A COMMUNITY STRATEGY FOR *NEWPORT - BUILDING OUR FUTURE TOGETHER 2005 - 2015
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The Community Strategy has been prepared by Newport’s Local Strategic Partnership. The following are members of the partnership:
Newport City Council
Gwent Police
Newport Local Health Board
University of Wales, Newport
Newport Unlimited
Newport and Gwent Chamber
Communities First Overarching Partnership
South East Wales Racial Equality Council
Newport Voluntary Sector Liaison Committee

This document is also available in a number of other formats including as an audio tape and Word document and in a number of community languages.
For more information please contact the corporate policy office at Newport City Council on 01633 232003 or email corporate.policy@newport.gov.uk
The principal aim is to make the city a better place to live, work and visit and the strategy’s vision sets out what it should be like.
The early years of the new millennium have found Newport at the turning point between its traditional industrial past, and the challenge of regeneration, economic diversification and finding a distinct new identity.

Newport has all the key ingredients needed for recovery and regeneration - not just of the city but also throughout the surrounding area.

Both the Welsh Assembly Government and the Welsh Development Agency stress the importance of Newport’s role as the centre for economic growth for the Gwent sub-region.

Gaining city status in 2002 further elevated Newport’s profile and has provided new opportunities that we hope will act as a catalyst for change.

As Wales’ ‘gateway city’ Newport is strategically positioned on the M4 corridor between the Welsh capital Cardiff and Bristol. The city benefits from main line rail links, a major port, modern business infrastructure, extensive broadband capability, an expanding University and notable tourist attractions. More than 2/3 of the county borough of Newport is countryside and green spaces within the city provide a pleasant and healthy environment for living and working. Furthermore the people of Newport have demonstrated their ability to adapt and embrace economic change. There is every reason for optimism about the future, however a planned and coordinated approach will help us capitalise fully on the opportunities that arise.

The following Community Strategy presents the vision for the future, which local people have helped us identify, and sets out the key actions and ways of working that will help secure success. The principal aim is to make the city a better place to live, work and visit and the strategy’s vision sets out what it should be like.
Newport is the newest city in Wales and throughout its history it has been an important urban centre. Newport encompasses Caerleon, one of Roman Britain's most prominent army bases and the area remained a key military centre for many years.

Growth accelerated during the industrial revolution establishing a longstanding reputation for steel production. By the first half of the 19th century, Newport had grown to be the principal town of South Wales with wealth surpassing Cardiff and Swansea combined. At the time of its completion the Old Town Dock was the biggest in Europe during the heyday of shipping. Rapid industrial growth inevitably resulted in social pressures and led to a surge in political consciousness. The Chartists' uprising in 1839 would seal Newport's place in British political history marking a turning point in the spread of democracy.

The dominance of heavy industry and particularly steel production characterised the local economy throughout the 19th and 20th century however more recently Newport has felt the effects of plant closures and downsizing typical of post-industrialisation.

**RECENT TRENDS**

As the decline of traditional employment across South Wales has progressed, various social problems have intensified. Four of Newport's electoral wards feature within the list of Wales' one hundred most deprived wards and a further six sub-wards qualify for funding under the Assembly Government's Communities First programme.

The 2001 Census showed Newport ranking below the rest of the UK in several key social and economic indicators, for example, unemployment rates were currently just above the national average, with a greater number of Newport citizens suffering from a limiting, long-term illness.

Fortunately Newport has proved to be adaptable and resilient securing high levels of investment in modern growth sectors of the economy.

* Over the last decade Newport has seen more than £3 billion of private investment and created over ten thousand jobs primarily in high technology and service industries, with figures showing that the daily inflow of commuters is second only to Cardiff within Wales.

* There have been encouraging rates for the start up of new businesses, with Newport ranking amongst the top five locations in the UK for business formation.
These positive trends and indicators of ongoing economic success can be linked directly to Newport’s strategic location, excellent communication links and skilled, flexible workforce.

**Population** - The age structure of the population of Newport broadly reflects wider trends evident in Wales and the UK. People are tending to live longer although the birth rate and average family size is decreasing. In the last decade overseas immigration and increased life expectancy has resulted in moderate population growth in the UK and a similar pattern is evident locally for Newport.

**Work** – The 2001 census shows significant inequalities in employment and attainment of qualifications across Wales. As a major employment centre and regional economic hub, the numbers of people in paid employment in the city compared well against the other Welsh councils with Newport being ranked as having the seventh highest level of employment.

However, the census also highlighted that the city has a significant number of people who are ‘available for work’ and who are classified as either unemployed or long term unemployed. Indeed Newport was ranked as having the fifth highest levels of unemployed and eighth highest number of long term unemployed people in Wales.

