

<b>SUBJECT:</b>	<b>VISION MONMOUTHSHIRE 2040: ECONOMIC GROWTH AND AMBITION STATEMENT</b>
<b>MEETING:</b>	<b>CABINET</b>
<b>DATE:</b>	<b>6<sup>TH</sup> NOVEMBER 2019</b>
<b>DIVISION/WARDS AFFECTED:</b>	<b>ALL</b>

**1. PURPOSE:**

- 1.1 To present the draft 'Vision Monmouthshire 2040: Economic Growth and Ambition Statement' following the conclusion of the 'Economies of the Future' analysis and a period of consultation with Members and the local business community.
- 1.2 The purpose of the 'Vision Monmouthshire 2040: Economic Growth and Ambition Statement' is to set the economic ambition for the county. The Statement will be followed by a more detailed 'Monmouthshire Business Growth and Enterprise Strategy' and accompanying Inward Investment Prospectus. These set of documents will work alongside the replacement Local Development Plan (LDP), 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. The replacement LDP will also seek to increase the availability of housing sites to provide differing residential products, to enable higher rates of jobs per dwelling.

**2. RECOMMENDATIONS:**

- 2.1 That Cabinet approves the draft 'Vision Monmouthshire 2040: Economic Growth and Ambition Statement'. (Appendix A).

**3. KEY ISSUES:**

- 3.1 Monmouthshire is experiencing a once in a generation opportunity to reconsider its future direction. Monmouthshire's unique border county location, the Council's decision to participate in the Cardiff Capital City Region (CCR) City Deal, and the UK Government's decision to remove Severn Bridge Crossing tolls in 2018, all present a rare chance for Monmouthshire to become a key economic growth area in the CCR.
- 3.2 In order to capitalise on these opportunities and address our economic issues at a county level, research was commissioned in December 2017, to help the Council build on its current 'Monmouthshire Business Growth and Enterprise Strategy (2014-2020) and identify a new strategy that is future ready. The research considered the priorities and actions detailed in the current Strategy and identified economic opportunities and growth sectors that will provide jobs for our citizens now and in the future. The research also considered the centrality of Monmouthshire in terms of its proximity to the English borders of the South West, including Bristol and Gloucester and the West Midlands on its north-eastern border, whilst also identifying the supporting housing and commercial infrastructure that will be required to facilitate identified economic growth sectors and inform the replacement LDP.
- 3.3 Specifically the research focused on:
  - The most appropriate growth sectors that will provide the 'Economies of the Future' for Monmouthshire;

- The provision of a detailed observational study of the accommodation and locational needs of the identified growth sectors;
- An assessment of the suitability and deliverability of existing employment sites as identified by the LDP;
- Identification of locational criteria for additional employment, retail and housing sites;
- An indication of the skills sets that will be required to address the growth sector needs and whether it is feasible for Monmouthshire citizens to meet these needs or whether the County needs to look to attract labour from elsewhere, if so where?;
- An assessment of whether current population levels can sustain the economic growth required in the county;
- Potential inward migration required to develop and sustain the identified growth sectors;
- Potential for a new settlement that can be put forward as options for consideration in the replacement LDP process;
- Modelled scenarios and associated ambition targets, to include current and predicted geodemographic segmentation analysis;
- The additional infrastructure required to service the changing demographic and economic landscape over and above residential and commercial property;
- An assessment of the identified economic and population impact on existing retail sectors, taking account of the 'Monmouthshire Retail Expenditure Forecasts Update 2016' with a view to identifying potential growth and development opportunities for the county; and
- The impact of inward migration on the indigenous population and house prices and the mitigation that would need to be built in to seek to offset any negative impact.

3.4 In concluding the research key strengths, challenges, weaknesses and opportunities were identified as detailed in the Options Appraisal in Section four of this report.

