



Comisiynydd
**Cenedlaethau'r
Dyfodol**
Cymru

**Future
Generations**
Commissioner
for Wales

The Future Generations Report 2020



Let's create the future together



COVID-19

Publication of the Future Generations Report

The COVID-19 crisis has significantly changed the world we live in within the space of a few months. However, to meet my statutory duties to publish a Future Generations report a year and one day before the next National Assembly for Wales elections, I have had to publish the Future Generations Report 2020, during the ongoing Coronavirus crisis.

This is a major report, which ideally would not be arriving during this global pandemic, when attention is understandably elsewhere. It has been written over the last year, drawing on information gathered since the Act came into place four years ago. The ability to provide in-depth analysis of the implications of the particular situation, therefore, is limited.

However, I have drawn out some early reflections. I am clear that while the implications of this virus are very difficult for us now, there is likely to be a ripple effect for many years to come. Our actions today, and as we emerge from this crisis, will determine whether we can mitigate the negatives and embed the positives.

We are living through very difficult circumstances. From the pressure on public services, the devastating loss of lives, isolation from loved ones and the potential for long-term damage to the economy, jobs and livelihoods. Despite this, I am also seeing some excellent practice emerging in how public bodies are responding. Many of these responses are in line with the aspirations of the Well-being of Future Generations Act – the partnership working, engagement with the private sector to find innovative solutions, new ways of working and increased use of technology in delivering services, the decrease in carbon emissions, and the programmes which are working with communities to provide services, are particularly notable.

Never has the need to think and plan for the future been so relevant. Many of the findings and recommendations in this report seek to highlight how we can do that better. In every crisis there are two phases: the first where you respond and the second where you learn. To be successful you must have both.



The Well-being of Future Generations Act provides a guiding framework for how we should seek to respond in the short, medium and long-term to this crisis. The Act allows us to make the right decisions, to help us shift towards a longer-term and preventative outlook on how we run our society and public services.

In the months ahead, working with the other Commissioners and other key organisations in Wales, I will be providing advice and sharing examples of good and bad practice resulting from the COVID-19 outbreak. This is to ensure Wales continues to move towards the vision set out in the Act and does not move backwards in the aftermath of the pandemic.

While it will be crucial for all public services to respond to this report in time, I have made it clear that I do not expect them to respond in the coming months, while they are in midst of dealing with the pandemic. It is right that they focus their attention on dealing with this in the immediate term. I will review with Audit Wales this position as the situation evolves to determine when I will expect a response from public bodies to my findings and recommendations.

Like everyone in Wales and throughout the world, I would like to express gratitude to all those helping our society to face these unprecedented times - our health-care workers, emergency services and shop workers, civil servants and everyone providing essential services to the people of Wales. We owe a great debt to these people, but we also owe it to them to ensure that as far as we possibly can, we use this crisis to secure the change that the Well-being of Future Generations Act is seeking, and make our contribution to leaving Wales and the world better than we found it.

"Life always awaits for a crisis to occur before revealing itself at its most brilliant."

 Paul Coelho



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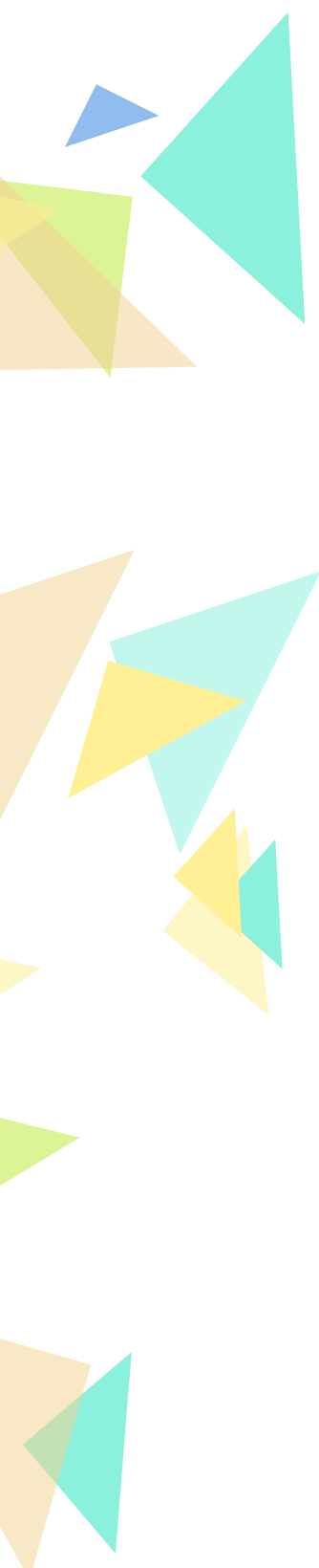
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Foreword

I have been in post as Wales' first Future Generations Commissioner since 2016. During that time, it's fair to say I've talked about future generations with just about everyone I've met.

From global leaders, to the people living in our communities in Wales, to chief executives of businesses, to my local hairdresser. Future generations are everyone's business – that is becoming increasingly apparent whether policy makers like it or not. Intergenerational justice is no longer a niche issue.

Our younger generations are calling out the failures of past decisions, and sadly, often decisions in the continuing present that fail to take into account their futures – embarrassing, perhaps, but necessary. And with youth movements building across the world, alongside a reduction of the voting age here in Wales, policymakers can no longer ignore issues relating to future generations.

Many countries are looking to follow Wales' lead in improving the lives of their future generations, but we were brave in taking that first step.

While legislation and policy changes for future generations are in train in Portugal, Gibraltar, Canada and even within UK Parliament, Wales remains the only country to legislate for the needs of future generations and to embed the delivery of the United Nations Sustainable Development Goals into law.

We have made quite a splash with our Well-being of Future Generations Act, but I am realistic that while many talk about a journey to implementation, what we are embarking on here is more of an expedition. Something you must have the bravery for, the tools and kit for and the determination to do difficult things; things that have never been done before.



Sophie Howe

Future Generations Commissioner for Wales

Across Wales, I am seeing the legislative framework inspire and deliver on each of these aspects, but this is usually instead of seeing all these things as essential parts of holistically bringing about long-term change. We need now, to be bold in the ways we make that a reality.

So, we are four years in. What's changing?

Writing the report has given me the perfect opportunity to take stock of what's been achieved so far, compiling the information, the conversations and the intelligence my office and I have gathered over the past four years. And it's fair to say that good things are happening. That things are changing because of the Act.



I can see that there is a growing movement of change, with people who believe in improving the social, cultural, environmental and economic well-being of Wales daring to deliver differently within their own organisations and wider, often amidst a backdrop of political uncertainty and continued austerity.

I am seeing individual champions of the Act, and its ways of working, change the way transport planning is being done in our capital city, reforming the way we think about keeping older people well, shifting beyond delivering 'services' to focusing on what matters to them. I'm seeing politicians reject the status quo of addressing congestion through building more roads, instead looking for solutions which are better for the well-being of people and planet.

I am seeing the framework of the law driving contracting decisions so that investment in a new rail contract is done in a way that will also help tackle poverty through provision of cheaper fares in more disadvantaged areas, will use a supply chain of social enterprise and will be using energy sourced in Wales.

I am seeing national policy change to support well-being, climate resilience and restoring nature, with placemaking being the core principle in how we plan, design and build communities.

I am seeing the roll out of a new education curriculum in which young people will be supported to be creative, enterprising and ethically informed citizens.

But while things are changing, more needs to happen across the public sector to make the well-being goals a reality. Where good things are happening, they appear to be pieces of a jigsaw that don't always fit into the wider puzzle of the organisational approach.

I'm also seeing gaps in implementation. Sometimes, it seems we have focused on the process rather than the cultural change needed. Sometimes there seems to be a lack of support and resources to help people shift from old to new ways of thinking, and sometimes, what Government does in practice is not in line with what it says it will do on paper, and indeed, law.

Despite being the ones who took the Act forward, I have found that Welsh Government have not sufficiently resourced the implementation of the Act in terms of leadership development and delivering the infrastructure required to drive change.

Throughout the remainder of my term, I will continue to support and challenge everyone who wants to contribute to our national goals, and will be stronger in my approach to public bodies who are failing to implement the transformational changes needed.

But where I take hope from, on a daily basis, is often from the simple changes. Despite Brexit and austerity, I hear every day about the smaller projects and people who have fought to get an initiative off the ground because they know it is the right thing to do. The people who see a different way of doing things and are unafraid to call out those with their blinkers on.



The mum who campaigns for a ban on plastic straws within the school. The civil servant who rewrites a procurement policy despite constant opposition and barriers. The teenager who writes to their local Assembly Member to question how the government are responding to the climate emergency. The Minister who asks the challenging questions and won't take no for an answer. They are the people who make this legislation a reality. The people I like to refer to as the 'frustrated champions'. There are many in our public sector in Wales, but they're often in all walks of life.



Sometimes, when people talk about the future, it seems to be all automation and robots. Some seem to think there's some technological silver bullet that will solve all our issues. Maybe one day, that might become a reality, but that's not where I get my hope for the future from.

I get my hope from this growing number of frustrated champions out there agitating, ruffling feathers, speaking truth to power and challenging leaders to make it a reality.

With them, we're building a movement for change here in Wales that will echo throughout the rest of the world.



You should come and join us.



(Left to Right) Mary Robinson, Gro Brundtland and Sophie Howe



Thank you very much

Meet my fantastic Team who worked so hard with me to produce this report and advice



Marie Brousseau-Navarro

[Director of Policy, Legislation and Innovation](#)

Marie was the overall Delivery Manager for this report, the driving force behind its production, participating in every task and coordinating the teams and all the work for the PDF and website versions of the report. She was our writer of the Planning Chapter and many other sections.



Rebecca Brown

[Communications Planner](#)

Rebecca was our main editor, our writer of Chapter 1, a proof-reader and our communications lead.



Susan Crutcher

[Office Manager](#)

Susan was the co-ordinator of the support team, making sure we had the right help at the right time, a translator and editor.



Abby Dickinson

[Digital Innovator](#)

Abby was our designer leading on both the creation and realisation of the PDF version and the website version of the report.



Jacob Ellis

[Lead Change Maker](#)

Jacob was our advisor on international elements, big ideas and public affairs lead. He was an advisor on involvement and supported the writing of the section on A Globally Responsible Wales, the keys findings, recommendations and translations.



Amanda Evans

Head of HR

Amanda provided the behind the scenes moral and well-being support and the resourcing, governance and risk work.



Sam Guy

Team Support Officer

Sam was one of our researchers and proof-readers.



Najma Hashi

Team Support Officer

Najma was one of our researchers, proof-readers and helped with the Chapter on A More Equal Wales.



Elle Henley-Herat

Change Maker

Elle was the lead on the involvement work and writer of the Involvement Annexe.



Alice Horn

Analyst Officer

Alice has been one of the researchers for the project and helped to write the procurement chapter.



Rhiannon Jenkins

Apprentice

Rhiannon co-ordinated all of our Welsh translation and for all the Welsh versions of the report.



Bonnie Navarra

Lead Change Maker

Bonnie was one of the main writers for the sections of the report on Housing and Adverse Childhood Experiences.



Helen Nelson

Corporate Planner

Helen was one of our main editors for all chapters of the report, an advisor on involvement and the link with my statutory consultees. She was our chapter writer for My Focus and contributed to many chapters and supported the writing team.



Sang-Jin Park

Finance and Corporate Governance Officer

Sang-Jin provided the behind the scenes moral and well-being support and the resourcing, governance and risk work.



Louisa Petchey

Shared post with Public Health Wales on Futures

Louisa was main researcher and advisor on the futures elements of this report.





Eurgain Powell

Change Maker

Eurgain was our writer for the Transport, Decarbonisation and Procurement sections. She also supported the translation and design team.



Clare Johnson

Stakeholder Officer

Clare was our main involvement officer until her retirement in February 2020, and helped organise most stakeholder events.



Hollie Leslie

Team Support officer

Hollie was one of our main designers of the Welsh versions of the Report and a translator.



Cathy Madge

Lead Change Maker

Cathy was writer for the sections in Chapters 3 and 5 on Health and Budget; she also wrote the section on A More Equal Wales.



Petranka Malcheva

Correspondence and Legal Officer

Pep was one of the main researchers and editors for most chapters of this report; she was a key writer of the Cultural Wales, ACEs, Housing chapters and supported the design team.





Heledd Morgan

Lead Change Maker

Heledd was our writer for the Cultural Change Chapter and the section on Skills for the Future. She conducted most of the analysis on well-being objectives and was a main writer on the chapter to set good well-being objectives. She also supported the translation team.



Christian Servini

Change Maker

Christian was our writer for Chapter 3 - progress on the seven well-being goals, and the chapter on setting good well-being objectives.



Helen Verity

Director of Finance and Corporate Governance

Helen provided the behind the scenes moral and well-being support and the resourcing, governance and risk work.

Thank you

I am grateful for the oversight provided by my Audit and Risk Assurance Committee (ARAC)



Alan Morris

ARAC Chair



Jocelyn Davies

ARAC Member



John Dwight

ARAC Member



Gareth Madge

ARAC Member



Jonathan Morgan

ARAC Member



Fran Targett OBE

ARAC Member



Purpose of the Report

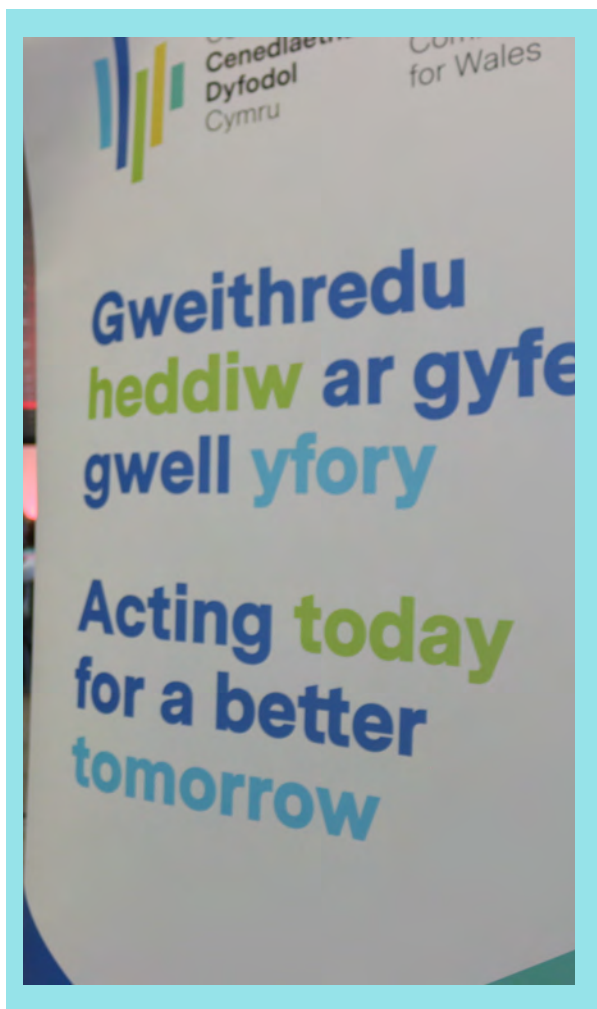
Producing a Future Generations Report every five years, which provides an assessment of the improvements public bodies should make in relation to their well-being objectives, is a statutory duty of the Future Generations Commissioner. But more than just meeting a 'duty' this report is designed to explain clearly and in many different ways what improving our collective well-being in accordance with the Act is all about.

This means looking at the different elements of the Act such as the five ways of working, the well-being goals but also through real life examples and topics. I want to explain how the Act should work in practice and seek to illustrate the vision, ambition and tools to achieve this.

I want to celebrate our achievements so far and I have included numerous examples of good practice already taking place throughout Wales. However, I will also call out where progress is falling short and point at all the opportunities which we should not miss in the present or immediate future.

I am realistic and there is still a long way to go. Public services in Wales are at the start of the journey. They have found their feet; all the elements of the legislation are now in place and we now need to work together to increase the pace of change.

This report provides practical advice, guidance and tools for public bodies grappling with making the aspirations set out in this groundbreaking law a reality for people in Wales. It is also intended to inspire action by showcasing big and small actions that are taking in place in Wales and across the world.



Legal Requirements

The Future Generations Report is a legal duty on the Commissioner under the Well-being of Future Generations (Wales) Act 2015 ("the Act"). This is what the Act demands:

Section 23 Future Generations report:

(1) The Commissioner must prepare and publish, before the end of each reporting period, a report containing the Commissioner's assessment of the improvements public bodies should make in order to set and meet well-being objectives in accordance with the sustainable development principle.

(2) The Commissioner's report must include, in particular, an assessment of how public bodies should -

- (a) Better safeguard the ability of future generations to meet their needs, and,
- (b) Take greater account of the long-term impact of the things that they do."

Overall, this report must include:

- An assessment of how public bodies can better safeguard the ability of future generations to meet their own needs; and take greater account of the long-term impact of the things they do.
- A summary of evidence gathered, and activities undertaken, by the Commissioner during the reporting period.
- A summary of the reviews conducted by the Commissioner; an account of any research or other study undertaken.
- Any other information the Commissioner considers appropriate.

This first time around, the reporting period is 6th May 2017 – 5th May 2020, and our report must be published by the 5th May 2020.

Once published, Welsh Ministers, public bodies and Public Services Boards (PSBs) must take into account the report in setting, or revising, their well-being objectives.



Overview of the Act

In 2015, the National Assembly for Wales passed ‘the Well-being of Future Generations (Wales) Act’, committing our nation’s sustainable development ambitions within legislation and creating the post of Future Generations Commissioner to promote sustainable development; to act as ‘guardian for future generations’.

The Act is about ensuring that the decisions taken today are not at the expense of future generations’ well-being, and that future generations will be able to meet their own needs.

To this date, Wales remains the only country to impose duties to protect the needs of future generations and to embed the United Nations Sustainable Development goals into law. This led the United Nations to say, "what Wales is doing today, we hope the world will do tomorrow."

Quite simply, the Act is about improving the social, economic, environmental and cultural well-being of Wales. Crucially, all four dimensions of well-being are as important as each other; the economy cannot be prioritised at the expense of the environment. Wales is the first country in the world to also recognise the importance of cultural well-being.



Sophie Howe and Canadian Sustainable Development Commissioner Julie Gelfand



The Act applies to 44 public bodies in Wales, including the Welsh Government, to ensure they are thinking about the long-term when taking decisions, and to carry out the sustainable development principle. It includes all local authorities, national parks, national bodies such as the National Library and National Museum Wales, health boards, and local fire and rescue authorities.

The legislation also sets out seven national well-being goals, setting out our aspirations for the Wales we want.

Public bodies and Public Services Boards are required to contribute to these goals by setting their own objectives and steps to seek to achieve them, and then they must take all reasonable steps to meet these objectives they chose for themselves.

The Act also sets out five ways of working (known as ‘the Sustainable Development Principle’) that public bodies should use to achieve that vision. They are: long-term, prevention, integration, collaboration and involvement.



Using the Act to produce this report

A core purpose of my office is to ‘walk the talk’ of the Act and lead by example. We have used, as we require others to do, the ‘five ways of working’ to produce this report, and my advice throughout this report should help us on our journey towards meeting the national well-being goals.



Integration

Almost every aspect of how I describe progress and encourage change makes connection across a number of the goals – showing how public bodies can think about ‘what’ they do to make the biggest contribution to the wellbeing goals and then ‘how’ they do it maximising opportunities for multiple benefits. This report consolidates and brings together the advice and resources I have provided to date. It reflects all the strands of my work so far, the evidence I have gathered, the lessons learnt and it will be the basis for the work my team will undertake in the coming years. It also makes clear references to the work of other organisations as appropriate.



Prevention

Throughout this report, I have illustrated the importance of prevention and highlighted why it is integral to the Sustainable Development Principle.



Long-term

This report takes stock of what Wales has already achieved with the Act and looks to the long-term trends and predictions to understand what we need to do differently. My advice in this report is based on analysis of future trends, discussions with experts and using methods of futures-thinking and forecasting. My intention is to be able to give an objective overview of what the long-term could and should look like for Wales, and the report will contrast where we are heading to with where we want to go.





Collaboration

A report of this magnitude could not have been produced in isolation or by my office alone. This has been a culmination of all of my collaborative working over the last four years, from engagement with the public, stakeholders, the voluntary sector, academics, experts, the private sector, politicians, community groups, town and community councils, to international groups. I have sought to involve and collaborate with my statutory Advisory Panel, the other Commissioners and Audit Wales for example, to ensure that our powers and recommendations complement each other and avoid confusion for the public bodies we all support or regulate. My office has been built on the principles of collaboration with over thirty secondments, placements and joint appointment with other public bodies, third sector organisations and academic institutions. My team has also worked closely with trusted partners, who have advised, challenged, supported us and shared their insight for each of the Chapters. I am grateful to everyone who has taken time to contribute views and ideas, read drafts, share big ideas, written to us and who have collaborated with my office.



With Art of the Possible Partners from the public, private and third sector





Involvement

In addition to my ongoing involvement with people throughout Wales, I have undertaken additional activities to produce this report. My approach is set out in more detail in Annexe 1. I have engaged with and taken on board the views of over 5,000 people. This includes:

- Meetings of my statutory Advisory Panel
- Regional stakeholder events
- Contacts from members of the public and their representatives
- My new People's Platform – an online tool for people to tell me their stories
- Conversations with businesses
- My first round of statutory monitoring and assessing engaging all public bodies covered by the Act
- The wide involvement of hundreds of organisations through my Art of the Possible Programme which underpins the advice to public bodies in Chapter 3
- Working through networks such as the Wales Council for Voluntary Action and One Voice Wales to reach community and voluntary groups
- The many experts and stakeholders that have commented on drafts and helped with the ideas and recommendations contained in Chapter 5

It is important to acknowledge the tremendous input and contribution that has informed my views and those of my team, and made this report possible.





Disclaimer

I have taken a proportionate approach to information gathering (asking public bodies, key stakeholders and individual and group contributors for evidence and views on the same or similar issues often around the same time) in my involvement of public bodies and people - mindful of the need to ensure fairness in representation, but also the need for expedition, brevity in the right places, and costs efficiency. Any and all views which are just that – perceptions, views or feedback – are described as such. Other specific or evidence-based (quantitative or qualitative) data or commentary has also been flagged accordingly. Many types of information I have obtained is somewhere between the two. I have endeavoured to give all of these inputs due recognition, appropriate identification and prominence in the report. I always welcome feedback on the approach.



How to use this report

This is a significant report which has to be produced by each Future Generations Commissioner once every five years (four years for myself as the first Commissioner).

Given the remit of the Act, the Commissioner's role and statutory reporting duties, the report is large. It has been broken down into key sections to make it more user friendly. Alongside the report, there will be a range of other products and interactive tools produced in the months following publication.

Throughout the report, I have sought to inspire, encourage and be clear about what needs to change. Reaching the aspirations of the Act requires us to change both what we do - the policy - and how we do it - the process - (or put another way, the machinery of Government and our public sector bodies).

Throughout the report you will find the following sections directed towards:

- Welsh Government – recognising the particular leadership role they have
- All public bodies and boards covered by the Act (including Welsh Government)

Recommendations

These are 'what' Government and other public bodies should do in terms of their policies and approaches. They are what I consider to be the most significant things that should be done in the next five years to help us reach the well-being goals. There are specific recommendations directed towards Welsh Government in each chapter and others directed towards public bodies.

The recommendations directed towards public bodies in each chapter are mostly taken from my 'Art of the Possible' Programme and the 'Journeys' to each of the goals. This guidance was published in 2019 and contains practical examples and steps in areas public bodies should focus on in meeting the well-being goals.

Stop/Start

These relate to 'how' public bodies should do things. They largely focus on the five ways of working, the process for our decision making, for implementing policy and delivering services, and how the machinery of the public sector works.

Advice on setting well-being objectives

I am required in this report to provide advice to public bodies (for the first time) on the setting and meeting of well-being objectives. Public bodies are required to take this advice into account when next setting or revising their well-being objectives. This advice applies to all public bodies covered by the Act including Welsh Government.

Big Ideas

Throughout this report you will find Big Ideas of how we could do things differently. They are taken from some of the best examples from Wales and across the world, and many have been fed in by the people of Wales. They aim to inspire public bodies, the voluntary sector, businesses and communities to try new things.

Some of these ideas are also the things we would want political parties to embrace in their manifestos for the next Assembly or local government elections, and over the coming years. I will be working to inspire politicians to adopt the most progressive of policies to secure the best future for Wales.



How to use this report

Given the scale and coverage of the Well-being of Future Generations Act this report is huge. It has been designed to give you as much or as little information as you want and to be accessible to a range of readers. This report has been designed to be read electronically and interactively online. This is hosted on a special website.

We also created PDF format versions of the site so that the report could be formally laid before the Assembly.

We have a variety of accessible versions of this report available.

We have designed this report to be interactive, where you see:



Listen to audio

If you see this button, there is a piece of audio you can listen to. Click the icon to hear it.

Online, the information is structured into 3 levels of detail:

- A short word summary
- An executive summary
- And if you need to see the full text of the Chapter or of this whole report, then click 'More Information'.

On the right-hand side of the screen, you can also find a menu of the PDF versions of sections, chapters, the whole report or its executive summary. You can choose how much detail you want to see.



Play a video

If you see this button, there is a video you can play. Click the icon to play it.

If you need any more assistance, or if you want to give us feedback, please contact the team on:

contactus@futuregenerations.wales



Our Design and Presentation



At the beginning of each chapter you will see a version of this map, that highlights the elements relating to the chapter you are about to read.

This map is a vision of the future of Wales, and each part of this report is referenced within this picture.



Structure of this report

The report is structured into 7 chapters:

Chapter 1 'Tomorrow' provides information about global context for our national vision for the future and of the importance of well-being.

Chapter 2 looks at culture change within public bodies and the use of the statutory ways of working.

Chapter 3 looks at progress against the seven well-being goals.

Chapter 4 sets out a series of actions public bodies and Public Services Boards can take when setting their well-being objectives and steps.

Chapter 5 looks in more detail at my areas of focus (the areas I consider to be my own well-being objectives).

Chapter 6 looks at my actions to help us reach the vision and 'what next' in taking this report forward, and how I can continue to work with other sectors to advocate for and deliver the Wales we want.

Chapter 7 looks at my plans taking the report forward

Each Chapter or section follows a similar format:

- Bringing to life the vision set out in the Act through the lens of each topic. It draws on international examples and shows the connections with all of the goals.
- What people have told me. These are their views and might not be the truth or reality but I believe it is important to give a voice to everyone following the involvement principle.
- The opportunities and challenges relevant to each topic, setting first what future generations need and then assessing where we are on our journey to meet well-being objectives and goals and including my keys findings.
- My recommendations on what to do or stop doing to bridge the gap between the present and the future we want to achieve for Wales.

Enjoy the read and do not hesitate to share your thoughts #FGReport2020



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Comisiynydd
Cenedlaethau'r
Dyfodol Cymru /
Future Generations
Commissioner for
Wales



A cluster of overlapping triangles in shades of teal, light green, and orange in the top right corner.

Chapter 1

The vision

**“Cowardice asks, ‘Is it safe?’
Expediency asks, ‘Is it politic?’
Vanity asks, ‘Is it popular?’
But, conscience asks, ‘Is it right?’**

**There comes a time when one must
take a position because one’s
conscience tells one that it is right.”**

 Dr. Martin Luther King Jr.



Why does well-being matter?

The '2010's will surely be remembered as the decade of global disruption. And if the first few months of 2020 are anything to go by, living in a fast-changing, uncertain world looks sure to become our new reality. Throughout the 2010s, the shackles of the status quo began to loosen, with events like the EU referendum, alongside advances in technology, a global climate emergency, record migration levels and an unstable global economy, posing uneasy questions for politicians and public alike.

Questions about the future have filtered into all aspects of our daily lives, forcing us to constantly re-evaluate and question what lies ahead. From automation, artificial intelligence, the fourth wave of the industrial revolution, the climate and nature emergencies, flooding, the outbreak of COVID-19, it is clear that these issues are not just for our scientists or philosophers to debate. These pose real dilemmas for those working in policymaking and public services. These questions are unavoidable. It has become harder to look away, to dismiss, to shelve these issues as someone else's problem.

Whether it's from public pressure or the reality of a rapidly changing environment, many politicians are awake to the fact that we need to take action today for a better tomorrow.

'What Wales is doing today, we hope the world will do tomorrow.'

United Nations



Many countries are looking to improve the lives of future generations and are exploring the ideas of Ombudsmen, Commissions and well-being budgets. However, Wales remains the only country currently who have legislated for the rights of future generations.

Whilst Wales was bold in taking that first step, we still have many emergencies to face. We need to ensure we are preventing problems while seizing all the opportunities our changing world presents us with.

While Wales remains the only country to impose duties to carry out sustainable development, it has inherited some of the highest rates of inter-generational poverty, childhood obesity and inequalities throughout the whole of the UK.

The Well-being of Future Generations Act provides an opportunity to change that – and to leave behind a legacy we are proud of. It was the passing of the Act in 2015, that led the United Nations to say, 'what Wales is doing today, we hope the world will do tomorrow', recognising the ways in which Wales's legislative framework complements international initiatives like the United Nations Sustainable Development Goals.



Wales now needs to demonstrate how this world leading legal framework is driving profound and real change on the ground.

Wales went further than the traditional international definitions of sustainable development, taking it beyond environmental concerns. The use of the term 'well-being' in the Well-being of Future Generations (Wales) Act 2015, complements the well-being concept in the Social Services and Well-being (Wales) Act 2014.

The meaning of 'well-being' in the Social Services Act is defined in relation to a 'person' and linked to individual health; based on subjective perception of our own well-being. By contrast, in the Well-being of Future Generations Act, 'well-being' refers to the state of our population, society and our environment across Wales overall. It looks to ensure that people have the economic, social, environmental and cultural conditions around them to be well.

Crucially, all four dimensions of well-being (sometimes referred to as pillars), are equally important. The economy cannot be prioritised at the expense of the environment or society, for example. Wales is also one of the first countries in the world to recognise the importance of cultural well-being to our lives and to the fabric of our society.



The challenges ahead

What does it mean to plan for future generations? The future can look dark, but it does not have to be.

“When politicians fail to look beyond the next election – or even the latest tweet – they are neglecting the rights of future generations.”

Roman Krznaric

25 years might sound like a long time, but when you realise 25 years ago was only 1995, you realise how hard it is to plan 25 years ahead.

In 1995, we were watching the first Toy Story movie, Windows 95 was launched, eBay first started, the DVD was first announced, and we were all learning to dance to the Macarena.

Yet in 2020, technologies such as automation and artificial intelligence are already part of our day-to-day lives, from Siri on your iPhone, Alexa in your kitchen, and Google Translate, to the more ambitious forms of self-driving cars or surgeries performed by robots.

Futures thinking might sound like something that falls between astrology and analysing probabilities, but it is an essential practice if we are to meet the challenges facing our future generations. Thinking generations ahead is the norm for some cultures. The Iroquois, for example, are urged to live and work for the benefit of seven generations into the future (approximately a 140-year time span).

It is essential we are aware of the challenges ahead, to prevent sleepwalking into a future no one would want.



Wales and the world: the global context

As the impacts of COVID-19 continues to demonstrate, Wales is part of a global community and is susceptible to trends experienced across the rest of the World.

Some of these changes will have more of an effect on Wales than others. On the next few pages, I've set out the 'trends to watch', the areas which could have the biggest impact on the well-being of our future generations.

"In our every deliberation, we must consider the impact of our decisions on the next seven generations."

From the Great Law of the
Iroquois Confederacy

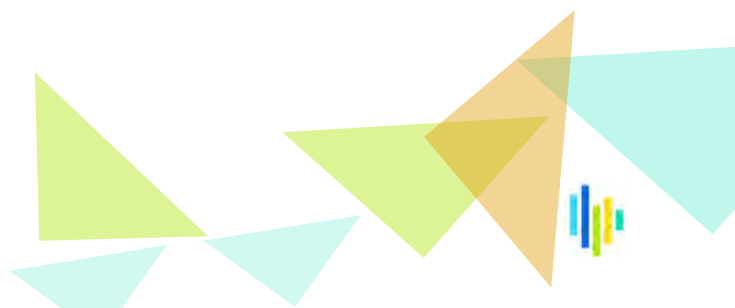


© South African cartoonist Jerm

Declining natural world, climate change and resource scarcity:

- In 2018, the [Intergovernmental Panel on Climate Change](#) warned us we had 12 years to save the planet, by keeping the level of global warming to a maximum of 1.5°C. It is now 2020 and we only have 10 years left.
- The [climate is already warming \(1°C warmer than pre-industrial levels\)](#), with many of the impacts such as warming of the lower atmosphere; acidification of our seas; rising sea levels and declining glaciers and sea ice, already being detected.
- Rising temperatures are also expected to have direct consequences for human health. The average number of [heat-related deaths in the UK is expected to more than triple to 7000 a year, by the 2050s](#).
- It is projected that a 21-year-old graduate on an average income will [lose £82,000 of income during their lifetime](#), with their children expected to lose almost three times that, due to the economic burden of climate change.
- On a global level, climate change coupled with economic growth spurred by emerging markets, will lead to increasing constraints on the availability of water. The world risks a [‘Global Sahara’ scenario, where the concept of water as a ‘renewable’ resource](#) will become a thing of the past.
- The [Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services](#) found that nature is declining globally at rates unprecedented in human history and that the rate of species extinctions is accelerating.
- In the UK, there has been a [13% decline in species’ abundance on average, since 1970](#), with 15% of species threatened with extinction, making the UK ‘amongst the most nature-depleted countries in the world’.
- The effects of climate change on biodiversity and the natural world globally [will lead to a catastrophic decline of populations of many species](#) and a complete loss of some ecosystems, such as coral.
- Around £456 million of UK public sector funding was spent on biodiversity in the UK in 2017-18. The funding has decreased by almost a third in the last 5 years. However, the amount the UK spends on international biodiversity conservation has more than doubled over the same time period, and spending by NGOs on biodiversity and conservation has also increased by around a quarter, [reaching £239 million in 2017/18](#).

See Chapters 3 and 5 for more information and recommendations.



What could this mean for Wales?

Doing nothing on climate change will have consequences for all of us. It can be difficult to imagine what that might look like for Wales, but the unprecedented flooding we saw in February 2020 may give an indication of what's to come. We might also expect to see:

- [Poorer air quality](#), if we and others around the world don't reduce emissions. [Poor outdoor air quality is already linked to between 28,000 and 50,000 deaths each year in the UK](#) with children, the elderly, or those with existing medical conditions most at risk.
- Hotter and drier summers, with risks of fires and droughts affecting human health, crops and livestock, and wetter winters, with increased frequency and severity of storms and flooding. Under a medium emissions scenario, Wales is expected to have 14% more rainfall in winter and 17% less rainfall in summer by 2050.
- Rising sea levels, putting our coastal cities at risk of flooding unless money is spent on defences and climate adaptation. Sea levels have risen by 16cm since 1900, and will continue to rise for centuries due to time lags in the [climate system](#).

Wales currently uses up to two and a half planets worth of resources, with current trajectories showing this will be up to three planet's worth by 2050. If we continue to live beyond the means of our natural world, we pose serious risks to the well-being of our people and planet.

The good news is that the amount of waste produced in Wales going to [landfill has been declining since 2004](#). The bad news is that we have already seen a 60% decline in [global biodiversity in the last 50 years](#). Unless we continue to take action, future generations may never know a world with orangutans or black rhinos – or, closer to home, be able to spot hedgehogs, butterflies or songbirds in the Welsh countryside.

See the sections on A Resilient Wales (Chapter 3) and Decarbonisation (Chapters 2 and 5) for more information and recommendations.



Evolving population and demographic changes

- The global population is expected to reach 8 billion by 2030. By 2028, the Office of National Statistics has predicted that the UK will be home to an extra 3 million people, with the total population passing 70 million people by mid 2031. In this time, England's population will have grown the most, by around 5%, [while the population of Wales will have grown the least, by 0.6%](#)
- Welsh Government's [Future Trends report](#) predicts that 3.25 million people will live in Wales by 2036 – an increase over 10 years of around 140,000 people. Most of this increase will be due to people moving to Wales from other countries (67%) or from the UK (29%), with only 3% of the change due to birth and death rates.
- The biggest change in Wales' population will be the [increase in the number of older people](#). By 2041 there will be nearly a quarter of a million (223,924) more people over 65, while the number of people aged over 80 is expected to increase by more than a quarter in the 10 years from 2016, and by over 80% in 25 years.
- Countries are becoming increasingly urbanised. Every week, 1.5 million people [move to cities and towns globally](#). In the UK, it is projected that over 92% of the UK population will [live in cities by 2030](#). Although most people in Wales live in towns and cities, it also has a large rural population with around 1 in 3 people living in areas classed as rural, compared to only [1 in 5 people in England](#).
- The number of households in Wales is projected to grow faster than the population between 2016 and 2039, with more people wanting to live alone or in smaller family groups. To meet this increased demand for homes, Welsh Government predict Wales will need an average of 8,300 new homes every year until 2023 and then 4,000 a year until the mid 2030s. Cardiff is expected to have the largest number of households and to have seen [the biggest increase in number, by 2024](#).



What does this mean for Wales?

How Wales' population changes over the coming years will be very dependent on migration, and by extension, the factors that may affect people's decisions to move to or leave Wales, such as Brexit or job availability. This could particularly affect the number of working age adults in the Welsh population, which is currently predicted to [fall by nearly 5% by 2041](#).

- Overall, the population of Wales is set to get older. Although people are living longer, they are not necessarily living in good health: at 65, most people in Wales can expect to spend just over half their remaining life in good health, and by 2025 there could be [50,000 people in this age group living with dementia](#).

It is already the case that the cost of acute care in Wales increases with the age of the patient, from less than £400/yr for under 40s, to between £1,000 to £2,500/yr for people in their 60s and 70s, and up to £3,500 for those over 85. It is also important that, as a society, we are making the most of the value older people can bring to local communities and wider society.

See in particular the sections on A Healthier Wales and A Wales of Cohesive Communities in Chapter 3.

Poverty and inequality

- There are growing inequalities between regions in the world, both within countries and between rich and poor people in each country. [The world's richest 1% own more than half of the world's wealth](#), and if current trends continue, they are on track to control over [two-thirds of global wealth by 2030](#).
- In Wales, around a quarter (24%) of people live in poverty, among the [highest levels in the UK](#). This includes over 200,000 children, or around [1 in 3 of the total](#). Wales was the only UK nation to see a rise in child poverty when it was [last assessed in 2017-18](#).
- More than half of people who live in poverty in the UK, including 7 in 10 children, are in a working family; an increase of 17% in the last 20 years. This is because people's pay, their hours, or sometimes both, are not enough to make ends meet. In Wales, more than 1 in 4 workers earned less than the [real Living Wage in 2017-18](#).
- Three of the top 10 most unequal local authorities in the UK in terms of well-being [are in Wales](#). Blaenau Gwent is the most unequal, with Neath Port Talbot and Merthyr Tydfil coming third and fourth.



What does this mean for Wales?

Nearly 1 in 4 people in Wales live in poverty, including around a third of all children. It's often the poorest and most vulnerable in society that suffer the most, and we can already see the impact of this when we look at health outcomes. While life expectancy in Wales has increased overall, those in the richest areas are expected to live up to nine years longer overall and nearly 18 years longer, in better health, [than those in the poorest areas](#).

From being exposed to the highest levels of air pollution, to being at greatest risk of job losses due to automation, current trends indicate that the gap in well-being between rich and poor is at risk of widening in the future.

The decisions we make around infrastructure investments, welfare and support systems, and the location, pay and type of work available in Wales, will have a significant impact on how this trend plays out over the coming years.

See in particular the sections in Chapter 3 - A Healthier Wales, A More Equal Wales, A Prosperous Wales; and Chapter 5 – Housing, Skills and Transport.

Technological change

Technological change is one of the main disruptive factors for the future. These trends and questions are considered in detail in the Skills section of Chapter 5.



The Wales we want in 2050

The whole Future Generations Report will detail this vision set out in the well-being goals and this section gives a glimpse of what Wales could be like if we achieved such goals.

- Our businesses, public services, voluntary sector and government have worked together to achieve the goals of the Well-being of Future Generations Act and Wales is a zero-carbon country.
- We have replaced our traditional health system with a holistic wellness service. We still have hospitals, A&E and centres for treatment of accidents and disease, but the major focus is on prevention and keeping people well.
- We have more access to green space and feel more connected to the environment, with people feeling empowered to improve their own health and well-being.
- Technology has helped to keep people healthier for longer and advancement in genomics helps us predict and prevent illnesses before they occur.
- Housing in Wales is a basic human right. Our homes are energy-efficient, with more generous space standards and adaptable interior structures, and are resilient to climate change.
- Technology is integrated throughout our homes, making our lives easier, especially for those with additional support needs. Our overall health and well-being is improved because of this better housing, and our communities are more vibrant and cohesive.



- Culture, the arts, and recreational sport are a part of all of our every-day lives; helping to enrich us and keep us well. The Welsh language is thriving, with over 1 million people in Wales speaking Welsh daily.
- Our planning system allows for green space, renewable energy generation and water management, allowing our natural habitats to thrive. Biodiversity in Wales is flourishing, and everyone has access to green space.
- Through a place-making approach, planning is no longer seen as something that stops at the border with another local authority, and the system is integrated.
- In terms of our waste, we have moved from a model of use and disposal to one where we reduce, repurpose, recover and regenerate in new ways to create new products.



The Wales we want in 2050

- Tackling adverse childhood experiences is deeply embedded in the culture of Welsh public services and the number of children living with adverse childhood experiences is extremely low. The system helps the person and no longer simply deals with a specific issue.
- The population of Wales enjoy quality jobs that are future-proofed for the global economy; lifting people out of poverty and enabling them to reach their potential.
- Digital connectivity, particularly in rural communities, has helped people reduce the need to travel, improving work-life balance and has enabled people to readily access the universal, basic services and lifelong learning opportunities they need that support everyday life, regardless of where they live. There will be strong community and cultural networks.
- Our salaries are no longer seen as a measure of our value. Schools teach us skills for life, and we spend more time outside, being creative and learning transferrable skills.
- Technology frees up more time for us to do the things we enjoy and employers value life-long learning. People are empowered by a sense of purpose to do the things that matter to them and there is equality of access to all careers.
- Our transport system is integrated, flexible and multi-modal. It is fully accessible and affordable, whilst being zero-carbon. We spend less of our time commuting to work and we are able to spend more time with our families or doing the things we enjoy.



Where next?

Fortunately, the future is not fixed. The actions we take, or don't take, today, make a difference to the future we see tomorrow.

While there are a lot of unknowns, uncertainties and unforeseeable surprises just around the corner, there are also a lot of opportunities, new ideas, passion and a vision. We can take Wales towards the future we want.


I am encouraged to see the many ways public bodies, businesses, the third sector and communities are already taking action to take us towards the Wales We Want. Across Wales. Across the World.

By taking bold decisions and actions now we can ensure that our children and our children's children have a happy, healthy and secure future ahead of them. This is our national vision for Wales in 2050.

Each chapter of this report provides details of what this common statutory vision entails as well as providing advice on how we should be getting there.

This report seeks to provide the inspiration, ideas and recommendations to help us all meet this vision and create the Wales we want for current and future generations.



A cluster of overlapping triangles in shades of teal, light green, and orange in the top right corner.

Chapter 2

Leadership and implementation of the Act

Changing our public sector culture

The vision – a public sector with well-being at its heart

For Wales to realise the aspirations of the Act, public servants need to be braver, broader-thinkers and collaborate better together and with other sectors.

The public sector will be streamlined, with less bureaucracy and more time, space and resources to reflect, research and to innovate. Leaders will be trusting, encouraging freedom, flexibility and creativity in their employees to enhance what's asked of them and strive to do more than the minimum.

The corporate centre of public bodies will always put well-being first, and kindness will be at the core of government and public policy values. Public services will have started with their internal functions and asked: "what can we do differently?" Procurement of goods and services will be done with future generations in mind. Financial planning will be long-term and focused on improving well-being, not wealth. Public bodies will have co-located and reformed their assets, so they are carbon-neutral, accessible and culturally vibrant places.



All staff will understand the national mission of the Well-being of Future Generations Act, and they will reinforce and communicate it through their work towards well-being objectives and the national well-being goals.

Public bodies will be applying the sustainable development principle and five ways of working to everything they do. A better understanding of 'integration' will mean organisations are collaborating to find ways of improving economic, environmental, social and cultural well-being, involving and working with their community members to understand the issues and opportunities locally. Having demonstrated the impact of preventative spending and planning, they will be working in a way that recognises the long-term challenges, opportunities and impacts of their actions on current and future generations. They will have this knowledge through collaborating with others to scan the horizon, forecast and plan further into the future.

Measures of success will be based on well-being, not on economic factors alone. By involving people better, there will be richer, deeper data on how policies and decisions impact on the diverse range of people in the population.

People's perception of public sector culture change

Listening to what people think and believe is an important part of involvement. That is why, in this section, I wanted to give a flavour of what people have told me, since the beginning of my term and in relation to this report.

People's views included:

- People are in favour of the five ways of working – especially focusing on the long-term, working preventatively and stopping crisis-working.
- People raised issues of how involved in the work of public bodies and Public Services Boards they felt. Some organisations, in particular, such as businesses and town and community councils, had found communicating with public bodies challenging.
- There is a perceived lack of risk-taking in the public sector and services are losing the human touch and important focus on well-being because of this.
- There is an issue of trust between the public and public sector leaders. People felt concerned about whether leaders had the right skills or conflicting interests to be making decisions on their behalf. Similarly, public services had doubts about whether they empower and trust their community members.
- Those working in the public sector were supportive of what the legislation is seeking to achieve but felt that barriers such as resources, governance and culture still exist.



Introduction

The Well-being of Future Generations Act is the greatest cultural change programme the Welsh public sector has ever gone through. Any cultural change takes time, but changes of the magnitude envisaged by the Act will inevitably mean that this is a long-term mission rather than a short-term fix – or as I often describe it, an expedition rather than a journey.

The Act applies to everything we do – from the conception of an idea to making major policy decisions on services or infrastructure. It is more than publishing documents or demonstrating compliance with the five ways of working or the seven national well-being goals. It is about changing the way we think, plan and act. This is a significant cultural change for the 400,000 employees of public services in Wales, and it will not happen overnight.

My duty to monitor and assess the progress public bodies are making towards their well-being objectives involves me understanding whether the culture of organisations is changing in line with the aspirations and legal requirements of the Act. To do this, I have visited all public bodies, analysed their well-being objectives, provided advice on reporting progress, worked with them to develop an approach to self-reflection of progress and provided them with individual feedback.



You can read my analysis of the initial well-being objectives set by public bodies and my advice to them on reporting progress in this report, [published in May 2018](#).

My overall findings on progress so far are in this report, [published in December 2019](#).



I also work closely with the Auditor General for Wales and Audit Wales. The Auditor General has a complementary duty under the Act, to examine how public bodies are using the sustainable development principle and five ways of working in setting and meeting their well-being objectives. The Auditor General must report on these examinations every five years.

The findings of Audit Wales and the Auditor General are a crucial source of evidence for me in understanding the improvements public bodies should make to apply the sustainable development principle. Given our respective roles under the Act, we have worked together to publish these reports and the Auditor General's report should be read in conjunction with this chapter.



The early years of the Act required significant focus on process and on building relationships, but attention is now turning to action

The first five years of the Well-being of Future Generations (Wales) Act being in force have been unique. Individual public bodies were required to set their first well-being objectives part way through this five-year period, by April 2017. At the same time, Public Services Boards were coming together for the first time, preparing their assessments of well-being by May 2017 and their first well-being plans by May 2018.

Understandably, for many public bodies, this early focus on process was a distraction to delivering differently.

“The Act prescribed a challenging planning timetable and, of course, none of the 44 bodies was starting with a blank sheet. Some were required to publish their first well-being objectives mid-way through an existing planning cycle. Local authorities, fire and rescue authorities and national park authorities had to meet the requirements of the Local Government (Wales) Measure 2009, but the Act also required them to publish well-being objectives shortly before the local elections.”

Auditor General for Wales (2018)

The timing of the legislation meant that public bodies were publishing their well-being objectives before the first assessments of well-being for their area and the collective well-being plans of Public Services Boards were published. This part of the legislation is seen as ‘backwards’ for some and has meant that some public bodies have since changed their well-being objectives and steps to be more fitting with those of their Public Services Board.

Another anomaly to these early stages of the legislation is that, while I must advise Public Services Boards on both their well-being assessments and draft well-being objectives, I have no legal duty to advise individual public bodies. However, I must monitor and assess the progress public bodies (not Public Services Boards) are making towards their objectives.

We have all been learning. While the early work of public bodies and Public Services Boards is not perfect, it has set the foundations by raising awareness, getting people on board and building the movement of change that I am now seeing across Wales – focused on people rather than process.

The Act is bringing about some excellent innovation. I am seeing a growing movement of change, with people daring to deliver differently to improve economic, cultural, social and environmental well-being

Across Wales and in virtually every public body, I am seeing the Act frame innovation and new ways of doing things. The best examples tend to be led by a growing movement of ‘frustrated champions’ who, whatever sector they work in, are fed up with dealing with the problems created by a system that has only responded in the short-term.

These champions can see that service boundaries and organisational siloes often work against doing the right thing for citizens and they believe public service organisations have the power and the ability to change things for the better, rather than just carrying on with business as usual. They operate at all levels in every organisation, and their innovation ranges from the relatively small and sector-based, right up to significant programmes and new delivery models that have a substantial impact.



However, they are tenacious, often inspired by the aspiration set out by the Act and the permission it gives them to challenge the system:

“The Act has given us a chance to look wider. For example, traditionally we’ve looked at carbon reduction in our buildings, but the Act gives us a chance to think right across the services that are done within the authority. We have installed solar panelling on our schools, introduced electric fleet vehicles, and we’ve got an electric bus being trialled in Caerphilly town centre. The Act has given us the permission to raise ideas with leaders and our leaders permission to try out new and different things.”

Caerphilly County Borough Council

Solar power for future generations

[Monmouthshire Council](#) have developed a solar farm on council-owned land. The Council is contributing to A Globally Responsible Wales, a resilient Wales, A Prosperous Wales and A Healthier Wales by setting an objective to 'Maximise the benefits of the natural and built environment for the well-being of current and future generations'.

The council say the farm can generate enough electricity to power around 1,400 homes and also save over 2,000 tonnes per year of CO2 by generating clean, renewable energy.

Lansbury Park

[Caerphilly Public Services Board](#) are radically changing their approach, by taking a place-based, collaborative approach to focusing services and regeneration in high areas of deprivation, such as Lansbury Park. In targeting regeneration funding at the homes and neighbourhood of the area, organisations have involved people, listening to their issues, concerns and reasons to celebrate the community. The Public Services Board involve the community in delivering their well-being objectives. For example, parents and children producing books designed to inform carers, teachers and children about the effects of adversity experienced in childhood.

This is a good example of a Public Services Board considering both what they do in line with the Act and then applying the principles of the Act to how they do it.



Bilingual virtual reality

[Amgueddfa Cymru](#) are contributing to A Prosperous Wales, A More Equal Wales, a Wales of Vibrant Culture and Thriving Welsh language and looking to the long-term, through their objectives 'Wales has a strong and creative economy' and 'Digital users are attracted by an interactive and animated online experience'.

They are experimenting with digital augmented reality and virtual reality innovations at National Museum Cardiff, National Roman Legion Museum and Big Pit. This work is developed in partnership and developed through participation with users. For example '[A Bilingual Google Expedition at Big Pit](#)' provides the first Welsh language virtual reality tour available on Google Expeditions.



Finding new ways to solve problems

South Wales Fire and Rescue Service and Natural Resources Wales have demonstrated the power of collaboration, integration and involvement by seeking to work towards their objective to 'Reduce the number of deliberate fires'.

A range of methods have been adopted, but the '[Healthy Hillside](#)s' project in collaboration with the Wildlife Trust, local authorities, other voluntary sector partners, local farmers and the wider community shows contribution to A Prosperous Wales, A Resilient Wales, A Healthier Wales, A Wales of Cohesive Communities and A Globally Responsible Wales.

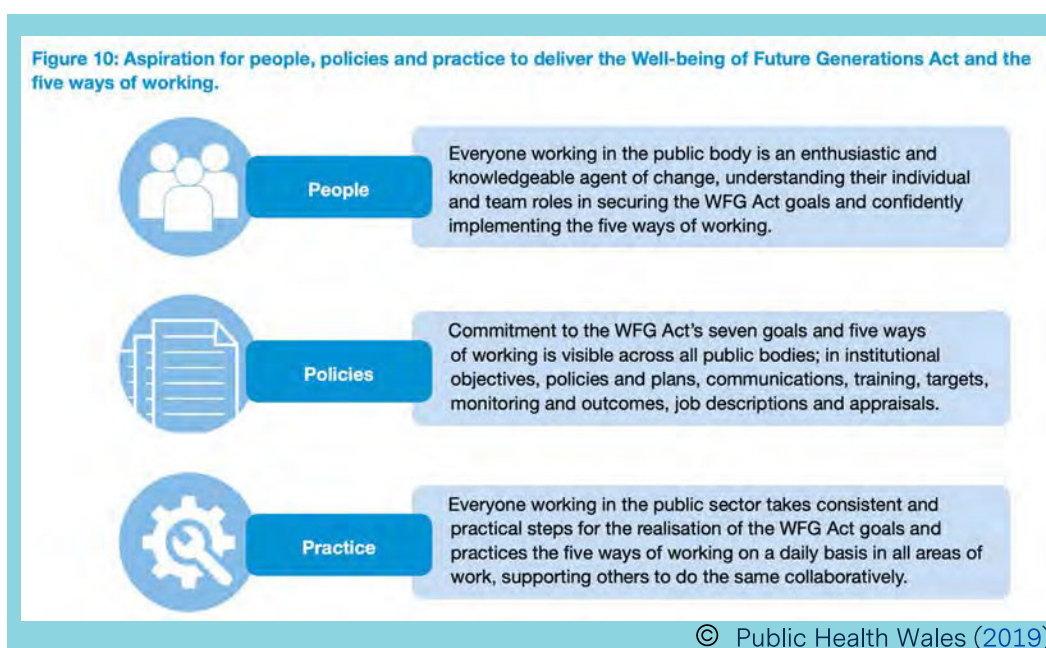
Wildfires were having a significant impact on the habitats, watercourses and biodiversity of the region, as well as the well-being of the community. By working together, the partnership adopted land management techniques like bracken management, controlled burns and encouraging grazing animals; moving to an approach that prevents wildfires, prevents resources being spent on fire fighting and prevents further habitat loss.



There is more to be done to develop the public sector [workforce](#) and enable them to understand the national mission of the Act – and their place within it. The public bodies who are successfully driving cultural change have brought on board a much wider group of staff than just their corporate centres. They have started from the position of their [corporate areas of change](#) and thought “what can we do differently?” first, and they have involved staff, citizens and the organisations to work this out.

Most public bodies are making progress on implementing the Act but in different ways. In the next phase, they need to apply the Act across all of its aspirations and legal requirements

To fully embed the act, people, policies and practice need to be working in harmony.



My analysis of progress loosely categorised public bodies into the following groups:

1) The Planners:

Organisations that have started with their corporate planning and strategies, and are working on their culture, delivery and decision-making.

These organisations have set a strategic direction and are at different stages of looking at communicating this, delivering differently and demonstrating progress differently.

They tend to be those who have funded the production of resources, training and specific staff posts to encourage cultural change.

Organisations who described being in this space during 2017-18 include Sport Wales, Public Health Wales, Hywel Dda Health Board and some local authorities, like Blaenau Gwent Council, Wrexham Council and Powys Council.

2) The (Lone) Innovators:

Organisations who have sometimes struggled to fit their corporate planning and annual reporting into well-being objectives but are thinking and delivering differently because of the Act.

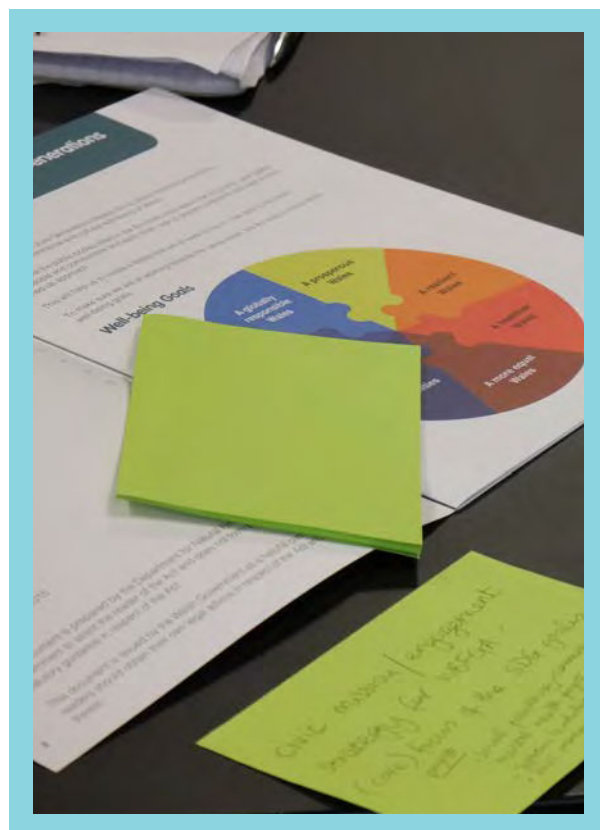
Pockets of individuals and teams within the organisation who are often seeking to change culture alone, against corporate centres reluctant to transform.

These organisations typically tend to 'undersell' themselves when it comes to the innovative work they are doing, which is improving well-being and having multiple benefits. For example, some national bodies have many examples of the work they're doing to contribute to the national well-being goals but struggle to align corporately and affect change more widely across the organisation.

The Arts Council for Wales outlined how this had been a challenge for them, and we could see this for some national park authorities too, where their work is excellent in implementing the aspirations of the Act, but their planning cycles do not necessarily align to setting well-being objectives.

Likewise, fire and rescue authorities have embraced the Act and have case studies, collaborative working and evidence in how they have gone way beyond their 'traditional duties'. However, their examples are not always shown in the context of their well-being objectives or the five ways of working.

While it is encouraging that a movement of change is growing, it is disappointing that many people report feeling isolated, exhausted and disheartened by the effort it takes to break the mould of an unsupportive system. Nevertheless, it is clear that, for many of these change makers, the Act is providing a helpful tool to challenge the system.



3) The Believers and Achievers:

Organisations where there are examples of innovative practice, change makers and champions of the Act – sometimes daring to deliver differently against a culture of ‘business as usual’, other times supported by corporate centres and leaders to work in a new way.

Public bodies should be in this space. There are many examples across most public bodies, of the changes brought about by dedicated individuals and teams, who understand the potential of using the Act as a framework for change. These pockets of innovation vary across each organisation.

For example, there are several large-scale programmes of work in public bodies like Natural Resources Wales that demonstrate their contribution to the goals and application of the ways of working – as well as a strategy that shows the organisation is trying to deliver in new ways. Public Health Wales are increasingly moving into this space, having established a dedicated ‘Hub’ team to educate on the Act.

The national park authorities describe excellent examples through their self-reflections that show their contribution to the national goals, their use of the five ways of working and the sustainable development principle. There are cultural projects that aim to provide alternative models to well-being, projects aimed at reducing carbon emissions through electric vehicle charging and managing tourism access, and collaboration with others to provide employment and skills opportunities.

In Welsh Government, there are ‘pockets’ within departments looking to push the civil service into using the lens of the Act to affect policy and guidance; a team has been established dedicated to implementing the Act, programmes rolled out like ‘Future, Engage, Deliver’ set up by the Permanent Secretary to change mindsets.

The First Minister has set the direction of his term in the context of the Act.

4) The Overwhelmed and / or Overconfident:

Organisations who see the Act as a ‘side-line’ to their core business or where the leadership believes their organisation has already ‘cracked’ the Act and giving further attention to their organisational culture is unnecessary.

Some of these organisations seem overwhelmed by responding to crises, and others use this as a regular excuse not to implement the Act.

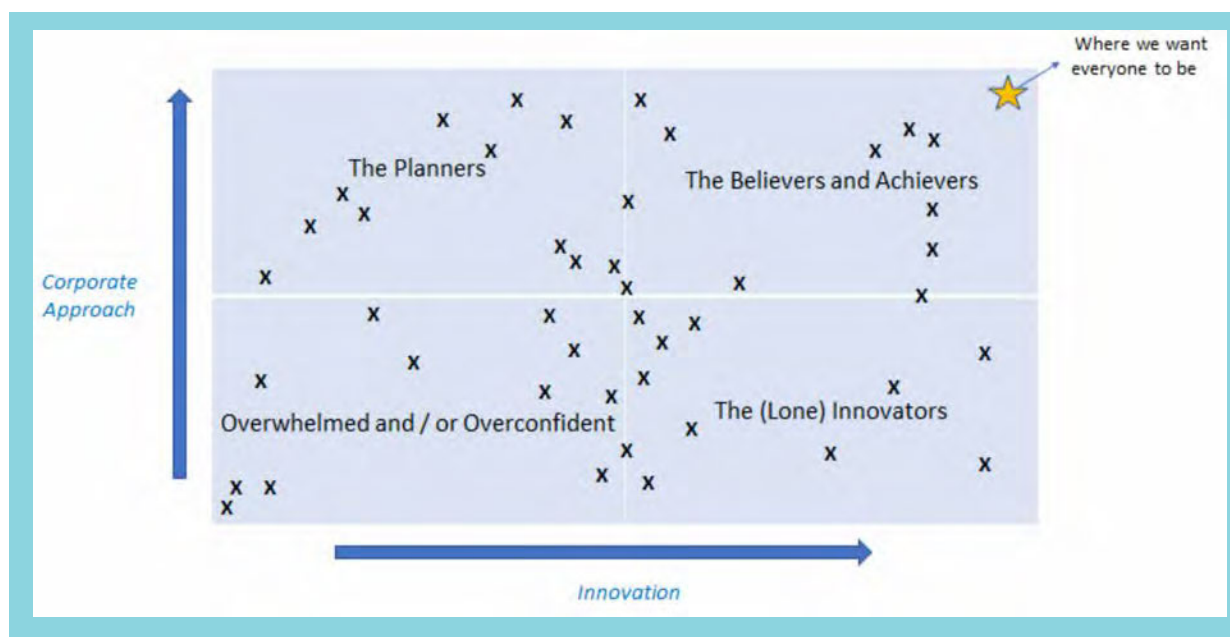
I have commented that many of the health boards were in this space during 2017-18, with the Act often seen as something for local public health teams to deal with. I believe that there are some positive shifts in this regard, but often the approach from government continues to undermine, rather than support, the necessary changes in the health sector.

There are also a few local authorities and national bodies that are reluctant to see the Act as an opportunity and a way to shape their core work. As well as providing this feedback to them directly, I have shared my views on these public bodies with the Auditor General for Wales to ensure we work together to advise and monitor progress within these organisations.

There appears to be a balance between a reliance on too much corporate planning, which risks increased bureaucracy and losing the ‘hearts and minds’ of the workforce, and not enough corporate planning, which risks people feeling isolated and disempowered to change the culture.



With these four categories in mind, I have mapped the 44 public bodies subject to the Act based on my monitoring and assessing in the grid below:



For me, cultural change comes back to the idea that we can have all the policy, legislation and ideas in the world, but if we don't win over 'hearts and minds' and take people with us – we'll never deliver upon the changes that are needed. I have recommended to Welsh Government that they place kindness and well-being at the centre of government and public policy.

Public bodies and Public Services Boards need to follow suit, providing permission for people to work differently, compassionately, building a movement of change within their workforce.

“Many acts of kindness are done by those working at the edge of the rules, or indeed outside them...The risk takers – at any level within or outside an organisation – can identify the rules that get in the way, can apply their humanity to those rules, and emotionally literate organisations can then reward and protect them. As the English proverb says: “It’s better to beg for forgiveness than to ask for permission.””

[Carnegie Trust \(2018\).](#)

Dedicating time to a corporate vision pays off, but you need corporate vision, innovation and ‘hearts and minds’ in balance.

It is positive that some public service leaders have recognised that the Act requires culture change and have set a strategic direction, then funded training, resources and specific staff posts for this purpose. This is done alongside a clear senior-level commitment and action to task these specific resources to embed the new ways of working throughout the organisation rather than to be the team in the organisation who ‘does the Act’ on everyone’s behalf.

Health and Sustainability Hub

[Public Health Wales](#) have established a team to help them, the wider NHS and other partners, to implement and exemplify the Act. The Hub has produced tools for individuals, teams and organisations on translating the Act into practice. For example, recent research with Kingston University on using the five ways of working: [Implementing the Sustainable Development Principle](#).



Future and Integrated Policy-making Division

In [Welsh Government](#), a team has been established to support civil servants across government to implement the Act and strengthen policy-making. The team has a matrix-management approach, working across departments collaboratively to promote an integrated approach and support understanding and implementation of the five ways of working. The team's remit is to support and challenge departments across government to implement the Act, and they challenge any expectations that they should be doing and reporting on the Act for the government. This team shows promise in terms of its approach but is substantially under-resourced and needs to have more capacity if it is to be effective in driving cultural change across Government.

Some public bodies have adopted integrated impact assessments, trying to understand how officers have considered the five ways of working, seven well-being goals and other issues when proposing a change. While integrated impact assessments are a good idea as part of a wider package of awareness-raising and winning over 'heart and minds', they can quickly become a tick-box exercise.

Those who do not understand the Act or feel any passion for change will focus too much on process and not enough on innovation and understating the mission. Staff need to understand and feel the cultural change before they begin to practice it.

Some studies suggest it takes 17 years for evidence-based initiatives to be widely adopted, even when they are proven to improve outcomes. Public bodies should be investing in building a movement of change, identifying and breaking down barriers to implementation and promoting wide understanding of how each part of their organisation contributes to the national mission of the Act - improving the well-being of future generations.

In implementing the Act, some public bodies are delivering the 'what' and some are delivering the 'how'; however, there is further work needed for public bodies to fully demonstrate the 'double test' of the Act - applying both

The Act should apply at two stages of decision making – as a 'double test'. Firstly, 'what' you decide to do should consider the five ways of working and seek to find the solution that maximises your contribution to as many of your public body's well-being objectives and national well-being goals. Secondly, you should apply the five ways of working again and consider 'how' to maximise contribution to more of the well-being goals in 'how' the organisation implements the proposed solution. ([See section on Setting Good Well-Being Objectives in Chapter 4.](#))

For example, if a public body was considering how to address a problem with traffic congestion, they should:

Firstly, using the five ways of working, consider 'what' solution (from a range of options) would best contribute to all of their well-being objectives and the well-being goals. They may decide to invest in public transport solutions, which contribute to better health outcomes, a reduction of carbon emissions, better-connected communities, and aim to help those at socio-economic disadvantage – THE WHAT.



Secondly, in deciding how they invest in public transport, they should use the five ways of working to consider how the investment could have the most benefits. Considering how the solution could best contribute more well-being goals 'how' they go about making the proposal happen. For instance, in the way the project is planned, who carries out the work, how it might seek to connect communities, be linked to active travel to improve health, could be delivered by low carbon vehicles and support good employment opportunities – THE HOW.

Considering the 'double test' of the Act

In identifying the need to introduce a more integrated and efficient public transport service to South Wales, [Welsh Government](#) and other local services considered 'what' solution was needed. My advice led to the Act being placed at the centre of how government procured the contract – the biggest procurement contract tendered in Wales at £5 billion.

The successful rail operator, [Transport for Wales Services](#), were challenged to show 'how' they would be applying the Act in creating a more integrated and efficient transport network for South Wales. This included 'how' they would be applying the seven national well-being goals, such as working with a social enterprise that helps people with disabilities access employment, ensuring electricity overhead and in stations comes from zero-carbon energy and support local artists through cultural work and displays in stations and trains.

However, there are many examples of public bodies considering the 'what' and neglecting to apply the 'how'. For example:

Initially, the [Housing Innovation Fund](#) was established by Welsh Government with the Act at its centre - to fund innovative ways of increasing housing stock that was fit for the future. However, in implementing the 'what', government initially did not fully consider the 'how' and the first few rounds of funding asked bidders to demonstrate their contribution to only one well-being goal. This meant that bids were not as innovative or sustainable as they could have been, had government fully considered the 'how' in implementing the scheme. In recent bidding rounds, Welsh Government have taken on board my advice and bidders are now asked to fully explain contribution to all seven national well-being goals and how they have used the ways of working in their proposals.

[Cardiff Council](#) took a positive decision to develop and improve the infrastructure around Cardiff Central Station, to create a more connected public transport hub, regenerate the area and develop employment opportunities (the 'what'). However, the 'how' was not fully considered because the resulting regeneration has failed to maximise contribution to the national well-being goals. For example, there is little use of green infrastructure, and the bus station has not been connected to the train station, undermining their approach to a more connected public transport system. Furthermore, they have missed opportunities to promote the station concourse as a cultural gateway into the capital city, showcasing local heritage, materials, arts and local enterprise.

Other public bodies have been considering the 'how' but not the 'what', suggesting a lack of integration and collaboration. This report has many examples of good initiatives which could be improved by anchoring them within the context of the wider public body's well-being objectives or the well-being goals.



For example, [Swansea Bay Health Board](#) have positively reduced gas and electricity consumption, partly by using the “ReFIT - Green Growth” loans via Welsh Government, which enables organisations to borrow money to fund carbon-reducing schemes. While positive, this does not appear to be linked to their well-being objectives and therefore opportunities to consider the wider opportunities that decarbonisation could deliver to their core duties of improving the health of their population are being missed.

Welsh Government have reformed the transport appraisal guidance, ‘WeITAG’, which is a significant change in the right direction regarding how transport interventions are considered. However, they have not yet set a national transport strategy so, whilst the ‘how’ is there through ‘WeITAG’, the ‘what’ we are aiming towards is unclear.

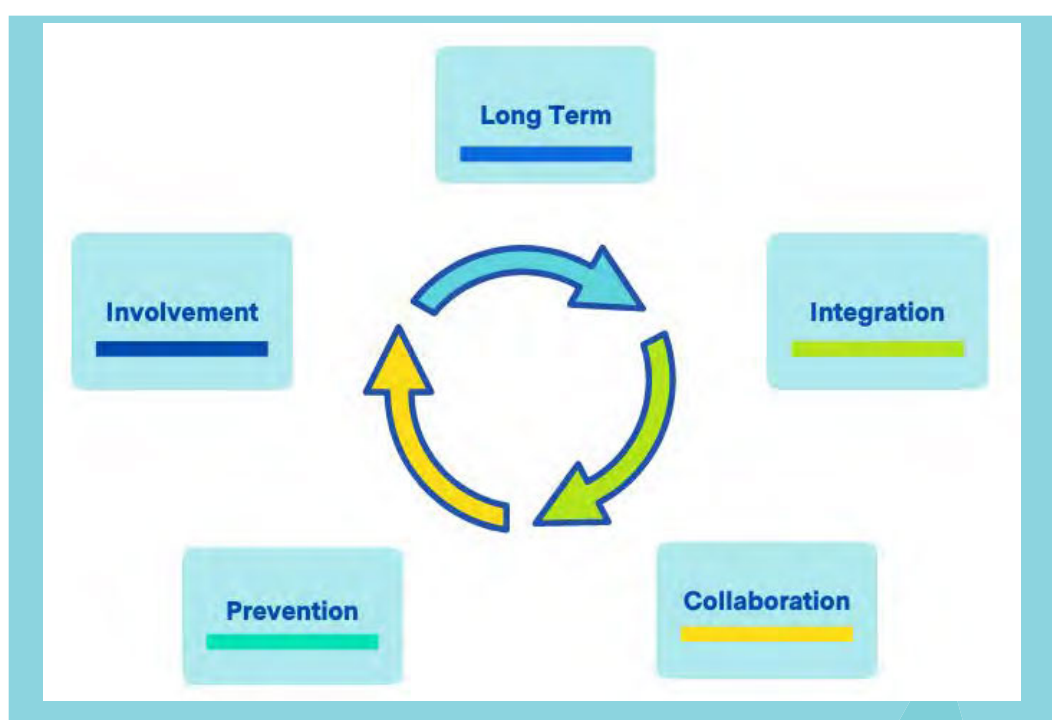
This is where it is important that organisations seek to ensure both their leadership and [corporate planning](#) processes apply the Act in ‘what’ they decide to do, but also that understanding of the Act is embedded

throughout the organisation so that those implementing policies can apply the Act to ‘how’ the policy or service is developed and delivered. The final part of the Act’s guidance on applying the ‘double-test’ is to communicate this – show your workings and communicate progress.

In many cases, public bodies describe their actions retrospectively, i.e. they describe what they have been doing and how it fits into the five ways of working and well-being goals, rather than showing how the ways of working and goals have shaped their thinking, proposals and decision-making on the ‘what’ and the ‘how’.

