

A nighttime photograph of a modern building with a curved facade and large glass windows, illuminated from within. To the right, a cable-stayed bridge with two tall, angled pylons spans across a body of water. The lights from the building and bridge are reflected in the water. The sky is dark blue.

**BUSINESS  
IN THE  
COMMUNITY**

**NEWPORT PLACE  
PROGRAMME  
PROSPECTUS 2026**

# Introduction

## PURPOSE

The Business in the Community (BITC) Newport Place programme is a collaborative initiative launched in October 2022, designed to bring together businesses, community organisations, and public sector partners to address social and economic challenges in Newport, Wales.

This Prospectus serves as a communication tool that outlines our shared vision, goals, structure, and impact. After reading this Prospectus, you should understand:

- **Why the programme matters:** addressing real challenges through collaboration.
- **What we have achieved:** inspired by our track record to date - the success stories and endorsements from key partners and local leaders.
- **Where we are headed:** focused on aspirational outcomes for 2030 and action that can make a genuine difference right now to the people and communities in Newport.
- **How to take part:** be prepared to participate by leveraging your organisation's time, expertise, and resources, ensuring your contribution is both well-coordinated and truly impactful.

We are calling on **businesses and the public sector** to step forward with your time, your talent, and your treasure to help build a Newport where every resident has the chance to thrive.



## BITC PRIDE OF PLACE PROGRAMME

The BITC Pride of Place programme is a UK-wide initiative that aims to transform communities by fostering deep, long-term collaboration between businesses, public authorities, elected leaders, and community organisations.

BITC works in specific geographic areas, bringing together local councils, businesses, and voluntary organisations to co-create solutions tailored to local needs. Residents and local leaders help define the challenges and opportunities, ensuring that interventions are relevant and impactful. Importantly, businesses contribute not just funding, but skills, networks, and leadership to help drive change - it is not about short-term fixes, it is about building lasting infrastructure, relationships, and capacity.



*“The Pride of Place programme is a great example of what a community can do when it pulls together. It is a Business in the Community flagship programme that is changing lives and strengthening communities. The progress made over the last three years is remarkable and transformative.”*

*Now is the right time for Newport's Pride of Place to take stock and work with its partners to develop a vision for the city that sets out a plan to drive its growth and prosperity, promote climate justice and social inclusion.”*

**Lord Steve Bassam as Chair of the Place Taskforce**

## EXTRAORDINARY OPPORTUNITIES

The BITC Newport Place Programme is the first of its kind in Wales, marking a significant milestone in BITC's UK-wide Pride of Place strategy. Newport has experienced rapid population growth and faces challenges such as deprivation and food insecurity, but at the same time extraordinary opportunities, spanning business growth, community development, skills training, and social innovation. This combination provides the foundation for targeted place-based interventions accessing local talent, resources, and partnerships to help to build a more inclusive, resilient city.

The programme is grateful for establishment funding by Newport City Council through the Shared Prosperity Fund, KLA Foundation, and the University of South Wales since 2022.

The programme is chaired by Professor Simon Gibson CBE, who emphasizes the importance of unity and innovation in enhancing Newport's community life.



*"This Prospectus sets out a clear expectation for businesses to reconsider their role, realign their ambition, and respond with purpose.*

*It marks a transition from observation to contribution, and from intent to action.*

*Our ambition will not be delivered by a few doing a great deal, but by many doing what they can. Scale will be achieved through broad participation - with organisations of every size taking practical, proportionate steps in the same direction.*

*The next phase of growth will be shaped by those prepared to engage, collaborate, and commit. Progress in Newport will belong to those who choose to move - together."*

**Professor Simon Gibson CBE**



*"The BITC Newport Place Programme is firmly focused on outcomes to tackle local challenges and unlock opportunities by bringing together businesses, community organisations, and public sector partners in Newport.*

*The Welsh Government has praised the programme for its impact, noting that it has helped over 7,000 people, collaborated with 30 local businesses, and engaged 150 charities and schools to improve access to employment, skills, and health services.*

*Business in the Community plays a vital role raising standards in business practices across Wales. I have very much enjoyed my visit to Eden Gate in Newport to see for myself the impact of BITC's work in the local community and meet those that are committed to the key principles of fair work, diversity and inclusion, and green growth."*

**Rebecca Evans MS, the cabinet secretary for economy, energy, and planning**

# Next Steps

## THE NEWPORT PLACE BOARD COMMITMENT

The Newport Place programme has established a strong foundation and a clear trajectory for businesses, community groups, and individuals in Newport. Our Board commits to:

- 1. Scaling up community impact:** Expanding successful pilot initiatives (e.g. See It Be It Pilot, food distribution hubs, youth mentoring) across more neighbourhoods. We will deepen our engagement with underrepresented groups to ensure inclusive benefits.
- 2. Strengthening business partnerships:** Increasing the number of participating businesses beyond the current 30+. This will help to grow the quantity and quality of staff time, professional expertise, and financial investment.
- 3. Supporting the wider placemaking activities:** Aligning BITC efforts with Newport's city centre regeneration, including cultural, educational, and housing developments.
- 4. Driving skills and employment innovation:** Expanding partnerships with the University of South Wales and local employers to close digital and technical skills gaps. We will continue to proactively promote pathways into high-growth sectors like AI, semiconductors, and green construction.
- 5. Securing long-term sustainability:** Encouraging community organisations to grow initiatives independently. This will include identifying opportunities to attract new funding streams and unlock inward investment opportunities associated with regional economic and social policy frameworks.
- 6. Building business capacity:** Encourage new and emerging entrepreneurs and start-ups to flourish in Newport by expanding professional networks and offering in-kind and financial support to innovate.

## FOR BUSINESSES

### What do you gain by getting involved?

Businesses of all sizes, including SMEs, have gained:

- Improved staff morale through volunteering and mentorship.
- Stronger reputation in the local area, as well as national recognition through BITC's extensive business and political network.
- Better recruitment pathways through relationships with schools, colleges, and universities.
- New local partnerships that support business growth.

There are simple ways to get involved, like offering career talks, donating equipment or space, or joining a community project in the city. Participation is flexible - just a few hours can make a big difference.

### What happens if more partners join us?

These are realistic outcomes based on what we have already seen:

- More young people gaining confidence through mentoring.
- More neighbourhoods benefitting from safe and vibrant community spaces.
- More families supported through food and wellbeing initiatives.
- More school and college links that prepare young people for work.
- More SMEs gaining visibility and building local and national networks.

More hands mean more people reached.

## A CALL TO ACTION

Newport is proving what can be possible when ambition meets collaboration. The Newport Place programme has already delivered real change through revitalised spaces, empowered communities, and new pathways to opportunity. But the journey is far from over.

To truly transform Newport, we need more than good ideas from a few. We need many hands doing just a little. We need committed partners ready to act.

We are calling on businesses and the public sector to step forward, not just with funding, but with a genuine offer of:

- **Your time:** Staff who can volunteer, mentor, and bring energy to local projects.
- **Your talent:** Skills in leadership, logistics, finance, digital, and more that can unlock new solutions to old challenges.
- **Your treasure:** Financial support that enables community organisations to scale their impact and sustain their work.

This is your opportunity to be part of something bigger than business as usual. By contributing your resources, your time, your talent, and your treasure, you can help build a Newport where every resident has the chance to thrive.



# Headline Outcomes by 2030



**The Newport Place Objectives were developed in partnership with the local community and for their benefit. By setting ambitious targets for 2030 and beyond, we can ensure that every action we take aligns with wider government initiatives and addresses the key challenges the community has identified. Some of these ambitions can be achieved in the span of this Prospectus, others will take longer but we can lay the foundations and make important progress in the years ahead.**

## **OBJECTIVE 1: ENSURING EVERYONE IN NEWPORT HAS FOOD, A HOME, AND ESSENTIAL SUPPORT**

The community told us that they want; to work together to be stronger and last longer.

