

# Public Document Pack



Neuadd y Sir  
Y Rhadyr  
Brynbuga  
NP15 1GA

County Hall  
Rhadyr  
Usk  
NP15 1GA

Wednesday, 2 June 2021

## Notice of Reports Received following Publication of Agenda.

### Economy and Development Select Committee

Thursday, 10th June, 2021 at 10.00 am,  
County Hall, Usk with Remote Attendance

Attached are reports that the committee will consider as part of the original agenda but were submitted to democratic services following publication of the agenda.

Item No	Item	Pages
6.	To consider the Future Economies Ambition Statement and to link the regional picture with local direction (report to follow).	1 - 46

**Paul Matthews**  
Chief Executive

This page is intentionally left blank

<b>SUBJECT:</b>	<b>Economic Growth and Ambition Plans</b>
<b>MEETING:</b>	<b>Economy and Development Select Committee</b>
<b>DATE:</b>	<b>10<sup>th</sup> June 021</b>
<b>DIVISION/WARDS AFFECTED:</b>	<b>ALL</b>

**1. PURPOSE:**

- 1.1 To reconsider the Council's current Economic Growth and Ambition Plans in a Covid 19 recovery context.

**2. RECOMMENDATIONS:**

- 2.1 To provide commentary and offer recommendations to inform the revision of the current Vision Monmouthshire 2040: Economic Growth and Ambition Statement and the Inward Investment Prospectus 2020.

**3. KEY ISSUES:**

- 3.1 The Vision Monmouthshire 2040: Economic Growth and Ambition Statement was approved by [Cabinet](#) in November 2019 and sets the economic ambition for the County. This was closely followed by the approval of the Inward Investment Prospectus 'Growing Your Business in Monmouthshire' in March 2020.
- 3.2 The purpose of the documents is to work alongside the Replacement Local Development Plan (RLDP) in identifying, encouraging, and promoting the development of suitable employment sites and premises, setting the scene for Monmouthshire's growing 'inclusive economy'.
- 3.3 Not long after the Inward Investment Prospectus was approved, the Covid 19 pandemic took hold which has led to a particularly difficult time for Monmouthshire businesses. However, during this period, Council teams have been instrumental in doing everything possible to support businesses, issuing over 6,576 payments of Covid grants to many local businesses including those in retail, hospitality/accommodation, leisure, trades, health and beauty, services, etc. to a total of £39.65M. A Business Resilience Forum has also been established and several #Shop Local/Shop Monmouthshire promotional campaigns have been undertaken.
- 3.4 As the county moves towards recovery, the Council needs to ensure that it has the right strategies in place to enable the best environment to sustain and create jobs; promoting quality of life and opportunity for work life balance, to encourage people to live and work locally, capitalising on the Welsh Government's working from home target, whilst embracing the digital and green growth agendas.

**4. EQUALITY AND FUTURE GENERATIONS EVALUATION (INCLUDES SOCIAL JUSTICE, SAFEGUARDING AND CORPORATE PARENTING):**

- 4.1 Covering report to frame a Member's discussion only, no political decision needed.

**5. OPTIONS APPRAISAL**

- 5.1 The Committee is encouraged to reconsider the Council's current Economic Growth and Ambition Plans in a Covid 19 recovery context and to provide commentary and offer

recommendations, to inform the revision of the current Economic Growth and Ambition Statement and the Inward Investment Prospectus.

**6. REASONS:**

**6.1** Whilst the Covid 19 pandemic has had a significant financial and emotional impact on local businesses and the wider community, as the UK moves towards recovery, the Council needs to ensure that the Economic Growth strategies that it has in place are fit for purpose.

**6.2** The Committee therefore has an opportunity to revisit the Council's current approach to Economic Development and to reconsider if the current Plans are fit for purpose and if not, how they should be refreshed in order to ensure that they continue to:

- Raise the profile of Monmouthshire as a key investment opportunity;
- Lay the ground rules for an economic environment which enables businesses to land and expand and provide sustainable employment opportunities for local people;
- Attract funding and investment to Monmouthshire to attract the right conditions for 'an inclusive economy' – Equitable, Sustainable, Stable, Participatory, Growing; and
- Set an ambition which is sensitive to the landscape to ensure Monmouthshire remains an incredible place to live, visit and stay.

**7. RESOURCE IMPLICATIONS:**

**7.1** This is an opportunity to reconsider strategic documents and therefore there are no resource implications attached to this report.

**8. CONSULTEES:**

Cabinet Member for Enterprise  
Chief Officer Enterprise  
Head of Enterprise and Community Animation  
Enterprise DMT  
Employment and Skills Team

**9. BACKGROUND PAPERS:**

Vision Monmouthshire 2040: Economic Growth and Ambition Statement  
Inward Investment Prospectus 2020: Growing your Business in Monmouthshire

**10. AUTHOR:**

Cath Fallon, Head of Enterprise and Community Animation

**11. CONTACT DETAILS:**

Tel: 07557 190969

E-mail: [cathfallon@monmouthshire.gov.uk](mailto:cathfallon@monmouthshire.gov.uk)

# Vision Monmouthshire 2040

## Our Economic Growth and Ambition Statement

Page 3





**Vision Monmouthshire 2040:  
Helping to build sustainable and  
resilient communities that support  
the well-being of current and future  
generations**

# Foreword



In 2014, I presented our Monmouthshire Business Growth and Enterprise Strategy which outlined our ambitions and ideas to help support business growth and build enterprise capacity in the County. Since then we have assisted more than 400 businesses; established our self-service business website [www.monmouthshire.biz](http://www.monmouthshire.biz); refocused our Youth Enterprise team to deliver a wider range of programmes to develop the employment potential of Monmouthshire's young people; continued to deliver a range of innovative rural development projects; supported the expansion of digital and mobile phone infrastructure and established a new Community and Partnership Development Team working in our communities and with our businesses to help take their ideas forward.