Public bodies can only apply the ‘double test’ of the Act by using the ways of working and national well-being goals.

The five ways of working are interconnected and mutually reinforcing – one naturally leads to another. So, when public bodies are seeking to apply the ways of working to an idea, a proposal, a service or an evaluation, it doesn’t necessarily matter where they start, as applying one of the ways of working should lead to another.



Public bodies and Public Services Boards should use my [Future Generations Frameworks](#) during corporate planning and implementation stages to help them do this properly.

Challenges and opportunities for change

Remove barriers to effective implementation of the Act

What future generations need

Welsh Government need to lead the way in changing public sector culture, as I have recommended within this report, towards well-being and kindness at its core. They need to show a willingness to remove barriers to implementing the Act, provide trusting leadership to public bodies and Public Services Boards, incentivise and encourage adoption of the Act, reduce bureaucracy on public bodies and welcome new approaches.

Likewise, to enable us to get towards meeting the national well-being goals, public bodies and Public Services Boards need to challenge the status quo and challenge government on the way things were to move us closer to the way things should be for future generations.

In order to change public sector culture, there will need to be a level of risk. Performance management and audit will need to be sympathetic towards a changing culture – and the mistakes made along the way. Culture change does not happen overnight, and we will need time, space and additional resources for public bodies to reflect, research and, ultimately, innovate for future generations.

Where are we now

Public Services Boards are beginning to work together more effectively. However, their efforts to operate in a more transformational way are being hindered due to barriers such as funding, complex governance and capacity

There are 19 Public Services Boards covering Wales and, under the Act, their first tasks were assessing the well-being of their area by May 2017 and producing collective well-being objectives in a Local Well-being Plan by May 2018. You can find out what your local Public Services Board is doing on [our website](#).

In the last year, I have seen promising improvements in the way Public Services Boards are operating. Many have spent this first year focusing on building trust, relationships, and understanding each other's perspectives. Some are seeking to try different models of service delivery to deal with local problems, and most boards are more effectively sharing information between organisations.

In the five [Gwent Public Service Boards](#), partners are [collaborating](#) on a regional basis to use funding for projects like the Gwent Green Grid, which is identifying local collaborative opportunities for protected sites, natural and built environments to contribute towards the resilience of wider ecosystem in the region. The region has also introduced Integrated Well-being Networks, a place-based collaborative project to set up health and well-being hubs and use the assets of communities, with the aim at preventing people in the community needing to access hospitals or social services.



I have been providing advice and assistance to [Cwm Taf Public Services Board](#) to help them work collectively to tackle adversity experienced in childhood. Through a “Live Lab” approach, my team have supported member organisations of the Public Services Board to use the Act to challenge their thinking, understand different organisational cultures and find an [integrated](#) way forward to a complex issue.

“[We] developed more acceptance that change is required – we now acknowledge that we need to act differently.”

“The Live Lab provided exposure to different services – improving involvement and collaboration, among their Public Services Board members, their organisations and their communities.”

Quotes from Cwm Taf Public Services Board participants (July 2019)



Funding for Public Services Board infrastructure is inadequate

Despite this promising work, Public Services Boards are working in an environment of complex partnership arrangements, inadequate funding arrangements and the pressures of austerity on their own organisations. They now require more support through flexible funding from Welsh Government to move forward with the scale of challenges they have identified.

“Public Services Boards are unlikely to realise their potential unless they are given freedom to work more flexibly and think and act differently.”

Auditor General for Wales (2019)

Public Services Boards are intended to be the collaborative mechanism of improving well-being within the Act. Welsh Government provide an annual support package to the boards, consisting of regional funding – to be shared across the footprint of the health body for that region; access to a network of support officers; and opportunities for training.

Members of the Public Services Boards have argued for some time that, in order for the boards to be treated with the same priority as other partnerships and work programmes, they need more substantial resources.

Firstly, more capacity to support the work of Public Services Boards is needed. Currently, every Public Services Board has different support in place – ranging from one officer in the local authority with a long list of partnership responsibilities to whole teams of partnership officers, funded through collaboration. More capacity and capability in long-term, futures thinking, involvement, research and data analysis are often described as gaps.



Secondly, Public Services Boards require access to more government funding opportunities that would enable the board to take more substantial steps towards meeting their well-being objectives. Thirdly, Public Services Boards have called for more flexibility from government over how they spend their current regional funding allocation.

“We are challenged by how some funding grants are awarded, setting tight criteria and limiting how monies can be used. Some flexibility on how we can use grants to achieve our objectives would be extremely helpful and warmly welcomed.”

Torfaen Public Services Board (2019)

“When funding becomes available [for collaborative working], timescales are tight, which goes against how we are trying to in Wales to work for the long-term.”

Wrexham Public Services Boards (2019)

I have recommended to Welsh Government they should consider how to provide more funding opportunities to Public Services Boards, strengthening the link between national and local delivery. I have also recommended that Welsh Government provide a clear steer to Public Services Board members that the boards are able to apply for and accept funding if one partner holds the funds.

Public Services Boards are interdependent on the work of other boards, but the governance structures between them are complex and often confusing

Linked to my advice to Welsh Government, Public Services Boards have reported they are struggling to be as effective as they could be because the boards exist in a complex partnership governance landscape. The lack of clarity from Welsh Government has the knock-on effect of some partners not being engaged in Public Services Boards – their attention diverted elsewhere. Several reviews of partnership governance have been undertaken by Welsh Government recently with the aim of clarifying these issues, including these listed by the Minister in a recent letter to board members:

- The 'OECD Multi-Level Governance Review'.
- An independent Review of the Regional Skills Partnerships.
- An Audit Wales local government study on Public Services Boards and the effectiveness of partnership working.
- Joint inspectorate work on the progress of new local models of health and social care, and the effectiveness of Regional Partnership Board joint working.



In addition to these reviews that my team have come across:

Public Services Boards received a joint Ministerial letter and an independent report by Professor Keith Moultrie regarding how they are working with Regional Partnership Boards in practice;

The Equality, Local Government and Communities Committee undertook an inquiry into Public Services Boards during 2018;

Other government-led initiatives are underway, such as CLES - the national organisation for local economies - seeking to work with several Public Services Boards on progressive procurement and local spend.

These reviews seem disconnected and there are more immediate actions that could be taken. While reviews are sometimes a helpful way to understand the context and make recommendations (if they are conducted in an integrated way), action is now needed. Welsh Government should be providing a clearer role for their representative on each Public Services Board; finding ways to give more funding flexibility to Public Services Boards and clarifying relationships between numerous partnership boards. ([see my recommendations to Welsh Government in Chapter 2](#))

Welsh Government have this clear role to play in cleaning up governance complexity – but Public Services Boards should also be challenging government, challenging complex governance structures and seeking ways to overcome these to integrate their efforts more locally to meet their well-being objectives.

In a joint letter with the [Children's Commissioner for Wales](#), I asked the Chairs of Regional Partnership Boards and Public Services Boards how the situation is working locally.

While several outlined the difficulties of dealing with conflicting legislative duties, some have found positive ways to [integrate](#) and [collaborate](#). For example:

[Cwm Taf](#) Public Services Board and Regional Partnership Board came together to undertake the well-being and population assessments and write their respective plans in 2018 (required by Welsh Government legislation). They have worked together on issues such as addressing loneliness and social isolation and in developing a place-based 'Community Zone' model, seeking to support people in challenging circumstances and prevent problems from getting worse. The 'Community Zones' have been partly funded through Intermediate Care Funding, which is administered by the Regional Partnership Board.

In the West Wales region, [Ceredigion](#), [Pembrokeshire](#) and [Carmarthenshire](#) [Public Services Boards](#) seek to work closely with their Regional Partnership Board, bringing together members of the boards from across the region. The Regional Partnership Board has been tasked by the Public Services Boards to carry out particular regional work concerning vulnerable children and families, feeding back intelligence and insight.

The corporate planning, performance management and reporting requirements set by Welsh Government for public bodies need to reflect the Act better

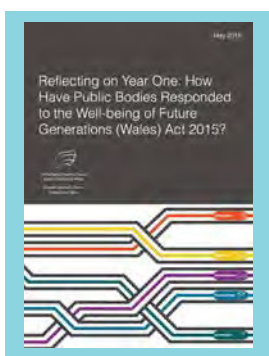
Public bodies from every sector covered by the Act have raised that corporate planning and reporting progress on their well-being objectives is a challenge because they are responding to other duties and requirements placed on them by Welsh Government.



“Our reporting systems are a mess, and Welsh Government could do a lot more to sort it out. There’s a lot of tidying up that Welsh Government could do through the new Local Government Bill. But please don’t add to it and duplicate.”

Local authority representative (Feb 2019)

The Auditor General for Wales flagged it as a barrier to implementing the Act in his [year one commentary](#), published in May 2018:



“Some [public bodies] were required to publish their first well-being objectives mid-way through an existing planning cycle. Local authorities, fire and rescue authorities and national park authorities had to meet the requirements of the Local Government (Wales) Measure 2009, but the Act also required them to publish well-being objectives shortly before the local elections.”

Auditor General for Wales (2018)

Corporate planning is linked to performance management, and public bodies have also reported how difficult it is to change to a long-term, integrated and collaborative form of measuring progress when Welsh Government continue to hold leaders to account on short-term plans and short-term performance and financial measures. They say this is hampering their ability to think long-term and act in a preventative way

“The legislative requirements of other acts like the Equality Act creates a churn in public bodies. The timescales are clashing and isn’t this meant to be about integration?!”

National body representative (Feb 2019)

For example, in health bodies, their main vehicle of corporate planning and reporting performance is their Integrated Medium Term Plans. While the plans cover three years, the majority of financial planning and approval undertaken with Welsh Government still follows an annual cycle. Even a three-year cycle contradicts the Act in thinking long-term and preventatively, driving behaviour within health bodies that focuses on short-term, crisis management.

Despite some positive changes to the NHS Planning Framework, the Integrated Medium Term Plans do not adequately align with the Act. There is no requirement on health boards to account for their performance against their well-being objectives from the Health Minister or senior officials in government.

Health bodies, therefore, feel they are going ‘above and beyond’ their normal requirements to meet the duties of the Act. The Act is not given priority and prominence in the organisation – from management board discussions to how health bodies contribute to Public Services Boards. This is due to the pressure on leaders to focus on the short-term, performance and financial measures prescribed by Welsh Government.



“Yes, the guidance for the Integrated Medium Term Plans have changed to encompass more about well-being but I’ll send you the guidance for the annual reporting for the NHS, and there’s just no space for well-being. It means I’m producing two different reports – before I produce an annual equality report and all the other things Welsh Government ask us to do.”

Health board representative (Feb 2019)

It is entirely within the power of government to rectify this situation and enable health bodies to shift from focusing on short term delivery and move to planning preventatively, for the long-term and in an integrated way. This should be addressed as a priority.

The national public bodies also find reporting requirements placed on them challenging. Welsh Government provide annual remit letters to each body, with an outline of deliverables and allocated funding. The short-term, annual nature of these letters is hampering the ability of national bodies to focus over and above their immediate deliverables. It is encouraging to see some national bodies are challenging this system, for example:

Sport Wales are challenging output-based performance management systems and challenging government on how they are held accountable. The organisation is going through a period of seeking to base their whole performance management system on outcomes, breaking down traditional siloes between departments and functions. Sport Wales are also seeking to connect their duties under the Equality Act and Well-being of Future Generations Act, by reporting on equality objectives using the Act. Welsh Government should respond positively to this challenge and seek to work with public bodies to identify new methods of measuring performance in line with the Act.

Currently, the remit letters provide some reference to the Act at a high level, but they should be more explicitly linked to the well-being objectives of the body and government. Where performance measures are in place, they are mostly traditional output measures, not focused on measuring well-being. This means national bodies struggle to show their impact and progress against their well-being objectives.

Whereas local authorities previously found this challenging, it is encouraging that the [Local Government and Elections \(Wales\) Bill](#) seeks to provide local government and fire and rescue authorities with a new performance and governance system, based on self-assessment.

I have provided evidence to the National Assembly for Wales and advised government that this is an opportunity to refine and streamline requirements on these sectors to provide them with the space to reflect and innovate. This is welcome progress, and Welsh Government should be replicating such an approach in other sectors covered by the Act. However, this can take time, and public bodies themselves should be seeking to integrate their own duties and challenge government according to the Act’s requirements.

Financial planning and short-term funding inhibit the ability of public bodies to meet their well-being objectives and make collaboration, prevention, long-term thinking and integration more challenging

The Auditor General for Wales and I have found that annual budget cycles and short-term funding, with late notification of available funds, makes applying the sustainable development principle challenging.



“Public bodies were clear that short term funding hampers their ability to plan effectively over the long term. Some sponsored bodies stated that the annual remit letter poses the same challenge. Linked to this, they cited a lack of flexibility over how grant funding can be spent and disproportionate monitoring requirements as inhibiting long term planning and a focus on outcomes.”

Auditor General for Wales (2020)

Financial planning and budgeting are currently disconnected to the ethos of the Act. My advice to government outlines that, while Welsh Government blame UK Government for short-term funding allocations, public bodies blame Welsh Government and, often, the voluntary sector blame both.

All public bodies should do more to align financial planning and well-being to plan for the [long-term](#). While public bodies would also welcome longer-term funding, they should accept that a large proportion of the budget is static and does not change year on year. Setting out a vision through their well-being objectives should help them to plan longer-term and work towards funding meeting their objectives.

“Being constrained by annual funding arrangements – which inhibits long term and preventative spend and sometimes hinders collaboration arrangements. We need to work with Welsh Government to address this.”

Observations from a representative of a national public body (Feb 2019)

Short-term financial planning sometimes means that successful pilots or initiatives are short-lived because they are reliant on grant funding or short-term funding allocations, which are discontinued.

This should not be happening at Welsh Government or public body level, with the Act in place. Examples of successful initiatives should be scaled up and implemented more effectively and securely with core funding.

As the [statutory guidance of the Act](#) states, public bodies should set out within their well-being statement when publishing objectives: “how each body will ensure that resources, including financial, are allocated annually for the purpose of taking steps to meet its objectives.”

All public bodies should clearly align their [financial planning](#) and decisions to the achievement of their well-being objectives. The vision provided by well-being objectives should provide a [longer-term](#) plan of funding, and corporate plans/well-being statements should set out how spending plans will seek to finance their steps.

The culture change starts with Welsh Government. The world is watching Wales, with our ground-breaking Act, and the budget must reflect Welsh Government’s commitment to sustainable development and wider well-being. Both the budget process and budget itself should reflect the Act and drive cultural change through:

Clear consideration and explanation of how budget decisions relate to the achievement of the Welsh Government’s well-being objectives;

Clear consideration of the five ways of working throughout the budget process and during decisions about spending, particularly considering:

- [Long term](#) - using future trends and foresight to take long term spending decisions, including through providing longer term stability to other services;
- [Prevention](#) - using the definition of prevention to enable a robust approach to understand the opportunities of investing in preventative activities.



The recently published budget was the fourth since the Act came into force in 2016. While there were some positive signs of things changing, there is scope for significant progress in terms of a budget process that is fit for future generations and focuses on well-being, such as the approach introduced by the New Zealand Government.

“Success is making New Zealand both a great place to make a living, and a great place to make a life.”

Grant Robertson, New Zealand
Finance Minister (2019)

Starting with Welsh Government, [financial planning](#) should move to a model of well-being budgets. While our legislation requires us to look at the whole budget, starting with ‘new money’ would be a positive place to start this transition. ([See section on Welsh Government in Chapter 2](#))

The corporate areas of change outlined in the Act are potential levers to drive change, but public bodies must make better use of them

The ‘corporate areas’ of corporate planning, financial planning, workforce planning, procurement, assets, risk management and performance management are outlined in the [Act’s statutory guidance](#) as “catalysts for change”. These are the departments and teams within public bodies which will need to evolve their culture to meet the aspirations of the Act.

In reality, I have found a mixed picture as to how organisations have begun to change their culture with regards to these corporate areas of change. I asked public bodies to reflect on the changes within their corporate centres during my monitoring of progress last year. Some public bodies had clearly taken on the advice I provided within my report [Well-being in Wales: the journey so far](#), which was:

“Expectation 5: Applying and implementing the Act

Annual reports must:

- outline how the seven corporate areas of change set out in the guidance of the Act have begun to adapt their ways of working
- describe how decisions have been affected by applying the Act
- provide examples of what they are doing differently since the implementation of the Act and what is planned next.”

These public bodies had dedicated some time and space within their annual reports to reflect how they were progressing in the seven corporate areas of change and set out their intended next steps.



“We will be looking at strategic priorities and the goals, the five ways of working and seven corporate areas of change in a different way this year. The self-reflection tool has really helped with that – with thinking differently. Last year, the corporate officers asked each service area how they contribute most to one of the seven goals – this year, I have a much better understanding of the Act thanks to the tool. We'd never really looked at the corporate areas of change before.”

Representative of the fire & rescue services (2019)

However, some public bodies do not recognise the significance of these areas of change in helping them implement the Act. All public bodies and Public Services Boards should be concentrating on these corporate areas and providing information on this within their well-being statements, well-being plans, corporate plans and annual reports. Public bodies and Public Services Boards should be evidencing that applying the Act to their corporate areas of change is informing the steps they are taking.

Under my power in the Act to advise the Auditor General, I am currently discussing with him how his examinations, studies and other work concerning economy, efficiency and effectiveness (“value for money”) could in future explore more closely how public bodies are properly applying the Act within these seven corporate areas of change. For example, when assessing whether public bodies have made proper arrangements for securing value for money, the Auditor General could consider how their financial planning arrangements ensure that the needs of the present are met without compromising the ability of future generations.

The pace of change across the seven corporate areas is variable. I have described how some public bodies are beginning to reform their approach to [corporate planning and performance management](#) and how they are thinking [long-term](#) in setting well-being objectives and steps within this chapter.

However, as I have outlined above, when it comes to [corporate planning, performance management and financial planning](#), many organisations are seeing these functions as a hindrance rather than a help to meeting the aspirations of the Act. My work on [financial planning](#) within Welsh Government and [procurement](#) across all public bodies shows the challenges public bodies face to compromise policy, guidance and legislation with the ethos of the Well-being of Future Generations Act – [See the section providing a ‘Spotlight on Procurement’ in Chapter 2.](#)

I am seeing some positive progress with public bodies using their [assets](#) to deliver their well-being objectives and contribute to the well-being goals, often challenging existing [procurement](#) procedures. Many public bodies are considering how [assets, fleet and workforce](#) can work together to promote well-being.

Some are considering how they can reduce their carbon emissions, increase their usage and use them as ways to improve social connectedness and promote culture:



Turning a market hall into a cultural hub

Wrexham Council supported the creation of “Ty Pawb” – which was a covered market owned by the Council, in need of refurbishment and losing trade. By long-term thinking, collaborative working, and involving local people, they have supported the re-creation of the building as an arts and cultural centre. Through involving local people and businesses, they have created a space which is a street food market, marketplace, gallery, arts and crafts school, and cinema – providing multiple benefits for the town centre and local people.

Carbon Positive Project

As part of their contribution to several objectives, including 'Champion the Welsh environment and sustainable management of natural resources', [Natural Resources Wales](#) have been working on a 'Carbon Positive Project', to become an exemplar in carbon management and share their work with others.

This has involved looking at their entire estate, procurement, fleet and ways of working, to estimate their carbon emissions and begin ways to reduce them. Already, this has resulted in the purchasing of electric vehicles, installing LED lighting, solar PV panels, energy-efficient boilers, developing a Carbon Management Policy for procurement and working with contractors to estimate and reduce emissions. Their work is now being shared across the public sector.

Workspaces for well-being

Similar to the approach I have taken within my own office, [Public Health Wales and Swansea Council](#) have recently furnished and decorated their offices using the Act as a guide. As much as possible, furniture was sourced second-hand, flooring and paint were obtained from off-cuts and social enterprises were used to carry out the restoration and refit.

With [Public Health Wales](#), an office neighbour was moving out, so a significant proportion of their furniture was remanufactured and repurposed to suit their needs. This avoided waste and disposal costs while providing high-quality furniture with no transport costs. 95% of the total furniture items were refurbished or remanufactured, and one-third of the 5% new furniture came from social enterprises. 82% of the flooring was reused or reclaimed.



© Ty Pawb



Investing in children's well-being

In [Carmarthenshire](#), two new primary schools have recently been built to Passivhaus standards, Ysgol Parc y Tywyn and Ysgol Trimsaran, and Carmarthenshire Council will be seeking to deliver more to these standards in future.

The [Passivhaus standards](#) adopted by the companies involved mean a high-quality learning space for pupils, a sustainable environment using less energy and local materials being used. The companies describe the method as: “creating uplifting learning spaces and rooting the schools in their rural Welsh context with locally sourced materials that reference the local vernacular, and landscapes that encourage inside and outside play and learning. Schools have been finished in a pallet of Welsh brick to reflect the area's heritage in brick production, alongside Welsh Larch in both schools in support of the local supply chain and reducing the carbon footprint of the school.”

In the first eight months of occupation, [Ysgol Trimsaran](#) reported a 75% cost saving in energy bills compared to other new build schools.

The schools were delivered for an uplift in capital cost of just 6%, with payback expected to be achieved within the first two years of occupation. As more schools are delivered in this way, costs will go down to be equal to usual builds for other Local Authorities.

Veg on the Ledge in the centre of Cardiff

Staff in [Public Health Wales](#)' office in Capital Quarter, [Cardiff](#) have set up a gardening project. The group aims to:

- Create a green haven for staff, visitors and wildlife on the 6th-floor balcony.
- Improve the mental well-being of staff and visitors by providing a pleasant environment to clear heads and connect with nature.
- Plant flowers and plants to attract local insects and wildlife, including bees and other pollinators

With a focus on sustainability, the group have used donations of pots and equipment from colleagues across the organisation and recycling sites. Early successes have seen courgettes, strawberries and tomatoes grown from seed. Staff have enjoyed picking lavender and mint for herbal teas and having a scattering of fresh herbs on their salads.

There are inconsistencies in how far public bodies are going to achieve what's possible and driving cultural change within their corporate areas of change.

All public bodies and Public Services Boards should be seeking to follow these case studies and examples and introduce changes to how they do things corporately, in line with the Act.



Cultural change requires everyone to play their part

My monitoring of progress has shown me that collaboration and integration, as well as the other ways of working, are often impeded by one public body in a partnership arrangement. Sometimes this is down to organisational culture; sometimes, it is due to one department or one individual. For example:

- The successful initiative between a fire and rescue authority, local authorities, a health board and Welsh Government that aimed to decrease the number of emergency calls and pressure on the health and ambulance service due to falls in the home. Funding couldn't be secured to continue with the initiative because the ambulance and health services would not recognise the **preventative** impact of the work.
- The police service who funded a mobile partnership first aid and help-unit to improve safety during the night-time economy. Despite seeking **collaboration** and funding through the health bodies and other partners, the police funded this service alone until, eventually, the **preventative** benefits of stopping high numbers of people presenting to accident and emergency departments were identified, and health bodies contributed to keeping the initiative going.
- The many examples of public bodies who, in times of austerity, have proposed closing local services, buildings and amenities behind closed doors. These are often introduced without first having open conversations with other private, public and voluntary sector organisations or the members of the community on how they could work differently to collaborate and save services or prevent problems in different ways.

While these are some negative examples, I have come across several positive examples, such as:

- the local authority who have **collaborated** with their health board to place a housing officer within the local hospital, helping with the discharge of patients who would otherwise face housing issues and homelessness. Patients are now discharged from hospital in a timely way to a home suited for them.
- In some cases, it takes tenacity from one public body to continue doing a project that they know is successful, to attract **collaboration** and support from others. The Identification and Referral to Improve Safety (IRIS) project is aimed at general practices to help early identification of domestic abuse within primary health services and swift referral to intervene early and **prevent** problems from getting worse. The project was introduced by the police and took several years to gain funding from the local health bodies, despite the success of the programme. Between 2011 and 2014, local domestic abuse support services only received seven referrals from general practitioners. When the programme was gradually introduced in Cardiff, 265 referrals were received by the end of its second year. By October 2019, there were 806 referrals from Cardiff and Vale practices. Over 60% of cases were also first time disclosures, showing the power of **collaboration** in **preventing** issues worsening.



While cultural change takes time, it is essential we all actively challenge these barriers to progress. Five years on from the Act being in place, it is now incumbent on me, the Auditor General for Wales, Welsh Government and organisations themselves to call out this behaviour and challenge the decisions being made that do not reflect the ways of working required by the Act.

The Act has brought about new ways of working with public bodies and Public Services Boards applying the five ways of working in some areas and creating transformational change

What future generations need

Future generations need a public sector that has braver, broader thinkers, who are collaborating better together, through Public Services Boards, with purposeful leaders open to trying new things. Public bodies will be applying the sustainable development principle and five ways of working to everything they do – placing the interest of future generations alongside meeting the needs of current generations.

The well-being goals cannot be achieved by one organisation alone. In a rapidly changing world with challenges like the nature and climate emergencies, demographic changes, automation, poverty, poor physical and mental health, future generations need public services to act in a collaborative, preventative and integrated way.

We need more people understanding the national mission of the Act and public servants moving between public (and private/voluntary) sector organisations to gain a variety of skills and insight into other fields to ignite better collaboration, integration, involvement and prevention.

Where are we now

Public bodies and Public Services Boards are considering the long-term more than ever before, but the whole system needs to move to thinking and acting for the long-term

The Act has been responsible for more public bodies making decisions based on the long-term future of Wales. The sustainable development principle is at the heart of the Act – public bodies acting in a way that meets the needs of today, without compromising the ability of future generations to meet their needs tomorrow.

Acting for the long-term requires public bodies to work differently and many elements of the public service system (like [financial planning](#) and [performance management](#) frameworks, for example) are yet to catch up.

I can see examples of how public bodies and Public Services Boards are using long-term thinking:



While the level of analysis of future trends in well-being assessments was variable; some examples stood out. [Cardiff Public Services Board](#) looked at 'Cardiff Tomorrow', exploring the possible scenario for every topic based on existing trends and what shift might be needed to take preventative actions now.

[Powys Public Services Board](#) reflected on what the long-term outcomes of issues might be, what questions this might raise and the possible consequences of inaction.

[The Vale of Glamorgan Public Services Board](#) focused on future scenarios in their community areas, providing a persuasive narrative about the likely impacts of trends for different communities. While the quality of the analysis varied, the discipline of thinking specifically about future generations was clearly part of these assessments, and this is to be commended.

The Public Services Boards in the [Gwent region](#) collaborated with Ash Futures Consulting to publish a Horizon Scanning report on likely trends for the next 10-20 years. The model for this work was based on the 'Three Horizons' approach, looking at themes such as population, mobility, natural systems, economy and society. The Public Services Boards in Gwent are now using the information to determine steps to meet their well-being objectives and inform their regional work. I have [produced a toolkit](#), in collaboration with Public Health Wales, for organisations to understand and apply the 'Three Horizons' futures method to their work.

There are also some examples where public bodies have set a [longer-term](#) vision:

Through my challenge to Welsh Government and health boards to extend their planning beyond the three-year cycles of Integrated Medium Term Plans, my team advised [Hywel Dda University Health Board](#) on setting a 20-year strategy for their work: 'A Healthier Mid & West Wales: our future generations living well.'



[Powys Public Services Board](#) have set a vision and well-being plan in the context of what they'd like Powys to look like in 2040. Having used their future trends data and information of the well-being assessment, members of the Board decided to set a longer-term plan for how they'd like the county to serve future generations.

Well-being objectives set by public bodies and Public Services Boards generally tend to be [long-term](#). For example, 'Supporting people to learn, achieve and reach their potential' or 'Maximise opportunities to enable people to live the lives they want to lead'.

Unfortunately, the steps to meet these well-being objectives and the measures of success are often short-term and public bodies need to give further consideration to defining what success looks like for that objective in five, ten, fifteen or twenty years.



“We expect to see public bodies thinking about the future and engaging with uncertainty. That means understanding needs, risks and opportunities as they are now, and also as they are likely to play out over the long term. It means being clear about what they want the future to look like and what they can do to get there.”

Some public bodies have found thinking or planning for the **long-term** particularly challenging and have misunderstood the definition, describing the likely long-term impact of their project in a narrow sense. For example, “This proposal contributes to a future digital industry” or “This programme will seek to provide long term transformational change to the council.”

Future Generations Report 2020
www.futuregenerations.wales

Welsh Government have set some targets for particular aspects of well-being. For example, a [carbon-neutral public sector](#) by 2030; at least [a 95% reduction in carbon emissions](#) by 2050; and [one million Welsh speakers](#) by 2050. But the government are yet to [publish milestones](#) regarding the national well-being indicators of the Act, which may help public bodies to act more for the [long-term](#) and set appropriate annual targets or measurements to get closer towards overall milestones.

[illegible]

Public bodies have an increasing understanding of the need to take preventative action but lack understanding and confidence of how

“Public bodies can delve into root causes by working with partners, service users and the public to ask why people are choosing not to take part in an activity or service or why interventions have not been successful.”

Auditor General for Wales (2020)

I am encouraged that many organisations and Public Service Boards have set well-being objectives and steps that are seeking to be [preventative](#). For example, 'Promote good health and well-being' or 'Help to give children the best possible start in life', and in many cases, there are positive new projects and programmes which support preventative activity. However, public bodies need to move beyond projects and programmes towards recognising and acting on the connections between all of their functions and the opportunities for prevention.

I can see that there is a good theoretical understanding of [prevention](#) when it comes to the impact of social determinants on health and well-being – things like housing, poverty, education and environment having a positive or negative effect on your life. However, there seems to be less understanding of the action that needs taking.

Public bodies are struggling to identify where to intervene because they are often looking at problems in isolation. No one organisation has a helicopter view of all of the points of intervention and, therefore, public bodies are missing opportunities because they are not effectively applying the five ways of working.

As I have described above, the five ways of working are mutually reinforcing. Applying a [long-term](#) lens to what a public body is trying to achieve would lead to applying the other ways of working. Public bodies should be showing their workings.

4 steps to prevention

1. Setting a long-term vision, including analysis of future trends.
 2. Collaborating and involving others to work out the problems they need to prevent and whether they fall into primary, secondary or tertiary prevention and using evidence to identify what the best preventative interventions are.
 3. Assessing those interventions to identify how they could prevent and maximise contribution to other well-being objectives.
- The Auditor General for Wales identified that most public bodies had not identified a way of measuring the impact of [prevention](#). While challenging, doing so would help build the evidence base for preventative work, inform decisions about shifting spending to activities that support primary and secondary interventions.
4. Shifting funding in line with these identified best value interventions.

I advised Welsh Government officials to define four categories of prevention (primary, secondary, tertiary and acute) to enable their spending decisions to be appropriately challenged ([see section on Welsh Government in Chapter 2](#)). All public bodies should be using these definitions of preventative intervention.

“We found that public bodies were missing opportunities to identify preventative benefits and to make the connections between their work and the outcomes that other bodies were seeking to achieve. There were opportunities to integrate different agendas and work with a broader range of partners to deliver wider preventative benefits.”

Auditor General for Wales (2020)



While some public bodies lack confidence and knowledge on how to intervene, in others, despite knowing what **preventative** action is needed, they put the issue into the 'too difficult to do' box. This is an example of what Margaret Heffernan describes as '**willful blindness**' - a legal term used to describe an ignorance adopted by people to avoid challenging the status quo or challenging authority, often due to fear of repercussions or fear of inaction. Heffernan draws on numerous large-scale examples such as the financial crisis of 2008, where mortgages were sold to people who could not afford them, or the Rotherham child exploitation scandal, where young people suffered organised sexual abuse and the authorities failed to act.

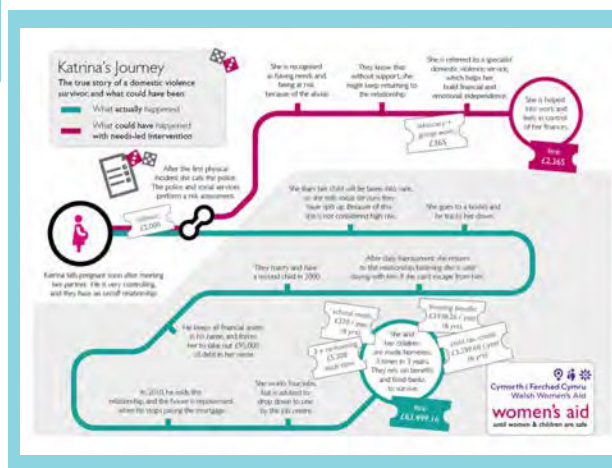
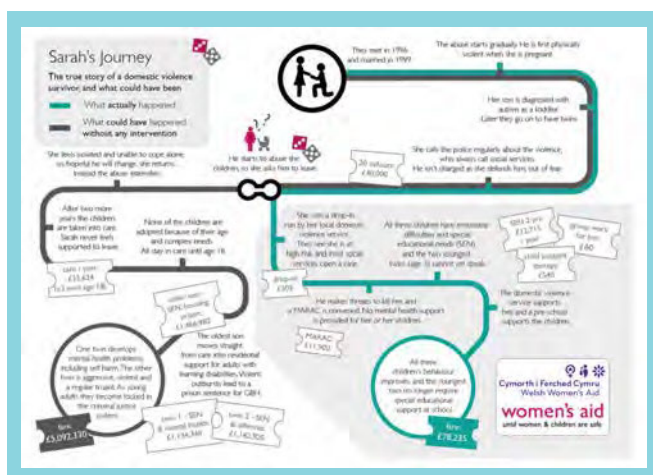
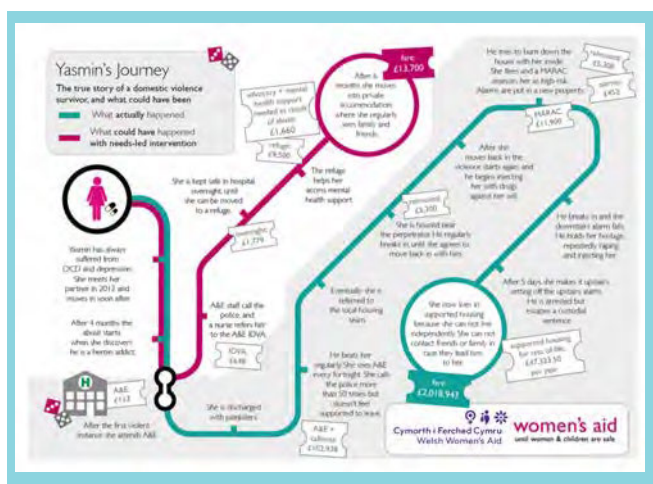
To a certain extent, 'willful blindness' exists in every institution and organisation, but good leaders will recognise and address this using the five ways of working.

Understanding the point of prevention

Newcastle City Council found that their school-based approach to dealing with young people Not in Education, Employment or Training (NEET) was focused on the wrong things.

Whereas the Council had been seeking to identify young people at risk of being NEET by looking at GCSE attainment, the study found that the biggest indicator was multiple contacts with social services. The research showed that those who had had as little as six interactions with social services spent almost three times longer out of education or training.

Welsh Women's Aid have created infographics, showing the journey that people go through when experiencing domestic abuse, based on the stories of women they have worked with recently. The stories illustrate the enormous cost, in human and financial terms, of not involving people, listening to them or responding to their needs. These women's stories show the power of intervening and how public services should be using the five ways of working, particularly collaboration and involvement, to know when to prevent issues from getting worse effectively.



© Welsh Womens Aid



Many public bodies are beginning to use funding to explore preventative action, but there are fewer examples of public bodies redirecting core resources from day-to-day reactive services to prevention

Through their examinations, Audit Wales have found many examples of public bodies investing in [prevention](#). However, often this was through accessing grant funding, drawing funding streams together and adapting roles and responsibilities to help deliver preventative benefits. This is absolutely the kind of innovation I welcome in changing culture and using the five ways of working.

However, the Auditor General for Wales found fewer examples of public bodies significantly shifting their core resources or making a stronger move towards preventative models of delivery:

“Rising demand pressures, funding constraints and performance monitoring are some of the reasons public bodies find this extremely difficult. However, they need to consider how best to sustain or mainstream activities that are likely to deliver better value and results over the long term.”

Auditor General for Wales (2020)

Public bodies should be allocating resources to preventative action that is likely to contribute to better outcomes and use of resources, even where this may limit the ability to meet some short-term needs. I appreciate public bodies are working in challenging times, with current demands taking away attention and resource from prevention and longer-term thinking.

However, the Auditor General for Wales and I have been clear in our advice that public bodies should factor this into

decision-making and accountability arrangements, accepting short-term reductions in performance and risks in pursuit of better long-term, integrated outcomes.

Welsh Government could greatly assist public bodies by following my advice and more widely directing funds at preventative measures and integrating their currently siloed financial planning structures. All public bodies should adopt the definition of prevention I have agreed with Welsh Government ([see the section on Welsh Government in Chapter 2](#)), particularly in financial planning and risk management to inform spending decisions.

The Act is facilitating more integrated thinking, with many Public Services Boards working together effectively to tackle issues and public bodies working beyond traditional boundaries, making links with other objectives and organisations. This integration is leading to better collaboration and a focus on prevention

The five ways of working are intrinsically linked. I agree with the Auditor General for Wales that:

“Integration is a precursor to effective collaboration and can facilitate a system-wide response, which enables public bodies to work preventatively.”

Auditor General for Wales (2020)

Fire and rescue authorities, in particular, have shared case studies demonstrating the application of the Act and how this sector is going beyond their 'traditional duties' to prevent problems from occurring. For example, finding ways of preventing injury in the home and introducing education programmes to prevent arson, fire, general anti-social behaviour and injury.



Growing the diversity of volunteers through collaboration

Amgueddfa Cymru are showing the impact of collaboration through their objective 'People in Wales have opportunities to develop skills through cultural learning'. They have embarked on a project to increase the number and diversity of their volunteers. In 2011, approximately 80 people volunteered for the national museum, and most were of a white, middle-aged, retired, well-educated and female demographic. By actively collaborating with other organisations including the Wallich, Diverse Cymru, the Wales Council for Voluntary Action, Volunteer Cardiff Services, Quest Support, New-Link Wales and others over the past seven years, they have diversified and broadened the volunteer base and substantially increased the numbers volunteering to approximately 700 people.

Collaborating to find different solutions

North Wales Fire and Rescue Service have worked in collaboration towards their objective "To support people to prevent accidental dwelling fires and stay safe if they do occur" by developing a "Safe and Well Check". These checks include advice on gas and electrical safety and hazards that could cause falls to make every contact count with members of the public. Collaborating with Betsi Cadwaldr Health Board, North Wales Police, local authorities, voluntary sector and housing associations like Cartefi Conwy, the fire service have sought to contribute to A Healthier Wales, A Wales of Cohesive Communities and A More Equal Wales, through this dedicated work.

In some cases, integrated thinking and collaborative working are triggered by dealing with an emergency situation. As I write, there are hundreds of examples across Wales where public services are doing everything the Act envisages in terms of collaboration and integration to respond to the crisis of the COVID-19 outbreak.

We can also see this as a pattern more generally; where the most fruitful, collaborative relationships form in response to a crisis. For example:

Swansea and Neath Port Talbot Public Services Boards

Both local authority areas were consistently in the top five areas across the UK for drug-related deaths, and it was clear that urgent action was required to challenge the criminal gangs who were targeting the area to meet a higher incidence of demand for drugs.

The establishment of a Critical Incident Group was agreed, under the auspices of a regional Public Services Board - jointly chaired by the Deputy Leader of Swansea and the Chief Executive of Neath Port Talbot Council. The group agreed urgent actions to target preventative measures across the range of functions for which partners were responsible. These actions include health and public health issues (with a particular emphasis on vulnerable groups, for example, sex workers); substance misuse services; housing ('cuckooing'); increasing demand on social services - including safeguarding matters— as well as the role of the police in tackling criminality. The central rationale was that a partnership approach was essential, as the Police could not "arrest our way out" of the problem in isolation. It was recognised that Public Services Board partners, including housing and Neath Port Talbot College,



also played a part in addressing the issue through managing housing allocations and through direct work with young people.

The Public Services Boards tell me that this work has now prompted further discussion amongst them about how they can link this issue to broader work on tackling Adverse Childhood Experiences. The boards recognise that the people they are dealing with in terms of 'county lines' and drug-related deaths are likely to be the same children who experienced adversities in childhood. This awareness is helping them to consider how they can shift their collaborative and integrated activity to ensuring that they act now to avoid another generation becoming the 'county lines' of the future.

While public bodies are discussing prevention far more, they are sometimes missing opportunities to achieve wider preventative benefits through integrating their objectives and collaborating with others

While the Act is driving increased integration, not all public bodies are making the right connections. We are seeing more [integrated](#) thinking across public bodies but there is still work to be done. The Act is ambitious in its requirements that public bodies make connections across well-being goals, the organisation's well-being objectives and those of other public bodies.

There are encouraging examples of where public bodies and Public Services Boards have started to show this. For example, in setting well-being objectives and steps on housing, they have linked this to steps to improve the local economy, meet carbon emission targets and use local materials.

For example, [Merthyr Tydfil Council](#) set out that they will 'Increase opportunities for sustainable and renewable housing, and renewable energy developments.' [Powys Council](#) have a step on their project: 'Home-Grown Homes', to 'encourage the use of local, sustainable timber for new council and housing association projects.'

However, many public bodies have missed connecting their objectives with the objectives of other organisations in their local area, such as housing and health – failing to recognise the preventative benefits of good quality housing. Poor housing in Wales is estimated to cost the NHS £95 million per year because of the increased likelihood of respiratory diseases in cold, damp homes; increased risk of injury in unsuitable homes; and poor mental health due to stress and financial issues. However, public bodies are failing to make these connections in preventing poor well-being. It has not helped that individual public bodies were required to set their well-being objectives before the Public Services Boards. It would have made more sense in this context to set collective objectives first and for these to be considered in the objectives and steps set out in each public body.

“We also highlighted examples of public bodies missing opportunities to identify preventative benefits and to make the connections between their work and the outcomes that other bodies were seeking to achieve.”

Auditor General for Wales (2020)



Some public bodies are not making positive connections even within their own organisation, showing a lack of integration. For example, the new [Planning Policy Wales 10](#) recognises the impact of land use planning on well-being. But, in their reporting, Welsh Government have not fully recognised the far-reaching impact of their new policy in helping them meet their well-being objectives and steps. Placemaking and planning are crucial to meeting many of the well-being goals and having links to other objectives (such as 'Deliver modern and connected infrastructure' and 'Build healthier communities and better environments'). Despite this, Welsh Government's most recent [Annual Report \(2019\)](#) doesn't recognise the major reform of planning policy through [Planning Policy Wales 10](#).

Public bodies and Public Services Boards should be setting and reviewing their well-being objectives and steps in collaboration with a range of people. They should apply the 'double-test' of the Act to the solutions they consider, to improve the economic, social, cultural and environmental well-being.

Several public bodies have introduced tools and templates to help people consider how their proposal is integrated and contributing to each of the seven national well-being goals. However, paper-based exercises are not enough to show how public bodies are working differently

Encouraging people to think more holistically than their own area of work is part of changing culture and helping people to achieve multiple benefits across all dimensions of well-being.

"Public bodies were often able to describe some of the connections between their work and the national goals or...how they might improve social, economic, environmental and cultural well-being."

Auditor General for Wales (2020)

Many public bodies have introduced online impact assessments and templates for proposals and papers, which aim to force you to think about a proposal from different angles – using the five ways of working and goals as a guide. For instance, [Denbighshire County Council](#) have developed an online impact assessment tool, and Welsh Government have been working on an integrated impact assessment and an accompanying training course.

As a result, many public bodies believe they are showing their work is integrated and how their actions are linked to the national well-being goals.

For example, in monitoring progress, I have seen that many annual reports, corporate plans and supplementary documents show diagrammatically how objectives or proposals link to each of the well-being goals – in tables or as graphics of the goals. The Auditor General for Wales and I have also seen many examples of alignment between the well-being statements of individual public bodies and the collective well-being plans of Public Service Boards in a diagram or list format.

This is welcome and shows [integration](#) at a basic level, but paper-based exercises are not enough to show how public bodies are working differently. This does not 'show your workings' adequately, because there is often no explanation or narrative attached to the diagrams.

"Retrofitting or cosmetic alignment of objectives and actions is both a missed opportunity and a waste of time."

Auditor General for Wales (2020)

There are some national well-being goals that are less understood and clarity is lacking on how public bodies are meeting them

In fact, some examples of this demonstrate how filling in forms, and following guidelines alone can result in ‘ticking the box and missing the point’, with people filling in the impact assessment or template demonstrating a complete misunderstanding of the definition of the well-being goals and ways of working. A selection of examples I have seen include:

- interpreting ‘A Prosperous Wales’ as a purely economic goal (when it is a legal definition containing low carbon, innovative, productive – as well as skills and fair work);
- interpreting ‘A Resilient Wales’ as a goal focused on personal resilience against adversity (when it is a goal about resilient ecosystems), and
- integrated’ as meaning integration of services, rather than a collective contribution to the national well-being goals and integration of well-being objectives.

More broadly, correctly applying **integration** means understanding the full legal definition of the seven national goals and exploring the contribution a public body can make towards each of them – alone and in collaboration with others. There are some well-being goals that are less understood (see, for example, sections on ‘A Prosperous Wales, ‘A Resilient Wales’ and ‘A Globally Responsible Wales’ in Chapter 3) meaning opportunities to improve economic, social, cultural and environmental well-being simultaneously are being overlooked.

However, many public bodies are effectively using the framework of the Act to take actions that would not have been considered before. These positive examples and case studies feature throughout this report.

Public bodies should move beyond paper-based exercises, ensure staff are trained, supported and constructively challenged on the application of the Act. Public bodies should consider how they help each other to have conversations about the wider connections between work – something that can only be achieved by applying the other four ways of working.

Public Services Boards are showing the power of collaboration, and many public bodies are going beyond their traditional functions to work with others.

Collaboration now needs to move beyond involving the most obvious partners and from ‘information-sharing’ towards pooling resources

“Integration is still sometimes misinterpreted. Public bodies will need to recognise the value it can add and seek opportunities to deliver a wider range of benefits.”

Auditor General for Wales (2020)

The Act places ‘**collaboration**’ in law for 44 public bodies and has introduced Public Services Boards as a collaborative mechanism to improve well-being. Never before have such a broad range of organisations and functions been brought together to work on such a broad remit. This collaboration is necessary to create a public service for future generations that works together to improve well-being.

“collaboration from all relevant agencies is necessary with seamless transition to other relevant agencies.”

‘People’s Platform’ response (2019)

Understandably, this new way of working takes time. Public Services Boards have spent the early years of the Act focusing on getting well-being plans in place, and building relationships with each other and I am now seeing evidence of this trust and understanding beginning to pay off.



Through [collaboration](#), the member organisations of the Public Services Boards are integrating their efforts more than they were previously. For example, [Cardiff Public Services Board](#)'s approach to improving air quality:

Collaborating to create integration in Cardiff

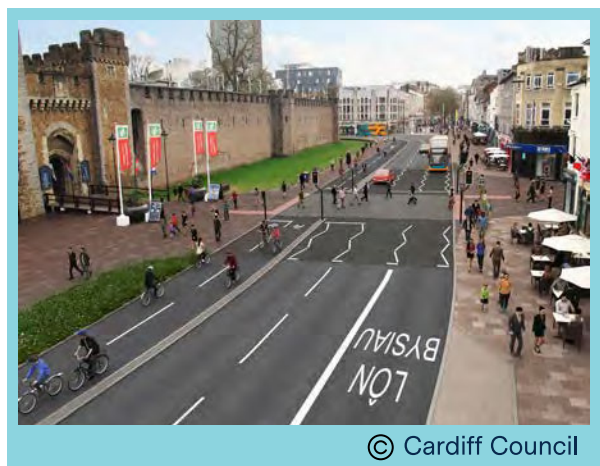
By seeking to understand the wider social, economic, environmental and cultural impact they could have, Cardiff Council collaborated with the wider partners of Cardiff Public Services Board, residents and businesses to develop a clean air and transportation strategy for the city, recognising that this is an important lever to meet a number of their well-being objectives and the national well-being goals.

This work has been given a 'public health' lens through the secondment of a Public Health consultant to the council. This has prompted a significant refocus on how they can address problems with congestion and poor air quality in a way which drives further progress on meeting their objectives.

This work has led to a focus on making active travel the norm through schemes like 'nextbike', proposals, to introducing the 'congestion charge' to the city, and creating buildings like Ysgol Hamadryad in the Butetown area as a school inaccessible to vehicles; encouraging more people to walk or cycle. They have considered the socio-economic links to this work by prioritising the most deprived areas with the lowest life expectancy for investment in cycle lanes and active travel infrastructure.

They are also considering how to design this infrastructure can in a way which facilitates sustainable drainage, allowing the processing of surface water in a way that is clean and sustainable, while also improving the area with trees and planting.

Secondly, all Public Services Boards partners have considered use of two of the corporate areas of change - the planning and infrastructure of their own assets, such as schools, roads and community buildings and through the '[Cardiff Healthy Travel Charter](#)', (which has 14 public sector signatories – including my office). The Charter is considering how their own workforce and visitors can be encouraged and supported to use healthy and less polluting modes of transport.



Public bodies are at varying stages of [collaboration](#) – from talking to one another, to sharing information, to working together on an informal basis when it makes sense, to equally working together at every stage of a project, to organisations being interdependent on each other.

While some [collaboration](#) remains in the 'talking to one another' or 'sharing information' categories, the Act has been driving deeper collaboration amongst some public bodies. Some organisations have started with their corporate areas of change – like co-locating staff.



Collaborating and co-locating

[Caerphilly Public Services Board](#) have co-located staff from different organisations to work towards “Safer Communities” - one of their agreed action areas. Other members of staff join them for fortnightly meetings, which aim to identify, problem-solve and respond to different demands in the county.

The board say this is a “people and places’ approach that focuses on repeat victims, prolific offenders, and repeat callers, in addition to crime and anti-social behaviour hotspot areas.”

Four emergency services in South Wales ([South Wales Fire and Rescue Service](#), [South Wales Police](#), [Welsh Ambulance Service NHS Trust](#) and [HM Coastguard](#)) have co-located in Llantwit Major. They say the new way of working – with 999 services co-located on one site – is already strengthening relationships between emergency service partners, creating more effective ways of working and supporting the sharing of information, which will benefit the public.

In other cases, I am seeing public bodies go further again – sharing assets and estates, delivering services together.

Delivering differently

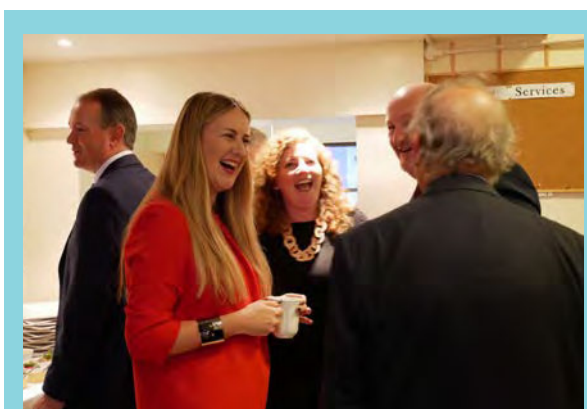
The [Valleys Taskforce](#) is helping facilitate a joined-up approach using community hubs to develop a new generation of health and care centres; expanding them further to develop new models of community learning, childcare provision, parenting support, family learning and community access to facilities built around the school day.

[Cylch Caron Integrated Resource Centre](#) is a strategic health, housing and social services project in rural [Ceredigion](#). The development includes a new Health Centre with GP practice, pharmacy, outpatient clinics, community nursing and social care.

It will also provide 34 extra care flats with communal facilities and services, and six step-up/step-down units for intermediate care and rehabilitation. The scheme is funded with capital grants from Welsh Government, Ceredigion County Council, Hywel Dda University.

In some cases, public bodies have identified the need to expand their networks to understand a problem better or work in a more preventative way. [Collaboration](#) is closely linked to [involvement](#), and there is an opportunity for more Public Services Boards and public bodies to be collaborating with less obvious partners - the more 'unusual suspects'.

For instance, most of the 19 Public Services Boards include leaders from the local authority, health board, Natural Resources Wales and fire and rescue service for the area; along with other invited members like the Police, Police and Crime Commissioner, Public Health Wales, the National Probation Service, voluntary sector organisations, local businesses, higher and further education and others.



However, there are inconsistencies regarding engagement of the boards with, for example, national public bodies, town and community councils, the private sector, further and higher education and housing. While the situation has improved, the Auditor General for Wales [found in 2018](#) that only 11% of Town and Community Councils indicated that they had a good working relationship with their Public Services Boards and almost a third of town and community council respondents indicated they did not understand the role of Public Services Boards.

Town and community councils, national public bodies (such as Sport Wales and the Arts Council of Wales) and private sector organisations have a significant amount they could bring to the work of public bodies and Public Services Boards. While ensuring a representative of town and community councils is invited to join the board is relatively straightforward and should be actioned by all boards, Public Services Boards and public bodies should seek ways of collaborating more effectively and integrating their work with others to meet their well-being objectives. For example:

[Snowdonia National Park Authority](#), are seeking to build on their cultural offer and increase the number of Welsh speakers and learners in the area. They work with a broad range of voluntary, private and public organisations to celebrate, strengthen and support language and culture.

Through schemes like “[Bwrlwm Eryri](#)”, they have enabled people receiving mental health treatment, the elderly, people receiving treatment for substance misuse and other groups, to participate in arts activities in the outdoors and at heritage sites, including visual arts, poetry and music.

Collaborating with a broader range of partners can enhance the ability of public bodies and Public Services Boards to think more holistically and identify more innovative, [integrated](#), [preventative](#) and cross-sectoral solutions. [Collaboration](#) is also positive in helping public bodies understand each other’s sectors and perspectives.

Having a broader range of skills will be vital for our public servant [workforce](#) of the future and will help us to reimagine public services for future generations. Spending time in different organisations and sectors can give people broader knowledge, experience and build networks that enable better collaboration. For example, these programmes aimed at creating leaders for the future:

In [Pembrokeshire](#), the Public Services Board have identified the high numbers of young people leaving the area and the ageing population trends over time. As a starting point, all Public Services Board partners agreed to collaborate in hosting work placements. They’ve launched a booklet 'An employer guide to work experience in Pembrokeshire: all ages' and are adding representatives from the Youth Forum to the collaborative group to ensure the programme is tailored to what young people want and need.

[Academi Wales \(Welsh Government\)](#) have established a graduate scheme that offers people a series of work placements in a range of public sector organisations. The programme brings together different sectors to offer a combination of academic qualification and short-term projects, providing leadership development in different contexts.



I appreciate some organisations face barriers to [collaboration](#). Small organisations, such as the national public bodies covered by the Act and the voluntary sector, raise with me and the Auditor General for Wales how they find it difficult to engage with complex governance structures, struggling to find the resources to support partnerships and collaborative working. Still, the culture and the way we work as a public sector must change to meet the aspirations of the Act. We cannot afford to be protectionist about our work; we need to be collaborating far more to solve complex problems facing future generations and delivering on the concept of ‘One Welsh Public Service’.

An obvious way to address this would be for there to be a greater focus on sharing staff through joint appointments, a greater use of secondments and placements, as well as putting a requirement in place for anyone aspiring to enter a leadership position in Welsh public services to have experience of other sectors and different types of public services.

STEP Programme

The Permanent Secretary has introduced ‘Short Term Experience Placements’ (STEP) within Welsh Government to provide opportunities for staff to shadow people and work within different departments in government or in several other public, private and voluntary organisations. The idea is to open government to different working experiences, approaches and ideas, plus build their networks and contacts. My own office has worked with a colleague from government taking part in STEP, who has helped my team develop a guide to sustainable conferences and meetings, which will be jointly published by Welsh Government and my team.

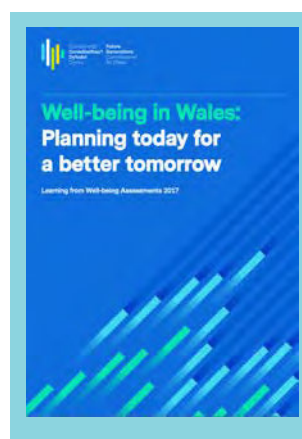
The Act has provided public bodies and Public Services Boards with a renewed focus on meaningful involvement. Some are finding new ways of involving people on an ongoing basis, but most are still only involving at a particular point in time

When I became Future Generations Commissioner for Wales in 2016, the default way of involving people was through a traditional paper or electronic consultation survey. Often, this was too late to influence the decision of the public body anyway.

Involvement, as defined in the Act, requires organisations to be open to influence from citizens and stakeholders, moving to a culture of ‘working with’ rather than ‘doing to’. In contrast to consultation, involvement approaches work with people at earlier stages, such as helping to identify issues and potential solutions and being supported to remain involved right throughout design, implementation and evaluation processes.

While this is not completely embedded across public bodies and Public Services Boards yet, I am seeing different methods to get people involved in the work of public bodies and Public Services Boards, beyond consultation surveys.

For example, Public Services Boards found new ways of involving people through their well-being assessments, featured in my report on assessments published in July 2017:



It is particularly encouraging to see how Public Services Boards are increasingly involving children and young people in their work, providing a voice to future generations. For example:

How Public Services Boards involve children and young people

- The [Blaenau Gwent We Want](#) is a continuous conversation between the members of the board and the people of Blaenau Gwent. As part of their well-being objective to look after and protect their natural environment, the Public Services Board held a Children's Grand Council where pupils imagined 2050 and wrote what was being done about climate change and gave their call to action.
- [Wrexham Senedd yr Ifanc](#) have been working with the Children's Commissioner for Wales and their Public Services Board to identify what is important for local children and young people. 1,350 young people took part in a consultation designed by the Senedd yr Ifanc on what life skills were important to them. This is helping the board shape their projects and helping Welsh Government with the new Curriculum for Wales.
- [Pembrokeshire Public Services Board](#) invited their youth forum into Public Services Board meetings to provide views on their well-being objectives and proposed steps they were taking to meet them. Being given a young person's perspective has resulted in the board partners introducing work placement opportunities across their organisations for young people and those at risk of unemployment.

Public bodies have experimented with innovative methods of involving people through cultural well-being, using cultural professionals or tools as catalysts for change – contributing to several well-being goals. For example:

Minecraft and town planning

[Brecon Beacons National Park Authority](#) have [piloted a project](#) to produce a virtual model of the town, Hay on Wye, in Microsoft's online game Minecraft. This has the aim of involving the local community in producing a plan through gaming for the development of the town.

'It's art, but it's not' project

A [partnership project](#) between Trivallis Housing Association, Valleys Kids and Artes Mundi, has been working with [Rhondda Cynon Taf Council](#) and the community of Trebanog since 2016. Using a school as a hub, people have come to learn how to throw pots, make models and dens, play games, share food, build a pizza oven, bake bread and pizza, learn to rap, spend time together and deliver bread to the wider community. An important part of the activities has been working with visiting artists to think about the community of Trebanog and how it can come together to make decisions.



Ideas, People, Places

The Arts Council for Wales has introduced a four year project to try out new models of regeneration, placemaking and collaboration through the arts. Seven consortia were empowered to work with their communities to re-imagine their environment creatively. In doing so, they commissioned projects in their own area – learning a lot along the way about people, places and structures.

Positively, some public bodies are going even further, finding ways of directly involving people in delivering services. For example:

Ffrind I Mi

Aneurin Bevan Health Board have established the ‘[Ffrind I Mi](#)’ ([Friend to Me](#)) project, an intergenerational and volunteering project, aimed at helping anyone who feels lonely to reconnect with their community, matching people based on their interests and helping volunteers connect with local opportunities to meet other people and improve their area.

Young Ambassadors

The Sport Wales “[Young Ambassadors](#)” programme, run in collaboration with Youth Sport Trust, Local Authorities and the National Lottery, is a leadership programme for young people to help develop a healthier nation. The Ambassadors aim to increase local opportunities for other children and young people to take part in sport and physical activity, feed views into national strategy and public body delivery, plus develop the skills and aspirations of the Ambassadors themselves. 95% of those who gave their feedback on the programme said it had helped them become a positive role model.



These examples show how the Act is bringing about change. Public bodies and Public Services Boards could be being clearer how the [involvement](#) they are doing differs to what they have done before, how it has shaped their well-being objectives and steps, and how people are involved continuously in their work.

Despite these good examples, other public bodies and Public Services Boards are still struggling to involve people at an early point in time, involve them on an ongoing basis and involve a broad range of people representative of their population.

“Public bodies are often not creating opportunities for citizens to be involved in the early stages of design through to evaluation and they need to do more to involve the full diversity of the population.”

Auditor General for Wales (2020)



This means people are often being asked their view on a narrow topic, with public bodies then missing the point about what matters to people. This links to my recommendations to government that they should be placing well-being and kindness at the centre of public policy and, as such, asking the public how every proposal impacts on each of the well-being goals – rather than producing ‘question and answer’ consultation papers. (See my advice to Welsh Government in Chapter 2).

At worse, people are being involved too late in the process. Members of the public have raised concerns about how involved they feel in things that affect them – it is identified as a consistent theme in letters I receive. In my focus on local development planning, I see that people feel they have been involved after decisions are made. People have also raised concerns about the consultation process of some public bodies, which they felt is not always carried out adequately or, in some cases, seen as tokenistic.

“In fact, when we spoke to consultants about alternatives the reply was that they had just been asked to consult on a new road from M4 to A48 and we received no response to alternatives put forward... The views of the community and correct procedure have been completely ignored during the consultation [...] The manner in which inhabitants found out that their houses, homes and businesses would be ‘casualties’ was nothing less than disgraceful and caused a great deal of stress in the village.”

A member of the public, from correspondence (May 2018)

Unfortunately, [involving](#) people from the start is still not seen as ‘business as usual’ by several public bodies, which impacts on how adequately they can apply the other ways of working and meet their well-being objectives.

For example, the Auditor General for Wales recently examined progress on the [Violence against Women, Domestic Abuse and Sexual Violence \(Wales\) Act 2015](#) and found that public bodies could have a clearer view of services in their area and demand for services if they involved victims, survivors and a wider range of people in reviewing and developing services. Less than half of the public bodies the Auditor General surveyed had involved victims and survivors of abuse when producing their local delivery strategy. One of the main findings of the report is that “victims and survivors of domestic abuse and sexual violence are often let down by an inconsistent, complex and fragmented system”, which could be alleviated by involving them in finding easier ways to access and navigate services.

Public bodies and Public Services Boards need to move towards setting their work programmes by listening to a broader range of people, [involving](#) them throughout the decision-making process from defining a problem to delivery and evaluation, being open to real change as a result – like the system in Scotland:



Scottish Community Empowerment Act

The Scottish Community Empowerment Act (2015) is often described as leading legislation, as it gives a right to members of the public to make participation requests to their public bodies. It places a related requirement on public bodies to promote and facilitate the participation of members of the public in decisions and activities of the authority, including in the allocation of its resources.

Participation requests can come from any community group, who feel they have an idea or opportunity that they want to explore, they want to be involved or contribute, they have knowledge, skills or experience that can help in the decision-making process. Public bodies must acknowledge and assess the request, inform other relevant bodies of the request, then work with the requestor to build a plan of how they can be involved.

Services should be designed through co-commissioning, involving potential users of the service and professionals together. 'Weighted decision-making' can allow the public to have a fair proportion of the final decision; for example:

Young Commissioners

In *Cwm Taf*, officers developing a new substance misuse strategy and tendering for new providers of services to help involved young people throughout the process. The professionals gave a weighting of the final decision to the young people to represent their views in the result.



Furthermore, public bodies should be using participatory budgeting techniques and allocating a percentage of budget spend towards this, thereby helping to improve the [procurement](#) of services for wider well-being – one of the corporate areas of change identified in the Act.

Dundee Decides

A top-sliced £1.2 million was given directly into the hands of the public [in Dundee](#) to decide how it should be spent in their area. Each of the eight wards were given up to £150,000 to spend on improvements to their natural and built environments.

After initial ideas were thrown in, people voted on their favourite ideas to create action, which includes things like new play equipment, tree planting, improving cycle paths, and installing nature trails.

“Madame Mayor, I have an idea.”

Paris has been running a [large-scale participatory budgeting project](#), with at least 5% of the city's budget allocated to the public providing ideas for change. The mayor encouraging the scheme says: “I trust the Parisians: this city they know better than anyone, I want them to help us to shape it, to grow it.”

In order to improve involvement, public bodies will need to adapt their culture to ensure their workforce has the necessary skills, structures, time and resources to involve the public effectively and ‘walk in their shoes’. This links to my recommendation that Welsh Government and public services place kindness at the heart of public policy.



A Family Friendly Cardiff?

In 2006, as a young Councillor in Cardiff, with two young children and a third on the way, I was asked to lead a [Task and Finish Group on how family-friendly our capital city really is](#). To make sure our group understood the good and bad parts of parenting in the city, I decided to help us see things from a different perspective.

As well as attending parent and toddler groups and commissioning research with over 400 parents of children under the age of eight, I supplied each member of the Task and Finish Group with an electronic baby – who cried loudly and needed feeding, changing or burping at regular intervals. The group were tasked with taking a trip on public transport to the city centre and using retail and leisure facilities with their ‘new family member’.

The issues encountered from walking in the shoes of parents living and visiting the capital included: access issues for pushchairs on buses, trains and in many shopping areas, the need to address community safety issues in the city centre and the need for improved baby changing, feeding and toilet facilities.

As a result of that Task and Finish Group many years ago, the St David’s 2 shopping centre was planned and built with far more family-friendly facilities (such as baby changing, play areas and widened access) than were previously scoped. Furthermore, the Breastfeeding Premise scheme was taken up by far more retail facilities.

[Involvement](#) is a clear element of the sustainable development principle, and public bodies should find new methods to reach people.

Welsh Government should help by undertaking a review of the statutory guidance of the Well-being of Future Generations (Wales) Act, to build in a specific mechanism for the public to be involved in the work of public bodies – using learning from the [Scottish Community Empowerment Act](#).

The governance, decision-making processes and scrutiny of public bodies and Public Services Boards could be more diverse and involve a wider range of people

Linked to how public bodies are involving people in their work, there is a need for a broader range of people in decision-making positions in Wales. Stronger, more diverse scrutiny of public bodies on their implementation of the Act would provide faster progress towards the well-being goals.

Linked to the sections in this report on 'A More Equal Wales' and 'Skills for the Future', it is clear that a challenge remains in how a more diverse range of people are involved in political and civic participation in Wales. Analysis by the [Equality and Human Rights Commission](#) suggests that in the May 2017 local elections in Wales:

- 34% of candidates were women;
- 98% of candidates were white;
- 94% of candidates were heterosexual;
- 15% of candidates were disabled;
- 21% of candidates had an illness or disability that affected their everyday lives;
- 47% of county and 55% of community councillors elected in the 2017 local elections were aged 60 years or older.



The proportion of female Assembly Members remained the same at 41.7% (25 female Assembly Members) between 2011 and 2016 elections.

[Welsh Government reported](#) that, encouragingly, the number of women filling public appointments in Wales has increased; currently 63.5% of public appointments or reappointments in 2018-19 are women.

However, there are low proportions of Black, Asian and Minority Ethnic (BAME) people (3.0%) and people declaring disability (5.1%) appointed to boards in Wales (2018/19 proportions).

It is important we understand what young people and future generations want in terms of participation in decision-making. The Welsh Youth Parliament has provided an important platform for young people to scrutinise policy and debate Wales' future. Other public bodies have youth forums and similar across Wales, but these vary in role and status.

The attitudes and beliefs of children, young people and generations are often very different to the prevalent voice of power. As shown by the international 'school strikes' for climate action, the newest generation to come of age, 'Generation Z', is keen to make change happen.

“One thing we heard again and again was Gen Z felt the other generations over-thought a lot of things and took too long. So, they are going to say, ‘Let’s just try it, let’s get out there, let’s do it and maybe cut out a lot of the deep, long processes.’”

David Stilman (Author and World Economic Forum contributor, 2018)

Yet, in 2017-18, [61% of new public appointments and re-appointments](#) made by the Welsh Government were to people over the age of 55.

As I have advised in my section on [“A More Equal Wales” in Chapter 3](#), we need a concerted national effort to ensure decision-makers are more diverse, taking account of all protected characteristics and representative of a wider set of views and experiences. I have also made a recommendation to Welsh Government, public bodies and Public Services Boards within [my section on “Skills for the Future” in Chapter 5](#), that they should be setting proactive measures for improving diversity through well-being objectives and steps. These measures should include setting challenging targets for recruitment; ensuring people of different ethnic minorities are visible and represented in their organisation.

Creating a programme with the civil service and within public body workforce planning to encourage diversity and inclusivity would be one way of increasing the voices we hear. In particular, this should have a focus on recruiting and placing staff with lived experiences of particular issues. For example, care leavers being given opportunities to work in teams developing policy for children in care, people from rural communities encouraged to working on farming and land use policy and artists working on cultural policy. The backgrounds and personal experiences of the workforce should be given increased prominence in policy-making and service delivery roles.

“We need to find better ways to engage with citizens a lot more. This means, active participants. This could be on things like citizen juries and panels.”

Participant of Disability Wales Conference (Nov 2019)



Scrutiny of the work of public bodies can take many forms and should involve a wide range of people. In respect of the Act, public bodies should be held accountable on how far they used the five ways of working in their actions. For example, decision-makers should be held to account in Senior Management Team meetings, board meetings and scrutiny meetings (or equivalents) on the amount and quality of public involvement undertaken in relation to the work being discussed.

Public bodies and Public Services Boards should be using my [Future Generations Framework for Scrutiny](#), produced in collaboration with several public bodies, board members and councillors. The framework contains a series of prompts to help anyone keen to ask questions about how a decision has been made – a member of the public, the media, a manager, elected officials and board members.

involving people in decision-making

Organisations like Social Care Wales have established their Board to include a mix of professionals in social care, service users and carers, so that they provide a balanced perspective on proposals, actions taken and decision-making for the organisation.

The scrutiny mechanisms and decision-making processes of public bodies and Public Services Boards should be embodying the aspirations of the Act, becoming as diverse and inclusive as possible. As a first step, public bodies should invite children and young people on to every public board.

Public bodies could be doing more to involve their workforce in contributing to meeting their well-being objectives and the national well-being goals, placing well-being and kindness at the centre of public policy

Public services in Wales are around 400,000 people strong – a significant resource. Public bodies could be using their workforce far more to build a movement of change by placing kindness at the centre of public policy. They should be recognising the role of their workforce as community members, as well as employees, repurposing their workforce, so staff are more creative, flexible and adaptive to change and using their knowledge and skills in contributing to the well-being goals.

The recent COVID-19 crisis showed the power of people when others need help. From low-level street support groups to public services repurposing where possible, we have seen the ways public services have collaborated with businesses and academics to speed up the production of essential equipment. We have also seen a significant shift for many to digital, remote working, along with public services collaborating to ensure the NHS staff are supported with free travel, food deliveries and discounts. Although in difficult circumstances, the crisis showed that public servants act in a way that is compassionate and common sense.

Volunteering is a powerful tool to support communities and to develop the public service workforce. If leaders of public services proactively offered their staff as volunteers within communities, the benefits could be far-reaching regarding the seven well-being goals. Many organisations offer staff time to do volunteering. However, I am advocating a more purposeful approach to recognising people at all levels of the workforce as members of the community,



able to help organisations to meet their well-being objectives and the national well-being goals by placing kindness and well-being at the heart of government and public policy.

As I have set out in my section on "Skills for the Future" in Chapter 5, we need to move beyond teaching our children, young people and adults traditional skills and move towards skills for humanity to ensure we have a workforce fit for future challenges:

“At times of vulnerability and weakness, just the time at which most of us experience public services, our need for a kind, human and emotionally astute response is always greatest. A tap of a smartphone may be sufficient if you are buying a ticket or ordering groceries, but it is unlikely to be sufficient if you are reporting a crime, worried about a child, or uncertain what to do next.”

[Carnegie Trust \(2018\)](#)

Public bodies who have dedicated time and resources to developing their organisation's corporate approach to the Act are showing positive signs of change, as I have outlined in my findings and advice above.

However, I believe the wider [workforce](#) should understand the national mission of the Act and why Wales is at the forefront of improving well-being for future generations, what this means in practice and their role to play.

For example, some public bodies and Public Services Boards recognised the power of their staff as community members within their well-being statement and well-being plans, by setting steps around corporate volunteering, developing skills and improving the health and well-being of their communities, starting with their staff.

'Be the Change'

[Public Health Wales](#) resourced a 'Health & Sustainability Hub' to develop resources, training and encourage culture change within the organisation and across the wider health public sector.