- Reduce food poverty in Newport’s most deprived areas — Pillgwenlly, Ringland, Lliswerry, Maindee, Alway, Duffryn, and Bettws — through targeted support and long-term community-led solutions.
- Support national and local ambitions to make homelessness rare, brief, and unrepeatable, ensuring that by 2030 the number of households recorded as homeless is lower than in 2025 (which saw an 8% rise).
- Maintain sustained collaboration with government and housing providers to deliver new, high-quality, affordable homes designed with meaningful community input.

## **OBJECTIVE 2: CREATING SAFE, WELCOMING, AND VIBRANT PLACES WHERE PEOPLE WANT TO LIVE, WORK, AND SPEND TIME**

The community told us that they want; partnerships where people can rely on and trust each other.

- Support every ward in Newport with designated safe spaces for young people, increase youth engagement in safe spaces, and reduce youth-related anti-social behaviour.
- Position Newport as one of Wales’ most vibrant and welcoming cities, with transformed high streets and neighbourhoods to foster civic pride, cultural diversity, and community well being.

**OBJECTIVE 3: OPENING UP QUALITY EDUCATION, SKILLS, AND CAREERS FOR YOUNG PEOPLE AND THOSE OFTEN LEFT OUT**

The community told us that they want; to help young people, and those who are often left out, to have bigger dreams and better chances in life.

- Young people have regular and more meaningful exposure to the world of work, supporting higher employment rates for 16-24-year-olds.
- Retain and attract young talent to Newport across key industries including advanced manufacturing, hospitality, professional services, AI, and the arts.

**OBJECTIVE 4: BUILDING SKILLS AND EXPERIENCES SO THAT EVERYONE WHO WANTS TO WORK CAN ACCESS GOOD JOBS OR START A BUSINESS**

The community told us that they want; to enable communities to get valuable skills useful for their daily lives and future job opportunities.

- Reduce the proportion of long-term unemployed (greater than 12 months) in Newport through targeted skills development, employer incentives, and personalised support programmes.
- Double the number of active SMEs / start-ups and improve 5-year survival rates in Newport.

# Delivery So Far

The Newport Place programme has developed a rich and impactful track record since its launch in October 2022. Its success lies in its ability to mobilise businesses, community organisations, and public sector partners to address entrenched social challenges in Newport.

A key role has been the convening power of BITC, turning corporate goodwill into long-term community impact. From transport and food security to skills, education, and organisational resilience, each partnership delivers tangible, measurable outcomes. Key case studies are showcased evidencing a coalition of partners contributing to positive and enduring change.

With a growing coalition the programme now stands as a national example of place-based collaboration driving change where it is needed most.



**30+**

working with over 30 businesses.



**150**

we have engaged 150 charities and schools.



**£1m+**

unlocked over £1million of private and public funding.



**10,000+**

supported by over 10,000 beneficiaries.



## TACKLING FOOD POVERTY AND STRENGTHENING COMMUNITY WELLBEING

A citywide, multi-partner effort, anchored by The Celtic Collection, has created a sustainable, high-quality, and culturally appropriate meal pipeline and wraparound support that reaches families across Newport and beyond.

### Highlights

- The Celtic Collection set up supplier agreements to donate ingredients by weight, producing ~1,000-1,200 frozen meals per month. Staff provided Level 2 Food Hygiene training for volunteers. A range of complimentary festive events and activity days were arranged to support families with meal planning. Almost all 990 employees have stepped up to support communities across Newport.
- Food safety is essential and requires strict compliance with standards and regulation. GAVO, Alway Community Centre, Newport City Council & Trading Standards: Coordinated the food network, storage and compliance (HACCP) to distribute meals safely within 24 hours of delivery. Without this effort, the entire programme was at risk of stalling indefinitely.
- Delivery of a new professional kitchen at Eden Gate to greatly improve the quality of meals provided to some of the most marginalised people in Newport.
- Sopra Steria & ONS Data Science Campus: Volunteer teams revitalised gardens/play spaces (clearing, planting, building features) to benefit 120+ parents and children weekly.
- Celtic Collection: Hosted Christmas community meals; donated equipment (chairs, tablecloths), printed local newsletters, continued fortnightly meal deliveries that support Pill families.
- Principality Building Society & partners: Donated/ installed IT equipment for local organisations to run classes and tackle isolation; additional items from ICC Wales, Wastesavers, JD Electrical, and Dragons RFC boosted operational capacity.
- Newport City Council, Gwent Wildlife Trust, and Mott MacDonald: Supporting the delivery of a new community garden.

### Impact

- Over 77,000 nutritious meals have been delivered to date (2023-2025), with 990-1,200 meals/ month continuing. The effort has covered a broad geographic reach with exceptional beneficiary feedback on taste and portion size.
- Empowering families to establish healthy eating choices and learn more about meal preparation and food budgeting.
- Reduced isolation and improved wellbeing through complimentary events such as the Christmas Kingdom events (700+ gifts), family activity days, and community meals in shared spaces.
- This model, unique in Wales, offers a scalable blueprint for sustainable food support.
- The Celtic Manor Resort was awarded the Extra Mile Award at the Hotel Cateys, recognising the resort's outstanding contribution as a lead partner in our Newport Place programme.





## CREATING STEM PATHWAYS FOR THE FUTURE WORKFORCE

Employers have brought hands-on STEM exposure into Newport schools and youth programmes, connecting learners to semiconductors, data, rail engineering, green careers, and AI.

### Highlights

- KLA hosted semiconductor work placements for young people offering them a unique insight into this important industry. They also delivered WISE Group STEM activities to 70+ children at NYCA's KidTopia and funded Technquest trips for 100 young people and families.
- The Office for National Statistics (ONS) delivered STEM sessions in schools and volunteered on community garden projects to enhance learning environments.
- Network Rail ran "All About Rail" design/engineering workshops (bridge building; careers insight) for Years 5-6.
- University of South Wales and Wales & West Utilities led World of Work and green careers sessions. They have consistently supported skills festivals in Newport.

### Impact

- More than 300 student engagements during the "See it Be it" pilot (May-July 2025), plus World of Work Week (90 pupils, 11 employers) building confidence, teamwork, and awareness of engineering/tech careers.
  - Young people gained industry insight and placement experience, motivating progression into STEM subjects and pathways.
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## NEWPORT YEMENI COMMUNITY ASSOCIATION (NYCA): STRATEGIC, MULTI-YEAR COMMUNITY INVESTMENT

NYCA's Cultural Hub has become a focal point for youth engagement, sustainability, and skills enabled by committed, multi-year corporate partnerships.

### Highlights

- Linklaters provided a significant funding contribution to support facilities and equipment allowing NYCA to establish a safe, modern, and versatile space for community events.
- Linklaters also supported mentoring activities, including a NYCA volunteer (Cardiff University law student) to prepare for legal careers and funded school trips through the Social Mobility Business Partnership commitment.
- OVO Energy installed 20 solar panels at the NYCA Cultural Hub. They then contributed to community learning by co-hosting three winter readiness events supporting around 750 families with energy saving kits and advice.
- Creation of a digital learning space at the NYCA, including laptops and printers, to support GCSE students, online classes, and community digital literacy programmes, funded by the Gwent Nurture Fund.
- The Celtic Collection donated important equipment (chairs, tablecloths, kitchen equipment) to improve capacity for events.

### Impact

- The refurbishment of NYCA Community Hub building, which was also National Lottery-funded, has allowed NYCA to upgrade and expand their outreach, giving them the space to offer more activities, reach more people, and support youth development. The High Sheriff of Gwent also highlighted that the new purpose-built centre will serve as a new gathering place for the neighbourhood once complete, emphasising its importance as a focal point for community life.
- The first major event held in the new building, a festive experience for over 800 local children, showed how the space helps bring the community together. Children enjoyed food, gifts, and activities in a safe, inclusive environment, demonstrating the building's immediate positive impact.
- Lower operating costs have been secured through renewable energy, while wider community awareness of energy efficiency has immediate benefits for local families.





