

Agenda



Delegated Decisions - Leader

Date: Tuesday, 11 October 2022

To: Councillor J Mudd

Item		Wards Affected
1	<u>International Soft Landing Programme</u> (Pages 3 - 26)	All Wards

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Date of Issue: 3rd October 2022

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Report

Leader of the Council (Cabinet Member for Economic Growth and Strategic Investment)

Part 1

Date: 11 October 2022

Subject International Soft-Landing Programme

Purpose To seek Cabinet Member support for an 18-month pilot International Soft Landing Programme aimed at increasing the presence of international businesses in the city centre.

Author Head of Regeneration and Economic Development

Ward Stow Hill

Summary In alignment with the Council's objectives for economic development and regeneration, the Welsh Government International Trade and Investment and Enterprise teams have sought to create a 'soft landing' location to host new international businesses moving to Wales. The particular sectors of focus are software, cyber and fintech, and the aim of the programme will ultimately be to encourage new or expanding international businesses to choose Wales as their UK base of operations.

The location will be an opportunity to provide intensive support and mentorship, and encourage in-migrating businesses to remain in Newport once they have completed the programme.

Operation of the programme will be subject to a competitive tender exercise both to ensure value for money and ensure the programme provider delivers the highest-quality service that maximises the likelihood of businesses choosing to remain in Newport over the longer term. The programme fee is set at £150,000 for the first eighteen months, with potential to extend further if it is delivering the expected outputs and of benefit to the economic development of the city. The Welsh Government have requested that the funding for the programme be allocated from the Joint Venture funds held by the Council.

Proposal To implement the proposed International Soft Landing Programme in Newport, using an allocation of £150,000 Joint Venture funding.

Action by Head of Regeneration and Economic Development

Timetable Immediate

This report was prepared after consultation with:

- Head of Finance
- Head of Law and Standards
- Head of People, Policy and Transformation
- Welsh Government International Trade and Investment Team

Signed

Background

Newport has, in recent years, built up a reputation as a regional hub for businesses involved in innovation and R&D. Its central location between the cities of Cardiff and Bristol- coupled with its land availability, transport infrastructure, and skilled workforce- has made it a compelling proposition for a broad range of businesses. Some major investment successes include:

- The Foundry at Imperial Park; home to IQE plc, a next generation manufacturer of compound semiconductors
- The subsequent establishment of the Compound Semiconductor Catapult (CSA) and CS Connected, establishing world's first compound semiconductor cluster in Newport
- The establishment in Newport of the National Software Academy (Cardiff University), a centre of excellence for software engineering education in Wales
- Airbus' Cyberlab, pushing the boundaries of cyber innovation by advancing cutting-edge cybersecurity research in a variety of areas

To further nurture the growth of this business ecosystem - and to ensure its true potential is realised, requires further proactive steps to secure a pipeline of investment and innovation from overseas. The Welsh Government has long held a strategic intention to deliver an International Soft Landing Programme, consisting of free intensive support and office space that will encourage international businesses to settle and operate in Wales. Given the current strategic aspirations of the city – to establish itself as Wales' first Data City including hosting the first Welsh National Technology Institute– attracting international businesses active in relevant sectors to the city aligns well with the Council's objectives for economic growth.

The programme will initially target international firms involved in Cyber and/or Fintech either with no pre-existing national presence, or who settled but looking to expand, and encourage them to choose Wales as their base for national operations. The main mechanisms to achieve this will be:

- Intensive sector-specific support and mentorship
- Provision of free office space and access to networks
- Effective marketing and outreach activity promoting the city to suitable firms

The Council and Welsh Government have a well-established Joint Venture vehicle to fund initiatives focused on the ongoing development of the local economy. As this programme is targeted at international inward investment and securing the re-location of businesses to the region, it will further both the Council's and Welsh Government's objectives around safeguarding and increasing employment and economic prosperity for future generations. The Welsh Government has requested that Newport consider making an allocation from the Joint Venture funds to support the programme. Finally, to support delivery and monitor progress, it is intended to create a client manager role to supervise the contract for delivery of the programme. As there is already a senior officer within the Regeneration and Economic Development team that is funded from the Joint Venture, it is proposed that this officer takes on this function within their existing role, meaning no further impact on staff or budgets.

Financial Summary (Capital and Revenue)

The International Soft Landing Programme can be funded from the revenue element of the Joint Venture budget. The current balance of this revenue element is £380,000.

