Framework 2020-40 (consultation draft)			
	Innovation Wales			✓
	Welsh Government Policy Statement on Skill	✓		✓
	Skills Implementation Plan	✓		✓
	Future Generations Act 2015 Wales	✓	✓	✓
	UK Industrial Strategy White Paper	✓	✓	✓

THE FIVE WAYS OF WORKING

In working towards delivering on our three priorities we have been guided by the sustainable development principle outlined in the Future of Generations of Wales (2015) Act. The sustainable development principle seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs. The interventions we undertake in Newport will be to improve the economic social, environmental and cultural well-being of Newport residents.

The Five Ways of Working can be used to help achieve these aims both now and in the future and we have listed them here to show our approach towards delivering towards the three priorities of **(1) Delivering Shared Prosperity, (2) Creating an Excellent Economic Environment & (3) Moving Newport up the Value Chain.**

Long Term

- Continued, sustainable economic growth in Newport will extend beyond the lifetime of this strategy. We will look forward as far as possible.
- We will continue to employ an evidenced based approach.
- Short-term opportunities will not outweigh long-term risks
- Focus on delivering outcomes for the present that can be built upon as milestones for future generations
- Continue to explore new ways of delivering strategy outcomes over the longer term

Integrated

- As an organisation we understand both individual and collective responsibilities to deliver the well-being objectives
- We will work collaboratively and share information to meet the well-being objectives
- Working in a joined up way with our stakeholders and partners.

Involved

- We will look to involve those with an interest in achieving the well-being objectives and goals.
- We will ensure that involvement will reflect the diversity of the area
- We recognise that the views of stakeholders contributes to better outcomes
- We will learn and improve from stakeholder feedback

Collaboration

- We will aim to maximise the benefits of collaboration with the Public Service Board, Cardiff Capital Region and Great Western Cities partnerships
- Building upon relationships with stakeholders such as the Newport Economic Network to help align the long term strategic vision for economic growth

Preventative

- We will seek to prevent negative outcomes for our communities through careful monitoring of trends and long term planning
- We will manage the risks that are identified for both the economy, society and environment
- We will align the aspiration of a low carbon economy and sustainable travel with the Well-being Objectives

DRAFT NATIONAL DEVELOPMENT FRAMEWORK 2020-2040

The draft National Development Framework (NDF) 2020–2040 sets out a strategy for addressing the issues that affect Wales through the planning system including developing and sustaining a vibrant economy, decarbonisation and improving the health and well-being of our communities.

The spatial plan has identified the South East Wales region as a key area with over half the population of Wales and the two cities of Cardiff and Newport. Policy 28 of the NDF recognises the strategic value of Newport as a focus for regional growth and investment. The policy sets out a commitment to promoting Newport as a focus for strategic housing and economic growth and seeks to ensure that the development in the wider region is carefully managed to support Newport's strategic role.

The policy highlights the potential of Newport to bring forward sites for housing and employment. The emergence of highly skilled employment opportunities in transport and digital communication sectors will act as a base for further growth and improved public transport through the development of the Metro, will encourage greater inflow of workers from the surrounding areas.

The policy will benefit Newport by helping to ensure key investment decisions in both Wales and England support Newport thereby ensuring communities can access the homes, jobs and services they need.

RETAIL & LEISURE

A study of Newport's retail functions was commissioned in early 2019 in order to provide an analysis of retail capacity and a better understanding of changing trends within Newport.

Key findings from the study have shown that since the opening of the Friars Walks development Newport has increased its retention of local resident spending. In order to sustain the City Centre it is recommended that the Newport Retail Park offer is differentiated from the City Centre in order to avoid a situation where Newport competes with itself. Recommendations put forward to maximise City Centre performance and reduce vacancy include:-

- Increase footfall through City Centre housing growth & development of high quality Grade A office space with improved appearance to increase visitation.
- Development of a strategy for the City Centre evening economy to create family friendly environments
- Building of Networks & partnerships to manage space and building links with innovation centres to build business ecosystems
- A more concise and defined retail core allowing redevelopment of certain retail uses in cases where a units viability has been tested.
- Allowing for more flexibility in use where considered and necessary,
- Tackle public misconceptions and build on the high proportion of independent retailers (35.3%) compared to Cardiff (30%)
- Tackle the misconception of a limited retail offer of (73%) compared to Cardiff (61%) and Swansea (65%) and find a better balance of complementary uses.
- Improved environment to encourage increased dwell time by visitors.
- Encourage multi-channel retailing such as click and collect
- Develop a landlord registry to facilitate involvement in City Centre initiatives.



CARDIFF CAPITAL REGION PARTNERSHIP

Established in 2013 the Cardiff Capital Region partnership's primary objective is to improve the region's economic performance by developing a strategic vision for the region and understanding that people and businesses operate beyond their local areas. The partnership recognises that competitiveness between locations is becoming more intense as a result of structural changes including finance, connectivity, knowledge and businesses models. In order to keep pace with these changes the idea of city regionalism is embraced.

The Regional Regeneration Plan put forward by the partnership identifies Newport's role as a city central to the long term economic success of the region. In aligning People, Resources and Opportunities the plan aims to transform both the region and Wales as a whole by using cities as a catalyst for regional development.

WHAT THIS MEANS FOR NEWPORT

The Regional Economic Growth Plan adopts an approach that will seek to support mutual goals of regional partners through investment in projects. There will be a focus on larger scale investments for transformational impact and return on investment. Newport has benefited from the development of ecosystems and the establishment of industry clusters which have led to greater levels of private investment. Key examples of this success are the IQE development and the establishment of the National Software and Cyber Security academies within Newport.

The partnership will also bring Infrastructure investment of £734m for the region in the form of the South Wales Metro development, a potentially transformational project yielding better alignment between transport, economic development and land use planning. The Metro project provides a vision for a modern integrated transport system using a faster and better-integrated system of lower carbon trains, light rail and buses.

The Regional Skills Partnership is helping to identify the priority sectors and skills that will be in demand over the coming years. Labour Market Intelligence will test the projections for skills and analyse high value sectors. Eight priorities have been identified for the region which will address structural issues with skills development and pathways to employment.