The percentage of the population with no qualifications was recorded at 33.6% positioning Newport at nine in Wales (rank one – lowest level of qualifications). The percentage of the population with a degree or higher was 16.8%, making Newport 13 in Wales (rank one – highest level of population with degree or higher).

**Limiting long term illness, and permanently sick or disabled** - According to the 2001 census, 21.6% of the Newport population were found to be living with a long-term limiting illness a large increase of 6% from 15.6% in 1991 and ranking Newport at 14 out of the 22 authorities (rank one – highest level of illness). This compares with the figure of 18.2% for England and Wales, and 23.3% for Wales.

Figures for numbers of permanently sick or disabled people indicate that 7.9% of people fell into this category, ranking Newport 15 out of the 22 authorities.

An additional new census question asking about state of health indicate that 12% of people stated that their health was “not good” a figure close to the Welsh average of 12.4%.

**Ethnicity** – The population of Newport was found to be made up of 95.2% white people and 4.8% people from minority ethnic groups. This is a higher proportion than the minority ethnic population of Wales as a whole (2.1%).

Newport ranked as having the second largest minority ethnic population of the Welsh councils after Cardiff.

The minority ethnic population has increased from 3.5% in 1991 to 4.8% in 2001 and is characterised by a comparatively young population distribution, contrasting with the general trend towards an ageing of the wider population.
3. NATIONAL STRATEGIC PRIORITIES

The vision set down in ‘Wales: A Better Country’ should pave the way for a more sustainable future.
The vision set down in ‘Wales: A Better Country’ should pave the way for a more sustainable future based on:

* Promoting a diverse, competitive, high added value economy, with high quality skills and education, that minimises demands on the environment

* Action on social justice that tackles poverty and poor health, and provides people and their communities with the means to help themselves and break out of the poverty trap

* Action in our built and natural environment that enhances pride in the community, bio-diversity, promotes local employment and helps to minimise waste generation, energy and transport demands

* Ensuring all children and future generations enjoy better prospects in life, and do not inherit a legacy of problems

* Supporting people to live healthy and independent lives

* Promoting openness, partnership and participation

These principles are focussed on four key areas:

* Helping more people into jobs
* Improving health
* Developing strong and safe communities
* Creating better jobs and skills

The Welsh Assembly Government sets the strategic agenda for social and economic policy in Wales. In 2000 the Assembly Government published its first strategic plan – Betterwales.com. This document has heavily influenced the work of the public services and voluntary sector agencies.

To mark the start of its second term in September 2003 the Assembly published an updated strategic plan – ‘Wales: A Better Country’.
HELPING MORE PEOPLE INTO JOBS

The Welsh workforce has shown a high level of flexibility in adapting to profound changes and big shocks in our economy. Wales currently enjoys an unemployment rate on the standardised international measure of 4.6% compared to the UK average of 5.0%. The UK average is itself far better than that of most of our European partners. Behind those figures, there is the continuing challenge of raising the level of economic activity – the number of people participating in work. Despite significant recent improvements participation in the workforce remains lower in Wales than in most other parts of the UK. That gap appears to have halved over the past two years, but the bulk of the improvement has come about in female participation in the workforce.

The number of working age people not in work is high in deprived urban communities, and among people with low levels of educational and vocational attainment. This is a major factor in poverty and the cycle of deprivation. Putting right the deficit in the proportion of working age people in paid employment in Wales is also a critical factor in raising Wales’ relative GDP per head.

IMPROVING HEALTH

Reported levels of poor health are significantly higher in Wales than the rest of the UK and are closely associated with patterns of deprivation. Government studies such as the influential ‘Wanless’ report have underlined that improving levels of health means not just better services to treat ill-health, but a much greater emphasis on primary care and the promotion of healthy life styles, to prevent ill health arising.

To compete in the modern global economy, Wales needs to raise skill levels, promote a culture of innovation and to develop value added industries...
DEVELOPING STRONG AND SAFE COMMUNITIES

Wales has a tradition of strong community identity and self help – and people are as likely to express concern for the wellbeing of others as for themselves. This provides a good basis for enabling communities to identify their own needs and future direction and address problems of day-to-day concern such as crime, drug abuse, and the quality of the local environment.

Building on the strategic plan the Welsh Assembly Government has developed ‘People, Places, Futures - The Wales Spatial Plan’. The Spatial Plan is intended as a vehicle through which future debate and policy decisions on the role of places and regions within Wales can be promoted.

Newport is identified as part of urbanised South East Wales which is characterised by pockets of economic inactivity, weak skill bases and pressures on infrastructure. The Spatial Plan is particularly relevant to regional regeneration programmes and community planning.