	Year 1 (Current) £	Year 2 £	Year 3 £	Ongoing £	Notes including budgets heads affected
Costs					
(Income)	£42,000	£108,000	N/A	N/A	<p>Cost to be funded from the JV revenue budget.</p> <p>Expenditure modelled to reflect anticipated project timeline. Cost may change to reflect requirements of the successful provider.</p> <p>No requirement for additional staff resources, as client role to be included within current Senior Project Manager post holder responsibilities (currently funded from JV revenue)</p>
Net Costs (Savings)	N/A	N/A			
Net Impact on Budget	£0	£0			

Risks

Risk Title / Description	Risk Impact score of Risk if it occurs* (H/M/L)	Risk Probability of risk occurring (H/M/L)	Risk Mitigation Action(s) What is the Council doing or what has it done to avoid the risk or reduce its effect?	Risk Owner Officer(s) responsible for dealing with the risk?
Inability to recruit suitable programme provider	L	L	<ul style="list-style-type: none"> Programme delivery subject to open tender and quality assessment Several well-established tech training and mentorship providers are based in Newport and Cardiff Capital region 	Regeneration and Place Manager
Programme does not deliver the expected outputs	M	L	<ul style="list-style-type: none"> Programme delivery contract to set KPIs around minimum number of businesses hosted/duration located in Newport Dedicated client manager function provided by Regeneration and Economic Development team using existing resources Additional business support activity to be developed as required 	Regeneration and Place Manager

* Taking account of proposed mitigation measures

Links to Council Policies and Priorities

The International Soft Landing Programme has the potential to add significant value to the Council's strategic priorities and policies. This proposal meets the Council's commitments and well-being objectives of the Council as set forth in the Corporate Plan 2017 – 2022. The Soft Landing programme aligns well with existing efforts to transform and diversify the economic activity underway in the city and develop further opportunities for employment and enterprise.

The Programme will support the objective of both the City Centre Masterplan and the current Local Development Plan. Increasing employment and business presence will aid economic recovery and help capitalise on the opportunity the pandemic has created for smaller cities to act as engines for sustainable growth. It will therefore assist in delivery of the economic goals within the Strategic Recovery Plan.

Attracting an international presence to the city centre will improve confidence and perception, to a potentially global audience, encouraging future development and investment proposals. This will further the Council's wider Economic Growth Strategy and aims around moving Newport up the value chain in particular.

Finally, the Soft Landing Programme can potentially deliver wider benefit in terms of the Council's Wellbeing Goals:

1. People feel good about living, working, visiting and investing in Newport

The Newport "Offer" should attract and retain people and businesses to the City, recognising that desirability to work and live in the City is the result of the "complete package" including employment, housing solutions, infrastructure, environment, cultural opportunities and public services.

2. People have skills and opportunities to find suitable work and contribute to sustainable economic growth

People can access skills and education programmes that align with current and future local employment opportunities, enabling individuals and the city's economy to achieve their potential.

3. People and communities are friendly, confident and empowered to improve their well-being

Working with the community and a range of organisations to identify assets and needs, developing a targeted, preventative place-based approach with local communities that considers the long term and empowering local people to lead and develop their local community.

4. Newport has healthy, safe and resilient environments

Newport is a greener, healthier and safer place where all communities have easy access to quality greenspace for health, play and recreation.

Options Available and Considered

The following options are available:

- 1) To support implementation of the International Soft Landing Programme as described above, using a financial contribution from the Joint Venture revenue budget
- 2) To not support implementation of the International Soft Landing Programme, retaining the Joint Venture budget for other priorities

Preferred Option and Why

The preferred option is Option 1. The benefits for economic development and regeneration are potentially significant and the activity fully accords with current Council policies and objectives.

Comments of Chief Financial Officer

There is a Joint Venture allocation of £382k which is sufficient to fund the £150k proposal. It should be noted that this budget is non recurring and also funds a project manager post (approx. £55k per annum) so capital fees will need to be generated to keep the fund “topped up” to enable the continuation of the post and to allow for any future proposals.