ECONOMIC DRIVERS

- Large Graduate Population
- Seven Universities
- Integrated Housing
- £58bn In Economic Output
- Cross National Partnership
- Growth Focused

THE GREAT WESTERN CITIES PARTNERSHIP

Launched in 2015 as a joint initiative between Newport, Cardiff and Bristol the Great Western Cities partnership will accelerate regional growth through the agglomeration effect of the three city economies and the surrounding localities.

The development of economic and environmental partnerships is at the centre of the vision for the region to become, a 'Western Powerhouse' and globally renowned centre of productivity, innovation and creativity, and become one of the 'power-house super city regions' upon which Britain's future prosperity will rely'.

With over 1.15 million people employed within the region, of which 250,000 are in finance, business and IT sectors alongside 100,000 in manufacturing, the region has a considerable economic output of just over £58bn. This is almost £20bn higher than the total output for Wales and notably the largest outside London. In 2019 'A Power House for the West' was published advocating greater inclusion of M4 corridor towns and cities and the development of an industrial plan to better utilise regional strengths to compete with other UK 'Powerhouses'

WHAT THIS MEANS FOR NEWPORT

We recognise the potential benefits that agglomeration has upon the economic performance of the region to raise and improve the GVA of each city within the region.

In bringing the three cities and surrounding localities together, the partnership will develop an investment strategy to guide national infrastructure investment in the West for the next 20 years. Key to this are three main themes of Connectivity, Renewable Energy and International Marketing - considered vital to encouraging GVA growth.

In developing Newport's Economic Growth Strategy the local Well-being Plan objectives have been aligned to the regional priorities and themes of the Great Western Cities partnership in order to maximise efforts to ensure sustainable development around emerging industries and local growth in housing demand driven by regional requirements.



METRO DEVELOPMENTS:

Phase 1 (2016)

Extension to Ebbw Vale Town and Pye Corner Station opening.

Phase 2 (2023)

Modernisation of Valley lines and Potential Newport Bus Rapid Transport linking East & West.

Phase 3 (Beyond 2023)

Continued expansion of light rail & Bus Rapid Transport networks

LOCATION & CONNECTIVITY

Location and connectivity are emerging as key considerations in the economic development of Newport. As a city we strategically located within South East Wales and the UK providing access to rail, road and coast to the rest of the country and beyond.

The recent removal of the Severn Bridge tolls has provided immediate benefit to the South Wales economy however constraints around the M4 capacity are a consideration not just for Newport but at a national level as the region looks to accelerate economic growth.

The mainline and City Centre railway station provides direct links to London, the South West and the North of England via the Manchester main line, which will be further enhanced through proposals for electrification across the region.

The South West International Freight-liner Terminal, a major road/ rail interchange facility is within 10 miles of the City. Rail connectivity will be further improved with the South Wales Metro development, a potentially transformational project yielding better alignment between transport, economic development and land use planning. The Metro project provides a vision for a modern integrated transports system throughout the Region. £734m of Investment will deliver a faster and better-integrated mass transport service using trains, light rail and buses. The core vision for the Metro is to unlock the growth potential within the region offering a lower carbon solution to transport infrastructure and long term benefits.

Nearby airports, Cardiff and Bristol International, offer direct scheduled services to UK and continental destinations. Transatlantic flights operate from Cardiff and open the region up to international to businesses and travellers.

The port of Newport located on the Severn Estuary is the deepest dock in South Wales handling over 1.8m tonnes of cargo per year. The port is the UK's 2nd largest steel port handling over 500,000 tonnes of steel each year and is a major asset amidst the forecasted growth in logistics and transport sector over the coming years.

SKILLS DEVELOPMENT ROUTES

- Cardiff Capital Region Skills Partnership
- National Software Academy (NSA)
- National Cyber Security Academy (NCSA)
- Alacrity Foundation
- Innovation Point
- Testia UK
- University of South Wales (USW) & Coleg Gwent
- Work Based Learning Academy & Right Skills

SKILLS & NEWPORTS FUTURE WORKFORCE

Studies on future growth industries have identified ICT, Life Sciences, Energy Related Manufacturing and Finance & Professional Services as the key growth sectors for the region, along with Construction and Tourism.

Within these sectors there is a valuable role for the Council and private sector to work together to support job creation and skills growth. Initiatives such as apprenticeships and promoting educational attainment in Science, Technology, Engineering and Maths (STEM) subjects will increase skills levels within both education and the workplace.

With 34.3% of the local working age population educated to degree level NVQ4 it is necessary for the Authority to ensure that Newport can produce the right level of skills to meet the needs of future employers. The skills requirements of growth sectors will mean the level of attainment for Newport residents will have to increase above the Wales average of 35.4% to remain competitive in this area. To do so we will need to forward plan skills delivery and to ensure that Further Education and Higher Education sectors have the structure and courses available to enable Newport to drive forward with a skills base that can add to the economic growth of the city.

Through further labour market analysis and the development of initiatives such as the Newport 'commitment' we will be able to create targeted interventions and develop further pathways into skilled employment.

Targeting the 7.4% of people with no qualifications and the 1.3% of young people Not in Education, Employment or Training (NEET's) with initiatives to develop skills and gain qualifications to meet the demands of the emerging employment sectors is a vital part of the strategy. Undertaking these actions will help give young people ownership and direction, which will help reduce polarisation and levels of inequality within Newport's communities.



“Being located in Newport provides excellent access for transport links which is essential as we export more than 98% of our products. We have been headquartered in Newport for more than 20 years and in the past 10 years have manufactured and exported more than a £1.5 Billion worth of semiconductor processing equipment from Newport to customers around the world.”