The Newport Local Strategic Partnership is fully supportive of the Assembly’s strategic agenda and aims to reflect these priorities through the city’s Community Strategy. However we are also aware of distinctly local concerns and will seek to find a positive balance between national and local considerations.

CREATING BETTER JOBS AND SKILLS

Wales exists in a modern global economy. To compete in this environment, Wales as a whole needs to gain an edge by raising skill levels and promoting a culture of innovation and developing value-added industries.
4. ABOUT COMMUNITY STRATEGIES AND COMMUNITY PLANNING

WHAT ARE THEY?
Councils throughout the UK are responsible for initiating the process of community planning and producing the Community Strategy.

Community planning - a multi-agency approach to developing policies and delivering services involving the public sector, representatives of local business, voluntary sector groups and community interest groups.

Community Strategy - the document that sets down the vision for the future of towns and cities, identifies key actions, targets and expresses the commitment of the partner organisations.

Newport’s strategy is a high level and long term framework that sets out a vision for the city in 2015.

HOW WILL THE COMMUNITY STRATEGY WORK?
The development and delivery of the Community Strategy will be overseen by the Local Strategic Partnership (LSP), which represents the public services, the voluntary sector and commercial and community interests.

The LSP will keep work on track to deliver the targets, and will report to local people on progress at an annual conference. The LSP has its own website (http://citypartners.newport.ac.uk) so that residents can have easy access to information about their work. The LSP will also enable organisations working within the city to access new sources of funding.

Many of the priorities are inter-related – action in one area will almost certainly have a knock-on effect on others. For instance better educational achievement benefits employers, creates jobs, generates wealth and has positive effects on crime reduction and wellbeing. In other cases some topics traditionally considered to be “services” in their own right might be spread across more than one theme reflecting the shift to strategic working and an increased focus on better outcomes for the community. It is also inevitable that in a high level strategic document such as this that there will be occasional
tensions between some objectives and it will be for the LSP to ensure that a course is steered that achieves the best outcome for the people of Newport.

WORKING IN PARTNERSHIP

Partnership working is already well established in Newport. A family of partnerships is in place covering the key areas of public interest and will take responsibility for overseeing each of the community strategy priority themes. Most partnerships also have agreed a strategy setting out the roles, actions and timescales that will bring about improvement. As a result of the consultation on the draft Community Strategy, two new, city-wide partnerships were identified to take forward environmental and marketing issues.

At a national level, the Welsh Assembly Government has recognised the need to rationalise the number of plans and overlapping agendas that all sectors are currently required to deliver. Significant reductions in the number of plans are expected in 2005 which will enable agencies and partnerships to focus on priorities and establish long-term targets that impact on the key quality of life issues facing communities and individuals.

Community planning provides the means to balance the Assembly’s national strategy with the distinct needs and concerns of localities across Wales.

The Community Strategy will provide the context and, through the work of the Local Strategic Partnership, bring existing partnerships closer together, ensure they work effectively, share a common long-term focus and are actually delivering the necessary outcomes.

The organisational structure for delivering the Community Strategy (as of 2005) is shown at Appendix 1.

The members of the Local Strategic Partnership represent three key sectors of the community:

* Public services
* The voluntary sector
* Local business

These sectors are not only represented on the LSP but are also actively involved in the themed partnerships that reflect their particular interests.
We recognise that people’s quality of life is dependent on a combination of economic, social and environmental factors. Improving people’s quality of life depends on carefully considering all three factors when making decisions. We will also consider the long-term sustainability of our plans and actions. This will mean investing in opportunities that meet today’s needs without leaving a legacy of problems for the future.

The Local Strategic Partnership will pay special attention to addressing equality issues, including equality of opportunity, access to services, tackling race crime and promoting racial harmony.

The guiding principles of equality, social justice and sustainability will underpin all community strategy work.

A detailed consultation programme was undertaken on a draft version of the community strategy with local residents and representative organisations.

A report detailing the amendments made to the strategy as a result of the consultation was produced and made available to people who had taken part in the consultation. A copy of this is available on the LSP’s website (http://citypartners.newport.ac.uk)

The result is a strategy which we believe has credibility and has the support of residents, giving it the best possible chance of becoming a reality.

The Local Strategic Partnership encourages the continuing involvement of groups from across the community to enable us to achieve the vision for the city. The title of this strategy ‘Newport-building our future together’ was chosen to reflect this approach.

The community and voluntary sector is strongly represented in the Local Strategic Partnership and the supporting partnerships. In developing the Community Strategy we fully recognise the contribution of the voluntary sector and the role it plays.
directly in community planning and also in delivering important services to the public.

Work under the Communities First programmes has given local people the chance to play a part in the regeneration of their neighbourhoods. The Local Strategic Partnership supports Communities First and will seek to build close links with the Communities First Partnerships.