3.5 The subsequent draft 'Vision Monmouthshire 2040: Economic Growth and Ambition Statement' aligns with the vision of Monmouthshire's Corporate Plan namely: 'Helping to build sustainable and resilient communities that support the well-being of current and future generations'. The ambitions and priorities have been identified as follows:

**Monmouthshire:**

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

**Our Economic Growth and Ambition Statement priorities:**

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

3.6 The ambition and priorities will be guided by 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

3.7 Success in achieving the aims and priorities will be assessed as follows:

Aim	Key Outcomes
<p><b>Aim 1: A Productive Monmouthshire:</b> A dynamic place for businesses to grow and invest</p>	<ul style="list-style-type: none"> <li>• Increasing the number of existing businesses expanding and moving to new premises;</li> <li>• Increasing the number of businesses; relocating to Monmouthshire;</li> <li>• Increasing the number of local suppliers securing public service contracts;</li> <li>• Reducing economic inactivity;</li> <li>• Increasing the retention of a younger economically active demographic;</li> <li>• Increasing earnings of people who live and work in Monmouthshire; and</li> <li>• Supporting the foundational and circular economy.</li> </ul>
<p><b>Aim 2: A Healthy and Happy Monmouthshire: An incredible place to live</b></p>	<ul style="list-style-type: none"> <li>• Encouraging construction of new houses including maximising the number of affordable housing units by 2033;</li> <li>• Reducing the affordability ratio for residents living and working in the county; and</li> <li>• Increasing the impact and usage of MonLife leisure and well-being services.</li> </ul>
<p><b>Aim 3: A prosperous Monmouthshire: A great place to thrive</b></p>	<ul style="list-style-type: none"> <li>• Increasing the take up of apprenticeships.</li> <li>• Reducing the number of residents who are NEET (Not in Education, Employment or Training);</li> <li>• Reducing the number of underemployed young people;</li> <li>• Increasing Next Generation Access broadband coverage;</li> <li>• Improving mobile phone coverage across the County;</li> <li>• Acting as a pathfinder and regional test bed; and</li> <li>• Reducing out-commuting rates.</li> </ul>
<p><b>Aim 4: A welcoming Monmouthshire: An amazing place to visit and stay</b></p>	<ul style="list-style-type: none"> <li>• Supporting a shift from a growth oriented model to an approach focused on quality of growth and compatibility</li> </ul>

	<p>with quality of life for residents and communities to promote more inclusive growth;</p> <ul style="list-style-type: none"> <li>• Supporting the development of a broad range of high quality reputation changing visitor experiences focusing on high yield, evenly distributed, year round tourism;</li> <li>• Encouraging investment in the serviced accommodation sector;</li> <li>• Maximising the tourism benefits of the cultural offer as well as countryside and heritage;</li> <li>• Encouraging a seasonal programmes of events which support the County's key product offers;</li> <li>• Supporting integrated place making for vibrant, attractive, welcoming and distinctive towns and villages; and</li> <li>• Through all activities to help build the reputation of the County - 'Monmouthshire' = high quality.</li> </ul>
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**4. EQUALITY AND FUTURE GENERATIONS EVALUATION (INCLUDES SOCIAL JUSTICE, SAFEGUARDING AND CORPORATE PARENTING):**

4.1 An Equality Impact Assessment has been undertaken (Appendix B) which demonstrates that the detail contained in the draft 'Vision Monmouthshire 2040: Economic Growth and Ambition Statement' demonstrates compliance with the five well-being ways of working, supports the well-being goals and concludes that associated activities are expected to have a positive impact on all groups and people with protected characteristics.

**5. OPTIONS APPRAISAL**

5.1 Since the production of the Monmouthshire Business Growth and Enterprise Strategy in 2014, the regional economic landscape has changed significantly. There is therefore a strong desire to consider how to best place the county to capitalise on these significant economic development opportunities, hence the development of the 'Vision Monmouthshire 2040: Economic Growth and Ambition Statement'.

5.2 As the Council is currently producing a replacement LDP, it made sense to undertake joint research to ensure that the future LDP and the proposed Economic Growth and Ambition Statement are data driven. This data will enable both the Planning and Economic Development Services to take intelligent decisions, based on modelled scenarios of future growth sectors and future skills needs, to facilitate the Council in identifying significant potential growth and development opportunities for the county.

