

Monmouthshire has a high value, highly skilled, diverse, and resilient economy, working to its full capacity, attracting investment to support its strong entrepreneurial culture. In the UK Competitiveness Index 2023, Monmouthshire retained its position as the second most competitive economy in Wales after the capital city of Cardiff and has improved its UK ranking since 2019.

Monmouthshire County Council's Community and Corporate Plan 2022-2028 notes that the county has one of the strongest economies in Wales and is best placed for growth of any Welsh county, with circa 4,000 active businesses ranging from international companies to small family enterprises. Skill and qualification levels here are comparatively high, as are employment rates. Our schools are good and highly regarded. People take advantage of road and rail links to commute into and out of the area for employment opportunities. But there is more that can be done. Monmouthshire can be more vibrant. The conditions exist to achieve this.

We have continued to work with national, regional and local partners to increase investment, improve connectivity and continue the development of an economy which is thriving, ambitious and enterprising. In February 2024 we adopted a new [Economy, Employment and Skills Strategy](#), which sets out how we will deliver our aspiration 'To foster a diverse, fairer, greener and circular economy, generating sustainable employment growth and creating conditions for shared prosperity', focusing on four key themes.



Responsibility for delivery of this strategy is a shared one, involving a range of directorates within Monmouthshire County Council.

### Strategic Alignment and Reporting Approach

Since the adoption of the Economy, Employment and Skills Strategy (EES Strategy) in February 2024, the Council has approved or progressed several other strategies and plans that align with EES Strategy objectives. Existing documents such as the **Socially Responsible Procurement Strategy** and **Asset Management Strategy** have been joined by new or developing plans including the **Local Area Energy Plan**, **NEET Prevention Strategy**, **Local Food Strategy**, **Local Transport Strategy**, and the **Destination Management Plan**.

**The Deposit Plan – Replacement Local Development Plan** was submitted to Welsh Government for examination following Council approval on 23 October 2025.

These documents address specific objectives also within the EES Strategy. We are therefore seeking the committee's agreement that these areas are sufficiently covered through their respective plans. Going forward, we propose that progress is monitored and reported through each strategy's own mechanisms, with key updates noted within the EES Strategy action plan where relevant.

### Approved and Developing Strategies and Plans

- **Socially Responsible Procurement Strategy** [Socially Responsible Procurement Strategy](#)  
*Cabinet approval: 7 June 2023*  
**EES Objective:** Make public procurement spend more accessible.
- **Socially Responsible Procurement Policy** [Socially Responsible Procurement Policy - Ardal-Monmouth .pdf](#)
- *Draft – Approval expected in Cabinet December 2025*
- **Asset Management Strategy** [Asset Management Strategy](#)  
*Council approval: 18 January 2024*  
**EES Objective:** Explore the Council's role in the delivery of employment floorspace.
- **Monmouthshire Local Area Energy Plan** [Local Area Energy Plan](#)  
*Cabinet noted: 17 September 2025*  
**EES Objective:** Support transition towards net zero and protect our environment.
- **Local Transport Strategy 2024–2025** [Local Transport Strategy 24-25](#)  
*Cabinet approval: 15 May 2024*  
**EES Objective:** A sustainable transport system that contributes to our economic ambitions and vision of the Local Transport Strategy.
- **Local Food Strategy** [Local Food Strategy](#)  
*Cabinet approval: 22 May 2024*  
**EES Objectives:** Support rural diversification and foster a thriving local food economy.
- **NEET Prevention Strategy** [Neet Prevention Strategy](#)  
*Cabinet approval: 5 December 2024*  
**EES Objectives:** Equip people with skills and qualifications to enter employment, enable employment progression, and explore a Skills Centre in Monmouthshire.
- **Destination Management Plan 2025–2030** [Monmouthshire Destination Management Plan](#)  
*Cabinet approval: 19 November 2025*  
**EES Objective:** Promote Monmouthshire as a destination to support the visitor economy.
- **Deposit Plan – Replacement Local Development Plan** [Replacement Local Development Plan \(RLDP\) - 2018-2033 - Monmouthshire](#)  
*The plan was submitted to Welsh Government for examination following Council approval on 23 October 2025.*  
**EES Objective:** The plan underpins several objectives within the Economy, Employment and Skills Strategy

The following summary provides a snapshot of Monmouthshire's current position and, where applicable, progress made since 2022. All data is sourced from NOMIS.