The Hub have produced a number of resources referenced throughout this report. For example, the 'Be the Change' e-guides provide sustainable steps which we can all take to 'Be the Change' to achieve Wales' well-being goals. The guides are on themes of Welsh and global concern, including sustainable travel, reducing energy and waste, organising sustainable meetings and events, Fairtrade, and reducing plastics.

[Workforce planning](#) is an important element of the Act. Different skills will be required to meet the challenges of the future - as set out in my section on 'Skills for the Future' in Chapter 5. I have recommended to Welsh Government that they lead the way in developing a long-term vision for public services in Wales, providing long-term [workforce planning](#) and practical changes to meet current and future demands.

It is encouraging to see that several public bodies have invested in providing induction training to Board members, senior leaders and managers on the Act and its relevance to their work.

Some public bodies have also begun to look long-term, collaborate with others and actively mould the workforce opportunities of the future.

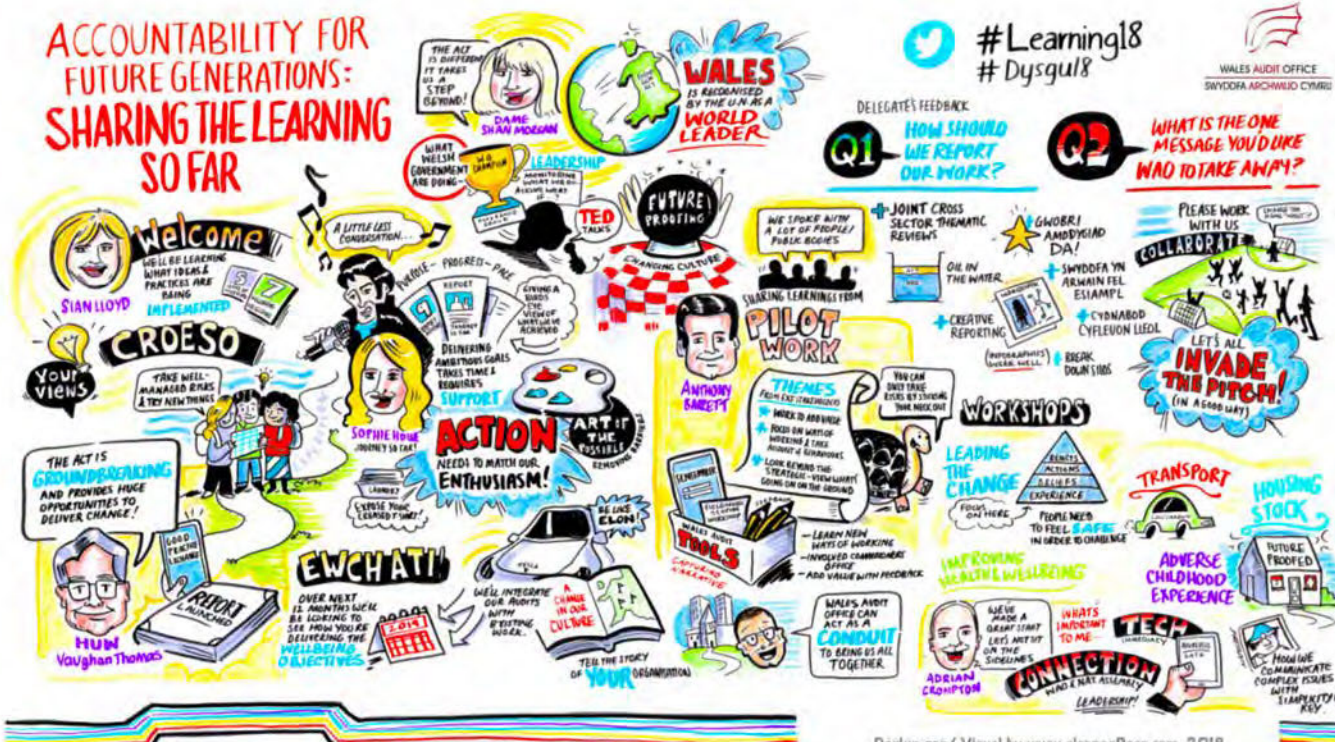


Hywel Dda University Health Board are contributing to A Prosperous Wales, A More Equal Wales and actively considering their workforce of the future through their well-being objective to 'Ensure a sustainable, skilled and flexible workforce to meet the changing needs of the modern NHS'.

The health board have established a programme aimed at increasing their registered nurses. The 'Grow Your Own' programme is a combination of existing, new and innovative schemes to grow their workforce of the future and increase the prosperity of the area by providing opportunities for local people.

In this way, the workforce could be both gathering and providing information about the communities in a public body's area – helping to involve and collaborate with others. Public bodies should be galvanizing efforts and building a movement of change to meet their well-being objectives and the national well-being goals. This change starts with their actions, and the actions within their teams, departments and whole organisations.

Public bodies and Public Services Boards should be adopting the [Simple Changes](#) and actions within my resources '[Journeys towards the Well-Being Goals and Involvement](#)', produced in collaboration with several organisations, to encourage change across their workforce.



The role of the public sector in Wales

Recommendations

Please refer to the chapter on Setting Good Objectives in Chapter 4, but in setting their objectives all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should always:

- Undertake horizon scanning exercises to think, plan and resource for the long-term future with others in collaboration – public, private, voluntary sector and members of their community. Welsh Government should help by establishing a targeted resource to help public bodies build capacity in long-term thinking, planning and futures techniques.
- Use the first part of the ‘double test’ to identify ‘what’ they should do to maximise contributions to the well-being goals.
- Set a long-term vision. Consider what success looks like for that objective in five, ten, fifteen, twenty and twenty-five years; and identify appropriate milestones and measures – considering the national milestones set by Welsh Government.
- Move towards better involving people throughout the decision-making process from defining a problem to delivery and evaluation, being open to real change as a result. Welsh Government should help by undertaking a review of the statutory guidance of the Well-being of Future Generations (Wales) Act 2015, to build in a specific mechanism for the public to be involved in the work of public bodies – learning from the Scottish Community Empowerment Act.



In considering their steps, all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Test everything they do according to the Act's 'double test' of the 'what' and the 'how'.
- Collaborate with others and involve people to find the problems they need to prevent, understanding whether they fall into primary, secondary or tertiary prevention; using evidence to identify the best possible preventative interventions that maximise contribution to their objectives.
- Public Services Boards and public bodies should be seeking ways of more effectively collaborating and integrating their work with others such as town and community councils and national public bodies; and identifying opportunities with others such as registered social landlords, the private sector, trade union representatives and further and higher education in delivering their well-being objectives and steps.
- Set out much clearer steps to meeting their well-being objectives – reflecting what contribution each department will be taking to these steps.
- Clearly align financial planning and decisions across the seven corporate areas of change to the achievement of their well-being objectives. The vision provided by well-being objectives should provide a longer-term plan of funding and corporate plans/well-being statements should set out how spending plans will seek to finance their steps.
- Provide evidence in their well-being statements/plans/corporate plans and annual reports on how applying the Act to the corporate areas of change is informing the steps they are taking to maximise their contribution to the goals.



In testing and demonstrating how they are applying the Act, all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Ensure they move beyond paper-based exercises, increase staff understanding and provide constructive challenge to show how the Five Ways of Working have been applied, specifically how contribution goals and objectives can be maximised.
- Build challenge from other departments, experts and stakeholders into their internal decision-making processes.
- Develop their corporate centre and processes in line with the requirements of the Act, but also encourage innovation and culture change. All public bodies should be using and demonstrating use of resources like the Future Generations Frameworks, designed to help public bodies consider their proposal or decisions in the context of the Act. - see resources.
- Adopt the definition of stages of prevention and preventive spend and allocate spending accordingly within financial planning and risk management.



In supporting cultural change, all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Starting with Welsh Government, adopt a model of well-being budgets. While our legislation requires us to look at the whole budget, a positive place to start this transition would be with 'new money'.
- Galvanize efforts and building a movement of change placing well-being and kindness at the centre of public policy.
- Involve their workforce in meeting their well-being objectives; start with their own actions, their teams, departments and whole organisations; to meet the national well-being goals.
- Put in place arrangements to ensure staff understand how and why the Act should be applied.
- Support opportunities to collaborate, second staff to other organisations and make joint appointments.
- Take action to diversify their workforce and put in place arrangements to draw on their lived experiences. (For more detail please see Chapter 2 recommendations to Welsh Government on the 'Real Life Fast Track').
- Ensure scrutiny committees, boards, and Audit and Risk Committees have received training on the Act and are using the Future Generations Framework for Scrutiny (See resources.)
- Ensure that they have mechanisms in place to involve children and young people in their decision making processes.
- In the same way that public bodies seek to appoint people with expertise on finance, risk, governance and human resources; an appropriate number (at least one for every board) of public appointments should be made where specific expertise and detailed understanding of the needs of future generations is a specific requirement.
- Be brave in calling out behaviour in partnership environment which does not embody the Five Ways of Working; and should be supported by Welsh Government, the Future Generations Commissioner for Wales and other appropriate agencies to address this.



In measuring their progress, all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Starting with action from Welsh Government, public bodies should align their corporate planning, performance management and reporting with the requirements of the Act, encouraging planning that focuses on long-term and prevention.
- When set, use Welsh Government national milestones to define appropriate success measures for achieving well-being objectives and steps in five, ten, fifteen and twenty five years' time.
- Consider a similar method to the setting of national milestones, to define appropriate success measures for achieving well-being objectives and steps in five, ten, fifteen and twenty five years' time.
- Find ways of measuring the success of initiatives based on well-being to encourage integration, preventative thinking and collaboration.
- Invest in building a movement of change, identifying and breaking down barriers to implementation and promoting wide understanding of how each part of their organisation contributes to the national mission of the Act - improving the well-being of future generations.



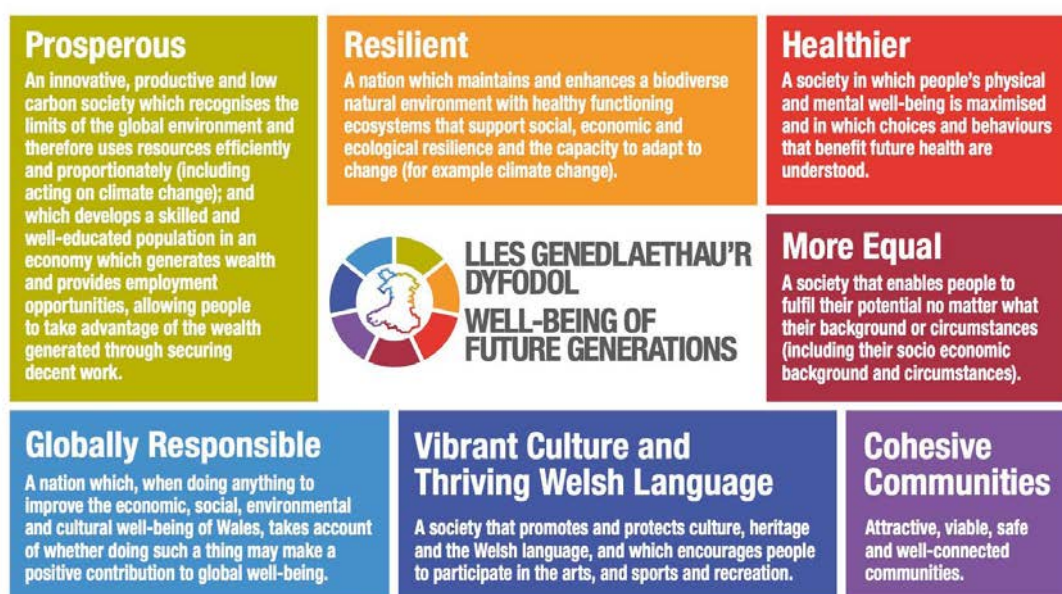
The role of Welsh Government in implementing the Act

The vision - a government leading by example on the Well-being of Future Generations (Wales) Act

Welsh Government led the world in legislating for sustainable development when they introduced the Well-being of Future Generations (Wales) Act. They now need to lead the way in matching their ambition with reality, challenging and changing the Welsh public sector culture to match the aspiration of the Act by showing strong leadership and commitment.

Welsh Government play a critical role in the success of this large scale cultural change programme driven by the legislation, not just because they are a major public body covered by the Act themselves, but because whether or not they demonstrate the principles of the Act has a significant impact on what other public bodies do.

Without a purposeful cultural change by Welsh Government, we will not act fast enough or effectively enough to meet the needs of our future generations in Wales.



Challenges and opportunities for change

What future generations need

For Wales to realise its vision set out in the Act, public services need to place well-being at the heart of everything they do. Kindness needs to be at the core of government and public policy.

Our public services are highly valued and a source of national pride. However, the ways they work do not always make sense to the user and too often, they kick in too late to prevent a problem. Future generations need a public service that works more effectively together; that is **integrated**, **collaborative** and **preventative**. This starts with leadership.

Future generations need a government who recognise that business as usual is not sustainable and take action to change this, through:

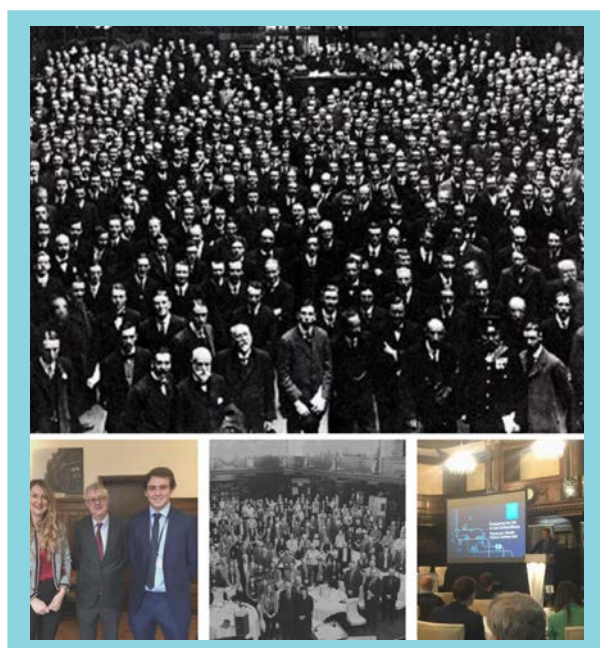
- A **long-term** vision and plan for public services in Wales;
- Brave leadership that is trusting of others and unafraid to try different things;
- Civil servants that seek to reduce bureaucracy and complexity, **collaborating** with others to understand and proactively breakdown barriers to **integration**;
- A financial planning system that is **longer-term**, **preventative**, **integrated** and based on the Act's national mission;
- Finding better ways of **involving** people that recognise the power of diversity and transparency in decision-making; and
- Transforming measures of success and forms of accountability based on well-being and kindness.


Where we are now

There has been a marked change in political commitment and leadership towards meeting the aspirations of the Act in the last year, but this needs to filter down to all the actions of Welsh Government

Welsh Government led the way in legislating for sustainable development when they introduced the Well-being of Future Generations (Wales) Act in 2015. Still, they got off to a slow start in showing leadership and commitment towards the Act.

There has, however, been a marked change in public commitment from the new First Minister, including setting out the principles that his administration would operate by using the framework of the Act in his first address to the civil service:





“In a very simple way, the sort of Wales we want is the one set out in the Well-being of Future Generations Act. That seminal piece of legislation, you know, much admired in other parts of the world. A practical challenge [is] to translate its ambitions into actual activity on the ground. But if we think about what we are trying to achieve on behalf of people here in Wales, then just go into the 7 Goals set out in that Act.

And [the Act’s] first and most important message is that we have to find a way of balancing our ability to make decisions that are important in the here and now and to protect and defend the interests of today’s citizens. But to do it in a way that does not compromise the well-being of those who come after us. And in that slightly trite saying [is] a message of trying to hold in our heads the fact that we don’t inherit this fragile world from people who have come before us, we borrow it from those people who come after us.”

First Minister, Mark Drakeford, in his opening address to Welsh Government staff (March 2019)



This change is reflected in changes to how Welsh Government are considering their finance and budget process. As a result of recommendations from my monitoring and assessment in 2019, Welsh Government have developed a [Budget Improvement Plan](#) to improve the budget process using the Act and the [five ways of working](#) to drive continuous improvement. Overall, the Budget Improvement Plan will help stakeholders better understand how progress against the Act is being made. While there is scope for it to encourage greater aspiration and pace of change, there are some ambitious actions including:

- “Aim to embed an approach where spending proposals are developed by considering their long-term benefits, balanced against short-term needs, their ability to prevent problems occurring or getting worse, and have been influenced following consultation and engagement with stakeholders impacted by the activity.”
- “Subject to findings from previous work, explore how a whole Budget approach to preventative activity could be best supported. Consider commissioning an external review to test the value and outcomes of applying the prevention definition to Budget lines to support a shift to preventative activities.”
- “Publication of a new Wales Infrastructure Investment Plan to be developed by drawing on a robust evidence base to integrate consideration of other essential benefits - including decarbonisation, and biodiversity – so that these major investments have the maximum positive impact on Wales’ wellbeing.”

They also published a paper setting out [Ministers’ written evidence to Assembly scrutiny committees on allocations](#) within the budget, which makes the budget process more transparent.

I am also beginning to see action in other areas. Following the declaration of a Climate Emergency in April 2019 and my publication of a [‘ten-point plan to fund Wales’ Climate Emergency](#) in June 2019, Welsh Government showed progress in investing in decarbonisation in their budget for 2020-21. It is encouraging that a number of key budget lines relating to decarbonisation have increased significantly, particularly in relation to investment in sustainable travel and nature-based solutions.

The criteria of the [Innovative Housing Programme](#) has also improved since being introduced in 2017. Following my advice to Welsh Government in 2018, regarding the original criteria failing to reflect the aspirations of the Act, the fund criteria has been changed so that it now funds projects to build new homes that fully reflect the seven national well-being goals.

Innovative Housing in Swansea

Coastal Housing Association in [Swansea](#) has been successful in delivering three projects as part of the Welsh Government Innovative Housing Programme.

A collaboration with [Gower-based](#) social enterprise, Down to Earth will provide six new homes as part of a larger site. The homes will be built using timber frames, and clad using traditional methods. They will generate over half of their heat passively, from the sun and their design, ensuring that residents’ utility bills cost just £15 per month.



[Down to Earth](#) is an organisation that shows the power of involvement, collaboration, prevention, integration and long-term thinking. As well as building innovative homes, they employ vulnerable people to build these homes, including people with brain injuries, disabilities, young people at risk, asylum seekers and veterans who have post-traumatic stress disorder to reduce their depression and anxiety levels and improve their skills by working on these construction projects.

While some parts of the government are hearing the change in narrative, they all now need to increase the pace of change, placing well-being and sustainable development at the heart of everything the government does

Over the last four years, I have provided advice to several Welsh Government departments and teams. I can see some change in how the civil service is operating in line with the Act, for example:

The introduction of the Environment (Wales) Act 2016 and biodiversity duty. This has led to initiatives, such as the collaboration with Keep Wales Tidy to boost 'nature on your doorstep', as part of the wider £5 million 'Local Places for Nature' fund, showing how civil servants are applying the five ways of working. The practical project provides starter-packs to town and community councils and community groups, containing plants and tools to create local garden projects. This work integrates efforts to contribute to a prosperous Wales (low carbon, providing skills), a resilient Wales (improving biodiversity and ecological resilience), a healthier Wales (being in nature is good for physical and mental health), a Wales of cohesive communities (this initiative relies on the community delivering), a Wales of vibrant culture and thriving Welsh language (preserving our natural heritage), an equal Wales (giving everyone the opportunity to apply and contribute) and a globally responsible Wales (making Wales a greener place seeks to reduce our carbon emissions).

My work on monitoring and assessing the annual budget process has also demonstrated positive changes in how the civil service is considering the Act. The Budget Improvement Plan (mentioned earlier in this section), was developed by the Strategic Budgeting Team following engagement across the Welsh Treasury, and they intend to continue engagement across Government and with external stakeholders.

There are also positive changes in investment happening in Government. In my scrutiny of the draft 2020-21 budget, I highlighted the example of the Whole School Approach to emotional support as one of the strongest examples of investment in [prevention](#), with funding increasing to £5m in 2020-21. It is a particularly strong example because it demonstrates [integration](#), with funding from the 'health' budget being invested in another area of government ('education', in this case) to prevent mental health problems from occurring. It is an example of investment in primary prevention that illustrates [collaboration](#) between departments.

Similarly, the £15 million Community Hubs programme, funded through the Infrastructure Fund is an example of a capital investment decision that supports wider wellbeing. The programme aims to provide 21 additional hubs across Wales, supporting innovative approaches to bringing communities together through childcare provision, family learning, healthcare and more under one roof.



Despite pockets of good examples, there are numerous examples highlighted in this chapter, of areas where Welsh Government need to catch up with the push from political leadership, and lead by example and place well-being at the centre of their work – making sustainable development a central organising principle of everything they do.

These include the ways they are setting funding criteria, the use of language in guidance and policy that conflicts with the Act and setting up new governance structures or new reviews and commissions with no connection to each other or to the Act.

For example, a recent [Welsh Government report](#) providing an update on their approach to procurement serves to layer additional information and guidance on to an already crowded, complex landscape of procurement guidance to public bodies. Welsh Government have missed the opportunity to describe their approach in a way that showed, through [procurement](#), how public bodies can contribute to each of the national well-being goals. The report only makes passing reference to the Act, while describing how they are focusing on ethical procurement, the foundational economy, circular economy, community wealth building, better jobs, decarbonisation, community benefits and social value.

While these are all valuable, the approach is not framed within the context of the statutory duties that already exist under the Act, thereby creating a confusing picture for those who are seeking to implement policy.

My work with public bodies has suggested they are confused by the perceived differences in language and information. Partly, this is because the [Procurement Policy Statement \(2015\)](#) predates the Act and, therefore, does not adequately reflect well-being. I have advised that there is a need to change this and increase the pace to match the more promising direction of other departments.



We need to increase the pace of change, supporting those who are taking brave, different approaches to tackling the critical issues facing our future generations.

The public bodies who have not only invested in corporate structures, but upskilled and explained the national mission of the Act to their wider staff, instilling a broader purpose within their [workforce](#), are successfully driving cultural change.

The language of well-being is prominent in policy and legislation; however, Welsh Government could go further in putting kindness and compassion at the heart of public policy and service delivery in Wales

[Academi Wales](#), the Welsh Government funded centre for excellence in leadership and management for public services in Wales, has undertaken work with the public sector to define a set of public service values.

Defining these values is an important step but perhaps misses an opportunity to put the more universally understood and supported principles of kindness and compassion at the heart of public service delivery.



Public service values: the beliefs we hold



Working for the Long Term: To safeguard the ability of future generations to meet their own needs, requires real long-term integration and collaboration addressing the well-being of people and communities, economic prosperity and the health of the natural environment.



Always Growing and Improving: We will be at our best for citizens and each other by choosing positive attitudes and behaviours, embracing learning and development and sharing ideas on ways to improve and deliver public services.



Working Together: Where everyone involved in the delivery of public services, values others contributions, shares common principles and collaborates for the benefit of the people of Wales, within and across organisational boundaries and sectors.



Treating Everyone With Respect: Recognising, valuing and respecting the diversity of the people of Wales is central to seeing people as individuals and doing the right thing, at the right time and in the right place for citizens and each other.



Putting Citizens First: Our organisations need to be focussed on the needs of the people of Wales. This requires us to genuinely involve people in decision making which impacts them and their communities.

Well-being delivery principles: how we will work



Long term: The importance of balancing short-term needs with the need to safeguard the ability to also meet long-term needs.



Prevention: How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.



Integration: 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.



Collaboration: Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives.



Involvement: The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves.

© Academi Wales

Challenges with navigating the public sector system and securing the services which meet the needs of individuals is a common concern for many people, often because the system is placed first, rather than the citizen. Asking the question of whether this is a kind or compassionate thing to do could be a starting point in addressing this.

However, even beyond the delivery of services to individuals, there is a case for embedding kindness and compassion as core values in public policy and service delivery.

These values would support the sort of responses that the Act envisages in preventing ill-health, delivering community cohesion and the goal of a more equal Wales.

“Caring for my son is the easy part. The difficult part, the part causes me so much stress and anxiety is interacting with social services and the local authority. In the last few months the stress of my son being transitioned from children’s to adults’ services has been so great that I’ve been put on medication for the first time. I don’t want to be on it but the stress and anxiety is awful and I’ve been experiencing anxiety attacks for the first time in my life.”

Sensemaker survey respondent, [Measuring the Mountain](#)



A Kind Government

The [Scottish Government](#) have placed kindness within their core values and reflected this in the [National Performance Framework](#). They have begun to recognise this change in actions as well as words by measuring and auditing for kindness, designing policy for kindness and regulating for kindness.

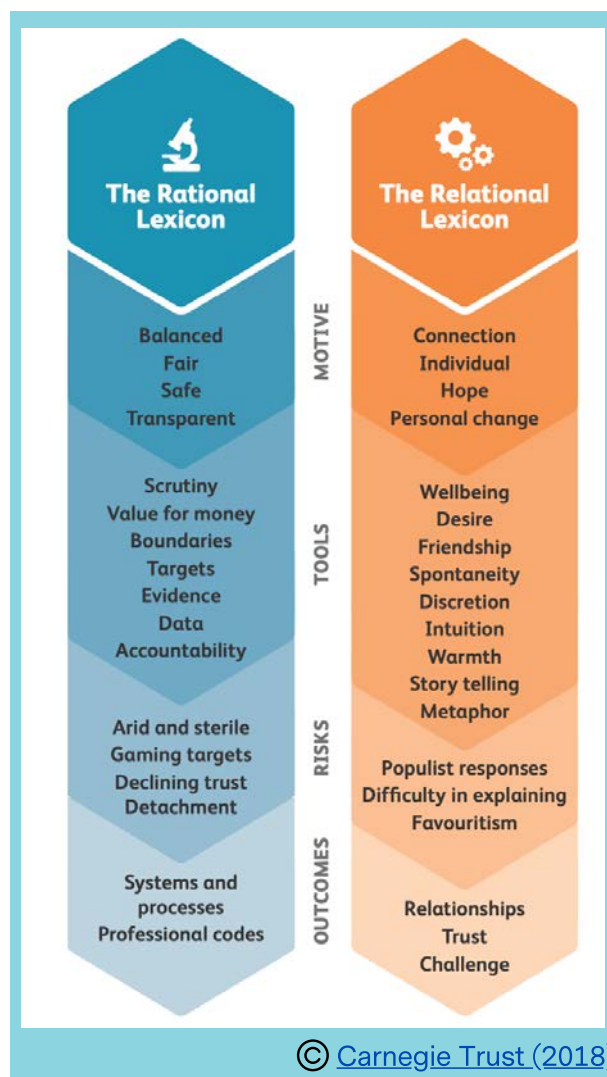
Positive signs of placing kindness at the centre of government is shown in research undertaken [by Carnegie Trust](#), where public perceptions of how kindly they have been treated are higher in [Scotland](#) than in [Wales](#), [Northern Ireland](#) and [England](#).

“We want Scotland to be characterised by kindness, dignity and compassion. So we’re clear that government – and the way in which we conduct government – should encourage those qualities. (The framework) is informed by the knowledge that to achieve that, we need to focus – not just on the wealth of our nation, but on the wellbeing of the nation.”

Scotland’s First Minister
([2018](#))

A civil service, and public sector, with kindness at its core can improve well-being, build trust and confidence in public services and encourage behaviour change. Evidence suggests outcomes for children at risk of Adverse Childhood Experiences improve when they have a trusted adult in their lives, and the health outcomes of older people in social care improve when physically touched. Furthermore, at the time of writing, communities are coming together to show kindness and solve problems, helping each other during the outbreak of COVID-19.

However, it is inherently difficult for public services to combine the language, and therefore, the behaviours, of rational, evidence-based, dispassionate rule-following public with the relational, fluid and flexible language of real life, as this diagram suggests:



We need civil servants, and those working in public bodies, to be more bilingual in the two languages of public policy set out above and for this to impact.

Being kind is often talked about for front-line staff, but cultural change and the permission to try different things come from the top. The Act provides Welsh Government with the framework that would support kindness and compassion as a means of achieving well-being at the centre of everything they do, reflecting this in funding opportunities, performance management and governance.

“Questions of kindness are seen as referring to them, not to us. They are seen as challenges for the front line [...] but never for the designers, evaluators, auditors and managers of public services.

Questions of kindness and empathy and demands for better behaviour are made of the most hard-pressed and least well rewarded people in public service – the care workers, cleaning assistants and school dinner ladies. They need to be asked of those making crucial allocative decisions, those designing new frameworks and policies and those assessing their impact.”

Carnegie Trust (2018)

A kind public service in Wales would grasp the opportunities and tackle the challenges facing current and future generations, aiming to improve social, economic, cultural and environmental well-being.

Following the Scottish Government example, and in seeking to implement the Well-being of Future Generations (Wales) Act, Welsh Government should be leading the way in instilling kindness at every level of government and in public policy. They held a kindness round-table in January 2020.

The Act is driving progress towards delivering the vision of ‘One Public Service’, but more needs to be done. Welsh Government should work beyond public sector boundaries to tackle the ‘wicked’ issues for the future

Introducing the sustainable development principle (defined in the Act as “seeking to ensure that the needs of the present are met, without comprising the ability of future generations to meet their own needs”), alone is not enough to change the well-established public sector culture in Wales.

“What Wales is doing today, we hope the world will do tomorrow - action more than words is the hope for our future generations.”

Nikhil Seth, United Nations

We need action, as well as words, to create a public service that makes sense for everyone as a more [integrated, collaborative, preventative](#) system for the 21st century and future generations. This would enable us to solve some of the problems we have within public sector culture and within society.

Welsh Government have made strategic and policy commitments to ‘[One Welsh Public Service](#)’ – a more collaborative way of working, aiming to break down the artificial barriers between teams, departments and organisations and work in a way that echoes the Act. Encouragingly, it is the current campaign of [Academi Wales](#):

“As One Welsh Public Service, we have a shared purpose and shared drivers to achieve a better and lasting quality of life for us all. It is about improving the economic, social, environmental and cultural well-being to help us create a Wales that we want to live in now and in the future.”

Academi Wales [Website](#)

While it is encouraging that government are encouraging people to act in this way, and indeed, this report outlines examples of progress; this report also provides examples of where this is not yet fully embedded. There are some fundamental shifts required to how Welsh Government operates and its impact on the wider public service, outlined in this section and in the chapter on cultural change across the public sector.



The infrastructure is in place to facilitate 'One Public Service' working through Public Services Boards and other partnership arrangements. However, there is not yet a comprehensive approach to bringing the brightest and the best from all levels of government and public service, the private sector and third sector together, to find innovative solutions to current or future challenges.

The emergency response to COVID-19 has displayed some positive approaches to multi-sector working to solve immediate problems such as: working with medics and manufacturing to design and produce ventilators, as well as delivering critical services using community and voluntary sector networks. This joint working should continue beyond the crisis to identify innovative solutions to some of the intractable challenges public services face now and will face in the future.

In Wales one of best examples of this is work that Monmouthshire Council have done with Innovate UK:



Understanding solutions to rural social isolation

Monmouthshire Public Services Board

began to look at the issue of rural isolation and transport. Recognising that this was a complex challenge to understand and solve, they successfully bid for funding from the UK Government "GovTech Catalyst" scheme – intended to help public services work with the private sector on innovative solutions to problems.

The challenge set out to find how technology could be used to improve interaction with older people to reduce loneliness whilst alleviating digital exclusion, and how transport could be co-ordinated more efficiently to increase peoples' ability to travel in rural areas while reducing public subsidy. It also looked at how to better connect people in rural areas to improve well-being and reduce pressure on the health and social care systems, while improving service efficiency.

The challenge received over 100 expressions of interest, including ideas like a digital community-directed platform to 'match' people, integrate landline and voice services with digital tracker technologies and introducing new transport and communication digital platforms. Two companies have been selected to develop their proposals as viable market options.



There are considerable benefits to be drawn from adopting this approach at a national policy level.

Instilling a culture of tackling the impossible

The [United Arab Emirates](#) have established a '[Ministry of Possibilities](#)', the world's first virtual ministry to apply design-thinking and experimentation to develop proactive and disruptive solutions to tackle critical issues. The Ministry brings together the 'brightest and best' from national and local government teams, private and voluntary sectors to consider radical changes in government systems, adopt new innovative models and work in ways that take calculated risks.

"The Ministry will showcase a new model for next-generation government operations to the world. [It] will address urgent government issues by developing proactive and radical solutions to overcome pressing challenges, improve government services and instil a culture of tackling the impossible."

[Minister of Cabinet Affairs and The Future](#), United Arab Emirates

Welsh Government should consider establishing a Ministry of Possibilities, based on the United Arab Emirates model, bringing the brightest and the best from all levels of government and public service, the private sector and third sector together, to find innovative solutions to current or future challenges.

There is a lack of long-term vision regarding the kind of government and public services we need in a future Wales

A [long-term](#) vision for the public services of 2050 in Wales is needed, taking into account future trends, potential scenarios and setting out how public services can respond to these in a way which will best meet each of our national well-being goals.

As I have set out in this report, there are opportunities which are presented by technological developments, a wider well-being response to decarbonisation, the ageing population and changes to jobs and skills. Welsh Government should be commended for setting out the [long-term](#) aspirations for Wales as a country through the national well-being goals, but this now needs to move towards a clear vision of what this means for public services, as well as what this means for the future public service workforce. In each chapter of this report, I have outlined a vision for contributing to the goals and how public services should be reaching towards them.

The public services of the future need to be collaborative with multidisciplinary teams connected but not tied to organisations, bringing skills together to solve complex problems. Job roles will be based on creativity, communication, kindness and problem-solving and public servants need to be increasingly connected (through technology and physically) to wider networks and communities, helping to co-create solutions to entrenched issues.

As such, public services will also need to be more reflective of the population, with a breadth of diversity in backgrounds, reflecting the importance of bringing different experiences, lived experiences and perspectives to the table. This requires a significant shift in the public sector workforce of 2020.



The public services of the future

[Nesta](#), the innovation foundation, have [imagined the government and public services of 2030](#), describing roles of the future such as the 'Creative Facilitator': "working with the people of the district to imagine, initiate, develop and maintain local systems, often taking on the role of 'trusted person' and may find themselves acting as mentor, play-fellow, sounding board, celebrant, or mediator."

Nesta have also modelled '[ShareTown](#)', an imaginary community to inspire a future for the way citizens, technology and local government live and work together. For example, the creation "The Loop", is a cooperative reuse and recycling collection company.

Welsh Government should establish a cross-party, cross-sectoral Commission to create a long-term vision and strategy for the Welsh public sector of 2050 specifically focusing on key future trends including (but not limited to): opportunities and challenges posed by the digital revolution; the ageing population; the public sector workforce of the future; the climate and nature emergencies.

There is an implementation gap between the aspiration set out by Welsh Government in policy and legislation and their commitment to delivery on the ground

While new policies and legislation are showing promise, Welsh Government have an overly optimistic view of what it takes to implement these. As well as resourcing the introduction of legislation, policy and guidance, Welsh Government need to fund their implementation, including delivery capability, awareness raising, training and robust monitoring.

Regulatory Impact Assessments are undertaken for new regulations, but rarely is the cumulative impact calculated of the layers of legislation, policy and guidance that Welsh Government produce.

This results in a gap between the aspirations of Welsh Government and reality, due to a lack of capacity and increased confusion for local deliverers. Public bodies and Public Services Boards often tell me and the Auditor General for Wales that expectations are unrealistic, they require increased capacity, additional resources, training, central government support and permission to undertake some of the changes proposed by Welsh Government.

"We often talk about austerity in this Chamber, but sometimes we don't pay enough attention to the way it has hollowed out the capacity of our local authorities to deliver on anything other than essential statutory services. Active travel is an area where understaffing is felt particularly severely..."

Lee Waters AM ([May 2019](#))



There are numerous occasions where I have advised Ministers and civil servants that setting out aspiration is not enough to create cultural change, such as:

The [Wales Transport Appraisal Guidance](#) was updated in 2017 in line with the Well-being of Future Generations (Wales) Act. Still, there has been a lack of resources and training for its proper implementation and no analysis of capacity in the current system to enable these changes to happen (see the section on Transport in Chapter 5).

[Planning Policy Wales 10](#), a significant step in the right direction, but I have emphasised that its implementation is critical to a successful local approach to planning and place-making (see the section on Planning in Chapter 5).

The [NHS Planning Framework](#), which influences Integrated Medium Term Plans, has improved year on year in terms of how the Well-being of Future Generations Act is reflected. However, there is a gap between this guidance and the extent to which health boards can implement the five ways of working, due to how they are managed and performance measured by Welsh Government.

Implementation of the [Active Travel \(Wales\) Act 2013](#) is lacking. [Rates of active travel](#) have stagnated or declined over the last six years. While my advice to the government has been to allocate £60 million per annum to active travel, in 2019-20, they have allocated this amount over three years. Targets of 10% people cycling once a week by 2026 are also unambitious. (see the section on Transport in Chapter 5).

The implementation of the cultural change required by [Well-being of Future Generations \(Wales\) Act](#) has not been sufficiently resourced – both within government and for the public bodies they sponsor, given the cultural and practical changes to public services it represents.

In seeking to close this implementation gap, Welsh Government should be applying the ways of working in how they design, resource, deliver and evaluate the implementation of policy and legislation.

This should include involving a range of people with lived experiences, practical knowledge of delivery on the ground and integrating their aspirations with the well-being objectives of others.

The lack of analysis of capacity, additional resources, training, central government support and permission for people to undertake transformational change results in gaps between the aspirations of Welsh Government policy and reality.

Public bodies and Public Services Boards often raise concerns on the barriers to implementing policy and legislation with the Auditor General for Wales and me, suggesting that Welsh Government put systems in place that work against the Act – rather than for it.

Welsh Government continues to complicate an already complex landscape

The Well-being of Future Generations (Wales) Act has been called the ‘common sense Act’ because it is intended to simplify and focus public services and [integrate](#) our [collaborative](#) contributions towards the national well-being goals.

However, Welsh Government and civil servants continue to introduce new guidance, policy, legislation and reviews that overlook the Act and create new layers of complexity and governance. This displays a lack of [integrated](#) thinking and suggests that the Cabinet needs more robust mechanisms for join-up and seeing the bigger picture.



Welsh Government are complicating an already complex landscape by requiring new boards, bodies and governance structures to exist alongside Public Services Boards.

Most recently, another set of new committees, known as 'regional collaborative committees' have been proposed in the Local Government Bill, adding yet another new layer of governance and decision making.

New policies, legislation, guidance or reviews that do not acknowledge and respond to the role of Public Services Boards as a local delivery mechanism for improving holistic well-being is unacceptable and dilutes the effective implementation of the principles of the Act. This causes confusion, duplication, wasted resources and frustration on the part of public bodies as they try to meet their well-being objectives while dealing with conflicting demands from the government.

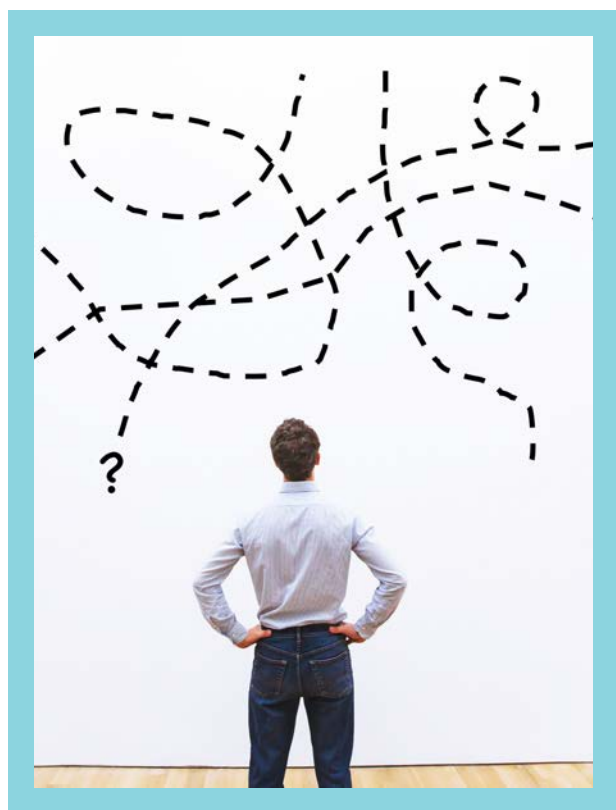
Instead of Welsh Government acting in an [integrated](#) way, trying to help public bodies and Public Services Boards deliver their well-being objectives through funding streams, policy and legislation, they are currently putting barriers in place. In developing policy for local implementation, it is unclear whether Welsh Government have taken into account what Public Services Board well-being assessments have told us about an area, or what well-being objectives the public bodies and Boards have set.

The evidence I hear most often on this relates to the role of Regional Partnership Boards and Public Services Boards. I am aware that there is confusion – from the local level to Assembly Member level – about the role of these two partnerships around how the boards function and how they integrate their duties.

Despite some good work happening locally, I have advised Ministers that government should clarify the situation by encouraging flexibility for both boards, and for [collaboration](#) to happen in the best, locally-determined ways. See my advice within this report to Public Services Boards also.

The Welsh Government representative on every Public Services Board should be playing more of a role in solving this lack of [integration](#). Many Welsh Government representatives are passively attending meetings or providing one-way communication from government to Public Services Boards. These officials should be empowered to work across government to take back and resolve concerns from Public Services Boards. A trouble-shooter and fixer role for Welsh Government representatives on Public Services Boards would help the government to understand the challenges of implementing their initiatives locally, due to a lack of [integration](#) at government level. They could then provide solutions back to the other Board members from Welsh Government.

Welsh Government should seek to streamline governance, removing rather than adding layers. Any proposal for a new governance arrangement needs to be able to answer the question of how it is assisting integrated policy-making and service delivery, and should set out clear guidelines at the outset on how that body should interact with others to achieve local and national well-being objectives.



Welsh Government should provide more clarity to the role of civil service representatives on Public Services Boards, empowering them to work across government to resolve issues and concerns, plus provide intelligence on local delivery to civil servants. These representatives should have a role in reporting challenges and opportunities to Cabinet regularly.

Public Services Boards are not being given a high enough priority by Welsh Government

While we are beginning to see some promising progress from Public Services Boards, any expectation that the mere establishment of these boards, would in itself drive the necessary cultural changes required by the Act (in working relationships and solving silo-based working and protectionism) were unrealistic. This is the first time such a broad range of agencies have been given a statutory remit to work together on such a wide range of well-being goals and objectives.

While Public Services Boards can't do everything; they are often bypassed by government, meaning that new partnerships, funding offers or governance arrangements are created on top of an already complex landscape. As a [collaboration](#) of local leaders, they should be given more status by Welsh government in meeting the key challenges facing future generations.

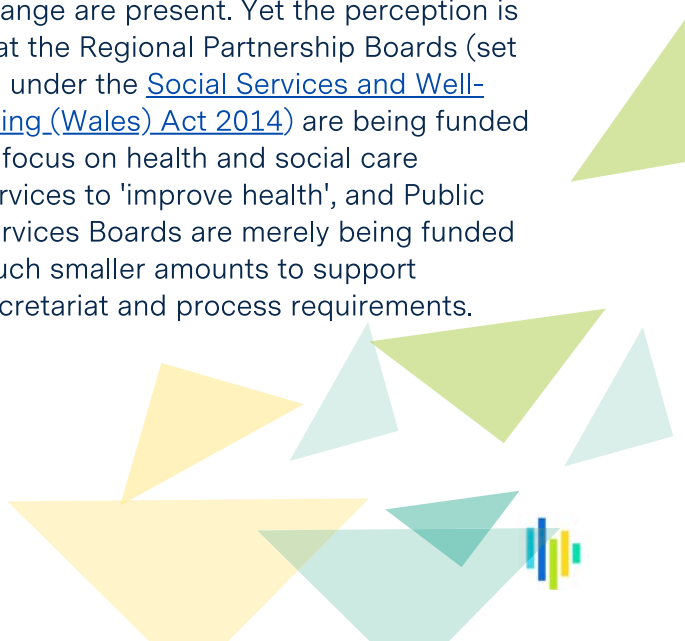


A starting point for Public Services Boards to operate more effectively would be for clarification on the ways they can receive and spend resources. Some Public Services Boards are unsure whether or not they can accept funding, which is possible provided one partner holds the funds.

Many of the concerns raised relate to an opinion that Welsh Government are allocating funding in a way that undermines the role of Public Services Boards in their duties to improve collective well-being. Continually allocating funding to Regional Partnership Boards, without explicit links to prevention and the work of the Public Services Boards has caused, and continues to cause, a lack of integration, collaboration and therefore missed opportunities to invest in [prevention](#) and the wider determinants of health.

As laid out in the section on [A Healthier Wales in Chapter 3](#), the World Health Organisation have recently shown that a range of issues cause the difference in reported health between the richest and poorest. Only 10% of the difference in health between richest and poorest is due to the quality of health services, with the wider determinants such as living conditions, income and working conditions and community connection being much more important.

These wider determinants of health are the focus of the Public Services Boards, where wider agencies who can affect change are present. Yet the perception is that the Regional Partnership Boards (set up under the [Social Services and Well-being \(Wales\) Act 2014](#)) are being funded to focus on health and social care services to 'improve health', and Public Services Boards are merely being funded much smaller amounts to support secretariat and process requirements.



Welsh Government should provide support to the Public Services Boards, encouraging further flexibility and funding if they are to be successful. If more funding cannot be allocated to the Boards, then it would be useful for Welsh Government to use the opportunity provided by the current national reviews into partnership arrangements to consider and address how funding is allocated and communicated, thereby actively providing Public Services Boards and other local partnerships with more flexibility in how they do things

"It would be helpful if national funding arrangements could be further consolidated so that regional and local Boards are dealing with fewer grants, over longer periods of time, with combined wider priorities attached... Participants were clear that the attention locally and regionally needed to shift to how partners are transforming the major elements of services to meet needs more effectively and efficiently, and that Welsh Government oversight should also focus more on this than on detailed monitoring of relatively small - scale additional grants."

Professor Keith Moultrie on Regional Partnership Boards and Public Services Boards (July 2019)



Providing this clarity and encouraging the legislation to be realised through partnership working provides an opportunity for Welsh Government. Given the Public Services Boards' wider remit across all political areas and specifically, in the priority themes of 'Prosperity for All', Welsh Government could be using them far more extensively by adequately funding them to deliver the aspirations of the Act.

Welsh Government need to ensure consistency in using the language of the Act in legislation, policy, guidance, ministerial statements, performance frameworks and terms of reference for review boards

"We're not hearing it loud and clear in health bodies. Ministers need to be saying 'five ways of working', WFG Act, in everything they do. And then they'd sit up and take notice. Even using slightly different language in guidance, legislation, funding, like 'A healthier Wales', means it's seen as the 'new thing' and starts to cancel out the WFG Act."

A representative of a health board (February 2019)

One of the most common barriers reported to me, and the Auditor General for Wales, is that differences in language within policy, legislation and guidance coming from government serves to distract from the Act.

In particular, those responsible for implementing the Act in Health Boards have raised concerns that this results in the Board and senior management seeing the Act as separate to what they do. [See Chapter 2 on Public Sector Culture Change.](#)



Welsh Government and civil servants are contradicting their own Act by using conflicting language in guidance and policy, setting up new governance structures, new reviews and commissions that do not refer to the Act. This is serving to actively drive civil servants and people in public bodies away from the sustainable development principle and the [five ways of working](#). For example:

- [The Parliamentary Review of Health and Social Care \(2018\)](#) makes passing reference to the Act, the ways of working and sets a timeframe of transforming health and social care over the next five-ten years (the Act defines long-term thinking as at least ten years ahead, ideally a generation, which is 25 years ahead).
- [The Welsh Government Integrated Care Fund guidance \(2019\)](#) defines 'integration' in a different way to how the Well-being of Future Generations Act defines the term, focusing on partnership and new models of services.
- [The Fair Work Commission \(2018\)](#) was established with little reference to the definition of a "prosperous Wales", which includes the term "decent work".
- Welsh Government's most recent [Annual Report \(2019\)](#) on progress towards their well-being objectives describes a "more prosperous, equal and greener Wales." Confusingly, they provide some detail of activity under two of the goals but have added the term 'greener' (without making reference to "a resilient Wales" or other goals) and made no reference to the legal definition of all seven well-being goals.

Welsh Government should standardise the language they are using in line with the Act. This includes making the Act clear in the Terms of Reference of any reviews, commissions or bodies set up that they are required to align their work both to the principles and language of the Act.

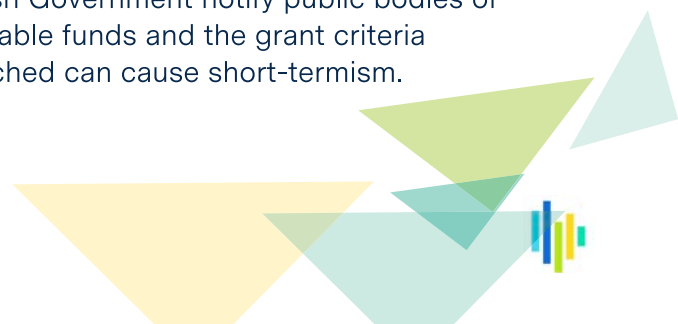
The short-term funding cycles, corporate planning requirements and performance management requirements set by Welsh Government for public bodies are a barrier to long-term thinking and are often driving the wrong behaviours

I have outlined within my findings and recommendations of [Chapter 2 on Public Sector Culture Change](#) that some of the barriers to implementing the Act identified by public bodies are the short-term nature of funding cycles, [corporate planning](#) and [performance management](#) requirements placed on them by government. Public bodies feel that the way that they are held to account by Welsh Government through these duties and requirements is not [long-term](#) or [integrated](#) and, in many cases, this is driving behaviour away from the five ways of working and measuring what matters.

"As a consequence of Welsh Government we have an annual budget regime which makes it extremely difficult to plan longer term. The restrictive approach to annual or short term grant allocations also exacerbates long term financial planning... In reality, while we are working hard to use the 5 ways of working to deliver the financial savings, we are very much at the point where the cuts cannot avoid having a negative impact on future generations."

Observations from local authority officers (February 2019)

For example, in placing performance and financial targets on health bodies that focus on meeting acute need rather than [prevention](#) of illness, Welsh Government are driving the attention of management teams away from the sustainable development principle and five ways of working. The ways Welsh Government notify public bodies of available funds and the grant criteria attached can cause short-termism.





Welsh Government place the blame for short-term budgets on UK Government funding allocations and, likewise, public bodies place the blame on Welsh Government.

I believe there is more government could be doing to give greater [long-term](#) financial certainty to public and third sector services. Public bodies and government should be working [collaboratively](#) to introduce a well-being budget, explore options for working differently and find ways of planning [longer-term](#) approaches. This is something that could be strengthened in Welsh Government's Budget Improvement Plan and brought forward in terms of the proposed timings they have set out.

Short-term funding cycles lead to short-term performance measures of success. Public bodies are adopting existing, narrow performance measures to track their progress towards well-being objectives, based on statistical data that Welsh Government also ask them to provide. However, with an Act in Wales, that champions sustainable development and all forms of well-being, we need measurements that go beyond short-term siloed measurements.

Public bodies should be encouraged by the government to measure what matters, not what can easily be counted, and [performance management](#) and audit approaches need to be sympathetic towards a changing culture and risk-taking. There are already globally recognised forms of measurement relating to well-being, standards of living, quality of life, kindness, social value, public value and happiness that Welsh Government should be adopting. These include the Organisation for Economic Co-operation and Development (OECD) [Better Life Index](#), [Social Progress Index](#) and [Thriving Places Index](#).

Other countries are moving towards measuring impact using well-being, such as the Scottish Government adopting 'kindness' as one of its core values in its National Performance Framework, Norway measuring trust and happiness, the World Happiness Report and the New Zealand Parliament Living Standards Framework.

With the Act in place, Wales should be at the forefront of measuring success based on well-being. The performance management frameworks and funding conditions set by Welsh Government should evolve rapidly to reward and recognise kindness and well-being, not focus on outputs, quantitative measures and process. Welsh Government and public bodies need to stop short term performance measure and find ways of measuring the success of initiatives based on well-being to encourage integration, preventative thinking and collaboration.



More needs to be done to ensure grant funding and core funding criteria incentivise and encourage the application of the Act

Linked to how public bodies are managed by Welsh Government, there is more government could be doing through the funding criteria they set, to make applying the Act and meeting well-being objectives easier for public bodies.

Firstly, providing more notice of funding and a longer guarantee of funds would help public bodies and Public Services Boards to adopt a longer-term vision and plan. The Auditor General for Wales has previously published findings and recommendations to the government on this subject. For example, [a report into the Welsh Government Integrated Care Fund](#) found that the short-term annual funding horizons were stifling regional delivery of the funding to improve health and social care. The evidence gathered suggested the funding had become prescriptive, and the late notification of what funding was available, put pressure on planning and delivery.

More recently, Welsh Government and Public Health Wales established a multi-agency 'Building a Healthier Wales' group to drive forward systemic and structural change aimed at reducing inequalities in health outcomes and implementing '[A Healthier Wales](#)' strategy. Welsh Government agreed that this group would oversee a £7.2 million 'Prevention Fund' to 'support effective interventions in relation to the prevention of ill health and early years.'

This funding has been allocated to health boards (with priorities needing to be agreed with Regional Partnership Boards), against my advice that it should be focused on the broader determinants of health at a Public Services Board level.

Health boards were notified about this funding in October 2019 and asked to submit proposals by the end of December 2019. Not only was this a short period of planning time, but left only a quarter of the financial year for the funding to be spent. I argue this hampers any [longer-term](#) and sustainable service redesign that could be considered transformational.

"The integration of processes and legislation from Welsh Government, particularly the short notice of financial settlements, impacts on our ability to plan for the long term. Short-term notice of some funding streams can also inhibit our ability to truly plan for the long-term and make well-considered decisions."

Observations from local authority officers (February 2019)

Secondly, Welsh Government should incentivise and encourage the use of the five ways of working through funding criteria, specifying proposals must demonstrate not just broad consideration of the Act, but how it is [preventative](#), [collaborative](#), [integrated](#), [long-term](#) and meaningfully [involves](#) people, thereby seeking to contribute to each of the national well-being goals and the well-being objectives that are set by the particular applicant organisation or collection of organisations.

Rarely does funding come jointly from more than one department of Welsh Government and it can often be aimed at one public body – rather than a [collaborative](#) collection of bodies (although there are some notable exceptions, such as the funding announced in this year's budget from the Health and Education departments, to support a whole school approach to mental health).

By simply introducing this to more funding criteria, Welsh Government would encourage [collaboration](#) and [integration](#).



Funding criteria of many grants from government currently pay lip-service to the Act, rather than seek to encourage its proper application. For example:

[The Enabling Natural Resources and Well-being Scheme \(updated 2019\)](#), makes passing reference the Act and strategic fit of applications with the well-being goals but does not provide any detail on how projects will be judged, delivered or monitored in a way that encourages the application of the Act.

[The Community Facilities Programme \(updated 2020\)](#), providing grants to community and voluntary organisations to improve community [assets](#) makes no reference to the Act or how these organisations can contribute towards the well-being goals, thereby missing a significant opportunity for the government to meet a number of its own well-being objectives at a community level.

[The Health Transformation Fund \(2018\)](#) guidance aimed at Regional Partnership Boards, to demonstrate new models of health and social care, makes no reference to the Well-being of Future Generations Act or Public Services Boards being involved in funding considerations.

Other funding guidelines state that the Well-being of Future Generations Act should “guide the principles” of delivery but give no practical advice on what this means and is it unclear how this is tested in determining the award. This is symptomatic of my earlier point that both culture and process in Welsh Government need to change in line with the Act.

Thirdly, funding criteria should seek to help public bodies and Public Services Boards meet their well-being objectives. It is not clear that in developing funding criteria, Welsh Government have taken into account what information is contained in either the Public Services Board well-being assessments and plans or public body well-being objectives.

Welsh Government should collaborate more with public bodies and Public Services Boards to ensure funding rounds do incentivise application of the Act and help them meet their local well-being objectives, alongside whatever government want them to achieve.

Welsh Government capital and revenue funding programmes should incentivise and encourage the proper application of the Act and flexibility to innovate. Funding should not be awarded unless the proposal can demonstrate the application of the Act. As a minimum, given the climate and nature emergencies, public funding should be carbon-neutral and enhance or maintain nature.

Welsh Government finance and budgeting structures based on main expenditure groups, linked to individual ministerial portfolios, are not integrated

These problems raised by public bodies regarding short-term funding cycles and funding criteria are connected to a problem higher up the chain within the structures of government. Traditional, siloed structures in Welsh Government (and other public bodies) are not designed to enable an [integrated](#) approach to decision-making, including [financial](#) decision-making.

Cabinet portfolios are often focused on driving a specific outcome, and Ministers are directly accountable for delivering this outcome. In Welsh Government, the way Main Expenditure Groups are still organised in terms of Ministerial portfolios means it is challenging for [collaborative](#) decisions to be made that take account of the causes and effects of key issues facing future generations.

These challenges of [integration](#) and [collaboration](#) within government mean narrow policies, measures and funding criteria can filter down to public bodies, which makes applying the five ways of working locally very difficult.



Although there has been some attempt to address this more recently with the appointment of Ministers to lead particular pieces of work, I do not yet see comprehensive change illustrated in budgets to support this.

While it is encouraging that the [Budget Improvement Plan](#) contains actions to assess the impact of budget decisions and improve the collaborative assessment of budget proposals by 2023, the timescales need to be reconsidered, as bolder action could be taken much sooner.

The National Assembly for Wales could also be taking a greater focus on scrutinising the interconnected financial decisions that are proposed, rather than a single Committee focusing on scrutiny of single issues.

Welsh Government should set an example to public bodies by more explicitly showing how policies across departments are [integrated](#), including demonstrating how the costs spent by one department are providing benefits or savings to another.

More needs to be done by Government to demonstrate a cross-government, coherent and evidence-based approach to prevention

Further work needs to be done across Welsh Government to ensure every department understands and is using the agreed definition for [prevention](#) and preventative spend. Despite a number of programmes which have prevention as a core principle it is not clear how preventative approaches are being applied consistently across Government or within departments.

I have worked with Welsh Government officials to explore the definition of prevention and preventative spend and I am now using this to challenge government spending decisions:

Definition of prevention

"Prevention is working in partnership to co-produce the best outcomes possible, utilising the strengths and assets people and places have to contribute. Breaking down into four levels, each level can reduce demand for the next:

- Primary prevention – Building resilience – creating the conditions in which problems do not arise in the future. A universal approach.
- Secondary prevention – Targeting action towards areas where there is a high risk of a problem occurring. A targeted approach, which cements the principles of progressive universalism.**
- Tertiary prevention – Intervening once there is a problem, to stop it getting worse and prevent it reoccurring in the future. An intervention approach.
- Acute spending – Spending, which acts to manage the impact of a strongly negative situation but does little or nothing to prevent problems occurring in the future. A remedial approach.

**Progressive universalism is a determination to provide support for all, giving everyone and everything a voice and vested interest, but recognises more support will be required by those people or areas with greater needs."



Currently, opportunities are being missed to take a cross-government, coherent and evidence-based approach to [prevention](#). It is encouraging to see the Government taking a more [integrated](#) approach through their focus on cross-cutting themes, but they are yet to show their workings and spell out how they are:

Steps to Prevention

1. Setting a long-term vision for each of these areas including analysis of future trends.
2. Collaborating and involving others to work out the problems they need to prevent and whether they fall into primary, secondary or tertiary prevention and using evidence to identify what the best preventative interventions are.
3. Assessing those interventions to identify how they could prevent and maximise contribution to other well-being objectives.
4. Shifting funding across Government and beyond in line with these identified best value interventions.

The work that I have undertaken with the Welsh Treasury over the last two years has led to the publication this year of the [Budget Improvement Plan](#). This contains some positive actions in this regard such as “work with departments to explore how to expand the application of preventative definition across all portfolios in all Main Expenditure Groups” and “Use evaluation to test the practicalities and impact of shifting spend towards preventative activities, and the conditions needed to do this effectively across whole organisation.”

I would like to see Welsh Government reconsidering the time frames of these actions and aim to drive faster progress (although since the emergence of the COVID-19 pandemic I recognise this is likely to be challenging).

It is important, however, that, as a minimum, the Government stick to the timescales in their plan and in time seek to encourage and support similar approaches in relation to other public services that have critically important roles to play in relation to prevention, like Local Government.

New Zealand Well-being Budget

“Our five Well-being Budget priorities show how we have broadened our definition of success for our country to one that incorporates not just the health of our finances, but also of our natural resources, people and communities.”

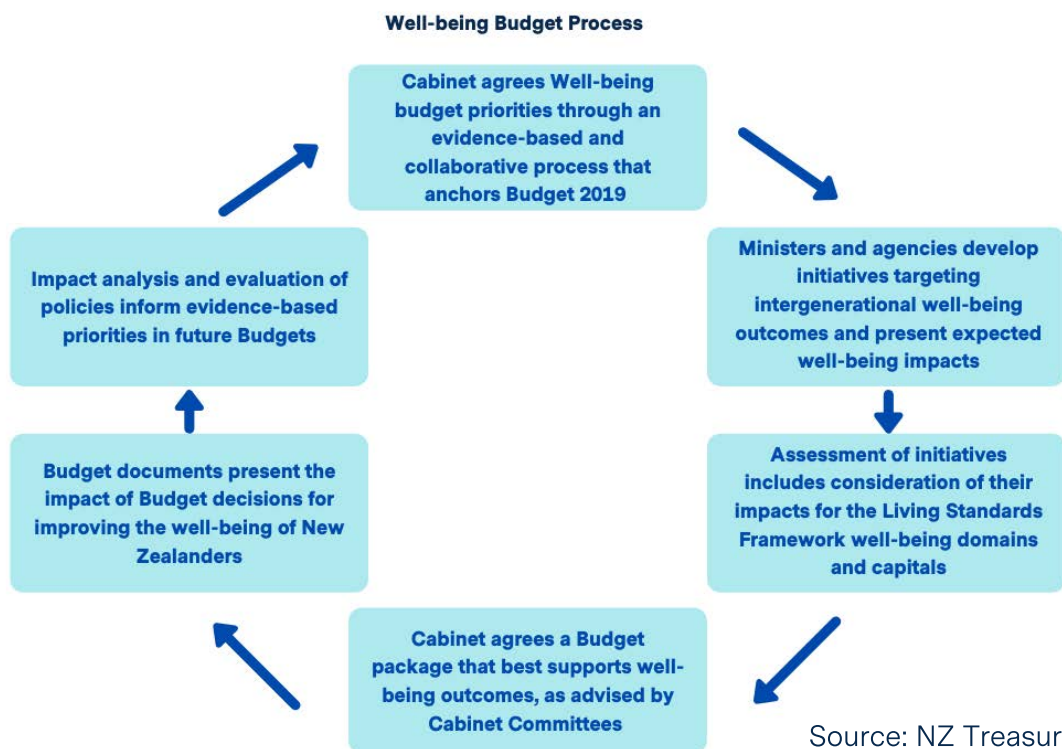
Jacinda Ardern,
Prime Minister of New Zealand

The New Zealand Government published their first Well-being Budget in May 2019. It takes a different approach to measuring success, based on a broader range of indicators than just Gross Domestic Product and puts well-being at the heart of decision making.

The Well-being Budget does this in three ways:

1. Breaking down agency silos and working across government to assess, develop and implement policies that improve well-being.
2. Focusing on outcomes that meet the needs of present generations at the same time as thinking about the long-term impacts for future generations.
3. Tracking our progress with broader measures of success, including the health of our finances, natural resources, people and communities.





Welsh Government need to take a bolder approach to using their definition of [prevention](#) in the budget process, leading the way for other public bodies. Countries like New Zealand have shown how putting well-being at the heart of [financial](#) planning creates a cross-government approach to public services. Our Well-being of Future Generations Act requires us to go further again in demonstrating that the Government is spending in a way which reflects all five ways of working and requires consideration of the whole budget not just new spend.

It is notable, however, that the New Zealand example relates to new spend of around \$3.4 billion. It is notoriously difficult to shift to preventative spend throughout whole budgets, especially in key areas where there is increasing demand.

Therefore, for a bolder approach to be taken, there is a case for top-slicing budgets in order to direct spending towards meeting specific objectives. This should apply to the government's well-being objectives, but in the short-term could start with the government's cross-cutting themes.

In order to coordinate this cross-cutting preventative approach, there is a case for establishing a [Minister for Prevention](#) who would be responsible for the process set out in Table 1 above. This would not remove the duty of all Ministers to demonstrate how they are applying the definition of prevention in their own portfolios but would drive coherent action in the most significant cross-cutting areas.



Welsh Government should appoint a [Minister for Prevention](#), with responsibility for taking a whole-government, coherent and evidence-based approach to investment in prevention. This should not negate the responsibilities to work in a preventative way for all Ministers but should act as a central point for coordinating preventative work and challenging the extent to which preventative approaches are used in each portfolio.

Budgets should be top-sliced for specific spending on prevention and allocated to be spent on meeting the cross-cutting priorities set by Welsh Government that reinforce their well-being objectives, overseen by the [Minister for Prevention](#).

Welsh Government should be using their definition of [prevention](#) and preventative spend in conversations with public bodies about performance management and finance. For example, in relation to health bodies, government should ensure the prevention agenda is indicated as a priority to Health Boards and senior managers in conversations on performance, prioritisation and finance.



There are good examples of Welsh Government involving people in their work, but their statutory consultation does not always give people an opportunity to test proposals against the Act

Welsh Government have a plethora of bodies panels and committees who facilitate engagement with Ministers and officials on government policy, but many organisations express concern that these arrangements still do not add up to the [involvement](#) co-production approach that the Act requires. Some of the involvement Welsh Government have recently done shows progress towards the Act. For example:

Through using a combination of the software SenseMaker and a Citizens' Jury approach, [Measuring the Mountain](#) is part of the Welsh Government's evaluation of the Social Services and Well-being (Wales) Act (2014). This approach gathers stories from carers and people who need care and support services to provide findings and recommendations to government, social care professionals, healthcare and the public. In 2018, the Citizens' Jury made 31 recommendations to Welsh Government – 30 were accepted fully.

The Ministerial Taskforce for the South Wales Valleys gathered evidence for the action plan [Our Valleys, Our Future](#) through the [Talk Valleys](#) campaign, involving people through social media, online surveys, face to face events, themed meetings, staff meetings, and focus groups.



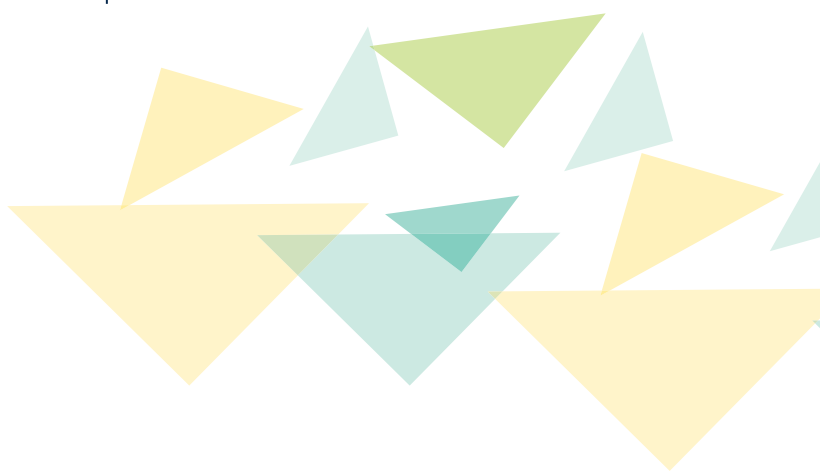
I propose a number of mechanisms for better [involvement](#) in other chapters of this report ([see sections on A More Equal Wales in Chapter 3 and Skills in Chapter 5](#)). I have also provided advice to Welsh Government on better ways to [involve people](#), but in addition to this, Welsh Government could go further in ensuring its statutory consultation processes demonstrates better application of the Act.

Welsh Government published around 70 consultations in total during 2019 on a range of issues, from water quality to puppy sales. [The Consultation Institute](#) looked at the content of these consultations and found passing references to the Act, but rarely are consultees asked the extent to which they think the proposal contributes to the national well-being goals.

Therefore, specifically, where there is a legal and/or procedural obligation for them to follow specific consultation procedures, there is an opportunity to ask the public how proposals might impact on each of the well-being goals from their perspective.

Giving the public an understanding of the seven well-being goals and asking them to reflect on impact would help to assess how the proposal will affect well-being. This would also make the decision-making process more transparent, with the public being involved in debating the positive or negative impacts on each well-being goal.

All Welsh Government consultations should ask views on the relevance, and perceived impact of proposals on each of the national well-being goals and government are required to have due regard to their response.



Recommendations for Welsh Government

Policy Recommendations

Welsh Government should:

- Lead the way in instilling values of kindness at every level of government and in public policy, following the Scottish Government example, and in seeking to implement the Well-being of Future Generations Act.
- Establish a Ministry of Possibilities, based on the United Arab Emirates model, bringing the brightest and the best from all levels of government and public service, the private sector and third sector together, to find innovative solutions to current or future challenges.
- Establish a cross-party, cross-sectoral Commission to create a long-term vision and strategy for the Welsh public sector of 2050 specifically focusing on key future trends including (but not limited to): opportunities and challenges posed by the digital revolution; the ageing population; the public sector workforce of the future; the climate and nature emergencies.
- In seeking to close the ‘[implementation gap](#)’, they should clearly set out how they are applying the ways of working in how they design, resource, deliver and evaluate the [implementation](#) of policy and legislation. This would include involving a range of people with lived experiences, practical knowledge of delivery on the ground and integrating their aspirations with the well-being objectives of others.
- Appoint a Minister for Prevention, with responsibility for taking a whole-government, coherent and evidence-based approach to investment in prevention. (Also a recommendation in Chapter 3: A Healthier Wales)
- Top-slice budgets for specific spending on prevention within the cross-cutting priorities set by Welsh Government that reinforce their well-being objectives, overseen by the Minister for Prevention.

Recommendations for Welsh Government

Process Recommendations

In their day to day actions Welsh Government should **stop**:

- Funding any programme which does not clearly demonstrate how it has applied the Act.
- Imposing short-term, output based performance measures on public bodies and across policy areas.
- Complicating an already complex landscape. Any proposal for a new governance arrangement needs to be able to answer the question of how it is assisting integrated policy making and service delivery and should set out clear guidelines at the outset on how that body should interact with others to achieve local and national well-being objectives
- Placing requirements on public bodies that discourage application of the Act. The Integrated Medium Term Plans do not adequately align with the Act, so there is no requirement on health boards to account for their performance against their well-being objectives from the Health Minister or senior officials in government. It is essential that this is rectified.
- Establishing any new reviews, commissions or bodies or governance structures which do not have the requirements of the Act as part of their terms of reference.

In their day to day actions Welsh Government should **start**:

- Incentivising and encouraging proper application of the Act and flexibility to innovate through capital and revenue funding programmes.
- Setting an example to public bodies by more explicitly showing how policies across departments are integrated, including demonstrating how the costs spent by one department are providing benefits or savings to another.
- Measuring the success of initiatives based on well-being. The performance management frameworks and funding conditions set by Welsh Government should evolve rapidly to reward and recognise kindness and well-being, not focus on outputs, quantitative measures and process. Welsh Government and public bodies need to stop short term performance measure and find ways of measuring the success of initiatives based on well-being to encourage integration, preventative thinking and collaboration.