Comments of Monitoring Officer

The proposed Soft Landing Programme is in accordance with the Council’s statutory powers under section 2 of the Local Government Act 2000 to provide financial support for the purposes of economic well-being. The intention to target international cyber and financial technology firms seeking to re-locate or expand within Newport is consistent with both Welsh Government and Council economic regeneration and inward-investment policies and general well-being objectives. Because of the targeted nature of the financial inducements and support being provided under the Programme, there will need to be an element of competition and an open and transparent bidding process, to avoid any breaches of subsidy control rules and anti-competitive behaviour. The use of the Joint Venture monies to deliver the programme needs to be agreed by both Welsh Government and the Council. Under the terms of the previous JV Agreements, the JV property assets and capital receipts were held on trust by the Council, with WG being entitled to 100% of certain receipts and 60% in relation to other JV land and assets, based upon their previous financial contributions. However, following the winding-up of Newport Unlimited, the Council and Welsh Government agreed to a further “pooling” of these remaining JV receipts and assets to ensure that the benefits could be ring-fenced and utilised for economic regeneration purposes in Newport. The JV receipts and assets were ear-marked for future regeneration purposes in accordance with the protocol agreed with Welsh Government officials. The use of the JV funds for individual projects is subject to joint approval by the Minister and the Cabinet Member. Welsh Government approval has already been given and they have requested that the Cabinet Member agree to the use of £150k of the JV fund to deliver this soft landing programme.

Comments of Head of People, Policy and Transformation

There should be no HR implications for this Programme as the Client role is to be included within current Senior Project Manager post holder responsibilities. However, consideration will need to be given as to whether the responsibilities being requested under this role are in keeping with the established job description and amendments may be necessary to the role if not. If required, consultation will take place with the employee. Consideration should also be given to the wellbeing of the staff member undertaking these additional duties and whether capacity allows them to do so without impacting this.

The proposed Programme is in line with The Well-being of Future Generations Act which requires local authorities to ensure they consider the impact of decisions taken today on future generations. The programme aims to attract additional cyber and financial technology firms to the area thus increasing employment and supporting the economy, both of which will have a positive impact on current and future years. This is likely to have a positive impact in relation to diversity and inclusion by opening additional employment opportunities.

Comments of Non-Executive Members

Councillor Al-Nuaimi:

I welcome the proposal in the cabinet Member Report On the International Soft Landing Programme Pilot Scheme. I hope it will develop into a more enduring economic regeneration activity for the City Centre. For the reasons outlined in the report, Newport is in a good position to trial this.

With respect to the reference to the Intensive sector-specific support and mentorship, is this referring to the expertise that could be called upon from within the National Software Academy (Cardiff University)?

Will the expertise on Cyber Security in the University of South Wales be called upon to provide further support and mentoring?

It sounds like an exciting development, which I look forward to seeing happen.

Response from the Leader, Councillor Jane Mudd:

As noted in the report, the Soft Landing project will be procured as a contract. Whilst the successful tenderer may have (or seek to establish) links locally with the sectors of interest and academia, in order to enhance their ability to support incoming businesses, they will be required able to demonstrate significant experience and expertise around providing mentorship and support in their own right in order for their tender to be seen as credible.

Councillor M Evans:

Very happy to support innovative ways of trying to attract investors to relocate to the city. We must ensure we are fully geared up to close any potential deals in a very competitive market. Do we have examples of Welsh Government success in this scheme already?

Response from the Leader, Councillor Jane Mudd:

This is a new initiative developed in partnership between the Welsh Government and the City Council. Similar initiatives have been trialled by Local Authorities and Local Enterprise Partnerships around the United Kingdom, for example Invest North East and the West of England Combined Authority.

Scrutiny Committees

None required.

Fairness and Equality Impact Assessment:

- **Wellbeing of Future Generation (Wales) Act**
- **Equality Act 2010**
- **Socio-economic Duty**
- **Welsh Language (Wales) Measure 2011**
- The council has a number of legislative responsibilities to assess the impact of any strategic decision, proposal or policy on people that may experience disadvantage or inequality.
- The potentially global reach of the contract and activity means that it must give appropriate consideration to a very wide-ranging breadth of participants and backgrounds.
- As a condition of contract, the programme provider will be required to ensure that all activity delivered accords with the Council's commitment to Fairness and Equality.
- The project can potentially add to the diversity and demographic mix of the city, expanding the portfolio of Newport businesses, and supporting local entrepreneurship, opportunity and jobs growth in turn.
- The proposal supports the sustainable development principle and 5 ways of working set out in the Wellbeing of Future Generations Act (2015) through increased investment, job and opportunity creation for wider city centre.