5.3 In concluding the research key strengths, challenges, weaknesses and opportunities were identified as detailed in Table One below. Table Two that follows details a risk analysis of what may happen if no action is taken:

**Table One: Monmouthshire's Key Strengths, Challenges, Weaknesses and Opportunities**

Strengths	Challenges	
<ul style="list-style-type: none"> <li>• <b>Dynamic county, diverse, resilient economy</b> - One of UK's most popular year round tourism destinations, 33% protected environment;</li> <li>• <b>Geographically well connected</b>, key strategic location, enviable centricity, excellent road infrastructure - all corners of the county benefiting from connections to major trunk roads;</li> <li>• <b>Home to plethora of successful tourism, food and agricultural businesses.</b> Attracting, sustaining and growing, strong core of manufacturing, digital and tech businesses; and</li> <li>• <b>An incredible place to live</b> - Monmouth (2014) and Chepstow (2019) cited in the 'Sunday Times Best Places to Live'.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Ageing population:</b> By 2036, 36% of the population over 65; Median Age 48 – Oldest in CCR.</li> <li>• <b>Young People:</b> <ul style="list-style-type: none"> <li>• <b>Well educated</b> - Monmouthshire 1/22 Welsh LA's with young people aged 16-19 with Level 3 qualifications.</li> <li>• <b>Underemployed</b> - Monmouthshire 19/22 for work opportunities befitting our young people's qualifications. Lack of a university presence leading to a significant proportion of out migration.</li> </ul> </li> <li>• <b>Economy is Dual:</b> Live/work residents Gross Average earnings £25,360 p.a. compared to live/out commute residents' £32,416 p.a.;</li> <li>• <b>Environment</b> - beautiful landscape but topography leads to <b>Digital Deprivation</b> – 12.5% compared to 3-4% rest of CCR;</li> <li>• <b>Out commuting</b> - rates of 40% impact on ability to reduce air pollution and the Council's pledge to 'Go Carbon Neutral' by 2030;</li> <li>• <b>Housing</b> <ul style="list-style-type: none"> <li>• <b>Expensive</b> - average house price of £307,000 – 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; and</li> <li>• <b>In short supply</b> - an affordable housing waiting list for bands 1-4 of 2021 households (January 2019).</li> </ul> </li> </ul>	
Opportunities	Threats	
<ul style="list-style-type: none"> <li>• <b>Demographic – Liveability attracts talent</b> – the right opportunities can attract and retain a younger economically active demographic and reduce our Median age;</li> <li>• <b>Education and Skills</b> - 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;</li> <li>• <b>Our incredible landscape</b> and our pledge to strive to 'Go Carbon Neutral ';</li> <li>• <b>Key growth sectors for investment:</b> <ul style="list-style-type: none"> <li>• <b>Manufacturing</b> – relatively large and growing, bucking the national trend;</li> <li>• <b>Business, professional and scientific</b> – growing from a small base but potential to grow further; and</li> </ul> </li> </ul>	<p><b>Our population</b></p> <p><b>Our young people</b></p> <p><b>Our economy</b></p>	<p>Unless we reduce our average Median age there will not be enough employed residents to support our wider population and public services;</p> <p>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;</p> <p>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</p>

<ul style="list-style-type: none"> <li>• <b>Arts, entertainment and recreation</b> – growing well and is well represented</li> </ul>	<p><b>Our environment</b> start-ups will be limited. Without action, our population will age, making the county less attractive to investors and businesses; 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; and</p> <p><b>Our Housing stock</b> 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.</p>
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**Table Two: Analysis of Risks if no action is taken**

<b>Risk Area</b>	<b>Potential Impact</b>
<b>Our population</b>	Unless we reduce our median age there will not be enough employed residents to support our wider population and public services.
<b>Our young people</b>	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.
<b>Our economy</b>	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.
<b>Our environment</b>	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.
<b>Our housing stock</b>	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.