## EDEN GATE: A MULTI-PARTNER SUCCESS STORY

Eden Gate's journey shows how cross-sector support via funding, legal, logistics, food, gardening, and accreditation, can transform a frontline charity's reach and sustainability.

### Highlights

- Linklaters contributed significant funding to support facilities and equipment. They also provided important pro bono legal advice on the Training Centre lease, as well as mentoring and governance support.
- Enterprise Mobility made a significant funding contribution towards a minibus enabling transport to literacy, gardening, wellbeing, and education activities.
- The Gwent Nurture Fund, in conjunction with Celtic Collection, helped to refit Eden Gate's kitchen (reheating oven, storage) and provided around 80 nutritious meals per week (in addition to citywide meals). Staff participated in the volunteer gardening activities with Eden Gate.
- Dŵr Cymru Welsh Water and National Literacy Trust ran a six month literacy project and "train the trainer," now sustaining Eden Gate's book club and life skills outcomes.
- Bond Demolition, Alacrity, City & Guilds, and Dragons RFC supported site works (mini digger, plants), accreditation guidance, and secure parking/storage for the minibus.

### Impact

- Advanced plans for a recognised Training Skills Centre delivering practical, trade-based skills training, alongside support that will enabled clients to improve literacy, gain driving qualifications and progress into employment.
- Enhanced nutrition and dignity for residents through regular meals and upgraded facilities.

## SCHOOLS ACROSS NEWPORT: RAISING ASPIRATIONS AT SCALE

A coordinated programme of enterprise, STEM, and careers insight days has engaged hundreds of pupils across Pillgwenlly, Maindee, Ringland, Tredegar Park, and St Michael's RC Primary.

### Highlights

- BITC: Designed and facilitated Enterprise Days (origami businesses, logos, pitching) with cross-sector volunteers.
- 11+ Employers (e.g., Dŵr Cymru, Celtic Collection, USW, South Wales Argus, Gwent Police, Vishay, Welsh ICE, W&W Utilities, Newport City Council): Delivered hands on activities across engineering, hospitality, journalism, policing, and tech.
- Linklaters: Funded trips (e.g., Newport Wetlands) and Social Mobility Business Partnership (SMBP) work insight weeks for 16-17 year olds.
- PwC & University of South Wales: Led Tech She Can and AI sessions, introducing digital concepts and logical thinking.
- Business Wales, Welsh ICE, Newport City Council and USW: Ran Pill business support drop ins, signposting grants, planning, and start up help to help enterprises grow.

### Impact

- 90 pupils and 11 employers in World of Work Week; repeated enterprise days (60+ pupils each) building teamwork, problem solving, and confidence; large book donations (£3,600 per school for five schools) to sustain literacy.
- Teachers report heightened motivation and better understanding of real-world work; pupils express interest in future roles with participating businesses.



## THE BENEFITS TO BUSINESS OF BEING INVOLVED

Since October 2022, being involved in BITC's Newport Place programme has offered partners a unique opportunity to contribute to meaningful, place-based change while also unlocking business benefits through collaboration, visibility, and talent development.

### Strategic Community Impact

The Newport Place Programme is designed to tackle systemic challenges such as food insecurity, unemployment, and inequality through long-term collaboration between businesses, local government, and community organisations. Companies and their staff are actively involved in shaping and delivering these solutions. More business working together on common activities can have a greater impact than each operating on their own in an uncoordinated way.

### Cross-Sector Collaboration

The programme facilitates partnerships across sectors, enabling businesses to work alongside schools, charities, and local authorities. This fosters innovation and shared learning, while helping companies align their social impact with local needs.

### Workforce Development and Talent Pipeline

Through initiatives like World of Work Weeks, apprenticeship awareness sessions, and enterprise days, companies engage directly with young people to build skills, confidence, and career aspirations. Being involved now will create the employees of tomorrow and a local pool of talent. For example, PwC delivered its Tech She Can campaign in Newport schools to promote STEM careers among girls.

### Brand Visibility and Reputation

Participation in high-profile programmes like The King's Seeing is Believing programme and BITC's Pride of Place initiative enhances corporate reputation and demonstrates leadership in responsible business. Senior leaders from Linklaters, KLA, Celtic Collection, and others have taken part in immersive visits to understand local challenges and co-develop solutions.

### Local Economic Development

Companies benefit from being part of a growing ecosystem of inward investment and regeneration. Newport's strategic location and emerging sectors (AI, semiconductors, hospitality) make it an attractive place for business expansion and recruitment.





## Focus Areas



To successfully meet the Newport Place Objectives, we have identified five focus areas that will deliver benefits to the people, communities, businesses, and public sector organisations in Newport.

### FOOD SECURITY



**5,180**

people in Newport used a foodbank in the past year, a 35% increase in demand from the previous year.



**65%**

of support provided to food banks in Newport was for families with children.



**171,673**

emergency food parcels were distributed in Newport by the Trussell Trust in 2024 / 2025 (approx)



People living in the most deprived areas of Newport have lower incomes and are more likely to face food insecurity than those in other parts of Newport.

## Context

Across the UK, 14 million people are facing food insecurity, including 2.9 million children. Due to these stark figures, there are many good practice examples of the different ways community groups and other organisations are tackling food insecurity and supporting people to be less reliant on food banks.

### These include:

- Food pantries, community larders, community shops and affordable food networks - tend to operate with membership model, aiming to strengthen the self-esteem of members, increase self-reliance, and reduce reliance on food banks.
- Community cafes - offer training and employment opportunities, and a pay-it-forward system.
- Social eating - provide low-cost meals served communally to support social inclusion and wellbeing.
- Community hubs - provide training and employment opportunities, offer mental health and wellbeing, debt advice and money management support, and signpost to vital services.
- Community growing projects - created by local councils and communities, bring multiple benefits including access to healthy, locally-grown food, improved health and wellbeing, community cohesion, and the greening of communities.
- Urban farming - urban farms can help to create jobs and provide affordable food to local urban communities, at the same time as protecting natural habitats, and reducing water use and carbon emissions.
- Food waste redistribution - aim to reduce food waste, bring people together and empower communities through enabling local residents to share and access surplus food.

## Key Areas of Focus

### To address this, the Newport Place programme will:

- Aim to end food poverty in the most deprived areas of Newport, including Pillgwenlly, Ringland, Lliswerry, Maindee, and Alway.
- Work in partnership with Newport Council, community groups, front-line services, and businesses to address the root causes of food poverty, build resilience to food insecurity, and create a more sustainable food system for the people of Newport.
- Strengthen the social and economic conditions of Pillgwenlly, Ringland, Lliswerry, Maindee, and Alway communities to improve the well being, health, and prosperity of these communities that have been impacted most by food poverty and deprivation.
- Support community growing and cooking with the most vulnerable communities to help reduce the risk of people becoming reliant on emergency food provision. Explore and pilot projects that can increase the availability of healthy food supplies in community-owned and cooperative-style spaces. Due to a lack of large-scale outdoor space, this activity should prioritise providing high-yield, nutrient-rich, and ecologically resilient crops that can be grown in smaller spaces.