Consultation

None

Background Papers

None

Dated: 3 October 2022

Fairness and Equalities Impact Assessment (FEIA)

This is an integrated Impact Assessment which aims to ensure Newport City Council makes decisions which are fair, take account of relevant evidence, and seek to secure the best outcomes for our communities. **An FEIA should be used to inform the first steps of decision-making, at concept stage, not when a decision is already made, or at the point when it cannot be influenced.** This impact assessment considers our legislative responsibilities under:

- The Equality Act (2010), including the Socio-economic Duty
- The Wellbeing of Future Generations (Wales) Act (2015)
- The Welsh Language (Wales) Measure (2011)

The FEIA process is not intended to prevent decisions being made, but to ensure we have considered their potential impact. An FEIA also helps us to focus on how we can reduce any negative impacts, and provides us with evidence that we have met our legal duties.

For support to complete your FEIA, please contact the [Connected Communities Team](#)

What do we mean by Fairness?

The Newport Fairness Commission is an independent body which advises the council on the best use of resources and powers to achieve the fairest outcomes for local people. The Fairness Commission has established four **Principles of Fairness** which should be considered as part of any decisions that the council make – the questions below are useful to reflect on before you start your FEIA.

Equity	Are people being treated in a consistent way, whilst acknowledging their differences (for example, need, barriers to accessing services)?
	Will the gap between those with more, and those with less be reduced?
	Have the interests of different groups affected (including minority or disadvantaged communities) been taken into account?
Priority	Have the needs of the most disadvantaged and vulnerable across the city been given priority?
	Have you considered possible indirect consequences for minority/disadvantaged communities when other priorities are directing decisions?
Inclusion	Will the voices of all those affected by your decision be heard?
	Are people able to participate in and shape a service, as well as receiving it?
	Have you considered the impact of your decision on the relationship between communities, and the spaces they share?
Communication	Are decisions being made transparently and consistently?
	How will decisions be communicated to people who are affected in a clear way, with the opportunity for feedback?

Part 1: Identification

Name of person completing the FEIA	Matt Tribbeck
Role of person completing the FEIA	Regeneration and Place Manager
Date of completion	4th July 2022
Head of Service who has approved this FEIA	Tracey Brooks

1. What is being assessed? *(Please double click on the relevant box(es) (X) and select 'checked' as appropriate)*

- New or revised policies, practices or procedures (which modify service delivery or employment practices)
- Service review or re-organisation proposals which affect the community and/or staff
- Efficiency or saving proposals
- Setting budget allocations for new financial year and strategic financial planning
- Decisions affecting service users, employees or the wider community including (de)commissioning or revising services
- New project proposals affecting staff, communities or access to the built environment
- Public events
- Local implementation of National Strategy/Plans/Legislation
- Strategic directive and intent, including those developed at Regional Partnership Boards and Public Service Boards
- Medium to long term plans (for example, corporate plans, development plans, service delivery and improvement plans)
- Setting objectives (for example, well-being objectives, equality objectives, Welsh language strategy)
- Major procurement and commissioning decisions
- Decisions that affect the ability (including external partners) to offer Welsh language opportunities and services
- Other *please explain in the box below:*

2. Please describe the overall aims, objectives and intended outcomes of your decision

In alignment with the Council's economic development and regeneration objectives, the Welsh Government International Trade and Investment and Enterprise teams have sought to create a 'soft landing' location to host new international businesses moving to Wales. The particular sectors of focus are software, cyber and fintech. The aim of the programme will ultimately be to encourage new or expanding international businesses to choose Wales as their UK base of operations. The location will be an opportunity to provide intensive support and mentorship and encourage in-migrating businesses to remain in Newport after they have completed the programme. The programme envisages attracting a minimum of ten international companies to Newport and for them to remain in place for a minimum of six months.

The management of the International Soft Landing programme will be competitively procured. The quality assessment of this procurement exercise will include assessing the ability of the tendering company to promote fairness and equality. Tender documents will require bidding companies to present their fairness and equality policy and detail how they will manage in-migration and support and mentor new arrivals to the UK – not only from a business perspective but also in terms of their settlement in Wales.

3. Who are the main stakeholders who may be impacted by your decision and what data do you hold on them? Consider communities of place (people who live in the same geographic area) and communities of interest (people who share particular characteristics but may live in different geographic areas). Stakeholders may include residents, local businesses, community groups, staff or partners.

The main stakeholders who may be impacted by this project are local residents, particularly those from minority ethnic backgrounds with language skills. Newport's Community Wellbeing Profiles summarise the following data relevant to the proposed Soft-Landing project:

1. The city wards with the highest proportion of their population of working age (16-64) are Pillgwenlly, Victoria and Stow Hill. The Soft Landing space is required to operate within the city centre and will therefore open in Stow Hill. Pillgwenlly and Victoria are in close immediate proximity.
2. These wards are also those with the greatest ethnic diversity, ranging from 44.7% from a minority ethnic background in Pillgwenlly to 31.8% in Stow Hill. By comparison, at the Wales level only 6.8% of the national population identify as minority ethnic.
3. These three wards have the lowest proportion of people born in Wales or the UK in Newport.
4. Victoria is the most densely populated ward in the city.

