



**OUR BRAND
OUR STORY**

DRAGONS

A dragon is a legendary creature that appears in the folklore of many cultures around the world.

Beliefs about dragons vary drastically by region, but since the High Middle Ages, dragons in western cultures have often been depicted as winged, horned, four-legged, and capable of breathing fire.

Dragon-like creatures are first described in ancient mythology and appear in ancient Mesopotamian art and literature. In western cultures, dragons are portrayed as monsters to be tamed or overcome, usually by saints or culture heroes, as in the popular legend of Saint George and the Dragon. They are often said to have ravenous appetites and to live in caves, where they hoard treasure.

The red dragon has been associated with Wales for centuries, with the origin of the adoption lost in history and myth. The red dragon is popularly believed to have been the battle standard of King Arthur and other ancient Celtic/Romano-British leaders. Owain Glyndwr raised the dragon standard during his revolts against the occupation of Wales by the English crown in 1400. In the Mabinogion the red dragon fights with an invading white dragon, eventually defeating it.



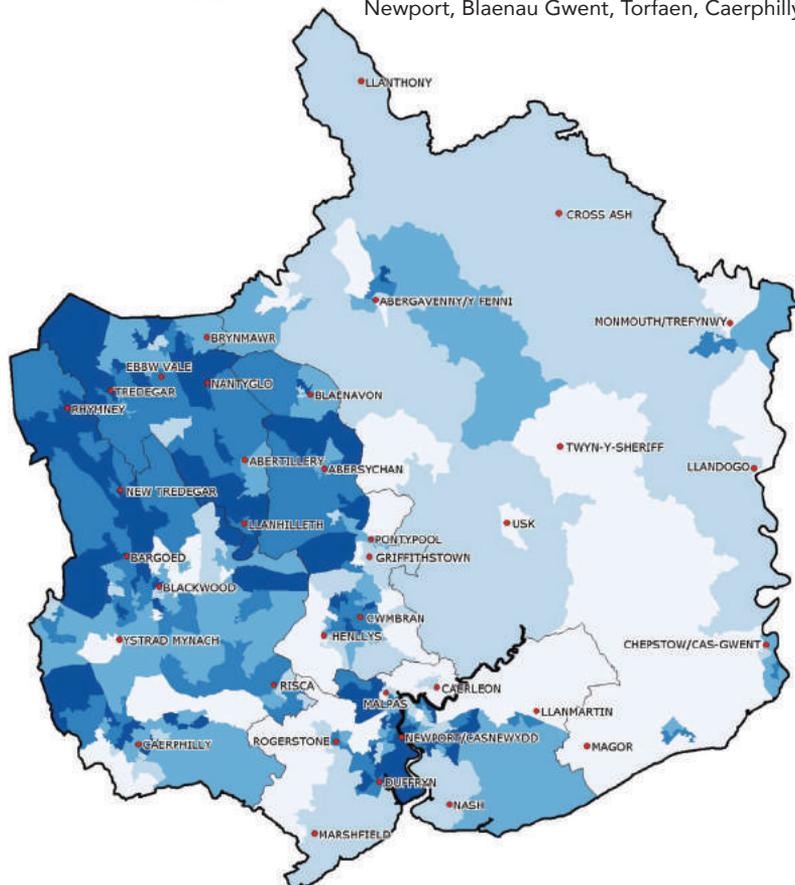
GWENT

Gwent was a medieval Welsh kingdom, lying between the Rivers Wye and Usk. It existed from the end of Roman rule in Britain in about the 5th century until the Norman conquest of England in the 11th century.

Gwent kept its own courts and diocese separate from the rest of Wales until their conquest by Gruffydd ap Llywelyn around 1055. Although it recovered its independence after his death in 1063, Gwent was the first of the Welsh kingdoms to be overrun following the Norman conquest. Despite the extinction of the kingdom by 1091, the name Gwent remained in use.

The Marcher Lordships were the basic units of administration for the next 450 years, until Henry VIII passed the Laws in Wales Act 1535. This Act abolished the Marcher Lordships and established the County of Monmouthshire, combining the Lordships east of the Usk with Newport (Wentloog) and Caerleon to the west of it.

In the 19th and 20th centuries, writers again began using the name 'Gwent' in romantic literature to describe Monmouthshire. In the local government re-organisations of 1974/5, several new administrative areas within Wales were named after medieval kingdoms - Gwent, Dyfed, Powys, and Gwynedd. Gwent, as a local government unit, again ceased to exist in 1996, when replaced by the unitary local authorities of Newport, Blaenau Gwent, Torfaen, Caerphilly.





NEWPORT

Located on the River Usk, Newport has a rich history, first being mentioned in 1126. It grew significantly in the 19th century, when it's port became the focus of coal exports from the eastern valleys of South Wales. As the Industrial Revolution took off in the 19th century, the South Wales Valleys became key suppliers of coal from the South Wales Coalfield, seeing Newport becoming Wales' largest coal-exporting port until the 1850s.