## Primary Asks

To support this, we ask that:

- Relevant local businesses identify ways to redirect surplus or wasted food from their supply chains to local frontline charities and local community initiatives.
- Newport City Council support individual emergency food distribution hubs and charities supporting people experiencing food poverty from across the city who are independently purchasing food from retailers, often without access to a consistent, reliable supply. A citywide, coordinated approach to surplus food redistribution, utilising joint purchasing where necessary, could help ensure food reaches the communities that need it most, reduce the costs for charities, and reduce food waste.
- The business community prioritise skilled volunteering at frontline voluntary organisations, that often work with limited resources and restricted capacities in HR, financial management, legal services, AI, digital, and marketing. There are myriad positive examples of businesses offering skilled volunteering opportunities so employees and leaders can share their expertise. This could enable corporate employees to better understand the challenges faced by local communities and organisations, contributing in a meaningful way to addressing the food crisis in Newport.
- Businesses use their greater purchasing capacity and leverage economies of scale to secure goods and services at lower costs than many small voluntary organisations. This could allow them to source essential items such as laptops, office supplies, food, or equipment at more affordable rates, easing the pressure on charities.
- The public and education sectors investigate educational interventions, embedded into school, college, and lifelong learning delivery. These should prioritise supporting learners of all generations with skills and tools for financial resilience and independent food preparation. Delivering sessions to children, young people, and families will help to ensure future generations are better equipped to manage their finances and make the most of available, affordable food supplies.

## The Opportunity

Community groups and other organisations can tackle food insecurity and support people to be less reliant on food banks. Done in a manner that celebrates difference and is not stigmatising, interventions to reduce food insecurity provide residents with accessible choices that relieve the stresses that co-exist with low incomes, expand skills, and enable the recognition of personal and local assets. These interventions connect people together by creating networks of trust and reciprocity through shared activity around food. This sort of intervention enables people and communities to be more adaptable by expanding their pool of assets.

## Success story: Food Partnership and Collection Point

BITC and our members noticed the food poverty challenges people in Newport were facing as we visited community groups on the King's Seeing is Believing visit in 2023, where we heard firsthand about the many families and children who were not getting one hot meal a week and families were needing to choose whether to heat their homes or feed themselves and their children as the cost of living crisis continues.

The former Chief Executive of the Celtic Manor Resort, Ian Edwards, was on the Seeing is Believing visit and the Celtic Manor quickly began donating meals to homeless people at Eden Gate. They led on the setting up of a Collection Point to facilitate the monthly distribution of 1,200 frozen meals made fresh at the Celtic Manor Resort. The Collection Point is a collaboration between BITC, the Celtic Collection, Gwent Association of Voluntary Organisations (GAVO), Newport City Council, and Alway Community Centre. Distribution of the meals is made through GAVO's Food Network of community organisations.

The resort's chefs have now prepared and cooked more than 77,000 meals for homeless and vulnerable people. The Conference and Banqueting team have organised an annual festive extravaganza experience for several hundred disadvantaged children.

The Estates team volunteered time and expertise to renovate derelict spaces into a community allotment and gardens.

The resort has donated a commercial kitchen to a community centre and delivered Food Hygiene and Safety training to boost individuals' employability.

Almost all of the hotel's 900 employees have donated their time to create meaningful change that will continue to impact the people of Newport for years to come in terms of tackling inequality and poverty, developing people's skills and providing employment opportunities.



*"At GAVO, we deeply feel our responsibility to stand by our local community. Witnessing the distressing rise in food insecurity across Newport and the UK is truly heart-wrenching and unacceptable.*

*While the initiative may not be the ultimate solution, GAVO is proud to support this fantastic food partnership with the Celtic Manor, Business in the Community, Newport City Council, and the Alway Centre.*

*Together, we're taking a critical step toward ensuring that our communities receive much-needed support, allowing the people access to one of life's most essential needs."*

**Stephen Tiley, Chief Executive of GAVO**

## Future Opportunity: Expand Social Enterprises Based on Community Cooking and Community Growing Projects

Alway Community Centre has initiated community cooking sessions. Increased focus and funding is required to develop a social enterprise based on community cooking knowledge that provides employment, community storytelling that leads to activism, cooperative food growing and food procurement that increases the local availability of good food, and regular social cooking and eating activities to overcome loneliness, cross social divides, and create intergenerational knowledge transfer.



## HOMELESSNESS AND HOUSING



**85%**

of residents are single adults in temporary accommodation.



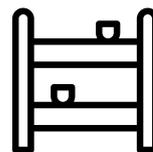
**67%**

of approaches to the local authority for housing assistance are single adults.



**Driving Factors**

Rising rent, early prisoner release and housing inequality



**711**

a net gap of one beds against assessed need for each year between 2022-27

## Context

Despite challenges, the city has seen notable successes thanks to the collective efforts of its partners. There has been a sustained reduction in both the number of families in temporary accommodation and the number of people sleeping rough. A variety of initiatives have been introduced to improve outcomes, such as enhanced support for families in temporary accommodation, early intervention measures (e.g. through Homewards and with schools), and targeted work by Tai Pawb within the private sector. Codi has also developed and opened the flagship HIVE project, located adjacent to the Housing Support Hive, which serves as a key centre for people to access housing-related support.

Looking ahead, by working as part of a broad and dynamic partnership, we will harness the unique strengths and reach of BITC to deliver programmes that align with local strategies. Our aim is to make homelessness in Newport rare, brief, and unrepeatable.

## Key Areas of Focus

To address this, the Newport Place programme will:

- Embed ourselves within local partnerships and strategies, seeking to collaborate and identify new and innovative solutions to prevent and/or relieve homelessness.
- Work with partners to identify opportunities for early intervention to prevent homelessness, by supporting local businesses to recognise employees at risk and take steps to prevent this.
- Participate as part of the Private Rented Sector taskforce to promote good practice among landlords and tenants, whilst also challenging issues within the sector.
- Support the delivery of a bespoke employment programme with homeless charity partners, Homewards, and businesses to create pathways from homelessness into employment. This will include providing in-reach sessions and partnering with specific housing-led projects in the city.
- Recognising that poverty and exclusion are major contributing factors to homelessness, support organisations to deliver sessions to people at risk around energy poverty and food poverty, to help them manage financial pressures and improve financial resilience.

## Primary Asks

To support this, we ask that:

- Funding and commitment are provided by public and private sector organisations for the Private Rented Sector taskforce.
- Empty homes in Newport are identified and are bought back into use.
- The housing sector push forward with plans to deliver 20,000 new low-carbon social homes in Newport.
- Supported and specialist accommodation for people with complex needs is boosted (a top priority in Newport's housing strategy).



## The Opportunity

Taking action on homelessness and housing will position Newport as a national leader in homelessness prevention, creating a coordinated ecosystem that tackles the root causes of homelessness while improving community wellbeing and economic stability.

Deeper investment in the Private Rented Sector taskforce and a proactive empty-homes programme create a powerful opportunity to expand the city's housing supply quickly and support long-term regeneration and community resilience.

These actions would significantly contribute to Newport's long-term goal of creating stronger, fairer, and greener communities while ensuring more residents have access to safe, stable, and affordable homes.

### **Success story: Energy-Saving & Winter-Warmth Event, 20 January 2025**

A series of major community events took place at the NYCA Cultural Hub focused on helping residents reduce heating costs and stay warm during winter. This included energy-saving advice from experts, free heated electric blankets, energy-efficient light bulbs, and smart plugs, and guidance on reducing annual energy bills by up to £360.

The event was part of OVO Energy's "Warm Welcome" partnership, a nationwide winter-warmth initiative, supported by Step Change, Citizens Advice, and The Wise Group.

## Future Opportunity: A Joined-Up Focus on Housing

Local community housing providers can make the biggest impact by working together—sharing information, coordinating early-intervention support, pooling specialist resources, and creating joint pathways that help residents stay in their homes. By collaborating with landlords, repurposing empty homes, delivering shared support on financial and energy poverty, and building strong links with local employers and charities, they can create a unified, prevention-focused system that strengthens tenancy stability, reduces homelessness, and improves overall community wellbeing.