**6. REASONS:**

6.1 The ‘Vision Monmouthshire 2040: Economic Growth and Ambition Statement’ sets out our vision, ambition and priorities. The Statement is a pre-cursor to the more detailed

Monmouthshire Business Growth and Enterprise Strategy and Investment Prospectus which will follow in 2020/2021 after a further period of research and consultation.

## **7. RESOURCE IMPLICATIONS:**

7.1 The 'Vision Monmouthshire 2040: Economic Growth and Ambition Statement' is a strategic document setting out the council's aims and priorities for future growth. There are no additional associated budget implications.

## **8. CONSULTEES:**

- Cabinet
- Senior Leadership Team
- Economy and Development Select 26<sup>th</sup> April 2018 and 14<sup>th</sup> February 2019; Member's LDP workshop 22<sup>nd</sup> January 2019
- Business consultations have included Monmouth Chamber of Commerce, Monday 7<sup>th</sup> October 2019 and a wider business engagement event on Monday 14<sup>th</sup> October 2019.

Comments received have included:

### **Members on the 14<sup>th</sup> February 2019**

- The report recognises all of the correct issues. However, concern was expressed whether the Authority has enough ambition with regard to establishing solutions for the issues identified.
- Only 3% of the County is built on. However, 80% of that 3% is located within the south of the County. Therefore, for the people living in Monmouthshire, the idea of further building in areas where the majority of the housing already exists is a concern.
- The key to further development is the housing mix. More community land trusts need to be investigated. A different priority needs to be given to how the Authority sells its assets so that priority is given to the wellbeing of future generations over capital receipts.
- A lot of industrial land has been lost to housing development within the County. There is a need to balance future commercial development alongside the need for housing provision, in particular, affordable housing. Town centre sites could be investigated as possible areas to provide affordable housing.
- Concern was expressed with regard to the potential for urban sprawl spreading from towns and impinging on villages. Infrastructure and the existing service capacity is struggling to cope. It was considered that the aim should be towards achieving internal employment opportunities along housing provision.

### **Business community feedback has included:**

- "Have a proactive marketing and sales effort"
- "Reinforce our market research into the requirements of both specific mobile companies and existing companies already in the county"
- "In 'Growth for good', good is the purpose, not growth".
- "Infrastructure as well as houses". "Beware of killing the golden goose -- too much development and change can destroy why people want to live, visit and work here.
- "The business rates system has failed....business rents adjustments are also needed for business survival"

- “The crucial job creation process within development has been too often neglected. To re-build it will require serious investment”
- “Over the last ten years, full employment has depended on a huge increase in self-employment. For start-up businesses based on internet use, there is huge unmet demand for affordable office space, whether shared or exclusive”.
- “There is much in the presentation that suggests that the Statement should lead to a more successful economic development policy than has been evident in recent years. The great weakness is that it gives no indication that the necessary substantial increase in resources (staff, expertise, incentives, etc.) will be available to deliver success. Without a much more proactive and interventionist approach, Monmouthshire will be out-gunned by other parts of the region and the UK”.

**9. BACKGROUND PAPERS:**

Appendix A: ‘Vision Monmouthshire 2040: Economic Growth and Ambition Statement’  
Appendix B: Future Generations Evaluation

**10. AUTHOR:**

Cath Fallon (Head of Enterprise and Community Animation)

**11. CONTACT DETAILS:**

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## Appendix B



# Future Generations Evaluation (includes Equalities and Sustainability Impact)

<p><b>Name of the Officer</b> Cath Fallon</p> <p><b>Phone no:</b>07557 190969 <b>E-mail:</b> <a href="mailto:cathfallon@monmouthshire.gov.uk">cathfallon@monmouthshire.gov.uk</a></p>	<p><b>Draft Economic Growth and Ambition Statement</b></p>
<p><b>Name of Service:</b> Enterprise and Community Animation</p>	<p><b>Date:</b> Future Generations Evaluation 22<sup>nd</sup> October 2019</p>