Kevin Crofton,
President of SPTS Technologies
and Corporate Vice President at Orbotech

INNOVATION

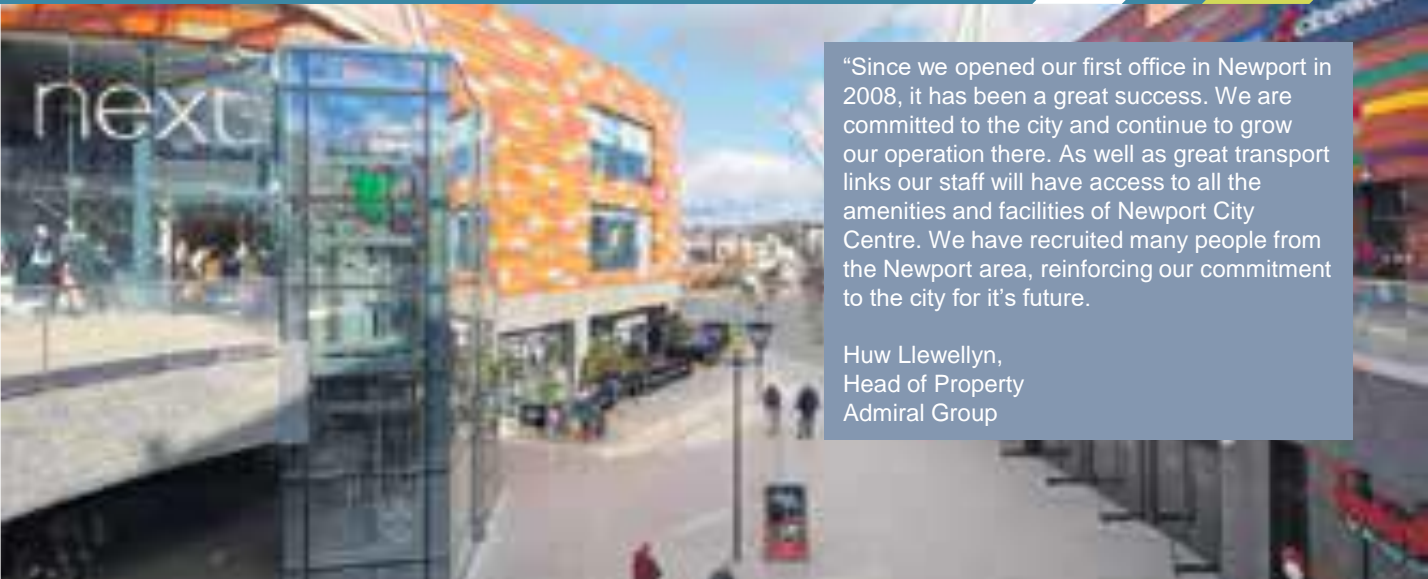
Encouraging innovation is a vital part of supporting future growth of Newport's economy as traditional industries take a reduced role alongside the newer advanced manufacturing and digital sectors. As we look to increase productivity and economic growth the knowledge economy will become increasingly important for Newport. Understanding how to support its development is therefore vital.

Within Wales over 40,000 people work within the digital economy and a significant number of them are based here in Newport. The city is becoming home to a growing number of specialist businesses and institutions dealing in digital technology. The clustering of these businesses has become known as the South Wales Cyber Cluster, the largest Cyber Cluster in the UK. This has established the region's reputation as a major player in the areas of R&D, cyber security and digital business.

The National Software Academy within Newport is a centre of excellence for software engineering students and was developed in partnership between Cardiff University, Welsh Government and industry leaders in order to train skilled graduates for digital innovators. The students gain commercial experience to prepare them for a career within the industry and once graduated help meet the region's requirement for skilled software engineers.

With the world's first Compound Semiconductor Cluster based in South East Wales, Newport benefits from a strategically significant industry which uses cutting edge manufacturing technology and benefits the local supply chain. The development of the IQE foundry, a £38m investment, will create 5,000 jobs within the cluster.

Key to the success of the cluster is an environment comprised of an Institute for research on semiconductor materials, a semiconductor centre for development of advanced material combinations, a manufacturing Hub and an applications catapult developing bespoke compound semiconductors for specific applications. The cluster model shows how innovative environments can be developed through close partnership between the public and private sectors.



“Since we opened our first office in Newport in 2008, it has been a great success. We are committed to the city and continue to grow our operation there. As well as great transport links our staff will have access to all the amenities and facilities of Newport City Centre. We have recruited many people from the Newport area, reinforcing our commitment to the city for it's future.

Huw Llewellyn,
Head of Property
Admiral Group

BUSINESS GROWTH

Newport has developed a considerable base of public sector employers and larger private companies acting as key employers for the region. This success at attracting major employers is of some significance and is in part driven by employment costs of 12% lower than the UK average, as well as a sizeable latent skilled workforce.

This strategy acknowledges Newport's importance for business start up, with the highest start-up rates in Wales since 2015. It is widely accepted that around 1 in 3 businesses will fail within the first year however Newport has had success in reducing business failure rate with a reduction of business failures of 0.8% in 2017. Against a rapidly changing business environment, Newport will need to continue to assess if the structures in place are adequately supporting new and existing business growth in order to keep pace with change.

In looking at what Newport could do better, business support feedback has identified a local need for start up and incubator accommodation better able to service new and growing businesses. The shortage we currently have is apparent alongside the lack of suitable quality office accommodation. Such accommodation is vital for the future viability of the City Centre commercial environment. These issues will need to be addressed in order to prevent loss of indigenous businesses.

There is a need to ensure that we are also offering the correct level of support packages to attract and retain high growth businesses. Consideration should be given to the provision of support currently available within Newport, the availability of land and suitable premises, and the availability of a suitable workforce. Statutory support also has a key role to play in supporting business and economic growth Services such as Trading Standards have a key role in promoting good business, and reducing fraud. This in turn provides good businesses with room for growth and assists in safeguarding and creating jobs and employment opportunities.

Newport needs to ensure we have an attractive 'offer' to employers, regardless of size and sector. We need to provide the correct support to both indigenous businesses and inward investors. Through working with the most appropriate delivery partners we can provide a more proactive approach to business support, ensuring we are meeting the needs of employers, whether this is providing appropriate facilities or an adequately skilled workforce.