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**BROADENING HORIZONS AND CREATING OPPORTUNITIES FOR YOUNG PEOPLE**



**17.4%**  
of Newport's 159,600  
residents were aged 10-24



**7.8%**  
above Wales ethnic  
diversity average (vs 2.9%  
Wales)



**10.7%**  
not in education,  
employment or training  
(aged 16-24)



**~2000**  
apprenticeship starts in  
Cardiff Capital Region in Q4  
2023/24.

## Context

Newport's economy is being reshaped by advanced manufacturing, data science and AI, cyber, health and public services, and green industries. There is a need to focus on skills provision, careers guidance, and employer engagement on these growth areas, offering academic, vocational, apprenticeship, and degree level routes that lead to meaningful work and progression.

## Key Areas of Focus

To address this, the Newport Place programme will:

- Support the Newport Commitment Partnership Board, annual Newport Pathways Plan, and shared data model and dashboard.
- Encourage experiences for all, working with learners (Y7-13), employers, and events like the Careers & Skills Festival.
- Promote structured programmes and mentoring to reduce NEET and increase sustained destinations.
- Champion inclusion for transport, digital access, additional learning needs (ALN)/care experienced support, mental health, English for speakers of other languages (ESOL), and culturally responsive practice.
- Support digital and green skills through universal digital literacy, AI/data modules, and coding clubs; green skills across curricula.

## Primary Asks

To support this, we ask that:

- Educators, employers, Careers Wales, and families act as equal partners in learner success.
- Businesses provide more opportunities for work experience and apprenticeships that are inclusive by design, remove barriers, close gaps, and prioritise underserved learners.
- Employers identify specific place-based opportunities that align to Newport's priority sectors and growth opportunities to create pathways to local jobs for young people.

## The Opportunity

Newport will be a city where every learner - whatever their background, circumstance, or ambition - has clear, supported pathways into high-quality education, skilled employment, and lifelong learning.

Building on the strengths of our schools, Coleg Gwent and the University of South Wales (USW), we will grow an integrated education and skills ecosystem that connects educators, employers, families, and the local authority so people can learn, progress and thrive in a changing economy.

### 'Success Story: Student Visits and/or School Engagement to Date

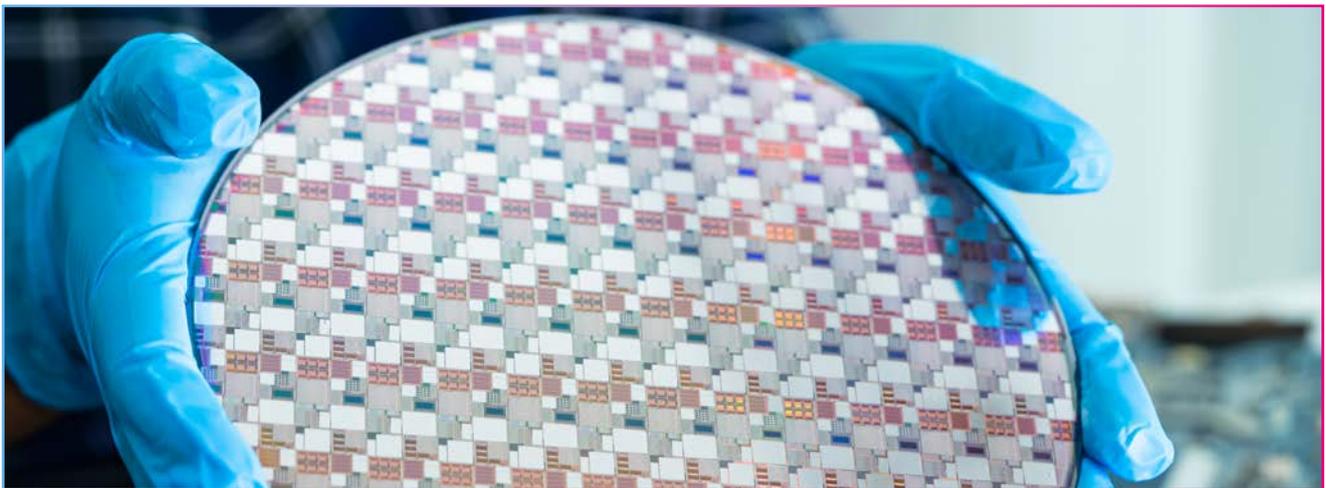
USW opened a Startup Stiwdio incubator at the Newport campus to support graduate entrepreneurs. The space offers dedicated workspaces, business advice and mentoring, IT support, and access to specialist help and networks.

To date, the initiative has seen 65+ graduate entrepreneurs supported, boosting entrepreneurial growth in Newport. It complements wider regional initiatives like Alacrity Foundation.

### Future Opportunity: Newport Commitment Partnership Board

A single, city wide board should be established bringing together schools, Coleg Gwent, USW, Careers Wales, the local authority, and employers to:

- Set the Newport Pathways Plan (updated annually) covering progression routes, shared programmes, and transition supports.
  - Develop a shared data and tracking model to monitor progression, identify gaps, and target interventions.
  - Coordinate sector advisory groups for priority sectors and align investment to skills needs.
-



## EMPLOYMENT AND ENTREPRENEURS



**31.5%**

hold qualifications  
Level 4+ (e.g.,  
degrees)



**19.9%**

have no  
qualifications



**5.6%**

have apprenticeships  
as highest qualification



**26.4%**

increase in wages (2021-  
2024), outpacing UK  
average by ~5%



**24.7%**

5-year survival rate for  
SMEs (Wales - 36.6%,  
UK - 39.4%)

## Context

Employment in Newport is influenced by broader Welsh trends, with modest job growth but persistent unemployment challenges. However, major industrial projects, wage growth, and investment in future industries position the city for long-term improvement. Newport is undergoing large-scale industrial and economic transformation in areas such as advanced manufacturing, renewable energy, and semiconductors.

Office and salary costs in Newport are 40% lower than London, making it an attractive city for founders. The city offers an increasingly strong support ecosystem, competitive costs, active innovation hubs, and a growing tech-driven startup scene. Combined with regeneration efforts and significant development opportunities, Newport is becoming a key entrepreneurial hotspot in Wales. Newport has been named the best city in Wales to start a new business in, and ranked 2nd in the UK for the proportion of high-growth firms

## Key Areas of Focus

To address this, the Newport Place programme will:

- Establish clear pathways that enable residents to access employment, training, and progression opportunities aligned with Newport's growth sectors.
- Connect communities to job opportunities by broadening the reach of recruitment messages through inclusive, accessible, and culturally relevant communication channels (using formal and informal, digital, and community-based methods).
- Strengthen collaboration between employers, education providers, and community organisations to ensure that residents can navigate and benefit from the city's evolving economic landscape.
- Promote lifelong learning and skills development, ensuring that residents of all ages can adapt to industry change and secure high-quality, future-proof employment.

## Primary Asks

To support this, we ask that:

- Businesses identify and clearly articulate career pathways for individuals from under-represented communities, long-term unemployed residents, and those seeking to retrain into growth sectors.
- Community organisations amplify employment and training opportunities across their networks, supporting residents to access accurate information and gain confidence in applying.
- Employers engage proactively with local schools, colleges, and training providers, offering placements, mentoring, and insights into future industry needs.
- Anchor institutions commit to inclusive recruitment practices, ensuring that opportunity reaches those facing the greatest barriers.

## The Opportunity

Newport is undergoing one of the most significant periods of transformation in its modern history. With rising wages, expanding high-value industries, a competitive cost base, and strong entrepreneurial momentum, the city has the foundations to reshape its economic future. By strengthening skills pathways, supporting business resilience, and ensuring communities are fully connected to new growth, Newport can build a more inclusive, prosperous, and sustainable local economy where every resident has the opportunity to thrive.

## Success Story: Food Safety and Hygiene Training

The Celtic Collection initiated a series of Food Hygiene & Safety Level 2 training sessions. Delivered by the Food Safety Manager at the Celtic Collection, these informative sessions result in participants gaining valuable professional knowledge and formal qualifications. This training has greatly improved participant knowledge, confidence, and job prospects. A significant number of participants have been able to find employment opportunities.