- Setting out clear guidelines on the relationship between various Boards and bodies, requiring each body to apply the Act in its principles and must seek to contribute to the well-being objectives of other bodies within that geographical area.
- Reflecting the Act in the corporate planning, performance management and reporting requirements on public bodies. In particular,
 - encouraging long-term planning, particularly through Integrated Medium Term Plans in NHS bodies.
 - aligning the management of the health public bodies and other services to measures that reflect wider well-being, as well as service and financial performance.
 - reforming the remit letters to national bodies so that they are set in a longer-term context; incentivise proper application of the Act; and reflect discussions with government on how the national body can collaborate with others to meet its own well-being objectives and contribute to the objectives and steps of government.
- Providing more clarity to the role of civil service representatives on Public Services Boards, empowering them to work across government to resolve issues and concerns, plus provide intelligence on local delivery to civil servants. These representatives should have a role in reporting challenges and opportunities to Cabinet regularly.
- Giving a clear steer to Public Services Board members that the Boards are able to accept funding, provided one partner holds the funds.
- Standardising the language they are using in line with the Act. This includes making the Act clear in the Terms of Reference of any reviews, commissions or bodies set up that they are required to align their work both to the principles and language of the Act.
- Meaningfully apply their definition of prevention and preventative spend and using it in conversations between government and public bodies about performance management and finance. For example, in relation to health bodies, ensure the prevention agenda is indicated as a priority to Health Boards and senior managers in conversations on performance, prioritisation and finance.
- Asking views on the relevance, and perceived impact of proposals on each of the national well-being goals within consultations and having due regard to the response.
- Setting out clear guidelines on the relationship between various Boards and bodies, requiring each body to apply the Act in its principles and must seek to contribute to the well-being objectives of other bodies within that geographical area.
- To introduce a 'Real Life Fast Track' programme within Civil Service and Public Sector. In order to bring a variety of skills, perspectives and experiences to the public services of the future, Welsh Government should work with public bodies to introduce a 'Real Life Fast Track' programme, seeking to recruit people who are experts on their own lives. (Also a recommendation in Chapter 4: ACEs and Chapter 3: A More Equal Wales)



Spotlight on Procurement

The £6 billion-pound opportunity

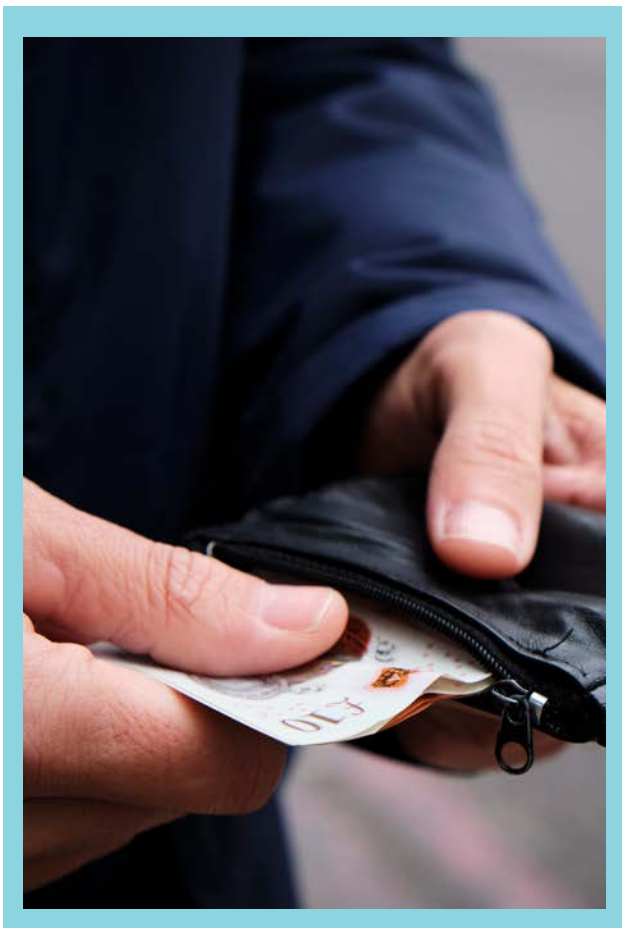
Public bodies in Wales spend over £6 billion each year procuring a range of goods, services and works; this represents nearly a third of total devolved Welsh annual expenditure, and it is estimated that over the next decade Welsh public services will spend over [£60 billion](#). Imagine what it could mean if this money was being spent on buying things AND improving the economic, social, environmental and cultural well-being of people and communities in Wales?

Wales has the opportunity to think about how and where to spend that money in the interest of current and future generations.

The Well-being of Future Generations Act should be the overarching framework for public procurement in Wales. Procurement is one of the seven corporate areas for change in the Act statutory guidance ([Shared Purpose: Shared Future, SPSF 1: Core Guidance](#)) and it must be a key area of focus for public bodies in meeting their obligations under the Act.

“The process whereby organisations meet their needs for good, services, works and utilities in a way that achieves value for money on a whole life basis in terms of generation benefits to the organisation, but also to society and the economy, whilst minimising damage to the environment.”

Wales Procurement Policy Statement
definition of sustainable procurement



Vision for public sector procurement in Wales

The Well-being of Future Generations Act provides us with an opportunity to transform the way procurement is delivered in Wales. By moving towards an outcomes-based approach, we can ensure the £6 billion spent annually delivers the best outcomes across all four elements of well-being and helps to improve the economic, social, environmental and cultural well-being for current and future generations.

The overarching vision for a public sector with well-being at its heart is provided at the beginning of this chapter. In this vision, procurement is able to deliver long-term, tangible benefits and wider outcomes to Wales; going beyond the required community benefits, to maximise the impact procurement outcomes can deliver for our communities now, and in the future.

Procurement in line with the Act provides a significant opportunity for public bodies to make progress towards their well-being objectives and our national well-being goals. Considering procurement through the lens of the Act will help public bodies, and the companies they buy from and work with, to:

- Support local employment, skills and training opportunities for people of all ages ([A Prosperous Wales](#))
- Reduce our use of natural resources and promote a circular economy ([A Resilient Wales](#))
- Reduce our greenhouse gas emissions and contribution to climate change ([A Prosperous Wales](#) and [A Globally Responsible Wales](#))
- Improve our natural environment and protect biodiversity ([A Resilient Wales](#))
- Build more cohesive communities with thriving social enterprises and Small and medium sized enterprises ([A Wales of Cohesive Communities](#))
- Support better physical and mental health ([A Healthier Wales](#))
- Deliver decent work with fair and equal pay conditions ([A More Equal Wales](#))
- Reflect the diversity and culture of all our communities ([A Wales of Thriving Culture and Vibrant Welsh Language](#))
- Encourage greater ethical and global citizenship ([A Globally Responsible Wales](#))

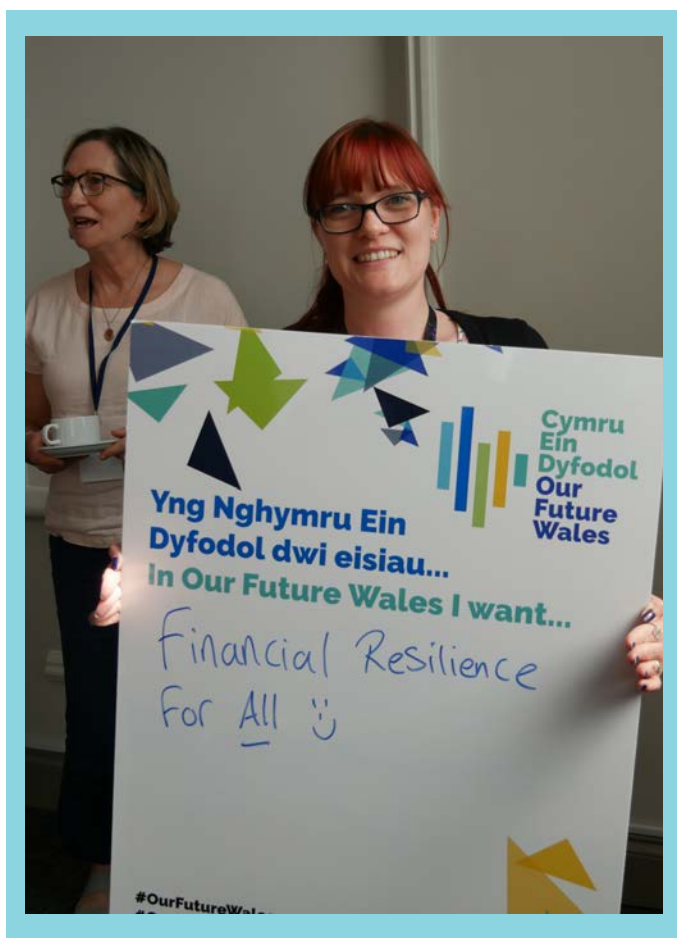


As part of my Art of the Possible programme, I produced 'journeys' for each of the seven well-being goals, as guidance for public bodies on the actions they and other organisations should be taking on their journey to meeting the goals. [Fair and local procurement](#) is a theme within a [Journey to a Prosperous Wales](#), and ethical [Consumption and Procurement](#) is a theme within a [Journey to a Globally Responsible Wales](#) – these journeys include steps public bodies can take along with examples and case studies.



People's perception of procurement

Listening to what people think and believe is an important part of involvement. That is why, in this section, I wanted to give a flavour of what people have told me, since the beginning of my term and in relation to this report. People's views included:



In [Ukraine](#), public sector procurement outcomes are monitored by its citizens. [The DoZorro online platform](#) provides citizens with the opportunity to provide feedback on how taxpayer's money is spent, ensuring that best value is achieved through commissioning and procurement. 'More than 930,000 of unique users have used the DOZORRO portal over two years and more than 84,000 of feedback units were recorded'.

"National Procurement Service - after all the cost, fanfare and effort of set up, effectively disappeared without trace."

"Community Benefits are not scored effectively, so there is no value to being a local or Welsh company operating in Wales. No value to the local £ spent."

"Best Value hurdle - public sector still sees lowest price as driving decision making on procurement, which is further impacted by austerity measures and budgets cuts."

"Procurement is perceived to be about saving money. How can one consider whole life cost, if it always comes back to saving money?"

"OJEU (Official Journal of the European Union and EU (European Union) legislation are [perceived] barriers to preventing innovative procurement choices."

"Great inconsistency in tendering processes between authorities."

"There is no integrated implementation at Welsh Government level - it's all policy making in isolation."

"No single constant definition of 'value'."

"A lack of succession planning and resourcing procurement to deliver for future generations."

"Knowledge sharing is not in an open forum, but through local authority deals."



Your Voice

In engaging with over 5,000 people, the views below are representative of the key issues which have been shared with my office in forming this report.

"I would like to see Wales continuing to take a lead in international justice, fair trade, working towards a better world. I would like to see fair trade embedded in the world of business and procurement, as well as climate change, being something that the world of commerce and importing takes action on."

(The People's Platform)

"Procurement policies and practices are currently prohibitive to making the most of local services and goods. Welsh Government and local authorities [should] support local business instead of having policies suggesting they will but in reality don't, but then consult on procurement only for the system to remain the same."

(The People's Platform)

"I would like to see Wales as a nation of global citizens, with an international outlook. Wales already has a positive impact on some of the world's poorest communities, but could do so much more - grow Wales as a fair trade nation, increase the capacity of Size of Wales."

(The People's Platform)

"We need a Wales 'Responsible Procurement Strategy' which sets out standard sets of terms and conditions with key performance indicators aligned to the seven well-being goals and five ways of working. Tools embedded into the existing eProcurement tools that benchmark and measure the benefits achieved throughout the contract lifecycle that can give us a heat map of positive impact and benefits achieved, captured through a Social Value Platform or similar."

(Big Ideas)

**I would like to thank the following
for their contribution to my
work in this area**

Dr Jane Lynch, Cardiff Business
School, Cardiff University.

Professor Kevin Morgan, Cardiff
University.

Catryn Holzinger, Audit Wales.

Vincent Hanley, Constructing
Excellence Wales.

Emma Waldron, Welsh Centre for
Voluntary Action.

Rhian Edwards, Wales Co-op Centre.

Keith Edwards, Foundational Economy
network & Can-Do toolkit.

Milica Kitson, Constructing Excellence
Wales.



COVID-19 and procurement

I want to acknowledge some of the examples where procurement has delivered positive outcomes while public bodies are having to deal with the impacts of COVID-19 across Wales. Procurement teams have been at the heart of this response, ensuring that adequate supplies of essential equipment are available, particularly in the health sector.

- Cardiff Council has received positive feedback on providing quick payment of small business grants;
- Welsh Government has set aside £15 million for a food delivery scheme. On request from their local authority, those most vulnerable can have [essential items delivered by Bidfoods and Brakes](#);
- Advanced Manufacturing Research Centre (AMRC) Cymru have adapted their capabilities to [produce an order of 10,000 ventilators in the Welsh Government-owned facility in Broughton](#).

COVID-19 shows us that procurement can be an [agile and powerful tool for innovation](#); examples of where a normal procurement process can take months, is being done in a small fraction of that. For example:

In [Wales](#), The Royal Mint, a producer of coins, [adapted their manufacturing capabilities](#) and created a medical visor, gaining mass production [approval within 48 hours](#). The medical visors are being supplied to [hospitals in Wales](#).



Procurement research and Section 20 Review

Procurement is an area of focus for my office in 2019-20. Working in partnership with Cardiff University, we have undertaken research to establish the extent to which the Act is informing commissioning and procurement decisions across all 44 public bodies in Wales. We are interested in:

the extent to which public bodies are embedding the Well-being of Future Generations Act into procurement contracts and frameworks, and in particular how they are taking into account the long-term impact of their decisions;

to what extent procurement is supporting delivery of the public bodies well-being objectives (and steps towards these).

Our research has included:

Preliminary desk-based research on published procurement policies and current guidance;

Considering progress public bodies are making in meeting their well-being objectives;

Stakeholder engagement at regional events and forums.

Information, submitted from 42 out of 44 of the public bodies, relating to how the Well-being of Future Generations Act is being applied to the public bodies commissioning and procurement approach and how well-being objectives are informing procurement decisions.

Findings from our research show that currently, there is no unified approach to applying the Act to public sector procurement.

Although there is evidence across the board that public bodies are taking steps to apply the Act during the procurement process, the research phase has identified leadership involvement and engagement, resources and capacity, along with the complex landscape as challenges for procuring sustainably.

Building on this initial research, I triggered a Section 20 review in March 2020 to formally examine the procurement practice of 9 public bodies. This will help me gain a more detailed understanding of how efforts to apply the Act to their procurement decisions are helping them to meet, or are taking steps to meet, their well-being objectives and how the statutory ways of working are informing their procurement approach.

In light of COVID-19 and the additional pressure being placed on public bodies dealing with the impact of the crisis, I have decided to pause this review and will reassess the situation in September 2020. The review will resume once there is less strain on the capacity of Chief Executives, procurement teams and colleagues who are understandably working hard to respond to the current pandemic.



Challenges and Opportunities for change

Multiple reports and inquiries over recent years have highlighted opportunities for change in procurement (Audit Wales, 2017; Assembly Public Accounts Committee Inquiry, 2018; Wales Centre for Public Policy, 2019). The 2017 report from the Auditor General for Wales found that public sector spend had a significant potential to drive social, economic, and environmental outcomes for the people of Wales. The report also found that although clear progress had been made in deepening the capacity of procurement to achieve positive social outcomes (especially since the adoption of the Well-being of Future Generations Act), there was clear scope for improvement in this area. [According to the Wales Centre for Public Policy](#), changes needed to implement sustainable public procurement include the use of contract clauses to integrate sustainability throughout the whole procurement process; enhanced engagement with the supplier market; and more effective ongoing contract management.

Public bodies are taking steps to apply the Act, but clear leadership, resources and capacity are challenges for delivering sustainable procurement.

Currently, there is a lot of focus on procurement as a lever for wider change, and consensus that more can be done to drive outcomes-based procurement. Taken together, this provides a renewed emphasis on the capacity and opportunity for public procurement to deliver positive economic, social, environmental and cultural outcomes for the people of Wales.

Develop leadership that supports a strategic approach to procurement, recognising the ‘power of purchase’

What future generations need

We need public service leaders and decision-makers to recognise the strategic potential of procurement by raising its profile and giving agency and authority to procurement professionals to embrace new ways of working. Officers need a clear mandate from politicians to enable them to accept higher upfront costs where these are needed to achieve longer-term, system-wide added value.

Commissioning and procurement need to be a strategic undertaking, and public service leaders need evidence about which approaches work best. We need our public bodies leaders to recognise that procurement can support and deliver strategic priorities and wider well-being objectives and outcomes. This vision and leadership, supported by appropriate structures and resources, should connect the organisation’s well-being objectives with its approach to procurement, as this will enable the ‘Act champions’ that operate within procurement teams to deliver wider value.

Procuring sustainably throughout the public sector in Wales requires senior champions who will set a strategic vision, commit to effecting change, take ownership over targets and drive good practice throughout their organisations. The Act provides an opportunity to deliver innovative procurement; procurement that is focussed on long-term value and achieving better outcomes for Wales.



Where we are now

There is renewed political commitment towards ensuring procurement is a lever in driving wider ambitions but as yet there is no clear national procurement strategy, process or support to share learning and drive improvement across the public sector in line with the Well-being of Future Generations Act

As highlighted by the Wales Centre for Public Policy (WCPP) in their report on Sustainable Public Procurement (2019) procurement services have been criticised recently by both Audit Wales and the National Assembly's Public Accounts Committee.

Following a review and consultation of current national structures, the then Cabinet Secretary for Finance announced (in 2018) the cessation of the National Procurement Service in its current form over time and the development of a new procurement strategy. This written statement sets out several priorities for Welsh public procurement, including: "greater focus on delivering collaborative procurement agreements aligned to regional and local priorities... to afford maximum access to Welsh suppliers [and] complement the aims set out in the Economic Action Plan, the decarbonisation programme and support our drive to make Wales a Fair Work nation by leveraging fair work outcomes from public spending and procurement practice."

Since then, there has been a growing appetite for generating greater social and economic return from the £6 billion annual public procurement expenditure across Wales.

Numerous Welsh Government initiatives now call for procurement to be used to lever broader social, economic and environmental outcomes, including generating fair work, boosting local economies, lowering the carbon footprint, and preventing human trafficking in supply chains. However, there is still no clear national strategy, process or support to share learning and drive improvement in line with the Well-being of Future Generations Act.

Leadership at the national and local level is inconsistent and current guidance is insufficient in providing the necessary support to embed the Act. Many public bodies are expected to follow the national procurement strategy. However, the [Wales Procurement Policy Statement](#) (WPPS) has not been updated since 2015 and is therefore not in line with the Act. I have already called for this statement to be updated to reflect the requirements placed on public bodies as part of the Well-being of Future Generations Act. This update has yet to be done.

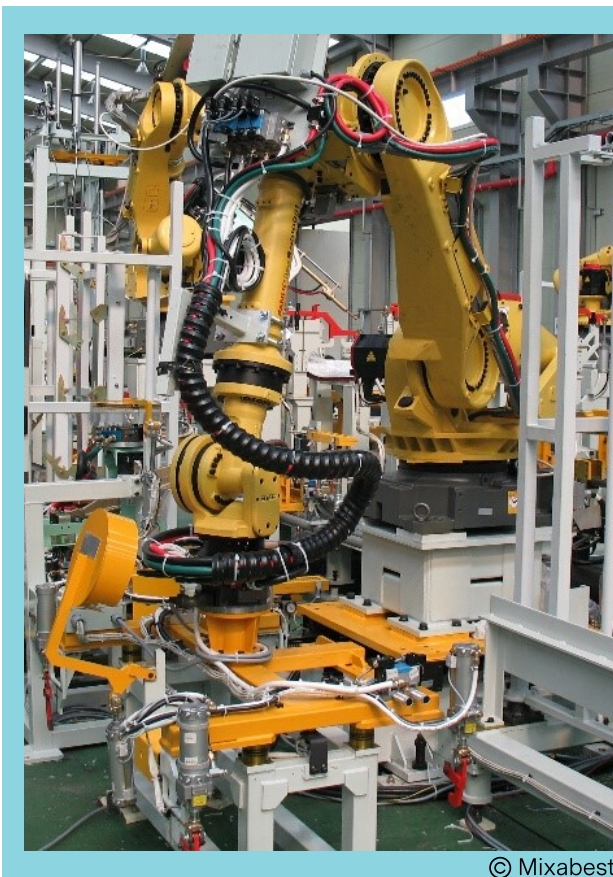


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The Welsh Government's 'A More Equal Wales: Strengthening Social Partnerships' White Paper (November 2019) proposes a 'Bill to strengthen our social partnership arrangements', including a requirement for 'specified public bodies to [produce a procurement strategy in line with statutory guidance](#)'. To maximise impact, this should be accompanied by guidance on how to develop a procurement strategy in line with the requirements of the Well-being of Future Generations Act.

There are examples of where a strategic approach is being taken by leadership to consider future generations. In 2019, Welsh Government committed to investing £100 million in the Tech Valleys Project over the next ten years. This investment is delivering better jobs closer to home, within the new technologies and advanced manufacturing sector, establishing a [National Digital Exploitation Centre in Ebbw Vale](#). The Centre is home to excellence for digital and cybersecurity.



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“We need a change programme built on a basis of committed relations and agreed ambitions. This should focus on the political process and create “alliances for change” to collectively empower those who want to change, focusing on specific issues and activities where we can achieve change; this will required long-term and sustained collaboration, facilitation and learning through engaging change-makers and establishing communities of practice. The focus has to be on proactively facilitating this change through working with, and getting buy-in from key stakeholders, starting with a few sectors initially. Procurement is only part of the story and change will be required across the whole supply chain.”

Professor Karel Williams, Professor of Accounting and Political Economy, Alliance Manchester Business School.

There is no clear national procurement strategy, process or support to share learning and drive improvement in line with the Well-being of Future Generations Act

A recent report published by Welsh Government - Progress towards the development of a [new procurement landscape in Wales](#) – provides an update on their recent work as well as setting out their new way of working going forwards.

I was disappointed to see that the Act is not highlighted as a framework underpinning their approach. To make Welsh Government’s narrative more helpful for public bodies, the document should include a clear explanation of how the Act should be the framework for public procurement in Wales and the links between delivering policy and the seven national well-being goals.



Welsh Government has recently developed guidance for the [public sector on decarbonisation](#), and a Decarbonisation Dashboard to enable public bodies to analyse the carbon intensity of their expenditure. This is a helpful resource, but it adds to the plethora of existing guidance, and if not integrated with other requirements could be seen as an additional burden.

During my procurement research, many public bodies shared their procurement guidance documents. This evidence showed there is a lack of consistency in the guidance produced by each public body to embed the Act throughout the procurement process.

Wales' three fire and rescue services have collaborated and produced a joint procurement strategy (2017-2022) outlining their procurement objectives and steps to meet these objectives that will encourage and promote best practice. One of their objectives is 'Measurement and Impact - to measure improvement within procurement by implementing a performance measurement framework' which has a clear link to procurement. However, the strategy does not reflect all four dimensions of the Act because cultural well-being is absent from their objectives.

Swansea Council's Procurement Guidance Document states that the 'five ways of working underpin everything we do' and they provide examples of how to consider each of the seven well-being goals within procurement. This is welcome, and I would encourage them to extend the guidance to include considering the steps that could be taken to meet their well-being objectives.

WRAP Cymru are providing support to public bodies, highlighting how the use of recycled content and re-used goods can deliver [sustainable procurement outcomes](#). Outcomes from WRAP Cymru case studies could be considered at a leadership level when developing procurement strategies to support the delivery of procurement outcomes in line with the Act.

All public bodies, with Welsh Government leading by example, should review their procurement approach and activities, to identify opportunities to maximise the social, economic, environmental and cultural impact of their spending decisions.

All public bodies, with Welsh Government leading by example, should approach all procurement decisions through the lens of the Act – by applying the five ways of working, considering their well-being objectives and/or steps and how to maximise contribution to the seven well-being goals at the very beginning of the process even at pre-procurement stage.

This should not be a tick-box approach, and the first question that should be asked at the start of every procurement process is: how will this [framework/contract/tender] help us to deliver our strategic priorities and well-being objectives? The outcomes delivered through procurement should then be reported to senior leadership on a regular basis. They should also include the outcomes of this review in their reporting under the Well-being of Future Generations Act and fully evaluate its implementation and impact to contribute to the generation of evidence on 'what works' in Welsh and local contexts.



The NHS Wales Shared Services Partnership's (NWSSP) Procurement Services procures on behalf of all health boards in Wales. They use a Savings/Benefits Template, which is a checklist to show how each procurement has considered the seven well-being goals and five ways of working, but with no opportunity to explain how the outcome took steps to meet the Act. In one specific case study shared by NWSSP, looking at purchasing MRI anesthetic machines, ventilators and baby incubators, with an approved allocation in the region of over £300,000, the outcome of this exercise focussed on the cost savings (of more than £140,000) rather than any other outcomes that could be achieved. Their consideration of the long-term was also unclear. This reflects the current cost-savings mentality, where procurement decisions are not viewed through the lens of the Act.

The Savings/Benefits Template is also used to measure savings across multiple health boards, but there is no examination for how the decision is supporting steps to meet each health boards' well-being objectives.

One Savings/Benefits Template shared by NWSSP referred to 'Towards Zero Waste' as an additional benefit as part of the saving. However, only two of the health boards have well-being objectives linked to waste reduction, resulting in missed opportunities to contribute towards other organisational well-being objectives.

Procuring well-being: a focus on outcomes and measuring what matters

What future generations need

“We need to focus on the outcomes and not the process of procurement.”

Steve Edwards, Director of Regulation & Commercial Wales & West Utilities.

We need public bodies to consistently consider procurement through the lens of the Act, making the Act central to commissioning, procurement, monitoring, and evaluating outcomes. Redefining what we mean by 'value' would enable public bodies to consider how they can improve social, economic, environmental and cultural outcomes through their procurement decisions, providing evidence of how procurement spend contributes to delivering their well-being objectives. Including specific contract clauses focussed on sustainability and well-being, and weighting these as part of the scoring, equal to the cost and quality considerations, would support outcomes such as:

- zero carbon, resource-efficient buildings and infrastructure;
- a circular economy and encouraging the reuse and recycling of goods and materials;
- deliver social value through all procurement contracts;
- procurement of good-quality local food, which can have a positive impact on health and support local businesses as well as reducing their carbon footprint.



- work effectively with local supply chains to increase apprenticeships available to local, young people
- ethical supply chains and Fairtrade
- procurement policies and tendering processes which take into account applicants' efforts to create more inclusive workspaces and impact on black and minority ethnic (BAME) communities globally, such as modern slavery
- supplier take-back agreements where the supplier returns the product at the end of its life to [re-use, remanufacture and recycle it](#).

Measuring social value, beyond the current community benefits focus on targeted recruitment and training, offers a way for public bodies to capture and quantify the wider benefits that can be achieved through their procurement activity. Public bodies need a simplified process, minimising the information required, with simplified guidance (condensing and prioritising the plethora of existing reports, toolkits and resources), and consistent support, together with a greater focus on better contract management, to ensure delivery of outcomes aligned to the Act.

Where we are now

The procurement process has improved considerably over the last decade; however, there is still too much focus on process and not outcomes

During research I have conducted, I have found that some public bodies are meeting the 'spirit of the Act' while not necessarily taking clear steps to meet their well-being objectives or applying all five ways of working. Public bodies may be applying the ways of working but are not recognising or evidencing that this embeds the Act. A common example is that very few public bodies mention prevention or allude to preventative measures in their approach to procurement.

One **public body** shared numerous examples of initiatives that illustrated they are taking steps to meet the spirit of the Act, including procuring biodegradable cups, diverting food waste from the sewer and using local suppliers. Whilst this is to be commended, they were not relating this back to their well-being objectives and were missing opportunities to drive progress on their objectives through their procurement decisions.



When considering how public bodies are embracing the ‘spirit of the Act’ the weakest evidence relates to cultural well-being, even though culture is clear in many well-being objectives, such as:

- To protect and promote the local culture of language, arts and heritage of the area;
- Act as stewards of our cultural and natural heritage for the future generations of Wales;
- Build resilient communities, culture and language.

Public bodies are not consistently aligning their procurement approach to their organisational or well-being objectives and procurement activities do not consistently apply all five ways of working.

The 21st-century schools programme provides an opportunity for public bodies to deliver outcomes linked to the Well-being of Future Generations Act. Through our research, we have seen evidence from some public bodies who are part of this programme delivering outcomes aligned to the Act, such as low/zero carbon schools. However, this isn’t happening consistently, and feedback from the construction sector has highlighted projects that are not seeking opportunities to contribute to all national well-being goals.

The Circular Economy Model for construction, developed by [Constructing Excellence in Wales](#) (CEW), is a comprehensive guide that helps consider the elements of well-being at each stage of construction projects, illustrating opportunities to maximise contribution the Act.

There is some commitment in Wales to deliver sustainable outcomes, as evidenced by over 150 organisations committing to the [Welsh Governments Ethical Code of Practice \(2017\)](#). The code asks public, private and third sector organisations to commit to a series of actions which are designed to tackle illegal and unfair employment and working practices.

Also, there is a lack of evidence of the potential impact that can be achieved through outcomes-based procurement. Evidence from across the EU and beyond acknowledges the progressive role that procurement can play in encouraging the implementation of linked policy objectives.

These case studies and best practice guidance demonstrate a range of ways in which sustainability can be incorporated into public sector contracts. However, these are primarily descriptive, with little data on outcomes, impact or value for money. Despite the numerous examples of sustainable procurement in action, the evidence is scarce on impact, particularly in terms of wider benefits that can be achieved to communities, society and the environment.

Research commissioned on behalf of the [UK Sustainable Procurement Task Force](#) showed the benefits of sustainable procurement. In the case of introducing video conferencing for court appearances - the procurement project replaced the transportation of prisoners to court for remand and other non-sentencing hearings by video links and produced benefits which exceed the costs of the video conferencing. Discounting over seven years, the life of the video conferencing contract, produces a net profit value of £645,776 at a 3.5% discount rate. As well as cost-savings, this had resulted in wider social benefits as well.



Measuring 'community benefits' has been in place for many years in Wales, but the reporting and impact of this are not widely shared

Welsh Government introduced guidance on [Community Benefits in 2014](#), stating that the inclusion of 'community benefits' or 'social requirements' in public sector procurement is designed to ensure that wider social and economic issues are taken into account when tendering construction, service or supplies contracts. Some public bodies have successfully used community benefits to achieve wider outcomes; however, the impact of this is not reported or shared.

[Caerphilly County Borough Council](#) have [embedded community benefits into their Welsh Housing Standard Quality Programme](#). This resulted in the provision of training opportunities, 44 work placements, 114 permanent jobs and 58 apprenticeships that have been created with the in-house service, external contractors and the council's supply partner



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Other public bodies are looking at extending community benefits to encompass social value, to capture wider benefits that contribute to the long-term well-being and resilience of individuals, communities and society in general:

[Conwy County Council](#) has included social value clauses in their key procurement exercises. The development of [Coed Pella](#) is an excellent example of using procurement for social value gain. The culture centre is currently being built and has a construction work placement referral from OPUS providing opportunities to someone who is long-term unemployed. The council is analysing how well they are supporting and facilitating the development of social value organisations in Conwy, ensuring everyone sees the benefits and champions this approach.

"The standard model for measuring community benefits is the Value Wales community benefit measurement toolkit... it's over-complex and despite it being mandatory, between 2014 and 2017 it had only been applied to £310 million-worth of contracts out of a potential £12 billion. My view about measurement is, if we need to demonstrate outcomes, I would go back to the Future Generations Act. There's a framework there where, if we get smart measures, you should be able to, across Government, across departments, clearly understand what the impact of the work we're doing in the foundational economy is."

Keith Edwards, independent housing consultant and founder of Can-Do toolkit.



The Wales Co-operative Centre's Social Business Wales has developed social value questions linked back to the [Well-being of Future Generations Act in its tenders](#). There is currently no guidance on this for public bodies; however, the Welsh Local Government Association are currently exploring the development of a social value measurement framework for local authorities in Wales based on the well-being goals.

Measuring social value includes considering local procurement opportunities. The National Assembly for Wales Economy, Infrastructure and Skills Committee's recent report [Procurement in the Foundational Economy](#) recommends that Welsh Government should provide further clarity on defining local procurement and how successful local procurement is determined. There are some sustainability considerations outlined in the [Welsh Government 'Procurement: guidance on supplier selection' document, \(2020\)](#). However, guidance on delivering local procurement outcomes, aligned with the Act, needs to be more comprehensive.



Big Idea

Public bodies could omit the price element of the tendering process and simply make tenders on 100% quality metrics based around the seven well-being goals. Public sector developers can publish their forecast cost for the service/works and ask tenderers how much extra they can deliver beyond a published set / minimum specification of requirements. It's still a competitive tender, but it's on quality not price.

Utilising existing sustainability indicators is one way public bodies could be taking steps to meet the Act, where it is not always feasible to embed community benefits. For example, the Sports Council for Wales now procures certified Fairtrade coffee and Rain Forest Alliance tea. Public bodies should explore opportunities to procure sustainably certified products whenever possible.

A 2019-2020 project part-funded by the EU's Trade Fair Live Fair Project, managed by the Fair Trade Advocacy Office, called 'Journey to A Globally Responsible Wales: Fair & Ethical Procurement' showcased good practice and practical steps linked to sustainable consumption and production. A network was created to discuss opportunities in the fields of food, energy and plastic/waste and to share good examples. The project also highlighted six projects, two on decarbonisation, two on plastic, and two on Fair Trade, with one of these delivering a 300% increase in outcomes to Fair Trade farmers in Uganda. [The conclusions and recommendations from this project](#) could be considered by Welsh Government and public bodies to support the delivery of sustainable procurement outcomes.

Welsh Government and public bodies should provide clear evidence for how their procurement activities are supporting the delivery of their well-being objectives

Welsh Government and public bodies should include specific contract clauses linked to well-being objectives/goals in every public sector contract and framework, using social value measures to capture impact.



Public Health Wales

'Making space for nature'

Public Health Wales are considering the outcomes of their procurement decisions and taking steps to meet its biodiversity duty through five areas of action through their 'making space for nature' plan. Examples of the steps being taken include diverse planting, wildflower areas for pollinators, and leaving areas of unmown grass, involving staff and seeking expert guidance from Natural Resources Wales.

IT fit for future generations

Circular Computing's mission is to deliver premium, enterprise-grade IT products that don't cost the earth. Today's laptops are already perfectly fit for purpose. Over 160 million new laptops are made every year, 160,000 are disposed of every day in the EU alone, and [70% of those laptops could be reused](#). For every remanufactured laptop they sell, Circular Computing plant five trees, invest in social and renewable energy programmes, creating significant social impact. Their products are verified carbon zero. Their ambition is to change how the public sector purchase and use technology through innovation and a sustainable approach. Lessons from Circular Computing could be applied to public sector procurement, [specifically design for disassembly](#), where there is a consideration for how the product could be deconstructed. This provides more opportunities to ["regenerate products and materials at the end of each service life"](#).

Focussing on longer-term financial planning

What future generations need

As highlighted elsewhere in Chapter 2, a continued focus on short term financial planning is a key barrier to implementing the Act and the same is true in terms of opportunities to apply the Act to procurement better. We need to adopt the 'procurement flip', that is, taking a long-term view of value and challenging the lowest price default position so that the outcomes and wider benefits that can be achieved are considered just as much as the up-front cost.

For construction, Welsh Government should also move to whole life value-based assessments which consider both capital and operational costs, and not simple capital expenditure (money spent purchasing or maintaining fixed assets) assessments, encouraging new ways of working to deliver better quality within the current capital expenditure funding restrictions.

Where we are now

There is too much focus on short-term cost versus delivering wider outcomes

For far too long, procurement decisions have been made mainly based on financial cost. While public bodies need to be able to demonstrate responsible spending and value for money, public bodies should be focussing on costs and benefits over the long-term including non-monetised costs or impacts (e.g. costs to people, communities or the environment).

A key barrier to sustainable procurement has been that it can cost more at least in the short-term, especially when whole-life costing isn't considered, even if it does offer long-term savings and wider 'value'.



There is no consistent agreement of the wider ‘value’ that could be achieved. Annual budget setting is also a significant barrier where delivering well-being for future generations through procurement decisions is limited by this short-term approach.

Public bodies are placing greater weighting on quality (and added value as a sub-set within this), but in practice when this is weighted higher than price, pressure is often put on public bodies to accept the lowest bid.

Over ten years ago, the UK Sustainable Procurement Task Force showed that sustainable procurement, when seen as an organisational priority, questions the need to spend, cuts out waste, seeks innovative solutions and is delivered by well-trained professionals will reduce public spending, rather than add to it in [both the short and the long run](#).

During my research, one local authority shared a case study of the construction of a school commissioned for £7 million, with a requirement for this project to achieve Passivhaus certification. There is evidence that they have considered each of the five ways of working and an explanation for how the project is meeting ten out of their 15 well-being objectives, including to look after the environment now and for the future, promote Welsh language and culture as well as help children live healthy lifestyles.

Another local authority shared a case study of the construction of a primary school, where their Quality Submission Guidance and Questionnaire does not refer to their duty to meet the requirements of the Act. Although some questions included in the document could be interpreted as taking steps to meet the Act, contribution to the very broad well-being objectives such as [economic development and regeneration](#), [education and](#), [efficient council](#) is not outlined. The lessons learnt from similar projects that comprehensively applied the Act should have been considered to avoid missed opportunities and potential to deliver wider outcomes.

“We would like to see local authorities being supported to help understand, care for, and help build resilient public leisure and culture services, which should be commissioned by what can be delivered rather than procurement being driven by lowest cost. To be resilient and sustainable, services contracts (if the services are delivered in partnership with a charitable trust) need to be built on collaboration, be outcomes-based, with shared risk, open book accounting, commissioned rather than procured, balance cost-effectiveness and cost-efficiency, and importantly move away from turning “leisure” in Wales into a potential race to the bottom.”

Community Leisure



A focus on construction

Recommendations by Constructing Excellence in Wales in their 'No Turning Back' report, published in 2010 and reviewed/updated in 2015, focused on **construction procurement**, which is an area of considerable public sector spend. While several positive developments have been made in this time, progress has been patchy. One of their more interesting findings is that a 'focus on procurement may have been counter-productive. Procurement is not just tendering. It should be about a holistic approach to planning, bringing partners on board and delivering to satisfy stakeholders' requirements. It does seem that the industry has become bogged down in prescriptive detail about processes and initiatives when the real issue is delivery and delivery of best value (not lowest cost)'.

A specific issue for infrastructure programmes is the artificial division of Capital and Operation (Capex / Opex) budgets. This does not represent value for money and facilitates short term decision making through encouraging consideration of short-term cost at the expense of long-term cost or value. These two strands need to be brought together into one budget to deliver an approach consistent with the Act.

The construction industry is committed to supporting clients, contractors subcontractors and suppliers to transform procurement through collaborative procurement. Constructing Excellence in Wales have already established a procurement steering group working to bring together a cross-sector of key individuals and organisations in their fields to tackle the barriers, and focus on solutions.

It also works with a wider leadership group to bring together all elements of the procurement process, planning specification and measurement to identify barriers and offer new ideas to achieve the maximum benefits from construction projects in Wales.



Big Idea

Create a centre of [construction] procurement excellence where specialist teams lead procurement together with all resources in place, to aid consistency and deliver the maximum benefit. They will work to a 'Wales Standard' which will include requirements and standards for construction based on the Act to drive efficiency, cut out waste and build a green economy for the future. Welsh Government should also create an Innovative Construction Programme extending the current Innovative Housing Programme (IHP). This could create 'innovation demonstrators' and be an opportunity to bring organisations together around opportunities for decarbonisation and clean energy.



Constructing Excellence Wales Procurement meeting



Promote effective collaboration, with each other and suppliers, to improve sharing, learning, capacity and skills

What future generations need

Public bodies need to build procurement skills and capacity across the organisation, with training based on adopting the five ways of working and opportunities to contribute to their well-being objectives and in turn the seven national well-being goals. Public bodies should collaborate with others, including suppliers, through a range of formal networks, to share good practice to drive ambition, capacity and capability to adopt sustainable procurement practices.

There also needs to be an increased focus on maximising the opportunities to increase capacity, possibly through more effective collaboration, to procure more effectively within Wales. Public bodies could also increase the social and environmental standards required in contract arrangements with suppliers to influence the broader supply chain.

We also need to invest more in professional development for procurement professionals to tackle known deficits in knowledge, skills, capacity and resources that hinder the effective implementation of sustainable procurement. Public bodies should embed co-production and co-design procurement involving the '3 Cs' – clients, contractors (including SMEs and social businesses) and communities – to set objectives, define value, specify community benefits and make processes easy and accessible. To strengthen involvement, there needs to be a significant emphasis on building long term relations within and across sectors.

Where we are now

Structures for collaboration and learning across Wales are in place but lack national coordination and support especially to facilitate collaboration across different sectors, e.g. local government and health

Networks such as the local authorities Heads of Procurement network, facilitated by the Welsh Local Government Association, are already working together to explore opportunities to deliver wider outcomes through procuring on a collaborative and regional basis and sharing learning.

They are currently exploring the development of a social value model that can be adopted by public bodies in Wales to demonstrate the wider value that can be achieved through procurement. Other examples include the North Wales procurement forum and Ceredigion procurement forum which brings together Public Services Board partners to share resources and learning. A joint procurement service has been established between Flintshire and Denbighshire County Councils to identify opportunities for collaborative working to maximise economies of scale. To date, ten collaborative projects have been procured jointly with a further ten projects identified.



© Ungry Young Man



Opportunities for sharing information and learning appear limited and don't involve a wide cross-section of organisations or partners

Collaborative arrangements seem to be in flux since the changes announced to the National Procurement Service. Evidence gathered from public bodies shows that frustrated champions are working to deliver positive procurement outcomes, often without wider organisational or leadership support, with case-studies demonstrating the long-term impact of procurement outcomes. However, lessons from these outcomes are not being applied throughout frameworks and collaborative procurement, leading to a gap between the potential and actual outcomes being achieved.

Four housing organisations in [Blaenau Gwent](#) (Linc Cymru, Melin Homes, Tai Calon and United Welsh), along with Blaenau Gwent Council Economic Development Unit, Wales Co-operative Centre and Coalfields Regeneration Trust [have joined up to look at opportunities to work together to support SMEs](#). Almost 90% of businesses based in Blaenau Gwent are small firms with a workforce of under nine people. They are aiming to understand the assets housing associations bring to the foundational economy of Blaenau Gwent and identify projects where greater collaboration between housing associations and other partners could build foundational economy opportunities.

Gwent Regional Partnership Board

There is a pooled funding arrangement to commission care home accommodation for older people via the Gwent Regional Partnership Board (GRPB), consisting of five local authorities and the health authority. The arrangement demonstrates steps to meet the Well-being of Future Generations Act and reflects locally agreed priorities.

Fire and Rescue – Strategic Contract Plan

The [Fire and Rescue Services in Wales](#) have a five-year Strategic Contract Plan for collaborative procurement on specific contracts, where there is a strong consideration for SMEs and pre-tender engagement.

Findings from the research I conducted found procurement professionals recognise the strategic role procurement can play in embedding the Act when it is correctly resourced and functions in collaboration with other departments. It is predicted that in future, ['procurement and supply chain will combine to create a single strategic function.'](#) Organisations such as the Chartered Institute of Procurement & Supply (CIPS), along with academic bodies and others could have a key role in terms of improving skills and sharing learning. However, facilitating increased collaboration and learning across public bodies will also help.

The [Cardiff Council Student Placement Scheme](#) is an example of investing in succession planning and developing additional skills within the procurement profession. Additional knowledge transfer partnerships across Wales would improve the capacity to ensure sustainable procurement for future generations.



Foundational Economy & Community wealth building

Over the last 12 months, Welsh Government has had an increased focus on supporting Wales' foundational economy – industries and firms which locally deliver basic goods and services to support our everyday needs, the homes we live in, the energy we use, the food we eat, and the care we receive. Estimates suggest they account for [four in ten jobs](#) and [£1 in every three we spend](#).

Wales is the first country in the world to adopt the foundational economy approach at a national level – they launched a £4.5 million challenge fund in 2019 to support [52 innovative projects across Wales](#), to spread and scale best practice, and a focus on how Public Service Boards can maximise the social value of procurement through maximising local spend as has been achieved in Manchester and Preston.

Public Services Boards should proactively prioritise how they can collaborate and use their spend to maximise social value, contribute to their well-being objectives, and improve well-being on a local level.

Build on established frameworks, including legal

What future generations need

Future generations need public bodies to collaborate and embed the Act within all procurement frameworks and ensure that individual contracts maximise opportunities to deliver outcomes that contribute to public bodies well-being objectives and the seven national well-being goals. Information on what works well needs to be shared, with good practice being implemented as standard.

Where we are now

There are opportunities to support innovation that need to be better understood

It is perceived that OJEU and EU legislation are barriers to prevent innovation in procurement; however, there are lots of opportunities within existing regulation to support innovation and these need to be better understood and used to support innovative approaches.

Frameworks such as the South East & Mid Wales Collaborative Construction Framework (SEWSCAP) and its equivalents across Wales are already facilitating a more sustainable approach to procurement across Wales through delivering community benefits, supporting SMEs and boosting the local economy. However, these frameworks are not mandatory, and public bodies need to ensure that the standards set by frameworks are followed.

When implementing the Can Do toolkits, the housing sector found that regulations were not a barrier and that it was possible to get 'local jobs' without breaking the [rules](#). The Wales Centre for Public Policy report also concluded that the existing legal framework is supportive of sustainable public procurement and provides scope to strengthen current practice. It is possible to simplify processes to encourage smaller organisations to successfully tender, and public bodies need to be more confident about applying these approaches.

Public bodies should capture lessons learned based on the outcomes of current frameworks to ensure opportunities to embed the Act are maximised in future.



Carmarthenshire County Council – Construction Project Case Study

Funded by Welsh Government's 21st Century school programme, **Carmarthenshire County Council** used the South West Wales Regional Contracts Framework (SWWRCF) to embed the delivery of community benefits and sustainable ways of working. Notably, the project will achieve Passivhaus certification and BREEAM 'excellent' certification, with project bank accounts (a ring-fenced bank account from which payments are made directly). The project builds on existing frameworks and demonstrates clear links to the five ways of working within the Act as well as the local authority's well-being objectives.

Promote a can-do mindset and attitude

What future generations need

Changing mindsets, culture and behaviours is critical to supporting new ways of thinking and working. The Act provides public bodies with the permission and ambition to be brave and bold and adopt a new approach to procurement which has a far greater focus on long-term outcomes.

Where we are now

Procurement is sometimes treated as a transactional process, and transformational opportunities are not being maximised

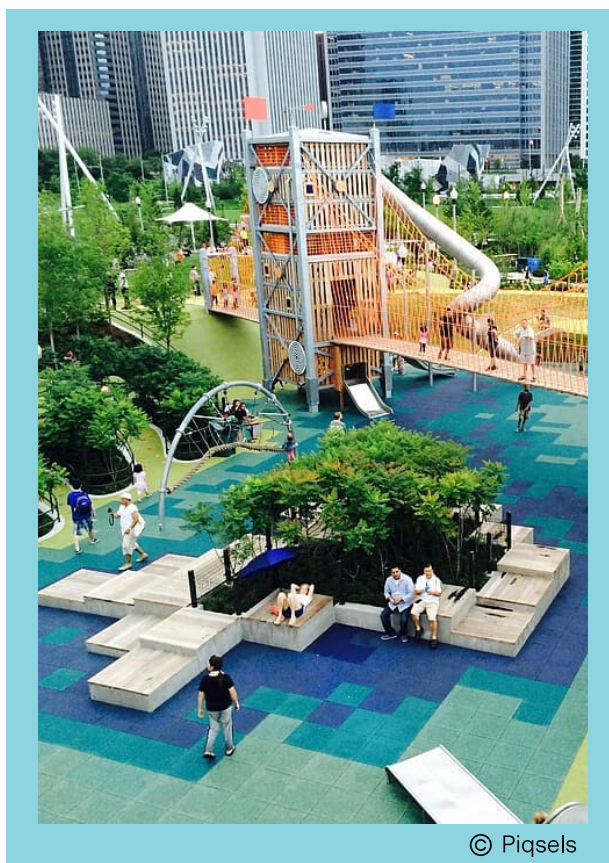
Too much focus on process and not outcomes: up until now procurement has been done in a certain way, following procedures deriving from EU regulations. It is often seen as a blocker rather than an enabler, a transactional rather than a

transformational process that can contribute to the achievement of wider objectives and outcomes.

Austerity has driven a culture of striving for the lowest cost rather than achieving wider benefits, and there is a perception that 'sustainable procurement' can cost more at least in the short-term even if it offers long-term savings. This needs to change, and we need to embrace procurement as a tool for change.

There are future generations champions (sometimes frustrated) within our public bodies who are working to deliver positive procurement outcomes often without wider organisational or leadership support

Through our research, we have found pockets of good practice led by 'frustrated champions' within public bodies who are working to deliver positive procurement outcomes, often without wider organisational or leadership support.



Can-Do Toolkit

The [Can Do Toolkits](#), developed by the housing sector back in 2008 revolutionised the way the housing sector procures, using investment to deliver jobs, training and other benefits for local communities. It challenged the conservative procurement orthodoxy, and ten years on the Act provides a huge opportunity to adopt this approach across the public sector.

In the first 5 years [5130 job and training opportunities were created](#), equating to 19.7 opportunities per week, and involving over 50 organisations.

More recently [Community Housing Cymru](#) has shown how housing associations in Wales are delivering economic and social benefits in local communities across the country, with 84p of every £1 spent staying in Wales. Their 2019 report shows that:

- 84% of the £1.2 billion spend by housing associations remained in Wales;
- Gross value added to the Welsh economy was £886 million (up by 20% in the last year);
- 23,000 full time equivalent job roles were supported by the housing sector;
- £4 million was spent on training tenants with 8,000 people receiving employability and skills.

Monmouthshire School Milk Comparisons Assessment and options (2019)

With the involvement of key local stakeholders, [Monmouthshire County Council](#) conducted a thorough assessment of the impact of changing single-use plastic milk bottles in schools, to reusable glass bottles. Findings show a reduction in greenhouse gas emissions, plastic waste and milk wastage while using local suppliers. This example illustrates Monmouthshire County Council are taking steps to meet the Act, considering a long-term approach to procurement by changing their mindset and behaviour.

Other local authorities are now considering this switch following challenge from school children who are focused on the environmental impact. However, if a future generations framework had been applied from the outset, this would have been addressed at the point of tendering. [WRAP's Plastic Route Map](#) outlines a 2025 target that there should be 30% recycled content in plastic packaging produced in Wales.

When the [States of Jersey](#) commissioned a new public transport network in 2013, they were not looking to procure a supplier, but rather a partner that could work with them to grow ridership, reduce subsidy and create a bus network that the island could be proud of for both resident and visitor. Each step they took in the procurement process was with [creating such a partnership in mind](#)". This example illustrates what can be possible by changing the approach to procurement, prioritising a long-term focus.



Procurement recommendations for Welsh Government

Policy Recommendations

Welsh Government should:

- Approach all procurement decisions through the lens of the Act – by applying the Five Ways of Working, considering their well-being objectives and/or steps and how to maximise contribution to the seven well-being goals at the very beginning of the process even at pre-procurement stage.
- Provide clear evidence for how their procurement activities are supporting the delivery of their well-being objectives.
- Include specific contract clauses linked to well-being objectives/goals in every public sector contract and framework, using social value measures to capture impact.
- Provide clear guidance and leadership to other public bodies, as well as monitoring and assessing how they are considering the Act in their procurement activities.
- Explore how they can use budgets to give greater long-term financial certainty to other public and voluntary sector bodies to ease the short-termism challenges faced by procurement. This could include facilitating longer-term (minimum 5 years) contracts with break clauses built in to allow ongoing flexibility.



Procurement recommendations for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Please refer to the chapter on Setting Good Well-being Objectives, but in setting their objectives specifically in relation to procurement all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Involve departments and organisations who are impacted by the procurement process when setting well-being objectives (e.g. commissioning, contract management, suppliers and waste management). This could lead to public bodies understanding the broader benefits and steps they can take to improve all aspects of well-being through procurement.

In considering their **steps**, all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Evidence the contribution procurement is making to meeting well-being objectives.
- Public Services Boards should proactively prioritise how they can collaborate and use their spend to maximise social value, contribute to their well-being objectives, and improve well-being on a local level.

In **testing and demonstrating** how they are applying the Act, all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Approach all procurement decisions through the lens of the Act – by applying the Five Ways of Working, considering their well-being objectives and/or steps and how to maximise contribution to the seven well-being goals at the very beginning of the process even at pre-procurement stage.
- Provide clear evidence for how their procurement activities are supporting the delivery of their well-being objectives.
- Include specific contract clauses linked to well-being objectives/goals in every public sector contract and framework, using social value measures to capture impact.



Procurement recommendations for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) continued...

In supporting cultural change, all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Capture lessons learned based on the outcomes of current frameworks to ensure opportunities to embed the Act are maximised in future.

In measuring their progress, all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Review their procurement approach and activities, to identify opportunities to maximise the social, economic, environmental and cultural impact of spending decisions.



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Chapter 3

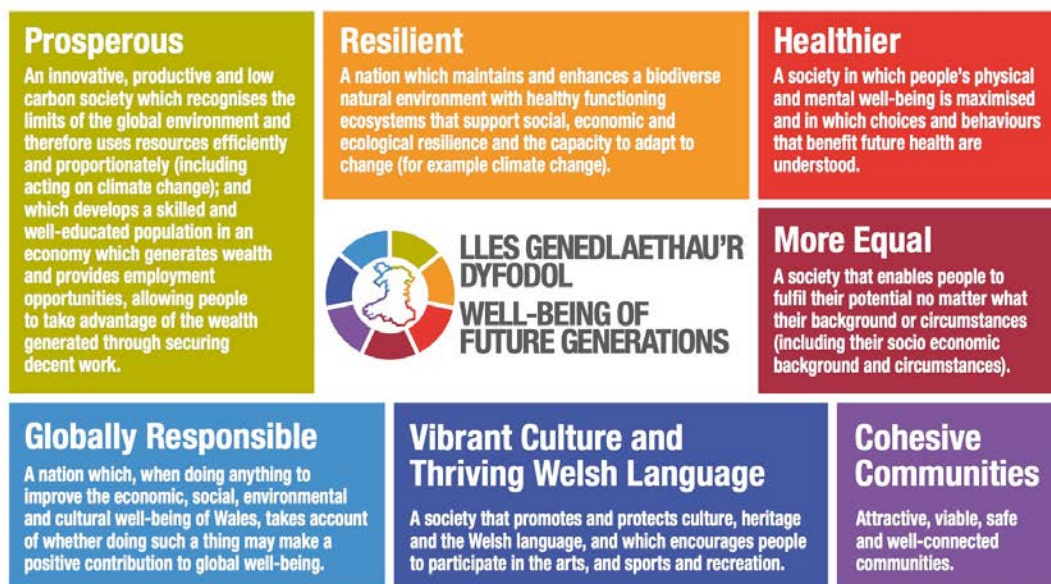
Progress against the well-being goals

Chapter 3

Progress against the well-being goals

This chapter looks at progress against the seven national well-being goals for Wales. The goals represent a common vision for the future of Wales – what public services need to be collectively aspiring to. The bodies that come under The Well-being of Future Generations (Wales) Act 2015 have a legal obligation to maximise their contribution to each of the well-being goals, not just to the one or two that are most relevant to their remit.

The definitions of the goals are included in the legislation, and it is against these legal definitions that public bodies have to take action.



My analysis of progress is based mainly on two key pieces of work: the journeys published as part of the Art of the Possible programme and my first round of statutory monitoring and assessing.

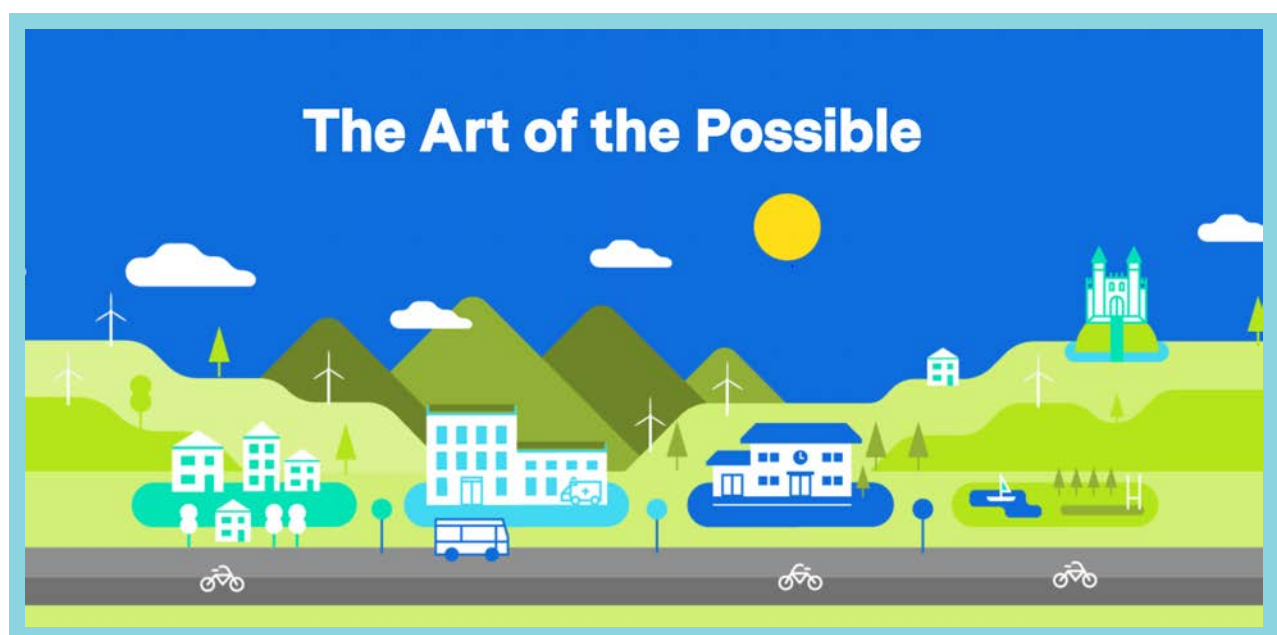
The Art of the Possible drew on the collective intelligence of people and organisations across Wales. The programme sought to explain and explore the practical implications for public services, on their journey to maximising their contribution to the well-being goals. We published eight journeys towards the well-being goals and involvement, as a series of prompts, case studies and actions people and organisations can take.

Using the journeys, I have been able to look at the extent to which public bodies and Public Services Boards explore the full definition of the goals. The areas in the journeys, where I suggest public bodies should focus change, also form the basis of the challenges and opportunities as set out in each of the chapters on the seven well-being goals.

My statutory monitoring and assessing in 2018-19 allowed me to examine the objectives and steps published by the public bodies to understand how they reflected (or not) the definition of each of the seven well-being goals; and whether they considered their contribution to one or more of the goals.

Each section follows a consistent format. Starting with an expanded vision of what success on each of the goals would look like, and examples from across the world where change is already happening. The examples give me inspiration, ideas and reassurance that in Wales, we are part of a growing movement for change.

You will notice duplication across this chapter, in the vision and with many of the ideas and opportunities proposed. This is deliberate - the goals are interconnected, and I have purposefully sought to draw out the links between issues or to cross reference information contained in other chapters. The Act requires us to integrate our work, and no single action must create only one impact.



Thank you

I would like to thank each of the Goal Convenors for their work on the Art of the Possible programme and development of the journeys: Alison Colebrook (seconded from Wildlife Trust Cymru), Beth Smith (seconded from Interlink), Carys Wynne-Morgan (seconded from the Arts Council), Ceri-Anne Fiddler (seconded from the Wales Co-operative Centre), Elen Jones (seconded from Fairtrade Wales), Helen Green Seconded from Public Health Wales), Rachel Hughes (seconded from Sport Wales) and Steve Cranston (seconded from United Welsh Hosuing Association).



I would also like to thank members of my statutory Advisory Panel, voluntary sector groups and other stakeholders who have responded to drafts of this chapter, which have helped shape my findings and recommendations.



Overall picture

Overall, progress towards the well-being goals by public bodies is mixed.

There is positive action being taken on all of the goals, in places, and pockets of good practice where I can see determined progress being made. I have sought to highlight these examples throughout the chapter. The early years of the Act required significant focus on process and building relationships, but attention is now turning to action.

However, some goals are less understood, and clarity is lacking on how public bodies are meeting them.

This is particularly true of ‘a Prosperous Wales’, ‘a Resilient Wales’ and ‘a Globally Responsible Wales’.

There is a tendency to rely on the title of the goals, neglecting the full extent of their legal definitions. For example, a public body’s corporate plan/annual report may state ‘This objective is about raising educational attainment and therefore, meets a prosperous Wales’, without exploring the connections between the full definition of that goal (e.g. skills fit for the future, a low carbon society, fair and decent work etc), other goals, how they could integrate areas of work and maximise their contribution to well-being.

Use of language associated with the goals continues to be a problem (see [Chapter 2 for more information](#)). For example, Welsh Government’s latest Annual Report (2019–20) is titled ‘a more prosperous, equal and greener Wales’, which can be confusing and undermine the framework as set out in the Act.



However, when I compare earlier corporate plans with more recent annual reports of public bodies, the general understanding of the goals and their meaning is improving. [Health boards](#), for example, are setting objectives and steps (and taking action) relating to ‘a Resilient Wales’, and more public bodies are exploring what they can do to contribute to more of the goals.

We are seeing more integrated thinking across public bodies, but there is still work to be done.

A key challenge is the lack of integration between goals and objectives. This is consistent with our findings and those of Audit Wales.



As shown in [Chapter 5](#), action in an area (for example, skills for the future, land use planning, transport, housing) often focuses on one goal, instead of seeking to have multiple benefits. Public bodies can only change that by starting with the goals and what the definition requires, rather than starting with the services and programmes of work that have already been decided. There is still a lack of understanding that the goals should inform objectives and steps – rather than setting objectives and steps and hoping they retrospectively fit and contribute to the goals.

Public bodies can also demonstrate their contribution to the goals through the seven corporate areas of change (and their own corporate approaches), on areas such as: fair and local procurement; fair and ethical investment/divestment; setting recruitment targets for people from Black Asian and minority ethnic communities; staff well-being; introducing apprenticeships and other employment schemes etc. [Please see Chapter 2 for more information.](#)

I am seeing evidence from some public bodies, for example, [Natural Resources Wales](#), [Amgueddfa Cymru](#), the fire and rescue services and national park authorities, of being more imaginative and collaborating with others to contribute to a wider set of goals. Using the ways of working, like collaboration and long-term thinking, will help public bodies to integrate, understand the connections and identify work which may be contradictory.

Overall, the ‘A Resilient Wales’, ‘A Wales of Vibrant Culture and Thriving Welsh Language’ and ‘Globally Responsible Wales’ well-being goals tend to be less referenced by public bodies than ‘A Prosperous Wales’, ‘A Healthier Wales’, ‘A More Equal Wales’ or ‘A Wales of Cohesive Communities’.

Progress towards the Simple Changes

Progress towards the goals is exemplified by the uptake of my 82 Simple Changes, the first stage of these journeys. I shared these with public bodies in November 2018 and asked for feedback. On average, 71% of the Simple Changes are already ‘adopted’ or ‘in development’ across the 33 public bodies that replied. Approximately 12% are being considered for implementation in the future.

The Simple Changes under ‘Involvement’ and ‘A Healthier Wales’ are the ones most public bodies have taken up. On the other hand, the actions under ‘A Vibrant Culture and Thriving Welsh Language’ have the lowest rate of adoption, indicating that perhaps public bodies are still finding it hard to think about the cultural pillar of well-being.



The most adopted/in development Simple Changes were:

- Flexible working policy - [A Healthier Wales](#)
- Bilingual greetings at all access points at all access points - [A Wales of Vibrant Culture and Thriving Welsh Language](#)
- Pay suppliers promptly - [A Prosperous Wales](#)
- Mental health/suicide awareness for all staff - [A Healthier Wales](#)
- Review policies to improve staff well-being - [A Healthier Wales](#)
- Make public information accessible through a variety of formats - [A More Equal Wales](#)
- Use the Cymraeg comma on lanyards and email signatures of all staff who are Welsh speakers - [A Wales of Vibrant Culture and Thriving Welsh Language](#)

The least adopted Simple Changes were:

- Set targets for the retention in jobs of women returning from maternity leave - [A More Equal Wales](#)
- Promote job-sharing for elected representatives, e.g. Councillors - [A More Equal Wales](#)
- Explore the potential of time credits in your organisation - [A Wales of Cohesive Communities](#)
- Support your staff and visitors to understand their personal carbon footprints - [A Globally Responsible Wales](#)
- Support the Night Out scheme - [A Wales of Vibrant Culture and Thriving Welsh Language](#)

I expect public bodies and Public Services Boards to demonstrate how the Act is shaping what they do and move from adopting simple changes towards policies and plans that are more ambitious and transformational.



**With regards to each of the goals,
I have found that:**

A Prosperous Wales



Public bodies are not demonstrating a clear understanding of the full definition of this goal. While the term 'prosperous' is referenced frequently in public body and Public Services Boards' well-being objectives, its use broadly relates to education, employment, poverty or Gross Domestic Product (GDP).

The topics highlighted in 'A Journey to a Prosperous Wales' derive from the full definition of the well-being goal. It includes decent work, a low carbon society, fair and local procurement, local economies, skills for the future and using resources efficiently (circular economy).

I now expect to see public bodies and Public Services Boards demonstrating they understand the full definition of this goal and making the connections to other well-being goals. My overarching recommendation to Welsh Government on this goal is to demonstrate how they are applying well-being economics in all of their policies, funding arrangements and interactions with the public, private and voluntary sector - meeting the Act's aspirations of equitable distribution of wealth, health and well-being, while protecting the planet's resources for future generations and other species.

A Resilient Wales



Similarly, the well-being objectives and steps relating to the 'environment' set by many public bodies do not always reflect the true definition of the goal, which is focussed on maintaining and enhancing 'a biodiverse natural environment with healthy functioning ecosystems'.

With the exception of Wales' three national park authorities, Natural Resources Wales and a few other examples, objectives and steps on the environment are rarely integrated with other objectives. Commonly, focus is on areas such as recycling, flooding, cleanliness, fly-tipping and reducing emissions.

While these are important areas, it also demonstrates a lack of progress in helping achieve nature recovery and healthy, resilient ecosystems.

Objectives relating to the environment are often reliant on other strategies, duties or plans, such as local development plans, which sometimes means opportunities to make connections are being missed. The requirements of the Section 6 duty of the Environment (Wales) Act may also be driving different approaches amongst some public bodies.

More positively, it is encouraging to see the focus and attention on the natural environment from Public Services Boards in their areas. For example, Natural Resources Wales' work on embedding the sustainable management of natural resources and work with stakeholders and communities on their Area Statements. Also, some health boards and national bodies are increasingly making the connections between a healthy, natural environment and better health and well-being.

There has also been a marked change in political commitment and leadership towards tackling the climate and nature crises in the last year, including the decision not to proceed with the M4 relief road and declarations of a climate emergency. It is vital this now filters down to all actions of Welsh Government, and across Wales' public bodies, Public Services Boards and regional growth deals.



A Healthier Wales



There is compelling evidence that we are not investing in the best balance of services to keep people well and to enable them to live healthy and fulfilled lives.

Many well-being objectives and steps acknowledge the need to shift towards prevention and wellness, but need to go further in how they fund these interventions and transform the way they deliver services. As a result, the prevention agenda is not progressing at the scale and pace needed and is not focused on the wider determinants of health.

Most health bodies have set well-being objectives focused on the more traditional definition of health and contribution to 'A Healthier Wales' goal only, failing to take into account the wider determinants of health, such as poverty, air pollution and poor housing.

We need to develop a national wellness system to improve the nation's health and wellness and reduce demand on services, with Welsh Government and other public bodies shifting resources to supporting prevention within the context of the wider determinants of health.

A More Equal Wales



Patterns of poverty have not changed significantly over generations, and poverty, therefore, remains a key challenge for current and future generations.

Groups with protected characteristics are still disadvantaged in many areas of life including work, participation, education and health. Key challenges include more diversity in our decision-makers and our broader workforce, and ensuring that organisations in Wales are taking preventative, integrated approaches to end poverty and reduce inequalities.

Public bodies need to apply an equality lens to their well-being objectives and to align them with their equality objectives. Public bodies need to analyse future trends better and take preventative action to avoid increases in inequalities.

Welsh Government should consider how it can respond to future trends (such as increasing automation, our ageing population and climate change) in ways that reduce inequalities rather than perpetuating them.



A Wales of Cohesive Communities



Public bodies and Public Services Boards have set more well-being objectives on the theme of ‘community’ than any other topic. It is reassuring to see this focus from public bodies on the communities they serve.

While many good initiatives are focusing on community well-being, we now need to build on this and deliver a coherent approach to planning, resourcing and delivery of services and infrastructure within communities, with public bodies and Public Services Boards working together and acting in a more preventative and long-term way. Embedding a culture of meaningful involvement will also be crucial to enable communities to inform and shape local decisions in their areas.

Welsh Government should adopt a placemaking approach for community programmes, facilities and services aligned to the placemaking principles set out in Planning Policy Wales.

The COVID-19 crisis has shown what can be achieved when public bodies work closely with community-help initiatives in their areas, particularly concerning vulnerable and isolated people, and this should continue beyond the pandemic to help connect Wales’ communities. This crisis has seen an overwhelming appreciation for the caring services and those who are continuing to put the needs of others over their own.

COVID-19 has created an emotional reaction in people and communities around caring for others. The question will be how to nurture and continue that community spirit going forward.

A Wales of Vibrant Culture and Thriving Welsh Language



While Wales is ahead of other countries in acknowledging the value and role that culture has to play, we still have a long way to go before our reality matches our ambitions. Not enough public bodies have set objectives and steps in relation to this goal, and those who do are failing to integrate culture and language with their other objectives.

The importance of culture for the improvement of health and well-being is being increasingly acknowledged by public bodies, and there are some innovative programmes being delivered. These should be identified, shared and scaled up.

Welsh Government should ensure that its agencies including Cadw, Visit Wales, Creative Wales and national bodies like the Arts Council of Wales, Amgueddfa Cymru, Sport Wales and the National Library are working together to make the connections between how culture and language can address the climate and nature emergencies, for example. The sector should be supported in this work by all government departments and the wider public service.

And while the target of a million Welsh speakers by 2050 is an ambitious policy, there are concerns that it is falling short in terms of implementation and more needs doing to join the dots with other well-being goals. Public body objectives, steps and actions do not always meet the level of ambition needed to achieve this target.



A Globally Responsible Wales



Wales is unique in the world in demonstrating a comprehensive commitment to the United Nations Sustainable Development Goals, and our contribution to these has been recognised.

Objectives and steps relating to being globally responsible are varied, and public bodies are not demonstrating clear and credible accounts of their positive contributions to the world. However, I recognise it is complex and challenging to identify the ripple effect that policies and actions here in Wales can have around the world.

Of the Simple Changes I published that public bodies can take to progress towards being globally responsible, responses from public bodies revealed it was one of the lowest adopted of all the well-being goals, and the lowest adopted amongst local authorities.

It is also evident value for money (lowest price) is still seen as the key driver of procurement rather than wider value and outcomes, and not enough public bodies are showing signs of commitment to fair and ethical investment and divestment. We will also need to continue to be committed in our efforts to ensure Wales is safe, fair and welcoming to all.

We should all be thinking and acting in a way that is globally responsible. The starting point is having a clear understanding of the definition of the well-being goal, so that any action to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

Chapter 4 sets out ten steps intended to help public bodies and Public Services Boards set good well-being objectives. This includes links to our key resources.





Chapter 3

Progress against the well-being goals



A Prosperous Wales

Our economic system is broken. We have seen widening economic inequalities, especially as the very rich get richer, along with increasing levels of insecurity, homelessness, in-work poverty, mental health conditions and loneliness. As trust in institutions declines, people turn inwards or against each other; deepening divisions within our society.

Our planet is also on the brink of the sixth mass extinction, as catastrophic climate and ecological breakdown get closer and closer. In the last 40 years, humanity has gone from using one planet's worth of natural resources each year, to using one and a half. We are on course to be consuming three planet's worth by 2050.

Underpinning these issues is the way our current economic model prioritises profit over the well-being of people and planet.

The aspirations of the Well-being of Future Generations Act aim to redefine our approach to the economy. In the Act, this goal is defined as:

An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.

Prosperous

An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.

Resilient

A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).



LLES GENEOLAETHAU'R
DYFODOL
WELL-BEING OF
FUTURE GENERATIONS

Healthier

A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.

More Equal

A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).

Globally Responsible

A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

Vibrant Culture and Thriving Welsh Language

A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.

Cohesive Communities

Attractive, viable, safe and well-connected communities.

The Well-being of Future Generations Wales Act (2015)





A Prosperous Wales

One of the most progressive aspects of the Act, is that nowhere in the Welsh definition of prosperity will you find a mention of Gross Domestic Product or Gross Value Added – the measures by which the strength of an economy and often government and society are often defined. Our vision of prosperity looks to support people to develop skills and secure decent work, procure goods and services fairly and locally, where the foundational economy generates local wealth and employment, and where we move towards a low carbon society.

“If the planet doesn’t survive, capitalism doesn’t do too well either.”

Rose Marcario, CEO Patagonia



The Vision – A Prosperous Wales in 2050

People in Wales will be supported to develop skills and secure decent work, while we move towards a low carbon society. We will sustainably manage our natural resources, and procure goods and services fairly and locally, with the foundational economy generating local wealth and employment.