***NB. Key strategies and documents that may help you identify your contribution to the wellbeing goals and sustainable development principles include: Single Integrated Plan, Continuance Agreement, Improvement Plan, Local Development Plan, People Strategy, Asset Management Plan, Green Infrastructure SPG, Welsh Language Standards, etc.***

### 1. Does your proposal deliver any of the well-being goals below?

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
<p><b>A prosperous Wales</b> Efficient use of resources, skilled, educated people, generates wealth, provides jobs</p>	<p>The draft Statement aligns with the CCR Regional Cabinet's Vision and Regional Strategic Objectives to create 25,000 new jobs and leverage £4bn private sector investment.</p> <p>The Regional Strategic Objectives also reflect the need to focus on improving the quality of life of people and communities now and in the future and ensure the Regional Cabinet's approach and actions are responsible and meet the regions current needs</p>	<p>There is a strategic imperative to ensure that Monmouthshire is able to play its part in the region by maximizing our economic growth and wealth creation capability, and increasing our productivity in order to increase the GVA for the county and the country.</p>




Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
	<p>without compromising the quality of life of future generations.</p> <p>The Regional Strategic Objectives support the well-being of 'a prosperous Wales' and are detailed as follows:</p> <ol style="list-style-type: none"> <li>1. Prosperity and Opportunity ; Building the capacity of individuals, households, public sector and businesses to meet challenges and grasp opportunity creating a more productive economy;</li> <li>2. Inclusion and Equality - A vibrant and sustainable economy which contributes to the well-being and quality of life of people and communities now and in the future;</li> <li>3. Identity, Culture, Community and Sustainability - Forging a clear identity and strong reputation as a City-Region for trade, innovation, and quality of life;</li> </ol>	
<p><b>A resilient Wales</b> Maintain and enhance biodiversity and ecosystems that support resilience and can adapt to change (e.g. climate change)</p>	<p>MCC Cabinet and the Regional Cabinet, as decision makers, will need to consider existing and future demands which will include new forms of sustainable energy generation, housing, new infrastructure, and facilities which will generate job opportunities such as strategic sites.</p> <p>In response to these pressures both decision making bodies will seek appropriate advice, and work in a way that ensures efficient and effective solutions that not</p>	<p>See the way of working detailed above and how the approach by MCC Cabinet and the Regional Cabinet will seek to support the regions communities and the wellbeing goals.</p> <p>As part of its economic development and regeneration plans the Council will seek to use natural materials in the design and layout of any town improvement schemes which will complement the work of the green corridor improvements to support</p>



<b>Well Being Goal</b>	<b>Does the proposal contribute to this goal? Describe the positive and negative impacts.</b>	<b>What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?</b>
	<p>only maintain the environment but where ever possible enhance it and make it more resilient, supporting economic growth with responsible environmental management.</p> <p>The Council's plan to improve broadband infrastructure will also raise awareness of biodiversity and climate change issues and encourage positive participation.</p>	<p>and help deliver the Council's green infrastructure (GI) plan for pollinators.</p> <p>Improvements to broadband infrastructure will also enable citizens to work from home thus reducing out-community and therefore carbon emissions.</p>
<p><b>A healthier Wales</b> People's physical and mental wellbeing is maximized and health impacts are understood</p>	<p>There is a clear evidence base that demonstrates that for the majority of people being in good secure work is better for their health than being out of work. Employment has social, psychological, and financial benefits that improve health.</p> <p>The aims of this statement will help create additional good quality jobs and support people to up skill to fill those roles will assist in supporting the well-being goal of 'a healthier Wales'.</p>	<p>See the way of working detailed above and how the approach by MCC Cabinet and the Regional Cabinet will seek to support the regions communities and the wellbeing goals.</p>
<p><b>A Wales of cohesive communities</b> Communities are attractive, viable, safe and well connected</p>	<p>The details in the strategic Objectives related to connectivity, transport and digital; vibrant and vital economy and urban centres; and affordable housing will all contribute to support this goal.</p> <p>The aims of this statement will help support the well-being goal of 'a Wales of cohesive communities'. Improved broadband access is proven to reduce social isolation and promote independence.</p>	<p>See the way of working detailed above and how the approach by MCC Cabinet and the Regional Cabinet will seek to support the regions communities and the wellbeing goals.</p> <p>Improved broadband infrastructure is also proven to encourage wider participation in community and voluntary work.</p>
<p><b>A globally responsible Wales</b></p>	<p>The Statement aligns with the ambition for the CCR City Deal, which is intended to deliver sustainable</p>	<p>See the way of working detailed above and how the approach by MCC Cabinet and the Regional Cabinet</p>