Further information about Newport's population can be found here:

<https://www.newport.gov.uk/documents/One-Newport/Profiles/Community-Wellbeing-Profile-2019-Newport-Population.pdf>

Part 2: Engagement

When completing this section, you need to consider whether you have sufficient information about the views and experiences of people who your decision will impact upon. If you don't, you may need to undertake a period of engagement/consultation before continuing. An FEIA is a live document, so can be updated with consultation findings, and amended as needed during the decision-making process.

The council has a duty to consult and engage with people who may experience inequalities as a result of your decision. This includes people **who share Protected Characteristics** (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation) and people who **have lived experience of socio-economic disadvantage**. The council's Youth Promise also requires us to ensure **all young people in Newport are listened to and included in decisions affecting them**.

The council also has a duty to ensure that any consultation is available bilingually (in Welsh as well as English), and you may like to consider any other community languages that are spoken by people who may be impacted by your decision. Below are some questions that should be included in any public consultation relating to a decision which may impact on the use of Welsh language in Newport:

1. Do you believe that the proposed decision/policy will have a positive or negative effect on opportunities to use the Welsh language?
2. If you think it will have a negative effect, what steps could we take to lessen or remove this and improve positive effects?
3. Do you believe that the proposed decision/policy will treat the Welsh language less favourably than the English language?

1. How have you engaged with people who may be affected by your decision (the stakeholders you have identified)?

The Soft Landing Programme is informed by insight from previous public engagement as part of the City Centre Masterplan and Economic Growth Strategies. The development of these strategies included consultation with local residents and city centre stakeholders. Further consultation will be undertaken with city centre stakeholders as the Council refreshes these key documents over the coming administrative period.

At this stage, the international stakeholders affected by the programme cannot be identified, as the country of origin of any in-migrating companies remains unknown. In addition, the company that will operate the programme has also not yet been procured. Engagement with stakeholders identified above, such as work and skills teams and the Business Improvement District, can commence once the programme delivery partner is selected via competitive tender.

2. What do you know about the views or experiences of people who may be affected by your decision?

Public engagement around the existing City Centre Masterplan identified diversification of the local economy, business support and the reactivation of empty space as priorities. Delivered well, the Soft-Landing Project has the potential to address all these objectives.

Newport has a long history of welcoming migrant workers. Whilst the origin and background of any new workers entering the UK via the implementation of the International Soft Landing project remains unknown, the project can draw on a long-standing body of evidence around migrant workers to identify risks and requirements that may affect people moving to the UK to work and community cohesion, and use this evidence as part of the quality assessment of any companies tendering to deliver this opportunity.

Part 3: Assessment

This section requires you to assess the potential impact of your decision on a range of groups who may experience specific disadvantages. Your assessment should be supported by evidence – either from your own engagement/consultation, similar or previous engagement, what you already know about the people who access your service, or from local and national sources of information.

Useful documents which set out information about how communities are impacted by inequalities include [EHRC – Is Wales Fairer?](#) and the council’s [COVID-19 Community Impact Assessment](#). Your decision may have both positive and negative impacts – if this is the case, please place a cross in both boxes.

1. Impact on people that share Protected Characteristics

[Protected Characteristics](#) are defined under the Equality Act 2010, and describe groups of people who are protected from discrimination, either in the workplace, or through the provision of goods and services. The council must consider how decisions may impact on people differently because of a protected characteristic, and how any negative impact could be reduced. National guidance on assessing equality impacts and the Public Sector Equality Duty can be found [here](#). You can also access further advice and examples of positive and negative impacts [here](#).

Protected characteristic	Impact:			<p>Provide further details about the nature of the impact in the sections below, considering the Public Sector Equality Duty that the council has to:</p> <ol style="list-style-type: none"> Promote equal opportunity across different groups Promote community cohesion Help eliminate unlawful discrimination/ harassment/ victimisation
	Positive	Negative	Neither	
Age	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	There is no evidence that suggests the International Soft Landing Programme will have a disproportionate impact on people that share this Protected Characteristic.
Disability	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The International Soft Landing Programme will be required to operate from a fully accessible location that is safe to access and egress. In addition, this project will encourage inclusive recruitment and more employment opportunities for people who share this protected characteristic.
Gender Reassignment	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	There is no evidence that suggests the International Soft Landing Programme will have a disproportionate impact on people that share this Protected Characteristic.