Economic and business practices will realign to what an economy should deliver: an equitable distribution of wealth and health and well-being, while at the same time, protecting the planet's resources for future generation and other species. ([A Resilient Wales](#), [A More Equal Wales](#), [A Healthier Wales](#), [A Wales of Cohesive Communities](#), [A Globally Responsible Wales](#))

Public bodies and businesses will be 'Fair Work Wales' employers, incorporating 'fair work' into their well-being objectives. Public money will only be rewarded to those fulfilling the definition and characteristics of fair, decent work that embodies inclusivity and equality. ([A More Equal Wales](#) and [A Wales of Cohesive Communities](#))

An increase in place-based working means people will be working flexibly and more locally. Supported by a universal basic income, people will have more time to pursue their interests, hobbies and personal well-being. People will be able to spend more time in their local community, helping to improve their own physical and mental health, while also supporting local businesses. ([A Healthier Wales](#), [A Wales of Cohesive Communities](#), [A More Equal Wales](#))

Working towards the principles of a '[well-being economy](#)', Wales will ensure everyone has enough to live in comfort, safety and happiness. Justice will be at the heart of economic systems and the gap between the richest and poorest greatly reduced.



A restored and safe natural world will meet the needs of all, within the means of the planet, and citizens will be actively engaged in their communities and locally rooted economies. ([A Resilient Wales](#), [A More Equal Wales](#), [A Healthier Wales](#), [A Wales of Cohesive Communities](#))

Increased climate ambition and sustainably managing our natural resources will reshape our economy, driven by increased policy action at home, and as markets are reshaped by the leadership of others. Industries will be innovative and low carbon, with a growing 'green economy' in renewable energy, and green technologies and environmental sustainability. ([A Resilient Wales](#) and [A Globally Responsible Wales](#))

[Sweden](#) gives employees time off to be entrepreneurs under the 'Right to Leave to Conduct a Business Operation' Act; one of a series of rights afforded to employees. Sweden has become the 'start-up capital' of Europe and success stories include Spotify, Skype and Mojang, the company behind Minecraft.

The [New Zealand Government](#) published its first [Well-being Budget](#) in May 2019. It takes a different approach to measuring success, based on a broader range of indicators than just Gross Domestic Product and puts well-being at the heart of decision-making.



Job losses in some sectors will be offset by job creation in others, such as energy, meaning a just transition for people and places. This is a central demand of trade unions and a core commitment under the Paris Agreement on Climate Change. ([A More Equal Wales](#))

The principles of the circular economy will keep products and materials in use, designing waste out of the system and gradually decoupling economic activity from the consumption of finite resources and environmental damage. It will also mean technologies will create communal wealth rather than concentrating wealth and ownership. ([A Resilient Wales](#) and [A Globally Responsible Wales](#))

In practice, this will mean the way we value, assess and resource skills will change. The economy will no longer be the sole driver of gaining skills and learning. As more organisations question their purpose beyond making money and emerging generations demand jobs with purpose and better work-life balance, more jobs and skills demand will be focused on social, cultural and environmental aspects of life. ([A Resilient Wales](#), [A More Equal Wales](#), [A Wales of Cohesive Communities](#) and [A Wales of Vibrant Culture and Thriving Welsh Language](#))

My contribution to this vision is outlined through my work on my areas of focus, and set out in detail in [Chapter 6](#).

[Copenhagen](#) has pledged to become the world's first [carbon-neutral capital by 2025](#). It is well on the way to reaching its goal and is one of the most bike-friendly cities in the world, with 375km of cycle tracks and several pedestrian/bike bridges over the harbour.

[Finland](#) is considering a [four day working week](#) to boost productivity and cut carbon emissions. One study found that if we spent 10% less time working, our carbon footprint would reduce by 14.6%, and if we cut the hours we work by 25%, our carbon footprint would decline by 36.6%.



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Our education and skills system will place creativity, problem-solving, equality and diversity, communication and an ability to adapt to change at its centre, drawing on businesses, charities and others to support the delivery of this within schools. ([A More Equal Wales](#) and [A Wales of Cohesive Communities](#))

Everyone will have access to high-quality and reliable digital connectivity. In rural areas, the rise in digital technologies will generate new employment opportunities. ‘Smart villages’, which focus on revitalising rural communities and services through digital and social innovation, will be empowering local communities and helping address challenges such as local employment, sustainable business activity, local services, broadband connectivity and skills. For example, community carpooling initiatives using web platforms, managed by a local community cooperative. ([A More Equal Wales](#), [A Wales of Cohesive Communities](#), [A Wales of Vibrant Culture and Thriving Welsh Language](#))

Through fair and local procurement, public bodies will be actively demonstrating how they are delivering value and long-term benefits to Wales, and helping address local economic, social, environmental and cultural challenges. More small and medium-sized enterprises (SMEs) and social enterprises will be working with the public sector, benefitting the local economy and ensuring investment stays in local communities. ([A Resilient Wales](#), [A More Equal Wales](#), [A Wales of Cohesive Communities](#))

There will be an approach based on building inclusive local economies, helping address long-term challenges such as poverty, poor health, and improving the life chances for everyone, particularly the most disadvantaged. ([A More Equal Wales](#) and [A Wales of Cohesive Communities](#)).

We will be supporting and growing our foundational economy, spreading good practice across Wales.

Wales will establish a firm base of medium-sized firms rooted in their communities, but also capable of selling outside Wales.

The city of [Rotterdam](#) is striving to become a [circular economy](#), by factoring circularity into its tendering and procurement processes and has entrepreneurs making innovative products out of rubbish.

Pobl Group are working with [Neath Port Talbot Council](#) and [Swansea University](#) to integrate innovative technology to develop ‘[Homes as Power Stations](#)’, going beyond the concept of carbon-neutral homes towards overproduction of energy.

Climate education has been added to the national curriculum in [Italy](#), making it the first country to [introduce mandatory climate education](#) in state schools.

In the [Basque region](#), the [Mondragon Co-operative Corporation](#) has focussed on innovation, competitiveness, social entrepreneurship and cooperative behaviours, helping create a successful economy, resilient communities and reduced demand on public services.

In [Sardinia](#), the [Sardex](#) (established in 2008) allows small and medium-sized enterprises within a local membership network to participate in trading goods and services needed to operate, instead of using cash, bank transfer, or credit cards, thereby benefitting the local economy. Backed by the Welsh Government’s Foundational Economy scheme, Circular Economy Wales is to create a ‘mutual credit system’, called the CELYN, to help small and medium-sized enterprises in Wales become more resilient and interconnected.



People's perception of progress towards this goal

I would like to thank the Wales Co-operative Centre, who were a partner in the Art of the Possible programme, especially Ceri-Anne Fidler, who was seconded to my office to support this work and for her continued insight during the preparation of the guidance on this goal; which forms the basis of this chapter.

Listening to what people think and believe is an important part of involvement. That is why, in this section, I wanted to give a flavour of what people have told me, since the beginning of my term and in relation to this report. People's views included:

- Some people face employer discrimination and barriers to mobility.
- Economic change shouldn't just be about growth and jobs.
- The threat of climate change is real, but we are still very attached to our way of life, and not everyone will give that up lightly.
- Major changes are needed in energy production, efficiency and use, and attitudes towards waste and sustainable packaging.
- People are alarmed at the effects of plastic on the environment and marine life and cite the important role of regulation and retailers reducing/removing their use of it.
- Young people in Wales should be better prepared with skills for a high-tech, green economy.
- We're not making the most of skills in migrant populations.
- There is a recognition that jobs are changing and a need to focus on different skills and jobs.

- Procurement is important and we need more support for local business to make the most of local services and goods.
- There is a need to do more to protect and support local businesses, particularly with Brexit.
- Small businesses are a large and vital contributor to the economy.

I would like to say thank you to the following for their contribution to my work on this goal

Thank-you in particular to [Dr. Gaynor Lloyd-Davies](#), [Business in the Community Cymru](#), [Bluestone National Park Resort](#), [Castell Howell](#), [Acorn Recruitment](#), [Wales TUC](#) and [Menter Mon/M-Sparc](#), who hosted engagement events that helped me reach the private sector. The discussions were enjoyable and provided considerable insight. In addition, we held a number of telephone interviews with some of Wales' innovative, small companies working in the areas of life sciences, technology, tourism and service-related industries. More information is contained in the Involvement Annexe.





Ceri-Anne Fidler
Goal Convenor for 'A Prosperous Wales' on
secondment from
Wales Co-operative
Centre



Some of the feedback I received during these discussions includes:

- “Calendar-based funding and spend (that is, large amounts of money which has to be spent by March) continues. And it means people are spending their money on short-term thinking - instead of longer-term investments - because of the pressure to spend by year end. It goes against the principles of the Well-being of Future Generations Act, and we need more agility and common sense.”
- “Community benefits are not scored effectively, so there is no value to being a Welsh company operating in Wales.”
- “The Welsh public sector still sees lowest price as driving decision-making on procurement.”
- “There are a lot of policies which work against each other in farming. There is no integrated implementation. It is policy-making in isolation.”
- “Public bodies need to 'inform' the private sector about the Well-being of Future Generations Act.”
- “Business needs the building blocks for sustainability in place, and public bodies can help, for example, through planning and infrastructure.”
- “The current focus on hitting targets is not connecting with the local community.”

While we have only scratched the surface of finding and connecting with those who are making sustainability a core business purpose, we have started with those who have responded to our requests for input. Going forward, we will renew our efforts to involve and engage with businesses in Wales and use the networks and influence of our vanguard responsible businesses, networks and organisations to help us drive the movement for change. Spreading the word, that:



“The future holds unparalleled opportunities... for companies that heal rather than damage society.”

Joseph Holt, [Forbes Magazine](#)

In addition to this involvement, I also have carried out my statutory duty to monitor and assess progress by public bodies in meeting their well-being objectives and the requirements of the Act in general. As a result of these activities, I have identified the following challenges and opportunities as set out in this chapter.

Challenges and opportunities for change

Ensure people can secure decent, fair work

What future generations need

Decent work helps achieve a stronger, modernised, more inclusive economy, and it needs to become systematic across Wales. Decent work contributes to national prosperity, promotes well-being, and helps address inequality and poverty.

Where we are now

Work is no longer a guaranteed route out of poverty. The unemployment rate in Wales remains at historically low levels, and yet, over [half the people living in poverty in Wales today are in work.](#)

Everyone who works needs to be able to have an adequate standard of living, safe and healthy working conditions, fair wages, time to rest, and the opportunity to take part in public life.

In comparison with the rest of the UK, Wales has more people in low-paid work, with evidence suggesting this share is increasing, with 26% of employees in Wales earning less than the real Living Wage in 2017; [a rise from 23.5% in 2012.](#)

Figures from the Office for National Statistics show that at least 50,000 people across Wales are now on a zero-hours contract - up from 37,000 in 2018 and representing 3.4% of employees in Wales – the highest rate on record. This has resulted in more people receiving low pay, limited legal protection, high insecurity, limited social security access, limited pension entitlement and limited collective representation. [Women are more likely to be in insecure, poorly paid employment that offers little opportunity to progress.](#)

Forecasts show that forms of insecure work are anticipated to grow, with employee rights also potentially under threat by leaving the European Union.

In order to prepare for the future of work and meet a number of national well-being goals, Welsh Government should explore opportunities to pilot a four day working week, aligned with a universal basic income, building on evidence gathered from pilots in other countries.

“I think there’ll be less working hours in the future and more from the home...It’ll hopefully make people more focused on their health, and the climate. There’ll always be people who want to make money in the world, but we now have to put less reliance on the economy and making money, and more reliance on people’s quality of life.”

People's Platform



Public bodies are focussing on employment and economic growth, but are not making the links to 'fair work' in their objectives and steps

In March 2019, the [Fair Work Commission](#) published 'Fair Work Wales', which defines fair work, identifies levers for promoting it and includes recommendations to help deliver it in Wales. Subsequently, Welsh Government advised public bodies to become 'Fair Work Wales' employers and to incorporate 'fair work' into their well-being objectives. They also advised that public money should only be rewarded to those fulfilling their definition and characteristics of fair, decent work that promotes inclusivity and equality.

One of the most striking findings from my analysis of public body well-being objectives on economic well-being, is that it suggests Welsh Government, with its objective to 'tackle regional inequality and promote fair work', is the only public body in Wales with a well-being objective or step that explicitly makes reference to fair/decent work.

There are some examples, such as [Cardiff Council](#), who are acting as an advocate for the real Living Wage initiative. However, much more common, are well-being objectives focussed primarily on growth and employment. For example, [Wrexham Council](#)'s well-being objective on 'Supporting business to locate and grow here', supported by a series of steps including 'Help businesses increase their turnover, profit and sustainability, by encouraging 'supply chain' opportunities and links between businesses'.

It's a similar story with Public Services Boards, except for Cardiff. They have a step to 'Seek to increase the impact of public services as anchor employers on tackling poverty and promoting 'fair work' practices by developing cross-public service approaches to 'Social Responsibility', 'Community Benefits' and 'Ethical Employment'.'

While employment legislation remains non-devolved, Welsh Government should be using the policy levers it has to require these changes to employment practices and to develop a shared mission between the public and private sector to deliver ALL of Wales' well-being goals.

The Economic Contract and the establishment of a Ministerial Advisory Board, with a focus on developing social businesses, are positive steps forward. However, Welsh Government should now put in place arrangements to provide practical support to businesses across Wales, working closely with the public sector and my office, to jointly work towards meeting Wales' well-being goals.

Public bodies should be taking steps to become 'Fair Work Wales' employers, showing how they're incorporating 'fair work' through their well-being objectives and in practice. They should be spending public money with organisations that fulfil their definition and characteristics of fair, decent work, and that promote inclusivity and equality.



The Social Partnership Bill and Socio-Economic Duty in Wales are both positive steps forward. However, they should align, in principle and practical terms, with the Well-being of Future Generations Act

In line with the recommendations of the [Fair Work Commission](#), Welsh Government's white paper '[A More Equal Wales: Strengthening Social Partnership](#)' (published in 2019), provides an opportunity to strengthen social partnership arrangements, aiming for legislation to put Wales' social partnership approach in statute.

A social partnership is described by Welsh Government as a bringing together of "government, employers and trade unions in areas of mutual interest, to design and implement better solutions."

This means that workers, through their unions, are at the table when policy decisions are being made that will affect them. They have proven to facilitate the delivery of fairer work, tackling inequality in the countries where they are an established way of working.

The socio-economic duty in Wales also provides an opportunity to help safeguard equality and human rights in Wales, and ensure public bodies put tackling inequality at the heart of strategic decision-making. It will require specified public bodies, when making strategic decisions such as 'deciding priorities and setting objectives', to consider how their decisions might help reduce the inequalities associated with socio-economic disadvantage.

Welsh Government should ensure it provides clarity to public bodies on how the social partnership bill and the socio-economic duty aligns to the Well-being of Future Generations Act.

In setting well-being objectives that address socio-economic disadvantage, my advice to public bodies and Public Services Boards is to both meet the socio-economic duty and ensure contribution to the wider set of Wales' well-being goals.

I would also urge Public Services Boards to appoint business and workforce representatives onto their boards to help make better links between the challenges and opportunities faced by the communities they serve, and the links to fair work, employee health and skills.

"Inequality, which is obviously a very high-level issue with many smaller issues within it (unaffordable housing, fuel and food poverty, workless households and intergenerational poverty, lack of opportunities etc.) This is also why it is most important because if we can start to reduce the gap between particular populations and geographies, this will start to have a domino effect on other issues."

People's Platform

Digital connectivity has the potential to transform the rural economy, helping people and communities in rural areas address some of the key challenges they face

Farmers in Wales make an important contribution to the economy, rural communities and the natural environment. For example, the National Farmers Union highlight that over 240,000 people in Wales are employed in the agri-food sectors, making up 18% of the workforce; Wales's biggest employer.



In my section on [Skills for the future in Chapter 5](#), I highlight that the green economy is expected to grow, with roles in agriculture, manufacturing, construction, energy and transport. Across rural Wales, it has the potential to generate new employment opportunities, particularly with the rise in digital connectivity, enabling people to work from anywhere.

Digital information and communications technologies offer businesses in rural areas the means by which to address some of the key challenges they face and to harness important opportunities. It is already being used in a range of ways within the agriculture sector to improve productivity and decision-making. For example, intelligent agricultural machines and remote sensors are enabling farmers to make more intensive and data-driven decisions.

Digital technology is also playing an increasingly important role in the tourism sector, for example, enabling businesses to become more competitive, attract more tourists and provide them with a better experience during their stay. E-commerce has created new opportunities for businesses to reach out to and connect directly with visitors.

Virtual reality videos enable tourists to experience the tourist attraction before booking.

Visit Wales use [“Epic virtual reality videos that will give you a taste of Wales”](#) as part of their “Immerse yourself in Welsh adventures”.



[Blaenavon World Heritage Site](#) use the virtual reality videos as part of their [“Time Traveller”](#) programme for visitors.

“Without the internet we’d have been dead within 12 weeks. The internet has changed everything. The internet allows us to sell direct and keep the [profit] margin... it enables us to compete...”

David Hieatt, Co-owner of Hiut Denim, based in Cardigan (interview with the BBC, December 2017)



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Rural parts of Wales face several challenges, one of which is an out-migration of young people, who feel that they need to leave to find the work and services that they want. Between 2010 and 2017, the proportion of farmers under the age of 45 in [Wales fell from 14% to under 10%](#). The changes that will happen as a result of Brexit could also have a significant impact.

It is important that rural communities, where the Welsh language thrives, are attractive places for people to live, work and learn – otherwise inequalities between parts of Wales could increase.

“There needs to be a greater understanding of the long-term impacts of farming regulation; such as the impact on future farm business viability and the mental health of farmers.”

Dr Hazel Wright, Senior Policy Advisor, Farmers' Union of Wales

Business diversification provides opportunities for farmers to turn innovative alternative business ideas into reality. I heard from one such business start-up in our Castell Howell business event. Mike George, a young farmer from a generational farming family, shared the story of his biltong production “[From our Farm](#)”. The [Welsh Government Business Wales Farming Connect](#) programme provides funding and support for encouraging and stimulating farming business entrepreneurship. I note the Agri-Environment schemes seek to provide a more holistic approach to supporting rural communities.

The innovative “[Agri Academy](#)” is entering its 8th year, with 200 alumni, helping inspire and create the next generation of future farming entrepreneurs and businesses.



“The pandemic is going to force the digital transformation that could have happened years ago. There won’t be any going back and hopefully everyone will see how effective remote working can be for business, the economy and the environment.”

Alwen Williams, Programme Director, North Wales Economic Ambition Board

Welsh Government should work to ensure everyone in Wales has access to reliable digital and internet connectivity, and work with businesses, voluntary organisations and communities to help achieve this.



Transition urgently to a low carbon society that works within its environmental limits

What future generations need

The climate and ecological crises are significant challenges facing current and future generations, requiring urgent action and leadership.

Where we are now

Without healthy, resilient ecosystems – our life support systems - we cannot prosper as a country

As I highlight below in the [Resilient Wales section of this chapter](#), the indicators of the health of our natural world are trending in the wrong direction. For example, the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) [found in 2019](#) that nature is declining globally at unprecedented rates in human history, and the rate of species extinctions is accelerating. [The State of Natural Resources Report \(SoNaRR\)](#), produced by Natural Resources Wales, shows that no ecosystem in Wales is currently showing all the attributes of resilience.

The evidence is clear: our current economic and financial model has been achieved as a result of natural resource exploitation and environmental damage, along with increasing levels of income inequality, which will have increasingly negative consequences for younger and future generations. As a result, we are already starting to hit environmental limits to economic growth, causing significant social and economic costs. It is unsustainable, inequitable, and if left unchecked, will continue to drive humanitarian crises across the globe.



There is now an urgent need to deliver the vision set out in Wales' well-being goals, to ensure we are delivering prosperity and well-being in a way that does not compromise the health and resilience of our natural resources that sustain us.

This means the value and contribution of the natural environment should be incorporated into all economic and political decision-making, through appropriate policies, regulation and business decision-making processes. Particular focus is needed on areas relating to land use, infrastructure development, identifying how to incentivise public and private sector investment in natural capital, and accelerating the shift to the circular and regenerative economy.

Wales has the legislation and policies in place to bring about a low carbon society, but we're not acting quickly enough to reduce greenhouse gas emissions

(See the section on Decarbonisation in Chapter 5 for more information, including how COVID-19 has affected greenhouse gas emissions and air pollution)

The Well-being of Future Generations (Wales) Act 2015, the Environment (Wales) Act 2016 (including the [State of Natural Resources Report](#), [Natural Resources Policy \(NRP\)](#), and Natural Resources Wales' [Area Statements](#)), and key policies such as [Planning Policy Wales](#) and [Transport Appraisal Guidance](#) (WelTAG) are all parts of the jigsaw that will move us towards a low carbon society where our natural resources are sustainably managed.

[The Environment \(Wales\) Act 2016](#) set out the 'sustainable management of natural resources', an integrated way of managing our natural resources, and set targets for reducing emissions by at least 80% in 2050, against the 1990 baseline, which Welsh Government subsequently increased to 95% following advice from the UK Committee on Climate Change in 2019.

In 2019, Welsh Government declared a climate emergency and published '[Prosperity for All: A Low Carbon Wales](#)', containing 100 policies and proposals to support action to reduce our emissions. It highlights that the transition to a low carbon economy brings opportunities around clean growth, low carbon jobs and global market advantages, as well as wider benefits, such as better places to live and work, clean air and water, and better health.

"I welcome your approach to monitoring the budget process and, in particular, your recommendations in relation to prevention and decarbonisation. I am strongly committed to delivering preventative measures and my budget aims to strengthen the conditions that will enable business to create jobs and provide sustainable economic growth in the long term."

Ken Skates AM, Our Future Wales response

Achieving the target of a 95% reduction by 2050 will require significant further action by public bodies in Wales than we've seen to date.

Decarbonisation is reflected in the well-being objectives and steps set by 20 of the 44 public bodies, and 13 of the 19 Public Services Boards. This means, for example, less than half of public bodies have an objective or step on reducing their emissions, despite Welsh Government's ambition of a carbon-neutral public sector by 2030.

Some public bodies, however, are taking action:

Natural Resources Wales' Carbon Positive Project evaluated their net carbon status and calculated emissions across the full range of their activities and operations, including buildings, transport, land, assets, and the procurement of goods and services. The findings of the project suggest that while buildings are significant, other areas are far more important. For example, Natural Resources Wales estimated that nearly 60% of their emissions were a result of the procurement of goods and services.

Torfaen Public Services Board has a focus on climate change and will be using the approach championed by Natural Resources Wales, through their Carbon Positive project, to work out their carbon footprint and steps to reduce this.

Mid and West Wales Fire and Rescue Service introduced hydrogen-powered vehicles and electric bikes in the Neath Port Talbot and Swansea areas and installed LED lighting in all fire stations, and solar thermal panels and photovoltaic panels in five stations across the service.

Public Health Wales has 16 actions about contributing to a low carbon, environmentally resilient Wales.

Bridgend County Borough Council undertook a successful Low Carbon Schools project at seven schools, identifying nil-cost measures pupils and staff could take, reducing carbon emissions, resulting in estimated annual savings of £41,914.

The reality is that progress is inadequate, and little is changing in terms of the practical implementation of low carbon solutions.



Greenhouse gas emissions in Wales have only fallen by 25% since the 1990 base year. Transport, for example, is a major contributor, and yet, over 80% of journeys in Wales are still by car, and car use has been on the rise since 1955.

The consequences of a 'do nothing' mindset will be dire in the long-term for Wales.

Given the scale of the challenge, we need a whole government approach and to work collectively with businesses, the voluntary sector, communities and people across Wales, to bring about a low carbon society for current and future generations that leaves no one behind.

As part of my monitoring and assessing work, I have provided specific advice to the 44 public bodies on reducing their emissions, tackling climate change and nature recovery. I am also encouraging them to consider the links to planning and placemaking, transport, nature, and green infrastructure.

As well as having objectives focussed on decarbonisation, public bodies will need to ensure that all well-being objectives, including those relating to jobs, skills and health, are reducing emissions and considering the impacts of climate change.



Public bodies should accelerate their action on reducing emissions, helping meet Wales' target of a carbon-neutral public sector by 2030. This means mapping the areas over which they have control, and which have the biggest emissions, and having a plan in place to reduce them. Immediate areas of focus should include carbon reduction through procurement, ultra-low emissions vehicles (fleet), buildings, fossil fuel divestment, decarbonising heat, transport and tourism.

With regard to planning and development, Planning Policy Wales will play a significant role. A key feature is the introduction of hierarchies for transport, energy and waste, which public bodies should follow in the making of their Strategic and Local Development Plans, along with the management of developments.

I have expressed concerns about the draft National Development Framework, as it must not weaken the work set out in Planning Policy Wales. In particular, the proposed framework currently favours the expansion of airports and ports, which is not in line with the Welsh Government's decarbonisation targets or the goals of a Prosperous and Resilient Wales. (See the section on Planning in Chapter 5, for more information).

Wales has a major opportunity to make renewable energy part of its identity: a cleaner, greener chapter in our industrial story

Currently, Wales has a target of generating 70% of its electricity consumption from renewable energy by 2030, and increasingly be community/locally owned.

Since 2010, renewable electricity generation in Wales has trebled, and in 2018, renewable generators in Wales produced electricity equating to 50% of Wales' use. Through Green Growth Wales, there is [funding](#) available (repayable and interest-free) for public sector projects that support the Welsh Government's energy efficiency strategy.

The Institute for Welsh Affairs work '[Re-energising Wales: A plan for Wales 100% renewable energy future](#)', highlights how moving to 100% renewables in Wales can increase energy security, reduce fuel poverty and tackle climate change.

Their [report](#) highlighted ten priority areas for action. The plan is evidence-based, ambitious, requires shared public and political ambition and is a way to achieve the long-term targets we have in Wales.

The Centre for Alternative Technology's latest report, '[Zero Carbon Britain: Rising to the Climate Emergency](#)', published in December 2019, models the changes to energy, buildings, transport, industry, diets and land use that could reduce energy demand by 60%. Furthermore, it shows what is required to provide 100% renewable energy, and cut emissions from agriculture and industry while creating natural carbon capture through reforestation and peatland restoration. It sets out how the UK can reach net-zero greenhouse gas emissions without relying on, as yet unproven technologies, such as carbon capture and storage or direct air capture.

While reports like these are challenging, and more ambitious than current Welsh Government targets, the areas for action highlighted are at the scale required to meet Wales' and the UK's overall ambition to transition to a low carbon economy.

We also need challengers and innovators to spot opportunities in renewable energy, and take the initiative, collaborating across sectors to make it happen:

“Could we build a hydrogen hub in Holyhead? Could we use tidal energy (and other sources) to produce fuel for HGVs, trains and fleet vehicles?...”

[Dafydd Gruffydd](#), M.D. , Menter Mon

We can re-write the narrative on climate change

Wales’ low carbon economy is currently estimated to consist of 9,000 businesses, employing 13,000 people and generating [£2.4 billion turnover in 2016](#). To build on this, Wales will need to create an environment where all the Welsh economy can contribute to clean growth. Doing so has the potential to prepare the Welsh economy for the markets of the future as the demand for low carbon goods and services grows.

The Economic Contract, which forms part of the Welsh Government’s Economic Action plan, requires businesses tendering for government contracts to demonstrate their commitment to decarbonisation, fair work, employee health and skills. In its first year, [over 200 businesses signed up](#).

While this is a positive step, given that there were an estimated 267,000 enterprises [active in Wales in 2019](#), it also highlights the scale of the challenge of working with businesses across Wales to deliver the vision of prosperity as set out in the Well-being of Future Generations Act. I expect reassurance from Welsh Government on the ambition and effectiveness of these commitments, and how they are being monitored.



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Rapid decarbonisation will not be possible without a radical transformation of economic and financial systems. Government-led investment will be vital, and I want to see Wales follow Scotland’s lead, in re-writing the narrative on climate change, by framing it as a [wider well-being and economic opportunity](#).

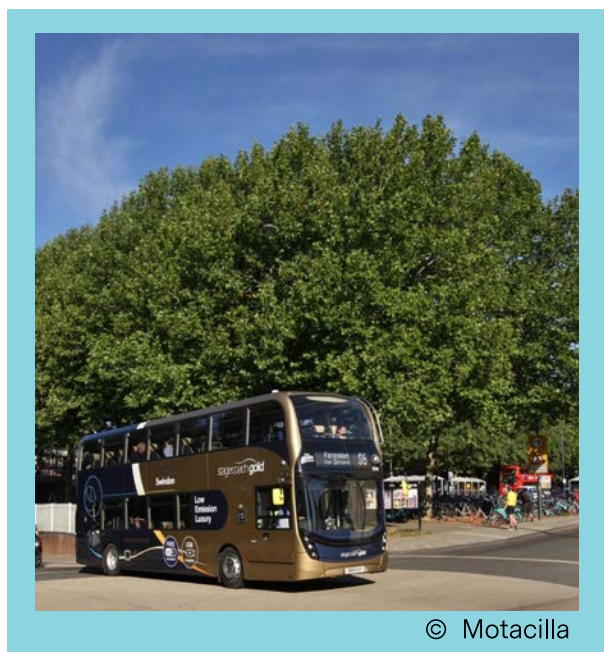
Scotland’s climate strategy has two key drivers: creating better economic opportunities for communities impacted by closures in “brown” sectors and using nature as an economic asset. This includes using former coal and gas sites as facilities for renewable power and using landfills as sites for solar generation. The strategy also identifies ways to bring green jobs to communities that have been affected by closures in “brown” sectors and creating carbon offset schemes where companies invest in global environmental projects to balance their carbon footprint.

While the potential for job creation from clean industries and new business models is well established, job creation in some sectors (such as energy), could be offset by job losses elsewhere, meaning a just transition for people and places is essential. This is also a central demand of trade unions and a core commitment under the Paris Agreement on Climate Change.



Within [Prosperity for All: A Low Carbon Wales](#), Welsh Government has committed to establishing a Climate Justice Advisory Group, to ensure a transition that is equitable and avoids unintended consequences.

The intention is positive, but it isn't clear whether this has been progressed since the plan was launched in March 2019.



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Agriculture has a significant role to play in reducing Wales' emissions

In 2016, agriculture accounted for 12% of Welsh greenhouse gas emissions. Total emissions from the agriculture sector in Wales declined by [12% between the base year \(1990\) and 2016](#).

Wales needs a resilient and prosperous agriculture industry, which reduces its carbon emissions through a range of approaches. Given the uncertainty Wales' food and farming industry already faces as a result of leaving the European Union, it is encouraging to see the National Farmers' Union [announce their ambition](#) to achieve net-zero for agriculture by 2040.

The National Farmers' Union report ["Achieving net-zero: farming's 2040 goal"](#) sets out how improving farming's productive efficiency, improving land management/use to capture more carbon, and boosting renewable energy and the wider bio-economy can help the industry to reach this goal.

College and university collaborations can stimulate ideas and solutions around long-standing, well-known land management and animal husbandry issues. For example:

Coleg Sir Gâr's Gelli Aur Farm, a Farming Connect Innovation Site, is [trialling technology that de-waters and purifies slurry](#), and converts it into two reusable farm products: fertiliser and recovered water.

Researchers at [Aberystwyth University](#) have ["paved the way in a breakthrough in the worldwide fight against bovine TB"](#).



[Bangor University](#) has been leading research to assist the growing honey production business, [conducting research into bee genetics and breeding](#) which is hoped will lead to a "more robust" and more resilient British bee.



Given the scale of the challenge, regional growth deals, businesses and others must demonstrate how their investments are reducing emissions

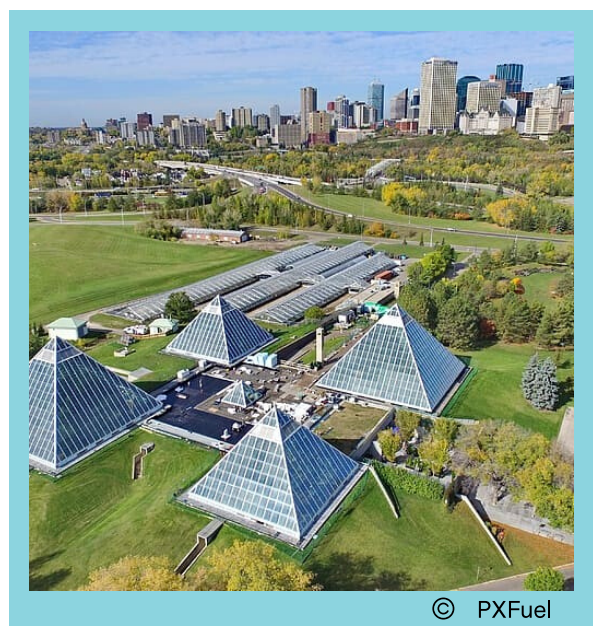
Looking at Wales' regional growth deals, I am encouraged by the focus on low carbon energy, public transport and nurturing skills.

For example, [Swansea Bay City Deal](#)'s portfolio of major projects, totalling £58.7 million, is aimed at tackling climate change and building regional excellence in renewable energy.

I expect to see Wales' regional growth and city deals demonstrate how their investments are reducing carbon emissions overall, not just in selected projects, and contributing towards the well-being objectives for their area. For example, investing in skills and business opportunities that contribute towards a low carbon economy, and ensuring transport infrastructure is low carbon and reduces the environmental costs of travel.

Similarly, businesses are increasingly recognising that their bottom line will be affected if they do not embrace sustainability. There is an opportunity to bring responsible and social businesses in Wales together on a shared mission to meet our national well-being goals.

There are many opportunities for businesses to get targeted help to start their journey towards being more responsible and contributing to a more sustainable and inclusive economy.



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For example, [BITC Cymru](#) and [Cynnal Cymru](#) both run membership support programmes for businesses and organisations in Wales.

[B Corps](#) are also an interesting alternative business model. Becoming a certified B Corp requires firms to demonstrate a commitment to people and planet, as well as profit. The certification requires companies to be assessed to check they make the grade. Applicants must show credible performance on issues such as community investment, worker rights, environmental practices and customer relations. A stand-out feature is that prospective members have to re-write (if necessary) their articles of association to balance purpose and profit, bringing legal accountability to their commitment. Local examples of B Corp in Wales are Iceland Foods, TYF and Sweetman and Partners and Urban Foundry.

“Cutting edge technology – Innovation is never quick. Challenge is that people are used to doing things certain ways.”

Toby Townrow, [Co-Founder & Comms Director, Drone Evolution, Caerphilly](#)

Innovation plays a crucial role in the decarbonisation of Wales' built environment. It is encouraging to see the work of [SPECIFIC](#) Innovation and Knowledge Centre, led by Swansea University, who are working with industry to develop new technologies, whereby a building can generate, store and release its own energy. The centre recently worked with POBL in Neath Port Talbot, to design 18 active homes, resulting in a successful application to the Welsh Government's Innovative Housing Programme (See the section on Housing in Chapter 5).



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Public bodies are not demonstrating a clear understanding of the full definition of 'A prosperous Wales' well-being goal

The '[All Together! Pointers for action from the Well-being of Future Generations](#)' report, published in 2018 by Welsh Government and WWF Cymru, highlighted that the 'Resilient Wales' and 'Globally Responsible Wales' well-being goals are the least understood and/or considered by public bodies.

However, while many public bodies have a clear focus on economic well-being relating to growth, education, employment, links to growth/city deals and economic prosperity, less evident are public bodies demonstrating clear and credible accounts of their positive contribution across the full definition of the 'A Prosperous Wales' well-being goal.

For example, the term "prosperous" is referenced 15 times in public body well-being objectives and six times in Public Service Board objectives. These all refer to economic well-being relating to education, employment, poverty or Gross Domestic Product.

The topics highlighted in the '[Journey to a Prosperous Wales](#)' are derived from the full definition of the well-being goal. They include: decent work, a low carbon society, fair and local procurement, local economies, skills for the future and using resources efficiently (circular economy).

In setting well-being objectives and steps, public bodies and Public Services Boards should be demonstrating how they are understanding the full definition of this well-being goal, as well as making clear connections and links across Wales' other well-being goals.



Objectives and steps set by public bodies and Public Services Boards should match the public's increasing awareness and expectation around the nature and climate crises

Due to growing public awareness and pressure, public bodies in Wales increasingly recognise the urgency of climate and environmental issues. We have also seen a considerable shift in awareness and commitment, particularly as many local authorities have declared a climate emergency. Across the world, campaigns such as the School Strike for Climate, and Extinction Rebellion are demanding urgent action against the threat of climate change and destruction of our natural environment. Public awareness of climate change is at an all-time high, and it is positive to see the pressure this is being put on our global leaders. The role of citizens assemblies and Climate Assembly UK could be important in involving people in discussing solutions.

With this growing recognition, it is important Wales' public bodies increase their awareness and understanding of the value of the natural environment and thereby transition to a low carbon society across all areas of work.

There are promising initiatives emerging, but public bodies can go further in supporting community and local energy initiatives

The National Trust [reported](#) that benefits of community energy include increased autonomy, empowerment and resilience, by providing a long-term income and local control over finances, often in areas where there are few options for generating wealth. Profits generated from local energy initiatives are kept within the community and are often invested in further renewable energy initiatives and tackling fuel poverty.

[Project Skyline](#) is an initiative in Wales connecting people to their landscape. It is based on the premise that public bodies in Wales (including Welsh Government) “need to recognise that community stewardship of land offers a significant opportunity to deliver on the promise of green – [to enhance social, environmental, and economic well-being](#).”

In the responses that public bodies sent to me in 2019 on progress against my published [‘Simple Changes’](#), only 14 of 33 public bodies were exploring funding or supporting community groups to develop renewable energy projects on public land. Some public bodies highlighted the cost of connecting to the National Grid and cuts to feed-in tariff subsidies from the UK Government as barriers to progress.

Despite this, it is encouraging to hear examples such as [Pembrokeshire Council](#) accessing Welsh Government interest-free loans to fund energy efficiency and renewable energy projects on their estate, and that they're working to develop a number of projects as part of the Local Energy Action Force (LEAF), supporting energy efficiency and renewable energy in the community. ([See the section on Decarbonisation in Chapter 5 for more information](#)).

Welsh Government, public bodies and Public Services Boards should do all they can to support local initiatives on stewardship of land and renewable energy, to help Wales' transition to a low carbon society and bring a wide range of benefits to local communities.



Ensure we use natural resources efficiently, recognising the limits of the global environment

What future generations need

Restoring and managing our natural resources sustainably means decoupling our economies from environmental degradation and climate change. Innovation can be at the forefront in helping Wales become a zero-waste, net-zero carbon country, with a resilient natural environment and workforce at the forefront of the 'green economy'.

Where we are now

We are using our natural resources faster than can be replenished, but Wales is demonstrating its ambition to become a zero-waste, net-zero carbon country

If everyone on the planet consumed the same as the Welsh average, we'd need 2.5 planets to provide the necessary resources and absorb the waste. Wales's ecological footprint, at [10.05 million global hectares](#), is roughly five times the size of Wales.

Following the £6.5m Circular Economy Fund launched in 2019 and recent '[Beyond recycling: A strategy to make the circular economy a reality in Wales](#)' consultation, Welsh Government set out its [ambition](#) in March 2020, to becoming a circular economy and achieving 100% recycling and zero waste by 2050 by:

- Becoming a circular economy.

- Banning single-use plastics - Welsh Government has proposed restrictions on the use of unnecessary single-use, hard to recycle and commonly littered plastics, as part of wider efforts to tackle the problem of plastic pollution.
- Embedding recycling in the culture of 21st Century Wales.

The interim [State of Natural Resources report](#) published at the end of 2019, identifies the role of the circular economy in the transformative changes necessary to the current economic model.

Welsh Government should continue to lead the way on recycling, and implement its ambition to become a zero-waste, net-zero carbon country.

"Moving towards a more circular economy provides Wales with a strategic opportunity. Supported by education and skills development, it provides the opportunity for new jobs and innovation, cost savings for businesses and the ability to strengthen our supply chains."

Lesley Griffiths AM,
Our Future Wales response

Wales is leading the way on recycling, but all public bodies now need to find innovative solutions to reduce and reuse waste, to reach the ambition of becoming a zero-waste country

There are numerous public body and Public Services Board well-being objectives on waste management and recycling rates, and some good examples where public bodies are seeking to reduce their use of resources.



For example:

- As part of 'Home-Grown Homes', all new council homes in [Powys](#) will seek to maximise the use of locally grown and home-grown timber.
- [Monmouthshire County Council](#) committed to becoming plastic free in 2018. School milk is now in glass bottles, there are no disposable cups in council meetings and they are moving from single-use recycling bags to reusable ones (see [Plastic Free Monmouthshire](#)).
- [Sport Wales](#) introduced bio-degradable consumables in the cafeteria (cups/cutlery/etc), a free water machine, provision of vending machines offering healthier products only, removal of individual sachets for sugar/sauces and high sugar content drinks from the cafeteria and secured a Nextbike point in Sophia Gardens.
- [Caerphilly County Borough Council's](#) head office (Penallta House) was awarded a 'Surfers against Sewage' Plastic Free Champions status and gained 'Plastic Free Approved Status'.
- In [Merthyr Tydfil](#), furniture previously sent for Energy from Waste is being re-used or recycled to provide lower cost furniture to householders and a more sustainable use of raw materials.

There are also some examples of public bodies demonstrating a good understanding of the long-term action needed to reduce and reuse, rather than just recycle waste, such as:

[Monmouthshire County Borough Council's](#) step to 'Reduce waste by committing to the principles of a 'circular economy'', and [Natural Resources Wales](#)' step to 'Put steps in place to work towards a circular economy and zero waste in Wales.'

However, we need a system where waste and resource use are minimised, and when a product reaches the end of its life, it is able to be used again to create further value.

Public bodies should now explore and demonstrate how they are seeking to move to a system where products can be used again to create further value (the principles of the circular economy), and how this relates to other areas such as the development of skills, innovation, the natural environment, local materials and saving money.

"Society's priorities are all wrong: our consumption in Wales (and the modern world) is pushing the degradation of the natural environment, the exploitation of workers and the rapid consumption of the world's limited resources. Our supply chains are so complicated and exploitative that our consumption is undermining the ability of the planet to meet and sustain Wales' population in the decades ahead."

People's Platform

Skills fit for the future

Our education and skills system must adapt to the fast changes in the job and labour market. We need to face the challenges and grasp the opportunities these global trends present.

(See the section on Skills for the Future in Chapter 5 for more information).



Procure goods and services in ways that support economic, social, environmental and cultural well-being

The Well-being of Future Generations Act provides an opportunity for Wales to ensure public money is spent in a way that improves economic, social, environmental and cultural well-being.

However, concerns have been raised with me from businesses that value for money (lowest price), is still seen as the key driver of procurement rather than wider value and outcomes. This is supported by research by the [Wales Audit Office](#).

(See the section on Procurement in Chapter 2 for more information).

“We need to tune in to local ingredients.”

[Jim Taylour](#), Head of Design & Well-being, Orangebox

Support inclusive local economies

What future generations need

Wales needs an approach to economic development that delivers well-being in its widest sense and helps address long-term challenges such as persistent poverty, poor health, and improving life chances for everyone. The foundational economy has a vital role to play in supporting this.

Where we are now

Economic growth has become unbalanced, and many communities across Wales are being left behind

The foundational economy is about the basic goods and services on which every citizen relies and which keep us safe. For example, health and care services, food, housing, energy, construction, tourism and retailers on the high street.

Foundational businesses, both large and small, are typically embedded or ‘grounded’ in the local economy. They usually have ties which include local ownership or management, a regional supply chain and support services, local labour, and a local customer base. They help retain and re-circulate wealth in an area, reducing leakage of surpluses and profits out of the area.

Research by the Federation of Small Businesses found that when local authorities spend money with small firms, the local economy benefits by an average of 58%. As social businesses are anchored in their communities, investment in them stays in the community; recycled for wider economic and social benefits.

My analysis of public body and Public Services Boards well-being objectives suggests some connections are being made between supporting local economies and prosperity.



For example:

- [Monmouthshire Public Services Board's](#) step acknowledges: 'The public sector in Wales has huge potential to use its collective purchasing power to support the local economy by specifying and buying food, energy, goods and services locally.'
- [Aneurin Bevan University Health Board](#) includes 'undertaking procurement on a whole life cycle cost basis and support local sourcing' as a component of their objective to reduce their environmental impact.
- [Cardiff City Council's](#) step to: 'Support the foundational economy by implementing the Socially Responsible Procurement Policy, helping ensure that local people and local communities benefit from the money the Council spends on goods and services.'
- [Torfaen Public Services Board's](#) step to: 'Identify opportunities to develop and support the local foundational economy.'

Small to medium-sized businesses also have an important role to play in reducing their impact on the environment. The Federation of Small Businesses have published [a guide on an environmental approach](#), with five suggested actions they can take to start their journey towards a greener business model.

I want to see public bodies and Public Services Boards go further in making the connections between supporting local economies and prosperity, and how this also connects to supporting fair and local procurement, skills, local materials, and resource efficiency, for example.

“It is possible to envisage a nation of low income but high well-being communities which own and profit from their own energy supply, provide their own social care and supplement food supply with communally owned local produce farms.”

People's Platform



© Roger Cornfoot

This is an area Welsh Government have prioritised for investment with their £4.5million [Foundation Economy Challenge Fund](#), supporting businesses and organisations operating within the foundational economy. I am encouraged to see the number and variety of projects that have been funded across Wales.



For example:

- £100,000 to [Flintshire County Council](#) for a project to provide micro-care enterprises to deliver direct care services.
- £100,000 to [Carmarthenshire County Council](#) to increase the number of local or regional food businesses supplying the public sector in the area.
- £100,000 to [Caerphilly County Council](#) to connect opportunities for developing construction, restoration and conservation skills with safeguarding 'at risk' cultural, tourism and heritage community assets.

I welcome Welsh Government's recent focus on the foundational economy and the challenge fund to support businesses and organisations operating within it. I expect to see it aligned with the proposed 'social partnership bill' that is seeking to strengthen social partnership arrangements.

In understanding the impact of Welsh Government's work on the foundational economy, I note Keith Edwards stating smarter measures are needed to demonstrate positive outcomes, in the National Assembly for Wales' Economy, Infrastructure and Skills Committee report on ["Procurement in the Foundational Economy – February 2020"](#).

The foundational economy presents a number of opportunities for meeting Wales well-being goals but must be taken forward in that context rather than being seen as 'another' policy initiative.

"In the area that I work in— community benefits — the standard model is the Value Wales community benefit measurement toolkit. I'm not a great fan of it. I think it's over-complex and, certainly, my colleagues, Richard Macfarlane and Mark Cook, in their written submission pointed out that Audit Wales, when it looked at procurement between 2014 and 2017, showed that it had only been applied (despite it being mandatory) to £310 million-worth of contracts out of a potential £12 billion.

So, my view about measurement is, if we need to demonstrate outcomes, I would go back to the Future Generations Act. There's a framework there where, if we get smart measures, you should be able to, across Government, across departments, clearly understand what the impact of the work we're doing in the foundational economy is."

Keith Edwards, Procurement in the Foundational Economy (February, 2020)



Finally, I'd like to shine a light on some of the individuals and organisations my team and I have got to know during our initial engagement and research into sustainable and responsible business practice in Wales.

I hope that they will continue leading and being the change for others to follow. Showing the practices on the map towards defining a prosperous Wales fit for people, place and purpose.

We had a number of other interesting conversation pieces planned. However the COVID-19 pandemic has pressed pause on these. We look forward to sharing those with you in our continuing dialogue and engagement with private and voluntary sector organisations on their journey towards a Prosperous Wales.



Martin Lewis, Head of Corporate Responsibility , Bluestone National Park Resort, [Pembrokeshire](#)



Barry John, VC Gallery, [Pembrokeshire](#)



Dafydd Gruffydd, Managing Director of Menter Mon, [Isle of Anglesey](#) (in conversation with our own Jacob Ellis)



Pryderi ap Rhisiart, Managing Director MSparc in conversation with James Sheridan, MD Straits Line Ltd, [Isle of Anglesey](#)



Alwen Williams, Programme Director [North Wales](#) Economic Ambition Board in conversation with Sue Husband, Director BITC Cymru



Tim Powell, PR Director, Orchard Media & Events, [Cardiff](#)



Lee Cole, MD, [Paint 360](#), [Birmingham](#)



Anna Burke & Tom Burke, Animated Technologies Ltd, MSparc, [Isle of Anglesey](#)





A Prosperous Wales

Recommendations for Welsh Government

Key Recommendation

In line with the Well-being of Future Generations (Wales) Act (2015), Welsh Government should demonstrate how they are applying well-being economics in all of their policy, funding arrangements and interactions with the public, private and voluntary sector. Welsh Government should ensure they are meeting the Act's aspirations of equitable distribution of wealth, health and well-being, while protecting the planet's resources for future generations and other species.

(For more information please see Chapter 2)

Policy Recommendations

Welsh Government should:

- Ensure it provides clarity to public bodies on how the Social Partnership (Wales) Bill and the socio-economic duty align with The Well-being of Future Generations (Wales) Act 2015.
- Ensure everyone in Wales has access to reliable digital and internet connectivity; and work with businesses, voluntary organisations and communities to help achieve this.
- Use all policy levers in its relationship with the private sector to develop a shared mission to deliver all of Wales' well-being goals.
- Put in place arrangements to provide practical support to businesses across Wales, working closely with the public sector and the Office of the Future Generations Commissioner, to jointly work towards meeting Wales' well-being goals.
- Adopt a whole government approach and work collectively with businesses, trade unions, the voluntary sector, communities and people across Wales to implement a low carbon society for current and future generations that leaves no one behind.
- Demonstrate how the natural environment is incorporated into all economic and political decision-making.
- Continue to lead the way on recycling, and implement its ambition to become a zero-waste, net-zero carbon country.
- Align the Foundational Economy Challenge Fund with the proposed Social Partnership (Wales) Bill that is seeking to strengthen social partnership arrangements.
- Explore opportunities to pilot a four day working week, aligned with universal basic income, building on evidence gathered from pilots in other countries.



A Prosperous Wales

Recommendations for Welsh Government

Process Recommendations

In their day to day actions Welsh Government should **stop**:

- Perceiving economic growth as being solely about Gross Domestic Product or Gross Value Added.
- Working in silos and reducing opportunities for joined up approaches and innovative thinking.
- Commercialising and selling off natural resources, regardless of the social, environmental and cultural impacts.
- Seeing low carbon technology as expensive and high risk.

In their day to day actions Welsh Government should **start**:

- Incentivising businesses to report on wider well-being, rather than just outputs and numerical outcomes.
- Implementing the actions as set out in 'Prosperity for All: A Low Carbon Wales', and supporting public bodies and others to follow their lead.
- Framing the narrative on climate change as a wider well-being and economic activity.
- Support local initiatives on stewardship of land and renewable energy, to help Wales' transition to a low carbon society and bring a wide range of benefits to local communities.
- Developing a skilled and multi-disciplinary civil service workforce as a priority, building on the work of Academi Wales.
- Continuing and embedding the supportive policy environment for the foundational economy.
- To involve the Office of the Future Generations Commissioner for Wales in identifying appropriate measures on Welsh Government's work on the foundational economy to ensure alignment with The Well-being of Future Generations (Wales) Act (2015).



A Prosperous Wales

Advice on setting well-being objectives for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Policy Recommendations

Please refer to the chapter on Setting Good Well-being Objectives, but in setting their objectives specifically in relation this goal all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Demonstrate the connections between their well-being objectives and steps on prosperity, and other areas such as the natural environment, fair work, procurement, health and well-being and skills in a meaningful way.
- Clearly set out how they understand the definition of the goal: 'A Prosperous Wales'.
- Align their action and reporting on this goal with their commitment under the socio-economic duty, to ensure their well-being objectives are addressing socio-economic disadvantages.
- Accelerate their action on reducing emissions, helping meet Wales' target of a carbon-neutral public sector by 2030. This means mapping the areas over which they have control and which have the biggest emissions - ensuring they have a plan in place to reduce them. Immediate areas of focus should include carbon reduction through procurement, ultra-low emissions vehicles (fleet), buildings, fossil fuel divestment, decarbonising heat, transport and tourism. (Also a recommendation in the section on Decarbonisation in Chapter 5).

In setting their steps, public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should focus in the following areas and should:

- Implement fair work practices through employment and services.
- Enable a low carbon society through reducing emissions and supporting community energy.
- Work with others to support the development of skills for the future.
- Procure goods and services in ways that support long-term economic, social, environmental and cultural well-being.
- Support the foundational economy through generating wealth and providing employment.
- Use resources efficiently, recognising the limits of the global environment.



A Prosperous Wales

Recommendations for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Process Recommendations

In their day to day actions they should **stop**:

- Working in silos and reducing opportunities for joined up approaches and innovative thinking.
- Procuring plastic products and packaging that are not reusable or recyclable and do not incorporate recycled content, wherever possible.
- Refer to sections on Skills, Procurement and Decarbonisation for further 'stops'.

In their day to day actions they should **start**:

- Taking steps to become 'Fair Work Wales' employers, showing how they are incorporating 'fair work' through their well-being objectives and in practice, and spending money with organisations that fulfill the definition and characteristics of fair, decent work, and that promote inclusivity and equality.
- Making the connections between supporting local economies and prosperity, and how this also connects to supporting fair and local procurement, skills, local materials, and resource efficiency.
- Accelerating their action on reducing emissions, helping meet Wales' target of a carbon-neutral public sector by 2030. This means mapping the areas over which you have control and which have the biggest emissions - ensuring they have a plan in place to reduce them.
- Adopting repair and re-use targets to incentivise circular economy over recycling.
- Supporting and investing in skills and repair cafes, including allowing people to borrow household items and equipment.
- Monitoring social and environmental clauses in contracts, for example, community benefits.
- Ensuring that Wales' regional growth and city deals demonstrate how their investments are reducing carbon emissions overall, not just in selected projects, and contributing towards the well-being objectives for their area.



Process Recommendations (continued)

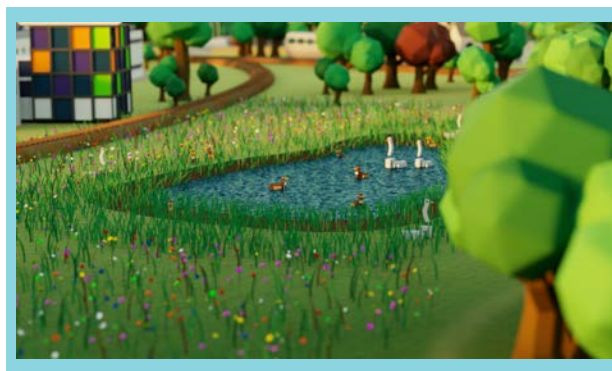
In their day to day actions they should start:

- To do all they can to support local initiatives on stewardship of land and renewable energy, to help Wales' transition to a low carbon society and bring a wide range of benefits to local communities.
- To explore and demonstrate how they are seeking to move to a system where products can be used again to create further value (the principles of the circular economy), and how this relates to other areas such as the development of skills, innovation, the natural environment, local materials and saving money.
- Supporting local businesses and providers where possible.
- Undertaking meaningful involvement with local businesses in the development of local economic plans.
- Leading by example by becoming 'Fair Work Wales' employers, incorporating 'fair work' through their well-being objectives and in practice, and addressing inequalities, pay gaps and zero hours contracts.





A Resilient Wales





A Resilient Wales

Our natural environment is vital for our well-being. Wild and natural landscapes sustain us; they give us clean water to drink and fresh air to breathe, they store carbon and protect our homes from flooding, and they can help make us happy and healthy. Nature gives us the foundations for our economy, energy system and our food and farming. Pollinators alone, for example, are worth [more than £430m a year to UK agriculture](#). Nature's health is intrinsically linked to our own.

From watching bees and butterflies and absorbing the colours of plant life, to noticing the calming rustle of trees in the wind; nature gives us moments of inspiration and reflection and places we can escape to and relax in. Biodiversity and nature's contributions to people are our common heritage and humanity's most important life-supporting 'safety net'.

However, our safety net is almost stretched to breaking point, and nature is fading away from our lives. We are in the midst of an ecological and biodiversity crisis on par with the climate emergency. We know that 60% of species are in decline and that one million species globally are threatened with extinction; including 40% of insects globally. Without targeted intervention in Wales, lapwings are now at risk of extinction, and red squirrels could similarly be lost.

“A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change.”

The Well-being of Future Generations Act (2015)

It's not just wildlife that's losing out; it's us too. We are eroding the very foundations of our economies, livelihoods, food security, health and quality of life worldwide. Nature's health and people's health are linked, and the path to recovery starts with a plan for putting wildlife back in our lives.

“My vision for Wales is one full of wildlife. It is imperative that we preserve the wealth of beauty held in our small nation. I remember my Taid talking about how many birds there used to be over Gwynedd and fish in the rivers. But it’s a different story now. I want to see Wales as he saw it. And I want to be able to share that Wales with my son and future generations – one full of nature... A vision for ‘Our Future Wales’ must prioritise investing in nature.”

Iwan Rheon, Actor and WWF Cymru Ambassador
in a letter to me



The vision – A Resilient Wales in 2050

The goal of a Resilient Wales is to reverse the decline of our biodiverse natural environment, develop a better awareness of our impacts as individuals and organisations, ensure we are ecologically resilient, with healthy ecosystems, and to support community well-being.

Our World-leading legislation and policies, together with the commitment and cooperation of government, public bodies, business and communities, will aim to help protect and restore nature, and the wide range of benefits it provides. (A Prosperous Wales, A Healthier Wales, A Wales of Vibrant Culture and Thriving Welsh Language and A Globally Responsible Wales)

At a landscape scale, cross-sector cultural partnerships will aim to restore Wales' ecosystems; increasing their resilience. (A Wales of Vibrant Culture and Thriving Welsh Language). In communities, people will be working together to help nature's recovery and improve their local areas (A Wales of Cohesive Wales and A Healthier Wales). Wales' peatlands, woodlands and moorlands will slowly be restored; bringing a wide range of benefits to wildlife, carbon storage and reduced flood risk.

Wales will have a World-leading terrestrial and marine nature network, that will be in favourable condition. These sites will be bigger, better connected, and the protected sites network will be completed. (A Globally Responsible Wales)

Targets for increasing organic matter will improve soil health and conservation on farmland, and pollution will be reduced. Wales will produce high-quality, nutritious, sustainably grown food, while also enhancing the natural environment. (A Prosperous Wales and A Globally Responsible Wales)



A report by [the RSPB](#) found that nature-friendly hill farms can be more profitable. Looking at the unique challenges upland farmers face, the report uncovered evidence demonstrating that the current business system makes it harder for farmers to turn a profit, which can be improved by taking a lower input, nature-friendly approach, which relies only on the farm's natural assets, i.e. grass available on the farm.

The [Nature Friendly Farming Network](#) are uniting farmers who are passionate about wildlife and sustainable farming. They provide a platform for members of the farming community to share their knowledge, attend training and events and spread the benefits of sustainable nature-friendly farming at a UK level.

In Japan, '[Shinrin yoku](#)', which translates as 'forest bathing', means taking walks in woods for both spiritual and physical well-being. There are 48 officially designated trails, and approximately a quarter of the population have tried it.

At Llandough hospital in the [Vale of Glamorgan](#), [Ein Berllan \(Our Orchard\)](#) is a community orchard where the health board is working with partners to establish an ecological community health park that benefits wildlife, plants and people. It is believed to be the first of its kind at a hospital site in the UK. '[NHS Forest](#)' is also promoting biodiverse greenspace in NHS grounds.



Everyone in Wales will be able to access natural greenspace that is nature rich. This will increase physical activity (especially in children); improve mental well-being; reduce exposure to environmental hazards and air pollution; improve air quality; and bring people together in community activities. ([A Healthier Wales](#), [A More Equal Wales](#) and [A Wales of Vibrant Culture and Thriving Welsh Language](#))

The diversity of street trees, gardens, green roofs, community forests, parks, rivers, canals and wetlands will be delivering a wide range of benefits to people and wildlife, while providing resilience to a changing climate. ([A Wales of Cohesive Communities](#) and [A Globally Responsible Wales](#)). Daily contact with biodiverse rich greenspaces will be helping people's physical and mental health. ([A Healthier Wales](#) and [A More Equal Wales](#))

Placemaking in Wales will consider future population needs for local areas and wider social, economic, environmental and cultural factors. People will be directly involved in designing and delivering interventions that encourage access to, and use of, available spaces, with a diverse representation of people involved. ([A Wales of Cohesive Communities](#), [A More Equal Wales](#) and [A Wales of Vibrant Culture and Thriving Welsh Language](#))



Wales' towns and cities will become pesticide-free – following the example of [France](#), and major cities in the world, such as [Barcelona](#), who have banned the use of pesticides by public bodies in parks and gardens.

The city of [London](#) became the world's first '[national park city](#).'

Sustainable "Foodscaping" in [Geneva, Switzerland](#), where communities have worked together; neighbours consult and plan what each will grow so they can share and trade food.

Cities such as [Milan](#), [Melbourne](#), [Berlin](#) and [Shanghai](#), are using nature to [tackle policy problems](#), such as urban greening for city cooling, improving citizen engagement to restore public land and flood prevention.

In [Seoul, South Korea](#), [a plant village](#) has been realised on a former inner-city highway transforming it into a public kilometre long park with 24,000 planned plants (trees, shrubs and flowers). The Cheonggyecheon River, covered by transport infrastructure for many years, has been restored into a river park attracting 60,000 visitors a day, driving economic benefits and improving air quality in the city.

Climate education has been added to the national curriculum in Italy, making it the [first country to introduce mandatory climate education](#) in state schools.



The benefits of a healthy, biodiverse environment will be understood and appreciated across all areas of work and sectors, with nature embedded in all decision making through plans, policies and developments. ([A Prosperous Wales](#) and [A Globally Responsible Wales](#))

Current and future generations will be eco-literate – understanding the balance of natural systems that make up life on Earth and reducing the impact of climate change and biodiversity loss. ([A Prosperous Wales](#) and [A More Equal Wales](#))

Time in nature will positively impact on young people's education, physical health, emotional well-being, and personal and social skills. Children will be connected with nature, and as a result, will enjoy working together to improve it. Schools will also have biodiverse green infrastructure. ([A Healthier Wales](#), [A More Equal Wales](#) and [A Wales of Vibrant Culture and Thriving Welsh Language](#))

The natural environment will play its part in helping to reduce flooding. Nature-based solutions, based on whole catchments and collaborative cross-sector working, will help prevent flooding, connecting ponds, upland bogs, woodlands, wetlands and species-rich grasslands. ([A Globally Responsible Wales](#))

In urban areas, sustainable urban drainage schemes will be absorbing and holding water and slowing down water run-off into rivers. Trees, green walls and green roofs will improve the feel of towns and cities, while also reducing the risk of surface water flooding. Green bridges will allow wildlife to move safely over our transport networks. ([A Wales of Cohesive Communities](#) and [A Globally Responsible Wales](#))



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[Black2Nature](#) is an organisation that works to get more visible minority ethnic (VME) people engaged with nature. Its founder, Mya-Rose Craig, has, for example, organised weekend nature and zero-waste camps for VME children and teenagers from inner-city [Bristol](#).

[Greener Grangetown](#) is a collaborative project between the [Cardiff Council](#), Dŵr Cymru/Welsh Water and Natural Resources Wales, to better manage rainwater, making Grangetown a cleaner, greener place to live.

[New York City](#) passed [a green new deal](#), requiring 'green roofs' on new buildings as part of its 'Green Roofs' Act'. The \$14 billion Act is working towards a singular goal: a 40% reduction of NYC's greenhouse gas emissions by 2030, and carbon neutrality by 2050.

The [City of London](#) is using [green infrastructure](#) to protect people from air pollution. It's also intended to promote healthier living, lessen the impacts of climate change, improve air quality and water quality, and improve biodiversity and ecological resilience.



We will reduce our contribution and impact on the planet's natural resources, and our workforce will be at the forefront of the green economy. Industries will be innovative and low carbon, with a growing 'green economy' in renewable energy green technologies and nature restoration. (A Prosperous Wales)

Biodiverse [green and blue infrastructure](#) will be helping to improve air quality, with trees, hedges, woodlands, parks, and green walls absorbing carbon dioxide; reducing the risk of flooding and providing habitat for wildlife. (A Healthier Wales, A Wales of Cohesive Communities, and A More Equal Wales)

Racing ahead of other counties, Wales will meet its statutory climate change targets. With rural and urban environments adapting, there will be growing interest and investment in areas more resilient to a changing climate. In turn, Wales will minimise the impacts of a changing climate on people and the natural environment. (Prosperous Wales /Globally Responsible Wales)

My contribution to this vision is outlined through my work on my areas of focus and set out in detail in the chapter on My Focus.



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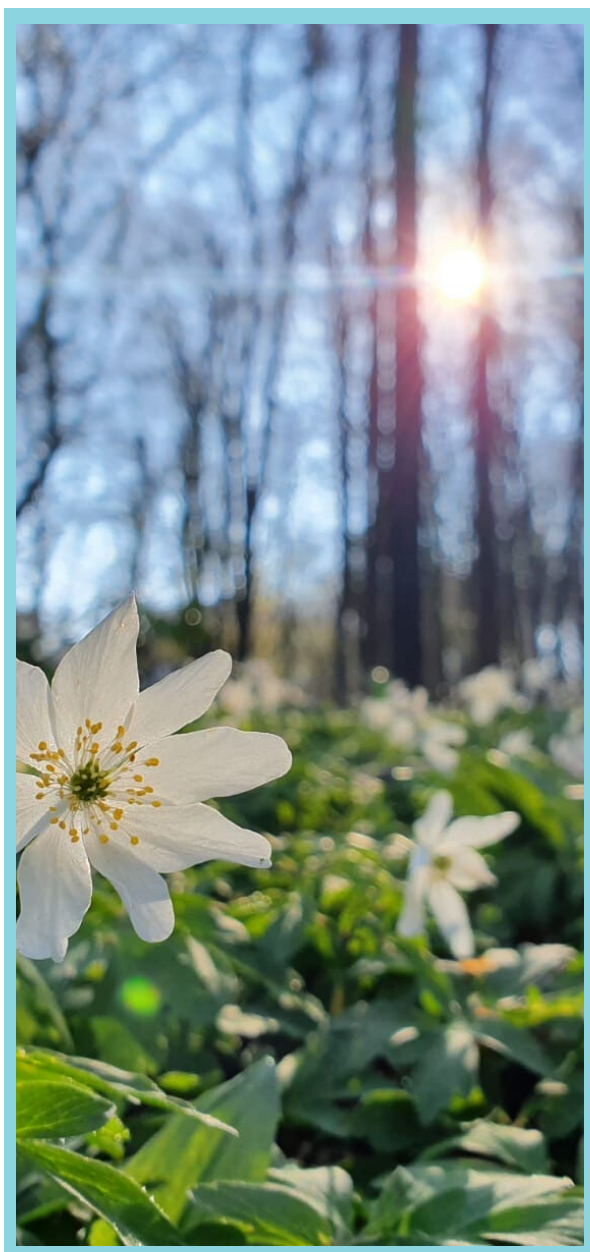
The [City of Rotterdam](#) is [striving to become a circular economy](#), by factoring circularity into its tendering and procurement processes, employing a firm to help steer companies to think circular, and empowering has entrepreneurs to make innovative products out of rubbish.



People's perception of progress towards this goal

Listening to what people think and believe is an important part of involvement. That is why, in this section, I wanted to give a flavour of what people have told me, since the beginning of my term and in relation to this report.

Approximately a fifth of all responses on the People's Platform related to biodiversity, nature and climate change.



People's views included:

- “There are widespread concerns about the loss of biodiversity in Wales, and recognition that this threatens our species.”
- “We need to reverse biodiversity loss so future generations can enjoy nature and the benefits it provides.”
- “People are alarmed at the effects of plastic on the environment and marine life, and cite the important role of regulation and retailers reducing/removing their use of it.”
- “People would value help with understanding the impact of what they do and buy.”
- “We’re not always good at recognising or valuing the benefits outdoor spaces bring for physical and mental health.”
- “Young people in Wales should be better prepared with skills for a high-tech, circular and restorative economy. And the skills shortage in the green energy sector should be addressed.”
- “The threat of climate change is real, but we’re still very attached to our way of life, and not everyone will give that up lightly.”
- “Farming is essential to the well-being of current and future generations in Wales, and we have an opportunity for it to not only deliver quality food, but also restore nature, delivering wider benefits for people and the environment.”

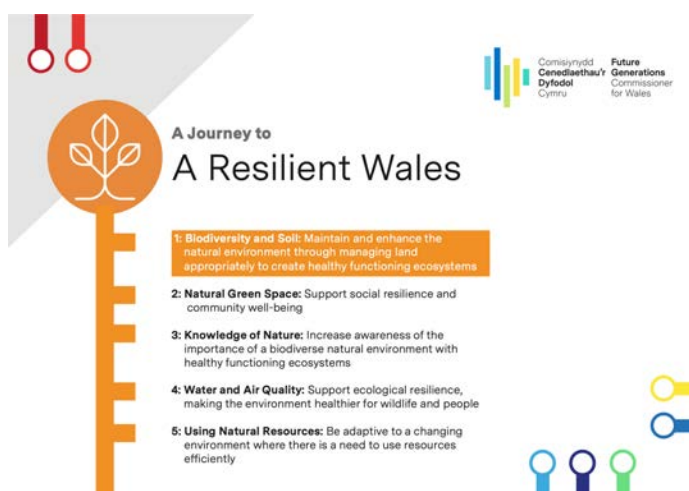
People's perception of progress towards this goal

I would like to say thank-you to the following for their contribution to my work on this goal.

Many organisations and stakeholders provided input into the [Journey to a Resilient Wales](#), and helpful and insightful comments on drafts of this report. I want to thank in particular [Natural Resources Wales](#) for the evidence and feedback they provided. Thank you also to [RSPB Cymru](#) and [Size of Wales](#) for their help in reaching young people through their Wish Book and Mock-Cop events. Finally, I would like to thank [WWF Cymru](#), [Oxfam Cymru](#), [Food Policy & Practice Wales](#), [Wildlife Trusts Wales](#), [Coed Cadw - the Woodland Trust](#), the [Marine Conservation Society](#) and other environmental organisations who have continually engaged and contributed to the work of my office.



Alison Colebrook
Goal Convenor for a Resilient Wales on
secondment from Wildlife Trusts Wales



In addition to this involvement, I have also have carried out my statutory duty to monitor and assess progress by public bodies in meeting their well-being objectives and the requirements of the Act in general, and conducted research. As a result of these activities, I have identified the challenges and opportunities as set out in this chapter.



Your Voice

In engaging with over 5,000 people, the views below are representative of the key issues which have been shared with my office in forming this report:

"Currently 'consumers' have little choice but to bring plastics and other unsustainable materials into their homes - We need legislation that forces suppliers and retailers to reduce or remove plastics."

Our Future Wales conversation
Wrexham

"Heavy industry, towards which the skill set in Wales has traditionally been targeted, has vanished. Young people in Wales should be provided with the skillset necessary for a high-tech, green economy. The skills shortage in the green energy sector should be addressed." Diverse Cymru July 2019

"We need engagement helping people understand the impact of what they do/buy."

Our Future Wales conversation
Ebbw Vale

The Future Generations Commissioner has an important role in ensuring that protecting and restoring our natural environment is high up on the political agenda and to help remind public bodies of their responsibilities to the natural environment."
(The People's Platform)

Wales needs to invest in developing the next generation of horticulturists and ensure that opportunities are created for them to develop successful food businesses."
(The People's Platform)

"Accessible and thriving outdoor spaces that are used responsibly. Recognising their benefits for physical and mental health." Our Future Wales conversation Llandrindod

Challenges and opportunities for change

Biodiversity, ‘the variety of all life on earth’, has seen an overall 60% decline in species across the globe since 1970. With the global population expected to reach 8 billion by 2030, this will place ever-increasing pressure on our natural resources.

In 2019, the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services [found](#) that nature is declining globally at rates unprecedented in human history, — and the rate of species extinctions is accelerating (one million species were identified as being at risk of extinction). This is now likely to [have grave impacts, on people](#) around the world.

Its report, the most comprehensive assessment of its kind, highlights the main drivers of biodiversity loss. In order of significance, these are: changes in land and sea use, direct exploitation of organisms, climate change, pollution including pesticides, and invasive alien species. It also identifies that ‘transformative changes’ are needed to restore and protect nature.

“The health of ecosystems on which we and all other species depend is deteriorating more rapidly than ever. We are eroding the very foundations of our economies, livelihoods, food security, health and quality of life worldwide.”

Sir Robert Watson, Chair of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services

Similarly, WWF’s [Living Planet Report 2018](#) provides the scientific evidence that shows how unsustainable human activity is pushing the planet’s natural systems that support life, to the edge. For example, the latest index shows an overall decline of 60% in population sizes between 1970 and 2014. Furthermore, in the recent ‘[Global Risks Report 2020](#)’, the World Economic Forum stated that for the first time in the survey’s 10-year outlook, the top five global risks, in terms of likelihood, are all environmental.