COMMUNITY

Newport has seen its unemployment rate drop in recent years however levels of economic activity within some communities has remained below the national average. Within some areas levels of inequality, economic inactivity and in work poverty persist and in some cases are generational leading to and contributing to a sizeable equality gap.

Newport has benefited from a number of Community Regeneration and Work & Skills programmes working within communities most affected by these issues. These programmes work intensively with our most vulnerable adults and their families to tackle barriers to employment and encourage self sustainability. The goal of these activities is to reduce levels of inequality by improving the economic prospects of individuals.

When looking at unemployment rates Newport has seen a reduction in unemployment of 2.8% since 2015 as the economy has continued to recover from the previous recession. It should be noted that unemployment is now around a similar level to the early 2000's when the economy was performing very well. We have also seen Newport's economic output increase and there are many pockets of wealth in Newport with 44% of the workforce employed within professional, technical and managerial roles.

A high rate of Job Seekers Allowance (JSA) claimants was a previous concern for Newport and whilst new JSA data is no longer available, it had reached a rate of 2% in late 2016 - the lowest historical rate recorded in Newport.

The youth claimant rate is still an issue that needs to be addressed with a rate of 6.4% in June 2016. This is 2.2% higher than the Welsh average and almost double the UK average. Targeted work will need to be continually undertaken to support this age group, and our economically inactive population as a whole.



Westmark Newhaus

HOUSING DEMAND

Newport is now experiencing a fast pace of housing growth driven by a number of large housing developments. The growth will help accommodate the projected 5% population growth by 2035 and the additional influx of new residents attracted by housing availability and connectivity from across the region and beyond. The housing market has been further stimulated by increases in average property value of 10.8% in 2018 (compared to UK average of 2.6%).

The growth in housing is anticipated to bring economic benefits to the city with a larger population helping grow our role within the region and further developing our economic output. This housing growth is in line with the cross border integrated housing approach advocated by the Great Western Cities Partnership acknowledging the strong links between the cities with numbers of commuters between them only set to increase.

The expected population growth necessitates the need for improved transport infrastructure and development of integrated transport systems. The need for workers to be able to access work from where they live will help drive these improvements whilst also creating a demand for more live/work schemes.

With a 5 year housing land supply, 99% of completed housing developed on brownfield land and a significant number of City Centre living schemes breathing new life into the City Centre, the city as a whole is set to benefit from sustainable use of land to support the housing growth.

GLAN LLYN 193 HA

4000 new homes as well as retail, leisure and community facilities. Over 700 units are now complete on the site. The first primary school opened in September 2019.

LLANWERN VILLAGE 44 HA

Site for 1,100 new homes forming part of the Eastern Expansion Area and including a new primary school. Construction has commenced on site.

JUBILEE PARK 40 HA

Redevelopment of the former Alcan site for a mixed use development including approximately 950 units. Construction is well under way with 3 major house builders delivering new homes.

FORMER TREDEGAR PARK GOLF COURSE 9.3 HA

Residential development site for 150 homes in a prime location of Newport. Construction has commenced on site and the first phases of homes occupied.



IDENTITY

Following the success of the 2010 Ryder Cup Newport has established itself as a host for major events including the NATO summit, the annual Newport marathon and 2019 Transplant Games. Increasing the number of events held within the City has increased visitors numbers and generated a welcoming image of Newport.

The South East Wales region continues to grow and is currently the best regional performer in respect of annual tourism expenditure £2,132 million. The region also captures 50% of international tourism for Wales with Newport hosting 754,000 staying visitors in 2017 and supporting 4,000 jobs.

New hotel developments are planned to capture much of the 100,000+ bed night requirement generated by the International Convention Centre Wales. The development of high quality accommodation such as Chartist Hotel will support the corporate economy within the city and is a key prerequisite for the growing MICE (Meetings, Incentives, Conferences and Events) industry. Tourism is worth circa £400m to the Newport economy every year and growth from the 4.78m visitors Newport received in 2017 is expected due to the establishment of International Convention Centre Wales and subsequent growth in our hospitality sector.

The promotion of Newport's identity as a city with multiple attractions, a rich history and strong culture is an opportunity to be maximised with a growing market for staycations and international visitors.

LANDSCAPES & ATTRACTIONS

Newport has a diverse visitor offer ranging from historical assets such as the Transporter Bridge and Tredegar House to nature experiences such as the RSPB National Nature Reserve at the Newport Wetlands.

VISITOR EXPERIENCE & CULTURE

Hospitality and cultural entertainment is important in Newport with key attractions including Friars Walk, Tiny Rebel micro brewery and Celtic Manor Resort. Local live music venues are equally as important to residents and visitors along with the Riverfront theatre which hosts entertainment ranging from comedy nights to ballet.

SPORTING PROWESS & EVENTS

Newport is home to a number of high profile and elite sporting facilities and events including the Geraint Thomas Velodrome of Wales, Celtic Manor Golf Resort, the Dragons regional rugby team, Newport County AFC, Newport RFC and the Newport marathon.

Whilst it is important to recognise the improvements and successes since the publication of the Economic Growth Strategy within the context of the City's strengths and weaknesses, the aim of this update is to set out the context for future economic growth up until 2025.

We recognise the need to support and develop the economic environment in order to be able to fulfil our ambitions. This means supporting and championing improvements to transport links, digital infrastructure, overseeing the supply and development of land and premises, and equipping our workforce with the skills to drive innovation and productivity in Newport.

This strategy embraces the Well-being of Future Generations Act (Wales) 2015 and the priorities and objectives laid out in our own Well-being Plan. Looking forward we will consider how the emerging trends will impact on the strategic aims of this strategy including the spatial distribution of commercial activity across Newport to make clear where areas of opportunity are emerging.

The following sections confirm how economic growth will be achieved in respect of the strategy's core outcomes.



- Outcome 1: People in Newport can achieve their potential.
- Aim 1.1: Align physical, social and economic programmes more efficiently – aligning skills development to inward investment and physical growth.