However, a lot has changed in five years, not least the establishment of the Cardiff Capital Region City Deal and the abolition of the Severn bridge tolls, so we need to think towards the future and what we will do to help build sustainable and resilient communities that support the well-being of current and future generations.

Our Vision Monmouthshire 2040 Economic Growth and Ambition Statement sets out our aspiration to raise the profile of Monmouthshire as a dynamic place to do business and a credible place to invest. We want to lay the ground rules for an economic environment which enables business to land and expand, providing sustainable employment opportunities for local people. We want to attract investment and funding which will generate the right conditions for an 'inclusive economy' - one that is equitable, sustainable, stable, participatory and growing. We want to ensure that our economy flourishes in a way that is sensitive to the landscape, to ensure that Monmouthshire remains an incredible place to live, visit, stay and invest.

Over the consultation period of this Economic Growth and Ambition Statement, I have been heartened to see how passionate our business community remains in making business in Monmouthshire a success. I've also been heartened by my fellow Councillors, who have maintained a keen interest in supporting enterprise and job creation.

Monmouthshire County Council wants to continue to create an environment that is open for business, an environment that nurtures new start-ups and enables existing businesses to expand, an environment that takes the future of its entrepreneurs seriously.

Working in tandem with the emerging replacement Local Development Plan, this statement illustrates the county's vision for Business and Enterprise in Monmouthshire - we very much look forward to working in partnership with you to help Monmouthshire thrive and prosper long into the future.

**Cllr Bob Greenland**

Deputy Leader and Cabinet  
Member for Enterprise



# Monmouthshire has a competitive economy with excellent potential for growth

Monmouthshire is an incredible place to do business; a credible place to invest.

It is the most competitive economy in Wales after the capital city of Cardiff and is best placed for growth per capita (UK Competitiveness Index 2019). Its residents are also among the best qualified in Wales.

The county is geographically well connected, in a key strategic location with enviable centrality and excellent road infrastructure. Unusually, it is a rural county which enjoys close proximity to the high growth areas of Cardiff, Bristol and the Midlands and is only a 45 minute drive to Cardiff and Bristol airports.

Monmouthshire is currently outperforming the Cardiff Capital Region in terms of growth in tourism revenue and jobs. 2.24m visitors came to Monmouthshire in 2018 contributing £218.93m to the local economy and supporting 2,989 FTE jobs. FTEs and spend per visitor day also showed greater growth in Monmouthshire between 2017 and 2018 than the Wales average (STEAM 2018).

Visitors enjoy spectacular views from the 1,000 miles of public footpath (33% of the land is a protected environment) and award winning food and drink in the 'Food Capital of Wales'. Its beautiful landscape and heritage also make it an incredible place to live, with both Monmouth (2014) and Chepstow (2019) cited in the 'Sunday Times Best Places to Live' listing.

Monmouthshire is a key partner in the Cardiff Capital Region City Deal, the largest City Deal in the UK. The County Council has had notable involvement in the delivery of its first initiative - the establishment of an Advanced Compound Semi-Conductor Cluster. With the recent abolition of the Severn bridge tolls, Monmouthshire's relationship with the Bristol City Region is also strengthening.

Monmouthshire already has a strong core of agri-food, tourism, manufacturing, digital and tech businesses. This success can be built on to generate growth in a spectacular setting. The main driver of tourism revenue is accommodation. The county already has award-winning

hotels, (including The Angel Hotel in Abergavenny, ranked as the best hotel in Wales and one of the ten best hotels in the UK by the Best Hotel Guide 2020); Country Houses, B&Bs, guesthouses and camping and glamping sites. There are identified opportunities however for further hotel development, especially in the south of the county, to capitalise on the potential of the recently opened International Convention Centre Wales in Newport and the links between business events and inward investment.







**“In Monmouthshire we’ve got so much to offer; if you’re thinking of starting a business, please go for it! Work hard and with a little luck you’ll make a success.”**

**Morgan Jones, Director, Peter Jones ILG**

# Case Study: Peter Jones ILG

Peter Jones ILG Ltd is an industrial leather goods manufacturer based in Abergavenny and established in 1967.

The business was originally founded as an equestrian saddle maker but has evolved over the years to become a leading provider of

carrying solutions for the emergency services; manufacturing state of the art quality leather and plastic products for customers across the UK, Europe and the US, with an ever-growing market share.