As the Community Strategy takes shape we will hold an annual conference and use opportunities as they arise to give local people an opportunity to learn more about the strategy and to put forward their views. Our website also has a feedback facility.

Members of the public can also express their views through various local representative bodies including the Community Health Council, South East Wales Racial Equality Council and the tenant groups.

THE BENEFITS OF A COMMUNITY STRATEGY
The Community Strategy adds value to the work of public services and local groups through:

* Coordinated action across organisations and sectors
* Joint ownership, evaluation and accountability
* Increased community involvement
* Long-term focus for planning
* Better understanding of local issues and targeted action
* Common principles—sustainability, social justice and equality

The outcomes will be:

* Broad improvements in social, economic and environmental wellbeing
* Targeted improvements for key objectives
* Increased social justice and equality
5.1 THE VISION FOR NEWPORT IN 2015
A prosperous city known for the skills of its people.

A city where health, quality of life and opportunity is not determined by where you live or the colour of your skin.

A place where communities are at ease with each other and enjoy a good environment and some of the best public services in Wales.

A city that knows where it is going and will take the right steps to get there.

A dynamic city that celebrates progress and where decisions of today will benefit the generations of tomorrow.
WHY WE NEED CHANGE
Accessibility and transport issues affect our daily lives. Over the last few decades increases in car ownership and road freight has brought congestion to roads in and around cities across the UK. Without effective transport, businesses lose trade, people may choose to work and live elsewhere whilst the most vulnerable members of society struggle to access essential services.

Newport enjoys excellent links with the national motorway network and a fast train link to London. These links will be further enhanced with the development of the M4 Relief Road. The potential growth of the city will have a major impact on travel patterns. Connections between existing communities, development areas and the city centre are all critical to maximising the growth and improving quality of life. The new Southern Distributor Road has helped to reduce congestion in central residential areas and maintains traffic flow across the city.

It is essential that future development ensures that city centre facilities and services are accessible to everyone and not just those who have access to a car. Walking, cycling and public transport must provide viable alternatives to the car. Canals and waterways also have potential for greater use.

All journeys whether public transport or by car involve an element of interchange. Encouraging more people to use public transport can only be achieved if this interchange is as convenient as possible minimising disruption at the beginning or end of the journey. Enabling easy interchange between bus and rail services is particularly important.

Sustained growth in the city centre must be supported by a balanced parking strategy which takes into consideration the needs of businesses, residents and visitors, striking a balance between the economic and environmental needs of the city. The existing city centre bus and rail stations and the car parks are poor gateways to the city.

One of the key influences on future travel characteristics will be the extent to which physical barriers to movement can be removed. The highway infrastructure impedes pedestrian and cycle movements both within the city centre and in connecting to nearby communities. In addition the river and the railway line also act as barriers making connections between neighbourhoods difficult.

Many of the streets and junctions around the city centre suffer from congestion at peak periods and, particularly in the case of The Old Green Crossing, delays can be experienced throughout the day. Congestion hinders operating conditions for bus services and makes the environment for pedestrians and cyclists extremely hostile.
...a transportation strategy to support the regeneration of the city...

PRIORITIES FOR ACTION
The priority is to develop a transportation strategy to support the regeneration of the city. Within this overall aim the following specific objectives have been identified:

* Support the regeneration of Newport

* Maximise access to the city centre and other employment areas from the city and the wider region to help promote economic investment

* Introduce sustainable patterns of transportation consistent with a modern city

* Develop a safe, convenient, efficient and attractive environment for walking, cycling and disabled people

* Utilise the existing highway and public transport infrastructure to the full

* Maintain good links with the M4 and tackle growing congestion

* Establish a safe and convenient public transport network

* Reduce the need to travel by promoting sustainable patterns of development and innovative ways of working

WHAT SUCCESS WILL LOOK LIKE
* Newport enjoys excellent motorway links with the rest of the UK
* Rail links to the Valleys, London and the South East improved
* Railway station, bus station and car parks regenerated
* M4 Relief Road completed
* City becomes more pedestrian friendly

DETAILED STRATEGIES ON THIS THEME
* City Centre Master Plan
* Newport Local Transport Plan
* Unitary Development Plan
* Eastern Area Master Plan
* West Newport Master Plan
* Citywide Transport Strategy
* Regional Public Transport Plan (SEWTA)
* Economic Development Strategy
5.1 AN ATTRACTIVE CITY

WHY WE NEED CHANGE
Attractive areas are considered good places to live, work, visit and also invest. Newport has much to offer with an urban centre which is set within beautiful countryside.