## Future opportunity: Green Careers Pathway

Green Careers Pathway is part of the The National Lottery Sustainable Steps Wales Fund, funded by Dormant Asset Funds.

The programme supports young people aged 16 to 30 who have a disability or who are from ethnically diverse backgrounds to access opportunities within the growing green economy.

As Wales transitions to a low-carbon future, demand for skilled workers across renewable energy, retrofit, biodiversity and sustainable construction continues to grow. However, employers report persistent skills shortages, while many young people facing structural barriers remain underrepresented in these sectors.

Green Careers Pathway addresses this gap by equipping participants with the technical and transferable skills needed to access and sustain employment in emerging green industries, while also working with employers to challenge and improve inclusive recruitment practices.

Through tailored coaching support, participants:

- Build confidence and resilience
- Develop in-demand green skills
- Gain meaningful sector-based work experience
- Access training and recognised qualifications
- Progress towards long-term employment opportunities

Led by Codi and delivered in partnership with a network of community organisations, education providers, and industry partners, the programme creates inclusive routes into sustainable, future-focused careers.

Importantly, Green Careers Pathway delivers lasting social value by reducing barriers to employment, increasing workforce diversity, strengthening local economies, and contributing to closing the green skills gap in Wales.

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## COMMUNITY SAFETY AND PLACEMAKING

Newport has the highest reported crime rate in Wales at 121 offences per 1,000 people, compared to the Welsh average of 85.4 per 1,000.

Despite this, crime fell by 0.4% between 2022 and 2023, though shoplifting rose by 61.5%.

Like other cities, Newport's city centre faces challenges of rough sleeping, vacant shops, and anti-social behaviour, impacting perceptions of safety and civic pride.

Newport's population includes over 20% under 25, making youth engagement critical for long-term safety and well being.



**12.1%**

121 crime offences per 1,000 people, compared to the Welsh average of 85.4 per 1,000



**61.5%**

shoplifting in Newport rose 61.5% between 2022 and 2023



**-0.4%**

reduction in crime between 2022 and 2023



**20%**

of the population under 25 making engagement critical

## Context

Newport is a city of contrasts: a proud industrial heritage and a growing cultural identity, yet the city faces high crime rates and uneven youth engagement opportunities. These issues intersect with social challenges such as homelessness and substance misuse. Empowering community groups and placemaking offers a transformative approach: by combining safety measures with cultural activation and inclusive design, Newport is shifting from reactive enforcement to proactive prevention, creating spaces that feel safe, vibrant, and welcoming.

## Key Areas of Focus

To support this, the Newport Place programme will:

- Ensure every ward has supported designated safe spaces for young people, co-designed with youth input and linked to cultural and sports activities.
- Reduce crime and anti-social behaviour through targeted interventions in hotspot areas, working with Gwent Police and Safer Newport Community Safety Partnership.
- Improve perceptions of safety by enhancing community and SME activity to increase passive surveillance and create a sense of pride in place, supported by visible policing.
- Activate public spaces with cultural and leisure activities to create positive footfall and deter crime.
- Address homelessness and vulnerability through trauma-informed outreach, housing solutions, and integrated support services.
- Embed placemaking principles by delivering quick wins (street art, community events) and contribute to long-term regeneration projects that foster civic pride.
- Engage communities in co-designing safer spaces, ensuring inclusivity and accessibility for all demographics.

## Primary Asks

To support this, we ask that:

- The business community engage with citizens, actively listen to community groups, and participate in local events and celebrations.
- The private sector contributes funding, time, and materials to community-led initiatives to improve spaces, enhance facilities (like kitchens and learning spaces), and support skills and well being programmes.
- Welsh Government and Newport City Council invest in integrated safety infrastructure (lighting, CCTV) and public realm improvements.
- Housing and homelessness funding be prioritised to accelerate delivery of affordable homes and wraparound support services, reducing rough sleeping and associated risks.
- Transport for Wales and local partners invest in safe, accessible active travel routes and transport hubs, addressing safety concerns around bus and rail interchanges.

## The Opportunity

By embedding youth safety and placemaking into regeneration, Newport can transform its identity and outcomes. Designated safe spaces in every ward will provide hubs for creativity, learning, and social connection, reducing risks of crime and disengagement. Cultural activation, such as busking stages, street food markets, and heritage trails in the city centre can attract positive footfall and foster civic pride. Making use of existing plans and funding, improved lighting, CCTV, and wayfinding will enhance perceptions of safety, while trauma-informed outreach and housing initiatives address root causes of vulnerability. With targeted investment and cross-sector collaboration, Newport can reposition itself as a safe, inclusive, and vibrant city, aligning with the Newport Placemaking Plan vision to become a celebrated cultural hub by 2040. This is not just about reducing crime, it is about creating places where people want to live, work, and visit, driving economic growth and social well being.



### **Success Story: Newport Yemeni Community Association**

The Newport Yemeni Community Association (NYCA) has undergone a significant transformation with its new centre in Pillgwenlly, creating a vibrant cultural and community hub that addresses social challenges and celebrates diversity. In 2022, BITC brought a diverse range of businesses together to support a new cultural hub that now successfully facilitates:

- Youth safe spaces: Sports programmes (including girls' teams to break gender stereotypes), arts workshops, and cultural events like the Yemeni Welsh Festival.
- Skills development: CV writing, interview workshops, and employment training.
- Health and well being: Family support, exercise sessions, and mental health awareness.
- Cultural engagement: Eid celebrations, heritage storytelling, and immersive technology projects (e.g., VR experiences showcasing Welsh global heritage).

NYCA started in 2019 as a grassroots response to crime and deprivation in Pillgwenlly. Today, the centre is a beacon of hope and inclusion, serving not just Yemeni residents but the wider community.

### **Future Opportunity: Community House Eton Road**

Community House is a multicultural, multi-faith community centre in Maindee with a mission to build a stronger, caring community through inclusion, learning, and peace-building. It has been active for over 50 years, hosting projects that bring together people of all ages, backgrounds, and faiths. It currently operates a five-days-a-week youth project, community meals, and arts-based projects.

However, Community House lacks multi-year funding for youth work, cultural programming, and building maintenance. There is a need to upgrade facilities for accessibility, digital connectivity, and energy efficiency. The building could be adapted to expand safe spaces for young people and families, including creative and tech zones and new kitchen facilities. With more modern facilities, there would be opportunities to recruit and train more volunteers and staff to meet growing demand and improve revenue from room hire.

Improvement to the streets and parks in the immediate area would have immediate benefits for the young people that gather in these spaces. Combined with a visible youth volunteer and policing presence, there is opportunity to significantly reduce anti-social behaviour.

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# Why This Programme Matters

## NEWPORT: A CITY OF OPPORTUNITY AND TRANSFORMATION

Newport, Wales, is undergoing a dynamic transformation. Once shaped by the legacy of industrial decline, the city is now embracing a bold vision for inclusive growth, community empowerment, and urban renewal. The challenges of deprivation, rooted in economic, social, and structural factors, are being met head-on through coordinated strategies that position Newport as a city of opportunity, creativity, and resilience.

### A Vision for the Future: Placemaking as a Catalyst

Newport City Council's recently approved 15-year Placemaking Plan sets out a comprehensive roadmap to revitalise the city centre and unlock its full potential. Developed through extensive consultation with residents, businesses, and stakeholders, the plan is not just a council initiative, it is a community-driven blueprint for the future.

This strategy currently includes:

- Short-term interventions such as a street food market on the riverfront, busking stages, improved lighting, and new play areas.
- Medium-term goals like redeveloping key sites (e.g., Debenhams, Cineworld), building a new Coleg Gwent campus, and enhancing the riverfront.
- Long-term ambitions including the regeneration of Commercial Street, creation of a new public park, and restoration of historic buildings like the Great Central Hall.