The evidence is overwhelming: we’re living in an area of unprecedented change when it comes to our planet. [Research is demonstrating](#) the natural world’s incalculable importance to our health, wealth, food and security. It shows that goals for conserving and sustainably using nature and achieving sustainability cannot be met by current trajectories, and may only be achieved through transformative changes across economic, social, political and technological factors.

However, while we can easily feel downhearted about the state of our natural environment, the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services also highlight that it is not too late to make a difference; and identify solutions including policy tools, options and exemplary practices.

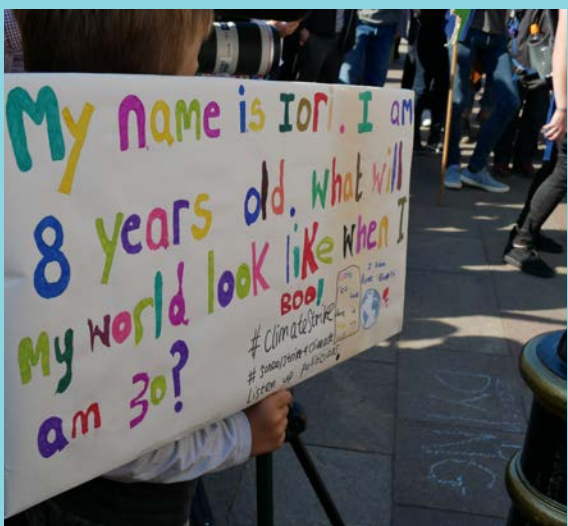
In Wales, we have the legislation and policies in place to protect and restore nature and take a more integrated approach. However, we must understand that reversing biodiversity loss is not a ‘nice to have’. It is essential if we are to survive as a species ourselves. It is not too late to make a difference, but only if we start taking action now, at every level.



Maintain and enhance the natural environment through managing land and sea appropriately to create healthy functioning ecosystems

What future generations need

When natural resources flourish, society and the economy thrive as well. We need to improve the resilience of our ecosystems, enhancing the benefits they provide and reversing the loss of biodiversity. Given the scale of this challenge, we need to act with urgency.



Where we are now

Biodiversity - the variety of all life on earth - has seen an overall 60% decline in species across the globe since 1970

The [State of Nature report](#) is a health check on how the UK's wildlife is faring, with conservationists and researchers from over 70 organisations, including government agencies, working together to produce the respective reports. It describes the UK as "among the most nature-depleted countries in the world".

The Summary for Wales highlights that losses have been caused by a combination of woodland management, farm and fisheries management, pollution from fertiliser and plastic, increasing urbanisation, climate change and invasive species. It also points to reductions in funding; constraining the ability of public sector organisations to act:

- 73 species of the 3,902 assessed have been lost, with turtle doves and corn buntings gone from Wales' skies
- Numbers of butterflies have fallen by 52% since 1976
- Wales is in the worst 25% of countries for biodiversity loss, of the 218 countries assessed globally

[The State of Natural Resources Report](#), produced by Natural Resources Wales, shows that no ecosystem in Wales is currently showing all the attributes of resilience. Most of Wales' protected site network is in unfavourable condition. The last review of favourable condition of Sites of Special Scientific Interest in 2006 highlighted that 68% were in unfavourable condition and 71% of assessed habitat features were judged to be in unfavourable condition. Approximately 75% of internationally important [Special Areas of Conservation habitats in Wales](#) are in unfavourable condition today.



Despite this, I am encouraged by the State of Nature report saying there is “room for cautious hope” relating to the increase of woodland cover across Wales, otters recovering from the brink of extinction and the range of conservation initiatives aiming to help nature restoration.

We have an opportunity in Wales to work together and restore our natural environment through the [Environment \(Wales\) Act 2016](#) which introduces the sustainable management of natural resources

The [State of Natural Resources Report](#) sets out the national evidence base on the resilience of ecosystems in Wales, and the [Natural Resources Policy](#) sets out the national priorities:

- Delivering nature-based solutions
- Increasing renewable energy and resource efficiency
- Taking a place-based approach

The [Natural Resources Policy](#) also states that to build resilience into our ecosystems, we need to:

- proactively develop resilient ecological networks to maintain and enhance the wider resilience of Wales’ ecosystems;
- improve the condition of our ecosystems;
- and reduce and better manage the pressures and demands on ecosystems and natural resources

Natural Resources Wales’ [Area Statements](#) will aim to help deliver these across Wales, and Section 6 of the Environment (Wales) Act introduced an enhanced biodiversity and resilience of ecosystems duty for public authorities in Wales.

There are [68 well-being objectives or steps \(out of a total of 295\)](#), set by [33 public bodies](#), that broadly relate to the natural environment. Within these, there are some examples where biodiversity and nature is explicitly referenced. For example:

[Brecon Beacons National Park](#)’s step to 'Work with Local Nature Partnership members to develop nature recovery delivery plans'.

[Swansea Council](#)’s step to 'Undertake a preliminary biodiversity audit of Council owned land and where possible, manage our corporate assets for the benefit of biodiversity and natural resources'.

[Carmarthenshire Council](#)’s step to 'demonstrate its compliance with the Biodiversity & Resilience of Ecosystems Duty'.

At a strategic scale, I’m excited by the potential of:

The [Gwent Green Grid Partnership](#), where representatives from 5 Public Services Boards are working together to improve the health of Gwent’s natural assets, maximising the well-being benefits that they provide now and in the future.

At a more local scale, there are examples like:

[Pembrokeshire](#), who have agreements for 38 hectares of hay meadow management and restoration in place, forming a chain of land managed for wildlife, and at an office/building scale, [Natural Resources Wales](#) demonstrating the difference to nature reduced grassland management makes at their offices in Bangor, resulting in a rich grassland and a large number of orchids



Well-being objectives and steps relating to the 'environment' set by many public bodies do not reflect the definition of the 'resilient Wales' well-being goal, and/or are reliant on other strategies, duties or plans

While it is important that well-being objectives are connected to other statutory and policy requirements, I have found that a specific focus on meeting other duties can result in public bodies missing opportunities to connect thinking and planning on objectives relating to a Resilient Wales to other well-being objectives. They are rarely integrated with other objectives, and often focus on areas such as recycling, flooding, cleanliness, fly-tipping, and reducing emissions.

While these are all important areas, it demonstrates a lack of understanding of the definition of each of Wales' 7 well-being goals. For example, using resources efficiently, which includes minimising and reducing waste, is more aligned within the definition of a prosperous Wales.

With the exception of Wales' 3 National Parks, Natural Resources Wales and a few other examples, this both explains and demonstrates a lack of progress in helping achieve 'a [biodiverse natural environment with healthy functioning ecosystems](#)' in Wales.

A focus on meeting the resilient Wales well-being goal, alongside requirements of the section 6 duty of the Environment (Wales) Act, may also be driving different approaches amongst some public bodies.

The Environment (Wales) Act requires public authorities to seek to maintain and enhance biodiversity so far as consistent with the proper exercise of their functions and in so doing, promote the resilience of ecosystems. They are required to produce a plan and report on what they have done to comply with the duty, with the first submission due at the end of 2019 (and then at the end of every third year after 2019). From the information [currently available](#), it appears (at the time of writing: April 2020), only a handful of public bodies have submitted reports and even fewer published plans.

It is therefore difficult to understand and assess where public bodies are on embedding the consideration of biodiversity and ecosystems into their day to day activities, policies, plans, programmes and projects.

I understand Welsh Government will be reviewing Section 6 reports. I would like to see more clarity on how and when this is likely to take place, and assurance it will consider the governance and decision-making processes, and not just the actions being taken, that is, how biodiversity is being integrated. Welsh Government should work with my office to ensure there is guidance and an effective accountability mechanism on the reporting of the section 6 duty and the resilient Wales well-being goal.

Public bodies should set well-being objectives and steps that clearly align with the definition of the resilient Wales well-being goal and section 6 duty of the Environment Act.

There has been a marked change in political commitment and leadership towards meeting the aspirations of the Act in the last year, including on the M4 relief road and declaring a climate emergency, but this needs to filter down to all the actions of Welsh Government



The climate crisis has clearly risen up the agenda amongst the public and politicians. Still, it is also encouraging to see Welsh Government being increasingly proactive over the last year in recognising the interconnected nature crisis, which also demands an emergency response.

Welsh Government is beginning to take action to address the climate and nature crises together

Recognition of these connections was apparent in the First Minister's [decision](#) on the M4 relief road, the First Minister's budget allocation for 2020-21 (which included an increased focus on biodiversity restoration and decarbonisation), and several recent policies and initiatives. For example, ['Prosperity for all: A Low Carbon Wales'](#) and [Planning Policy Wales](#) are a clear indication of positive change in the level of priority nature is being given by the Government.

It is encouraging to see this leadership and political commitment towards meeting the aspirations of the Act in the last year. However, implementation will be crucial and this commitment needs to filter down to all the actions of Welsh Government.

Welsh Government should also aim to increase spending year on year in line with the recommendations of the UK Committee on Climate Change, and as set out in my 10 Point Plan on the climate emergency. (See [the section on Decarbonisation in Chapter 5 for more information](#)).

WWF Cymru call for a [package of measures and policies](#) on how Welsh Government can take immediate action to tackle the nature crisis. It identifies ten key steps, including the need to significantly increase spending on the environment to meet the needs of future generations.

This also provides a practical framework for action and aligns with some of the key themes in this report around the need for leadership and ambition, innovation, collaboration and knowledge/evidence.

Planning Policy Wales plays a significant role in moving us towards a low carbon society which supports healthy functioning ecosystems

I expect to see the implementation of Planning Policy Wales demonstrate how the planning system is:

- Maintaining, enhancing and creating biodiverse green infrastructure
- Improving the resilience of ecosystems and ecological networks
- Halting and reversing the loss of biodiversity
- Requiring biodiversity net benefit
- Ensuring resilient choices for infrastructure and built development
- Facilitating decarbonisation

In late 2019, the Welsh Government Planning Division wrote to every planning authority, reminding them [“that development should not cause any significant loss of habitats or populations of species, locally or nationally and must provide a net benefit for biodiversity”](#), in accordance with the duty to enhance biodiversity under the Environment Act. This is a positive step in the right direction.

“The purpose of this letter is to clarify that in light of the legislation and Welsh Government policy outlined above, where biodiversity enhancement is not proposed as part of an application, significant weight will be given to its absence, and unless other significant material considerations indicate otherwise it will be necessary to refuse permission.”

Welsh Government



There is growing recognition at a local and national level of the benefits of increasing tree cover

It is encouraging to see that the value and benefits of tree canopy cover is increasingly recognised by some public bodies.

Some local authorities have started using i-tree assessments to quantify these benefits in their areas (see results in the table below). I would like to see these being used regularly across all of Wales.

Denbighshire County Council is seeking to increase [tree canopy](#) in Rhyl. Their five-year ambition is for 18,000 trees to be planted. They are working with Natural Resources Wales and developed community planting days managing to plant 3,000 by the end of 2017/18. The steps they are taking not only seek to enhance nature but also recognise the importance of connecting communities to nature, particularly the benefits to well-being it provides.

Public Body	Impact	Estimated Value
Wrexham County Council	60 tonnes/year air pollutants removed Intercept 270,000 m3 of rainfall per year Store 65,773 tonnes of carbon to date Remove 1,329 tonnes of carbon/year from atmosphere	£700 000 in health damage costs avoided £460 000 / year in sewerage charges avoided worth £14 million worth £ 278,000/year
Bridgend	61 tonnes/year air pollutants removed Intercept 124,000 m3 of rainfall per year Store 53,500 tonnes of carbon to date Remove 2,080 tonnes of carbon each year	£326,000 in damage costs avoided £163,790 / year in sewerage charges avoided worth £12.1 million worth £461,000/year
Tawe catchment	136 tonnes/year air pollutants removed Intercept 252,000 m3 of rainfall per year store 102,000 tonnes of carbon to date 3,000 tonnes of carbon/year from the atmosphere	£715,500 in damage costs avoided £333,900/year in sewerage charges avoided worth £23.1 million worth £671,000/year
Cardiff	190 tonnes/year air pollutants removed Intercept 355,900 m3 of rainfall per year 321,000 tonnes of carbon to date 7,950 tonnes of carbon/year from the atmosphere	£940,000/year in terms of NO2, SO2 and PM2.5 only £476,800 / year avoided £76.6 million £1.9 million/year

Source: Woodland Trust - draft tree-planting report for Wales.



Protecting natural assets like trees in urban areas is also an issue of growing importance amongst communities. Whilst it is not possible for my office to be involved in assessing every attempt by public bodies to remove trees, it is clear that there is a disconnect between what people want in terms of protection of local trees, and what is being done by public bodies.

From a planning perspective, the protection and enhancement of nature and biodiversity is a material consideration for every planning application and therefore, any planning decision should clearly set out how this has been considered (see the letter from Welsh Government on biodiversity duty, above).

I would like to see Welsh Government commit to ensuring a minimum of 20% urban tree canopy cover in every town and city in Wales by 2030, working with public bodies and Public Services Boards to help deliver this through local well-being plans/objectives and Area Statements. This was also a recommendation in the Climate Change, Environment and Rural Affairs Committee's report '[Branching out: a new ambition for woodland policies](#)' in 2017.

Public bodies and Public Services Boards should be using evidence such as i-tree assessments to support their decision making. [Refer to the section on 'Urgent need for a better knowledge of nature' \(below\) and the section on Planning in Chapter 5, for more information.](#)

“There are too many issues that I care about relating to my town (Wrexham), to Wales, to the UK and to the World to mention here. However, one of the issues that I have been trying to highlight is the lack of tree cover in Wrexham (and, of course, in general).”

People's Platform

There is recognition of the role unsustainable agricultural management plays in the lack of biodiversity in our natural environment. However, there are key policy developments in progress which support sustainable land management

Well managed soils have high biodiversity content, safeguard food production, support habitats, help manage flood risk and reduce water treatment costs. However, the [State of Nature 2019](#) report identified unsustainable agricultural management as the single largest driver of biodiversity decline in the UK.

Welsh Government's '[Sustainable Farming and our land](#)' report presents revised proposals for consultation, following the 'Brexit and our Land' consultation. In it, Welsh Government propose to pursue an overall objective of sustainable land management. The ambition is to have sustainable farms produce both food and public goods in a system which enhances the environment, creates new habitats and encourages wildlife. It will also support the well-being of farmers, communities and all the people of Wales.

This approach is a welcome development which, if implemented correctly, could make a significant contribution to meeting the goal of a resilient Wales.

Therefore, while the current timetable remains unclear due to the uncertainty of Brexit, Wales should transition to this new system within the next ten years. We also need to ensure Wales' farmers have the resilience they need to thrive and are front and centre in efforts to help restore the natural environment.



A [recent report](#) published by the Sustainable Places Research Institute, commissioned by WWF Cymru, highlights the food system in Wales as a vital component of our economic, environmental, social and cultural well-being. However, it states: “There are systematic problems that need addressing urgently. Many people in Wales cannot afford access to a healthy diet. The food system has negative impacts on the environment, public health and economic well-being. This hinders our ability to prosper as a nation both now and in the future.”

This is a complex issue that demands an integrated approach across the food system from farm to fork.

One of the effects of COVID-19 crisis has also been to raise awareness of our food system and the key roles performed by food industry workers.

I, therefore, support one of the report’s key recommendations for Welsh Government to “Lead in the development of a food system strategy for Wales. This strategy would help link together different parts of the food system, all the way from farm to fork, which in turn could help drive a more integrated food system.”

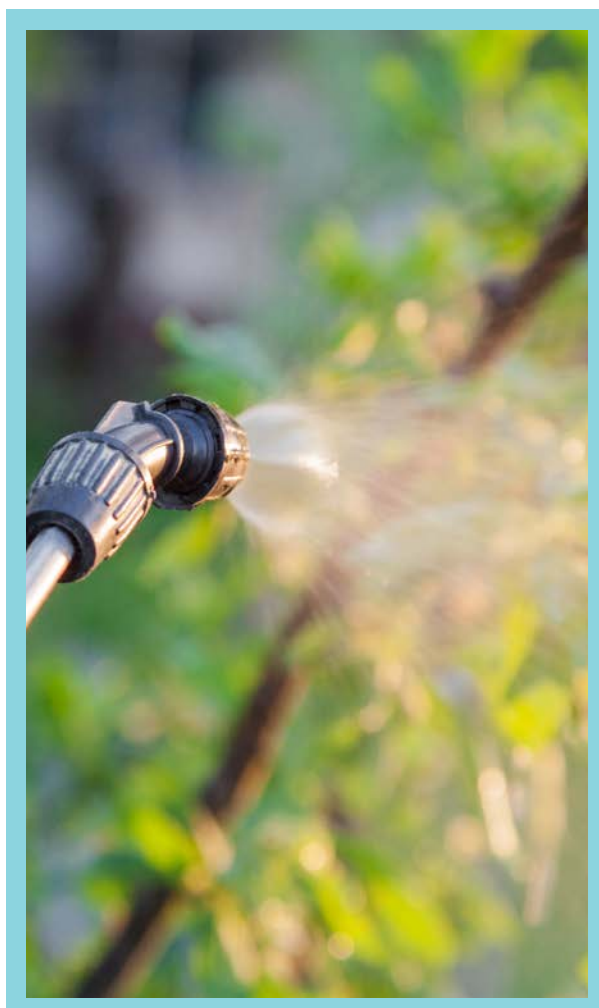
A focus on food could deliver multiple benefits to health, the economy and environment, and there are significant opportunities to address this, not least through better procurement of food by public services in line with the Well-being of Future Generations Act.

Pesticides are heavily linked to both [human health problems and the decline in insects](#). Figures from 2016 show that the total area of agricultural land treated with pesticides in Wales that [year was 723,299ha](#).

Pesticides are also used by other sectors including the forestry sector; public bodies (on public roads and paths, public open spaces, parks); the construction and maintenance industry (on buildings and roads); the transport sector (along motorways, railways; businesses (golf courses, sports and amenity areas); and the general public in their homes, gardens and allotments.

France has taken steps to [ban pesticides from all green public spaces](#) and the use of pesticides by gardeners in 2019. Cities such as [Copenhagen](#), [Vancouver](#), [Toronto](#) and [Barcelona](#) have also taken similar steps.

I would like to see Welsh Government commit to prohibiting the use of pesticides by public bodies and set annual targets towards phasing out the use of chemical pesticides on land.



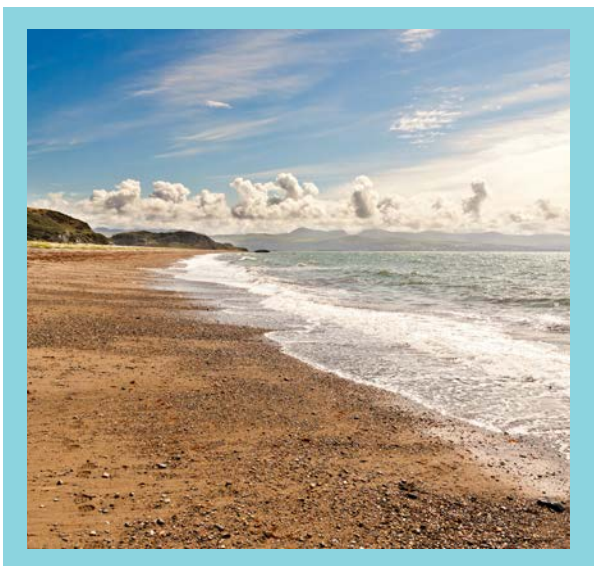
I welcome the announcement in March 2020 by the First Minister for funding to create a National Forest, [with £5 million allocated in 2020-21 to create areas of new woodland](#) and help to restore and maintain some of Wales' unique and irreplaceable ancient woodlands. A further £10 million of Glastir Woodland creation and restoration funding will be available to increase tree planting across Wales.

Funds like this, as well as schemes such as the '[Enabling Natural Resources and Well-being in Wales](#)' grant, play an important role in improving natural resources and well-being.

However, Welsh Government should implement accessible, longer-term funding programmes to restore the natural environment that go beyond single government terms in Wales.

The publication of Wales' first National Marine Plan is an important milestone for our seas, but implementation will be key

The sea area around Wales (now managed by Welsh Government) dwarfs the size of the land area, with 32,000km² of sea compared with 20,735km² of land. And 60% of people living in Wales live or work on the coast.



Our seas are an incredible natural asset and support an abundance of diverse and vibrant species, habitats and ecosystems. 69% of the inshore Welsh waters are designated as part of the network of 139 Marine Protected Areas. They also contribute to our well-being, contribute millions to our economy, support thousands of jobs and offer a rich, distinctive heritage. However, our seas are not in good shape.

For example:

- Recent evidence suggests that marine ecosystems are not fully resilient, and there is a lack of confidence in the conservation status of many protected features.
- Wales is failing in 11 of 14 indicators of Good Environmental Status (GES), a requirement of the EU Marine Strategy Framework Directive. The target for achieving GES was 2020, which Wales, as part of the UK, has now missed.
- Some of Wales' seabirds are mirroring the trends seen in our neighbouring counties. For instance, there has been a severe decline in Wales' breeding kittiwakes of 35% since 1986.

The [UK Marine Climate Change Impacts Partnership](#) also demonstrates the effects climate change is having on UK seas and coastlines. Evidence shows increased sea surface temperature, and ocean acidification levels are causing major issues for marine ecosystems. Some southern marine species are becoming more commonplace in UK waters, and the future distribution of seabirds is uncertain as sea temperatures rise and extreme high-water events become more frequent. The recovery of our marine bird populations remains key in creating a resilient marine environment.



Following extensive consultation, Welsh Government published its first ever Welsh National Marine Plan in November 2019, setting out the policy for the next 20 years for the sustainable use of our seas.

Marine planning will guide the sustainable development of our marine area by setting out how proposals will be considered by decision-makers. It is intended to be used by applicants to shape proposals and licence applications, by public authorities to guide decision making, and other users to understand Welsh Government's policy for the sustainable development of the Plan area.

Alongside this, Natural Resources Wales will publish its first Marine Area Statement in 2020 which, based on the 'Area Profile', will set out what success would look like and the actions identified to get there.

I understand this is the beginning of a long-term, iterative process. However, key to its success will be Welsh Government and Natural Resources Wales continuing to work with and involve the key organisations and communities.



Make the most of natural green and blue space to support well-being

What future generations need

Everyone in Wales should be able to live in a healthy, wildlife-rich natural world, and have a voice in helping shape how they can access and use outdoor spaces.

We have an opportunity in Wales for using one of our greatest assets - our natural environment - to tackle one of our biggest challenges - our health and well-being.

Where we are now

Public bodies and Public Services Boards are recognising the important role green and blue space plays in people's health and well-being, but need to go further to ensure these areas are biodiverse and resilient, so we do not lose the preventive role they play

We're facing an obesity crisis in Wales, an increasingly physically inactive population, growing mental health challenges, and we've declared a climate emergency. Yet we have almost 21,000 miles of footpaths and a third of a million hectares of land over which we can roam freely, which offer us an emissions-free option for everyday travel and leisure.

[The National Survey for Wales 2018-19](#)

shows that green spaces are readily accessible for most people in Wales, and the perceived quality of these spaces appears to be stable. However, recent data from the Green Space Index suggested that over 236,000 people in Wales do not live within a ten-minute walk of green space.



We know access to green spaces can have a [positive influence on people's health](#). For example, it can contribute to increased physical activity, improved mental well-being, and reduce exposure to environmental hazards such as air pollution.

Spending time in nature also provides protection against a range of diseases, [including depression, diabetes, obesity, attention deficit hyperactivity disorder, cardiovascular disease, cancer and many more](#). And yet, people's connection to their natural environment has substantially declined in recent years, a modern phenomenon known as '[Nature Deficit Disorder](#).'

Children are also losing their connection to nature. RSPB research '[Every Child Outdoors](#)' found in 2010 that only 21% of 8 to 12-year-olds in the UK have a level of connection to nature. Studies such as the 'Every Child Outdoors' report show that nature can have positive impacts on young people's education, physical health, emotional well-being, and personal and social skills. Everyone has a role to play in putting nature back into childhood.

If children are connected with nature, they are more likely to enjoy it and want to save it.

However, there are some excellent examples across Wales where public bodies are recognising the importance of green space in improving people's health well-being.

“We would like to see the value of green spaces being fully appreciated (e.g. health/mental health and educational benefits) and appropriate partnerships formed to ensure appropriate funding going forward.”

Our Future Wales
response

For example:

[Torfaen County Borough Council](#)'s step on 'Preparing an Open Spaces Recreation Strategy to support and further develop opportunities for active lifestyles in Torfaen, which will form part of future planning policy'.

[Brecon Beacons National Park Authority](#) have examples of getting people outdoors and taking part in physical activity, through [geocaching](#) (over 180 geocaches in the national park), the '[Glyn-Neath Gunpowder Works](#)' and [ambassador schools](#), for example.

[Bridgend County Borough Council](#) developing their green spaces as early years learning spaces, providing activities and facilities aimed at experiential learning of children outdoors.

[Amgueddfa Cymru/National Museum Wales](#)' community-focused schemes: wildlife-friendly gardens at St Fagans with Hafal, the Wallich and Innovate Trust; a public garden at the National Waterfront Museum in Swansea with horticultural courses for volunteers; and the Coity Tip Trail at Big Pit providing short walks and supporting natural habitats.

[Glanrhydd hospital](#) (Swansea Bay Health Board) becoming the [first hospital in Wales to gain a green flag award](#).

While this is encouraging, less evident is public bodies recognising the need to ensure their public spaces are nature rich, biodiverse and resilient. This is important not only for wildlife but also because [studies have shown](#) that the psychological benefits increase with the richness of species and diversity. This means green and blue spaces should be rich and biodiverse.

It's therefore positive to see examples like [Swansea Council](#) who are planting trees, shrubs and grassed areas on the Kingsway and Orchard Street, and developing a new strategy in partnership with Natural Resources Wales requiring more city centre greenery.

I expect to see public bodies and Public Services Boards making the connections between their well-being objectives and steps on the environment, to areas such as adverse childhood experiences, physical and mental health and community cohesion. I also expect to see evidence of how they're investing in these spaces to ensure they are nature rich and resilient for current and future generations to use and enjoy.

Elsewhere in this report, I have recommended that budgets should be top sliced to create a prevention fund.

“Social prescribing has allowed people to put a name on the facts that getting out and getting into green spaces helps, that joining a group, meeting new people, is helpful for mental health.”

Diverse Cymru event
(July 2019)

The benefits to both human and planetary health, which nature based solutions can deliver, would provide an excellent example of how this fund could be spent to contribute towards multiple well-being goals.

Welsh Government should work with public bodies and other key stakeholders to set standards in Wales to ensure people have access to natural green space within 300 metres of their home.

Making the most of natural green and blue space to support well-being is also an area I believe Public Services Boards should drive real change.

It's encouraging to see Public Services Boards setting clear objectives and steps relating to green infrastructure, green spaces, and ways of encouraging communities to take more responsibility for the natural environment.

For example:

[Torfaen Public Services Board's](#) step to: “Develop a shared Green Infrastructure strategy which maximises the well-being benefits that sustainably managed quality greenspace can provide.”

[Newport Public Services Board's](#) ‘Green and safe spaces’ well-being objective, where partners have collaborated on shaping a Newport wide vision (the ‘Newport Green and Safe Offer’), funding an engagement officer helping drive progress on the ground.

There are opportunities for public bodies and Public Services Boards to work together and integrate on large scale/regional initiatives like [The Valleys Regional Park](#), a distinct model seeking to maximise the potential of the South Wales Valleys’ natural and cultural heritage assets.



At a national scale, the 870 mile Wales Coast Path is also a fantastic example of Wales making the most of one of its greatest natural assets, benefitting both people living in Wales and visitors who travel from all over the world to walk it. For example, in 2014, there were an estimated 43.447 million visits to the Welsh coast for walking.

There is a need for programmes and approaches which help ensure everyone can live in and access a healthy, wildlife-rich natural world

It is concerning that the most deprived communities are less likely to live in the greenest areas, and yet, we know time spent in nature has an impact on indicators such as social contact, cohesion and integration, crime levels and education.

The Cydcoed initiative in Wales, which ran between 2000-2008, aimed to increase community involvement in local woodlands in areas of either poor access or high deprivation. The [evaluation](#) of this project found that there had been an increase in social contact, trust, and active engagement, along with a reduction in antisocial behaviour.

The First Minister's commitment to developing an 'environmental growth plan' is an opportunity to enhance nature in local communities across Wales. For example, the '[Local Places for Nature](#)' scheme is a new initiative that aims to create, restore and enhance hundreds of habitats across Wales.

"All people of Wales need to have a voice to help shape how people access and use outdoor spaces but especially those from minority protected characteristic groups. We need to make sure that we actively seek people's opinions and listen well."

Our Future Wales response
Natural Resources Wales

I welcome this recognition of nature and the important role local communities can play in helping reverse its decline. However, it's unclear to what extent deprived communities, and those with relatively poor access to natural green and blue spaces, will benefit, and what the overall impact will be on nature given that it is a short-term, annual funding scheme. This should be addressed if the programme is to reach its full potential, alongside clear identification of where the projects are located across Wales, particularly in relation to areas of high deprivation.

Brecon Beacons National Park's 'Easy access in the Brecon Beacons' is a great example of suitable places to visit for people who are either disabled, less mobile, visually impaired, elderly or parents with children in pushchairs, who want to enjoy the countryside.

Technology also has a role to play in connecting people to nature. For example, the [Sensory Trust](#) use nature and the outdoors to improve the health and well-being of people living with disability and health issues, their families and carers. Organisations such as the National Trust have developed a range of [virtual tours](#).

During the COVID-19 outbreak, Dr Ruth Allen, an outdoor therapist based in the Peak District who has previously written a [blog post](#) for my office on social prescribing, produced a series of guided [10 minutes walks in nature](#) in the Peak District, using just a hand-held camera. These were uploaded to youtube and allowed people a 'daily dose' of nature, while isolated at home, to help reduce anxiety. Examples like this are also beneficial for people with a disability or limited mobility.

Examples like this demonstrate how relatively straightforward it can be to use technology and help connect people, including those with a disability and/or health issues, with nature. I would like to see public bodies and Public Services Boards identifying ways, including the use of technology, they can help connect people of all ages, abilities and backgrounds with nature.



Urgent need for a better knowledge of nature

What future generations need

Investing in our natural environment is cost-effective and critical to bringing prosperity to the whole of Wales. When natural resources flourish, society and the economy also thrive as well.

Where we are now

There is a growing focus on the benefits of developing an understanding amongst children and young people of the value and importance of nature

Our current and future generations will need different skills for a future that will rely on halting and preventing the impacts of climate change, biodiversity loss, and dealing with major socio-economic change. This means we need to ensure our children are developing knowledge and connection to nature from an early age.

The Curriculum for Wales 2022 provides an opportunity to give more focus to environmental well-being in the education system. Already, there are programmes which encourage children and young people to learn skills for the future that will help them meet environmental, social and economic challenges.

For example, [Cymbrogi Futures](#), based in [Pembrokeshire](#), are providing residential courses for children, young people, teachers, entrepreneurs and businesses based on learning the skills needed to build a sustainable Wales.



[Eco-Schools](#) is a global programme engaging 19.5 million children across 68 countries, making it the largest educational programme on the planet. In Wales, the programme is run by [Keep Wales Tidy](#), and over 90% of schools are registered on the programme which has helped pupils learn about sustainable living and global citizenship for 25 years. There are many examples of good practice in schools.

In [Merthyr Tydfil](#) 23 schools (in 2018-19) had a Green Flag award, with four schools achieving platinum status - platinum schools are ranked among the best in the world on the Eco-Schools programme.

In [Ruthin, Denbigshire](#), children from Rhos St Primary School were granted access to a protected piece of land adjacent to their school, as an 'outdoor classroom'. The children help monitor endangered species (using GoPro cameras and other technology), carrying out practical tasks, and selling items such as weaved willow baskets at the school fair.

Skills is an area of policy where I have sought to drive real change, and I want to see Wales become the most eco-literate country in the world, with a workforce equipped with skills fit for the future.

(Please refer to the section on Skills for the Future in Chapter 5, for more information and my recommendations)

There is increasing awareness and expectation from the public around the nature and climate crises which provides public bodies and Public Services Boards with an opportunity and imperative for increasing their level of ambition relating to nature and the environment

The climate and nature crises have risen significantly up the agenda amongst the general public in Wales.

In a [survey in June 2018](#), 64% of those polled in Wales stated they want measures to protect the environment to be strengthened when we leave the EU. And membership of conservation and environmental charities representing one of the largest group within civil society, e.g. WWF Cymru has 4,129 members and over 37,000 supporters.

It is, therefore, positive to see examples of public bodies working to increase the awareness and understanding of the value of the natural environment with their staff.

[Neath Port Talbot County Borough Council](#) - running biodiversity training for Elected Members and raising awareness with the public.

[Ceredigion County Council](#) - running monthly lunchtime biodiversity seminars open to all staff, members and guests.

[Pembrokeshire County Council](#) having seminars on the Environment Act and what staff can do in their respective services to support it.

With the growing public recognition, I recommend public bodies declare a nature and climate emergency, and work with citizens to develop their objectives and steps to help accelerate the scale and pace of change needed to meet these challenges. I would also like to see public bodies replicating the examples above of increasing awareness and understanding amongst their staff across Wales.



The State of Natural Resources Report ([2016](#) and [2020](#)), the [Natural Resources Policy](#) and Natural Resources Wales' [Area Statements](#) are intended to help public bodies and Public Services Boards coordinate their work on the environment (with Natural Resources Wales and others) to help build the resilience of Wales' ecosystems, and enhance the benefits they provide us.

Outside of Wales, there are good examples of public bodies developing their knowledge of the environment. For example, in Northern Ireland, [Derry City and Strabane District Council](#) used a natural capital accounting approach which showed its 223 greenspaces bring more than £75 million in benefits to residents each year.

Natural capital refers to the elements of the natural environment which provide valuable goods and services to people. For example, a woodland can be regarded as a natural capital asset, from which flows valuable benefits, or ecosystem services, such as flood risk reduction and carbon capture.

Using this approach, Derry City and Strabane District Council demonstrated that it only costs £1 to deliver over £22 of benefits, and its green spaces provide over £500 of benefit per adult resident per year. Between 2019-2032, its greenspaces will provide £1 billion in benefits, which could increase if parks are enhanced to encourage more visits.

Thinking long-term, Natural England have used a 'Horizon Scanning Analysis' to give them a forward look at external changes which could affect the natural environment and how they deliver their work. Their strategic summary focussed on three clusters of change (extreme weather-related wildfires; increasing corporate climate change accountability; and using emerging technologies), and two emerging issues (xenobots – the first living machines; and CF6 – the most potent greenhouse gas known).

I want to see public bodies and Public Services Boards using sound evidence, such as Natural Resources Wales' Area Profiles, i-tree assessments and natural capital accounting, to inform their decision making and development of plans and policies, demonstrating how they are investing in nature in their area.

Given the scale of the challenge, regional growth deals and businesses (and others) all have an important role to play

Looking at Wales' regional growth deals, I'm encouraged by the focus on low carbon energy, public transport and nurturing skills.

For example, [Swansea Bay City Deal](#)'s portfolio of major projects totalling £58.7 million aimed at tackling climate change and building regional excellence in renewable energy.

However, growth and city deals need to better demonstrate how their investments are driving progress towards the seven well-being goals and well-being objectives set in their area, including maintaining and enhancing biodiversity.

I have advised elsewhere in this report that any public money allocated needs to demonstrate how it is contributing to local well-being objectives and the seven well-being goals.

Similarly, businesses are increasingly recognising that their bottom line will be affected if they do not embrace sustainability, and there is an opportunity to bring responsible and social businesses in Wales together on a shared mission to meet our national well-being goals.



There are many opportunities for businesses to get targeted help to start their journey towards being more responsible and contributing to a more sustainable and inclusive economy.

For example, [BITC Cymru](#) and [Cynnal Cymru](#) both run membership support programmes for businesses and organisations in Wales.

Clean air and water for wildlife and people

What future generations need

A biodiverse natural environment is not only good for wildlife, it also provides our most basic needs, including clean air and water, food, energy and security. Managed effectively, it can also help us adapt to change and reduce the impact of incidents such as flooding.

Delivering nature-based solutions can help tackle some of the significant challenges we face such as water security, climate change, human health, disaster risk, food security, and social and economic development. They provide cost-effective and efficient ways to transform those challenges into opportunities for innovation.

Where we are now

Public bodies need to recognise healthy resilient ecosystems are fundamental to our health and well-being, and working with nature is an important part of the solution to addressing many of the significant challenges we face

Water is one of Wales's greatest natural assets and an integral part of Welsh culture, heritage and national identity. It provides us with [951 million tonnes of drinking water per day](#).

According to Natural Resources Wales, the quality of our rivers has [generally improved over the last 25 years](#). The third annual ['Well-being of Wales: 2018-19' report](#) states that water quality – whether in seas, rivers, streams or stored in the ground – is generally improving. Latest data shows some improvement in the quality of our surface water bodies, but the share achieving the European standard is still relatively low. For example, approximately 40% achieved a good or high overall status in 2018, compared to 36% when they were classified in 2015.

[The Welsh National Marine Plan](#) now consists of around 32,000km² of sea (compared with 20,735km² of land). Welsh Government has a requirement to achieve Good Environmental Status of its coastal and marine waters under the [EU Marine Strategy Framework Directive](#). Wales is failing in 11 of 14 indicators and missed the target for achieving this by 2020. With regard to bathing waters, all 104 bathing water sites around Wales' coast met European quality standards for quality in 2018.

69% of inshore waters are now designated as Marine Protected Areas, and 50% of all Welsh seas are in some form of protection, highlighting just how important Welsh seas and coasts are to internationally important wildlife and habitats. The most recent report by Natural Resources Wales (released in 2018) highlights that: "[Recent evidence suggests that marine ecosystems are not fully resilient and that there is a lack of confidence in status of many protected features](#)".

The designation of Marine Conservation Zones in Wales has also been delayed, and Wales is now behind England, Scotland, and Northern Ireland in identifying and designating such areas to support national important marine habitats and species.



The Marine Conservation Society has highlighted to me the following areas where improvements could be made by public bodies with marine management responsibilities:

- Fisheries management
- Marine protected area management
- Designation of new marine reserves
- marine protected area monitoring
- A reduction in terrestrial pressures such as litter and agricultural pollution.

As we, unfortunately, witnessed in the winter of 2019-20, homes and business in Wales are at risk of flooding from seas, rivers and surface water. The [latest flood risk assessment \(2019\)](#) shows that:

- 34,800 properties in Wales are at high or medium risk of flooding from rivers
- 7,700 properties are at high or medium risk of tidal flooding
- 54,000 properties at risk from surface water flooding

Evidence tells us droughts and flood events may become more common in Wales. For example, by 2050, average river flows in the winter may rise by 10-15%, but reduce in the summer and early autumn by over 50% and as much as 80% in some places.

In November 2019, Welsh Government published its first [climate adaptation plan](#), which sets out how Wales will protect our environment and adapt our homes, communities, businesses and infrastructure to deal with the impact of climate change. Areas in Wales such as Fairbourne, for example, are at significant risk of large-scale displacement.

The plan provides a focal point for adapting and protecting our homes, communities and businesses. However, Welsh Government need to show greater leadership and support to ensure public bodies have the resources, legislation and policy to enable them to implement the actions locally to protect our nation for current and future generations.

Public bodies will also need to demonstrate how they are understanding and implementing this plan locally.

Nature-based solutions that look at the whole catchment area, rather than a specific point of flooding, can help prevent flooding, as well as bring other benefits.

Dwr Cymru's '[Brecon Beacons megacatchment](#)' project, and work to restore the active blanket bog in the [Berwyn and Migneint Special Areas of Conservation](#) are examples of catchment scale, collaborative approaches that seek to restore and connect a variety of habitats.

“Our Future Wales needs: an integrated and participatory catchment management to engage communities in delivering sustainable improvements to water quality and quantity and adapt to a changing climate; sustainable land management incentives and regulation to tackle rural pollution; sustainable drainage and nature-based solutions in rural and urban areas to deliver sustainable water management issues and multiple benefits.”

Our Future Wales response
Natural Resources Wales

In urban areas, sustainable drainage schemes are designed to mimic natural drainage by managing surface water run-off as close to source as possible. Since January 2019, all new developments in Wales are required to include SuDS features that comply with national standards. This is a progressive development by Welsh Government, which has the potential to increase green infrastructure across urban areas if implemented well. However, it needs to take a long-term and holistic view of all potential impacts of flooding. ([see chapter on Decarbonisation for more information](#))



'Greener Grangetown', Cardiff is an excellent example of a sustainable drainage scheme which not only removes more than 40,000m³ of rainwater each year from entering the combined sewer network, but that has been designed to transform the quality of the street environment and improve cycling and pedestrian infrastructure across a city centre neighbourhood.

Poor air quality impacts people and wildlife, and public bodies should seek ways to reduce air pollution to meet Wales' climate change commitments and ensure clean air for current and future generations

In the UK, poor outdoor air quality is linked to between 28,000 and 50,000 deaths each year with children, the elderly, or those with existing medical conditions most at risk. Public Health Wales estimates that the equivalent of [1,600 deaths are attributed](#) to PM2.5 exposure each year, and around 1,100 deaths to NO2 exposure in Wales. Air pollution also harms the natural environment, with [74% of Welsh habitats receiving damaging inputs from air pollution](#).

While the decline in heavy industry has resulted in a reduction in emissions of some pollutants, such as particulate matter, other sources of air pollution, such as transport, agriculture and domestic heating, have become more of a concern.



© Cardiff Council

The highest concentrations of nitrogen dioxide emissions are found near busy roads, reflecting the [contribution of traffic and transport planning to poor air quality](#). Studies have also identified how nitrogen from agricultural ammonia is affecting biodiversity. While some farmers are making progress on capturing ammonia and reducing the overall output, it isn't clear what steps are being taken in Wales to address this.

With regard to transport, there are several good examples of public bodies looking at the way their staff travel and focusing their efforts on reducing emissions from commuting, through incentivising sustainable travel options and through the use of electric and hydrogen vehicles. However, moving towards a low-carbon society will require a dramatic shift in the way we move ourselves and our goods.

We need a transport system designed in a way that reflects Wales' commitment to tackle climate change as a matter of urgency, in turn helping improve air quality. This means rapid and intensive action to support a modal shift from cars to public transport and active travel, increasing uptake of electric vehicles and implementing vehicle and fuel efficiency measures.

Public bodies also need to consider how they deliver their services, for example, ensuring they are easily accessible by public transport and by considering transport-related emissions in the context of how they procure goods and services

Please see the section on Transport in Chapter 5 for more information, analysis of public body well-being objectives and recommendations.



A Clean Air Act for Wales should help ensure clean air in Wales for people and the environment

I note the Climate Change, Environment and Rural Affairs Committee's [inquiry into air quality](#) and Welsh Government's 'Clean Air Plan for Wales' have both recently closed for consultation, and a [Clean Air Act for Wales](#) is expected to be published before the end of this Assembly term.

I expect to see this plan provide Wales with a robust legislative and regulatory air quality management framework that ensures clean air in Wales for people and the environment, including promoting the necessary shift from the private motor vehicle to active travel and public transport and increasing public awareness about air pollution and behavioural change.

How we design our urban environments can help improve air quality, and bring many other benefits

Green infrastructure is a term used to refer to high quality natural and semi-natural areas. This consists of a living network of green spaces, water and other environmental features in both urban and rural areas. Examples include trees, parks, gardens, road verges, allotments, cemeteries, amenity grassland, woodlands, rivers and wetlands.

The design and diversity of green infrastructure can play a significant role in removing air pollution. Trees, for example, absorb pollutants and intercept harmful particulates from vehicle emissions - in Wrexham, trees were found to remove 60 tonnes of pollutants each year.

Other benefits include:

- Increases property values, occupation rates and inward investment
- Reduces flooding and removes water pollution
- Reduces urban heating and helps capture greenhouse gases
- Provides people with places to play, relax and unwind
- Increases people's health and well-being
- Creates high-quality landscapes teeming with wildlife

It's positive to see public bodies and Public Services Boards increasingly taking action to develop and implement green infrastructure in their areas.

For example:

[Swansea Council's](#) step to 'Prepare a Green Infrastructure Strategy for the City Centre'.

[Torfaen](#) 'Developing a single green infrastructure strategy to support a consistent approach to managing land across the Public Service Board partner organisations, whilst taking account of local cultures.'

[The Gwent Green Grid Partnership](#) established to develop a more consistent approach to Green Infrastructure management across Gwent, helping create healthier citizens, stimulates business opportunities and provides community benefits (cohesion, skills development and volunteering) – a great example of regional collaboration.

[Pembrokeshire County Borough Council's](#) step to look at 'how we manage our land to enhance green infrastructure...'



I am encouraged by examples like this but want to see all public bodies and Public Services Boards go further in this area, delivering year on year increases in biodiverse green infrastructure and tree canopy cover in their areas and land.

Ensure we use natural resources efficiently

For further information, please see the section on a Prosperous Wales in Chapter 3.



A Resilient Wales

Recommendations for Welsh Government

Key Recommendation

Welsh Government should commit to large-scale habitat restoration, creation and connectivity throughout Wales, which includes setting statutory targets for nature recovery and specific species recovery measures to help prevent extinction.

Policy Recommendations

Welsh Government should:

- Work in cohesion with the Office of the Future Generations Commissioner for Wales to ensure there is guidance and effective accountability mechanism on the reporting of the Section 6 duty and the well-being goal of a Resilient Wales.
- Commit to prohibiting the use of pesticides by public bodies and set annual targets towards phasing out the use of chemical pesticides on land.
- Aim to increase spending year on year in line with the recommendations of the UK Committee on Climate Change and as set out in my 10 point plan on the climate and nature emergency (also a recommendation in Chapter 2).
- Develop a food system strategy for Wales linking together all parts of the food system from farm to fork.
- Work with public bodies to deliver 20% tree canopy cover in every town and city in Wales by 2030.
- Set standards to ensure people can access natural green space within 300 metres of their home.



A Resilient Wales

Recommendations for Welsh Government

Process Recommendations

In their day to day actions Welsh Government should **stop**:

- Prioritising economic growth over the natural environment with environmental damage seen as 'collateral damage' for short-term growth.
- Implementing short-term grants for environmental initiatives.
- Funding programmes which cannot clearly demonstrate that they are maintaining or enhancing biodiversity.
- Seeing green infrastructure as only relevant to 'environment' departments.
- Permitting development within the protected site network.
- Failing to plan and design for biodiverse green infrastructure at the start of programmes and projects.

In their day to day actions Welsh Government should **start**:

- Assessing opportunities for biodiverse green infrastructure in all policies and across all departments.
- Putting in place mechanisms so all policy officials understand and implement the Environment (Wales) Act 2016, Sustainable Management of Natural Resources (SMNR), State of Natural Resources Report 2016 (SoNaRR), Natural Resources Policy and Planning Policy Wales.
- Implementing accessible, longer-term funding programmes to restore the natural environment that go beyond single government terms in Wales.
- Ensuring a transition to sustainable land management, as proposed in 'Sustainable Farming and our land', while ensuring Wales' farmers have the resilience they need to thrive, and are front and centre in efforts to help restore the natural environment.



Process Recommendations (continued)

In their day to day actions Welsh Government should start:

- Fully implementing the Sustainable Use of Pesticides Directive in Wales.
- Completing and protecting the protected site network.
- Analysing the provision of and access to nature by socio-economic disadvantage, particularly in respect of nationally funded programmes.
- Taking steps to raise public awareness about the impact of consumption on climate and nature, and promote sustainable community and individual action.
- Increasing investment in nature based solutions to alleviate flooding and other challenges.
- Taking urgent action at a pace and scale to combat the loss of biodiversity.



A Resilient Wales

Advice on setting well-being objectives for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Please refer to the chapter on Setting Good Well-being Objectives, but in setting their objectives specifically in relation to this goal all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Clearly demonstrate the connections between their well-being objectives and steps on the environment, and other areas such as adverse childhood experiences, health and community cohesion.
- Clearly set out how they understand the definition of the goal 'A Resilient Wales'.
- Align their actions and reporting on this goal with their commitment under section 6 duty of the Environment (Wales) Act (2016).

In setting their steps, public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should focus in the following areas and should:

- Declare a nature and climate emergency and rapidly accelerate the scale and pace of change to help tackle these challenges.
- Seek to maintain and enhance the natural environment through managing land and sea appropriately to create healthy functioning biodiverse ecosystems and encourage others to do the same.
- Invest in and value the important role biodiverse green and blue space plays in supporting people's health and community well-being.
- Develop your knowledge of nature and increase awareness of the importance of a biodiverse natural environment with healthy functioning ecosystems, and prepare people with skills fit for the future.
- Seek to improve water and air quality, making the environment healthier for both wildlife and people.
- Use natural resources sustainably - being adaptive to an evolving environment.



A Resilient Wales

Recommendations for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Process Recommendations

In their day to day actions they should **stop**:

- Failing to plan and design for biodiverse green infrastructure at the start of programmes and projects.
- Permitting development which does not maintain or enhance nature.

In their day to day actions they should **start**:

- Delivering year on year increases in biodiverse green and blue infrastructure and tree canopy cover in their areas and land.
- Using their land holdings to maximise its biodiversity value, for example, implementing ambitious biodiversity and green infrastructure action plans and becoming pesticide free.
- Using sound evidence, such as Natural Resources Wales' Area Profiles, i-tree assessments and natural capital accounting, to inform their decision making and development of plans and policies, demonstrating how they are investing in nature in their area.
- Demonstrating how planning and infrastructure decisions jointly benefit people and nature.
- Demonstrating how they are understanding and implementing Wales' Marine Plan and the marine Area Statement (this is only applicable to public bodies with marine management responsibilities).
- Empowering communities to manage land (including publicly owned) for projects that use nature based solutions to restore local biodiversity and the resilience of ecosystems.
- Identifying ways, including the use of technology, they can help connect people of all ages, abilities and backgrounds with nature.
- Demonstrating how they are understanding and implementing Wales' Climate Adaptation Plan in their areas.



Process Recommendations (continued)

In their day to day actions they should start:

- Increasing awareness and understanding of the natural environment amongst their staff.
- Working in collaboration with other public bodies and environmental NGOs, ensuring they have access to ecological specialists to help carry out their legal duties.
- Increasing the proportion of funding spent on nature based solutions.
- Taking urgent action at a pace and scale to combat the loss of biodiversity.





A Healthier Wales

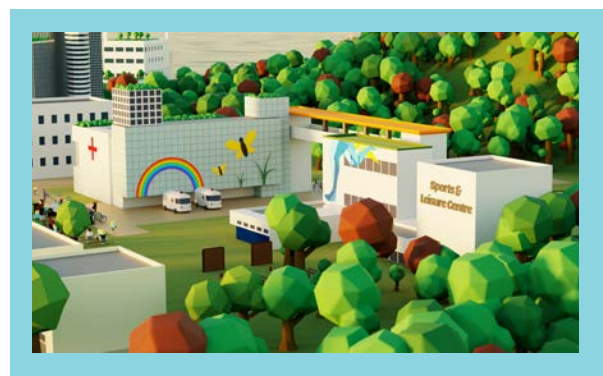
Good health is one of the main building blocks of wellness and opportunity. Enabling people to live the highest quality of life they can includes supporting them to have a lifestyle that maintains good physical and mental health, through creating places and environments that support healthy lifestyles and ensuring there are effective services to support people when they need care.

As a society, our health and wellness are not improving. Some statistics, including those included in the Chief Medical Officer for Wales [Annual Report 2018-19](#), suggest that they are, in fact, getting worse. According to the Health Foundation people are increasingly likely to live with multiple conditions, and in 2015-16 one in three people admitted to NHS hospitals had five or more health conditions ([this was up from one in ten people in 2006-07](#)). According to the Chief Medical Officer for Wales, nearly half of adults in Wales report having a longstanding illness, with 21% reporting two or more illnesses. These figures rise with age, which to some extent is inevitable, but they also rise with deprivation, indicating a failure of public policy in addressing the important wider determinants of health.

The high proportion of our population in ill health has been brought into sharp focus by the COVID-19 pandemic, with older and less healthy people being the most at risk. Future work to improve health outcomes at all ages needs to be prioritised for the benefit of our population, as well as ensuring we are better prepared for global crises, such as pandemics.

“A society in which people’s physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.”

The Well-being of Future Generations Wales Act (2015)





A Healthier Wales



Vision for a Healthier Wales in 2050 - A shift to prevention and a national wellness system

The goal of a Healthier Wales requires public bodies to set objectives that will deliver “A society in which people’s physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.”

Meeting the requirements of the Act would create the conditions for people to stay well, enabling them to lead better lives, requiring less health care and social care, and therefore, reducing pressure on a range of services.

“I think it is very important to recognise that health is not just something we fix when it is broken, but something to maintain and nurture.”

People's Platform

Welsh Government will be using a national wellness system to change the focus of services from treating people who need care, to supporting preventative approaches and improving the health and wellness outcomes of our society (what I mean by a national wellness system is described below in this section).

The importance and interconnections of the wider determinants of health (for example, income security and social protection; living conditions; social and human capital; employment and working conditions) will be recognised, and governmental action will be focussed on addressing them.



As these determinants are cross-cutting and link to several of the national well-being goals, focusing on them will contribute to multiple goals. ([A Prosperous Wales](#), [A More Equal Wales](#), and [A Wales of Cohesive Communities](#))

Over time, resources will shift towards the factors that keep people well, with the aim of reducing demand for treatment and care.

[North Carolina, United States](#) – the Department of Health and Human Services authority is delivering five-year ‘Healthy Opportunities Pilots’. These pilots enable payers, providers, and community-based organisations to integrate non-medical services directly linked to health outcomes into the delivery of care. Non-medical services include addressing [housing instability](#), [transportation insecurity](#), [food insecurity](#), [interpersonal violence](#) and [toxic stress](#).

[Cuba’s](#) health system has been praised by the World Health Organisation and the UN for its focus on prevention. The approach incorporates primary care, public health and social determinants in medical training, and despite spending a fraction of what the United States does on healthcare, Cuba has a lower infant mortality rate than the US and a [similar life expectancy](#).



Shifting funding to prevention will enable the Welsh Government and public bodies to cut the cost of health care and invest funding to other areas that have been impacted by austerity for years, such as education, culture, planning etc. ([A Prosperous Wales](#) and [More Equal Wales](#))

Wales will be viewed as a place where the shift to preventative approaches has happened and is recognised across the world for using our unique legislation to make this shift. ([A Globally Responsible Wales](#))

People will have the income and security they need to live a good life, being able to afford good quality housing, fuel, food and recreation opportunities. Education and skills will be developed across the life course, leading to opportunities for decent work. ([A Prosperous Wales](#), [A More Equal Wales](#), and [A Wales of Cohesive Communities](#))

The importance of good mental health will be fully recognised and prioritised in people's everyday lives. Practices that support good mental health will be understood from an early age, and employers will incentivise people to maintain their mental health, with easy access to mindfulness and mental health support for people of all ages. People will feel connected and valued, regardless of their age or background. ([A Prosperous Wales](#), [A More Equal Wales](#) and [A Wales of Cohesive Communities](#))

People will engage with culture in their daily lives, including through access to arts, sport and recreation, and cultural activities will be supported by organisations across sectors. ([A Wales of Vibrant Culture and Thriving Welsh Language](#))

Places will also be designed in a way that supports and promotes physical activity and connectedness, safety and empowerment, as well as good mental health. ([See the section on Land Use Planning in Chapter 5](#))

[Nuka System of Care, Alaska](#) is supported by a broader approach to improving family and community wellness that goes beyond care services, for example, the Family Wellness Warriors programme which aims to equip organisations and individuals to effectively address the effects of [domestic abuse and neglect](#).

World Economic Forum Global Shapers from the [Casablanca Hub](#) have led a global initiative to train other Shapers to provide mental health peer counselling through a model that adapts to local and linguistic contexts. The initiative uses video conference calls and in-person training to break down geographical barriers and open channels of support to a truly global audience.

In [Seoul, South Korea](#), there are daytime disco parties for people over 65 to tackle loneliness and isolation.

[San Francisco's](#) Cuddle Club unites senior people and senior dogs who need companionship, exercise and affection.

A school in [Des Moines, Iowa](#) starts the day with a "Be Well" session that blends yoga movements and breathing exercises with discussions about gratitude, interacting peacefully with others, and getting enough sleep. After lunchtime, the classrooms dim the lights and play calming music for a 10-minute meditation and mindfulness practice.

In [Brussels](#) 350 new intergenerational homes are being created to enable home sharing – an older person offering a spare room at low cost to a young person in exchange for help and companionship, increasingly being seen as a solution for loneliness in older people and lack of affordable housing for younger people.



This will include well-designed housing and the built and natural infrastructure that surrounds, supports and connects communities will be designed to have a positive effect on people's health and wellness and will promote physical activity.

People will be in better physical health with rates of obesity declining, particularly in children and young people. Opportunities to be active will be a normal part of daily life for everyone, including active travel (walking and cycling – see the section on Transport in Chapter 5) as a default, and participation in sport, dance and other fitness activities. People will understand how to source sustainable, fresh, local food and cook healthy meals. (A Prosperous Wales, A More Equal Wales, A Wales of Cohesive Communities and A Globally Responsible Wales)

The importance of the natural environment for people's health will be understood and valued. People will have access to clean air and water, and to biodiverse natural spaces that support wellness. (A Resilient Wales)



Ciclovía is an intervention that started in Bogotá, Columbia and has spread to 100 cities in South America. It allows runners, walkers, cyclists, and skaters to exercise on streets by closing them off to cars, every Sunday morning and every public holiday.

In New York 'Wellness in the Schools' forms partnerships with school leadership, teachers, chefs, coaches, parents, and kids, to develop and implement programs that provide nutritious foods, environments, and opportunities for kids to play, learn, and grow.

Waves for Change is an organisation in Cape Town that helps young people develop skills to cope with trauma and stress through access to the ocean, caring mentors and weekly surf therapy sessions. The programme is for children aged 10-14 who live in highly volatile areas and have experienced Adverse Childhood Experiences. 87% of the children who participated reported improvements in their coping skills.



© Muttville Senior Dog Rescue

Health inequalities will be a thing of the past. The place that people are born in or where they live will not dictate their standard of living and therefore, their overall standard of health. Both life expectancy and healthy life expectancy will be increasing across all groups in society. ([A More Equal Wales](#))

Technology will have been harnessed and adapted to support good physical and mental health and provide more effective medical and care interventions when they are needed. This will have happened in ways that reduce inequalities of access to services, and inequalities in overall health outcomes. ([A More Equal Wales](#) and [A Wales of Vibrant Culture and thriving Welsh Language](#))

Technology will also enable people to monitor their own health more accurately (for example, smartwatches) and will enable them to have quick, efficient and easy access healthcare advice (nutritional apps) or to medical professionals when needed (online appointments and virtual consultations). All medical information will be stored in a cloud and easily accessed as necessary.



[Jönköping County Council](#) in [Sweden](#) runs 'Life Cafes' where people come together to discuss how they can improve different aspects of their well-being. They are held in different locations depending on the topic – for example, in a restaurant, if the topic is nutrition, or in a gym if physical health is being discussed.

Parkruns are growing in popularity as a way for people to socially exercise, regardless of ability or background. Here's a film showing how the parkrun in [Aberdare Park](#) has gone from strength to strength. In [Cardiff](#), the first GP led park run has been launched recently.



In [New York](#) gyms are being built in neglected places, providing colourful, art-covered climbing walls in old factories and unused churches. These are more than just exercise spaces – they are also used for community events and concerts.

After it was revealed that services deal with more than 1,500 suicides (and 15,000 suicide attempts) annually, [Stockholm in Sweden](#) premiered the world's first mental health ambulance. The response team includes two mental health nurses and one paramedic, and during its first year of operation, it attended to 1,254 cases. Due to the success of the service, other regions in Sweden are considering taking similar approaches.



Genetic testing will be commonplace and help us detect any chronic and unavoidable issues promptly, giving doctors plenty of time to treat them.

While the main focus will be on prevention and people living and feeling well in the first place, where medical and health interventions are still necessary, these will be done in a sustainable way – using bio-degradable materials and clean energy, bringing the whole of the health sector to net-zero. (A Prosperous Wales, A Resilient Wales and A Globally Responsible Wales)



My contribution to this vision

Better ways of keeping people well is one of my areas of focus. To support the achievement of the well-being goals across Wales in relation to A Healthier Wales goal, I have:

- Provided advice to Welsh Government on their mechanisms to manage health bodies, including Integrated Medium-Term Plans, performance management approaches and some of the programmes resulting from the 'A Healthier Wales' strategy.
- Focused on prevention as part of my monitoring and assessing of the annual Welsh Government budget process. As a result, government have developed a definition of prevention, and published a 'Budget Improvement Plan' with a section on prevention.
- Worked with partners across Wales and the UK to scope out what a different approach to investment in wellness could look like.
- Worked in partnership with Public Health Wales, including through a joint resource on futures and long-term thinking. Providing advice to health bodies to support them in aligning their work to the requirements of the Well-being of Future Generations Act.
- Played constructive role in relevant networks and groups, such as the 'Building a Healthier Wales' group. Involving key stakeholder organisations and groups in shaping this work.



People's perception of progress towards this goal

I would like to thank Sports Wales, who were a partner in the Art of the Possible programme, on the goal of 'a Healthier Wales', and in particular, Rachel Hughes, who was seconded to my office to support this work and for her continued insight during the preparation of the Journey to A Healthier Wales, which forms the basis of this chapter.

Listening to what people think and believe is an important part of involvement. That is why, in this section, I wanted to give a flavour of what people have told me about the goal A Healthier Wales, since the beginning of my term and in relation to this report. Key themes raised with me have been:

- Concerns about social isolation and loneliness, and their impact on mental health.
- Value of community interaction, relationships and communication to prevent isolation and loneliness.
- Better support for children's mental health as they go through school and a focus on emotional resilience.
- People feel like they are not treated as an 'individual' within the health service as there is a lack of empathy and human contact.
- Waiting times to access health services, especially to see mental health professionals.
- The distance the rural communities face to access health services.

- There needs to be consideration of alternative ways of keeping people well and wider determinants of health such as access to nature, air quality, housing, food.
- The negative knock-on effects to mental health from housing provision or lack of employment opportunities.
- A more proactive approach to staying well and prevention.
- More flexible and community-based support for the elderly of people who need care.
- The increasing rate of male suicide.

Conversations about health and wellness have dominated some of my involvement sessions with 45% of responses to the People's Platform identifying health or mental health as one of the key issues facing Wales.



Rachel Hughes
Goal Convenor for A Healthier Wales on
secondment from Sport Wales



Different groups have focused on different issues:

- Older people and people with older relatives were most concerned about social isolation.
- Younger people were most concerned about mental health (although this received numerous comments from across ages), especially in relation to exams.
- At an event to test ideas with people from Black, Asian and minority ethnic communities, concerns were raised that health messages do not 'speak' to these communities. (I interpret this as meaning that messages are not sufficiently tailored to be relevant to all communities).

I have also worked with expert organisations, stakeholders and consultants to develop the ideas and recommendations specifically around preventative health and wellness.

In addition to this involvement, I also have carried out my statutory duty to monitor and assess progress by public bodies in meeting their well-being objectives and the requirements of the Act in general and conducted research. As a result of these activities, I have identified the following opportunities and challenges.

I would like to say thank you to the following for their contribution to my work on this goal

Thank-you, in particular, to [Public Health Wales](#), [Bevan Commission](#), [Health Foundation](#), [Social Finance](#) and the members of my steering group on health including [Gwyn Bevan](#), [Andrew Davies](#), [Sue Evans](#), [Nina Ruddle](#) and [Karen Sankey](#).



**Comisiwn
Bevan
Commission**



**GIG
CYMRU
NHS
WALES**

**Iechyd Cyhoeddus
Cymru
Public Health
Wales**



Challenges and opportunities for change

Future generations are facing different problems from when the NHS was designed 70 years ago, such as air pollution, extreme weather, a growing obesity problem, disconnect with nature, feelings of loneliness and isolation, and declining mental health. These are issues that cannot simply be treated in a healthcare or clinical setting.

The COVID-19 pandemic has highlighted many key issues, including:

- Our NHS is constantly battling crises due to the care needed for our unhealthy population and the strain this puts on services. Health boards were already operating under immense pressure before COVID-19 affected the UK, with Welsh Government describing winter 2019-2020 as 'undeniably significantly different' to previous winters, 'with high numbers of sick patients coming in, despite milder weather and flu not being a huge issue. Health boards were not in an optimal position to deal with a pandemic on top of existing pressures.
- There are high numbers of people in Wales with underlying health conditions, who have been far more susceptible to COVID-19 and more likely to need resource-intensive support from the NHS.

A national wellness system - ensuring services support people to understand behaviours and choices that benefit future health

What future generations need

We need to shift the system to prioritising keeping people of all ages mentally and physically well, to enable them to live healthy and fulfilled lives.

To deliver this, we need to develop a national wellness system which is an approach to keeping people well focused on the wider determinants of health.



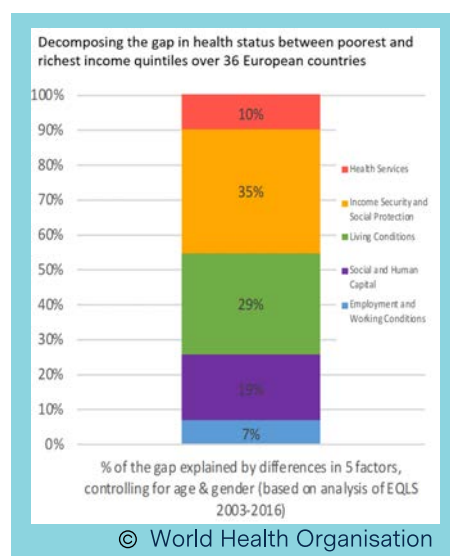
Where we are

There is compelling evidence that we are not investing in the best balance of services to keep people well and to enable them to live healthy and fulfilled lives

My focus on the need for a national wellness system links to evidence about supporting wellness from a range of sources:

The [World Health Organisation Health Equity](#) status report – defines the wider determinants of health (in terms of the difference in reported health between the richest and poorest in European countries) as:

- 35% is about Income Security and Social Protection ('the struggle to make ends meet' including being able to afford to pay for the goods and services considered essential to living a dignified, decent and independent life such as fuel, food and housing)
- 29% is about Living Conditions (including poor-quality homes, fuel deprivation, lack of green space, poor air quality, unsafe neighbourhoods and lack of community amenities)
- 19% is about Social and Human Capital (including educational outcomes, levels of trust in others and a sense of control over the factors that influence a person's opportunities and choices in life)
- Only 10% is about Health Services
- 7% is about Employment and Working Conditions (including job insecurity, temporary employment and poor working conditions)



The work conducted by Michael Marmot, a respected expert on health inequalities, aligns with our work on a wellness system. His report '[Fair Society, Healthy Lives](#)' published in 2010, explains that reducing health inequalities requires action on six policy objectives:

- Give every child the best start in life
- Enable all children, young people and adults to maximise their capabilities and have control over their lives
- Create fair employment and good work for all
- Ensure a healthy standard of living for all
- Create and develop healthy and sustainable places and communities
- Strengthen the role and impact of ill-health prevention

Marmot's more recent report '[Health Equity in England: The Marmot Review 10 Years On](#)' shows that over the last decade health inequalities have widened overall and the amount of time people spend in poor health has increased. Throughout this Report, many of my recommendations are aimed at each of these key policy objectives.

At the moment, the ‘(National) Health Service’ is seen as the service which treats people who need health care as well as keeping people well. Medical interventions are increasingly more sophisticated in treating ill health, and some medical interventions could be seen as preventative in some ways. Still, it is an impossible task for the NHS to do, as the things that most influence good health lie outside of its control. These are the wider determinants of health, that, as set out above, include factors such as financial security, education, employment, housing and community.

Key issues are:

- The current approach to funding: The NHS is funded to both treat people and to prevent illness. However, it prioritises treating ill people because there is high demand for treatment, and also because it doesn’t have control over the factors that influence people to have good health.
- The current approach to performance management: The NHS is largely performance managed to ensure that people receiving health care are safe and have a good experience of care. Whilst this is clearly very important, it means that the NHS is not performance managed in relation to how it is shifting investment to preventing people from becoming ill and working in collaboration with other partners on prevention. Here, the adage of ‘what gets measured gets done’ is significant.

What is a national wellness system at the strategic level?

I am proposing a ‘(national) wellness system’ which recognises the wider determinants of health and puts in place funding and management arrangements with organisations in a way that recognises their different roles in preventing ill health. For example, funding and management arrangements would need to address:

- The role of local government who form the foundation of a national wellness system, through delivering many services that reflect the wider determinants of health: education, social care, youth and community work, housing, culture, sport and tourism, planning, transport and local environmental services.
- The role of the voluntary sector who deliver many services that support people to stay well, including community-based services, services that address homelessness and financial inclusion, and local environmental services.
- The role of key organisations who have the strategic lead on one or more of the wider determinants of health such as housing associations (housing, financial inclusion) or Natural Resources Wales (environment quality).

There are some examples of approaches to supporting the wider determinants of health in other places. For example:

In the early 1970s, [Sweden](#) was among the first countries in the world to recognise the limits of hospital care and to make a national commitment to primary care and preventive services. Compared to systems in other developed countries and international standards, the Swedish system balances superior access and medical outcomes with moderate resource and cost levels.



South Auckland, New Zealand incorporates wider determinants of health into services, including through a Healthy Housing Programme (educating people about health risks and modifying houses to meet health needs) and [‘Providing Access to Health Solutions’ Programme](#) (supporting people in receipt of jobseeker support/benefits to access support and return to employment).

The [Greater Manchester Model](#) is a completely [new approach to public service delivery](#). Delivering services to a population of a similar size to Wales, it aims to break down the siloes between public services through ‘collaborating on prevention rather than individually picking up the pieces.’

The approach is a mixture of programmes focusing on care provision and programmes linked to the wider determinants of health – these include:

- Working with partners to transform early years services, helping more children start school ready to learn and be able to realise their full potential;
- Helping thousands of people at risk of long-term unemployment because of their health, boosting their chances in life and the region’s economy.

My work on monitoring and assessing the Welsh Government budget process suggests there would be an appetite from a range of departments for a national wellness system approach.

A positive example already moving in the right direction is the [£15 million Community Hubs programme](#), funded through the Infrastructure Fund, which is supporting new approaches in bringing communities together and supporting wider well-being. However, this must be aligned with the plans and objectives of public bodies and Public Services Boards.

What a national wellness system could look like at the local level

There needs to be greater collaboration and integration of services at the local and regional levels to prevent ill health by supporting people to stay well throughout their lives.

One of the best examples of such an approach from elsewhere is the [Bromley by Bow Centre in East London](#). Established in 1984, it provides a [new model for healthy, vibrant communities](#) through providing the combination of a neighbourhood hub, medical practice and community research practice which delivers a range of services that address the wider determinants of health.

- It supports people with a wide variety of integrated services based on their individual needs because they “know that health is primarily driven by social factors, not medical ones.”
- It has strategic partnerships with a wide range of organisations and funders, collaborating to design and deliver highly effective programmes that transform peoples’ lives.

Here are some of the stories of people who have been supported by the Bromley by Bow Centre:

“The Centre must be the only place you can drop in a urine sample at the GP and end up joining a choir!”

Sharron had a serious accident at work, leaving her in a wheelchair and feeling very isolated. Her long recovery has been supported by the Centre – as well as medical care; she has received specialist employment advice to support her return to work, as well as doing activities which improved her well-being including singing in the choir.



“Bromley by Bow Centre, thank you for supporting me to reach my potential and fulfil my dream to become a social entrepreneur and give back to communities. It’s been life-changing.”

Sam is a proud single mum of five children who created a social enterprise focusing on mental health, thanks to funding from the Centre. Her social enterprise runs programmes, workshops and groups to support individuals of all ages and families who are affected by mental health issues.

Welsh Government needs to fund and manage services to work in more collaborative and integrated ways to address the wider determinants of health. These would essentially be ‘wellness systems’ at the local level, and a coherent national wellness system would be needed from Welsh Government to frame approaches to management and funding.

There are some positive examples of projects across Wales that are leading the way in local approaches to wellness, considering the wider determinants of health.

[Community Care Collaborative](#) in [Wrexham](#) is an innovative social enterprise designed to design and deliver new models of general practice for healthy and happy communities, that meets not only the medical but also the social and pastoral needs of its patients. It focuses on homeless people and rough sleepers who can access advice and support around mental health, physical health, substance misuse, housing, benefits, domestic violence and probation services.