We know that at the moment many residents don’t consider Newport attractive and actually have concerns about the numbers of derelict sites in Newport, the unattractiveness of the river, dirty streets and local neighbourhoods. The city centre is often singled out for criticism as being dominated by pubs and clubs and providing poor retail opportunities and few cultural facilities. Litter, graffiti and fly tipping are also issues that need to be tackled. These quality of life considerations also influence how Newport is perceived by people from outside the city.

Residents have told us that they would like to see more effective marketing to help change people’s perceptions of the city.

The move towards a service based economy gives us opportunities to reclaim and regenerate landscapes and waterways for redevelopment, recreation, tourism and amenity value.

We will look to conserve the best parts of our environment and take opportunities to regenerate derelict historic buildings, the riverside, industrial areas and brownfield sites. In this way we will create a more attractive city which supports our aims of population growth and economic regeneration.
Newport has much to offer with an urban centre which is set within beautiful countryside...

**PRIORITIES FOR ACTION**

- To redevelop the city centre improving the retail environment, redeveloping car parks, improving educational, arts and cultural facilities and promoting more varied entertainment

- Making sure neighbourhoods and public spaces are clean, well designed and liveable

- To regenerate the riverside, industrial areas and brown field sites

- Establish a city-wide approach to marketing and image management for Newport

**WHAT SUCCESS WILL LOOK LIKE**

- A regenerated city centre and riverfront which respects architectural heritage

- Major brownfield sites back in productive use

- Clean streets within the city centre and outlying neighbourhoods

- Local people feel Newport is a more attractive city

- The numbers of visitors to Newport increases

- A city-wide marketing strategy established

**DETAILED STRATEGIES ON THIS THEME**

- Unitary Development Plan
- City Centre Masterplan
- Economic Development Strategy
WHY WE NEED CHANGE

A strong, healthy local economy forms the foundations for low unemployment, investor confidence, sustainable services and positive social effects including low crime rates, better health and higher family incomes.

Newport’s economy has felt the acute effects of the decline of traditional manufacturing industry typical of the UK and other western nations. In recent years there have been significant local jobs losses, cut-backs and plant closures.

On the other hand, over the same period there has actually been an increase in employment brought about in the main by a marked up-turn in the service sector. Newport has proved successful in securing significant job gains in service industry and securing its reputation as the regional economic hub. The port provides good access for trade and has potential for development. The city has a growing reputation as a sporting and cultural centre. The city is benefiting from falling unemployment however unemployment still remains at above the average rate for the UK.

Newport’s success was acknowledged in 2004 when it was named as the Welsh city of enterprise, a status which we aim to exploit to its full potential. The future challenge for Newport will be to continue to build a more diverse, resilient and sustainable economic base able to withstand fluctuations in demand. This base will build on the advantages which Newport has of a good strategic location, the availability of a strong local skills and knowledge base and an ability to innovate and add value. We recognise the contribution that the not-for-profit sector and sport makes to the local economy.

Plans are also in place to grow the size and importance of the city. Public sector agencies and local businesses must continue to work closely to ensure that efforts are properly planned, coordinated and resourced.

....a good strategic location, the availability of a strong local skills and knowledge base and an ability to innovate and add value.
WHAT SUCCESS WILL LOOK LIKE

* Newport recognised as the economic engine of South East Wales
* Over 15,000 new jobs
* Population of 150,000
* Unemployment less than UK average
* New business start up and survival rates at the UK average
* Shopping centre performance moves up from 106 to 70 in the UK
* Newport is a sports centre of national significance

DETAILED STRATEGIES ON THIS THEME

* Economic Development Strategy
* Five counties regeneration framework
* City Centre Master Plan
* West Newport Master Plan
* Eastern Area Master Plan
* Unitary Development Plan
* University of Wales, Newport Institutional Strategic Plan
* Cultural strategy

PRIORITIES FOR ACTION

* To capitalise on Newport’s city status, first rate strategic transport links, and skilled labour force

* To support and promote business growth, encourage investment and innovation resulting in a competitive, more diverse local economy

* To achieve sustainable employment growth primarily in targeted sectors including office services, distribution and logistics, food and drink, construction, health and social care, tourism, electronics, software, information technology and media

* To ensure the availability of high quality business premises and infrastructure in key locations across the city

* To embed a culture of entrepreneurship in Newport and encourage new indigenous business growth

* To promote existing and new sports facilities
5.4 A GREENER CITY

WHY WE NEED CHANGE
Local people have told us that the condition of their neighbourhoods, the city centre and the natural environment has a direct bearing on their quality of life.

By protecting the environment we can create a healthy city that people will enjoy. This will be achieved through environmental stewardship which promotes effective sustainable development and responsible use and management of resources. Together these factors will promote a balance between economic growth, social needs and environmental considerations.