*“One our most recent and proudest achievements as a manufacturing company is being able to offer local people apprenticeships and we now have several apprentices working with us, which is great for the next generation who have an opportunity to work in an innovative environment.”*

Morgan Jones, Director



 [Click here for youtube video](#)



# Monmouthshire's economy needs to grow to help build sustainable and resilient communities that support the well-being of current and future generations

Whilst Monmouthshire's economy is performing well, as the 2nd most competitive place in Wales, the county also needs to perform well on a UK basis if it is to provide for our future generations, because:

Monmouthshire's population is ageing. With a median age of 48, Monmouthshire has the oldest population in the Cardiff Capital Region. Current predictions suggest that by 2036, 36% of the county's 93,000 population will be over 65;

- Improved work opportunities are needed to attract and keep more young people in Monmouthshire;
- Monmouthshire residents who work in the county earn gross average salaries of £25,360 per year compared to out-commuters who earn on average £32,416 per year;
- Monmouthshire is a desirable and expensive place to live. The average house price is £307,000 which is the highest in Wales. Affordable houses are in short supply, with 2021 households on the housing waiting list (January 2019);
- The availability and quality of employment sites and premises is limiting growth;
- A wider range of career opportunities in Monmouthshire will help the environment by reducing carbon emissions from cars in a county that currently has 40% of residents out-commuting for work.
- The beautiful landscape and challenging topography of Monmouthshire has resulted in digital deprivation levels of 12.5% compared to 3-4% for the rest of the Cardiff Capital Region.

**£25,360:**  
gross average  
salary of  
people working  
in the county

**40%:**  
out-commuting  
to work

**£307,000:**  
average  
house  
price



**“I chose Monmouthshire because it chose me. I fell in love with it 32 years ago and just adore what it has to offer.”**

**Angela Jones, Run Wild**

WWW.RUN-WILD.CO.UK  
OUTDOOR FITNESS  
TRAINING & ADVENTURE



# Case Study: Run Wild

Run Wild is owned by Angela Jones and offers outdoor pursuits and fitness activities using the great landscapes of Monmouthshire. From kayaking to wild swimming, Angela offers a range of activities for clients across the whole of the county.

*"I chose Monmouthshire because it chose me. I fell in love with it 32 years ago and just adore what it has to offer. My business is very much mobile because we are so blessed with the amount of fantastic landscape we've got here along the Wye and the Usk".*

*"It's not just about one place, there's a host of hidden gems and what I do is introduce people to these hidden gems that they didn't know about and provide a stepping stone to enable them to continue enjoying our fantastic landscapes and wildlife. It's second to none. It really is"*

Angela Jones, Run Wild



[Click here for youtube video](#)

# What happens to Monmouthshire if we don't take action now?

## Our population

Unless we reduce our median age there will not be enough employed residents to support our wider population and public services.

## Our young people

Unless we attract a broader range of employment opportunities, we will continue to turn out fantastic, well qualified young people who will have to leave Monmouthshire to earn a living.

## Our economy

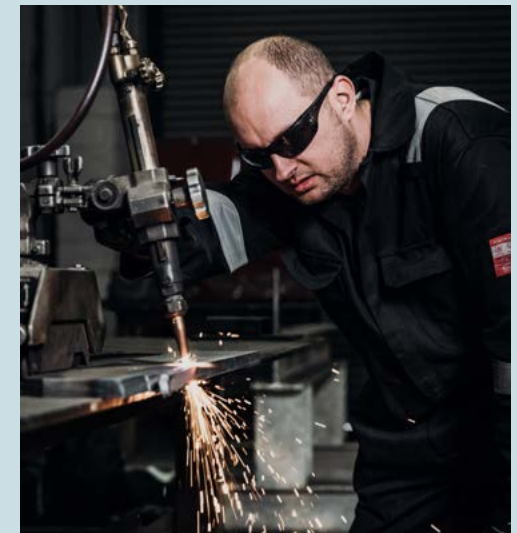
Unless we provide quality employment sites and premises our existing businesses may need to move out of county to grow and opportunities to encourage new business start-ups will be limited. Without action, our population will age, making the county less attractive to investors and businesses.

## Our environment

Unless we provide adequate public and active transport options, broadband infrastructure and employment opportunities, our out-commuting rates and carbon emissions will continue to rise and the environment will continue to suffer.

## Our housing stock

Unless we address the need for affordable and varied housing stock the average age of Monmouthshire residents will continue to increase and our younger population will continue to struggle to get on the housing ladder.





**“Being based in Monmouthshire enables us to be agile and move around the country quickly with great access links to the Prince of Wales Bridge...”**

**Richard Selby, Director, Pro Steel**

# Case Study: Pro Steel

Pro Steel Engineering is an award-winning and innovative specialist steel company delivering high profile projects across the UK and internationally.

Offering professional construction, fabrication and project management services to the highest level.