It is important we are able to provide adequate skills to meet future demand, not only for growth sectors, but also those skills within other demand sectors such as construction. Through the Local Development Plan, Newport aims to provide an additional 10,350 new homes for a growing population over the plan period (2011-2026). We will also work with employers, schools and training providers to ensure adequate opportunities exist to meet this demand. This will be achieved by:

- Continued engagement with those Not in Education, Employment or Training (NEETs) and continued effort to reduce the risk of NEETs within schools and Further Education with our partners.
- Working with our partners to encourage the provision of Science, Technology, Engineering and Maths (STEM) within education and the workplace, and to provide effective communication skills, writing skills, social interaction skills, and interview techniques.
- Addressing economic inactivity and in-work poverty by bringing agencies together to reduce the levels of those with basic skills and no qualifications. We will engage with employers to support low skilled employees, and to upskill our current workforce.
- Working with our partners and with the private sector to develop training pathways for young people and those with low or no skills to help them meet growing demands in identified growth sectors in Newport. The Newport Commitment is a fantastic opportunity to engage both employers and young people.

Overall we will continue to look collectively at how physical, social and economic programmes can be efficiently aligned. Joined up delivery will be at the centre of our approach including Regeneration and Work & Skills services. Maximising the use of community benefit clauses within contracts is one way of ensuring we are producing a future workforce that meet the needs and expectations of employers.

ACTION	AIM 1.1: DELIVERY PLAN UPDATE
1.1.(1)	Increase FTE £ gross weekly earnings
1.1.(2)	Increased population with qualifications at NVQ4+
1.1.(3)	Maintain our current young people NEETs position within Wales
1.1.(4)	A minimum of 50 Newport employers sign up to the Newport Commitment.
1.1.(5)	Promote Cardiff Capital Region Graduate programme
1.1.(6)	Develop Labour Market intelligence to better identify regional skills requirements

- Outcome 1: People in Newport can achieve their potential.
- Aim 1.2: Respond to polarisation.

To prevent or slow down the rate of polarisation within neighbourhoods, the Council will introduce measures that will have impact in our local communities, including:

- Exploring the opportunity for further development of the Community Hubs model. The development of the Ringland Hub will provide a template for the roll out of hubs that will co-locate services within local communities. Links will be strengthened between multiple stakeholders and services enabling them to provide one to one support for customers including skills, qualifications and employment.
- Community based prevention programmes will continue to focus on working in partnership to improve outcomes. Services delivered from Community Hubs by stakeholders such as Social Services, Families First, Flying Start and Work & Skills can provide an integrated service.
- Providing a focused strategic partnership. This is essential to ensure the delivery of robust skills and work partnerships. A key role of this partnership will be to develop labour market intelligence and implement training and qualifications programmes/ events which will support employer recruitment.

ACTION	AIM 1.2: DELIVERY PLAN UPDATE
1.2.(1)	Opening of the Ringland Community Hub late 2019
1.2.(2)	Expansion of the Community Hub model to provide additional hubs in other parts of the City
1.2.(3)	Development of a Regional Skills employability plan to engage economically inactive community members back into work.



- Outcome 2: Newport to have a competitive environment.
- Aim 2.1: Improve engagement with education and training providers.

Newport has developed considerable experience in the rollout of the skills and work agenda and has delivered programmes in partnership with the Department for Work & Pensions (DWP), prime providers and European Social Funds. We will continue to:

- Work with schools and training providers to encourage STEM related subjects, aiming to address gender balance and equality within disadvantaged groups.
- Work with colleges and universities to ensure Newport has the appropriate offer available to support indigenous businesses and inward investment. Where provision is not available within the city we will work with providers to ensure adequate provision is available within the region.
- Engage with the private sector and with education and training providers to ensure the most appropriate offer of training is available, and to explore alternative models for delivery.
- Develop a city wide Economy and Skills Group that will discuss strategy for the city identifying skills needs and programmes that will add impact where needed.

ACTION	AIM 2.1: DELIVERY PLAN UPDATE
2.1.(1)	Development of a Regional Skills Partnership engagement model with education and marketing of career opportunities and pathways.
2.1.(2)	Support priority digital sector to address skills gaps
2.1.(3)	Support priority semiconductor sector to address skills gaps
2.1.(4)	Support priority hospitality sector to address skills gaps
2.1.(5)	Support priority construction sector to address skills gaps



Outcome 3: Newport is a better place to live

Aim 2.2: Creating an economic environment to support population growth.

Newport’s population is predicted to grow by over 5,000 for the remainder of the strategy period with employment increasing by 7,400 jobs between 2011 and 2026.

There is a need to ensure that the Newport “offer” is appealing enough to promote to inward investors and promotes an attractive quality of life workers for skilled. The “offer” Newport can put together will need to cover the City’s physical infrastructure, transport connectivity and services that will be accessed by a growing population. We will therefore:

- Continue to encourage and support the development of private sector housing through the creation of new properties and the redevelopment of vacant commercial buildings.
- Seek appropriate levels of affordable housing on development sites as identified in the Local Development Plan and supporting Supplementary Planning Guidance.
- Continue to work closely with developers and investors to ensure that we deliver the employment and housing targets set out in the adopted Local Development Plan.
- Continue to support residents, businesses and inward investors with their work, live and play requirements.
- Sustain our strong working partnerships with our Registered Social Landlords in order to ensure social housing needs are being met. Over 300 new affordable homes are expected to be delivered over the next 5 years, including 65 units within the City Centre.
- Work with our partners in Further Education and Higher Education to ensure an excellent level of educational provision is maintained and enhanced through promoting and supporting City Centre based facilities.

ACTION	AIM 2.2: DELIVERY PLAN UPDATE
2.2.(1)	Supporting development of further city living schemes through TRI programme and Landlord Loan scheme.
2.2.(2)	Provide assistance to over 400 businesses per year
2.2.(3)	Maintain a 5 year housing land supply
2.2.(4)	Support the delivery of additional private and affordable housing in line with LDP targets
2.2.(5)	Work in partnership with Coleg Gwent to secure opportunities to expand the learning environment in the City Centre



- Outcome 2: Newport to have a competitive environment.
- Aim 2.3: Grow the economy as part of the wider region – collaboration for competition.