Newport's urban core has many features, including quality architecture, popular parks and open spaces which create a rich natural and built environment. We want to sustain and enhance these features for the benefit of current and future generations.

There are however, brownfield sites and derelict buildings, which have a negative impact at present and should be brought back into productive use. Sustainable design and construction should be the principles upon which development takes place. Developments should also be carried out with care to minimise any adverse impact on wildlife.

More than 2/3 of Newport is countryside. It is important to acknowledge the needs of residents who live in these areas; in particular, transport and health issues require particular consideration. In south Wales, countryside and environmentally related activities contribute over £9 billion to the economy. Protection and enhancement of Newport's natural environment and landscape is necessary for the success of economic regeneration and tourism, as well as residents’ wellbeing; an attractive area is a good place in which to live and work. Newport’s countryside provides a good location for responsible leisure activities and we will encourage users to respect, protect and enjoy this landscape.

The Severn Estuary, River Usk and the canal have historically played a significant role in securing economic prosperity for the area. Having the second highest tidal range in the World, the Severn Estuary is a site of European importance for its conservation interest being host to several threatened species. The Severn Estuary is internationally important and comprises one of the largest sites of special scientific interest in Wales, it is a special protection area, a possible special area of conservation and a Ramsar site.
Newport’s wetlands are an important habitat for plants, birds and invertebrates as well as displaying a variety of landscapes from different historical ages.

Biodiversity helps maintain the balance of a healthy environment as well as improving quality of life by giving us pleasant surroundings and a variety of informal recreational opportunities.

We will need to make some changes to the way we live our lives, to protect our environment now and for future generations. This will involve tackling issues such as dependence on the car, making buildings more energy efficient and reducing the amount of waste going into landfill, air and water pollution and carbon emissions.
WHY WE NEED CHANGE

The Welsh Assembly Government commissioned ‘Review of Health and Social Care in Wales’ (Wanless Report) found that socio-economic factors mean that the health of the people of Wales is poor compared to the rest of the UK. These factors are similar to those that account for the relatively high levels of poverty across Wales but are also aggravated by the legacy of decades of heavy industry.

Newport experiences similar problems. The 2001 census found that of the 376 councils in England and Wales only 62 had higher rates of people with “long term limiting illness” and only 34 had higher rates of “general health not good”. In addition there is evidence of marked health inequalities linked to geographical areas, social groups, ethnicity, disability and other factors.

Residents have also repeatedly told us that they want an increased emphasis on ill health prevention and early intervention to encourage individuals to take greater responsibility for their own health and wellbeing.

The Health, Social Care and Wellbeing Strategy has embraced the need to re-design health and social care services for the people of Newport on the principle of integration. This will incorporate joint planning and commissioning of services by the City Council and Local Health Board. There will be an increased emphasis on shifting resources from the acute sector to primary care as well as greater emphasis on ill health prevention.

A COMMUNITY STRATEGY FOR NEWPORT - BUILDING OUR FUTURE TOGETHER

PRIORITIES FOR ACTION

Integration of health and social care
A sustained improvement in health and wellbeing of Newport people and communities will be driven by integrated approaches for planning, commissioning and delivery of health and social care. Priorities for integrated working will be services for older people and intermediate care, mental health and people experiencing physical and learning disabilities.

Remodelling of health and hospital services
Provision of primary, community and secondary care services will be re-designed, with an emphasis on transferring the care of people not requiring hospital services into alternative settings. The new model, to be introduced over the next decade, is likely to be based on the development of primary care resource centres within communities, the development of a local general hospital and the re-provision of a specialist critical care facility serving the city. Accessibility of services will be a key consideration when planning new health facilities and communities will be ‘engaged’ when changes are planned.
Intermediate Care
Provision of an intermediate care centre to provide ‘step-down’ care for the rehabilitation of patients in preparation for their return to independent living within the community.

Services to Older People
Services will be designed to shift the emphasis from institutional care to enabling older people to live as independently as possible in a suitable and safe environment.

Healthy Living
The promotion of healthy living will be given increased resources focussed on greater participation in sport and exercise, diet and healthy eating, reduction of smoking, the prevention of drug and alcohol abuse and promotion of health and safety at home and in the workplace. Healthy Community Action Plans will be implemented in Communities First areas.

Children and Young People
Improving the health and wellbeing of children and young people through the provision of effective Children and Adolescent Mental Health Services, coordinated programs tackling teenage pregnancy, drug and alcohol misuse, and making information on health programmes more widely available. Services for children with disabilities will also be dramatically improved with the opening of the planned South Gwent Children’s Centre.

The Health, Social Care and Wellbeing Strategy is developing detailed action plans for the above and also to meet the identified needs of local people suffering from a range of physical and learning disabilities and those in need of mental health services.