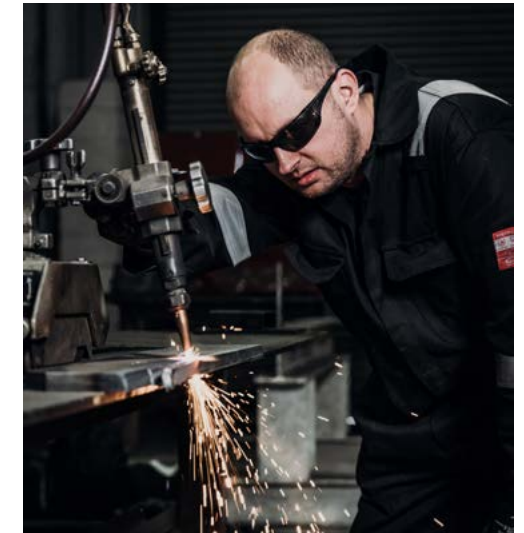
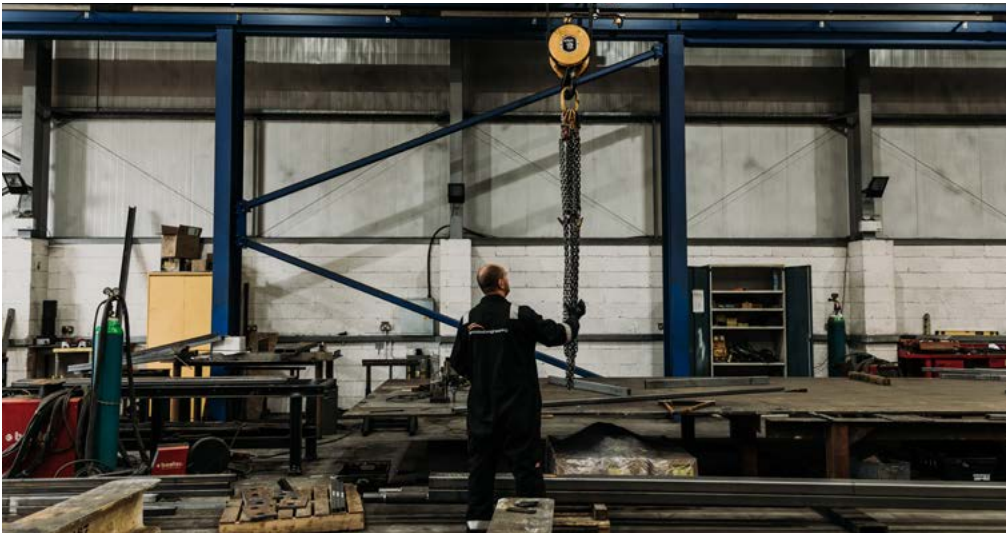
Pro Steel Engineering's portfolio includes Twickenham, the Olympic Stadium and more recently the Dragon sculpture which proudly sits at the new International Convention Centre at the Celtic Manor Resort in Newport.

*"Being based in Monmouthshire enables us to be agile and move around the country quickly with great access links to the Prince of Wales Bridge to work down in London, for example, or actually back into Wales when we are working on projects in the heads of the Valleys, or down in Cardiff on the Principality Stadium".*

*"Pro Steel is looking to expand further over the coming years. We are looking to build a much larger international order book and secure larger premises to expand into and offer further services to our customers."*

Richard Selby, Director

 [Click here for youtube video](#)





# Vision Monmouthshire 2040: The Priorities for Our Economic Growth and Ambition Statement

## Monmouthshire:

- A dynamic place to do business
- A valuable place to invest
- An incredible place to visit, stay and live

## Our Economic Growth and Ambition Statement priorities:

- Raise the profile of Monmouthshire as a key investment opportunity for the private sector;
- Lay the ground rules for an economic environment which enables businesses to land and expand and provide sustainable employment opportunities for local people;
- Attract funding and investment to Monmouthshire to attract the right conditions for 'an inclusive economy' - Equitable, Sustainable, Stable, Participatory, Growing; and
- Set an ambition which is sensitive to the landscape to ensure Monmouthshire remains an incredible place to visit, stay, live and invest.

## Our Economic Growth and Ambition Statement will work alongside Monmouthshire County Council's replacement Local Development Plan which will assist the team in:

- Identifying suitable employment sites and premises to enable existing businesses to grow and attract new businesses in key growth sectors;
- Increasing the availability of housing sites alongside the Council's embryonic Development Company, to provide differing residential products, to enable higher rates of jobs per dwelling and;
- Tackling geographic differences in employment and housing markets



# Monmouthshire 2040: The Aims of Our Economic Growth and Ambition Statement

## **A Productive Monmouthshire: A dynamic place for businesses to grow and invest**

- Increasing the number of businesses relocating to Monmouthshire
- Increasing the number of businesses expanding and moving to new premises
- Increasing the number of local suppliers securing public service contracts
- Reducing economic inactivity
- Increasing the retention of a younger economically active demographic
- Increasing earnings of people who live and work in Monmouthshire
- Supporting the foundational and circular economy

## **A Healthy and Happy Monmouthshire: An incredible place to live**

- Encouraging construction of new houses including maximising the number of affordable housing units by 2033
- Increasing the affordability of housing for residents living and working in the county
- Increasing the impact and usage of MonLife leisure and well-being services

## **A Prosperous Monmouthshire: A great place to thrive**

- Increasing the take up of apprenticeships
- Reducing the number of residents who are NEET (Not in Education, Employment or Training)
- Reducing the number of underemployed young people
- Increasing Next Generation Access broadband coverage
- Improving mobile phone coverage across the county
- Acting as a pathfinder and test bed for the region