The importance of Newport’s growth within the region should not be underestimated. Newport is well placed to maximise its own growth and service the wider region. In order to fulfil our potential, we will:

- Work with partners, education and the private sector to increase Newport’s skills levels to meet regional demand.
- Continue to develop our destination management approach for the Visitor Economy, strengthening the offer in Newport, further developing our quality of place, working with regional partners to ensure complementarity with the regional offer, and to provide maximum benefit to the region.
- Support our elite sports facilities and recognise the important role these facilities have within the region.
- Work in partnership with neighbouring authorities to ensure Newport has appropriate access to regional education, training and employment opportunities.
- Work with neighbouring authorities to maximise opportunities for the reskilling of residents within shared growth sectors such as ICT and renewable energies.
- Work with partners as part of the Newport Economic Network to explore and capture economic growth opportunities.

ACTION	AIM 2.3: DELIVERY PLAN UPDATE
2.3.(1)	Support development of Grade A office within the City Centre to increase the number of people working in the City Centre
2.3.(2)	Facilitate development of co-working and incubator spaces to increase the number of people working in the City Centre
2.3.(3)	Support the creation of more hotel bed spaces within the city to support the ICCW development
2.3.(4)	Promote and support investment opportunities within the City Centre to increase the number of people working, living and visiting the City Centre
2.3.(5)	Launch and maintain new website which promotes Newport as a place to live, work and invest.



- Outcome 2: Newport to have a competitive environment.
- Aim 2.4: Increase connectivity – infrastructure & digital.

Connectivity will be addressed both in regards to infrastructure and digital opportunities. We recognise the importance of supporting growth across both areas in order to maximise opportunities for Newport in order to ensure the city can compete on a wider regional base. This will be achieved by:

- Supporting the roll out of the Super-Fast Britain broadband scheme across the city, and the provision free Wi-Fi across the City Centre, and in public buildings in order to improve access to digital connectivity.
- Ensuring the Council provides a 24h hour service through the development and implementation of a digital strategy that will enable greater access to services and better support to businesses.
- Through Newport’s partnership within the Vale of Usk Local Development Strategy (LDS) we will work with local communities to promote innovative uses of digital technology, provide training and identify ways to support businesses and individuals across rural wards of Newport.
- Encouraging investment in the future proofing of infrastructure in areas such as road, rail maintenance and flood defences.

ACTION	AIM 2.4: DELIVERY PLAN UPDATE
2.4.(1)	Create vision strategies for the three areas identified in the Master Plan
2.4.(2)	Support the roll out of the Super-Fast Britain broadband scheme across the city and the provision of free Wi-Fi across the City Centre
2.4.(3)	Explore ways of improving connectivity between the train and bus stations and the principal City Centre areas.
2.4.(4)	Encourage and promote public realm improvements within the City Centre Masterplan area



Outcome 2: Newport to have a competitive environment.

Aim 2.5: Maintain our focus on regenerating the City Centre to become one of the UK's top cities.

We recognise increasing the economic performance of the City Centre will require a more diverse range of activity, which in some cases means finding new uses for key buildings. A key part of this will be increased City Centre living within upper floors and developing higher quality office accommodation to attract employers. This will help create a live/work environment that will bring more people into the City Centre and make a more vibrant and viable place.

Developing the office accommodation and incubator work space within the city will be crucial to attracting and supporting knowledge intensive businesses which act as exporters. These businesses can generate significant benefit to the city economy. An increase in hotel rooms and leisure and cultural experiences will also help increase footfall and dwell times throughout the day and night promoting a safer environment. Accordingly we will:

- Work with the Public Services Board (PSB) which includes the Police, and key partners such as the Business Improvement District (BID) and internal services such as Trading Standards to create a City Centre that is safe, attractive and well promoted. Achieving this will help bring more visitors, attract new businesses and create a better environment for those that work and live in our city.
- Explore further opportunities in partnership with local businesses and the BID to develop initiatives to support the development of a more diverse and safer night time economy
- Review Newport's approach to City Centre management to ensure that, as a Council, we are meeting the needs of residents, businesses and visitors to the area.
- Continue to work with the BID, to ensure the voice of the City Centre business community is strengthened and heard on matters important to them.
- Explore regeneration opportunities for derelict and vacant buildings within the City Centre.
- Work with partners to look at alternative uses for landmark heritage buildings in the city in order to preserve their historic importance.

ACTION	AIM 2.5: DELIVERY PLAN UPDATE
2.5.(1)	Support the delivery of the Chartist Hotel Scheme, delivering a 164 bed hotel & 11,162 sq. metres of new office space
2.5.(2)	Continue to work with landowners to secure the delivery of the Market Arcade Scheme
2.5.(3)	Support the refurbishment of Newport Market
2.5.(4)	Ensure completion of the 123-129 Commercial Road Scheme providing 38 over 55s housing units
2.5.(5)	Support the completion of Central Chambers Scheme providing affordable housing units
2.5.(6)	Support the redevelopment of the former IAC building on Mill Street into a high quality office scheme providing over 70,000 sq. ft. of refurbished floor space.
2.5.(7)	A safer night time economy and working towards 'Purple Flag' status
2.5.(8)	Deliver City Centre Property Enhancement Scheme



Outcome 3: Newport is a better place to live.

Aim 2.6: Maximise environmental opportunities.

Significant congestion levels within Newport’s urban road network and from the M4 passing through the northern part of the city is both an environmental and health issue. Whilst the M4 allows for an influx of business opportunities for Newport it is a contributor to the city having one of the highest levels of carbon emissions across UK cities.

In contrast, and with over 70% of land classified as rural Newport is also home to wide expanses of land stretching from the east, along its Severn Estuary coastline to the west of the city. Recognising the opportunities this environment provides is vital to creating the healthy and vibrant city we want Newport to become.