The ONS 2023 Annual Population Survey reveals that 65% of residents who are employed work within the County. There is substantial movement of people in and out of the County: 17,100 commuting out of the area and 14,100 commuting into the area (2021). Of those commuting out for employment nearly 27% were commuting to the City of Bristol and a further 21% to other areas in England.

### **Economic Activity**

Levels of economic activity stood at 79.8% in June 2025 (Wales – 75.9%, GB – 78.8%) compared to 79.7% in March 2022 (Wales – 76.5%, GB – 78.5%). This is the highest rate in the Cardiff City Region. 2.8% of those who are economically active are unemployed. This is the equal lowest rate in Wales (alongside Powys).

### **Self-employment**

Self-employment in Monmouthshire accounts for 11.6% of those who are economically active.

### **Enterprises**

The total number of enterprises in Monmouthshire declined from 4,575 in 2022 to 4,445 in 2024. However, the number of active enterprises per 10,000 population in 2023 was 773 (latest available data) - the highest in Wales and above the average for Great Britain (see Appendix 2).

### **3 Year Survival Rate**

The latest available data indicates that 60.3% of businesses in Monmouthshire were still active three years after their start date. This exceeds the UK rate of 52.9% and the Wales rate of 50% (see Appendix 2).


### **Earnings by Place of Residence (Based on a 1% sample of employees)**

Gross weekly pay (median) for full time resident workers (male and female) in Monmouthshire increased from £731.7 in 2022 (Wales - £604.3, GB - £644.7) to £811.8 in 2025 (Wales - £719.3, GB - £766.6). This means Monmouthshire ranks highest by county in Wales and above the GB average, the median in 2025 was £915.6 for male workers and £744.2 for female workers (see Appendix 2). This data indicates that the gross weekly pay (median) of full-time male resident workers is £171.4 higher than for full time female resident workers. This is the most significant difference identified within the 2025 NOMIS earnings data.

### **Earnings by Workplace (Based on 1% sample of employees)**

Gross weekly pay (median) for full time workers (male and female) in Monmouthshire workplaces increased from £642.0 in 2022 (Wales - £599.7, GB - £644.2) to £773.5 in 2025 (Wales - £704.3, GB - £766.6). Monmouthshire therefore ranks highest in Wales in 2025. The median in 2025 was £805.9 for male workers and £765.7 for female workers. This data indicates that the gross weekly pay (median) of full-time male workers in Monmouthshire workplaces is £40.2 higher than for full time female workers (see Appendix 2).


It is important to note that this earnings data is derived from the Annual Survey of Hours and Earnings (ASHE). This is based on a 1 per cent sample of employees. The data supports the perception that Monmouthshire is, on average, a prosperous and affluent county, with none of our communities in the most deprived 10% in Wales. However, we have high levels of income inequality and headline figures can mask pockets of need. The percentage of people living in households in material deprivation in Monmouthshire stood at 8.0% for 2022/23 (latest available data) (Wales – 16%) (Wales only indicator). The cost-of-living crisis coupled with high property prices makes it difficult for young people and future generations to live and work locally.