<b>Well Being Goal</b>	<b>Does the proposal contribute to this goal? Describe the positive and negative impacts.</b>	<b>What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?</b>
Taking account of impact on global well-being when considering local social, economic and environmental wellbeing	<p>economic development and growth. The Plan also refers to the region's role on the international and national stage forging a clear identity and strong reputation.</p> <p>This is referenced in the CCR's "Strategic Objective 3 – demonstrate commitment to a sustainable future and acknowledge our global responsibility".</p>	will seek to support the regions communities and the wellbeing goals.
<p><b>A Wales of vibrant culture and thriving Welsh language</b> Culture, heritage and Welsh language are promoted and protected. People are encouraged to do sport, art and recreation</p>	<p>The Statement aligns with the CCR's Strategic Objective 'Identity, Culture, Community and Sustainability' and specifically refers to the development and promotion of the regions world-class cultural and recreational opportunities exploiting the regions natural beauty and historic areas.</p> <p>Therefore, using the Strategic Objectives, detailed above, will assist MCC Cabinet and the Regional Cabinet in supporting the well-being goal of 'a Wales of vibrant culture and thriving Welsh language'. Regard will be given to the Welsh Language Measure 2011 and consultation and communication will have regard to the Welsh Language.</p> <p>Improved broadband access can also raise awareness of culture, heritage and the welsh language and encourage positive participation.</p>	See the way of working detailed above and how the approach by MCC Cabinet and the Regional Cabinet will seek to support the regions communities and the wellbeing goals.
<b>A more equal Wales</b>	The Statement aligns with the CCR Strategic Objective 'Inclusion and Equality' which states:	See the way of working detailed above and how the approach by MCC Cabinet and the Regional Cabinet

<b>Well Being Goal</b>	<b>Does the proposal contribute to this goal? Describe the positive and negative impacts.</b>	<b>What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?</b>
<p>People can fulfil their potential no matter what their background or circumstances</p>	<p>Inclusion and Equality - A vibrant and sustainable economy which contributes to the well-being and quality of life of people and communities now and in the future. A vibrant and inclusive economy supports a mix of economic activities and promotes economic security and resilience. MCC Cabinet and the Regional Cabinet will promote:</p> <ul style="list-style-type: none"> <li>• access to employment and economic opportunities;</li> <li>• participation in the labour market for all members of society;</li> <li>• access to a range of housing, including affordable;</li> <li>• access to education and training, to develop skills;</li> <li>• access to social and recreational opportunities.</li> </ul> <p>Using this Strategic Objective will assist MCC Cabinet and the Regional Cabinet in supporting the well-being goal of 'a more equal Wales'.</p> <p>Improved broadband access can also enable access to on line learning resources to enable them to fulfill their potential, whatever their background.</p>	<p>will seek to support the regions communities and the wellbeing goals.</p>