Renewable energy technology opportunities such as solar and biomass will be explored for potential initiatives to support new and indigenous businesses. We will:

- Use our partnerships to explore large scale renewable and low carbon transport opportunities.
- Ensure that the roll out, manufacturing and installation of renewable energies and related products has potential for the local supply chain.
- Explore sustainable employment opportunities around our natural assets.
- Explore energy efficiency schemes to tackle fuel poverty within the most deprived areas
- Work with major employers such as Associated British Ports to encourage renewable energy schemes.
- Expand the green infrastructure within the city and support active travel initiatives.
- Reduce our own carbon footprint through initiatives such as greater use of electric vehicles and the provision of electric charging points

ACTION	AIM 2.6: DELIVERY PLAN UPDATE
2.6.(1)	Support the CCR Metro proposals to reduce reliance on car use
2.6.(2)	Improve active travel initiatives and adopt a sustainable travel Supplementary Planning Guidance.
2.6.(3)	Develop an organisational carbon reduction programme with a carbon neutral vision
2.6.(4)	Development of building and grid scale renewable energy opportunities
2.6.(5)	Expansion of the Council’s fleet of electric vehicles
2.6.(6)	Installation of electric charging points for the city/s residents
2.6.(7)	Mapping of opportunities for low carbon heat across the city
2.6.(8)	Work in partnership to reduce or improve Air Quality Management Areas
2.6.(9)	Demonstrate a reduction of Carbon dioxide (CO2) emissions per capita from 8.1 tonnes in 2015
2.6.(10)	Increase number of City Centre housing units to promote more sustainable living
2.6.(11)	Ensure that new housing development is primarily provided on brownfield sites
2.6.(12)	Demonstrate improved recycling of waste

Outcome 4: Businesses in Newport have the opportunity to prosper

Aim 3.1: Specialise in high value business growth.

- Opportunities for developing and supporting high growth businesses within Newport will be explored.
- We will work with the Planning team to ensure the supply and availability of suitable sites and premises for inward investment and for the future growth of indigenous businesses.
- Work will be undertaken to identify high growth sectors and to explore ways to provide support through initiatives such as improved account management.
- Opportunities to increase research will be explored through working in partnership with Higher Education providers and the private sector.
- There is a need to develop stronger partnership links to maximise opportunities for Newport businesses to strengthen both locally and regionally
- We will support initiatives and events that promote high end business development and engagement e.g. Digital Tuesday, Digital 2015
- Work will be undertaken to develop stronger links with the private sector to be able to determine and support their business needs.
- Opportunities to further develop the Council's training and employment initiatives will be developed to ensure provision is meeting demand for current and future employment opportunities.

ACTION	AIM 3.1: DELIVERY PLAN UPDATE
3.1.(1)	Development of Grade A office space within Northern Gateway and wider City Centre to increase the number of people working in the City Centre
3.1.(2)	Development of co-working & incubator spaces to accommodate high growth digi-tech SME's
3.1.(3)	Develop skills pathways in response to labour market analysis
3.1.(4)	Promote digital skills through training and employability programmes including Work Based Learning Academy & Right Skills
3.1.(5)	Launch and maintain the Invest in Newport website to attract inward investment into Newport
3.1.(6)	Support and promote the Semiconductor Cluster.
3.1.(7)	Support the expansion of existing high value businesses
3.1.(8)	Support growth and development of the Digital Clusters
3.1.(9)	Explore opportunity to develop a Digital Bid for Newport

Outcome 2: Newport to have a competitive environment.

Aim 3.2: Promote and innovate for entrepreneurship – support indigenous development..



Supporting new and existing businesses is key to sustaining Newport’s economic growth. We will therefore:

- Maintain a strong partnership with our key economic partners through the Newport Economic Network.
- Increase bespoke account management with Newport companies.
- Explore opportunities to ‘grow our own’ businesses through the development of incubator hubs, working with the private sector to ensure training and support is industry led and relevant.
- Regularly review the resource available to support innovation and entrepreneurship in Newport.
- Explore and capture alternative sources of funding to support business growth
- Maximise opportunities for Newport based construction companies to benefit from large scale regeneration activities through the development of a Construction Cooperative.

ACTION	AIM 3.2: DELIVERY PLAN UPDATE
3.2.(1)	Support the development of low cost units suitable for start-ups
3.2.(2)	Support the development of co-working spaces in the City Centre to increase footfall
3.2.(3)	Creation of a managed digi-tech facility
3.2.(4)	Deliver start up business grants for new City Centre businesses
3.2.(5)	Work towards decreasing business failure rate
3.2.(6)	Increase flexibility of City Centre uses to reflect market demand and sustain the City Centre as a place to live, work & visit

PRIORITY	AIM	ACTION
Deliver shared prosperity	1.1	Increase FTE £ gross weekly earnings
	1.1	Increased population with qualifications at NVQ4+
	1.1	Maintain our current young people NEETs position within Wales
	1.1	A minimum of 50 Newport employers sign up to the Newport Commitment.
	1.1	Promote Cardiff Capital Region Graduate programme
	1.1	Develop Labour Market intelligence to better identify regional skills requirements
	1.2	Opening of the Ringland Community Hub late 2019
	1.2	Expansion of the Community Hub model to provide additional hubs in other parts of the City
	1.2	Development of a Regional Skills employability plan to engage economically inactive community members back into work.
Create an excellent economic environment	2.1	Development of a Regional Skills Partnership engagement model with education and marketing of career opportunities and pathways.
	2.1	Support priority digital sector to address skills gaps
	2.1	Support priority semiconductor sector to address skills gaps
	2.1	Support priority hospitality sector to address skills gaps
	2.1	Support priority construction sector to address skills gaps
	2.2	Supporting development of further City living schemes through TRI programme and Landlord loan scheme.
	2.2	Provide assistance to over 400 businesses per year
	2.2	Maintain a 5 year housing land supply
	2.2	Support the delivery of additional private and affordable housing in line with LDP targets
	2.2	Work in partnership with Coleg Gwent to secure opportunities to expand the learning environment in the City Centre