PLACE	THEME OBJECTIVES
	<ul style="list-style-type: none"> <li>• Promote the competitiveness and diversity of our economy.</li> <li>• Support the vitality of our town centres.</li> <li>• Support transition towards net zero and protect our environment.</li> <li>• Support rural diversification.</li> <li>• Enhance the experience of visitors and deliver sustainable growth in our tourism economy.</li> </ul>
<p><b>STRATEGIC ASSESSMENT</b></p> <p>The Place theme focuses on shaping Monmouthshire’s economic identity through competitiveness, town centre vitality, environmental transition, rural diversification, and tourism. Business Monmouthshire leads on promoting the competitiveness and diversity of the economy, while other objectives are delivered by partner teams, with our support where appropriate.</p> <p><b>Promoting the Competitiveness and Diversity of Our Economy</b></p> <p>We have initiated a pilot marketing campaign for MonSpace, Monmouthshire County Council’s flexible workspace offer, and CastleGate in Caldicot, to test promotional approaches for Council-owned commercial assets. While the scope for deeper insights was limited due to the current availability of space, the campaign marks a proactive step in showcasing local commercial opportunities. An important aspect of the campaign was also to raise awareness of Business Monmouthshire among MonSpace and CastleGate tenants, which led to a direct enquiry and subsequent support being provided by the Business Monmouthshire team. Alongside this, we are strengthening internal communications and focusing on more strategic coordination of economic and commercial development opportunities across the county.</p> <p><b>Town Centres, Environment, Rural Economy, and Tourism</b></p> <p>We recognise the importance of these areas in shaping the county’s economic landscape. Placemaking plans are progressing across key towns, with footfall monitoring and vacancy tracking underway. The Local Area Energy Plan 2025 showcases the continued delivery of an accredited Carbon Literacy programme for businesses, residents and community leaders to empower change and promoting and supporting the delivery of Surple scheme to provide Net Zero training, tools and support to businesses in the county. Rural diversification efforts have supported farms through training and technology adoption, and tourism continues to grow, with strong digital engagement and increased economic impact. Retail vacancy rates across Monmouthshire’s town centres provide a useful indicator of local vitality. As of the latest survey (Dec 2024-January 2025), the overall Monmouthshire town centre vacancy rate is 10.39% against a UK average of 13.7% (Savills). Monmouth has the highest vacancy rate at <b>15.5%</b> (↓2.7% YOY), followed by Magor at <b>12.0%</b> (no YOY data), Abergavenny at <b>9.4%</b> (↑3.4% YOY), Caldicot at <b>9.0%</b> (↓0.5% YOY), Chepstow at <b>8.0%</b> (↓5.6% YOY), and Usk at <b>7.4%</b> (↓2.6% YOY). We are looking to develop town-based forums which bring together local businesses with local councils to shape placemaking and business opportunities in each town, including addressing vacancy rates.</p>	
<p><b>MILESTONES/HIGHLIGHTS</b></p> <ul style="list-style-type: none"> <li>• We have worked with partners and stakeholders to adopt Placemaking Plans in Usk and Chepstow. We have developed draft Placemaking Plans for Monmouth, Abergavenny and Magor with Undy, subject to Cabinet approval December 2025. A consultant will be appointed in the coming months to commence the development of the Caldicot Placemaking Plans.</li> <li>• We have continued to assist the tourism sector and promote event and attractions in the county. The number of jobs supported by tourism stayed stable at 3,422 in 2024. The economic impact of tourism increased to £352.41m in 2024, a 1.9% increase on the previous year, demonstrating the resilience of the sector in Monmouthshire.</li> <li>• The Destination Management Plan subject to Cabinet approval 19th November Monmouthshire Destination Management Plan, sets out a clear direction for the future, as well as an ambition and roadmap for developing the visitor economy within the county to 2030.</li> <li>• Monmouthshire proudly hosted Armed Forces Day 2025 attracting thousands of visitors to Caldicot, boosting footfall and supporting local businesses. It showcased Monmouthshire’s heritage assets (Caldicot Castle) and delivered a high-profile national event, strengthening the county’s tourism profile.</li> </ul>	

- The Tour of Britain 2025 attracted thousands of spectators to Monmouthshire's towns and countryside, showcasing iconic locations such as The Tumble and Monnow Bridge, boosting visitor spend and promoting the county as a destination for major events.

**AREAS FOR DEVELOPMENT**

- We will continue to promote Monmouthshire as a competitive and diverse location for business and develop the county's economic identity and visibility at regional and national levels.
- Developing town-based forums which bring together local businesses with local councils to shape placemaking and business opportunities in each town, including addressing vacancy rates.

