

Appendix 4: The Newport Offer

There are very strong links between the Newport Offer aspiration to change perceptions and raise the profile of the city and the work of Newport Economic Network and Newport Destination Management Group (DMG). A meeting of the intervention leads, the Chair of the Destination Management Group and Newport City Council Strategic Director - Place has taken place to discuss how the work should best join up to achieve the greatest impacts for the city.

With supporting activity, the intention is to:

- Develop a new promotional web presences for visitors / residents, and one for inward investment
- Develop marketing materials with consistent positive messaging appropriate for a growth city.

Other work undertaken to date includes:

- Stakeholder mapping
- Work to define the baseline data and the expected key performance indicators (KPIs) and secondary performance indicators (PIs) for TNO. KPIs and PIs will need to demonstrate progress in changing perceptions of residents, stakeholders, the business community and investors, tourism and leisure.
- Utilising the 6 short term Steps defined in the Wellbeing plan, documenting
 - Why the action is necessary
 - What the action will involve
 - How it will contribute to changing the perception of Newport and the outcomes the actions will achieve

The Newport Offer Board is likely to be made up of a core group of 5-6 representing the audiences the work of The Newport Offer is targeted at.