### Economic Renewal and Inclusive Growth

While economic insecurity remains a challenge, Newport is actively diversifying its economy. The city is leveraging regional partnerships, such as the Cardiff Capital Region, to attract investment and support innovation. Community groups and local businesses emphasise the importance of creating social, cultural, and leisure experiences that can draw people into the city and support local entrepreneurship.

SMEs (Small and Medium-sized Enterprises) are the heart of Newport's economy. Independent businesses now make up over 70% of city centre retail, offering unique services and contributing to a resilient local economy. They shape the character of neighbourhoods, help build civic pride, and provide vital employment. SMEs bring unique benefits to the community offering lived experience, local knowledge, flexible support, and opportunities for staff.

Footfall has increased year-on-year since 2021, bucking national trends and signalling a recovery in urban vitality.



## Housing and Community Wellbeing

Housing is foundational to opportunity. Working with a wide range of partners Newport City Council has a plan to ensure that homelessness in the city is rare, brief and unrepeatable. This involves working with a range of partners from across the system and includes specific initiatives such as the Homewards Programme.

Newport City Council and local housing associations are addressing housing inequality by developing new social and affordable housing in line with assessed needs. This also includes working to reduce the numbers of empty properties in the city and reduce poor standards.

One of the flagship developments in Newport is Glan Llyn, a £1 billion regeneration project on the site of the former Llanwern steelworks. In partnership with Persimmon Homes, Codi Group (the recently merged organisation bringing together Pobl and Linc Cymru) has delivered a mix of one-bedroom apartments and two- and three-bedroom houses, designed to meet the diverse needs of individuals, couples, and families.

Codi is also leading on low-carbon housing innovation, such as the Ladyhill development in Alway, Newport. This £9.2 million scheme features 39 affordable homes, built using modern methods of construction and designed to meet future energy standards.

Hedyn (housing association) are working on a large-scale transformation programme to bring a new lease of life to Ringland. The project will deliver 158 new homes by 2028 and relocate a shopping centre, so customers can continue to take pride in their community. The £47 million development will provide low-carbon, energy efficient, affordable housing, and in partnership with Lovell, Welsh Government, and Newport City Council.



## Education, Skills, and Civic Pride

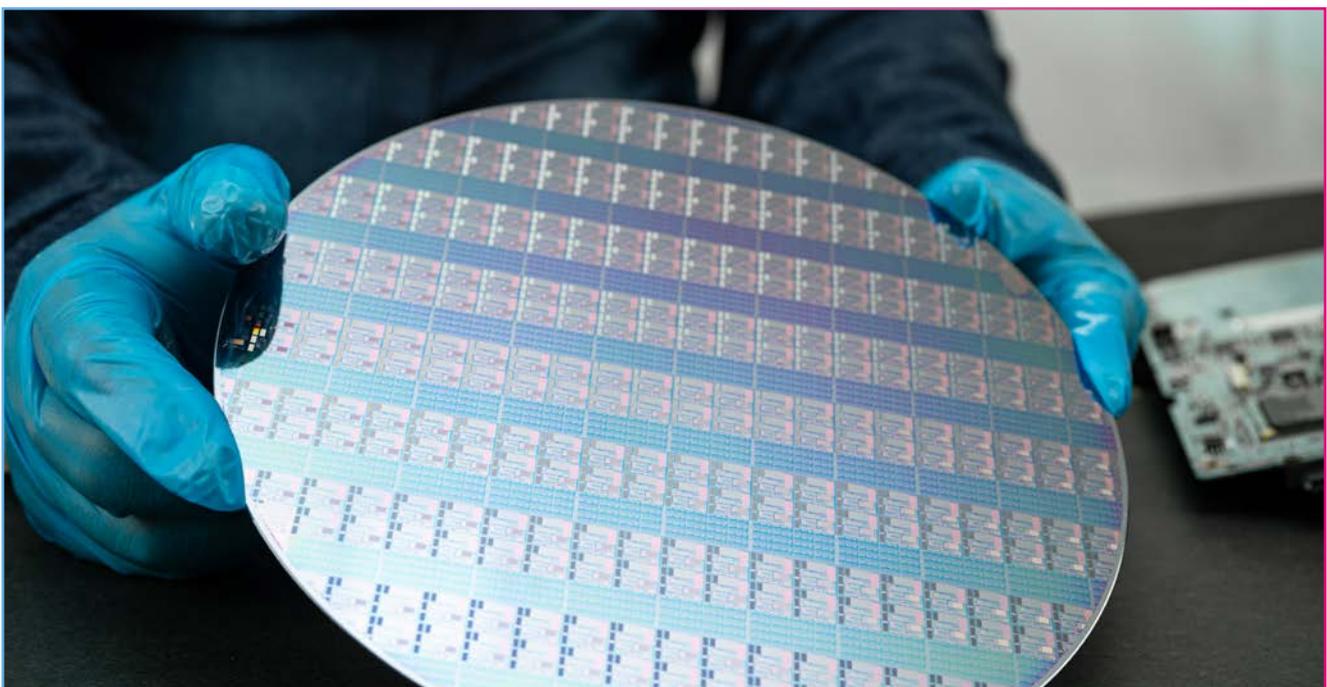
Newport's future is being shaped by its people, and by the bold investments being made in education, technology, and innovation. The new Coleg Gwent campus is designed to close skills gaps and prepare residents for high-value, future-ready careers. Alongside this, the University of South Wales is playing a pivotal role in aligning education with enterprise, offering hands-on experience through initiatives like the National Cyber Security Academy and the Startup Stiwudio, which supports graduate entrepreneurs.

Crucially, Newport is emerging as a strategic hub in the UK's AI and semiconductor revolution. The compound semiconductor sector forms the priority sector for the Newport/Cardiff Investment Zone and Newport is also part of the recently announced AI Growth Zone. The city is home to KLA Corporation's £110 million research and development (R&D) and manufacturing facility, a state-of-the-art centre supporting global semiconductor innovation. This facility is part of Wales' world-renowned compound semiconductor cluster and is expected to support up to 750 high-skilled jobs, reinforcing Newport's position as a centre of engineering excellence.

In parallel, Newport is attracting significant investment in AI-enabled data centres, including a major project by Vantage Data Centres, which is developing one of Europe's largest data centre campuses in the area. This is part of a broader £12 billion investment that will create over 11,500 jobs and position Wales as a leader in digital infrastructure and AI-powered growth.

Equally vital is Newport's thriving hospitality and events sector, anchored by The Celtic Collection and ICC Wales. The Celtic Collection, Wales' largest independent hotel group, includes the iconic Celtic Manor Resort and the newly opened Tŷ Hotel Newport (Wales' largest all-electric hotel). These venues not only support tourism but also provide critical infrastructure for large-scale conferences, exhibitions, and international summits.

Existing and planned developments are not just economic, they are cultural. Civic pride is central to Newport's transformation. Public art installations, music, sport, and festivals such as the Newport Food Festival, the Newport Music Trail, and the ABP Newport Marathon are helping to reshape perceptions of the city, fostering a sense of belonging, creativity, and optimism. Together, these initiatives are building a vibrant, inclusive city, where innovation and community go hand in hand.





## Health and Social Infrastructure

Health and wellbeing are foundational to Newport's vision for inclusive growth. The city is actively working to reduce health inequalities through improved access to services, community-based initiatives, and integrated support networks. These efforts are particularly focused on areas facing persistent disadvantage, where poor health outcomes often intersect with economic and social challenges.

Central to this approach are Newport's community hubs, which serve as vital lifelines for residents. The Alway Centre, located in the eastern part of the city, offers a wide range of activities, from sports and bingo to educational workshops and social groups. It provides a welcoming space for all ages and is increasingly used for health-related services, including midwife appointments and wellbeing programmes.