PEOPLE	THEME OBJECTIVES
 <p data-bbox="320 188 517 331"> <b>People</b>  A fairer,  more successful  Monmouthshire </p>	<ul data-bbox="685 188 2101 347" style="list-style-type: none"> <li>• Support a balanced change in the demographic profile of our county.</li> <li>• Support the creation of up to 6,240 sustainable job opportunities.</li> <li>• Equip people with skills and qualifications to enter employment, enable employment progression and explore a Skills Centre in Monmouthshire.</li> <li>• Collaborate with comprehensive schools, further and higher education partners to enhance access, and networks.</li> </ul>
<p data-bbox="107 392 383 416"><b>STRATEGIC ASSESSMENT</b></p> <p data-bbox="107 424 2130 483">The People theme focuses on ensuring Monmouthshire’s residents are equipped to thrive in a changing economy. We, alongside the wider Economy, Employment and Skills team, lead on skills development and education partnerships, support job creation and contribute to wider efforts to shape the county’s demographic profile.</p> <p data-bbox="107 520 495 544"><b>Skills and Employment Progression</b></p> <p data-bbox="107 552 2130 643">We continue to deliver targeted support to help residents gain qualifications, improve skills, and access employment. In 2024–25, 236 qualifications were achieved across Inspire, CELT+, CfW+, and Multiply programmes, with 448 people improving their skills and 57 long-term unemployed (economically inactive for 18 months+) residents supported into employment or education.</p> <p data-bbox="107 651 2145 775">We have piloted the Future Focus employability programme for 18 –24 years in partnership with Job Centre. Evidence in the county and across the Uk of a significant increase in 18 –24-year-olds claiming universal credit from 441 in 2020 to 729 in 2025 due to a number of concerns including mental health, lack of social skills and confidence. This 12-week programme offers employability skills, CV writing, inspirational speakers and work experience opportunities. First cohort 16 young people participated in the programme of which 5 have secured employment and second cohort 19 young people are currently participating in the programme of which 4 have secured employment to date.</p> <p data-bbox="107 815 2145 874">A skills gap analysis is underway, and two training providers have been engaged to explore the feasibility of a Monmouthshire Skills Centre. Engagement with six major employers has helped identify priority areas for future workforce development.</p> <p data-bbox="107 914 533 938"><b>Education and Employer Collaboration</b></p> <p data-bbox="107 946 2141 1137">Our work with schools and education partners is progressing well. The E-sgol network now offers 17 Level 3 courses, and a new Level 2 Pathway to Employment in Child Care will launch in September 2025. STEM project coordination is underway with a STEM coordinator joining the team in February 2025. Engagement with headteachers and cluster meetings has helped align education with employer needs and six major businesses have contributed to discussions on skills shortages and future workforce planning. number of Y11, 12 and 13 leavers who entered apprenticeships upon leaving school in 2024 strategic coordination of Post 16 provision is imperative to ensure more equitable access to academic and vocational pathways across Monmouthshire. We support this by working with schools, further and higher education institutions, and training providers to develop well-defined training opportunities in skills shortage areas. This work complements the council’s NEET Prevention Strategy by helping to create clearer progression routes for young people, including the most vulnerable.</p> <p data-bbox="107 1177 853 1201"><b>STEM Programme: Strengthening Skills and Employer Collaboration</b></p> <p data-bbox="107 1209 2130 1393">The MCC STEM Programme, launched in summer 2025 with Welsh Government support, is a key milestone in our education and skills work. It aims to inspire learners, strengthen school-business links, and grow STEM pathways across Monmouthshire. Schools have received robotics, coding, and 3D printing kits, supported by cluster coordinators and a comprehensive teacher training programme. Greenpower electric cars were distributed to 13 primary and all secondary schools, embedding hands-on engineering into the curriculum. Major STEM employers including Creo Medical, Microchip, and Silbuster are actively engaging with schools, and a dedicated webpage and Hwb Network are supporting collaboration. This initiative strengthens our strategic coordination with education and employer partners, supports the development of skills and qualifications for future employment, and contributes to longer-term ambitions around employment progression and the feasibility of a Monmouthshire Skills Centre.</p>	

### Job Creation and Demographic Change

We drive sustainable job creation by allocating employment land and promoting available sites, underpinned by the Deposit RLDP. In 2024–25, 108 affordable and 74 market homes were approved, helping younger residents live and work locally. The RLDP will deliver 1,000 affordable homes at pace and scale over the next plan period.

The RLDP is central to addressing the core issues: accelerating affordable housing, responding to the climate and nature emergency, and ensuring socially and economically sustainable communities by attracting a younger demographic and supporting Monmouthshire’s economic prosperity.

### MILESTONES/HIGHLIGHTS

- **RLDP- [Replacement Local Development Plan \(RLDP\) - 2018-2033 - Monmouthshire](#)**


In October 2025, the Council agreed to submit the RLDP to the Welsh Government and Planning and Environment Decisions Wales for independent examination.

The RLDP is tackling Monmouthshire’s biggest challenges by scaling up affordable housing delivery, driving sustainable employment growth through employment land allocation, and embedding climate resilience. In 2024–25, 108 affordable and 74 market homes were approved, with 1,000 more planned—helping rebalance demographics and strengthen the local economy.

