

An aerial photograph of a golf course. The course features rolling green hills, several sand traps, and a winding waterway with several ponds. A large clubhouse building is visible in the middle ground. In the far background, a city skyline is visible under a clear sky. A blue banner is overlaid on the top right of the image.

THE NEXT VENUE

The Next Venue

Newport may be the youngest City in Wales, but it has ambitions on a scale more often seen in more established hubs. Leaving its heavy industrial past behind, Newport is aiming to become a vibrant City – providing an attractive proposition to commerce, retail and developers, as well as nurturing creative talent and encouraging a lively and eclectic student population into a regenerated City centre.



John Burrows

At the heart of the regeneration is Newport Unlimited Urban Regeneration Company, a partnership of the Welsh Assembly Government and Newport City Council working with the private sector. It has a clear vision – to make the City a hub for South East Wales, a place to live, work, rest and play. John Burrows, Chief Executive of Newport Unlimited explains some of the plans for the future: “We are promoting over 100 projects, a mixture of residential, environmental, transport and retail, and many of those have been ten years in the making, and some won’t finish until 2020. We are starting to change the way people feel about the City, and we are upbeat about increasing the value of our stock at the right time.”

Newport’s regeneration progress will be boosted enormously next year when the Ryder Cup is hosted at the luxury five star Celtic Manor Resort. As one of the key events in Newport’s 2010 celebrations, the event will place a global spotlight firmly on the area, and allow it to showcase the City and its benefits on a worldwide platform. Sir Terry Matthews, owner of the Celtic Manor Resort, has very



Sir Terry Matthews, Celtic Manor Resort

personal reasons for helping bring this fantastic event to Newport: “I’m really proud that an occasion as momentous as the Ryder Cup is coming to the place where I was born and the area in which I grew up. It will be wonderful to see all those visitors arrive from all over the world and be able to welcome them to our City. This is a once in a lifetime opportunity for Newport and it is important that we make the most of it.” Matthew Evans, leader of Newport City Council is equally excited about the future of the City: “With the Ryder Cup now very much on the horizon, I think it’s a good time to reflect on how far the City has come in recent years and look at its future potential for development. Just a decade ago, I don’t think people could imagine that Newport would be hosting one of the world’s truly great sporting



Matthew Evans, Leader of Newport City Council

events. The fact that in less than 18 months we will be the host City for such a high profile occasion should make everyone associated with Newport extremely proud.” And, it seems that despite the current economic downturn, Newport’s plans will continue to thrive, as most are long term, and many projects aren’t scheduled to start until 2011, when forecasts predict a much healthier financial outlook. “There may be some projects which take slightly longer than anticipated to move forward,” explains Burrows, “but as many of our plans aren’t dependant on residential developments, we’ll be in pretty good shape when the banks start lending money again.”

[In addition to the many business and commercial regeneration projects, there is also a cultural rebirth planned for Newport, especially in middle of the City centre. With the River Usk flowing right through the heart of the City, plans to make the Riverfront a focal point for activity are bound to be a hit with the new residents of this once industrial landscape. Newport City Council's Riverfront Theatre and Arts Centre opened in autumn 2003 to great acclaim.]



City Centre Regeneration Construction

Central to Newport's regeneration is the development of its business potential, and the City has already seen a number of big name companies relocate here in recent years, and hopes to attract more of the same. A couple of years ago the Office of National Statistics moved their UK headquarters from London to Newport and as the experts in ideal locations, they are a company proudly welcomed. The City is also home to the headquarters of the Intellectual Property Office, and the Passport Office and Yell.com are also key to the regeneration of Newport's commercial success. But what makes the City such an attractive proposition? Burrows believes that a number of factors are at play here. "While Newport City itself has a population of around 150,000, there is a large workforce of 1.5 million within 45 minutes drive time. We may not be a large City, but the Newport 'NP' postcode encompasses half a million people and as it sits in between Cardiff and Bristol, we are also able to draw upon the skills base in both these places. Newport is in a uniquely placed strategic position geographically and has fantastic connectivity, and we intend to make the most of this." The M4 runs within a mile of the City centre, while the centrally located railway station has