Protected characteristic	Impact:			<p>Provide further details about the nature of the impact in the sections below, considering the Public Sector Equality Duty that the council has to:</p> <ol style="list-style-type: none"> Promote equal opportunity across different groups Promote community cohesion Help eliminate unlawful discrimination/ harassment/ victimisation
	Positive	Negative	Neither	
Marriage or civil partnership	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	There is no evidence that suggests the International Soft Landing Programme will have a disproportionate impact on people that share this Protected Characteristic.
Pregnancy or maternity	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	There is no evidence that suggests the International Soft Landing Programme will have a disproportionate impact on people that share this Protected Characteristic.
Race	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The International Soft Landing Programme will target international companies to encourage them to relocate/expand into Newport. Given current trading challenges with the EU, the project may approach companies outside the EU. As the sectors of focus are software, cyber and fintech, approaches will likely be made to markets in South East Asia, given these sectors' maturity internationally. Expansion and relocation will likely create new employment opportunities for people from diverse communities, including those from minority ethnic or underrepresented communities within Newport.
Religion or Belief or non-belief	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	There is no evidence that suggests the International Soft Landing Programme will have a disproportionate impact on people that share this Protected Characteristic.
Sex	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	There is no evidence that suggests the International Soft Landing Programme will have a disproportionate impact on people that share this Protected Characteristic.
Sexual Orientation	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	There is no evidence that suggests the International Soft Landing Programme will have a disproportionate impact on people that share this Protected Characteristic.

2. Impact on Welsh Language

The Welsh Language (Wales) Measure specifies that for all policy decisions, the council must consider the effects (both positive and negative) on the Welsh language. For further guidance on Welsh language considerations see [here](#).

	Impact:			
	Positive	Negative	Neither	
Welsh Language	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The International Soft Landing Programme will operate bilingually. All information and branding will be available equally in Welsh or English. In addition, this project aims to raise the international profile of Wales and the Welsh language to international business investors. An awareness of the Welsh language will also form part of the engagement and mentoring of new arrivals to the UK in connection to the project.



1. Please describe how you have ensured your engagement has considered the view of Welsh speakers in Newport and the impact of your decision on the Welsh language.

3. The Sustainable Development Principle

The Well-being of Future Generations Act puts in place a sustainable development principle which helps organisations consider the impact they could have on people living in Wales in the future, and ensure they are focused on tackling long-term challenges. Below, consider how your decision promotes, advances, or contradicts the [5 ways of working](#) which underpin the sustainable development principle. You can access further guidance on considering the sustainable development principle [here](#).

<p>Long term</p> 	<p><i>The importance of balancing short-term needs with the need to safeguard the ability to also meet long-term needs.</i></p>	<p>In light of the UK's exit from the EU, there is an economic development priority to identify new markets for international trade and investment to mitigate changes in access to EU markets. The International Soft Landing Programme will target global companies and aims to increase long-term trade and investment in Newport.</p>
<p>Prevention</p> 	<p><i>Putting resources into preventing problems occurring or getting worse</i></p>	<p>There is a trade deficit identified nationally following the exit from the common market. It is important to take steps now to mitigate for this loss of trade and investment to ensure issues around access to employment is not reduced.</p>
<p>Integration</p> 	<p><i>Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their other objectives, or on the objectives of other public bodies.</i></p>	<p>Wellbeing of Future Generations/Wellbeing Goals:</p> <p>A Prosperous Wales: the over-arching objective of the project is to increase international trade and investment into Newport and therefore opportunities for high-value employment in the growth sectors of digital and fintech.</p> <p>A Resilient Wales: the programme aims to increase economic resilience in terms of replacing trade and investment at risk due to the EU exit.</p> <p>A Healthier Wales: improving prosperity correlates with improved outcomes for health. The city centre location naturally encourages active travel between home and the workplace.</p> <p>A More Equal Wales: the Soft Landing Programme will create opportunities for high-value employment within international companies. These</p>