## 2. How has your proposal embedded and prioritised the sustainable governance principles in its development?

Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
 <p>Balancing short term need with long term and planning for the future</p> <p>Long Term</p>	<p>The Statement acknowledges that the informing ‘data is based on modelled scenarios of future growth sectors and future skills needs, to facilitate the Council in identifying significant potential growth and development opportunities for the county.</p> <p>The Statement therefore provides an opportunity for the Council to put in place a plan, which is flexible enough to set ambition in an ever changing climate, whilst also ensuring that any growth is inclusive and doesn’t compromise the life chances of future generations.</p>	<p>The Statement demonstrates that MCC Cabinet and the Regional Cabinet are mindful of their responsibilities and that they will regularly undertake reviews to ensure they are achieving the correct balance in the short, medium and long-term.</p>
 <p>Working together with other partners to deliver objectives</p> <p>Collaboration</p>	<p>MCC works in collaboration with the ten local authorities of South East Wales in setting the economic ambition for the region. In defining the Regional Cabinet’s ‘Vision’ there is a statement related to collaboration – “To make the most of the opportunities our combined size gives us, we must all work together – public sector, private sector, education establishments and our communities – for the benefit of all.”</p> <p>A partnership approach will therefore be undertaken to ensure the best solution for our communities can be found.</p>	<p>The Council are developing an effective working relationship with the Office of the Future Generations Commissioner for Wales to ensure that opportunities to support the well-being goals are highlighted.</p>
 <p>Involving those with an interest and seeking their views</p> <p>Involvement</p>	<p>The local business community has been invited to participate in the development of the Statement and their views have been taken into account as detailed in the accompanying Cabinet report.</p>	<p>Further views from the local business community are always welcome.</p>

Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
 <p>Putting resources into preventing problems occurring or getting worse</p> <p>Prevention</p>	<p>Monmouthshire is widely recognised as having a diverse, resilient and competitive economy with emerging opportunities.</p> <p>However, it is also a County where there are concentrations of poverty and where not all have access to the opportunities available. Improving accessibility to opportunities and increasing labour market participation is critical to support an improved quality of life for all the regions residents.</p>	<p>By investing resources in promoting skills; employment opportunity; job quality, security and progression the Council seek to promote more inclusive growth within the region.</p>
 <p>Considering impact on all wellbeing goals together and on other bodies</p> <p>Integration</p>	<p>The Statement has identified aims and priorities and the associated actions will be assessed on their potential to contribute to the high-level aims and strategic objectives; demonstrate value for money, use of the five ways of working and how they contribute to the well-being goals.</p> <p>Improved access to broadband can reduce carbon emissions, rural isolation and rural poverty. It can also provide access to learning which can increase skills and subsequently wealth and overall well-being.</p>	<p>The Statements demonstrates how the Council will work alongside the CCR Regional Cabinet to take an integrated approach when developing and assessing proposals and schemes.</p>

**3. Are your proposals going to affect any people or groups of people with protected characteristics?** Please explain the impact, the evidence you have used and any action you are taking below. For more detailed information on the protected characteristics, the Equality Act 2010 and the Welsh Language Standards that apply to Monmouthshire Council please follow this link: <http://hub/corporatedocs/Equalities/Forms/AllItems.aspx> or contact Alan Burkitt on 01633 644010 or [alanburkitt@monmouthshire.gov.uk](mailto:alanburkitt@monmouthshire.gov.uk)

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?

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Age	The Council has developed a Statement and Ambition which will benefit the County through the creation of more and better jobs, more housing, improved communication and improved skills. This will provide economic growth and infrastructure improvements that will benefit all including those defined as having protected characteristics.	It is considered that there are no adverse impacts on those with a protected characteristic, indeed the aims and priorities defined in the Statement will assist in supporting these groups as part of the communities.	The Statement identifies the need to address the high median age of the population by providing opportunities to encourage inward migration from the working age population.  Any proposed actions associated with the Statement will seek to mitigate any negative impacts by maximizing opportunities for all.
Disability	As per Age Line Above	As per Age Line above	As per Age Line Above.
Gender reassignment	As per Age Line Above	As per Age Line above	As per Age Line Above
Marriage or civil partnership	As per Age Line Above	As per Age Line above	As per Age Line Above
Pregnancy or maternity	As per Age Line Above	As per Age Line above	As per Age Line Above
Race	As per Age Line Above	As per Age Line above	As per Age Line Above
Religion or Belief	As per Age Line Above	As per Age Line above	As per Age Line Above
Sex	As per Age Line Above	As per Age Line above	As per Age Line Above



Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Sexual Orientation	As per Age Line Above	As per Age Line above	As per Age Line Above
Welsh Language	As per Age Line Above	As per Age Line above	In addition, all signage will be compliant with the Welsh Language (Wales) Measure 2011 as specified in the Standards applied to Monmouthshire