- Launched the MCC STEM Programme, embedding hands-on STEM learning in schools and strengthening links with major employers. A dedicated webpage and Hwb Network are supporting collaboration. This programme is a standout achievement in our skills and education work. [STEM Programme - Monmouthshire](#)
- We have addressed barriers to employment and supported a total 82 people to gain employment this year (including 57 long-term economically inactive individuals), above our annual target of 60.

### AREAS FOR DEVELOPMENT

- Establishing a local skills task group, linked to the Regional Skills Partnership, would help coordinate delivery, reduce duplication and ensure employer needs are consistently reflected in future programme design.
- We will commence delivery of the Connect to Work programme funded through the Department of Work and Pensions and administered on a regional basis through Cardiff City Council. The programme is aimed at supporting individuals with health barriers and disabilities into meaningful paid employment.
- We are currently in the exploratory stage of a Skills centre in Monmouthshire through conversations with training providers and our significant businesses. This needs to move into a discovery stage looking at the need and financial viability, continuing the dialogue with potential providers.
- There has been a significant increase in the number of Year 11 and Year 13 leavers not in education, employment or training; 25 young people of Year 11 leavers were NEET, higher than the 14 young people in the recent years. We are analysing the reasons for this, including tracking individual journeys, and will use this information to target support with partners as part our NEET prevention strategy.

ENTERPRISE	THEME OBJECTIVES
	<ul style="list-style-type: none"> <li>• Support the sustainable growth of existing businesses including our larger businesses.</li> <li>• Find our place in relation to regional growth sectors.</li> <li>• Increase uptake of support for people wishing to start or grow a business.</li> <li>• Continue to foster a strong entrepreneurial culture.</li> <li>• Encourage innovation and clustering.</li> <li>• Make public procurement spend more accessible.</li> <li>• Foster a thriving local food economy.</li> </ul>
<p><b>Strategic Assessment:</b> We continue to lead the county’s enterprise agenda with a focus on inclusive, sustainable growth and a resilient local economy. Our team is directly responsible for driving progress across five core objectives of supporting existing businesses, aligning with regional growth sectors, increasing uptake of business support, nurturing entrepreneurship and encouraging innovation and clustering. We also contribute strategically to wider objectives around procurement and the local food economy.</p> <p><b>Supporting Sustainable Growth of Existing Businesses and Enabling People to Start Their Own Businesses</b> In 2024–25, Business Monmouthshire supported 59 pre-start and existing businesses and in just the first half of 2025-26 has supported a further 58 businesses. This reflects a steady increase in engagement which has been enabled by investment from the UK Shared Prosperity Fund and ongoing efforts to raise awareness of our services. Implementation of our new Evolutive CRM system has meant we are able to better track support enquiries and develop meaningful engagement with businesses through email communication and newsletters. Our monthly newsletter is sent to over 340 subscribers and includes vital information for business owners in Monmouthshire such as grants and funding projects, business events and operational updates. Evolutive provides us with a central hub to run all our email engagement and business support from, using it to manage client data, track support stages, manage grant applications and events. We are working to embed Business Monmouthshire as a trusted and accessible resource for businesses across the county.</p> <p><b>Positioning Within Regional Growth Sectors</b> We continue to play a strategic role in regional partnerships, including Cardiff Capital Region, and the Marches Forward Partnership. As a member of the Corporate Joint Committee, we contribute to the preparation of a Strategic Development Plan, a Regional Transport Plan and promoting the economic wellbeing of the area. Our involvement ensures Monmouthshire is well-positioned to benefit from emerging sectoral opportunities.</p> <p><b>Increasing Uptake of Business Support</b> Support for business growth and start-up activity continues to build momentum, with engagement levels showing strong improvement. While the number of new and existing businesses we have supported is slightly below target, it reflects a significant uplift from previous years and demonstrates the growing reach and impact of Business Monmouthshire’s support offer. Business Monmouthshire is developing a communications framework to improve outreach and engagement, while Shared Prosperity Fund investment has significantly boosted our capacity since 2023.</p> <p><b>Fostering an Entrepreneurial Culture</b> Entrepreneurial activity is thriving in Monmouthshire. Business Monmouthshire has (supported the launch of three new businesses) and helped 49 residents progress toward self-employment. Our tailored interventions are helping to build a dynamic and self-sustaining local economy.</p>	



### **Encouraging Innovation and Clustering**

Business Monmouthshire is facilitating innovation and clustering. Our quarterly Monmouthshire Enterprise Partners meetings now include key stakeholders such as Mentera and USW (University of South Wales) Exchange, creating new opportunities for collaboration. The Food Partnership team has successfully developed two farming clusters through Mentera/Cywain.