		<p>companies may prioritise recruitment from community members who share a common background or language, which increases the likelihood of any forthcoming job opportunities being targeted at communities in Newport who are disproportionately affected by relative deprivation and experience of poverty.</p> <p>A Wales of Cohesive Communities: the International Soft Landing Programme will increase the number of international residents in the city for a minimum of six months, presenting a positive image of the city as a place of welcome and opportunity.</p> <p>A Wales of Vibrant Culture and a Thriving Welsh Language: the programme aims to increase the international standing and perception of Wales as a place to work and invest. The programme will at all times act in accordance with the Welsh Government’s policy for international trade, and promote Wales as an entity with its own culture and language. All branding for the project will be bi-lingual.</p> <p>A Globally Responsible Wales: the project will potentially activate vacant space in the city centre, reducing the impact around the construction of a new facility to house international business.</p> <p><u>Newport City Council’s Well-being Goals</u></p> <p>Focused on economic development in the key sectors of digital and fintech, the success of the project is inherently focused on increasing skills, attainment and employment opportunities in the city. Companies relocating to Newport over the longer term as a result of engagement with the Soft Landing platform will result in further opportunities.</p> <p>Economies that trade knowledge and create knowledge-intensive jobs focused on innovation are inherently low carbon, promoting economic growth and regeneration whilst protecting the environment. By Specifying the use of property in the city centre, the Programme will effectively</p>
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		<p>'recycle' an existing building, reducing vacant space and avoiding the need to build a new premises.</p> <p>The jobs created by the programme, if successful will similarly enable people to be healthy, independent and resilient as their employment will be in sectors predicted to grow and expand, yet cannot be automated.</p> <p>Finally, the international nature of the programme accords and aligns well with the need to build cohesive and sustainable communities.</p>
<p>Collaboration</p> 	<p><i>Working together to deliver objectives.</i></p>	<p>This project will be delivered in collaboration with the Welsh Government. The success of this project depends on effective partnership working with stakeholders to deliver our priorities. Feedback from the Welsh Government International Trade and Investment and Enterprise team has been critical in planning and development and will continue to be so as the project progresses. Once International Partners have been identified, they will be equally able to contribute to ongoing development.</p>
<p>Involvement</p> 	<p><i>Involving those with an interest and seeking their view - ensuring that those people reflect the diversity of the area.</i></p>	<p>The Soft Landing Programme is informed by insight from previous public engagement as part of the City Centre Masterplan and Economic Growth Strategies. The development of these strategies included consultation with local residents and city centre stakeholders. Further consultation will be undertaken with city centre businesses via the Business Improvement District.</p> <p>Stakeholders cannot be directly engaged at this stage, but the involvement principle will be built into the procurement exercise to select a programme delivery partner, who will be required to set forth how they will promote inclusivity and community cohesion via the tender brief.</p>

4. Socio-economic Duty

The [Socio-economic Duty](#) is set out in the Equality Act 2010, and requires the council, when making strategic decisions, to pay due regard to the need to reduce the inequalities of outcome that result from socio-economic disadvantage. Inequalities of outcome are felt most acutely in areas such as health, education, work, living standards, justice and personal security, and participation.

A 'strategic decision' is defined by Welsh Government as a decision **which affects how the council fulfils its statutory purpose over a significant period of time and does not include routine 'day to day' decisions**. Strategic decisions include:

- Corporate plans
- Setting wellbeing, equality and other strategic objectives
- Changes to, or development of public services
- Strategic financial planning
- Strategic policy development

If you do not think your decision meets this definition, and you do not plan on carrying out a Socio-economic Duty Assessment in this section, please provide your rationale below. Any decision which is presented to a Cabinet Member, at Cabinet or Council will be viewed as a strategic decision.

If your decision does meet the definition, please consider the impact of your decision on the socio-economically disadvantaged groups, and areas of inequality that may arise from socio-economic disadvantage contained in the matrix below. The groups listed are not exhaustive and you should consider any additional groups relevant to your decision who may experience socio-economic disadvantage in the following ways:

- **Low Income/Income Poverty** - cannot afford to maintain regular payments such as bills, food, clothing, transport etc.
- **Low and/or no Wealth** - enough money to meet basic living costs and pay bills but have no savings to deal with any unexpected spends and no provisions for the future
- **Material Deprivation** - unable to access basic goods and services i.e. financial products like life insurance, repair/replace broken electrical goods, warm home, hobbies etc.)
- **Area Deprivation** - where you live (rural areas), where you work (accessibility of public transport)
- Socio-economic Background – for example, parents' education, employment and income

Indicate a positive or negative impact, or both where they apply, and the severity of this impact by coding the sections of the grid based on the below. *If there is no/neutral impact, please leave blank.*

Negative Impact		Positive Impact	
N1	Negative impact – mild	P1	Positive impact – mild
N2	Negative impact – moderate	P2	Positive impact – moderate
N3	Negative impact – significant	P3	Positive impact – significant
N4	Potential for negative impact (but unsure)	P4	Potential for positive impact (but unsure)