WHAT SUCCESS WILL LOOK LIKE
* A more active population and reduced obesity
* Reduction in smoking
* More older people live independent lives at home
* Reduction in teenage pregnancies
* An improvement in life expectancy
* A narrowing of the gap in health between the poorest and wealthiest districts
* Fewer emergency admissions to hospital

DETAILED STRATEGIES ON THIS THEME
* Health, Social Care and Wellbeing Strategy
* Cultural strategy
* Local Housing Strategy
* Older People's Strategy
* Children's and Young People's Partnership Strategies
* Gwent Healthcare Integrated Clinical Services Strategy
* Health Challenge Wales
* The National Service Framework

...an increased emphasis on ill health prevention and early intervention to encourage individuals to take greater responsibility for their own health
5.6 **AN INCLUSIVE CITY**

**WHY WE NEED CHANGE**

Social exclusion is where people, particular groups or communities suffer multiple deprivation; often where low incomes, unemployment, low educational attainment and attendance, poor health, poor housing and physical isolation come together.

It is often characterised by a sense of stigma and hopelessness among people and is often linked with higher levels of alcohol and drug misuse, crime and fear of crime, long term sickness levels or poor parenting. Young people in particular often feel excluded from the rest of the community and targeted efforts are needed to specifically engage with them.

Within Newport there are local concentrations and also groups within the community where people suffer disproportionately from the problems outlined above. The Welsh Index of Multiple Deprivation shows that four Newport wards are ranked within the 100 most deprived in Wales and of these Pillgwenlly falls within the top 20 (multiple deprivation – 2000).

We know that through education and community development residents become empowered and economic benefits follow.

Social exclusion has complex causes and there is no single or simple solution however it is widely believed that a geographically targeted programme along with a partnership approach from the public services, voluntary organisations, community groups and businesses will have the biggest impact in tackling exclusion and making Newport a more inclusive city where all people can meet their potential.
PRIORITIES FOR ACTION
* To build stronger, more self-reliant and confident communities, support area regeneration, and increase local people’s, particularly young people’s, involvement in public life

* To tackle the causes of deprivation and inequality and to help ensure all people have a reasonable quality of life, are able to access quality public services and take advantage of local opportunities

* To provide quality housing at a reasonable price, tackle fuel poverty and improve energy efficiency in order to accommodate social and demographic change and population growth

* To work with existing groups and networks to develop communities and empower citizens as a means of tackling social exclusion

WHAT SUCCESS WILL LOOK LIKE
* Reduce the difference in educational attainment between communities and racial groups
* Reduce unemployment in most disadvantaged wards
* Increased rate of business start-ups for ethnic minorities
* Housing meets Welsh Quality Standard
* Affordable housing for those who need it
* More people from poor neighbourhoods getting apprenticeships and going on to vocational education, further education and higher education
* Families and households most at risk receive focussed help and attention

DETAILED STRATEGIES ON THIS THEME
* Housing Strategy
* Education Strategic Plan
* Economic Development Strategy
* Community Development Strategy
* Children and Young People’s Framework
* Partnership Strategy
* University of Wales, Newport Institutional Strategic Plan
* BME Housing Strategy

...a city where all people can meet their potential
5.7 A LEARNING CITY

WHY WE NEED CHANGE
Education and training liberates talent, extends opportunities, empowers communities and creates wealth.
A quality education system which starts at nursery age and which offers opportunities for all ages provides an important avenue for personal development and fulfilment as well as providing benefits for the whole community.

Although many local people have good vocational skills and experience, recent figures show that Newport, when compared to the Welsh average, has a higher number of people without any recognised qualifications and fewer people with qualifications at degree level or above. This is a potential problem as the number of unskilled and low-skilled jobs will continue decreasing in the future. Instead economic growth in the UK has centred industries based on knowledge, innovation and expertise rather than low labour costs. This means that Newport’s attractiveness as a location for inward investment is influenced by the strength of the local skills base. In this sense plans to diversify the economy and the wider regeneration programme will be closely influenced by Newport’s future ability to match its skills base with the demands of modern industry.

PRIORITIES FOR ACTION
* To secure continuing and measurable improvements in learning and training opportunities and education and skills attainment for all people in Newport as a basis for personal fulfilment, community regeneration, wealth creation and economic growth
* To improve future job prospects by reducing the gap between high and low performing students
* Reduce skill gaps so that more people can access employment opportunities
* Expand alternative routes to education by increasing opportunities for on-line education, community learning and libraries
* Enhanced access to educational opportunities for all residents but particularly for ethnic and deprived communities
* Increase vocational and trade skills training opportunities.
WHAT SUCCESS WILL LOOK LIKE
* Results of school students are at Welsh average
* Reduction in number of residents with numeracy and literacy problems
* Increased rate of attendance at secondary schools
* Reduced skills gap
* 60% of working age adults have a level NVQ 3 qualification or equivalent
* University of Wales, Newport more than doubles its student population with a city centre campus

DETAILED STRATEGIES ON THIS THEME
* Education Strategic Plan
* Children and Young People’s Framework Partnership Strategy
* School Organisational Plan
* University of Wales, Newport Institutional Strategic Plan
* Five counties regeneration framework
WHY WE NEED CHANGE
Research by the City Council has found that concern about crime and disorder is thought by many people to be the most pressing issue for Newport.