### **Make public procurement spend more accessible**

We continue to support strategic objectives around procurement. Procurement systems have been updated to improve local access, with £11.17M in local spend and a new Socially Responsible Procurement Policy in development. The Ardal Partnership is enhancing cross-council collaboration and training.

### **Foster a thriving food economy**


In the food economy, 46 enterprises have been supported by the Monmouthshire Sustainable Food Partnership, and local sourcing is being embedded in public sector supply chains, including schools and care settings.

### **MILESTONES/HIGHLIGHTS**

- Data held in our Evolutive CRM shows we received 478 business support enquiries from businesses and potential entrepreneurs in the period 01/04/23 – 30/09/25.
- **Venture Graduates Breakfast (Jan 2024)**  
This business breakfast event was open to local employers and raised awareness of the Venture Graduates programme. It acted as a catalyst for broader conversations around business support, enabling us to engage directly with employers on their workforce needs, growth ambitions, and access to support. The event created valuable inroads into some of the county's larger businesses, and those relationships continue to deepen through ongoing dialogue and collaboration.
- **RLDP Business Engagement Event (Dec 2024)**  
[Replacement Local Development Plan \(RLDP\) - 2018-2033 - Monmouthshire](#)  
We created space for businesses to engage with planning policy and land-use strategy, helping shape the future of employment land availability in Monmouthshire and the Replacement Local Development Plan.
- **Women in Business Event (Apr 2025)**  
[Success at Business Monmouthshire's 'Women In Business Taking the Leap' event - Monmouthshire](#)  
A flagship celebration of female entrepreneurship in Monmouthshire. The event featured inspiring speakers, peer networking, and practical workshops, helping build confidence and visibility for women-led businesses.
- **Welsh Veg in Schools Pilot Scheme**  
[Monmouthshire pupils get hands-on experience at Langtons Farm - Monmouthshire](#)  
We have worked with local farmers as part of the Welsh Veg in Schools pilot scheme to bring more local produce into schools. This has provided pupils in ten participating schools with nutritious, local food no matter their socio-economic background. The project has also supported the development of new safety standards and new logistics. Growers are expanding their enterprises, and new farmers are diversifying into organic horticulture to participate.
- **The Marches Real Food and Farming Convergence (October 2025)**  
[The Marches Real Food and Farming Convergence 2025 celebrates success - Monmouthshire](#)  
Hosted by Monmouthshire, the Convergence welcomed attendees from the Marches and beyond to explore the future of local food systems and to foster collaboration for a resilient, sustainable food future. A key feature of the event was its focus on legacy, aiming to develop farming clusters in Monmouthshire to foster collaborative spaces for learning and mutual support.
- Hosted by Monmouthshire at Caldicot Castle, Armed Forces Day 2025 created opportunities for local food and drink businesses and suppliers to participate, promoting local enterprise.

**AREAS FOR DEVELOPMENT**

- Through our networks we will ensure that Monmouthshire can derive maximum benefit from regional growth opportunities.