During the 20th Century, despite the docks declining in importance, Newport remained an important manufacturing and engineering centre. In 2002 Newport was granted city status to mark Queen Elizabeth II's Golden Jubilee. Recently, Newport has hosted the 2010 Ryder Cup and was the venue of the 2014 NATO summit.

CHARTISTS

The Newport Rising was the last large-scale armed rebellion against authority in Great Britain, when, on 4 November 1839, almost 10,000 Chartist sympathisers, led by John Frost, marched on Newport.

Among the factors that caused the rising were the House of Commons' rejection of the first Chartist petition (the People's Charter of 1838) which called for universal suffrage, secret ballot, a salary for MPs and giving those who did not own property the right to vote.

The men who decided to march included many coal-miners, most with home-made arms, who were intent on liberating fellow Chartists who were reported to have been taken prisoner in the town's Westgate Hotel.

About 22 demonstrators were killed when troops opened fire on them.

The leaders of the rebellion were convicted of high treason and were sentenced to a traitor's death. The sentence was later commuted to transportation for life, the convicts being sent to Tasmania.





STEELWORKS

Ebbw Vale Steelworks was an integrated steel mill located in Ebbw Vale, South Wales. Developed from 1790, by the late 1930s, it had become the largest steel mill in Europe. Nationalized after World War II, as the steel industry changed to bulk handling, iron and steel making was ceased in the 1970s, as the site was redeveloped as a specialised tinplate works. Closed by Corus in 2002, the site is being redeveloped in a joint-partnership between Blaenau Gwent Council and the Welsh Government.

Opened in 1962 Llanwern Steelworks is located in the east of Newport, alongside the South Wales Main Line east of Newport, offering excellent rail transport for the works. Built for Richard Thomas & Baldwins Ltd, the works was originally referred to locally as "The RTB", before being called Spencer Works and later Llanwern under British Steel Corporation. It was the first oxygen-blown integrated steelworks in Britain and the hot strip mill pioneered the first successful use of a computer for complete mill control. The works rolls 1.5 million tonnes of steel coil per annum for automotive, construction and general engineering applications.



DOCKS

By the eighteenth century there were several wharves on the west shore of the River Usk, with iron and coal being the principal outward traffic. The considerable tidal range and muddy banks made the wharves inconvenient, and as trade grew, in 1858 the Town Dock was opened. It was soon extended, and trade increased further. Newport Docks were said to have the largest extent of water in any dock in the world.

The area at the head of the Newport Valleys, from Tredegar to Pontypool, was rich in minerals: coal, iron and limestone. The development of iron smelting processes in the eighteenth century led to a massive upsurge in industrial output, and the products of the industry needed to be transported to market. The roads and other communication systems in the eighteenth century were poor, and the minerals were conveyed to a watercourse on the backs of pack animals, at considerable expense. The watercourse closest at hand for the purpose was the River Usk at Newport, and it was to that point that the journey was made. Onward transport by ship from there was relatively easy.

MINING

The Risca Black Vein Colliery was established in around 1841 after the acquisition of Waun Fawr Colliery by John Russell. Such coal mines provided work for many of the residents in the surrounding villages. An estimated 200 lives were lost in its early years as a result of industrial accidents and disasters. The Black Vein Colliery system closed in 1921.

With coal a nationalised industry, and some British mines unprofitable, coal mining was ripe for repositioning – and even privatisation – by Margaret Thatcher’s right wing Conservative government of the 1980s.

In the early 1980s, the National Union of Miners (NUM) was very strong, with high membership and strong links to the Labour Party. It was also defiantly left wing and militant, with no compunction against threatening industrial action.

In 1981, there was the threat of strike when pit closures were mooted, and the government backed down, not feeling its position was strong enough, but there was resolve on both sides for further confrontation.

By the end of 1983, with the Falklands War won and a mandate from that year’s general election, Thatcher felt far more secure in her position and was willing to tackle the unions. The struggle over the mining industry would largely come to define her premiership.



The strike begins

In 1984, the announcement came that 20 pits were to close, with 20,000 jobs to go. It was later disclosed that the government, in preparation for the much-anticipated industrial action, had been stockpiling coal to take Britain through the winter.

Initial locally-organised strikes across the UK became a national NUM strike in March 1984.

Margaret Thatcher ratcheted up the pressure by referring to striking miners as “the enemy within”. She continually referred to the action as “the rule of the mob”.

OUR MOST FAMOUS PLAYERS

The Dragons have seen a large number of players capped for their international side. Michael Owen captained Wales in 2005-06 and led Wales to their first Grand Slam for 27 years in the 2005 Six Nations Championship. Cory Hill co-captained Wales' 2018 tour to the Americas, leading the team out for both tests against Argentina.

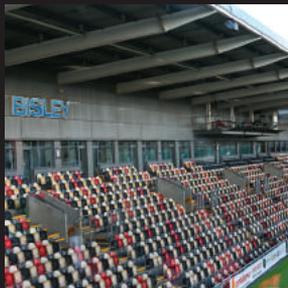
Furthermore of the current players Hallam Amos, Tyler Morgan, Cory Hill, Ollie Griffiths, Leon Brown, Elliot Dee and Aaron Wainwright have featured in Wales test matches whilst with the region. Tavis Knoyle, Gavin Henson, Adam Warren, Richard Hibbard, Ryan Bevington, Aaron Jarvis, Ross Moriarty, Rhodri Williams and Dafydd Howells attained Wales international caps before joining the Dragons. As did Zane Kirchner for South Africa and Brandon Nansen for Samoa.