The 2004/05 crime audit found that fear of crime is high in our communities and that residents are concerned about anti social behaviour. Certain crimes such as burglary, robbery, hate crime and domestic abuse have a disproportionate impact upon victims and there are concerns about speeding, graffiti, noise nuisance and other issues that impact upon the quality of life in residential areas. However to put this into context similar concerns are expressed in many urban areas across the UK in some cases regardless of recorded crime levels. These concerns reflect the damage that the fear of crime causes to people’s quality of live, in some cases preventing people enjoying a full and active life.

The effects of crime and the fear of crime also have a social and economic impact as some groups particularly families and older people tend to avoid some areas like the city centre at night which further reinforces a heavy drinking culture and deters more varied forms of entertainment. Negative reports in the media may also have a wider impact possibly affecting tourism or in discouraging people relocating to the city. Locally there is a concern that proactive approaches to dealing with city centre disorder have resulted in Newport being branded a particularly violent place, which is not borne out by crime figures.

Newport does however experience areas of higher crime often corresponding with wider deprivation. As well as ensuring an effective response to crime, the community strategy approach presents a good opportunity for joint action to address the whole host of causal factors commonly associated with crime and disorder. These include drug use, poverty, unstable living conditions, poor educational achievement, substance misuse, failure to find secure employment. As you will see these factors feature strongly in the priorities for action set out under the seven strategic headings that make up this document.
PRIORITIES FOR ACTION

* To reduce crime and the fear of crime - specifically to tackle anti-social behaviour, hate crime, and drug and alcohol related crime

* To improve local people’s quality of life by helping them feel safer and more at ease in their homes, neighbourhoods and public areas throughout the city

* To reduce the number of people injured in domestic accidents

* To reduce the number of children killed or seriously injured on roads

* To reduce the number of cyclists killed or seriously injured on roads

WHAT SUCCESS WILL LOOK LIKE

* Fear of crime reduces
* Number of violent crimes falls
* Image of city centre improves
* Reduction in number of people killed or seriously injured on the roads
* Reduction in the number of accidents at home
* No wait for drug users wanting treatment

DETAILED STRATEGIES ON THIS THEME

* Community Safety Strategy
* Youth Offending Team Strategy
* Substance Misuse Strategy
* Gwent Policing Plan
* Newport Local Transport Plan

...joint action to address the whole host of causal factors commonly associated with crime and disorder
6 MONITORING AND REVIEW

THE COMMUNITY STRATEGY WILL BE REGULARLY REVIEWED TO ENSURE THAT:
* there is continued community support for the vision and priorities
* local people are able to express changing needs;
* the Local Strategic Partnership is accountable to stakeholders
* the Local Strategic Partnership ensures other partnerships and organisations contribute to achieving the objectives of this Strategy
* we can compare progress against our baseline figures
* we can celebrate successes
* we can take action if needed to ensure progress is being made

The Local Strategic Partnership will take responsibility for reviewing the strategy and will oversee the contribution of the specific organisations and partnerships. However in practice day-to-day service delivery and implementation and monitoring of specific strategies e.g. the Health and Wellbeing Strategy will remain primarily the responsibility of the themed partnerships and the service providers.

GIVING YOUR VIEWS AND GETTING IN TOUCH
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Newport
NP20 4UR
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A COMMUNITY STRATEGY FOR NEWPORT - BUILDING OUR FUTURE TOGETHER 2005 - 2015

*APPENDIX 1
Since producing the draft Community Strategy, Welsh Assembly Government has produced welcome and far reaching proposals for plan reduction in Wales. Until that process is completed later in 2005 it will not be possible to properly map the links between core partnerships and strategies. Hence this structure chart will be revised.

Effective partnership working will be key to ensuring that the goals of Newport’s Community Strategy are achieved.

The Local Strategic Partnership (LSP) is charged with establishing the long term overarching vision for the city which is contained within the Community Strategy. This broad vision will be delivered through the core partnerships and their detailed strategies. The LSP is responsible for keeping in touch with progress that is being made by the partnerships and to reporting this to local people. An annual event will be held to update local residents, organisations and their representatives on draft community consultation on draft strategy.