[Down to Earth](#), near [Swansea](#) is a social enterprise that works with disadvantaged young people and adults from Swansea, Neath Port Talbot and the South Wales Valleys, using outdoor settings for therapeutic development work and rehabilitation. The approach has been clinically proven to improve health in three clinical studies, with most recent research showing the approach is as effective as anti-depressants.



© Down to Earth Project, Swansea

There is some evidence of public bodies adopting approaches that are more preventative, but the prevention agenda is not progressing at the scale and pace needed and is not often focused on the wider determinants of health

“Every professional we spoke with recommended exercise, mindfulness etc. but no support on how to do it, and [our children are] teenagers, they don’t want to do it. We can’t access leisure centres, e.g. can take kids swimming in the day, but they can’t cope at peak times.”

Our Future Wales conversation
with Parent's Voices Wales



“Everything is being cut back, so there is nowhere to go, nothing to engage with, it’s obvious why society is struggling. This place [4 Winds] saves money; it stops hospital admissions. It’s somewhere for people to go, no referral needed, they can give specialist sign-posting unlike, for example the hubs who are more generic.”

Our Future Wales conversation
with 4Winds

“The cutting of services whether health, social or education. Everything is rationed to the point that it’s almost not worth having it. It is especially important to invest in our children yet everything they need is in decline, thus not enabling them to reach their potential and be more independent and healthy in adulthood.”

People's Platform

The cost of the NHS is approximately £8billion for 2020-21, yet Wales’ healthcare system is struggling to meet current levels of health and social care demand, and not prioritising prevention.

The majority of the Welsh budget is currently invested in the NHS, and most of this goes to acute services. According to a paper from Welsh Government to the Health Social Care and Sport Committee, 74% of NHS spend is on acute services and 20% on tertiary prevention (4% on [secondary prevention](#) and 2% on [primary prevention](#)). As outlined in [Chapter 2 of this report](#), I want to see Welsh Government developing a coherent approach to shifting to greater investment to prevention, considering:

- In the short term: allocating any new funding, in relation to the NHS and other services, to partnership approaches to prevention.

- In the medium term: using the concept of a national wellness system to set targets for moving investment from the NHS to other services, based on the categories of prevention and the wider determinants of health.
- In the longer term: reducing year-on-year investment in the NHS.

The Welsh Government’s current approach to delivering health services focuses on the use of targets and plans to set out the direction of travel for health bodies in Wales, combined with measures of how care is delivered. This approach is centred around Integrated Medium-Term Plans (IMTPs), which are the basis of dialogue between the Welsh Government and health bodies about how resources will be used to address healthcare needs over a three year period.

I have given advice and assistance to a range of NHS bodies, including the Health Department in Welsh Government over the past three years. Engagement has been positive, and there have been some notable changes in strategy and policy, including the [NHS Planning Framework](#) (guidance about Integrated Medium-Term Plans), which has had increasingly stronger links to the requirements of the Well-being of Future Generations Act over time.

However, feedback from health bodies and other stakeholders suggests that the level of change set out in strategy and policy documents is not necessarily taking place at the local and operational levels. Significant barriers to change, include the prioritisation of short term issues and targets, workforce pressures as well as increasing demand for services.



The Welsh Government approach to measuring and managing the performance of the NHS is frequently cited as a key barrier to change, not just for health services, but for the wider public sector.

Performance measurement drives the way services are delivered. Given the fact that wellness is the product of a complex system, an appropriate performance system would also need to reflect that complexity. It would need to be designed to specifically measure long-term performance across organisations to drive not only service delivery, but also organisational behaviour for collaboration.

The Bevan Commission report ‘Measuring healthcare outcomes - a complex system’ says “the findings from this review clearly shows that the system in place is extremely complex [...] If all the performance measures, across the different plans, are combined, there are over 350 measures that health services have to report on. This generates vast amounts of waste in time and resources to [collate and analyse this information.](#)” Performance measurement is an area where we need to see real change, to drive different priorities and allocations of resources.



A directorate in Public Health Wales has been designated as a World Health Organization Collaborating Centre on Investment for Health and Well-being. This provides a great opportunity for us in Wales to develop further expertise in this area of preventative budgeting. I look forward to the production of a Health Equity Status report for Wales, which is being developed in collaboration with Welsh Government and the World Health Organisation Venice Office. The report will provide an up-to-date dynamic picture of health inequities, their burden, determinants and related policies in Wales, to inform solutions and investment prioritisation.



© Denis Egan



The Transformation Fund is funding some interesting place-based approaches to prevention, but further work is needed to consider the wider determinants of health and move to a system-wide shift to prevention

Welsh Government published its strategy '[A Healthier Wales: long term plan for health and social care](#)' in June 2018. This strategy is a definite step in the right direction, as it says it has a 'vision of a whole system approach to health and social care, which is focused on health and well-being, and on preventing illness.'

However, I am concerned about the degree to which the actions set out in the strategy are taking account of the wider determinants of health, alongside recognising the need for a whole system approach to keeping people well. An approach that does not only consider people already in the care system (health care or social care) but considers how to prevent people needing care, or delaying their care needs to later in life.

The £100 million Transformation Fund was established as part of A Healthier Wales to fund new models of health and social care, "...aimed at accelerating the wider adoption and scaling up of new ways of working which are intended to replace or reconfigure existing services." It is important that this fund is used as an opportunity for organisations to prioritise services that prevent ill health and keep people well, rather than continuing to largely focus on the provision of health care and social care.

Through my work with Welsh Government and feedback from other stakeholders, it seems that the Transformation Fund is being used to fund a mixture of projects.

Some of these, while important, are more in the traditional space of health care and social care, such as projects focusing on combining health and social care localities and projects focusing on the care workforce. Some projects, however, are more focused on prevention and consider some of the wider determinants of health.

The [Gwent Regional Partnership Board](#) are using Transformation Funding to deliver a programme of transformation of health, social care and well-being support. Integrated Well-being Networks aim to develop a place-based approach to well-being, bringing together a range of well-being assets in communities that contribute to positive health and well-being.

The new I CAN Community Hubs funded by the Transformation Fund are community spaces which will open in [Llandudno, Rhyl and Prestatyn](#). They will offer people a chance to talk through their problems and access the services and support they need. They will bring a range of organisations together under one roof to support people who are struggling with issues relating to mental health, drug or alcohol problems, relationship breakdowns, employment difficulties, bereavement, debt, housing and loneliness. They are supported by a network of volunteers and staff from support agencies, who will work closely with GP surgeries in the area to ensure that people receive the timely support they need.

In [Powys](#), the Regional Partnership Board are using Transformation Funding to develop a new approach to promoting well-being. They describe this as a "once in a lifetime opportunity to create an intergenerational multi-agency wellbeing campus which would include primary education, health, social care and supported accommodation."



I understand that work in relation to both of the above actions is behind schedule and I am yet to see evidence of consideration of the key opportunities for investment in prevention that are needed for a system-wide shift.

I have also intervened to advise Welsh Government that the work they are doing on a possible Social Care Levy should take account of the opportunities for investment in prevention to address the demand for social care services.

As a result of my introducing Welsh Government Strategic Budgeting officials to [Social Finance](#), it is encouraging that they are exploring Social Impact Bonds as an outcomes-based investment model to reduce entry into care for Looked After Children. The government should be proactively considering a range of options for finance that enables public bodies and other organisations to develop and scale-up preventative activities.

We need to scale up the role of digital and technology to encourage a whole system approach and clear leadership with pace

It is clear to me that while there are some signs of change, our public services are far behind the curve of technological change and not well placed to keep pace with the importance of technology for how future generations want to live their lives. Whilst it is encouraging that Welsh Government's 'A Healthier Wales Strategy' has a section on 'Digital and Data', it is clear that significant barriers to the pace and scale of change that is needed remain, including cultural opposition to change, lack of experience and fragmentation of the organisations tasked with driving change.

Recent reports from the National Assembly for Wales Public Accounts Committee and from Audit Wales, have 'set out a consistent picture of Welsh public services failing to capture the potential of digital approaches to improve outcomes for the people who use public services, and deliver cost savings for the public sector'.



According to the [Lord Darzi Review of Health and Care report in 2018](#), at the UK level, the NHS could save up to £12.5 billion a year by investing in digital technologies to automate certain administrative tasks, and within the social care sector, a further £6 billion in productivity could be gained by introducing digital technology, which the report states could carry out 30% of current tasks.

There are a number of organisations that are either part of the NHS or work closely with the NHS that focus on technology and innovation, including NHS Wales Informatics Service, Bevan Commission, Health Education Improvement Wales, Health Technology Wales and Life Sciences Hub.



This approach, with several different organisations involved, needs strong and clear integration and leadership to drive momentum and avoid fragmentation. In order to make most of digital innovation in relation to health and social care, we need a whole system approach: seeing the potential of digital approaches to improve outcomes for people across the whole of public services, rather than in siloes.

[Denmark](#) is a global frontrunner when it comes to the use of [telehealth across sectors](#), including:

The TeleCare North project: a collaboration in the North Demark Region between the regional authority, its hospitals, GPs and 11 municipalities, with a focus on home monitoring of health conditions.

Using telehealth to improve population health: in the Municipality of Esbjerg, a combined telehealth and prevention platform motivates chronic patients to comply with treatment and consider healthy lifestyles. Using their own devices, such as smartphones, tablets or desktop computers, these patients connect to a telehealth service to monitor their condition at home or seek preventative services if needed.

In [Japan](#), a robot called [Pepper](#) uses a screen on his chest. He tells interactive stories, has basic conversations and performs everyday gestures. At the Shin-tomi nursing home in Tokyo, Pepper is used in the care and entertainment of residents, leading some of them through regular exercises, and monitoring corridors during the night.

There are some positive examples in Wales of digital and technological advancement:

BAPS App has been designed by physiotherapists, a breast cancer surgeon from [Cardiff and Vale University Health Board](#) and some breast cancer survivors. [The app guides patients](#) through exercises following breast or axillary surgery, to maintain shoulder function and enable them to get into position for radiotherapy if needed.

British Gas Data Science Centre in [Cardiff](#) emulated the digital music service Spotify in assembling 'Squads' (or teams) of digital specialists who can be deployed across the organisation to work on [solutions to problems that have been identified](#).

Woffington House in [Tredegar](#) was the first care home in Wales to sign the Digital Inclusion Charter for Wales and achieve the subsequent accreditation. Children from local schools go to the home to introduce digital technology. It is also having a great impact on people's well-being (residents and staff).



Patient Knows Best, trialled by [Swansea Bay Health Board](#), is an example of digital inclusion supporting people in Wales to manage their health online. It enables people to add information to their health records, which, could improve the way they work with doctors and others across the NHS.



More recently the response to the COVID-19 pandemic has demonstrated a significant shift in the digital experience of patients and medics, with clinicians having access to the Online Clinical portal [enabling them to work from home](#) and provide online consultations.



One patient with a chronic condition made this comment on the online consultation, which had been arranged as her consultant was self-isolating:

“My consultant was able to use the Welsh Clinical Portal from home to access my details and test results. The appointment was just as useful as a face to face appointment and far less stressful. It made such a difference!”

Health bodies have also responded in terms of the provision of information regarding patients who have health conditions that mean they should be shielded. This was a result of the Chief Medical Officer for Wales commissioning several bodies to collaborate to identify ‘high-risk’ people, based largely on the NHS Digital methodology.

In 2018, the UK Government published a green paper [‘The future of healthcare: our vision for digital, data and technology in health and care’](#), outlining opportunities to get current systems working better and the potential for cutting-edge technologies to support preventative, predictive and personalised care. This included opportunities for:

- The use of data-driven technologies such as artificial intelligence (AI) to help diagnose diseases or conditions and to gain better insights into treatments and prevention.
- Robotics and voice assistants could support people and their carers in rehabilitation, dementia support or medication management.
- Appropriate use of NHS data could radically reduce the cost and time needed to generate new evidence on the effectiveness of interventions.

These are all issues which need to be considered from a Welsh perspective, both in terms of informing health and social care in the future, but also the prevention agenda and the role of wider public services.

(See the recommendation in Chapter 2 about a commission on future public services)

The Health Foundation has set out [five challenges that the UK government needs to address](#) if it is to harness the full potential of data and technology in public health and offer a suggestion to help address each. These challenges are:

- Balancing interventions that reduce individual susceptibility versus interventions that tackle the underlying causes
- Balancing universal interventions against targeted approaches
- Making prevention services accessible to those who need them most
- Closing the evidence gap between prediction and prevention
- Balancing investment in novel solutions against funding tried-and-tested solutions.



Many well-being objectives and steps acknowledge the needs to shift towards prevention and wellness but need to go further in how they fund these interventions and transform the way they deliver services

As many different factors influence our health and wellness, it is challenging to clearly separate well-being objectives that relate to 'health' or 'wellness' from other topics. My analysis suggests that there were 60 well-being objectives, set by 32 public bodies, relating to broader ways of keeping people well. Around 86 well-being objectives set by 38 public bodies related to health and social care, but there are overlaps of objectives between these two categories. Public Services Boards set around 23 well-being objectives relating to keeping people well and many of these were the same as the 28 objectives I categorised as being about health and social care.

The content of these objectives and steps are varied for both public bodies and Public Services Boards, reflecting the variety of things that can impact on wellness. These range from the more typical things like leading active, healthy lifestyles to the wider determinants of health, such as community facilities, poverty, education, our ecosystems, a sense of belonging and culture, housing, employment, individual and community empowerment – and many more.

There is an important distinction that I see between objectives that relate to health.

The more traditional focus of 'health', which is treating people when they become unwell and need care (either health care or social care). Here are examples of well-being objectives from public bodies that I consider reflect this more traditional focus.

Public bodies objectives examples:

- 'We will provide high-quality care as locally as possible wherever it is safe and sustainable'
- 'Provide sustainable Domiciliary Care'
- 'Deliver quality health and care services'
- 'Have a planned care system where demand and capacity are in balance'

Then, a broader focus on 'health and wellness', which is supporting people to keep themselves well and prevent ill health, therefore reducing the demand for care. There are more objectives that take a broader perspective on 'health and wellness', for example:

Public bodies objectives examples:

- 'Creating a county borough that supports a healthy lifestyle in accordance with the sustainable development principle within the Well-being of Future Generations Act'
- 'Promote mental well-being as a foundation for health, building personal and community resilience'
- 'Lifelong well-being'

Public Services Boards examples:

- 'Healthy Choices in a Healthy Environment'
- 'Encourage and enable people to make healthy lifestyle choices in the places that they live, learn, work and play...a place where people live longer with better health'
- 'Healthy habits: People have a good quality of life, and make healthy choices about their lives and environment'



These well-being objectives relating to 'health and wellness' tend to better reflect contribution towards each of the national well-being goals and a broader understanding of well-being and the wider determinants of health.

Most health bodies have set well-being objectives focused on the more traditional definition of 'health' and contribution to 'A Healthier Wales' goal only, failing to take into account the wider determinants of health, such as poverty, air pollution and poor housing

Through assessing progress towards well-being objectives, there is insufficient evidence that the health sector is responding to environmental, cultural and economic well-being. While some public bodies have statutory responsibilities relating to health care and social care, the Act is clear in that:

- All public bodies should be seeking to prevent problems from occurring or getting worse; and
- All public bodies should be integrating their well-being objectives by considering how they maximise contribution to each of the national well-being goals.

More recently, there have been examples of the health sector thinking more broadly, for example:

[Hywel Dda](#) Health Board reviewing and introducing different well-being objectives in 2019-20, including 'Promote the natural environment and capacity to adapt to climate change' and 'Plan and deliver services to enable people to participate in social and green solutions for health.'

Public bodies and Public Services Boards should be setting objectives and steps that relate to each of the well-being goals and seek to prevent ill-health, rather than just prioritising the provision of care. Understanding how different organisations can contribute to health and wellness through collaboration and involvement is the starting point for achieving bigger improvements to population health.

Well-being objectives and steps are still being delivered by the 'usual suspects' in many cases, without effective collaboration between health bodies and wider sectors. There are opportunities to better understand the different contributions that housing associations, third sector bodies, town and community councils, police, fire and rescue services, Natural Resources Wales and many others can make to keeping people well. Where public bodies think outside their remit and try new things to work together to deliver differently, this 'implementation gap' will be addressed.

The Healthy Travel Charter in [Cardiff and the Vale of Glamorgan](#) is a commitment to supporting and encouraging staff and visitors to travel in sustainable ways, which contributes to people being active and staying well.

[Swansea Bay](#) Health Board's management of Glanrhyd Hospital in [Bridgend](#) focuses on supporting people through mental illness and is the first Welsh hospital to receive a Green Flag Award, which recognises the finest parks and green spaces in the UK.



Supporting people to act with compassion, to facilitate understanding of mental well-being

What future generations need

There should be system-wide support for people to sustain good mental health as part of their daily lifestyle. Whole school and community approaches to building emotional resilience across the life course should be commonplace, and organisations should develop psychologically/trauma-informed environments. There should be no stigma or discrimination associated with suffering from poor mental health. When people experience declining mental health, compassionate approaches should be taken to supporting them to get well.

Where we are

Mental health is a pressing concern for future generations, with poor mental health increasing across our society

Mental health was the issue most raised with me through the range of different mechanisms I used to involve people in the production of this report, with concerns about the impact of poor mental health raised across all population groups. The challenges many people face have become suddenly starker in recent months with the pressures of the COVID-19 pandemic. The scale and impact of poor mental health need tackling as a matter of urgency. One in four adults in Wales are likely to experience a mental health problem each year, and it is estimated that this costs the economy £7.2 billion due to loss of earnings, treatment and welfare provision. The growing prevalence of mental health problems is putting an unsustainable on the NHS as well as other public and voluntary sector services.

"I care about the mental health of children in schools. From bullying to exam stress, I believe more can be done to support children as they go through school."

People's Platform

"Mental health is the issue most commonly raised with me by children, young people, their parents and carers."

Sally Holland, Children's Commissioner for Wales

The prevalence of mental health problems among [children and young people is on the rise](#), and our young people have grown up in a time when technology has significantly changed the ways we interact. The relationship between technology and mental is complex, with the Mental Health Foundation suggesting that whilst among 11–19-year-olds, using social media occasionally was not associated with having a mental health problem, young people with a mental health problem were more likely to use social media every day, and more likely to say [they compared themselves to others on social media than those without a mental health problem](#). Mental health and well-being of young people is one of the top three priorities for the Welsh Youth Parliament and they have an Emotional and Mental Health Support Committee. At the time of the writing of this report, they were consulting with young people about this issue.

"I am finding it very difficult to have any social interaction with people, neighbours and friends alike. Neighbourhoods are lacking the friendliness of past times with many not even knowing who their neighbours are [...] It is a lonely life now, especially for the elderly and infirm, which, I am sure is the main reason behind the rise in mental health problems."

People's Platform



The importance of loneliness and isolation at all stages of life is becoming better understood in relation to mental health, and survey research suggests loneliness is even [more prevalent in younger people than older people](#). However our older population, who are particularly vulnerable to isolation, is growing, and people who are socially isolated are at higher risk of early mortality. According to the Health Foundation, in one area of London, older people living alone were [50% more likely to visit A&E than those who didn't live alone](#).

There is also overwhelming evidence of the strong link between socio-economic disadvantage and suicidal behaviour. According to Samaritans Cymru, suicide rates are two to three times higher in the most deprived neighbourhoods [compared to the most affluent](#). The Well-being of Wales report 2018-19 tells us that healthy life expectancy and mortality outcomes continue to be worse for those living in more deprived areas, but for Wales, [there isn't evidence that gap is increasing](#).

In Chapter 2 of this report, I highlight the importance of kindness in public policy, drawing on recent research from the Carnegie Trust and the example of the Scottish Government placing kindness within their core values and reflected this in their National Performance Framework.

Tackling mental health is a priority for Welsh Government and other public bodies, but there is not enough join up or consideration of the wider determinants of health to enable a whole system preventative approach

Mental health is one of the Welsh Government's priority areas in its 'Prosperity for All' strategy and 'Together for Mental Health' is the Welsh Government's 10-year cross-governmental strategy to improve mental health and well-being across all ages.



It was published in October 2012, with three delivery plans published since then.

It is positive that the latest delivery plan demonstrates that Government is moving toward more preventative approaches and is starting to consider the wider determinants of health. For example, the plan acknowledges that most of the key levers to improve mental health and wellness sit outside of the NHS, and sets out investment in other areas of government, including:

- 'Eliminating the gap in economic inactivity rates across Wales through an increased focus on employment for disabled people, including those with mental health conditions through the Employability Plan'
- 'Provide housing-related support to help vulnerable people to live as independently as possible through the Supporting People Programme'.



It should also be noted that the Whole School Approach to Mental Health and Emotional Well-being is highlighted in [Chapter 2 of this Report](#) as one of the strongest examples of a collaborative approach to investment in prevention that I have seen. This is an example of primary prevention, and there is scope for further action. For example, emotional and mental health education should be better reflected in schools, to enable pupils to understand their emotions and emotional distress, develop coping strategies and know when to ask for help. It would also encourage schools to view mental health and well-being as fundamental to their values, mission and culture.

However, there are missed opportunities for Welsh Government to lead the way in developing a whole system preventative approach.

Firstly, [the delivery plan](#) does not refer to or make use of the Welsh Government definition of prevention, even though the definition was published in autumn 2018, and this delivery plan was published in January 2020. This is a missed opportunity to consider how actions relate to the categories of prevention (primary, secondary and tertiary) and whether the best balance has been struck.

Secondly, while the plan clearly acknowledges that ‘most of the key levers to improve mental health and well-being sit outside of the NHS’ it also says government ‘have continued to increase our investment into mental health services, and we now spend more on mental health services within Wales than any other part of the NHS.’

This suggests that while the best opportunities to prevent mental illness lie outside of the NHS, the majority of funding is still being channelled through the NHS. This approach needs to be urgently reconsidered if we are serious about tackling mental illness in ways that are long term, preventative, integrated and collaborative.

Across public bodies, mental health is identified in well-being objectives and steps which demonstrates it is viewed as a priority

Some public bodies explicitly include ‘mental health’ in objectives, for example:

- Merthyr Tydfil County Borough Council has the objective 'People are empowered to live independently within their communities, where they are safe and enjoy good physical and mental health'
- Aneurin Bevan University Health Board has the objective 'Promote mental well-being as a foundation for health, building personal and community resilience'



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Many public bodies do not include mental health in their objectives, but do include references in their steps, for example:

- [Carmarthenshire County Council](#) has a step towards one of its objectives of 'Address mental health, including reducing exposure to adverse childhood experiences'
- [Natural Resources Wales](#) has a step towards one of its objectives of 'Ensure the role of the natural environment in improving both physical and mental health is embedded in each of the Public Services Boards' well-being plans and opportunities highlighted in area statements'

It is encouraging to see that a growing number of organisations are taking trauma-informed or psychologically informed environment approaches, and many local collaborations are focusing on the determinants of mental health.

For example:

[Gwent Community Psychology](#) aims to empower communities to mobilise and develop resources to support children's resilience and emotional well-being.

There are also a growing number of public services that are becoming Adverse Childhood Experience-aware and taking a trauma-informed approach to service delivery. However, as the section on [Adverse Childhood Experiences' in Chapter 5](#) outlines, there is further work needed in this area for the whole system to move beyond just being 'ACE aware' towards delivering services in a way which prevents and mitigates Adverse Childhood Experiences.

While it is positive to see this focus on mental health in some well-being objectives and steps, this will be undermined if Welsh Government do not drive cross-sector, collaborative investment that reflects the fundamentally important role of the wider determinants of health in preventing mental illness. (see [findings and recommendations in Chapter 2](#))

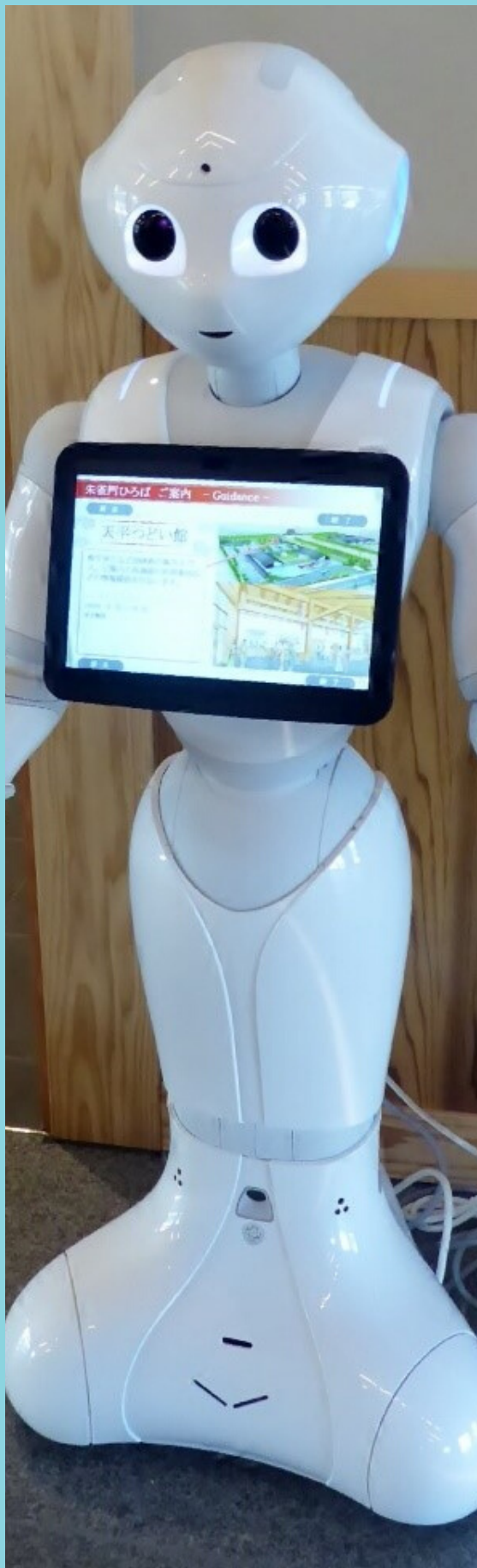
"Powys is a beautiful rural county but rurality also presents lots of challenges: access to services – especially health facilities ... [we need] accessible and thriving outdoor spaces that are used responsibly recognising their benefits for physical and mental health and I would like to see more opportunities for active travel and physical activity in my community."

Diverse Cymru event July 2019

"I suffer with severe depression and hoping to go back but I've never found it so difficult to get a job. Since my son's been born, I've been out of work and I'm finding there's not enough help. Everything is online and if you haven't got access, it's difficult."

Our Future Wales conversation
Black Asian and minority ethnic
roundtable





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Increasing the benefits of physical activity for everyone

What future generations need

Future generations need a physically literate society – this means that people have the motivation, confidence, competence, knowledge and understanding to establish physical activity as part of their lifestyle. Public bodies should support and encourage physical activity for recreation, travel and other purposes throughout the life-course, starting with a greater focus on a variety of activities for children, young people and their families. Organisations should protect and improve local green spaces and other locations where people can be physically active. Regular mass participation initiatives, such as park Runs, should become mainstream.

Where we are

Our lifestyles mean that levels of physical activity are declining, which is having a serious impact on our health

According to the British Heart Foundation, more than one million adults in Wales are physically inactive, with women 40% more likely to be classified as physically inactive than men.

Public discourse about the rise in obesity includes terms like ‘disease’, ‘public health challenge’, ‘epidemic’ and ‘crisis’. A quarter of Welsh children starting school each year are overweight or obese, and these levels are worst in our poorest communities. Nearly 60% of Welsh adults are currently overweight or obese, and without action, this is projected to increase to 64% by 2030.



Welsh Government published 'Healthy Weight, Healthy Wales: Our long term strategy to prevent and reduce obesity in Wales' in 2019, and it is encouraging to see that it includes the well-being goals and five ways of working, as well as setting actions that span healthy environments, healthy settings, healthy people and leadership and enabling change. Like many Government strategies, the challenge will be addressing the gap between policy aspiration and day-to-day implementation, something which has been highlighted throughout this report as the 'implementation gap'.

"Social prescribing has allowed people to put a name on the facts that getting out and getting into green spaces helps, that joining a group, meeting new people, is helpful for health."

Diverse Cymru

"Sport Wales should be [required] to have classes for different communities...have representation from communities to reach out and be delivering the right thing."

Our Future Wales event with Black, Asian and minority ethnic community groups

There are several bodies taking action concerning physical activity, including:

- [Sport Wales](#)' vision is that Wales is an active nation with as many people as possible inspired to be active through sport.
- Play is an important part of physical activity from an early age, and [Play Wales](#) supports this with resources about playful childhoods and play, health and well-being. The new curriculum should be seen as an opportunity for greater focus on physical activity in schools, particularly relating to the core purpose of 'healthy, confident individuals'.

Schools should offer a range of exercise opportunities during the day including organised sports, dance and spending time in nature

There are many good examples, throughout Wales, of local sports activities which are inclusive and open to all, including:

'More women, more active, more often' a fitness programme aimed a specific demographic by [Aneurin Bevan University Health Board](#).

[South Gower Multi-Sport Club](#), an innovative 'multi-sports' facility, with membership from tots to elders.

[Ysgol Plascrug, Aberystwyth](#) has worked collaboratively with partner schools in Sweden, Finland, Spain and Germany to plan a project called Run, Jump, Learn!

'Cricket without Boundaries' is a programme offered in the [Grange town area of Cardiff](#) to encourage people of numerous faiths and backgrounds to take part in sport.

[Ysgol Y Deri's](#) in [Penarth, Vale of Glamorgan](#), opens its doors on Saturdays to provide children, and specifically disabled children, with a place to play on weekends.

'[North Wales Dragons](#)' is a community football team which has become a social enterprise combining football with doing wider good in the community.



© North Wales Dragons

The ‘Healthy and Active Fund’ is a good example of a collaborative approach to improving physical activity at the national level, but further work is needed to integrate all of the opportunities for physical activity into action at the local level

Welsh Government, Sport Wales and Public Health Wales have collaborated to deliver the first phase of the £5.4 million ‘Healthy and Active Fund’, aiming to improve mental and physical health by enabling the adoption of healthy and active lifestyles across Wales. The fund focused on particular groups, that evidence suggested are particularly important in terms of tackling physical inactivity, such as children and young people, people with a disability or long term illness, people who are economically inactive or who live in areas of deprivation, and older people and those around the age of retirement from work.

As well as the fund being jointly managed by three organisations, which is to be commended, the approach to awarding funding also emphasised collaboration through the criteria, including ‘clear evidence of partnership working between the statutory sector and other partners, including strong evidence of collaboration with community groups and the public in the development of the proposal.’

Although relatively early on its implementation, the fund has the potential to demonstrate a new way of working and a shift towards prevention. However, with a relatively low level of funding – just £5.4 million over three years, there are certainly questions as to whether this is sufficient to meet the scale of the challenges of increasing physical activity rate and reducing obesity amongst a population with high levels of obesity.

While this is a positive development at the national level, and many important projects are receiving funding, it is less clear how this work will link to the priorities and work of Public Services Boards, especially as two of the national bodies that developed the Healthy and Active Fund (Sport Wales and Public Health Wales), do not have a seat around the Public Services Board table.

During recent years of austerity, organisations who run local leisure facilities, which provide opportunities for physical activity, have had to make very difficult decisions about which services to keep running, including changing management arrangements for leisure centres and introducing pitch fees. However, there are also positive examples of local authorities that have taken action to prioritise the provision of leisure facilities:

Conwy Council has announced a £1.1 million project to refurbish Conwy’s fitness facilities is underway, with Llandudno Junction Leisure Centre having been equipped with a brand new state-of-the-art Technogym equipment, and a former squash court and the first-floor balcony have been converted into practical training areas

The Isle of Anglesey County Council is planning a rolling programme of investment in order to keep its four leisure centres open and viable and is looking to explore all available funding sources.

In addition to the importance of sport and recreation, some initiatives recognise the importance of other daily routines for physical activity. Travel is the obvious one, as the majority of people travel to school or work, and this is a huge opportunity for improving rates of physical activity. For further information and recommendations on this, [see section on Transport in Chapter 5.](#)



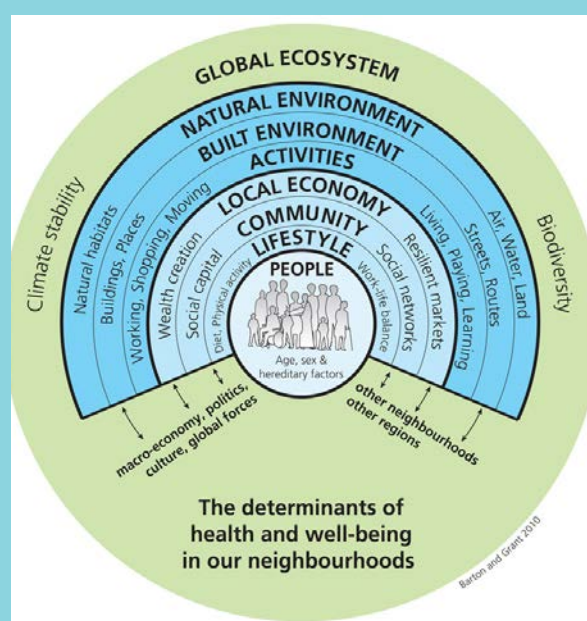
Enabling places to support the health and well-being of people and communities

What future generations need

Places where people live, work and play that support health and wellness in every possible way, including:

- building design that promotes health
- inclusive infrastructure which prioritises walking and cycling, and improves safety
- accessible and well-maintained green infrastructure, open green spaces and blue spaces
- local food-growing and food-retail environments that enhance access to healthy food
- low levels of pollution

See the section on Land Use Planning in Chapter 5



© Barton, H. and Grant, M. (2006)

Where we are

As shown in several sections of Chapter 5 in this report (Planning, Housing and Transport in particular) further action is needed to ensure that the places we live, work and play in support our physical and mental health

Across the UK and Wales, strategies are increasingly recognising the importance of place-based and system-wide approaches to improving health and wellness. For example, Welsh Government's 'Healthy Weight: Healthy Wales: Our long term strategy to prevent and reduce obesity in Wales' sets out that by 2030, there will be changes in the food environment, active environment, healthy learning and healthy work & community settings.



For more detail and examples of current activity, please see other chapters in this Report:

- Building design that promotes health. See [Chapter 5 – section on Housing](#)
- Infrastructure that prioritises walking and cycling and improves safety. See [Chapter 5 – section on Transport](#)
- Accessible and well-maintained green infrastructure, open green (and blue) spaces that contribute to health. See [Chapter 3 – section on A Resilient Wales](#)



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A Healthier Wales

Recommendations for Welsh Government

Key Recommendation

Welsh Government should develop a national wellness system to improve the nation's health and wellness and reduce demand on services.

Policy Recommendations

Welsh Government should:

- Use the wider determinants of health to enable a whole-system approach to improving health and wellness.
- Change funding arrangements across sectors and services to encourage collaboration to keep people well and reduce demand - using increased investment in preventative activities as a first step.
- Change performance management arrangements with public bodies to encourage collaboration to keep people well and reduce demand.
- Explore new approaches to investment in prevention, including whether funds raised from new taxes (such as the potential social care levy) could be used for investment in prevention.
- Appoint a Minister for Prevention, with responsibility for taking a whole-government, coherent and evidence-based approach to investment in prevention (also a recommendation in Chapter 2).



A Healthier Wales

Recommendations for Welsh Government

Process Recommendations

In their day to day actions Welsh Government should **stop**:

- Making decisions about priorities for investment without demonstrating how they have considered the wider determinants of health.
- An approach to performance management of the NHS which prioritises short-term service delivery at the expense of longer-term change.
- A piecemeal approach to investment in prevention.
- The current approach to the budget process which does not set clear direction and targets for investment in prevention.
- Economic modelling about the use of funds raised from new taxes that does not take account of opportunities for prevention.

In their day to day actions Welsh Government should **start**:

- Setting a clearer direction for shifting investment to prevention based on the definition of prevention.
- Channelling funding for prevention through Public Services Boards to reflect the wider determinants of health.
- Actively exploring options for finance that allows government and other bodies to develop and scale up preventative activities - learning from other places.
- Funding innovation and transformational programmes to enable change over longer timeframes.
- Assessing the performance of health board chairs and senior leaders in terms of progress towards well-being objectives.



A Healthier Wales

Advice on setting well-being objectives for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Please refer to the chapter on setting **good objectives**, but in setting their objectives specifically in relation to this goal all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Recognise the wider determinants of health.
- Look to collaborate beyond traditional partners to address the wider determinants of health.

In setting their steps, public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should focus in the following areas and should:

- Consider their role in a national wellness system - applying the Welsh Government definition of prevention to their activities as a first step, and exploring the most significant opportunities to shift spend to activities that support primary and secondary prevention; particularly opportunities to work in partnership.
- Support people to act with compassion in order to facilitate understanding of mental well-being.
- Play their part in enabling an active nation; increasing the benefits of physical activity for everyone.
- Prioritise placemaking and designing-in community health and well-being - enabling places to support the health and well-being of people and communities.



A Healthier Wales

Recommendations for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Process Recommendations

In their day to day actions they should **stop**:

- Short-term funding for preventative activities without planning for long-term investment should they become successful.
- Focusing solely on medical based interventions and look towards the wider determinants of health.

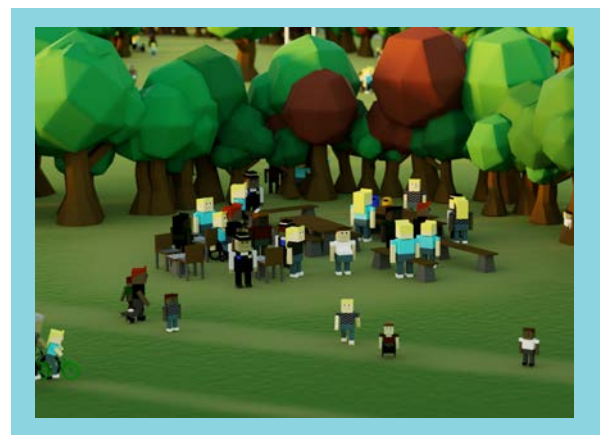
In their day to day actions they should **start**:

- Using the definition of prevention to better understand the opportunities for a different balance of investment.
- Exploring the most significant opportunities to shift spend to activities that support primary and secondary prevention.
- Prioritising opportunities to work in partnership on primary and secondary preventative activities - particularly through Public Services Boards.
- Prioritising discussions about shifting investment to prevention in management arrangements with Welsh Government.
- Using existing annual reporting to report on how the prevention definition is being used, and the different decisions that are being made as a result.
- Integrating health and wellness into other well-being objectives; and identifying the impact of health and wellness activities on other well-being objectives.





A Wales of Cohesive Communities





A Wales of Cohesive Communities

In the Well-being of Future Generations (Wales) Act 2015, this goal defines communities as: “Attractive, safe, viable and well-connected”.

Cohesive and connected communities are an important part of people’s individual well-being, and more people now realise the value of kindness, community and connections on well-being.

The COVID-19 crisis has shown what can be achieved when communities are given permission to take the initiative and collaborate to offer support. From food banks and sourcing empty tourist accommodation for COVID-19 emergency workers in North Wales, to community councils like Mumbles co-ordinating local volunteers to help the vulnerable and the National Business Response Network set up by Business in the Community (BITC) matching community needs with responsible businesses offering support.

"Attractive, viable, safe and well-connected communities."

The Well-being of
Future Generations
(Wales) Act 2015)

This crisis has seen an overwhelming appreciation, across the UK, for the caring services and those who are continuing to put the needs of others over their own. COVID-19 has created an emotional reaction in people and communities around caring for others. The question now is how do we continue that community spirit going forward so that we can continue to benefit from this changed perspective around caring for others.

“Life’s most persistent and urgent question is: ‘What are you doing for others?’”

Martin Luther King Jnr



Vision for a Wales of cohesive communities in 2050

Communities in Wales in 2050 will be well-connected (including digitally), will be able to adapt to change, and will be focused around the well-being of the people who live there. People will be trusted and empowered to do the things that matter to them, and they will have good access to key services such as education, health, housing, retail, transport and community safety.

Where Wales was once a world leader in the industrial revolution, it will be leading the way in becoming a zero-carbon nation, through supporting community energy initiatives. ([A Prosperous Wales](#) and [A Globally Responsible Wales](#))

Public bodies will be supporting initiatives such as [Project Skyline](#) across Wales, helping to connect people to their local landscape. Profits generated will be re-invested into local areas. Wales will also have more community-managed marine protected areas, benefitting the local, coastal population. ([A Prosperous Wales](#) and [A Resilient Wales](#))



Community food partnerships, like the [Brighton and Hove Food Partnership](#), will help people learn to cook, eat a healthy diet, grow their own food and waste less food. In towns and cities across the UK, ventures like the one led by the [Orchard Project](#) will be restoring fruit trees and orchards and uniting urban communities ([A Healthier Wales](#)).

A four-day working week will mean people can spend more time with their families and communities. Volunteering will be the norm and employers across Wales will recognise the benefits of volunteering; helping their staff develop new skills. The negative health effects of loneliness and isolation will be tackled through widespread befriending and 'technology for good' programmes. ([A Prosperous Wales](#))

The value of arts and culture to community cohesion will be recognised, and people will have equal opportunities to participate. ([A More Equal Wales](#) and [A Wales of Vibrant Culture and Thriving Welsh Language](#))

The planning system in Wales will consider future population needs for local areas along with wider social, economic, environmental and cultural factors. Community buildings and facilities will be intergenerational, and placemaking will enable collaboration between organisations and involvement of people in planning. ([A Resilient Wales](#), [A More Equal Wales](#) and [A Wales of Vibrant Culture and Thriving Welsh Language](#))

Funding for community programmes will be embedded in a coherent way. All partners will be making investments in community services which mirror the placemaking approach, which will be setting out the planning and design of community infrastructure.



How people move will be informed by the needs and views of users, who are involved in co-designing local and regional transport plans and strategies. Sustainable transport hubs will be co-located with local services such as schools, GP surgeries, housing and shops, ensuring ease of access and enabling more people to work locally together. (A Prosperous Wales, A More Equal Wales and A Healthier Wales)

Improved placemaking is also delivering modern active travel infrastructure (such as cycle lanes), enabling more people to walk or cycle. The transport system will be zero carbon and accessible to everyone, helping to reduce inequalities. Reliable and available in more rural parts of Wales, its bilingual services will enable people to have access to employment, cultural venues, activities and events and sites of national significance. (A More Equal Wales, A Wales of Vibrant Culture and Thriving Welsh Language and A Healthier Wales)

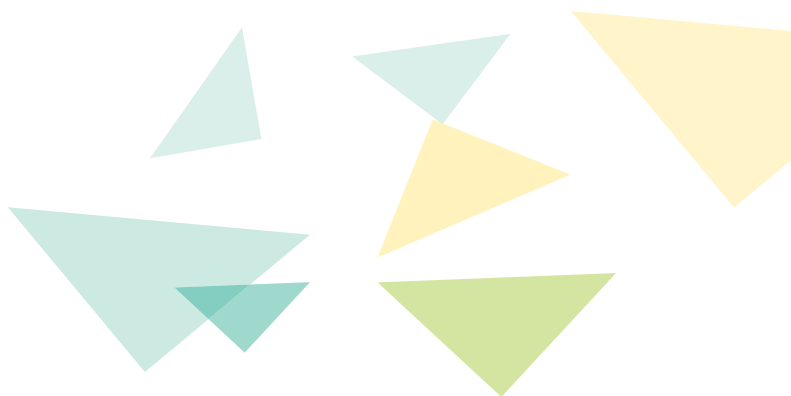
The wide adoption of an anytime/anywhere work pattern will help reduce peak time commuting, along with the overall need to commute. In rural communities, this will reduce the need to travel, enabling access to jobs away from where people live and improving their work-life balance. (A Prosperous Wales and A More Equal Wales)



Housing will be a basic human right in Wales. Homes will be energy efficient and will be adaptive to our changing needs as a population. Housing will help tackle climate change, reducing overall emissions through environmentally friendly choices such as sustainably sourced materials and supply chains, and in some cases, will be carbon negative. (A Prosperous Wales, A Resilient Wales and A Globally Responsible Wales)

Placemaking will improve people's access to the natural environment, with biodiverse green infrastructure enhancing nature and improving resilience to floods and droughts. (A Prosperous Wales, A Resilient Wales and A Globally Responsible Wales)

Farmers in Wales will continue to make an important contribution to rural communities, the economy, environment, Welsh language and culture. Everyone will have access to high-quality and reliable digital connectivity. In rural areas, the rise in digital technologies will generate new employment opportunities. 'Smart villages', which focus on revitalising rural communities and services through digital and social innovation, will be empowering local communities and helping address challenge such as local employment, sustainable business activity, local services, broadband connectivity and skills. (A Prosperous Wales, A More Equal Wales, A Wales of Cohesive Communities and A Wales of Vibrant Culture and Thriving Welsh Language)



People will feel safe in their homes and communities. A focus on early intervention and prevention of Adverse Childhood Experiences (ACEs) will have resulted in a reduction of violence in our homes and communities. ([A Prosperous Wales](#), [A More Equal Wales](#))

Schools will provide opportunities for learning life skills that can help address inequality, and a reduction in school exclusions will help break cycles of inequality and adversity, and help improve the life trajectory of children who are at risk of lifelong disadvantage. It will ensure that children have an essential sense of belonging and source of community, helping combat loneliness and disconnectedness in children, in turn leading to well-connected adults. ([A Healthier Wales](#), [A More Equal Wales](#))

Technology and better partnership working will enable better sharing of information on vulnerable people, and public bodies will work together with the voluntary sector, to predict vulnerability and act to prevent it. ([A More Equal Wales](#), [A Healthier Wales](#))

There will be a strong 'foundational economy' providing the universal basic services that support everyday life, such as health, care and retail. As these services make up approximately half of all local employment and are relatively stable and resistant to economic shocks, public bodies will value and strengthen them by creating the conditions to help them make a bigger contribution. ([A Prosperous Wales](#), [A More Equal Wales](#))

In Tyisha ward, [Carmarthenshire County Council](#) is undertaking a vast [community engagement programme](#) to gain people's views and ideas, ahead of plans to develop a regeneration programme (linked to the development of Llanelli Life Science Well-being Village) for the area.

The city of [New York](#) has passed legislation to invest \$1.7bn (£1.3bn) in road infrastructure over the next ten years, including the [construction of 250 protected bike lanes](#), as part of major plans to reverse its car culture.

The [Encore Programme](#) provides employees nearing retirement, with paid time off for volunteering. The programme matches their skills to needs within the community, assisting with the transition to retirement.

[Monmouthshire County Council](#) became the first local authority in the UK to move forward with an [initiative](#) aimed at finding solutions to loneliness and limited public transport in rural parts of the county.

The [New Citizenship Project](#), established in 2014, is seeking to shift us from a society of consumers to one of citizens, to help foster stronger public participation and engagement.

The [government in Brussels](#) is supporting [initiatives](#) where older people offer a room in their homes to a younger person, to help combat loneliness and issues around housing affordability. Projects are already under way to create 350 new intergenerational homes as part of the city's public housing policies.



The [UK Community fridge network](#), founded in 2017, has 80 community fridges across the country, aiming to reduce food waste. Through them, residents and businesses can donate food, which is then available to anyone who needs it.

A new school planned in [Leeds](#) will form part of a multigenerational building, including a care home for older people. The development will have no parking spaces for staff, or for visitors, which developers hope will encourage children to walk to school and discourage drop-offs.

[Berlin](#) has a vibrant street art scene with dedicated spaces as legal 'galleries' which attracts visitors from all over the world.

My contribution to this vision is outlined through my work on my areas of focus and set out in detail in Chapter 6 - My Focus.



People's perception of cohesive communities

Listening to what people think and believe is an important part of involvement. That is why, in this section, I wanted to give a flavour of what people have told me, since the beginning of my term and in relation to this report.

People's views included:

- "Communities want to be able to do more to take action to solve local problems but there's often barriers to this."
- "There are widespread concerns about the future of local communities and town centres."
- "Concern about a lack of community spirit, and how to build cohesion."
- "We need opportunities to bring people together but there's a reduction in spaces for communities to connect due to budget cuts and planning."
- "It's important we care more about each other, especially those worse off than ourselves."
- "Isolation and mental health problems are connected but it's something we can tackle with thought and determination."



People's perception of cohesive communities

- "It's hard for people to engage with each other when they commute by car everywhere."
- "Schools are important for the well-being of communities as well as individuals."
- "People should feel safe where they live and work."
- "There is a need for more intergenerational facilities/activities."
- "Holiday homes are a problem in some areas, where incomers can afford to pay a lot for homes, but local people can't."
- "There are concerns that Brexit has led to some increased hostility and raised tensions between individuals and groups."



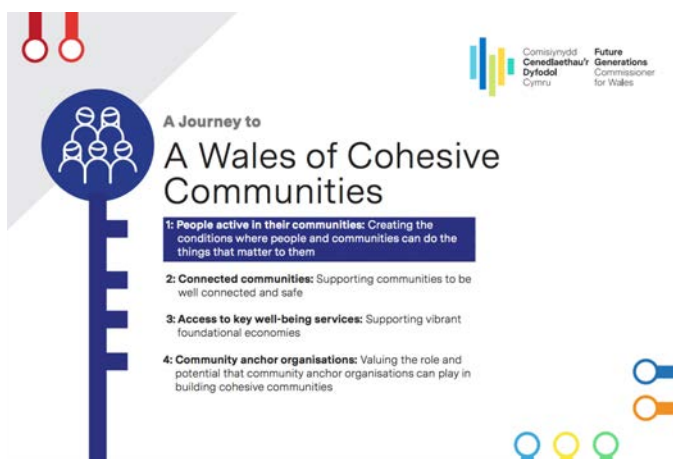
Steve Cranston
Goal Convenor for A Wales of Cohesive Communities on secondment from United Welsh

I would like to say thank-you to the following for their contribution to my work on this goal.

Many organisations and stakeholders provided input into the Journey, along with helpful and insightful comments on drafts of this report, which has been greatly appreciated. In particular, I would like to thank the [Welsh Council for Voluntary Action](#) for helping me reach out to their members, [One Voice Wales](#) who supported me with vital engagement with town and community councils, and networks such as [National Federal of Women's Institutes in Wales](#) and [Wales Young Farmers Clubs](#) for their contribution to my big ideas.

I would like to thank, in particular, [United Welsh](#), who were a partner in the Art of the Possible programme, especially [Steve Cranston](#), who was seconded to my office to support this work and for his continued insight during the preparation of the guidance on this goal; which forms the basis of this chapter.

In addition to this involvement, I also have carried out my statutory duty to monitor and assess progress by public bodies in meeting their well-being objectives and the requirements of the Act in general, and conducted research. As a result of these activities, I have identified the challenges and opportunities as set out in this chapter.



“Support communities to do it for themselves, this can support lots of areas. Health, loneliness, poverty, training, education, build aspirations, business, travel. Top slice off statutory services.”
(Gwent Citizens Panel, October 2019)

Your Voice

In engaging with over 5,000 people, the views here are representative of the key issues which have been shared with my office in forming this report.

“I’m keen that communities learn what is important in their locality, and why. And then use those important things to add value and strength to the community so that it can help itself and help others and get that ‘old-fashioned’ understanding and feeling back.”
(Our Future Wales conversation, Bangor)

“Place-based approaches – working with local communities to ensure they fully benefit is at the heart of implementing the Natural Resources Policy. Communities are best placed to shape and understand local priorities and opportunities and to find practical solutions that bring the widest possible benefits.”
(Our Future Wales response, Lesley Griffiths AM, Minister for Environment, Energy and Rural Affairs)

“Due to access in the valley that I live...there is lots of commuting and this impacts on the time people get to spend locally. Family members/neighbours that are vulnerable end up with less support from local people resulting in loneliness.”
(Our Future Wales conversation, Ebbw Vale)

“Connect is the magic word.”
(Gwent Citizens Panel, October 2019)

“We need to find better ways to engage with citizens a lot more. This means, active participants. This could be on things like citizen juries and panels. This needs to be embedded across all public services.”
(Disability Wales Conference, November 2019)



Challenges and opportunities for change

Create the conditions where people and communities can do the things that matter to them

What future generations need

Public bodies in Wales need to help create the conditions where people feel involved and empowered within their communities; enabling them to shape decisions that affect them.

Where we are now

Public bodies and Public Services Boards are committed in their focus on communities but should ensure they are embedding a culture of meaningful involvement, enabling communities to inform and shape local decisions

The events that have taken place over the last decade can make it feel that our communities are more divided than ever before. Inequality has increased between the wealthiest and poorest, and political uncertainty and global crises have sometimes polarised popular opinion. Despite the rise of social media and providing everyone with a platform, it can amplify opposing and extreme views.

It is perhaps no surprise then that [only 52% of adults in Wales agree there is 'good community cohesion'](#) in their area in 2018-19, falling from 62% in 2013-14.

Public bodies and Public Services Boards in Wales set more well-being objectives on the theme of 'community' than any other topic. For example, 109 well-being objectives (of 295) set by public bodies, and 46 well-being objectives (of 94) set by the 19 Public Services Boards for the period 2018-19, relate to this theme.

It's reassuring to see this focus from public bodies on the communities they serve.

Together with the Local Government and Elections (Wales) Bill, intended to reform and strengthen local government and improve electoral arrangements, public bodies should demonstrate collaboration, innovation, transparency and local ownership.



I am also encouraged to see well-being objectives referring specifically to people participating and being more active in their communities. For example:

Conwy County Borough Council: 'People in Conwy contribute to their community. They are informed, included and listened to.'

Cwm Taf Public Services Board's steps such as: 'Develop Community Zones as an area or place-based approach; Communities shaping services to meet the needs of residents and visitors; Work with and support communities who want to manage and improve their local environment.'

Swansea Bay University Health Board: 'Work with local communities, individuals and partners to build community resilience.'

Cardiff Council: 'Continue the implementation of a strengths-based approach to social work practice to put individuals, families and communities at the centre of their well-being.'



And there are examples of good practice across Wales where this is happening already. For example:

In **Flintshire**, **DO-IT** are a community interest company delivering an asset-based approach and using Time Credits to support the financial inclusion of people living below the poverty line and greater inclusion for people with disabilities.

Mumbles Community Council has developed a progressive and comprehensive community plan through community involvement, setting out ideas for how the village can maximise its contribution to the well-being goals.

Swansea Council allocates a 'community budget' to local areas and elected representatives.

Pembrey and Burry Port Town Council have embarked on a programme that has resulted in greater involvement across the community; the creation of a sensory garden and a community orchard; setting up a board games club to combat loneliness and isolation; an award of a grant of £8,500 to deliver an inter-generational project on modern technology; a new youth group; and a wide range of community events supporting Carmarthenshire's Town of Culture 2020.

South Wales Fire and Rescue Service are making their stations and facilities available for community groups to meet in.

The **North Wales Police and Crime Commissioner** has established a Youth Commission for young people to have their say on policing and community safety.



Despite examples like these, [less than 20% of people across Wales think they can affect decisions made locally](#), and there has been a gradual decline since the peak in 2012-13 and 2013-14.

Public bodies should be embedding a culture of meaningful citizen and stakeholder involvement, as well as making more explicit links with the voluntary sector and town and community councils, both as a voice and delivery partner.

This means having meaningful conversations with people in communities, finding out what matters to them, and reflecting their views before decisions are reached. I've set out the steps public bodies can take to ensure meaningful involvement [here](#).

There are some promising projects that connect people with their local surroundings and natural resources in a way which can help rebuild and create a new future for communities

Public bodies often struggle to understand the range of assets that exist within communities, such as networks, associations, facilities, natural assets, land, buildings, green space, small businesses, and fail to make the most of these strengths when they develop their place-based plans. Unlocking these strengths is crucial.

It should be straightforward for residents and staff in public bodies, voluntary sector organisations and businesses to offer time and skills, and these opportunities should be used to help build trust and confidence across sectors and organisations. Too often, communities face barriers when it comes to doing simple things for themselves.

Supporting community energy initiatives is a good way to increase autonomy and financial resilience, as well as helping Wales move towards becoming a low carbon nation. Profits generated from local energy initiatives are kept within the community and invested in projects that meet a local need.

Community stewardship of land also provides an opportunity to connect people to their local area. In South Wales, [Project Skyline](#) is working to give communities a connection to their local landscape, that can provide income, jobs, a place of social and cultural activity, and a home for nature.

Initiatives like Project Skyline are significant because they are bringing people together to imagine a different future, one in which land is managed sustainably to meet the needs of the people who live there, in a way that doesn't compromise the ability of future generations to meet their own needs.

Project Skyline's [key report](#) set outs 14 key recommendations.

I endorse the [report's](#) recommendations, including the need for public bodies in Wales (including Welsh Government) to recognise that community stewardship of land offers a significant opportunity to deliver on the promise of green growth – to enhance social, environmental, and economic well-being. Welsh Government should support the establishment of similar pilot landscape-scale, community stewardship projects, building on the lessons learned from Project Skyline. Public Bodies and Public Services Boards should also do what they can to support initiatives like these. Public bodies and Public Services Boards should do what they can to support initiatives like this.



Support communities to be well-connected and safe

What future generations need

Well-connected, safe communities are places where housing and key community developments are planned around key services, amenities, the natural environment and public transport, creating a safer and more welcoming local environment for people.

Good digital connectivity is also important in helping connect people within their community, as well as to job opportunities, social events and directories for their local area, [helping reduce feelings of loneliness and isolation](#).

Where we are now

The publication of Planning Policy Wales 10 is a significant step towards ensuring Wales has well-connected and safe communities, but the focus should now be on consistent implementation

Wales needs an efficient, clear and transparent planning system that works for planners, developers and communities. Communities need to be involved from the very beginning, in a meaningful way, in the design of the plans and decisions which will affect them.

[Planning Policy Wales 10](#) is intended to ensure that the planning decisions taken in Wales, no matter how big, or how small, are going to improve the lives of both our current and future generations.

It sets out the concept of ‘placemaking’ which is described as: “a holistic approach to the planning and design of development and spaces, focused on positive outcomes. It draws upon an area’s potential to create high-quality development and public spaces that promote people’s prosperity, health, happiness, and well-being in the widest sense [...] Placemaking adds social, economic, environmental and cultural value to development proposals resulting in benefits which go beyond a physical development boundary and embed wider resilience into planning decisions.”

Implementing placemaking will be important in helping ensure communities are well connected and safe.

Please refer to my section on 'Planning' in Chapter 5, for further information, analysis of well-being objectives and my recommendations.



There is a need for public bodies and Public Services Boards to consider mobility solutions that benefit community cohesiveness, health, equality and the environment

Connectivity is important to everyone's lives, and we spend, [on average an hour a day commuting](#). If we get connectivity right, it will have a significant impact on our ability to improve community cohesion, reduce air pollution, improve health and well-being, and meet carbon reduction targets (transport currently accounts for [14% of Welsh greenhouse gas emissions](#)).

Future generations will need easy access to an integrated, low-carbon, affordable, reliable and efficient public transport network that improves health and activity levels and tackles issues such as air pollution, climate change and inequality.

My analysis of well-being objectives shows that public bodies make clear links between transport and economic well-being and infrastructure. For example, Flintshire Council's well-being objective: 'Developing the transport infrastructure and employment sites, and transport services, widening access to employment and training sites'.

However, less clear is the way public bodies understand how transport and connectivity improve other aspects of well-being, such as community cohesion, health, the local environment, air quality, and reducing emissions.

Despite this, it's encouraging to see examples such as [Pembrokeshire County Council](#) funding the Pembrokeshire Association of Community Transport Organisations, who help people who don't have access to transport, or who cannot use conventional public transport services. The initiatives include [13 'dial-a-ride' services](#), a social car scheme, '[Bus Buddies](#)' and '[Take Me Too](#)' – a rural car share scheme currently being developed. The scheme '[Bwcabus](#)' also operates in the more rural parts of the County.

Please refer to my section on 'Transport', in Chapter 5, for further information, analysis of well-being objectives, and my recommendations.

Public bodies recognise the importance of good quality housing on people's well-being but are not considering the longer-term trends

In Wales, there is currently a shortage of affordable, appropriate housing and, as our population changes, the demand for single-person households is [expected to increase](#) by 27% by 2039. In October 2018, there were 347 people [estimated](#) to be sleeping rough across Wales. Nearly [half of households](#) threatened with homelessness had dependent children.

Poor-quality housing is strongly associated with inequality, poverty and limited life chances. The [World Health Organisation found](#) that, across Europe, living conditions (including housing and access to green space) are a key factor in the difference in people's reported health, with a lack of agency, trust, belonging and insecure neighbourhoods also having a strong influence.



My analysis shows that 43 of the 295 well-being objectives set by public bodies relate to housing (set by 24 of the 44 bodies covered by the Act). Consistent themes among these objectives are building more housing (such as 'increase the supply of good quality housing' and improving energy efficiency (such as 'explore the potential for low carbon affordable housing developments').

However, few public bodies have expanded on their objectives to explore the long-term trends within housing. For example, how they're considering demographic change, different living arrangements, such as house-sharing or intergenerational home shares, or advances in technology that could mean people living at home for longer.

Alongside this, there is a need for better integration between objectives on housing and other areas such as the natural environment, skills for the future and transport. While some public bodies do refer to energy efficiency, there is limited information on building homes fit for the future, with a reduction in raw material consumption, better access to green space, placemaking and zero-carbon homes, which is disappointing.

Refer to my section on 'Housing', in Chapter 5, for further information, analysis of well-being objectives and my recommendations.

Loneliness is a national crisis and is being increasingly recognised by public bodies in their wellbeing objectives and steps

Figures published by the Office for National Statistics tell us that 2.4 million adult British residents – of all ages – suffer from chronic loneliness. In Wales, 16% of people were found to be lonely in 2017-18, with younger people more likely to report feeling lonely than older people.

Public bodies and Public Services Boards are making the connections between well connected, safe communities and the broader issues of well-being, particularly in tackling loneliness and isolation. For example:

Wrexham County Borough Council are aligning their work as a council with their Public Services Board's well-being plan: 'With the publication of the Wrexham Public Services Board well-being plan (May 2018) a 'Good Health Partnership Board' will be looking at issues of loneliness and isolation and we will be working in partnership on this issue.'

Powys Teaching Health Board's step to: 'help people to overcome loneliness and social isolation and be an active member of their community.'

Monmouthshire County Council's step to: 'Develop opportunities for people to be involved in their local communities reducing isolation and loneliness'.

It is also encouraging to see public bodies and Public Services Boards recognising the important role volunteering can play in helping reduce loneliness and isolation. Over a quarter of adults (28%) in Wales volunteer, and as well as benefitting people's health and well-being, it also makes an invaluable contribution to the culture, resilience and cohesion of communities.



Aneurin Bevan University Health Board and its partners have developed the [Ffrind i Mi \(Friend of Mine\)](#) initiative. This is ensuring anyone who feels lonely or isolated is supported to reconnect with their communities; thereby matching the interests of people to volunteers with the same interests, e.g. gardening, watching sport, dog walking etc. They are continuing to build on this work with new partners, to explore broader benefits. For example, they have recently partnered with the Fire Service to bring cadets on board as intergenerational volunteers.

Pembrokeshire Coast National Park is also making the links between volunteering and reducing loneliness and isolation within communities, with their step to: "Promote well-being for people of all ages through developing, delivering and evaluating initiatives that focus on improving mental and physical health and address social isolation, particularly through volunteering."



Cwm Taf Public Services Board, have a cross-cutting objective: "Tackling loneliness and Isolation: we will work in new ways to channel the undoubted strengths of our communities, including volunteering to tackle more effectively the loneliness and isolation which often exists within many of them."

Conwy Council's [Community Well-being Team](#) have linked care home residents and school pupils across the area and started to deliver "[Wee ones meeting Wise ones](#)" sessions, where young mothers and their infants meet and chat with older people.

In Rhondda Cynon Taf, care home residents in Ferndale visit the school and share activities with children, who in turn visit the care home. Similar activities have been trialled in Pembrokeshire. A bowls club in Rhondda Cynon Taf has also involved young people, who were previously committing antisocial behaviour, in using the club and contributing to improvements, for example, creating a mural.

Caerphilly Council has brought together the local '50+ Forum' and Parent Network to collaborate on books for parents, grandparents and children.

Cardiff and Vale University Health Board have facilitated an intergenerational pilot 'Staying Steady Schools' as part of their work on reducing the risk of trips and falls. Young people from St Monica's Church in Wales Primary have worked with the health board to raise awareness on reducing the risk of falls which has developed into an ongoing relationship between the school and their local care home.

Digital connectivity is important in helping connect people within their community. However, [while 89% of adults in Wales use the internet, 13% of households do not have access to it.](#)

While many have observed how social media can make us more lonely, technological interventions can also be part of the solution in addressing loneliness and isolation. For example, [GoodGym](#) is a UK initiative where people sign up to go for a run via an app, and combine that run with helping an older person in their community, such as help with a task around the house. Since starting, [GoodGym Cardiff](#) has achieved nearly 5,000 'good deeds'.

In February 2020, Welsh Government launched Wales' first ever [loneliness and social isolation strategy](#), which calls on government, public services, businesses, communities and individuals to work together to help tackle these issues. It establishes four priorities for action:

- increasing opportunities for people to connect
- improving community infrastructure to support people to come together
- establishing and maintaining cohesive and supportive communities
- and building awareness and reducing stigma.

It is supported by a [£1.4 million fund](#) to support community-based organisations test or scale up innovative approaches.

The strategy, together with the funding, is a positive step. Welsh Government should ensure the strategy is identifying how it can make a contribution to meet its well-being objectives and Wales' well-being goals.

Public bodies and Public Services Boards should build on their work to date and mainstream approaches like these within their service delivery, to help tackle loneliness and isolation. This requires taking a longer-term, preventative approach, rather than relying on funding to introduce new, short-term initiatives.

There are several positive interventions taking place at a national and local level to intervene earlier to address the root causes of crime and violence

Crime and antisocial behaviour undermine the safety and well-being of residents and are a constant challenge to public bodies.

- Women are [less likely](#) to feel safe than men in their community (58% compared to 83%).
- People [feel less safe](#) if they live in more deprived areas.
- The number of [hate crimes doubled](#) between 2012-13 and 2018-19 (from 1,765 to 3,932), with race, sexual orientation, disability and religion judged to be motivating factors.

“The Brexit divide in Britain is symptomatic of serious divergence in values, identity, and culture amongst Brits, and Wales hasn’t escaped this either. In terms of the impact of this social crisis on BME communities, we’ve seen it impact on BME communities, as well as poor white communities, in several ways. The first is prevalence of youth violence, this includes gangs, the increase in serious violent crime, especially knife attacks. But a related phenomenon is the uptake of religious or political extremism.”

Race Alliance Wales,
November 2019



Some levers of influence relating to cohesion and hate crime are not devolved, such as policing, criminal justice, media and internet regulation. However, in many areas, Welsh Government has put in place positive policy interventions which contribute to the safety and cohesion of communities.

The Violence Against Women, Domestic Abuse and Sexual Violence (Wales) Act 2015 is an important part of this (see [section on 'A More Equal Wales' in Chapter 3](#)), as is the work to tackle hate crime and improve community cohesion across government departments. For example, the [Hate Crime Report and Support Centre](#) provides independent advocacy and support for victims of hate crime in Wales. This is a positive step but is an area that will require continual monitoring, given the increased incidences of hate crimes since Brexit, and the fact that longer-term trends suggest migration will increase over the coming decades.

Public Services Boards across Wales are committed to developing collaborative public services that put people and communities at the centre. Given that 43% of all well-being objectives set by Wales' 19 Public Services Boards in 2018-19 relate to 'community', they have a key role in ensuring people in Wales live in safe, healthy places.

[Neath Port Talbot Public Services Board](#) has worked effectively together (particularly between the local authority, police, housing and third sector) around the issue of tackling county lines and drug deaths in the area. While this demonstrates effective partnership working to tackle an immediate problem, the Public Services Board also recognises it needs to now build on this work to tackle the issues which lead to these problems, including Adverse Childhood Experiences, poverty and vulnerability.

Appropriately planning and preparing for future problems arising from these causes of crime is essential, as well as more effective sharing of data around the profiling of new types of crime, such as cybercrime, which will need to be addressed by all public services.

In several areas, and much like the health service, the police service often picks up problems that could have been avoided. [Approximately 70-80% of calls now relate to non-crime issues](#), including vulnerable people and mental health.

Each police force plays a key role in Public Services Boards, and many are taking a leading role in investing resources in prevention and earlier intervention. For example, 5,500 police officers across Wales have received training in identifying and responding to Adverse Childhood Experiences, and many are working to meet local well-being plans with priorities in this area, by working with other partners to intervene earlier.

Whilst policing is not devolved to Wales, I want to highlight the positive contribution of police forces to the 19 Public Services Boards - a great example of a non-devolved service operating within a devolved context. It is also notable that other public bodies, including health boards, local authorities, fire and rescue services, Public Health Wales and Natural Resources Wales, are increasingly working together on preventative agendas such as domestic abuse, Adverse Childhood Experiences and grass fires.

Likewise, Welsh Government has demonstrated it recognises the contribution policing plays at a community level through supporting the employment of [500 Police Community Support Officers \(PCSOs\) in Wales](#), enabling police services in Wales to maintain their important approach to neighbourhood policing, in contrast with many forces in England.



Health has been consistently identified as a key link to early identification of domestic violence and abuse. In South Wales, the [Identification and Referral to Improve Safety \(IRIS\)](#) programme is a general practice-based domestic abuse and sexual violence training and referral programme, launched by the Police and Crime Commissioner and Cardiff and Vale University Health Board in 2014.

Funded by South Wales Police and the Police and Crime Commissioner, the programme was the first of its kind in Wales, with health and local specialist partners, [working across 25 practices in Cardiff and the Vale of Glamorgan](#). In its first year, training was delivered to 280 staff (including 93 GPs), with 70 referrals giving victims of domestic abuse the opportunity to access information and support they may otherwise have missed out on. The success of the programme means it is now being mainstreamed into police and health budgets.

Similarly, in 2019 a specialist Violence Prevention Unit to tackle violent crime was established in South Wales, after receiving £880,000 of funding from the Home Office – the only policing area in Wales to receive funding to help tackle violent crime. This unit will bring together South Wales Police, local authorities, health, community leaders and other key partners to tackle violent crime by understanding its root causes. The unit will be responsible for identifying what is driving violent crime in South Wales to develop a coordinated response. It is intended that this work will be rolled out to cover the whole of Wales.

It's positive to see examples like these where partners are working together to tackle root causes, through early intervention and prompt, positive action. They could provide a template for how public bodies work together and take preventative approaches to tackle some of our most challenging issues.

DRIVE is a programme which targets perpetrators of domestic abuse – an area which has traditionally had less focus. It has been piloted in five Police Force areas across Wales including South Wales. It has seen a 30% reduction in domestic abuse offending 88% reduction of sexual abuse, 82% reduction in physical abuse, 75% reduction in stalking and harassment and 73% reduction in controlling behaviour. It costs £2,400 per offender.

Involving different groups in communities to shape services, through involvement and co-production, enables public bodies to build a better understanding of people's vulnerabilities and ability to access services.

Culture and language can help people feel safe and involved, and supporting opportunities for increased local ownership in communities can provide a safer and more welcoming local environment.

Studies show that easily accessible and safe green and blue spaces can reduce levels of violence and certain types of crime, such as assault, robbery and burglary. This is due to increased surveillance in vegetated spaces and the therapeutic effects of vegetated landscapes.

Public Health Wales, working with [Natural Resources Wales](#), published '[Creating Healthier Places and Spaces for our current and future generations](#)', a helpful guide intended to support Public Services Boards, public bodies, organisations and individuals take forward actions that address and enhance the health and well-being opportunities afforded by the natural and built environment.



In the [Brecon Beacons National Park](#), the 'Shape My Brecon Beacons' [guide](#) and toolkit are aimed at helping people/communities play a part in shaping the places that matter to them, giving tools and ideas to explore, change and improve towns, villages or neighbourhoods in the national park.

Welsh Government should support public bodies to work better together to plan, prepare and shift their activity and resources towards prevention. Public bodies and Public Services Boards should be using the relationships they have developed to do this, helping tackle crime and antisocial behaviour in their areas.



Ensure everyone has access to key services

What future generations need

To be attractive, viable and cohesive, communities need to have good access to quality services in housing, health, transport, education, social care, local business, the environment and cultural activities.

Where we are now

Access to key well-being services in communities is unequal across Wales

According to the [2018-19 National Survey for Wales](#), 80% of people were satisfied they were able to get to or access the services they need. They were [least satisfied](#) with their ability to access services like community centres, secondary schools, libraries and youth clubs.

As a result of the COVID-19 national household lockdown, there was a re-definition of key services. The services deemed necessary for day to day life during the pandemic were listed as:

- Health and social care
- Education and childcare (for key workers' children)
- Key public services
- National and local government
- Food and other necessary goods
- Public and national security
- Transport
- Utilities, communication and financial services



Some of the greatest necessary changes and restrictions have been placed on access to normal places of work/business, education, childcare, retail, hospitality and leisure pursuits. There are considerable differences between lockdown experiences in rural and urban areas of Wales.