City of Newport and River Usk

interCity trains running to London every half hour – and with a journey time of one hour 50 minutes, it's easy to see why companies are moving out of the over populated, expensive south east and heading for Newport instead. It's also an easy City to get in and out of, and of course, it is surrounded by beautiful countryside, making it an even more attractive location for key personnel. While

Newport has traditionally attracted top companies to its outer edge, Burrows explains that one of the aims is to attract more businesses into the City centre, and a number of regeneration projects will facilitate this. "We are going to bring the City centre business facilities up to the standard of those on the outer areas, and offer a central location that's worth coming to." By 2020, Newport will offer 1 million



The Orb

ft² of new and refurbished retail space, 2 million ft² of new office space, 1 million ft² of new industrial space and 15,000 new jobs, representing a £2 billion investment. New, high quality office space will be made available in the heart of the City as well as in the business parks on the east and west of the City, allowing companies to choose their location to suit their own particular needs.

And, this business development is important to a much wider area than the City centre. "Newport is the regional centre for eastern south Wales and as such needs to lead the economic development and vitality of the City and surrounding areas. We are the third largest City in Wales and we are three times larger than the next largest town in Wales, giving us a very important role to fill."



1.5 million People, 45 minute drive time



Newport 2002



Newport 2015

University City Centre Campus



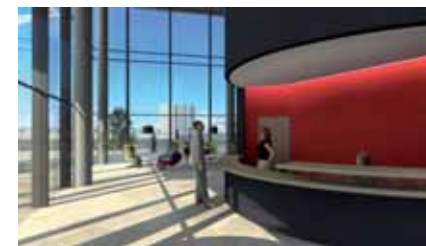
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In addition to the many business and commercial regeneration projects, there is also a cultural rebirth planned for Newport, especially in middle of the City centre. With the River Usk flowing right through the heart of the City, plans to make the Riverfront a focal point for activity are bound to be a hit with the new residents of this once industrial landscape. Newport City Council's Riverfront Theatre and Arts Centre opened in autumn 2003 to great acclaim. With two theatre spaces, studios, and a visual arts gallery, as well as conference facilities and a licensed café, the centre is the first of its kind in Newport, and has already become an iconic building in the Cityscape. The opening of the award winning Newport City Footbridge in September 2006 was the first completed project of the regeneration and another key point in the Riverfront development. The River Usk was an integral part of Newport's industry for many years, with wharves piled high with iron and coal, ready for export all over the world, so it is fitting that the regeneration of the City centre places such importance on reconnecting with the river itself. One of the most important developments of this

"left bank" area is the new University campus, which is due to be completed late 2010. While the University will retain its existing campus at Caerleon in the north of the City, this new Riverfront campus will include a world-class business school, and be a base for the art, media and design school. This, in turn, will bring a new lease of life to the area, explains Burrows: "We want to create a left bank culture on the River Usk, and both the Riverfront Theatre and the new University campus will act as magnets for other similar events and activities, with walkways and paths to enjoy during the day, as well as a vibrant night life. Where once was industrial land, there will now be students and learning and culture and that's crucial to the regeneration of the Riverfront, and Newport as a whole." As with the Riverfront Theatre, the new campus is set to become an iconic building, with architecture that enhances the landscape while still paying tribute to its hard working past. And Burrows also believes that this cultural regeneration goes hand-in-hand with the rest of Newport Unlimited's strategy for the future. "We want to match the commercial and business developments

with a City centre that's really worth coming into. By developing both sides of the river and bringing new life into the area we are attracting the kind of people and activities that everyone will welcome, creating a buzz about the City centre, and that's exactly the future we will bring to Newport over the next decade." The importance of the regeneration is something Council Leader Matthew Evans is also sure about, "The next 18 months are going to be some of the most significant in Newport's modern history. People can see major projects that have been talked about for so long becoming a reality. It is testament to Newport's enormous potential that despite the global downturn we will see around £100 million of projects completed between now and next year's Ryder Cup. There will be few locations in the UK with such an active and varied regeneration taking place at this time."

For more information, visit www.newportunlimited.co.uk



University City Centre Campus



Celtic Manor Resort



Newport Arcade



Kanji Keral (left) Graham Rogers (right)



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