In Pillgwenlly, the Pill Millennium Centre plays a similarly transformative role. It hosts sports clubs, youth programmes, cultural events, and training courses, while also partnering with organisations to promote employment, social inclusion, and mental health support. Facilities include a large sports hall, floodlit 3G pitch, and a community café, making it a hub for both recreation and resilience. A new public outdoor garden will provide a space for reflection and gathering.

These centres are more than buildings - they are anchors of community life, helping residents stay connected, active, and supported.

Newport's commitment to community wellbeing is also reflected in the evolving role of Gwent Police, who are expanding their outreach and engagement programmes. Officers are increasingly embedded in local communities, working alongside residents to build trust, prevent crime, and support vulnerable individuals. Initiatives include youth engagement schemes, neighbourhood watch partnerships, and targeted support for minority communities. The force is also collaborating with schools, housing providers, and health services to ensure a joined-up approach to safety and wellbeing.

Together, these efforts are helping Newport move beyond traditional models of service delivery toward a more holistic, place-based approach that puts people and communities at the heart of public health and safety.



## Connected and Accessible

Newport's strategic location between Cardiff and Bristol gives it exceptional connectivity, supported by major transport routes including the M4 corridor, extensive rail enhancements, and expanding bus infrastructure. Recent transport proposals outline new railway stations and high-frequency bus corridors designed to ease congestion and improve regional mobility, reinforcing Newport's role as a key link to economic and cultural destinations across South Wales and the West of England. This accessibility is complemented by the Port of Newport, which is Wales' largest general cargo port and a nationally significant steel-handling hub. Together, these transport and port assets power job creation, innovation, and the hosting of business and cultural events, positioning Newport as a connected, competitive, and future-ready city.

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## Conclusion: A City Reimagined

Newport is not defined by its past challenges - it is defined by its bold response to them. The city is entering a new era of transformation, driven by visionary leadership, dynamic local enterprise, and a surge in inward investment.

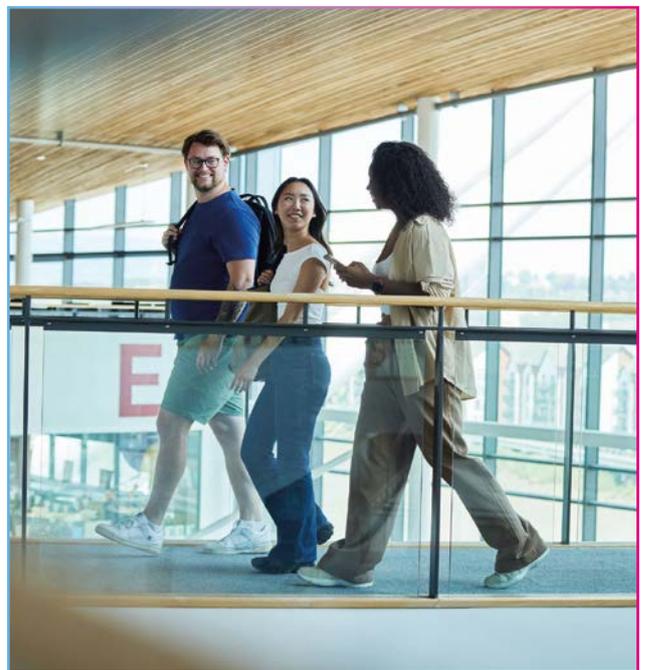
Under the stewardship of Newport City Council, regeneration is being approached with ambition and precision. Recent announcements, including a £500,000 economic development fund, demonstrate the Council's commitment to attracting investment, showcasing Newport's assets, and delivering inclusive growth.

Business is central to this journey. From independent SMEs revitalising the city centre to global firms like KLA, Vantage, and Vishay anchoring Newport's role in the semiconductor and AI sectors, the city is becoming a magnet for innovation and enterprise. The hospitality sector is enhancing Newport's reputation as a destination for world-class events and tourism, while also creating jobs and supporting local supply chains.

Inward investment is accelerating. Newport is a key site within the Cardiff Capital Region Investment Zone, which is expected to attract £500 million in private sector investment and create 4,000 new jobs in advanced manufacturing, digital, and technology sectors. The city's strategic location, skilled workforce, and collaborative approach make it an ideal environment for growth.

Newport is building a future that is resilient, innovative, and inclusive - a city where opportunity is not just possible, but inevitable.

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## ALIGNMENT WITH POLICY

### National Welsh policy and legislation

#### Well being of Future Generations (Wales) Act 2015

This foundational legislation underpins all public policy in Wales, including in Newport. It sets out seven wellbeing goals covering a prosperous, healthier, more equal, and cohesive Wales.

#### Mental Health and Wellbeing Strategy (2025-2035)

This 10-year strategy aims to improve mental wellbeing across Wales, enhance outcomes for people accessing mental health support, and promote early intervention and community-based care.

#### The Wellbeing Economy Framework

This emerging economic strategy redefines growth supporting a shift away from extractive economic models and toward inclusive, place-based development, which is highly relevant to Newport's regeneration and skills strategies.

#### Continuous Learning and Improvement Plan (2023-2025)

This plan strengthens how the Welsh Government applies the sustainable development principle in policymaking. It encourages cross-sector collaboration and long-term thinking.

#### Marmot Nation

A Marmot Region or Nation adopts the principles developed by Professor Sir Michael Marmot to tackle health inequalities by addressing the social determinants of health: the conditions in which people are born, grow, live, work, and age.

Wales became the world's first Marmot Nation in June 2025, adopting eight Marmot Principles:

- Give every child the best start in life.
- Enable all children, young people, and adults to maximise capabilities and have control over their lives.
- Create fair employment and good work for all.
- Ensure a healthy standard of living for all.
- Create and develop healthy and sustainable places and communities.
- Strengthen the role and impact of ill health prevention.
- Tackle racism, discrimination, and their outcomes.
- Pursue environmental sustainability and health equity together.

## Regional policy

The Cardiff Capital Region (CCR) plays a central role in shaping the regional policy context for Newport, Wales. As of 2025, CCR has transitioned from a City Deal programme into a Corporate Joint Committee (CJC), giving it statutory powers focused on coordinating large-scale investments and strategic planning across its ten local authorities, including Newport.

Newport is identified as a national growth area in *Future Wales - The National Plan 2040* and acts as a key urban and economic priority area for the Cardiff Capital Region. CCR investment areas are being developed to attract sustainable growth, with Newport likely to benefit from proximity to key corridors and infrastructure.

### Innovation & Cluster Development

Supporting sectors like compound semiconductors, fintech, and creative industries - many of which have a presence in Newport.

### Regional Transport Plan

Investment in the South Wales Metro and regional connectivity, including the provision of five new rail stations on the east-west corridor.

### Skills & Fair Work

Promoting inclusive employment and upskilling across the region.

### Housing & Commercial Property

Supporting regeneration and mixed-use developments in urban centres like Newport.

## Local economic and social policy

### Corporate Plan & People Plan (2023-2028)

Focuses on inclusive growth, community well being, and public service improvement.

### Climate Change Plan (2022-2027)

Supports sustainable development and green infrastructure.

### Participation Strategy (2022-2026)

Encourages community involvement in decision-making.

### Newport City Centre Placemaking Plan (2025-2040)

This flagship initiative under the Welsh Government's Transforming Towns Programme, aims to revitalise the city centre with a strong community and cultural focus.

# Contact

For more information on how to get involved, contact: Alassim Mohamed, Strategic Partnerships Manager for the Newport Place programme.

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ABUHB

Codi Group

Coleg Gwent

Dŵr Cymru Welsh Water

Enterprise Mobility

GAVO

Gwent Nurture Fund

Gwent Police

Hedyn

KLA Foundation

Linklaters

Mott Macdonald

Newport City Council

Office for National Statistics

Principality Building Society

The Celtic Collection

The Urbanists

University South Wales

Wales & West Utilities

Wesley Clover

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