- Reducing out-commuting rates

## **A Welcoming Monmouthshire: An amazing place to visit and stay**

- Supporting a shift from a growth oriented model to an approach focused on quality of growth and compatibility with quality of life for residents and communities to promote more inclusive growth
- Supporting the development of a broad range of high quality reputation changing visitor experiences focusing on high yield, evenly distributed, year round tourism
- Encouraging investment in the serviced accommodation sector
- Maximising the tourism benefits of the cultural offer as well as countryside and heritage
- Encouraging a seasonal programme of events which support the County's key product offers
- Supporting integrated place making for vibrant, attractive, welcoming and distinctive towns and villages
- Through all activities to help build the reputation of the County - 'Monmouthshire' = high quality

# Inward Investment Prospectus 2020

## Growing your business in Monmouthshire

Page 17





**In November 2019, Monmouthshire County Council's Cabinet approved the county's 'Vision Monmouthshire 2040: Economic Growth and Ambition Statement' setting the economic ambition for the county. The Statement works alongside the Replacement Local Development Plan, in identifying suitable employment sites and premises, to enable existing businesses to grow and to attract inward investment from new businesses in key growth sectors.**



# 'Vision Monmouthshire 2040' sets out our aspirations to raise the profile of Monmouthshire as:

- A dynamic place to do business
- A credible place to invest
- An incredible place to live, visit and stay

With priorities to:

- Raise the profile of Monmouthshire as a key investment opportunity for the private sector;

- Lay the ground rules for an economic environment which enables businesses to land and expand and provide sustainable employment opportunities for local people;

- Attract funding and investment to Monmouthshire to create the right conditions for 'an inclusive economy' – equitable, sustainable, stable, participatory, growing; and

- Set an ambition which is sensitive to the landscape to ensure Monmouthshire remains an incredible place to live, visit and stay.



# Why grow your business in Monmouthshire?

**Monmouthshire is the most competitive economy in Wales, after the capital city of Cardiff, and is best placed for growth per capita (UK Competitiveness Index 2019). Its residents are also among the best qualified in Wales.**

The county is **geographically well connected** in a key strategic location, with enviable centrality and excellent road infrastructure. Unusually it is a rural county which enjoys close proximity to the high growth areas of Cardiff, Bristol and the Midlands and is still only a 45 minute drive to Cardiff and Bristol airports.

Monmouthshire is a **high quality lifestyle destination** offering an excellent quality of life, attractive housing stock and schools. It is one of the UK's most popular all year round tourism destinations, receiving 2.24m visitors in 2018 and contributing £218.93m to the economy whilst supporting 2,989 FTE jobs. Its beautiful landscape and heritage make it an incredible place to live, with both Monmouth (2014) and Chepstow (2019) cited in the 'Sunday Times Best Places to Live' listing.



# Why grow your business in Monmouthshire?

**Monmouthshire is a key partner in the Cardiff Capital Region City Deal, the largest in the UK, and with the abolition of the Severn bridge tolls, Monmouthshire's relationship with Bristol and the wider South West region is also set to strengthen.**

Monmouthshire has many strengths which include the vibrant market towns of Abergavenny and Monmouth in the North and the greatest urban growth around Chepstow, Magor and Caldicot in the South. The County has a strong core of agri-food, tourism, manufacturing, digital and tech businesses. This success can be built on to generate further growth in a spectacular setting.

However, research has identified some issues within the County's current employment land allocation that are stifling our economic ambitions i.e.:

- Monmouthshire has a diverse stock of commercial property, yet the market is being impacted by a lack of available premises across a wide range of property types. Businesses therefore have a limited choice or are having to remain in sub optimal premises;
- There is demand for offices premises and small units which are modern, good quality, on flexible terms and suitable for contemporary business needs;
- Spatial distribution of allocated sites is currently unbalanced with the largest employment allocations in the South and very little allocation in the North;
- Some allocated business and industrial sites have not been developed for various reasons, which may result in deallocation from the RLDP;
- There is limited private sector investment in 'shovel ready' employment sites.



# Be part of Monmouthshire's future

## To Grow Business in Monmouthshire we need:

- Employment land (B uses) of a minimum of 42ha over the period of 2018–2033;
- Infrastructure investment and land owner agreement to enable the largest employment allocations to move forward;
- A balanced portfolio of sites preferably with appropriate planning consent, constraints and services addressed;
- A network of quality sites with varied characteristics in a mix of private and public ownership.

## This will enable:

- The needs of the existing economic base to be accommodated whether for expansion, contraction or relocation;
- Targeted high value economic activity;
- High value-added investment projects and industries to overflow from the expensive South West and the Cardiff Capital Region, into affordable accommodation in Monmouthshire, creating a critical mass of high value growth industries 'spinning out' from the ten universities within the 'Great Western Gateway' regional powerhouse footprint;

- Accommodation of specific sectors such as food and drink and other self-selecting cluster development to take place;
- Regeneration opportunities in our town centres, encouraging the use of upper floors and conversion of co-working or incubator space for start-up and small businesses, generating increased footfall on the county's high streets.