Areas of inequality that may arise from socio-economic disadvantage – definitions							
Education :The capability to be knowledgeable, to understand and reason, and to have the skills and opportunity to participate in the labour market and in society							
Work : The capability to work in just and favourable conditions, to have the value of your work recognised, even if unpaid, to not be prevented from working and to be free from slavery, forced labour and other forms of exploitation							
Living Standards : The capability to enjoy a comfortable standard of living, in appropriate housing, with independence and security, and to be cared for and supported when necessary.							
Justice, Personal Security and Community Safety : The capability to avoid premature mortality, live in security, and knowing you will be protected and treated fairly by the law							
Health : The capability to be healthy, physically and mentally, being free in matters of sexual relationships and reproduction, and having autonomy over care and treatment and being cared for in the final stages of your life							
Participation : The capability to participate in decision making and in communities, access services, know your privacy will be respected, and express yourself							
Groups	Areas of inequality						
	Living Standards	Work	Health	Education	Justice and community safety	Participation	Physical Environment
Children living in poverty		P4		P4			
Low income households without dependent children		P4		P4			
Unemployed young people		P4		P4			
Long term unemployed		P4		P4			
Homeless households		P4		P4			
Refugees, migrants and asylum seekers		P4		P4			
Deprived neighbourhoods - WIMD rank in 10% most deprived LSOA		P4		P4			
People on Universal Credit / income related benefits		P4		P4			

Adults with no qualifications or low qualifications		P4		P4			
People living in low quality housing or in Houses of Multiple Occupation							

1. What evidence do you have about socioeconomic disadvantage and inequalities of outcome in relation to this decision?

Please expand on the information provided in the matrix, giving reasons for your assessment of both positive and negative impacts. You may like to consider your experience of current service delivery, recent engagement or consultation or any national/local research relevant to your policy decision.

For any positive impacts, please indicate the [Wellbeing Goal](#) and/or [Wellbeing Objective](#) that this contributes to as set out in the previous section.

The objectives of the programme are to increase employment opportunities and investment into the city centre. As noted above, given the nature of the companies the programme aims to attract to Newport, there

Community benefit will be required as part of the Council’s procurement policy and any tenders assessed from the perspective of maximising local opportunities for meaningful work and training opportunities.

The International Soft Landing Programme is anticipated to reduce inequalities of outcome for several groups likely to experience socio-economic disadvantage against the areas of work and education.

This project will reduce potential inequalities of outcome in work by increasing the range and quality of jobs available in the City Centre, driving footfall and potentially further investment in the City Centre which will assist existing businesses. These outcomes will positively impact on each of the national and local well-being goals and objectives by potentially reducing inequalities of outcome in work by supporting people to upskill, learn or develop their skills, increasing the number of potential employees for organisations looking to grow their workforce, and open new opportunities for those seeking employment or career progression.

2. Please describe how you have ensured your engagement has considered the views of people living in Newport who are affected by socio-economic disadvantage.

The Soft Landing Programme is informed by insight from previous public engagement as part of the City Centre Masterplan and Economic Growth Strategies. The development of these strategies included consultation with local residents, including those affected by socio-economic disadvantage. Further consultation will be undertaken with city centre businesses via the Business Improvement District.

3. Does this decision contribute to a cumulative impact?

This decision does not contribute to a cumulative impact – all potential outcomes will be positive.

Part 3: Actions and Outcomes

Considering any negative impacts that you have identified, indicate below how you will reduce these, increase the potential for positive impacts, and how you will monitor those impacts. Further guidance on how to complete your action plan can be found [here](#).

IMPACT ON PEOPLE THAT SHARE PROTECTED CHARACTERISTICS			
Summary of impact	Action to reduce negative impact / opportunities to increase positive impacts	How this impact will be monitored	Owner
IMPACT ON WELSH LANGUAGE			
Summary of impact	Action to reduce negative impact / opportunities to increase positive impacts	How this impact will be monitored	Owner
SOCIO-ECONOMIC IMPACTS			
Summary of impact	Action to reduce negative impact / opportunities to increase positive impacts	How this impact will be monitored	Owner

SUSTAINABLE DEVELOPMENT PRINCIPLE			
Summary of impact	Action to reduce negative impact / opportunities to increase positive impacts	How this impact will be monitored	Owner

Once your FEIA is complete, please forward to nccequality@newport.gov.uk