PRIORITY	AIM	ACTION
Create an excellent economic environment	2.3	Support development of Grade A office within the City Centre to increase the number of people working in the City Centre
	2.3	Facilitate development of co-working and incubator spaces to increase the number of people working in the City Centre
	2.3	Support the creation of more hotel bed spaces within the city to support the ICCW development
	2.3	Promote and support investment opportunities within the City Centre to increase the number of people working, living and visiting the City Centre
	2.3	Launch and maintain new website which promotes Newport as a place to live, work and invest.
	2.4	Create vision strategies for the three areas identified in the Master Plan
	2.4	Support the roll out of the Super-Fast Britain broadband scheme across the city and the provision of free Wi-Fi across the City Centre
	2.4	Explore ways of improving connectivity between the train and bus stations and the principal City Centre areas.
	2.4	Encourage and promote public realm improvements within the City Centre Masterplan area
	2.5	Support the delivery of the Chartist Hotel Scheme, delivering a 164 bed hotel & 11,162 sq. metres of new office space
	2.5	Continue to work with landowners to secure the delivery of the Market Arcade Scheme
	2.5	Support the refurbishment of Newport Market
	2.5	Ensure completion of the 123-129 Commercial Road Scheme providing 38 over 55s housing units
	2.5	Ensure completion of Central Chambers Scheme providing affordable housing units
	2.5	Support the redevelopment of the former IAC building on Mill Street into a high quality office scheme providing over 70,000 sq. ft. of refurbished floor space.
	2.5	A safer night time economy and working towards 'Purple Flag' status
	2.5	Deliver City Centre Property Enhancement Scheme

PRIORITY	AIM	ACTION
Create an excellent economic environment	2.6	Support the CCR Metro proposals to reduce reliance on car use
	2.6	Improve active travel initiatives and adopt a sustainable travel Supplementary Planning Guidance.
	2.6	Develop an organisational carbon reduction programme with a carbon neutral vision
	2.6	Development of building and grid scale renewable energy opportunities
	2.6	Expansion of the Council's fleet of electric vehicles
	2.6	Installation of electric charging points for the city/s residents
	2.6	Mapping of opportunities for low carbon heat across the city
	2.6	Work in partnership to reduce or improve Air Quality Management Areas
	2.6	Demonstrate a reduction of Carbon dioxide (CO ₂) emissions per capita from 8.1 tonnes in 2015
	2.6	Increase number of City Centre housing units to promote more sustainable living
	2.6	Ensure that new housing development is primarily provided on brownfield sites
	2.6	Demonstrate improved recycling of waste

PRIORITY	AIM	ACTION
Move Newport up the 'Value chain'	3.1	Development of Grade A office space within Northern Gateway and wider City Centre to increase the number of people working in the City Centre
	3.1	Development of co-working & incubator spaces to accommodate high growth digi-tech SME's
	3.1	Develop skills pathways in response to labour market analysis
	3.1	Promote digital skills through training and employability programmes including Work Based Learning Academy & Right Skills
	3.1	Launch and maintain the Invest in Newport website to attract inward investment into Newport
	3.1	Support and promote the Semiconductor Cluster.
	3.1	Support the expansion of existing high value businesses
	3.1	Support growth and development of the Digital Clusters
	3.1	Explore opportunity to develop a Digital Bid for Newport
	3.2	Support the development of low cost units suitable for start-ups
	3.2	Support the development of co-working spaces in the City Centre to increase footfall
	3.2	Creation of a managed digi-tech facility
	3.2	Deliver start up business grants for new City Centre businesses
	3.2	Work towards decreasing business failure rate
	3.2	Increase flexibility of City Centre uses to reflect market demand and sustain the City Centre as a place to live, work & visit

Statistic	Value	Source
Working age population qualified to NVQ4	34.3%	NOMIS 2018
Working age population	62.2%	NOMIS 2018
Workforce employed in professional technical or managerial occupations	42%	NOMIS 2019
Ranked top 30 city for UK competitiveness	Top 30	UK Competitiveness Index 2019
GVA per worker	£24,497	StatsWales 2017 (provisional)
Total GVA (Economic Output)	£3.711bn	StatsWales 2017 (provisional)
Total number of Enterprises	4,530	NOMIS 2018 (UK business Counts)
Employment sector: Primary industries and utilities	1,420	NOMIS (ONS Business Register 2017)
Employment sector: Manufacturing	8000	NOMIS (ONS Business Register 2017)
Employment sector: Construction	2250	NOMIS (ONS Business Register 2017)
Employment sector: Wholesale, retail, transport & storage	14500	NOMIS (ONS Business Register 2017)
Employment sector: Accommodation & food services	5000	NOMIS (ONS Business Register 2017)
Employment sector: Finance business and information	8250	NOMIS (ONS Business Register 2017)
Employment sector: Professional, technical & support services	9500	NOMIS (ONS Business Register 2017)
Employment sector: Public administration, education and health	23,000	NOMIS (ONS Business Register 2017)
Employment sector: Arts, entertainment, recreation and other services	3,750	NOMIS (ONS Business Register 2017)
1 Managers, directors and senior officials	7,300	ONS Annual Population Survey 2019
2 Professional occupations	12,700	ONS Annual Population Survey 2019
3 Associate professional & technical	10,100	ONS Annual Population Survey 2019
4 Administrative & secretarial	7,400	ONS Annual Population Survey 2019
5 Skilled trades occupations	5,100	ONS Annual Population Survey 2019
6 Caring, leisure and Other Service occupations	7,300	ONS Annual Population Survey 2019
7 Sales and customer service occupations	6,000	ONS Annual Population Survey 2019
8 Process plant & machine operatives	5,700	ONS Annual Population Survey 2019
9 Elementary occupations	10,000	ONS Annual Population Survey 2019

CITY OF NEWPORT

**ECONOMIC GROWTH
STRATEGY** UPDATE 2020



Newport City Council

Civic Centre

Newport, NP20 4UR

(01633) 656656

Business.support@Newport.gov.uk

www.cityofnewport.wales

PEOPLE - PLACE - PROSPERITY