# What is the market demanding?

To address the current gaps in provision and provide a balanced portfolio of employment we need:

Requirement	Characteristic	Use Class	GVA Ranking H/M/L
Enhance our market towns Office Space Incubator Units Follow on Space	<ul style="list-style-type: none"> <li>Serviced office &amp; bespoke incubator units (Abergavenny and Monmouth)</li> <li>Out of town office spaces (Monmouth, Chepstow, Magor)</li> <li>Large scale incubator unit (any main town)</li> <li>Promotion of vacant commercial sites</li> <li>Conversion of redundant floor space to flexible employment space or housing</li> </ul>	B1 & mixed use	H
Science/business park B1 Hybrid Units	<ul style="list-style-type: none"> <li>Well positioned, high quality units targeting start-ups, HE spin outs incubators, etc (South Monmouthshire with access to M4 &amp; M48)</li> </ul>	B1	H
Strategic employment sites	<ul style="list-style-type: none"> <li>Offering medium to large scale employment (1 in the South, 1 on the A449/A40 corridor)</li> </ul>	B1, B2	H
Industrial Park	<ul style="list-style-type: none"> <li>Brownfield sites</li> <li>Multiple plots, new or close to existing provision, 15-20 acres (Sevenside/Abergavenny A40/A465 corridor)</li> </ul>	B1, B2, B8	M
Local Industrial Estates	<ul style="list-style-type: none"> <li>Serving local markets</li> <li>5 acre estates (In main towns)</li> </ul>	B1, B2, B8	M
Food and Drink/rural economy	<ul style="list-style-type: none"> <li>Dedicated site, in suitable location with necessary infrastructure Min 5 acres (North Monmouthshire)</li> </ul>	B1, B2, B8	M
Hotel Accomodation, Anchor Tourism Sites	<ul style="list-style-type: none"> <li>High end, boutique (Monmouthshire)</li> </ul>		M

## Latent Demand

- The majority of enquiries received by commercial property agents are for small scale office suites and smaller scale industrial units up to 10,000 sq. ft.
- There is also a regular flow of enquiries for larger units of 50,000 sq. ft.
- There is a healthy demand for large second hand floor space for contract warehousing in Chepstow/Magor due to the abolition of the Severn bridge tolls however there is little currently available.



# Looking to play your part in Monmouthshire's business growth?

The Council is keen to work pro-actively with the private sector and engage with the local market to develop a balanced portfolio of employment sites and will provide suitable advice and support to bring sites forward. The Council is keen to consider becoming an investment partner or a 'co-funder' should a proposal meet the necessary investment criteria, so please get in touch.

The Replacement Local Development Plan is emerging and the second call for candidate sites will be launched on 9th March. This call will run for 12 weeks with a closing date of 1st June 2020.

## **Please contact:**

For Vision Monmouthshire 2040 or business development enquiries:

Please email: [jameswoodcock@monmouthshire.gov.uk](mailto:jameswoodcock@monmouthshire.gov.uk)

For specific enquiries relating to Candidate sites:

Please email: [planningpolicy@monmouthshire.gov.uk](mailto:planningpolicy@monmouthshire.gov.uk)



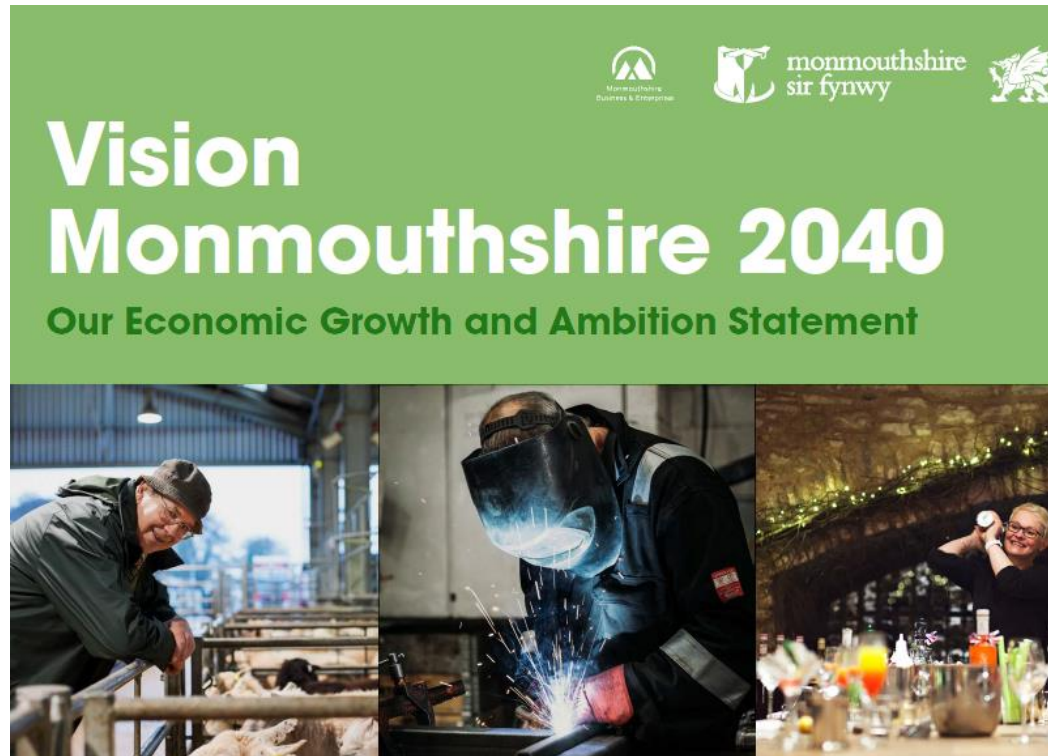
# Monmouthshire 2040

## Economic Growth Plans





# What are we currently doing?



# Promote Monmouthshire's Strengths

- **Dynamic county, diverse, resilient economy** - One of UK's most popular year round tourism destinations, 33% protected environment;
- **Geographically well connected**, key strategic location, enviable centrality, excellent road infrastructure - all corners of the county benefiting from connections to major trunk roads;
- **Home to plethora of successful tourism, food and agricultural businesses.** Attracting, sustaining and growing, strong core of manufacturing, digital and tech businesses;
- **An incredible place to live** - Monmouth (2014); Chepstow (2019) cited in the 'Sunday Times Best Places to Live'; Usk – regional winner for Wales (2021)