**4. Council has agreed the need to consider the impact its decisions has on important responsibilities of Corporate Parenting and safeguarding. Are your proposals going to affect either of these responsibilities?** For more information please see the guidance <http://hub/corporatedocs/Democratic%20Services/Safeguarding%20Guidance.docx> and for more on Monmouthshire's Corporate Parenting Strategy see <http://hub/corporatedocs/SitePages/Corporate%20Parenting%20Strategy.aspx>

	Describe any positive impacts your proposal has on safeguarding and corporate parenting	Describe any negative impacts your proposal has on safeguarding and corporate parenting	What will you do/ have you done to mitigate any negative impacts or better contribute to positive impacts?
Safeguarding	<i>During the delivery of the programme of activities, safeguarding will be at the forefront to ensure that any future service delivery promotes the well-being of children and vulnerable adults, preventing them from being harmed and protecting those who are at risk of abuse and neglect.</i>	As above	As above
Corporate Parenting	<i>During the delivery of this programme of activities the needs of any 'looked after' children will be considered to ensure any future service delivery protects their welfare.</i>	As above	As above

**5. What evidence and data has informed the development of your proposal?**

<p>The Statement has been founded upon the following:</p> <ul style="list-style-type: none"> <li>• The Wellbeing of Future Generations Act;</li> <li>• The Social Services and Wellbeing (Wales) Act;</li> <li>• Prosperity for All;</li> </ul>
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- Growth & Competitiveness Commission Report Review and Recommendations Page 22;
- Cardiff Capital Region “Powering the Welsh Economy”;
- Equality Act 2010; and
- Welsh Language (Wales) Measure 2011
- Future Economies Analysis/findings in relation to the development of the replacement Local Development Plan

**6. SUMMARY:** As a result of completing this form, what are the main positive and negative impacts of your proposal, how have they informed/changed the development of the proposal so far and what will you be doing in future?

The Assessment demonstrates that the detail contained in the draft Economic Growth and Ambition Statement demonstrates compliance with the five well-being ways of working, supports the well-being goals and also demonstrates that associated activities are expected to have a positive impact on all groups and people with protected characteristics.

**7. ACTIONS:** As a result of completing this form are there any further actions you will be undertaking? Please detail them below, if applicable.

What are you going to do	When are you going to do it?	Who is responsible	Progress
Development of the Monmouthshire Business Growth and Enterprise Strategy 2040 and Inward Investment Prospectus	2020/2021	Cath Fallon	

**8. MONITORING:** The impacts of this proposal will need to be monitored and reviewed. Please specify the date at which you will evaluate the impact, and where you will report the results of the review.

The impacts of this proposal will be evaluated on:	Six monthly via Economy and Development Select Committee
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**9. VERSION CONTROL:** The Future Generations Evaluation should be used at the earliest stages of decision making, and then honed and refined throughout the decision making process. It is important to keep a record of this process so that we can demonstrate how we have considered and built in sustainable development wherever possible.

Version No.	Decision making stage	Date considered	Brief description of any amendments made following consideration

<b>1</b>	<b>Scrutiny – Economy and Development Select Committee</b>	<b>26<sup>th</sup> April 2018 and 14<sup>th</sup> February 2019</b>	<b>Future Economies Analysis research reviewed, draft Economic Growth and Ambition Statement scrutinised</b>
<b>2</b>	<b>Members LDP Workshop</b>	<b>22<sup>nd</sup> January 2019</b>	<b>Future Economies Analysis research reviewed</b>
<b>3</b>	<b>Business consultations with Monmouth Chamber of Commerce; wider business engagement event</b>	<b>Monday 7<sup>th</sup> October 2019; Monday 14<sup>th</sup> October 2019.</b>	<b>Future Economies Analysis research reviewed, draft Economic Growth and Ambition Statement scrutinised</b>
<b>4</b>	<b>Cabinet</b>	<b>6<sup>th</sup> November 2019</b>	