INFRASTRUCTURE	THEME OBJECTIVES
 <p data-bbox="331 188 533 331">Infrastructure An investable, connected Monmouthshire</p>	<ul data-bbox="651 188 1973 352" style="list-style-type: none"> <li>• Inform the use and distribution of employment land and premises.</li> <li>• Explore the Council's role in the delivery of employment floorspace.</li> <li>• Support improvements in digital connectivity.</li> <li>• A sustainable transport system that contributes to our economic ambitions and vision of the Local Transport Strategy.</li> <li>• Attract investment from larger high-value enterprises.</li> </ul>
<p data-bbox="107 392 369 416"><b>STRATEGIC ASSESSMENT</b></p> <p data-bbox="107 424 2085 483">Infrastructure is a key foundation for Monmouthshire's economic growth. Business Monmouthshire leads on attracting high-value investment and supports work around employment land and premises. While digital connectivity and transport are led by other teams, they remain vital components of the wider economic landscape.</p> <p data-bbox="107 523 320 547"><b>Inward Investment</b></p> <p data-bbox="107 555 2011 647">We are continuing to develop our approach to attracting larger, high-value enterprises and supporting internal strategic dialogue and coordination. We work closely with Welsh Government and Cardiff Capital Region to identify and pursue opportunities aligned with Monmouthshire's growth ambitions. We are actively refining Monmouthshire's value proposition to attract high-value investors, building on sector strengths and aligning with regional opportunities.</p> <p data-bbox="107 687 461 711"><b>Employment Land and Premises</b></p> <p data-bbox="107 719 2101 812">The Deposit RLDLP allocates land for job growth and monitoring of supply and take-up is ongoing. Our role includes ensuring business needs are reflected in land-use planning and promoting available space to support job creation. This includes working closely with MCC's Estates team to promote sites and premises within the Council's ownership and support the Asset Management Strategy.</p> <p data-bbox="107 852 324 876"><b>Digital Connectivity</b></p> <p data-bbox="107 884 2105 1007">Improvements in broadband access are helping to create a more connected and accessible Monmouthshire. However, there are still premises that do not have access to superfast broadband speeds of 30Mbps or more and are not included in any delivery plans for the next three years. In June 2025, the Welsh Government announced a new £70 million "Extending High Speed Broadband" project, funded through clawback from the original Superfast Cymru programme. This initiative aims to provide fast and reliable broadband to around 25,000–30,000 premises, with hopes that it will help address the remaining connectivity gaps in Monmouthshire's rural areas.</p> <p data-bbox="107 1046 376 1070"><b>Local Transport Strategy</b></p> <p data-bbox="107 1078 2101 1171">Monmouthshire's Local Transport Strategy sets out a sustainable and inclusive vision for improving transport across the county. It feeds into the Regional Transport Plan and its delivery and aligns with national and local priorities, recognising the county's rural context, the importance of strategic connectivity, and the need to enhance public transport, walking, and cycling options. The strategy also emphasises reducing environmental impact and supporting access for all, helping to create the wider conditions for business success and investment.</p>	

## MILESTONES

- Monmouthshire County Council continues to benefit from a strong and diverse land and property portfolio, delivering consistent commercial returns and supporting local business growth through flexible workspace and industrial units.
  - All nine council-managed MonSpace flexi-suites at CastleGate Business Park are now fully occupied, marking a key achievement in supporting flexible workspace provision and business growth in Monmouthshire.
  - Industrial units
    - New letting of Unit 8D Old Pill Farm
    - All but 1 tenant at Castle Way Industrial Estate (7 tenants) have committed to new 5-year lease agreements, retaining well performing small businesses within Severn Bridge Industrial Estate.
  - One farm letting in 25/26 - Llanfair Farm, Caerwent.
- A new Local Transport Strategy was adopted in May 2024 setting out a clear ambition for transport infrastructure in Monmouthshire over the next five years. This will feed into the Regional Transport Plan and its delivery. Microsoft Word - Local Transport Strategy 24-25 Final.docx
- We have secured funding to implement transport projects to enhance access, safety and infrastructure. The largest portion of this funding will be used to enhance our Active Travel network. Funding of £10.4 million has been secured from Welsh Government to develop the Llanfoist to Castle Meadows Active Travel Bridge and £5.2m has been secured from Uk Government for the Chepstow Levelling Up Fund scheme of which the Chepstow Transport hub is a significant part.

## APPENDIX 2

<i>Active enterprises per 10,000 of the population aged 16 to 64</i>		
2023		
	Great Britain	673
	Wales	529
<b>1</b>	Monmouthshire	773
<b>2</b>	Powys	766
<b>3</b>	Pembrokeshire	684
<b>4</b>	Ceredigion	671
<b>5</b>	Conwy	651
<b>6</b>	Gwynedd	615
<b>7</b>	Vale of Glamorgan	599
<b>8</b>	Denbighshire	594
<b>9</b>	Flintshire	589
<b>10</b>	Carmarthenshire	572
<b>11</b>	Isle of Anglesey	566
<b>12</b>	Cardiff	513
<b>13</b>	Torfaen	486
<b>14</b>	Wrexham	479
<b>15</b>	Bridgend	473
<b>16</b>	Swansea	471
<b>17</b>	Newport	454
<b>18</b>	Rhondda Cynon Taf	434
<b>19</b>	Caerphilly	411
<b>20</b>	Neath Port Talbot	390
<b>21</b>	Merthyr Tydfil	386
<b>22</b>	Blaenau Gwent	348