# Recognise Monmouthshire's Challenges

- **Ageing population:** Without policy intervention, by 2036, 36% of our population will be over 65; Median Age 48 – Oldest in CCR;
- **Young People:**
  - **Well educated** - Monmouthshire 1/22 Welsh LA's with young people aged 16-19 with Level 3 qualifications.
- **Economy is Dual:** Live/work residents Gross Average earnings £31,575 p.a. compared to live/out commute residents £34,589 p.a.



# Monmouthshire's Challenges:

- **Environment** - beautiful landscape but topography leads to **Digital Deprivation** – 12.5% compared to 3-4% rest of CCR;
- **Out commuting** – pre-Covid rates of 54% impact on ability to reduce air pollution and the Council's pledge to 'Go Carbon Neutral' by 2030
- **Housing**
  - **Expensive** - average house price of £301,000 – the highest in Wales. Residents living and working in county unaffordable ratio of earnings to house prices is 12:1; Residents living and out-commuting unaffordable ratio of 9:1
  - **In short supply** - an affordable housing waiting list for bands 1-4 of 2021 households ( January 2019).



# Maximise Monmouthshire's Opportunities

- **Demographic – Liveability attracts talent** – the right opportunities can attract and retain a younger economically active demographic and reduce our Median age;
- **Education and Skills** - key priority for Council - build upon the 1st class education to address under employment; focus on growing our own start-up scene to encourage students to think of their home county as the natural place to start their new business;
- **Our incredible landscape** and our pledge to strive to 'Go Carbon Neutral'
- **Key growth sectors for investment:**
  - **Manufacturing** – relatively large and growing, bucking the national trend;
  - **Business, professional and scientific** – growing from a small base but potential to grow further;
  - **Arts, entertainment and recreation** – growing well and is well represented





# Purpose of our Economic Growth & Ambition Plans

- Work alongside Replacement LDP to identify suitable employment sites and premises to attract new businesses in key growth sectors and enable existing businesses to grow by:
  - Increasing availability and quality of employment sites and premises;
  - Increasing availability of housing sites to create construction jobs and provide differing residential products, to enable higher rates of jobs per dwelling;
  - Tackling geographic differences – employment and housing markets



# Our Vision for 2040

**Our Challenges are complex but our Vision for the future is simple:**

*Helping to build sustainable and resilient communities that support the well-being of current and future generations*



# Monmouthshire:- Key Priorities

- A dynamic place to do business;
- A credible place to invest;
- An incredible place to live and visit





# Monmouthshire:-

*A dynamic place to do business; A credible place to invest; An incredible place to live and visit*

- Raise the profile of Monmouthshire as a key investment opportunity;
- Lay the ground rules for an economic environment which enables businesses to land and expand and provide sustainable employment opportunities for local people;
- Attract funding and investment to Monmouthshire to attract the right conditions for ‘an inclusive economy’ – Equitable, Sustainable, Stable, Participatory, Growing; and
- Set an ambition which is sensitive to the landscape to ensure Monmouthshire remains an incredible place to live, visit and stay.



# How will the ambition be delivered?

## Four Aims:

- **Aim 1:** *A Productive Monmouthshire* – A dynamic place for businesses to grow and invest
- **Aim 2:** *A Healthy and Happy Monmouthshire* - An incredible place to live
- **Aim 3:** *A Prosperous Monmouthshire* – A great place to thrive
- **Aim 4:** *A Welcoming Monmouthshire* – An amazing place to visit and stay



# How will we measure success?

## Aim 1 : A Productive Monmouthshire

Aim	Key Outcomes
<p><b>A Productive Monmouthshire:</b> A dynamic place for businesses to grow and invest</p>	<ul style="list-style-type: none"> <li>• Increase in businesses relocating to Monmouthshire</li> <li>• Increase in businesses expanding and moving to new premises</li> <li>• Increase in UK and international investment</li> <li>• Increase in the number of local suppliers securing public service contracts</li> <li>• Reduction in economic inactivity</li> <li>• Increased retention of a younger economically active demographic.</li> <li>• Increase in gross average earnings of those residents who live and work in Monmouthshire</li> </ul>





# How will we measure success?

## Aim 2 : A Healthy and Happy Monmouthshire

Aim	Key Outcomes
<p><b><i>A Healthy and Happy Monmouthshire:</i></b> An incredible place to live</p>	<ul style="list-style-type: none"> <li>• Encourage construction of new houses including maximising the number of affordable homes by 2033</li> <li>• Reduce the unaffordability ratio for residents living and working in the county</li> <li>• Increased impact and usage of MonLife services</li> </ul>