Lewis Evans has made over 200 appearances for the Dragons and a number of other players, including Adam Black, Luke Charteris, Aled Brew, Jason Tovey and Nic Cudd, all making over one hundred Dragons appearances. Prop Adam Black became the first centurion in Dragons colours during the 2006-07 season.

Several former players have also been capped by the Wales national rugby union team while with the region. These players include Ian Gough, Luke Charteris, Andrew Coombs, Dan Lydiate, Michael Owen, Taulupe Faletau, Hal Luscombe and Tom Prydie.



OUR HOME, OUR REGION



Rodney Parade is the home ground of Dragons regional rugby union team and rugby union club Newport RFC. It is also the home ground of Newport County AFC and is the second-oldest sports venue in the Football League, after Deepdale, in Preston.

In 1875, the Newport Athletic Club was created, and two years later they secured the use of land at Rodney Parade from Godfrey Morgan, 1st Viscount Tredegar for their cricket, tennis, rugby and athletics teams.

In October 1879 Newport RFC played Cardiff RFC in a floodlit game at Rodney Parade, with the venue the first ground to have floodlights installed in Wales.

Early success for Newport RFC was remarkable, winning every single match in their first four seasons between 1875 and 1879 and they were again unbeaten in seasons 1891-2 and 1922-3.

The powerful All Blacks of 1924, and the strong Springboks of 1960 were considered fortunate to evade defeat at Rodney Parade, however victories over Australia (1957), New Zealand (1963) and South Africa (1912 & 1969) are written in the folklore of the Black and Ambers.

Monmouthshire County Cricket Club played at Rodney Parade from 1901 to 1934. The cricket ground which was on the south of the site no longer exists as the new Maindee primary school was built on the site in 1993 and

Newport Cricket Club relocated to Spytty.

Following the introduction of regional rugby union teams in Wales, the Newport Gwent Dragons regional team were formed on 1 April 2003 and shared Rodney Parade with Newport RFC for the 2003-04 season onwards.

With the support of city partners, in September 2007 it was confirmed that Rodney Parade was due to be redeveloped. The new east stand was opened in October 2011 and named the Bisley Stand for sponsorship purposes.

In 2012 it was agreed that Newport County football club would relocate from Newport Stadium and play its home fixtures at Rodney Parade, the first time that the stadium would host association football matches on a regular basis. In 2013 Newport County agreed a further 10-year lease

April 2013 saw Newport Athletic Bowls Club relocated from Rodney Parade to Caerleon.

In March 2017 sale of the ground to the Welsh Rugby Union was agreed following a vote of Newport RFC Shareholders. The deal included the WRU wholly owning both the ground and the regional rugby union team which was renamed to Dragons. The takeover was completed on 27 June 2017 and work started to install a hybrid grass pitch for the 2017-18 rugby and football season.

Rodney Parade has played host to six full-cap Wales rugby union international matches between 1884 – 1912, and in August 2018 hosted the Women's football World Cup qualifier between Wales and England.

In addition the ground also was first to host Monmouthshire County RFC fixtures against touring sides from overseas. Monmouthshire County RFC team was made up of amateur

players from clubs in the region and historically played matches against other English and Welsh county teams or tourists.

As well as going on to represent Wales and British & Irish Lions, many legends of the club game in Gwent played for Monmouthshire County RFC.

Year	Date	Opponent	Score	Ground
1906	26 December	South Africa	L 0-17	Rodney Parade
1912	12 October	South Africa	L 0-16	Recreation Ground, Pontypool
1919	5 May	New Zealand	W 4-3	Ebbw Vale
1946	27 February	New Zealand Services	W 15-0	Recreation Ground, Pontypool
1967	6 December	New Zealand	L 12-23	Rodney Parade
1969	19 November	South Africa	W 14-8	Eugene Cross Park, Ebbw Vale
1973	26 September	Japan	W 26-16	Pontypool Park
1978	29 November	New Zealand	L 9-26	Rodney Parade
1982	3 November	New Zealand Maori	L 9-18	Rodney Parade
1992	17 November	Australia	L 9-19	Eugene Cross Park, Ebbw Vale





Our vision

"Unite and inspire the people in Gwent to be proud Dragons"

Our purpose

"To build a leading rugby team on and off the pitch, to be a leading partner in Welsh rugby and a leading developer of young, high potential Welsh qualified talent"

Our way

"We prepare in the valleys and perform in the city"

Our values

For the underdog to rise we need to live by our values,
important and lasting beliefs shared by all

Hunger, One team, Pride, Excellence

"We are not"

**Unprofessional, Subservient,
Arrogant, Soft, Spoilt, Held back by our history,
Individuals, The finished article**