<b>3 Year Business Survival Rate (Provisional)</b>		<b>%</b>
2020 (Stats Wales)		
	Great Britain	52.9
	Wales	50.0
<b>1</b>	Ceredigion	73.7
<b>2</b>	Powys	64.6
<b>3</b>	Gwynedd	62.5
<b>4</b>	Isle of Anglesey	62.2
<b>5</b>	Monmouthshire	60.3
<b>6</b>	Conwy	58.8
<b>7</b>	Cardiff	54.7
<b>8</b>	Vale of Glamorgan	54.3
<b>9</b>	Denbighshire	52.2
<b>10</b>	Neath Port Talbot	51.2
<b>11</b>	Carmarthenshire	50.4
<b>12</b>	Merthyr Tydfil	50.0
<b>13</b>	Torfaen	48.1
<b>14</b>	Swansea	47.7
<b>15</b>	Blaenau Gwent	46.3
<b>16</b>	Flintshire	46.3
<b>17</b>	Caerphilly	44.7
<b>18</b>	Rhondda Cynon Taf	43.9
<b>19</b>	Pembrokeshire	43.4
<b>20</b>	Wrexham	43.0
<b>21</b>	Bridgend	43.0
<b>22</b>	Newport	38.8

Earnings by place of residence		
Gross weekly pay (Median) - Full time workers		
2025		£
	Great Britain	766.6
	Wales	719.3
	1 Monmouthshire	811.8
	2 Vale of Glamorgan	791.0
	3 Flintshire	770.5
	4 Torfaen	757.0
	5 Bridgend	737.7
	6 Pembrokeshire	736.3
	7 Carmarthenshire	732.6
	8 Newport	727.8
	9 Conwy	726.4
	10 Swansea	718.8
	11 Cardiff	712.0
	12 Blaenau Gwent	711.2
	13 Caerphilly	709.8
	14 Powys	705.4
	15 Wrexham	694.1
	16 Neath Port Talbot	693.0
	17 Isle of Anglesey	692.7
	18 Merthyr Tydfil	685.3
	19 Ceredigion	682.0
	20 Gwynedd	669.2
	21 Rhondda Cynon Taf	665.5
	22 Denbighshire	660.0

Earnings by place of residence		
Gross weekly pay (Median) - Full time workers		
Monmouthshire		
Year		£
2022		731.7
2023		713.1
2024		787.8
2025		811.8

Earnings by workplace		
Gross weekly pay (Median) - Full-time workers		
2025		
	Great Britain	766.6
	Wales	704.3
1	Monmouthshire	773.5
2	Newport	740.1
3	Flintshire	740.0
4	Cardiff	736.1
5	Bridgend	719.1
6	Wrexham	714.2
7	Neath Port Talbot	711.7
8	Pembrokeshire	711.3
9	Swansea	709.7
10	Isle of Anglesey	704.4
11	Torfaen	693.9
12	Vale of Glamorgan	675.8
13	Ceredigion	675.7
14	Rhondda Cynon Taf	675.5
15	Denbighshire	672.0
16	Blaenau Gwent	670.3
17	Gwynedd	665.2
18	Caerphilly	659.4
19	Carmarthenshire	657.7
20	Powys	645.3
21	Conwy	624.5
22	Merthyr Tydfil	619.2

Earnings by workplace	
Gross weekly pay (Median) - Full time workers	
Monmouthshire	
Year	£
2022	642.0
2023	709.8
2024	717.8
2025	773.5



Earnings by place of residence		
Gross weekly pay (Median) - Male full-time workers		
Monmouthshire		
Year		£
2022		771.2
2023		721.5
2024		807.4
2025		915.6

Earnings by workplace		
Gross weekly pay (Median) - Male full-time workers		
Monmouthshire		
Year		£
2022		657.4
2023		689.9
2024		719.0
2025		805.9

Earnings by place of residence		
Gross weekly pay (Median) - Female full-time workers		
Monmouthshire		
Year		£
2022		621.0
2023		663.0
2024		727.5
2025		744.2

Earnings by workplace		
Gross weekly pay (Median) - Female full-time workers		
Monmouthshire		
Year		£
2022		567.9
2023		709.9
2024		691.0
2025		765.7