# How will we measure success?

## Aim 3 : A Prosperous Monmouthshire

Aim	Key Outcomes
<p><b><i>A prosperous Monmouthshire:</i></b> A great place to thrive</p>	<ul style="list-style-type: none"> <li>• Increased take up of apprenticeships amongst businesses and within the Council</li> <li>• Reduction in the number of NEETS (Not in Education, Employment or Training)</li> <li>• Reduction in the number of underemployed young people</li> <li>• Increase in Next Generation Access broadband coverage from 87.4%</li> <li>• Improvement in mobile phone coverage across the County, including delivery of a 5G network resulting from the 5G Testbed</li> <li>• Reduction in out-commuting rates</li> </ul>



# How will we measure success?

## Aim 4 : A Welcoming Monmouthshire

Aim	Key Outcome
<p><b>A welcoming Monmouthshire:</b> An amazing place to visit and stay</p>	<ul style="list-style-type: none"> <li>• Promote the county’s tourism offer to increase the annual visitor spend and total number of annual visits;</li> <li>• Repurpose our High Streets to reduce shop vacancy rates in our towns;</li> <li>• A unique and distinctive identity and visitor offer in our towns</li> </ul>





# Impact of Covid 19 in Monmouthshire

- No. of people claiming out of work benefits more than doubled from March to June: 975 to 2,295 rising from 1.8 % to 4.2%; Drop in April 2021 to 2,185 (3.9%)
- However, proportion of claimants lower than in rest of Wales (3.1% rising to 6% . Although claimant rises similar than in comparator areas, off a lower base, so proportion Monmouthshire claimants lower than all other LA areas in Wales in June 2020; In April 2021 it was 3.9% (Wales – 5.7%)
- In July 2020 10,500 jobs were furloughed, approx. 27% eligible jobs, slightly lower than Welsh average of 29%; As at 31/03/21, 4,600 (12%) employments on furlough (Provisional)(Wales – 13%)
- Socio-economic data suggests that Monmouthshire, while being significantly impacted by the lockdown, has been less impacted than other areas, due to its strong underlying socio-economic characteristics, such as the very low proportion of claimants pre-Covid and the sectoral mix within the County
- Demand for B1/B2 Industrial use high pre-Covid, likely to remain high post Covid once confidence is regained, alongside need for space for logistics and warehousing



# Support for businesses during Covid 19

- Up to 31st March 2021 – MCC made 6,576 payments of Covid grants to local businesses worth a total of £39.65M;
- Businesses that have been supported are very wide ranging and include retail, hospitality/accommodation, leisure, trades, health & beauty, travel, events, services etc.
- Given the nature of the lockdown some businesses will have received multiple payments;
- Establishment of the Business Resilience Forum
- #Shop Local/Shop Monmouthshire campaign



# Opportunities in a post Covid world

- Need an enabling framework to create an environment to create jobs;
- WG Economic Resilience and Reconstruction Mission – Foundational economy, regenerating town centres, digital capability, innovation activities
- Anticipate rise in entrepreneurship as people start their own businesses. Monmouthshire already has 2<sup>nd</sup> highest number of active enterprises per 10,000 pop. in Wales (2019) = 765 (Powys = 1st). Total no. Enterprises 4,510 – if each enterprise were to create just one job over the life of the LDP this would result in an extra 4,500 jobs.





# Opportunities in a post Covid world

- Create opportunities for our young people – Kickstart Scheme, apprenticeships, graduate placements, etc.
- Produce Employment and Skills Prospectus
- Promote quality of life and opportunity for work life balance to encourage people to live and work locally;
- Capitalise on growth in construction jobs, 2000 (2015-2019) – build our way through recovery and into growth however need the right land in the right place & right interventions e.g. land assembly



# Opportunities in a post Covid world

- Green Growth –Maintenance/installation e-charging systems; community energy initiatives; Hydrogen transport systems, etc.
- Capitalise on WG 30% working from home target – 53% working pop. employed in Soc 2010 Groups 1-3 (Managers, Directors, Senior Officials, Professionals, Associate Professionals) 3<sup>rd</sup> highest level for Welsh LA's after Cardiff and Vale of Glamorgan;
- Types of occupations more likely to work from home;
- Provide smaller, more open plan co-working spaces in town centres to drive footfall and support local economy



# New Employment and Skills Prospectus?

## Key themes:

- Supporting jobs and skills/re-skill and upskill meeting local need;
- Supporting mental health and well being;
- Job related qualifications and training;
- Focus on jobs creation in growth sectors;
- Collaborate with local business/employers – Get involved!
- Community support for jobs and skills;
- Digital Inclusion;
- Living and working in Monmouthshire- growing our own, retaining skills in Monmouthshire
- Brochure, live webpage or app





# Points for consideration

- Subject to a data refresh and a new foreword from our Deputy Leader and Cabinet Member for Enterprise, are the current Plans fit for purpose?
  - Do they tell the right story for a post Covid Monmouthshire?
  - Are the documents contemporary enough?
- Are the Priorities and Aims still relevant?
- Would an Employment and Skills Prospectus be a useful addition?
- How do we promote the refreshed documents wider and raise the profile of the County?
- The team would welcome your thoughts