The COVID-19 crisis has shown what can be achieved when public bodies work closely with community help initiatives in their areas, particularly in relation to vulnerable and isolated people, and this should continue beyond the pandemic to help connect Wales' communities

Communities themselves have played a substantial role in delivering what would previously have been regarded as key services. For example, help for the most vulnerable, volunteering in hospitals and online support for education, mental health, and culture and recreation.

After the pandemic, perhaps the time is right to re-examine what is meant by key services and to build those upon a place-based understanding of need, and not a generic model of one size fits all in Wales. Customisation of the delivery of those services, could, for example, re-look at the [transfer of some local authority assets to local community groups](#).

In terms of delivery in communities, it is positive to see examples such as the Strong Communities Grant Fund in the [Vale of Glamorgan](#), which has committed over £400,000 to a range of community projects, including community centres, a local cinema club and heritage projects, that align with the council's '[Reshaping Services Programme](#)' and Well-being of Future Generations Act.

However, despite examples like these, ensuring everyone has equal access to key, everyday services remains a challenge. For example, the Equality and Human Rights Commission [highlighted](#) half of the railway stations in Wales are not fully accessible to disabled people, with 34% having no access for wheelchair users. With two-thirds of single pensioners in Wales having no car, this leaves them vulnerable to not being able to access key services, particularly in rural areas.

With two-thirds of single pensioners in Wales having no car, this leaves them vulnerable to not being able to access key services, particularly in rural areas.

Elsewhere local authority cuts to school transport have driven up reliance on car use, which may not be affordable for all families. Future planning will need to take these issues into account when considering new mobility models of the future. For example, the increase in cycle use, along with the rollout of electric scooters and Tuk Tuks, as seen in many towns and cities across Europe, may be welcome from a mobility, health and carbon reduction perspective. However, without significant planning and involvement from disabled people, this could potentially pose further problems in terms of exclusion.

I am encouraged by the number of objectives and steps set by public bodies that have a clear focus on involving people in improving access to key well-being services. For example:

[Hywel Dda University Health Board](#)'s objective to: 'Improve efficiency and quality of services through collaboration with people, communities and partners.'

[Velindre University NHS Trust](#)'s objective to: 'Bring communities and generations together through involvement in the planning and delivery of our services.'



Conwy Council's objective: 'People in Conwy contribute to their community. They are informed, included and listened to', with a step to: "work with communities, transport providers and other partners to undertake a fundamental review of transporting the public and access to services.'

Pembrokeshire Council's objective to 'Seek to create an efficient, cost-effective and modern council that is focused on working together to improve the lives of people in Pembrokeshire.'

To help address these challenges, Welsh Government should commit to introducing the 20 minute neighbourhood concept for all towns and cities in Wales, creating healthier, happier communities fit for a zero-carbon future. This means strong, well connected neighbourhoods where people live within a 20 minute walking distance of key everyday services, and prioritising mix-type development which combines housing, transport links, public services, workplaces and recreational facilities.

With regard to rural communities, austerity appears to have affected public services and community infrastructure. Audit Wales' report on '[Services for Rural Communities](#)' highlights: "the things that contribute to making their community a great place to live and work, coupled with the impact of public funding cuts and continuing economic uncertainty, have changed their communities in recent years, and not always for the better."

Of the citizens surveyed for the report, [43% expressed a view that council services had gotten worse in the last five years.](#)

Alongside this, the growth in online banking and mobile services has seen a reduction in banks and posts offices, with Powys seeing the largest reduction in Wales. The report also found that demographic changes are increasing pressure on already stretched public services such as social care, as demand for services increase.

Depopulation and an ageing society in remoter rural areas are also resulting in local services becoming less viable. The demography of rural Wales, and, in particular, the growing number of older people, has implications for the future of public service provision, for example, increasing demand on social care and housing services. Between 2012 and 2016 all nine primarily rural councils had seen [a reduction in the number of people aged under 18 and an increase in the number of people aged over 65.](#)

While all rural areas will see the number of households in their area increase by 2035, eight of the nine primarily rural authorities will see new household formation at [levels lower than the Welsh average.](#) This is having a knock-on effect on the ability of public services to recruit to key roles within rural communities such as primary school teachers, planners, firefighters and Welsh-speaking carers.

Despite these challenges, Audit Wales found that there is little demonstration of how public bodies understand the diverse nature of their rural communities. For example, in the Well-being Assessments and Well-being Plans that mention rural matters, infrastructure is a common area for improvement. However, there are few specific actions or steps to improve infrastructure, such as actions to improve roads and cycleways, integrate public transport and extend broadband networks.



Welsh Government should support public bodies to deliver a more integrated approach to service delivery in rural areas. Public bodies should continue to build on the work they are doing and ensure they involve a wide range of people, organisations and service users in their communities to help inform and shape their services.

The COVID-19 crisis has highlighted the importance of digital technology. [Access to digital services can connect people](#) with their wider community, job opportunities, social events and directories for their local area, helping to reduce feelings of loneliness and isolation.

However, [13% of households in Wales do not have access to the internet](#), and we must ensure people, both in rural and urban areas, can not only access digital services but also have the skills to navigate an increasingly digital world.

To help ensure everyone in Wales has access to reliable digital and internet connectivity, Welsh Government should be working with businesses, voluntary organisations and communities to help achieve this.

The Community Facilities Programme and Community Hubs programme are supporting positive approaches in bringing communities together but needs to be aligned with the plans and objectives of public bodies and Public Services Boards

Welsh Government has committed to investing in improving community facilities through its [Community Facilities Programme](#). The programme provides investment to secure the long-term future of community facilities, recognises the importance of bringing communities together as a way of preventing problems, and contributes to several well-being objectives.

Good examples of how this fund is meeting wider objectives include:

- Activities designed to prevent loneliness and isolation
- Night shelter provision for the homeless
- Youth activities combatting anti-social behaviour

However, while the programme clearly contributes to several well-being goals, there is a disconnect to local objectives set by public bodies in the respective areas the grants are being awarded. There is also [currently no requirement for applications](#) to demonstrate how their proposals will contribute to meeting local well-being objectives and plans. This needs to be joined up so that Welsh Government funding is clearly supporting the delivery of local as well as national objectives and goals.



The more recent [£15m Community Hubs programme in Wales](#), funded through the Infrastructure Fund, is a good example of a joined-up approach from Welsh Government to making capital investment decisions which support community well-being. It will provide an additional 21 community hubs and learning centres supporting innovative, radical new approaches to supporting children and bringing communities together.

There are some promising examples across Wales of the programme prompting integration amongst services. For example, [the Valleys Taskforce is helping facilitate a joined-up approach using community hubs to develop a new generation of health and care centres](#); expanding them further to develop new models of community learning, childcare provision, parenting support, family learning and community access to facilities built around the school day.

Healthcare services, community learning, childcare and even post offices are being brought under one roof in areas across Wales, demonstrating a significant step forward in moving towards a system which has the physical infrastructure to focus on wider well-being.

While these programmes are important opportunities to improve community cohesion, Welsh Government should ensure they are connected and aligned with the delivery of plans and well-being objectives of public bodies and Public Services Boards in each area, and are not delivered in isolation.

The socio-economic duty is an opportunity to reduce inequalities in Wales and should align with the Well-being of Future Generations Act

The socio-economic duty in Wales provides an opportunity to help safeguard equality and human rights in Wales and ensure public bodies put tackling inequality at the heart of strategic decision making.

It will require specified public bodies, when making strategic decisions such as ‘deciding priorities and setting objectives’, to consider how their decisions might help reduce the inequalities associated with socio-economic disadvantage.

Again, this development is encouraging; however, Welsh Government should ensure it is aligned, both in principle and in practical terms, with the Well-being of Future Generations Act. When setting well-being objectives and steps intended to address socio-economic disadvantage, I recommend public bodies set objectives that will both meet this duty and contribute to a wider set of well-being goals.

More public bodies are recognising that access to green and blue spaces can have a positive influence on community health and well-being

We know [access to green and blue spaces can have a positive influence on people's health](#), and everyone in Wales should be able to live in a healthy, wildlife-rich natural world, having a voice in helping shape how they can access and use outdoor spaces.

The National Survey for Wales 2018-19 shows that greenspaces are readily accessible for most people in Wales, and the perceived quality of these spaces appears to be stable.



However, recent data from the Green Space Index suggested that over 236,000 people in Wales do not live within a ten-minute walk of greenspace. Furthermore, many people are not reaping the benefits of spending time together outdoors in their community.

Public bodies and Public Services Boards are recognising the important role high-quality greenspace plays in people's health and well-being.

[Newport Public Service Board](#), for example, have a well-being objective which states:

'Newport has healthy, safe and resilient environments', with steps including:
'Newport has a clean and safe environment for people to use and enjoy; improve air quality across the city; communities are resilient to climate change.'

From this, a 'Green and Safe Community Engagement Officer' was funded to facilitate delivery of the objective which has significantly contributed to progress, with all partners working together to shape a Newport wide vision called the 'Newport Green and Safe Offer'.

It is also encouraging to see public bodies and Public Services Boards making the links between volunteering and the natural environment. For example:

In [Snowdonia National Park](#) volunteers engage on a number of different activities linked to their promotion of the Welsh language.

In 2017-18, [Powys Council](#) had a [team of 102 volunteers](#) who clocked up 2,348 volunteer hours to deliver works such as building new bridges, installing gates and vegetation clearance.

In [Pembrokeshire Coast National Park](#), the Well-being of Future Generations Act was a major influence in project planning and design of the '[Pathways Project](#)', which targets those who are new to volunteering and have barriers to engaging in regular activity outdoors—particularly younger and older people and those experiencing mental health issues.

[Park run](#) is a fantastic example of people in communities coming together, across the UK, in parkland surroundings. The weekly 5km runs are free, open to everyone, and safe and easy to take part in.



Some public bodies are making the connections between their core duties and benefits to health, cohesion and wider well-being from initiatives such as parkrun. In Cardiff, [South Wales Police have worked with parkrun](#) to identify issues of harassment affecting women, and a GP cluster has been working with parkrun to deliver the first health-led parkrun in Wales, as part of a social prescribing initiative, demonstrating a real community effort with doctors, nurses and reception/managerial staff involved.



It is encouraging to see the importance of the natural environment recognised. However, there is still a long way to go in getting more people in Wales outdoors, using and enjoying their local surroundings, helping them connect to nature and discover the history of their communities.

With the nature, climate and public health crises we face, this is an area I expect to see Welsh Government, public bodies and Public Services Boards doing more to accelerate the change we need to see. A good starting point to do this, in a way which maximises the benefits to community cohesion, would be to set standards to ensure people can [access green and blue spaces within 300 metres of their homes](#).

Please see the section on 'A Resilient Wales' in Chapter 3 for more information.

Value the role and potential community anchor organisations can play in building cohesive communities

What future generations need

Cohesive communities need to have strong anchor organisations, such as development trusts, co-operatives, housing associations and town or community councils, who understand the local area and have a long-term commitment to it. Organisations like these play a fundamental role in listening to the needs and views of local people, championing and advocating on their behalf, working across sectors, and providing key services and activities.

A strong foundational economy also has a key role to play in supporting economic development in communities that delivers well-being in its widest sense, helping address long-term challenges such as persistent poverty, poor health and improving the life chances for everyone.

Where we are now

Every community in Wales has its key anchor organisations, and their role should be better recognised and valued by public bodies and Public Services Boards

There are many community and voluntary sector groups across Wales improving well-being in their areas. Many have a good track record of:

- Bringing in outside investment
- Providing support and training to businesses and community groups
- Targeting resources to meet local needs
- Adopting a place-making approach because they often see things in an integrated way
- Demonstrating good involvement and collaboration
- Taking innovative approaches

However, these organisations have told me the work they do is not always fully appreciated by public bodies, and they are frustrated with their ability to secure long-term funding and work as partners on an equal, trusted basis.



This is consistent with my analysis of well-being objectives. While some public bodies and Public Services Boards do recognise the important role of the voluntary sector (and volunteers themselves) as an asset within communities to help deliver services, there is little mention or recognition of ‘community anchor organisations’.

There have been positive developments from Welsh Government in recognising and supporting the contribution that inclusive local economies can make towards a number of the well-being goals

Wales needs an approach to economic development that delivers well-being in its widest sense and helps address long-term challenges such as persistent poverty, poor health, and improving the life chances for everyone.

The foundational economy has a key role to play in supporting this. It is about the basic goods and services on which every citizen relies and which keep us safe. For example, health and care services, food, housing, energy, construction, tourism and retailers on the high street are all examples. They are industries and firms that are there because people are there. They usually have ties which include local ownership and/or management, a regional supply chain, local labour and a local customer base.

They can help retain and re-circulate wealth in an area. For example, [research by the Federation of Small Businesses \(FSB\)](#), found that when local authorities spend money with small firms, the local economy benefits by an average of 58%, as the investment stays in the community and is recycled for wider economic and social benefits.

It is encouraging that Welsh Government have prioritised this area for investment with their [£4.5m Foundation Economy Challenge Fund](#), supporting businesses and organisations operating within the foundational economy. I am encouraged to see the number and variety of projects that have been funded across Wales.

For example:

£100,000 to [Cwmni Cymunedol Bro Ffestiniog](#) in North Wales to support community businesses to work with three social enterprises to develop plans in community tourism, renewable energy and digital media content. A new consultancy service for the foundational economy will also be established.

£100,000 to [Carmarthenshire County Council](#) to increase the number of local or regional food businesses supplying the public sector in the area.

£99,920 to the [Bevan Foundation](#) for work in the South Wales Valleys for a community regeneration think tank, in partnership with the Wales TUC, to help increase fair work in foundational sector businesses.

£65,000 to the [Cadenza](#) partnership to adapt an online approach for providing consistent, easy to use social prescribing records and opportunities.

Thriving high streets are a crucial part of inclusive, vibrant communities.

Examples like Crickhowell and Treorchy (named UK High Street of the Year in 2018 and 2019 respectively), show us what's possible when local communities are empowered.



Treorchy (Rhondda Cynon Taf) is a fantastic example of how we can do things in Wales, [winning UK's best high street of 2019](#), ahead of 39 other shortlisted streets. There are now 120 members of the chamber of trade, compared with 30 in 2018, and between 25 and 30 new businesses have opened in the past couple of years with occupancy at 96%.

There are also good examples of social enterprises which are both well engaged in their communities and active in the foundational economy.

[ELITE Paper Solutions](#), based in Merthyr Tydfil, helps organisations across Wales reduce their carbon footprint through effective recycling of confidential waste. The social enterprise was launched in 2015 with the aim of creating paid employment or work opportunities for people with disabilities and at a disadvantage.

Founded in 2015, [Creating Enterprise](#) is an award-winning building and maintenance social business based in north Wales. A wholly-owned subsidiary of Cartrefi Conwy Housing Association, 100% of its commercial profits are reinvested into employment initiatives via its employment academy, which creates volunteering, training and employment opportunities for social housing tenants.

Swansea-based organisation [Down to Earth](#) has been delivering training and development programmes for over 14 years. It is fast gaining a reputation as an example of best practice for working with people living in challenging circumstances via nature, sustainable construction and the outdoors.

Refer to the paragraph 'support inclusive local economies' in 'A Prosperous Wales' section of Chapter 3 for more information on the role of the foundational economy and my recommendations.

Public bodies are not always clearly making the links between prosperity and 'fair work' in their objectives and steps

Everyone who works needs to be able to have an adequate standard of living, safe and healthy working conditions, fair wages, time to rest, and the opportunity to take part in public life.

While public bodies are focussing on employment and economic growth in their areas, few are making the links to 'fair work' in their objectives and steps.

The Social Partnership Bill and Socio-Economic Duty in Wales are important developments to put Wales' social partnership approach in statute and ensure public bodies put tackling inequality at the heart of their strategic decision making.

Refer to the paragraph on 'ensure people can secure decent, fair work' in the 'Prosperous Wales' section in Chapter 3 for more information and my recommendations.



Your Voice

In engaging with over 5,000 people, the views here are representative of the key issues which have been shared with my office in forming this report

"We would like to ensure digital services are accessible to all and exploit the benefits of the digital economy whilst ensuring people are equipped to protect themselves from online exploitation."
(Our Future Wales Response, Neath Port Talbot Public Services Board)

"Due to access in the valley that I live... there is lots of commuting and this impacts on the time people get to spend locally. Family members/neighbours that are vulnerable end up with less support from local people resulting in loneliness."
(Our Future Wales conversation, Ebbw Vale)

"I would like to see us embracing diversity and change, a more involved sense of community as society becomes more individualistic. A society where discrimination based on gender, ethnicity, sexual orientation is lessened as more people are aware of these issues equally, poverty, and its detrimental effects on developing adults (encourages anti-social behavior), this often leads to a life of crime, bullying, drug use etc is lessened. A more politically-active society (voting age becomes 16)."
People's Platform

"A kind of poverty results from the closure of local post offices, schools and libraries."
(Our Future Wales conversation, Bangor)

"We need to ensure all sectors in community, especially the public statutory bodies, work collaboratively and corporately to promote, enhance and facilitate communities sensitive and friendly to age. It must be across all areas – social, environmental, economic and cultural."
(Our Future Wales conversation, Bangor)

"We are concerned about the future of those buildings being there and accessible for future generations to access, enjoy and retain for their future generations. Equally, we are concerned about the current trend of worsening building conditions which are already impacting on the quality and accessibility of the cultural and sport programmes delivered."
(Our Future Wales Response, Community Leisure UK)



A Wales of Cohesive Communities

Recommendations for Welsh Government

Key Recommendation

Welsh Government should seek to adopt a placemaking approach for community programmes, facilities and services aligned to the placemaking principles contained within Planning Policy Wales.

Policy Recommendations

Welsh Government should:

- Support the establishment of two or three pilot landscape-scale, community stewardship projects, building on the lessons learned from the Skyline project. (Also a recommendation in CH3: A Resilient Wales)
- Ensure everyone in Wales has access to reliable digital and internet connectivity; and work with business and voluntary organisations to help achieve this.
- Ensure its loneliness strategy is identifying how it can make a contributing to meet its well-being objectives and Wales' well-being goals.
- Support public bodies to work better together to plan, prepare and shift their activity and resources towards prevention; to help tackle crime and anti-social behaviour.
- Support public bodies to deliver a more integrated approach to service delivery in rural areas.
- Require applications for the community facilities programme to demonstrate how they will contribute to local well-being objectives.
- Ensure the socio-economic duty aligns to The Well-being of Future Generations (Wales) Act 2015. (Also a recommendation in CH3: A Prosperous Wales)
- Set standards to ensure people can access biodiverse green spaces within 300 metres of their home. (Also a recommendation in CH3: A Resilient Wales)
- Commit to introducing the 20 minute neighbourhood concept for all towns and cities in Wales; creating healthier, happier communities fit for a zero-carbon future. This means strong, well connected neighbourhoods where people live within a 20 minute walking distance of key everyday services, and prioritising mix-type development which combines housing, transport links, public services, workplaces and recreational facilities.



A Wales of Cohesive Communities

Recommendations for Welsh Government

Process Recommendations

In their day to day actions Welsh Government should **stop**:

- Funding fragmented programmes that expect results within short term timescales.
- Focusing on perceived weaknesses in communities and ignoring their strengths.
- Considering community ownership and management of assets as only possible when public bodies can no longer afford them.
- Working in silos and isolation; failing to see the connections across government departments in order to support communities.

In their day to day actions Welsh Government should **start**:

- Analysing the provision of and access to nature by socio-economic disadvantage, particularly in respect of funding programmes. (Also a recommendation in Chapter 3: A Resilient Wales).
- Taking 'placebased' approaches in communities.
- Creating the conditions to help communities do what matters to them.
- Take partnership working beyond 'dealing with' problems in communities towards preventing problems in communities.



A Wales of Cohesive Communities

Advice on setting well-being objectives for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Please refer to the chapter on Setting Good Well-being Objectives, but in setting their objectives specifically in relation to this goal all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Clearly demonstrate the connections between their well-being objectives and steps on community cohesion, and other areas such as tackling inequality and poverty, the natural environment, fair work, skills, health and well-being.
- Clearly set out how you understand the definition of the goal: 'A Wales of Cohesive Communities'.
- Align their action and reporting on this goal with your commitment under the socio-economic duty, to ensure their well-being objectives are addressing socio-economic disadvantages.

In setting their steps, public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should focus in the following areas and should:

- Enable people to be active in their communities by creating the conditions where they can do the things that matter to them.
- Support communities to be well connected and a place where people feel safe.
- Enable good access to key well-being services.
- Value the role and potential of community anchor organisations can play in building cohesive communities.



A Wales of Cohesive Communities

Recommendations for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Process Recommendations

In their day to day actions they should **stop**:

- Planning and investing in siloes without clearly applying the principles of placemaking as set out in Planning Policy Wales.

In their day to day actions they should **start**:

- Applying the steps and actions set out in my 'Journey to Involvement'.
- Building on their focus on communities, demonstrating collaboration, innovation, transparency and local ownership; particularly in light of the Local Government and Elections (Wales) Bill, intended to reform and strengthen local government.
- Embedding a culture of meaningful citizen and stakeholder involvement; as well as making more explicit links with the voluntary sector and town and community councils - both as a voice and delivery partner.
- Supporting and working with community leaders, activists, entrepreneurs and volunteers in the delivery of well-being objectives.
- Recognising that community stewardship of land offers a significant opportunity to deliver on the promise of green growth – to enhance social, environmental, and economic well-being.
- To collaborate with town and community councils and voluntary organisations to set and deliver local well-being objectives and steps.
- Building on their work to help tackle loneliness and isolation and mainstream approaches like these within their service delivery. This requires taking a longer-term, preventative approach.
- Using the relationships they have developed to work better together to plan, prepare and shift their activity and resources towards prevention; to help tackle crime and anti-social behaviour.



Process Recommendations (continued)

In their day to day actions they should start:

- Continue to build on the work they are doing and ensure they involve a wide range of people, organisations and service users in their communities to help inform and shape their services.
- Connecting the Community Hubs programme to the delivery of plans and well-being objectives in their areas.
- To support the long-term development of the Community Facilities Programme in a way which supports their own local well-being objectives and national well-being goals.
- To work with key partners to set standards to ensure people can access green space within 300 metres of their home.





A More Equal Wales

Equality is everyone's issue. Despite progress in some areas, such as increases in employment, a narrowing of educational attainment gaps for some, and an increase in levels of political participation, we still see levels of inequality that are frankly unacceptable in the 21st century. There is a lot still to do in Wales to ensure everyone is free from discrimination and can enjoy their basic human rights.

This chapter focuses on how key challenges affect certain groups (those listed in the Equality Act 2010) but also recognises intersectionality which is understanding the way in which characteristics such as gender, race or disability can interact and increase disadvantage in specific situations.

This chapter also aims to reinforce the importance of an equity model, which is explained in Chwarae Teg's report '[Deeds not Words](#)' as "the quality of being fair, which can require treatment that is not the same in order to ensure a fair outcome for all. This approach recognises that there are structural inequalities that could prevent people from participating in the first place and therefore action may be required to tackle these inequalities so that people are able to compete equally".



"A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio-economic circumstances)."

The Well-being of Future Generations Act (2015)

"I speak not for myself but for those without voice... those who have fought for their rights... their right to live in peace, their right to be treated with dignity, their right to equality of opportunity, their right to be educated."

Malala Yousafzai

"The rich are getting richer, the poor are struggling to make ends meet and we have a huge social divide... There are decent, hardworking people who deserve better than this. We need more equality: gender, colour, ethnicity. All are to be treated with equality, and that's right."

People's Platform



Vision for a more equal Wales in 2050

“Diversity is a resource, not a drain”

Rocio Cifuentes, Ethnic Minorities
and Youth Support Team

**“Together we can help create a world
where all individuals, regardless of who
they are or what challenges they face,
have a fair and just opportunity to be as
healthy and free as possible.”**

People’s Platform

My vision of a more equal Wales is that everyone in Wales will have a fair chance in life to prosper and thrive, regardless of their background or circumstances.

People will enjoy flexible and fair work that is future-proofed for the global economy, lifting people out of poverty and enabling them to reach their potential. Intergenerational poverty will be a thing of the past and our salaries will no longer be seen as a measure of our value. (*A Prosperous Wales*)

Schools will teach us skills for life, and we will spend more time being creative and learning transferrable skills. Schools will have also addressed entrenched inequalities through prevention programmes and addressing existing attainment gaps. Technology will be accessed by all and will free up more time for us to do the things we enjoy. People will be empowered by a sense of purpose to do the things that matter to them, employers will value life-long learning and there will be equality of access to all careers. (*A Prosperous Wales* and *A Wales of Cohesive Communities*)

According to the Global Gender Gap Report, [Iceland](#) is the most gender-equal country in the world for the 11th time in a row, having closed almost 88% of its overall gender gap.

[Rwanda](#) is [one of the world leaders in gender equality](#). At 86% it has one of the highest rates of female labour force participation in the world and women earn 88 cents for every dollar that men do (which is high in comparison to other countries).

British rapper Stormzy set up two scholarships to support Black British students to study at [Cambridge University](#); and funded the tuition fees and living expenses of a further two students. Since this started, the University have stated that they have “seen an increase in the number of Black students engage in its outreach activities and enquire about courses” thus leading to an increase in the number of applications. For the first time, Cambridge’s total number of Black students entering as undergraduates is over 200.

Karlie Kloss is a female role model who encourages young women to pursue careers in technology fields through her Kode with Klossy programme, and Professor Sue Black OBE founded #techmums which equips women with the digital skills they need to navigate the workplace of the future.

[Denmark](#) have pioneered the Forest School movement, where staff and children spend their time outdoors, usually in woodland, and the emphasis is on playing with found objects rather than commercial toys. Supporters of the movement say it improves physical coordination, mental well-being and encourages children to be self-reliant.



The role of natural resources in supporting a more equal Wales will be recognised across society, including the importance of equitable access to quality open space and environments to live in, and education that integrates eco and nature literacy. Our communities will have more access to green space and will feel more connected to the environment, with people feeling empowered to improve their own health and wellness and experiencing reduced pollution. (A Wales of Cohesive Communities and A Resilient Wales)

We will have replaced our traditional health service with a national wellness system, which will have supported people to stay well and will have significantly reduced health inequalities, including through ensuring equal access to services and finding ways to tackle barriers that particular groups face. Technology will help to keep people healthier for longer and advancement in genomics will help us predict and prevent illnesses before they occur. (A Healthier Wales)

Our transport system will be integrated, flexible and multi-modal. It will be fully accessible and affordable for all, whilst being zero-carbon. We will spend less of our time commuting to work and we will be able to spend more time with our families or doing the things we enjoy. Technologies will provide the opportunity for everyone to be connected, with a particular focus on people who experience disability. (A Wales of Cohesive Communities)

Wilderness on Wheels is an organisation in [Colorado](#) that helps children and adults with disabilities have experiences like everyone else does, including outdoor activities. It helps people of all abilities get access to nature and outdoor activities, including camping, hiking, and fishing.

[Black Thrive](#) is an organisation that aims to end the stigma associated with mental health and address mental health inequalities experienced by [Lambeth's](#) Black communities.

In [Chile](#), one in five mothers has postpartum depression and poorer mothers are three times more likely to experience health problems after giving birth. In response, a mental health screening programme has been developed, the first of its kind in South America, and now 96% of new mums receive screening.

In 2015, Prime Minister [Justin Trudeau](#) formed the first gender-balanced cabinet in [Canada's](#) history and put the country at fifth place in the work in terms of percentage of women in ministerial positions. When reporters asked Trudeau about why gender parity was important to him, he retorted: "Because it's 2015."

"I know I'm visibly different. I don't have the privilege to hide my identity. I'm BLACK & my name is Magid. I don't intend to try fit in. Get used to it!"

Magid Magid, a Somali-British activist who was elected as Sheffield's youngest Lord Mayor. Magid, a Somali refugee who left Somalia at the age of 5, discusses the barriers he faced to become Sheffield's mayor and a Green Party MEP.



Our decision makers will be like the people they represent. Leaders at all levels will be diverse in terms of gender, ethnicity, gender orientation, disability and age. This will have the knock-on effect of a greater interest and engagement in politics and will rebuild trust in leaders.

People will be valued and offered opportunities to fulfil themselves across their life course. Cultural diversity will be viewed and used as an asset, and cultural opportunities will be available to all, including as a means to keeping well and dealing with trauma. (Cohesive Communities) (Vibrant Culture and Thriving Welsh Language)

My contribution to this vision is outlined through my work on my areas of focus and set out in detail in Chapter 6.



[Reykjavik, Iceland](#) was judged to be the best place in the world to live for LGBT+ people, in a Well-being Index created by Fitbit, on the basis of its 'full legal equality as well as strong representation in parliament and the media.'

[Cincinnati](#) in the United States is showing citizens how government policies affect where they live. The CincyInsights portal allows users to track public spending, business activity, ambulance calls, and services relevant to their neighbourhood including rubbish collections. The platform has significantly increased the use of and demand for public data, as well as improved public services. Its heroin dashboard played a key role in helping medical officials combat the city's opioid crisis.

[Tonic](#) is a [London-based organisation](#) that supports theatre and the arts to achieve greater gender equality, diversity and inclusion.

In [Canada](#), '[Blueprint for Life](#)' uses the positive aspects of Hip Hop to work with at-risk young people to help connect and express themselves, and to deal with trauma.

[Japan](#) has a rapidly ageing population, with 28% of people over 65 (the highest in the world), many of whom are socially isolated. The town of Taketoyo has set up 'salons' around the community to provide opportunities for physical exercise and social activities such as poetry writing.

[Atlanta](#) in the United States has an aging population and is building a town to offer them a healthy home in old age. It is planned to include art spaces, regular public events, seasonal markets and a 25-acre organic farm.



"Joining the Future Leadership Academy is a honour and I feel so humble to have this opportunity. I want to develop leadership skills and learn from others. I am Severely Sight Impaired and this often affects my confidence in Employment. I feel I am breaking down my own barriers and taking ownership of what my needs are. I recently attended a Learning Event in Berlin with the Welsh and German Government. This was one of my biggest career opportunities and I am so grateful to the Future Generations Team for all the support they have provided."

Kirsty James, Future Generations
Leadership Academy



People's perception of progress towards this goal

I would like to say thank you to the following for their contribution to my work on this goal

I would like to thank the [Equality and Human Rights Commission](#) in particular for working with my team on the 'Journey to a more equal Wales' (the structure closely relates to their report '[Is Wales Fairer? 2018](#)' and for supporting the draft of this section. I would also like to thank [Race Alliance Wales](#) for the meetings they have had with my team, and the ideas and comments they have fed into the drafting process, and thanks also to the other organisations and stakeholders who have provided comments and ideas.



Helen Green, Goal Convenor for a more equal Wales from the Centre for Equality and Human Rights at Public Health Wales

Listening to what people think and believe is an important part of involvement. That is why, in this section, I want to give a flavour of what people have told me, since the beginning of my term and in relation to this report.

Equality issues were a consistent thread through much of the feedback I've received in drafting this report. It is clear to me that people think that the levels of inequality they see in their communities are not acceptable and they are worried about the impact these will have on future generations. Since seeking feedback, these concerns have increased in the context of the impact of the COVID-19 pandemic.

Feedback included:

- There are widespread concerns about inequality and the impact of austerity on services across Wales
- Not everyone feels represented by the organisations that serve them, and the change that is needed should start at the top of organisations
- A more open and transparent culture in organisations would help people gain employment opportunities
- Services in urban and rural areas are perceived to not be equal, and people living in rural areas often feel they're being left behind
- There are concerns that Brexit has escalated discrimination and racism
- People feel inequality in education is growing
- Education and awareness raising of equality issues can help reduce discrimination
- People feel public transport should be more affordable, so that people have equal opportunities to travel for work and leisure



Challenges and opportunities for change

Whilst there has been significant progress in some areas of life over recent decades, the fact remains that our society in the 21st century is far less equal than it should be.

“Deepening poverty in Wales is leading to an even starker gap in the experiences and opportunities of people born into different socio-economic backgrounds. Our findings show that this gap has widened in particular for women, disabled people, and some ethnic minority groups. Men born in the most deprived areas of Wales have over eight years less life expectancy than those born in the least deprived areas; disabled people face an education attainment gap, and high levels of racism and violence against women are a reality for many. Unless these inequalities are addressed now, the disadvantage that too many people in Wales face could become entrenched for generations to come.”

June Milligan, Equality and
Human Rights Commission
Wales Commissioner

There is more work needed for public bodies to apply an equality lens to their well-being objectives and to align them with their equality objectives

Inequality in terms of socio-economic status as well as race, gender, disability, age, sexual orientation, religion and belief (often described as those with protected characteristics) intersects across every one of our national well-being goals. The links between poverty and a prosperous Wales, and people with protected characteristics are clear, with the relationship between work and poverty outlined below.

According to the Joseph Rowntree Foundation, the biggest driver of poverty is the educational attainment of children when they leave full time education, as this has a major impact on their chances of being employed in a job and earning enough to avoid poverty as adults. It is therefore positive that many well-being objectives relate to equality in terms educational opportunities regarding skills and reducing gaps in educational attainment. For example, “Reduce the impact of poverty on attainment for both vocational and non-vocational qualifications to provide equality of opportunity’.

Our education system has been fairly successful in reducing the gap in attainment between children from richer and poorer backgrounds, but children receiving free school meals are still substantially less likely to gain five or more good GCSEs than those who do not. Other sections in in this report (Skills and Adverse Childhood Experiences) also outline how our education system needs to develop to take into account the skills that are most likely to be needed in the future, and how public bodies should be making the connections between childhood adversities and poverty.



Tackling poverty and socio-economic disadvantage

What future generations need

“As long as poverty, injustice and gross inequality exist in the world, none of us can truly exist.”

Nelson Mandela

Poverty should be a thing of the past, not a thing of the future. Future generations should live in communities where poverty is minimal and decreasing, therefore enabling equality of opportunity and equality of outcome.

Where we are now

Patterns of poverty have not changed significantly over generations, and poverty therefore remains a key challenge for future generations

“Generational wealth...is the type of wealth, such as land, asset, homes, savings, that are passed from one generation to the next, and that help younger generations to achieve social mobility and improve upon the economic condition of their parents. It goes without saying that Black, Asian and minority ethnic communities, as recent migrants, often lack this generational wealth and are so more exposed to economic and social downturn, and thus less economically resilient, than their white counterparts.”

Race Alliance Wales

“For almost one in every two children to be poor in twenty-first century Britain is not just a disgrace, but a social calamity and an economic disaster, all rolled into one.”

UN Special Rapporteur on Extreme Poverty and Human Rights

“Unless we do the bright thing, unless we intellectually grow up, every last one of us, not just our leaders...and says how do you prevent the next generation of big issue vendors, how do you prevent the next generation of people who are going to break into your car, how do you prevent the next generation of people who are gunna take a knife to you in the streets because life so far has not been very kind to them...how do you prevent that person being created in this crucible of social neglect and social injustice? And the only way to do it is to do what Sophie Howe and her team are doing down here; the Well-being of Future Generations Act.”

John Bird, Founder of the Big Issue, speaking at my Annual Lecture 2018



“I believe the most important issue currently facing Wales is the issue on how we can break the cycle of the intergenerational transmission of poverty model... We cannot change the environment into which children are born, but we can assist them in coping with it more effectively, through building resilience.”

People's Platform

The root causes of poverty are complex, and all public bodies have an important role to play in tackling poverty and improving opportunities and outcomes for all groups. There is a strong correlation between poverty and many local services managed by public and third sector bodies, including housing, social services, education and health.

High levels of poverty exist across most Welsh communities, with poverty in Wales generally being [higher than in any other area of the UK for the past 20 years](#). It is clear that some groups are particularly affected by poverty. Welsh Government's report '[The Well-being of Wales: 2019](#)' outlines that children are the most likely to be in relative poverty (29% of children compared to 19% of pensioners). Additionally, over two fifths (42%) of those who are single parents were in material deprivation in 2018-19, and 3% of households said they had received food from a food bank in the last 12 months. Of those judged to be homeless and in priority need, just over a third are lone parents with dependent children. Single parent families fare less well in terms of a number of indicators and parental separation is also identified as adverse childhood experience (see the section on Adverse Childhood Experiences in Chapter 4); suggesting that for a number of reasons they are group which warrants particular attention from national and local policy.

From a [recent publication from the Bevan Foundation](#) there are some signs that poverty does not seem to be getting worse – in fact rates the overall poverty rate in Wales has reduced from 24% to 23%, with similar reductions to the child poverty rate (29% to 28%) and working-age adult poverty rate (23% to 22%).

However, this is set against a backdrop of a stubborn pattern of poverty that has not significantly changed over generations and too many children are trapped in intergenerational cycles of lifelong adversity and disadvantage.

Since 1994 (which is just over 25 years ago – the period of a generation) [poverty has only decreased slightly from 27% of the population to 24%](#). Other places with historically high levels of poverty, such as north-east England have seen a more marked decrease.

It is positive that Government are enacting the socio-economic duty, but many of the other levers to end poverty are not in place and it needs to align with the Well-being of Future Generations Act

“As many of our problems originate in Westminster (welfare reform in particular which has been cruel and killed many people), how can Welsh Government support the vulnerable and increase equality of opportunity when policies and resources from Westminster are set on destroying disabled people?”

Disability Wales Conference,
November 2019



Welsh Government is operating in a challenging international context, with uncertainty about the extent to which Brexit will affect Wales and our poorest communities, and the uncertain economic fallout from the COVID-19 pandemic.

Another key challenge for tackling poverty in Wales is the extent of devolution, as not of all the levers to alleviate poverty can be controlled by Welsh Government.

One of the most important issues is welfare reform, which whilst implemented by the UK Government, has had far-reaching impacts on our communities and families, including through increasing homelessness, rent arrears and household debt. [A report from the Bevan Foundation](#) set out that, although Universal Credit is not a devolved issue, the changes it brings have major implications for many devolved policies and services. Findings in the report include:

- Universal Credit could undermine Welsh Government strategies, policies and targets including those related to poverty/child poverty, affordable homes, prevention of homelessness, domestic abuse and the Well-being of Future Generations (Wales) Act.
- The negative impact of Universal Credit on well-being and mental health is becoming increasingly obvious: 'levels of sanctions under Universal Credit are much higher than under legacy benefits (leaving people with no money at all); disability payments are increasingly hard to access; and the conditionality requirements of Universal Credit can be extremely difficult for those with variable physical or mental health conditions.'

We should be proud that we have a strong statutory basis for tackling poverty and inequality in Wales, including the Equality Act 2010 and the Violence Against Women, Domestic Abuse and Sexual Violence (Wales) Act 2015.

Welsh Government's white paper on '[A More Equal Wales: Strengthening Social Partnership](#)', published in 2019, also seeks to strengthen social partnership arrangements, aiming for legislation to put Wales' approach in statute.

It is positive that Welsh Government are enacting Part 1, [Section 1 of the Equality Act 2010](#) – the Socio-economic Duty, which will require named public bodies, when making strategic decisions (such as deciding priorities and setting well-being objectives) to consider how their decisions might help to reduce the inequalities associated with socio-economic disadvantage. This has the potential to be an important lever to reduce poverty in Wales. It needs senior leaders in public bodies to change the way they think and focus their decisions on reducing socio-economic disadvantage and to fully apply the five ways of working set out in the Well-being of Future Generations Act. We need to work together to ensure successful implementation of the duty, as part of a strategic approach to ending poverty, ensuring that this does not impose another layer of process but instead its aspirations are embedded within the planning and reporting requirements already in place under the Well-being of Future Generations Act.



One of my areas of focus in the past three years has been monitoring and assessing Welsh Government's annual budget process. It is encouraging that in the development of the 2020-21 budget, Government engaged with the Equalities and Human Rights Commission to understand their Cumulative Impact Assessment approach, which they say is shaping their work on a [distributional impact assessment of tax and spending decisions](#). It is also positive that they are working with Chwarae Teg on a gender budgeting approach being taken forward as part of the Personal Learning Account pilot (supporting employed adults in low paid and low skilled work). This work is encouraging, and I hope that it continues to progress and becomes a mainstream part of the annual budget process.

Whilst Government is clearly committed to tackling poverty and is demonstrating this through actions such as enacting the socio-economic duty and some of their work on the budget process, action needs to be taken to apply the lens of poverty in relation to all of the well-being goals, if we are serious about ending poverty and creating a better Wales for future generations.

Consider the equality impact of future trends

My analysis shows that whilst public bodies are increasingly considering future trends in a way which was not happening before the Act came into force, they are not yet fully taking the step from understanding trends to responding to them

In terms of their equality objectives, public bodies have focused on reducing the gap in educational attainment within certain groups, and focused on the connections between equality, community cohesion and health inequalities.

However hardly any public bodies have set out how they have considered the actions they will take to address these inequalities taking account of future trends.

There are a number of future trends and scenarios which could have a positive or negative impact on inequality.



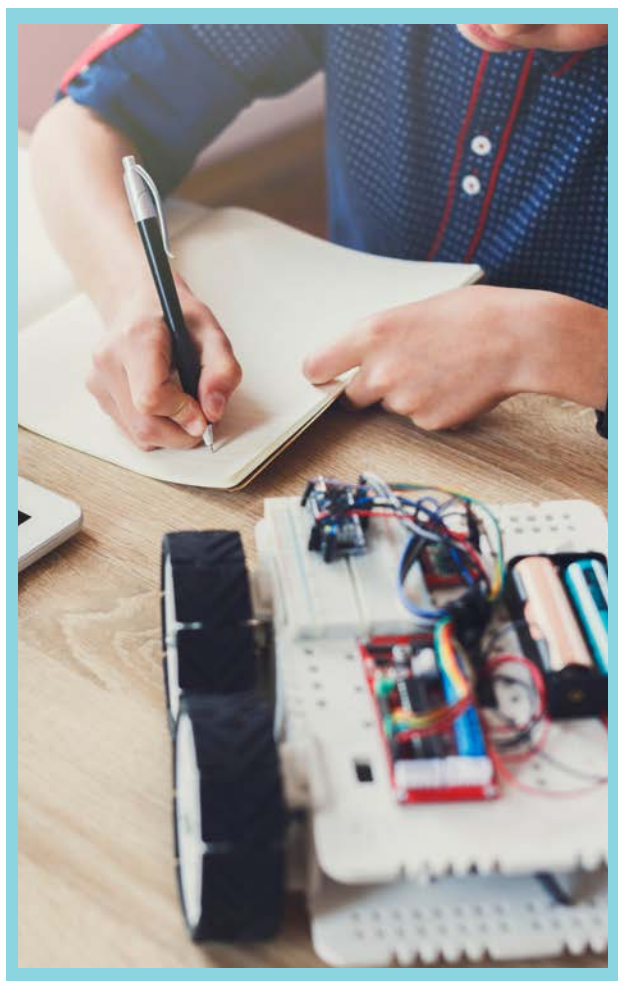
Public bodies should consider the impacts of the changing nature of work

Research suggests automation is likely to affect some groups and characteristics more than others resulting in further disadvantage to already economically-deprived places, communities and groups. [According to the World Economic Forum](#) the future of work will see a shift in demand away from office support positions, machine operators, and other low-skill professions - towards technology professionals such as 'computer engineers' and 'information communication technology specialists'. There is a significant risk that the lack of up-skilling opportunities will disproportionately affect the groups who are already disadvantaged today. For example, the World Economic Forum estimates that by 2026, 57% of the jobs that will have been displaced by technology would have been undertaken by women, and research in schools shows that students from poorer backgrounds have lower information communication technology usage and digital competencies.



As more and more public and private services and facilities are automated, there is a risk that programming itself inherits bias. This is perhaps initially from the profile of the workforce developing coding software and algorithms; or what starts as a relatively straightforward use of data over time amplifying bias as algorithms evolve. As [set out in a blog](#) about artificial intelligence and bias:

“Consider an algorithm used by judges in making sentencing decisions. It would obviously be improper to use race as one of the inputs to the algorithm. But what about a seemingly race-neutral input such as the number of prior arrests? Unfortunately, arrests are not race neutral: There is plenty of evidence indicating that African Americans are disproportionately targeted in policing. As a result, arrest record statistics are heavily shaped by race. That correlation could propagate in sentencing recommendations made by an artificial intelligence system that uses prior arrests as an input.”



There are some examples of countries that are taking a proactive approach to working with specific groups to ensure they have skills fit for the future World of work:

In [France](#), the [Grand Ecole du Numérique](#) is a multi-stakeholder initiative founded by the French Ministry for the Economy and Finance. This program recognises ICT skills training programs that meet inclusiveness and diversity criteria, which then become eligible to receive funding for up to 80% of their costs through a grant from the Grand Ecole. Some of their programmes are targeted directly at vulnerable populations, such as refugees and migrants.

In the [United States](#), [Disney's Code: Rosie](#) recruits and trains women in non-technical positions for software engineering roles, offering 12-month apprenticeships and mentoring schemes.

[Germany-based](#) software company 'SAP' has set a target – and is measuring progress toward it – of having 30% of leadership positions filled by women by 2022.

As set out in the [section on Skills in Chapter 5](#), it will be increasingly important for people to be given opportunities to develop skills that equip them to be part of the workforce of the future, and this is of particular importance for groups who are dis-advantaged today. Government and other public bodies need to make better connections between how different groups experience the world of work, the challenges and opportunities they face and how to support them to have the skills they need for the future.



Our ageing population

Many public bodies have well-being objectives around tackling loneliness and isolation in our older population, but relatively few public bodies are addressing what this might mean in terms of jobs and skills in their area. That is, how they will derive positive benefits from the potential for older people to work for longer, either formally or informally through volunteering, and the transfer of skills and experience. We need to enable people to stay in employment for longer, to support ageing well and to have a positive effect on the economy. Other countries with ageing populations are proactively keeping older people engaged in developing their skills and staying in employment.

[Singapore](#) is one of the most rapidly ageing societies in the world with a life expectancy of 83. Its government has invested significantly in life-long learning initiatives to boost society's human capital potential, as well as to promote people developing themselves and enhancing social integration.

Some [German](#) companies provide tailored contracts to experienced workers to work part time hours or work 'on call' and can receive mechanical assistance for elements of work they find challenging due to their age, for example with heavy lifting.

An ageing population is also likely to increase demand for care. Already a higher proportion of women in Wales provide unpaid care to an adult than in other parts of the UK. In 2011, 13.8% of women in Wales provided unpaid care to an adult relative, friend, neighbour or other person because of long-term physical or mental ill health or disability, or problems related to old age.

[The proportion of women who provide unpaid care increases steadily with age](#), peaking in women's 50s and early 60s when more than a quarter of women (26%) provide unpaid care.

With an ageing population this is likely to mean that a significant number of women will find themselves in the so called 'sandwich generation' where they are caring for children and older relatives at the same time. Time is limited, so if women have to spend more time on care work, they will not be able to work full-time hours to earn a wage. The higher wages that men tend to attract weights the decision about who should be the main carer and the main earner in one direction – though this is now beginning to change, with the deterioration in men's wages over time and the increasing proportion of men in part-time work. The household division of labour has long-term effects due to the cumulative nature of poverty risk. Gender roles and the household division of paid and unpaid work [affect employment trajectories, which in turn determine earnings and future pensions](#). Financial dependence – a situation in which women are more likely to find themselves – [increases the risk of future poverty, even if the household is not living in poverty at the time](#). This is because women in this situation are just a partner away from poverty, either through separation or if their partner loses his job.

“Estimates taken from official data suggest that in 2018 around 2.5% of the workforce in Wales was employed on a zero-hours contract. This is marginally higher than the UK average of 2.4%, but nevertheless accounts for an estimated 36,900 workers in Wales. They create insecurity for those involved and are located in particular sectors such as social care.”

[Fair Work Commission](#)

Alongside this, the vast majority of the social care workforce in Wales are also made up of women (83% in commissioned care providers and 87% in local authority regulated services).



The social care sector is recognised as a sector which requires significant attention in terms of meeting the Welsh definition of decent or fair work. This will undoubtedly be a difficult issue to address across the UK but if Welsh Government does not address it, Wales risks entering a perfect storm of increasing demand for care and increasing wage-inequality for women.

Public bodies should identify and mitigate the equality impacts of climate change

A significant obstacle to the use of Welsh is the lack of economic opportunities for people who live in areas with a high density of Welsh speakers. The impact of climate change is also likely to be felt unequally both in terms of its effects and in terms of actions to prevent and mitigate. At a global level, climate change disproportionately affects the poorest countries and citizens but this also becoming apparent in Wales. This means that young people often leave these areas to find work or are priced out of the local housing market.


[Climate scientists predict that both primary and secondary impacts of climate change](#) will collectively produce 140–200 million climate refugees by 2050. Already the United Nations Committee on Human Rights have set an international precedent in the case of Ioane Teitiota of Kiribati. He was originally refused asylum as a ‘climate refugee’ by New Zealand’s authorities and was subsequently deported. Whilst the Human Rights Committee did not rule this action unlawful they did set a global precedent in recognising the serious threat to the right to life that climate change poses on many communities globally. Furthermore, the Committee urged governments to consider the broader effects of climate change in future cases, essentially validating the concept of a ‘climate refugee’ outside the context of a natural disaster.

Not only does the potential for mass migration pose significant questions in terms of how states and governments are preparing, but it also presents wider challenges in terms of community cohesion. We are already seeing an increase in hate crime reported where race was judged to be a motivating factor.

Preparedness therefore goes beyond the practicalities of managing the system of migration towards Government and local public services taking further action to deal with both current problems and potential further increases.

Wales has felt the effects of climate change with widespread disruption and destruction caused by flooding. Whilst flooding itself does not discriminate its impact does, with those living in poverty less likely to have insurance to protect themselves against damage or spare cash to call on in the case of such an emergency as we have seen across parts of Wales in early 2020.

“People are being costed out of insurance. It is so astronomical. It is between £70 and £100 a month for home insurance.”

 Rhondda Cynon Taf
Councillor Heledd Fychan
speaking [after the floods in 2020](#)

Whilst it appears that there is increasing recognition of these challenges and attempts to make it easier for people to insure properties at risk of flooding (for example, through the Flood Reinsurance scheme), it is clear that for those already living in extreme poverty insurance cover is likely to take second place to feeding their families and heating their homes. And in the longer-term climate change and its impacts on food security could become a significant issue which would impact on those with the lowest income as demand and prices for food rise.



Alongside this, the cost of meeting flood damage for public services operating in areas of high deprivation will undoubtedly mean that funding will have to be diverted from investment in other key areas.

In some parts of Wales, like Fairbourne in Gwynedd, the effects of coastal erosion where whole communities are at risk of displacement are already displaying a socio-economic bias with properties for which a mortgage cannot be secured are instead being rented to low-income families who will in turn face the greatest risk of displacement (see the section on [Decarbonisation in Chapter 5](#)).

Policy solutions to tackle climate change also risk widening inequality if not considered carefully. For example, an approach to decreasing carbon emissions from transport focused on incentivising the purchase of electric vehicles, could further disadvantage those in socio-economic disadvantage who cannot afford to own a vehicle. For these groups, investments in public transport would be a much better option in terms of meeting the double aim of reducing the unequal access to mobility and reducing carbon emissions (see my report on [Transport Fit for the Future](#) and [evidence](#) to the M4 relief road Public Local Inquiry)

It is significant that the Government have set out a commitment to establishing a Climate Justice Commission but this should be taken forward without delay and further work should be undertaken with my office to understand and respond to future trends and scenarios and their potential impact on increasing or reducing inequality.

There are some good examples of public bodies considering poverty holistically, but more work needs to be done to develop thinking beyond well-the economic and social elements of poverty

It is encouraging that most public bodies and Public Services Boards explicitly talk about tackling poverty and inequality as part of many of their well-being objectives, and these issues are implied in relation to many more objectives. Most public bodies discuss poverty and equality in terms of socio-economic well-being, for example:

[Carmarthenshire County Council](#) has the objective 'Tackle poverty by doing all we can to prevent it, help people into work and improve the lives of those living in poverty', including steps focusing on early intervention programmes such as Flying Start, supporting people into employment and financial literacy.

[Cardiff City Council](#) has the objective 'Supporting people out of poverty' with steps focusing on the Living Wage, employment, mitigating the effects of Universal Credit, procurement and homelessness.

[Wrexham County Council](#) has the objective 'Help tackle poverty' including steps focusing on the poverty proofing of services, employment, housing and tackling fuel poverty.



© Climate Justice Collective



From my analysis of well-being objectives, it is clear that public bodies focus their consideration of equality in areas relating to education and work, community and health. Whilst these are important, there are further issues which warrant consideration if we are to address well-being holistically and ensure no one is left behind.

Public bodies also identify many connections between our poorest places and a Wales of cohesive communities. As set out in the section on [Housing in Chapter 5](#), there are strong links between the supply and quality of housing and poverty. Being able to afford a decent, secure home is a fundamental requirement, underpinning mental and physical health, relationships and access to education and work. [The poverty rate in Wales is far higher for social and private housing renters than for owner-occupiers.](#)

There are also links between poverty and safety – [according to Civitas](#) “...fear of crime also plagues the lives of the poor in a way that is unrecognisable to the affluent. The poor are more than twice as likely to fear burglary and rape – and three times as likely to fear attacks, robbery and car crime. This fear is justified, as there are three and a half times as many criminals living in the 20% most deprived areas as in the 20% least deprived areas”.

The section on a [Healthier Wales in Chapter 3](#), outlines the compelling relationship between poverty, inequalities and health outcomes. People on lower incomes are more likely to experience poor mental and physical health, and the stress of living on a low income can negatively impact health. The proportion of people in Wales who say they have no or only one close friend [is higher for those in lower-income groups than for better-off groups](#). Poverty also affects relationships: young people in the poorest 20% of the UK population are more likely to have poor relationships with their parents, and couples with low incomes report more difficulties in their relationships.

Public bodies could go further in this regard by explicitly making the connections to how certain groups experience poverty more than others. For example, the [Equality and Human Rights Commission state](#) that disabled people are more likely to live in poverty and experience severe material deprivation, and UK wide welfare reforms are having a disproportionately negative impact on women, disabled people, ethnic minorities and lone parents in Wales.

Public bodies could also do more to make the connections with other objectives that have been set such as those relating to adverse childhood experiences and ‘giving every child the best start in life’; as well as other statutory requirements for example in respect of the Violence Against Women Domestic Abuse and Sexual Violence Act where there are clear links to poverty and gender inequality.



There are some positive examples of public bodies and Public Services Boards who have well-being objective or steps that are more targeted to disadvantaged populations:

[Powys Teaching Health Board](#) have set an objective of 'Early help and support' with steps that include 'Start well: make the maximum positive impact on the first 1000 days of a child's life, focusing on preventing adverse childhood experiences; we will target resources towards disadvantaged families.'

[Carmarthenshire County Council](#) have an objective to 'Help to give every child the best start in life and improve their early life experiences'. Steps include 'Work together to reduce the number of children who suffer adverse childhood experiences. Focus on the most vulnerable families within the community. Identify and intervene where children may already be victims of abuse, neglect or living in an adverse environment.'

[Caerphilly Public Services Board](#) have the objective 'positive start - giving our future generations the best start to life.' This includes steps like 'There is a proven link between deprivation and poor health, poor educational attainment, low literacy and numeracy skills, low earnings and high unemployment. Being born into a deprived household can therefore directly affect the potential of that child'.

Whilst it is positive that there is such a clear focus on tackling poverty and inequality in well-being objectives, poverty is mostly linked to economic and social well-being, with missed opportunities to link poverty across all of the well-being goals for example decarbonisation and access to cultural opportunities.

“Our engagement work showed that thinking on equality and well-being is often organisationally ‘siloed’. Although the Well-being of Future Generations Act requires consideration of inequalities within the local well-being assessments, our review of well-being objectives and the steps to achieving these, shows that this could be strengthened. Integrating equality and well-being research information in the assessments will also help to draw out the structural dimensions of inequality needed for planning to address socio-economic inequalities, in both sets of duties. Data from such assessments could also inform strategic plans for VAWDASV and enhance cross-referral to the SSWB population needs assessment, and vice versa.”

Alison Parken, '[Improving Well-being and Equality Outcomes](#)'

For example, in terms of 'A Resilient Wales', evidence suggests there is a clear relationship between poverty and how people experience the benefits of the natural environment. People living in the most deprived communities are less likely to live near green spaces and will therefore have fewer opportunities to experience the wide-ranging benefits of the natural World. A [study in England](#) showed that people in the most deprived areas are ten times less likely to live in the greenest places, compared to richer people. 400 deaths a year are linked to [poor air quality in South Wales](#), and the effects of air pollution disproportionately [affect those in deprived areas](#).



Poverty relates to ‘A Wales of Vibrant Culture and Thriving Welsh Languages’. The exclusion that our poorer communities face mean they lose out in terms of experiencing culture – according to a [report to Welsh Government from Baroness Kay Andrews](#) “The things that enrich our lives and bring such pleasure – whether that is the visit to the theatre, cinema, or gallery or cinema etc remain out of reach to many.” Research showed that in 2013, 43% of adults in the ABC1 group (the professional, qualified and non-manual workers) in Wales participated in the arts compared with 29% of those in the C2DE group (the skilled, semi-skilled and unskilled manual workers and non-working people). Many of Wales best cultural assets, including Amgueddfa Cymru and Cadw monuments make efforts to open their doors to all, but still find it hard to attract young people from disadvantaged backgrounds.

There are also links between poverty and ‘A Globally Responsible Wales’. Many of our communities are proud of being outward looking and globally connected with a mentality of ‘global citizenship’, but the benefits of this don’t reach everyone. Many of our poorest communities voted to leave the European Union in the 2016 Referendum. Whilst the reasons for this are many-faceted, research from the Joseph Rowntree Foundation has shown that a lack of opportunity across the UK played a key part in the decision. They found that the poorest households, were much more likely to support leaving the EU than the wealthiest households; as were the unemployed, people in low-skilled and manual occupations - people who feel that their financial situation has worsened; and those with no qualifications.

There are, however, some public bodies who are demonstrating a more holistic consideration of equality across their well-being objectives. At the national level, programmes such as Arbed (which made energy efficiency improvements to homes in economically deprived communities) and improved energy efficiency standards, which tackle fuel poverty whilst also helping to reduce carbon emissions have made an important contribution to tackling poverty (alongside increasing incomes). New data on fuel poverty indicates a 14% percent reduction in the number of households in Wales that are fuel poor. The last time this data was collected was in [2008, when 26% of people were living in fuel poverty.](#)



Swansea Council have demonstrated a more integrated approach to considering the equality dimensions of their well-being objectives. They have set an objective of 'tackling poverty' but include relatively broad-ranging steps such as:

'Work with our health partners to ensure that, through our Early Years Strategy, children in their early years and at Foundation Phase achieve their expected language, emotional, social and cognitive development and are ready for learning and for school.'

'Support tackling climate change and help eradicate fuel poverty and boost economic development through the Arbed scheme and energy efficiency measures in social housing.'

'Provide art, culture and heritage opportunities in order to boost skills, confidence, self-esteem and aspiration.'

'Implement the Community Cohesion Delivery Plan to promote cohesive and inclusive communities in Swansea.'

It will be important for the new socio-economic duty to align with the process for setting, delivering and reporting on well-being objectives so that poverty can be considered through its widest lens. Public bodies should ensure that their well-being objectives enable them to tackle poverty in the context of all of the well-being goals and consider more collaborative and integrated approaches to tackling poverty across services, focusing on groups that face particular disadvantages.

Fair work – ensuring equal access to decent jobs, recognising everyone's value

What future generations need

Everyone should also have opportunities to enter, remain in and progress in employment. People in work should be ensured an adequate standard of living, safe and healthy working conditions, fair wages, time to rest, and the opportunity to take part in public life.

The world of work and the role of artificial intelligence and other technology is changing and we need to ensure that these changes reduce, rather than perpetuate, the inequalities that exist today. According to the World Economic Forum, 'with the decline of 'jobs for life', millennials expect to change roles and potentially companies throughout their careers, and they understand that this means there will be a need for continuous skills development.' Future generations will have different expectations of their jobs and careers, and we need to ensure employers are responding accordingly. Trade unions are a valuable asset in many ways including through standing up for the most disadvantaged people in workplaces and being a consistent voice for progress and equality at all levels.

Where we are now

"In my 35 years of work, I have seen so much blatant discrimination and...lost or missed opportunities for our society to really improve. Much of this country (particularly the public sector) appoints and promotes on 'academic prowess' not 'real skills or attributes' pertaining to a post."

People's Platform



Employment in Wales has risen in recent years, but there are still unacceptable inequalities for many groups of people

In Wales today, more people are in employment, with an increase in the proportion of women employed in high-paid occupations, and the gender pay-gap has narrowed.

Despite this, insecure employment has increased for those aged 16–24, the gender pay gap for full-time employees remains, non-disabled people in Wales are twice as likely as disabled people to be employed. Employees from ethnic minority groups [in Wales earn 7.5% less per hour \(on average\) than white British employees in Wales](#).

The data below shows how different groups experience the world of work. It should be noted that many of these characteristics intersect, leading to even greater disadvantage for some people.

Gender

Women continue to face [disadvantage in the workplace](#) and are more likely to be in insecure, poorly paid employment that offers little opportunity to progress.

Chwarae Teg's 'State of the Nation 2020' report sets out that 27.5% of women are economically inactive compared to 19.4% of men. [Caring responsibilities fall disproportionately on women](#) (they are the reason 28% of women are economically inactive, compared to 7.2% of men) and are usually unpaid.

There are multiple ways in which poverty and [a lack of economic autonomy for women intersects with and reinforces gender inequalities](#), which can place women in dependent relationships with men, creating a greater imbalance of power and making it harder for a woman to exit an abusive relationship.

Despite a small increase in the last year, the [gender pay-gap](#) has generally been narrowing. The gap was 14.5% in 2019, with significant variation across local authority areas in Wales (highest in Torfaen at 25.6% and lowest in Merthyr Tydfil at -10.7%)



Disability

Whilst the [employment rate](#) of disabled people in Wales increased to 49.2% in the year ending September 2019, disabled people in Wales are twice as likely to be unemployed as non-disabled people, and are nearly three times more likely to experience severe material deprivation than non-disabled people

There is a [disability pay gap](#) of 8.9% - the Equality and Human Rights Commission report that median hourly earnings were higher in 2016-17 for non-disabled (£10.67) than for disabled (£9.72) employees.

Living in a household where there is someone who is disabled continues to make relative [income poverty](#) more likely (for working age people and for children).

Ethnicity

“Black Asian and minority ethnic [people] don’t necessarily apply for jobs in the first place. [We] really NEED to emphasise equal opportunities and highlight good examples/people. [Show] it’s possible to apply and succeed”



Participant in Black Asian and minority ethnic workshop as part of ‘Our Future Wales’

[Employment rates](#) among the Welsh population aged 16-64 are lowest among individuals with another ethnicity (50%), compared with individuals with a White ethnicity (72%). In 2018, employees from ethnic minority groups in Wales earned, on average, 7.5% less than white British employees in Wales.

Ethnic minority groups are [under-represented in apprenticeships](#) and, despite an increase in employment rates across Wales, not everyone is benefiting from this. Muslims continue to have a lower employment rate than either Christians or people of no religion.

[Business in the Community’s ‘Race at Work’](#) found that [ambition to progress is higher among Black Asian and minority ethnic employees](#), with 64% of this group agreeing it’s important to progress compared to 41% of white employees.



Age

Wales should plan for [more older people](#) as we already have the highest percentage of people over retirement age in the UK, and the proportion is increasing.

People will need to stay in work longer, adapt and learn new skills throughout their lifetime. [Greater participation in the workforce](#) by people over the age of 55 could significantly increase economic well-being and productivity. Policy changes that support this include supporting flexible working and improving the training offer for people later in life.

I would urge Public Services Boards to appoint business and trade union representatives onto their boards to help make better links between the challenges and opportunities faced by the communities they serve, and the links to fair work, employee health and skills ([See the section on a Prosperous Wales above in Chapter 3.](#))



Work is no longer a guaranteed route out of poverty

Over half the people living in poverty in Wales today are in work which means that for many, work is no longer a guaranteed route out of poverty.

“Compared to years ago, there’s not the security in your job. You could be in your job today, out tomorrow - irrelevant of the status of that job... You don’t know the unpredictability of the future and ...years ago I would tell young people to plan ahead for their life, their happiness, and their future...[but that doesn’t apply now].”

Diverse Cymru event July 2019

According to [Bevan Foundation analysis](#), most people living in poverty in Wales live in households where at least one adult is in work: 64% of working age adults and 67% of children who live in poverty live in such households. Too many jobs in Wales pay low wages and provide little security, not leaving people with enough money to build a decent life for themselves and their families.

Evidence suggests that in-work poverty is increasing and that it also disproportionately affects certain groups, therefore exacerbating existing inequalities.

[Research from the New Economics Foundation](#) and the Living Wage Foundation found that across the UK over a million people in low paid jobs (earning less than the real living wage) have volatile pay and hours. They noted that: “This is three times the number of people that report being on low-paid, zero-hours contracts. We found that a further 1.3 million people in low-paid work have predictable pay but their working hours change, often making it harder to plan around other costs like childcare and travel”.

A recent report from Co-operatives UK found zero-hour contract work over the past decade has increased ten-fold (over 800,000) in the UK and evidence suggests that those in insecure employment are likely to miss out on key rights and protections at work.

In-work poverty affects some groups more than others, for example:

- [Women](#) are the [majority of workers on zero-hours contracts in the UK](#); these contracts are widely used in the care sector, of which women make up 80% of workers.
- [LGBT+ workers](#) are less likely to report they have come out to someone at work if they are in insecure work: 22% of workers on zero-hours contracts [reported that they were out to no one at all](#) (with research suggesting they may feel reluctant to disclose anything which could single them out or jeopardise their employment.)
- It is becoming harder for [younger people](#) in insecure or temporary jobs to [move into ‘good quality’, permanent work](#), especially young people in routine or manual jobs.
- Millennials from [Black, Asian and minority ethnic](#) backgrounds are more likely to be in unstable employment: they are 47% more likely to be on zero-hours contracts and have a [10% greater chance of having a second job](#).
- [Disabled people](#) are often forced to take [unsuitable work that worsens their health](#), and also feel pressure to hide the extent of their health problems from potential employers.

There is widespread support for fair work to address low pay, zero-hour contracts and job insecurity. In March 2019, [The Fair Work Commission](#) published ‘Fair Work Wales’, which defines fair work, identifies levers for promoting it, and includes recommendations to help deliver it in Wales.



Subsequently, Welsh Government advised public bodies to become 'Fair Work Wales' employers, incorporate 'fair work' into their well-being objectives. Public money should only be rewarded to those fulfilling their definition and characteristics of fair, decent work that promotes inclusivity and equality. Whilst it is encouraging to see how increased discussion of fair work, as long as employment legislation remains non-devolved, the challenge for Welsh Government will continue to be how to maximise the policy levers they do have to encourage or require changes to employment practices. Add to this the impacts of Universal Credit, Brexit and the economic fallout of the COVID -19 pandemic, and it is clear that this is a key area for Government to address.

However, it is important that any new policy or legislation designed to meet the recommendations of the Fair Work Commission, aligns with the requirements of the Well-being of Future Generations Act to drive maximum benefit and avoid confusion and duplication. It will also be important for these recommendations to be considered in respect of how they can be integrates with the recommendations of the Digital Innovation Review; particularly in respect of how the proposed Lab 4.0 (an observatory on the future of work) could provide evidence to inform actions based on the future of work, as well as addressing existing challenges.

Likewise, the Public Sector Equality Duty, established by the Equality Act 2010, aims to integrate consideration of equality and good relations into the day-to-day business of public services. A recent briefing from the Equality and Human Rights Commission assessed how local authorities in Wales are using the Duty as a lever for change, with findings including:

- Most local authorities reported that the Duty provides a good framework for delivering equality, with the specific duties providing the detail of what they should be doing.
- Reduced resources (financial and staffing) leading to reduced focus on equalities was a key challenge reported in all sectors, but particularly in this sector.
- The effectiveness of the Public Sector Equality Duty would be improved if the most significant inequalities were identified, (equality) objectives set and targeted plans implemented to improve equality outcomes for affected groups.
- The 'Is Wales Fairer? (2018)' report provides evidence of persistent inequalities where the PSED could have more effective impact on those inequalities.



There are examples of public bodies taking action to create fairer working conditions:

[Public Health Wales](#) have forums for LGBT staff, carers and one focused on issues affecting women.

[Women Connect First and Elite Employment](#) have worked with [Public Health Wales](#) to recruit people from groups under-represented in their workforce, which has led to job offers.

[Welsh Government](#) runs a reverse mentoring scheme in which more junior members of staff with protected characteristics are matched to senior civil servants to mentor them, (hence reverse mentoring) to increase understanding of diversity issues in the organisation.

[Mid and West Fire and Rescue Service](#) arrange specific days to attract women into the firefighter role and contribute towards a more diverse workforce in the future.

[Cardiff Council](#) have considered equality issues through recruitment and selection processes. Including undertaking regular reviews to ensure processes are not a barrier to gaining applications from under-represented groups; running unconscious bias training for recruiting managers and staff; and promoting the Council's Strategic Equality Plan in relation to the employment of Black Asian and minority ethnic employees, those with a disability and other protected groups.

[Swansea Bay Health Board](#) has LGBT+ and Black Asian and minority ethnic networks to raise understanding, improve staff support and boost patient care.

The [Stonewall Workplace Equality Index 2019](#), featured the 100 most LGBT-inclusive workplaces in the UK and eight of the 100 were Welsh organisations including National Assembly for Wales and Welsh Government in the top 10, and some Welsh Health Boards and Universities also in strong positions.

Law firm [Pinsent Masons](#) was Stonewall's Top Employer 2019 for reasons including:

- Specific training for its human resources department has been developed to remove barriers to employment for trans individuals, and training to ensure that all employees are able to create a welcoming environment for trans colleagues, clients and visitors.
- Offering development opportunities, including some specifically for LGBT women, supporting them to overcome the 'double-glazed glass ceiling'.
- Having an active 'LGBT and allies' employee network which engages with intersectional LGBT identities and offers a range of support and mentoring.
- Engaging deeply with the LGBT community right across the UK and using its position to campaign for wider LGBT equality publicly.



Participation: Give people equal opportunities to participate in decision making, to enable equal outcomes

This section links to discussion of involvement in other parts of this report – particularly [Chapter 2 – changing our public sector culture](#).

What future generations need

All people should have equal opportunities to participate in decision making and feel empowered and engaged in shaping the decisions that affect them. Meaningful involvement is about having rich conversations with people in communities, finding out what matters to them, and reflecting that in decisions. Participation in decision making and in communities is important to enable people to influence the decisions that affect them in different areas of life.

We need leaders with an equity mindset, to walk the talk and inspire others to change. Taking inclusivity and diversity from an ideal to a reality in Wales requires all leaders to walk the talk and set the tone for the rest of their organisations. Fair, open and transparent recruitment must translate into reality, enabling people representing the diverse population of Wales progress into influential and decision-making roles.

It is important we understand what young people and future generations want in terms of a more equal Wales. For example, [research in the United States of America](#) found that young people there (‘generation Z’) are far more comfortable than previous generations with people not identifying as either a man or a woman.

Where we are now

There are signs that political and civic participation are increasing, but we have a way to go to ensure organisations are putting into practice the ‘involvement’ way of working set out in the Well-being of Future Generations Act

“Public bodies need to recognise that they have to deliver things differently for different communities – people aren’t allowed to think, let alone work outside the box e.g. weekends... Enable front-line staff support and training on how to work differently with different communities.”

Participants in Black Asian and minority ethnic workshop as part of ‘Our Future Wales’

Now more than ever, public bodies in Wales need to enable and embed a culture of meaningful citizen and stakeholder involvement, working with people and stakeholders to understand their needs, aspirations and ideas, and ensuring these are reflected in decision-making.

“All people of Wales need to have a voice to help shape how people access and use outdoor spaces but especially those from minority protected characteristic groups. We need to make sure that we actively seek people’s opinions and listen well.”

Natural Resources Wales

Political and civic participation has increased for some groups in Wales. There was a higher voter turnout and a significant increase in the number of women voting in the UK general election in 2017 and the National Assembly for Wales elections in 2016.



We're also now likely to see a further increase in democratic participation given 16 and 17-year olds will be able to vote for the first time at the Welsh Assembly Election in 2021.

There are examples of good practice in involving the general public:

'Measuring the Mountain' was an initiative funded by Welsh Government to develop a Citizen's Jury to explore 'What really matters in social care to individuals in Wales?' The Jury was made up of 14 jurors and took evidence from 22 witnesses including six service users and carers who shared their lived experiences and one proxy witness who shared testimony from younger people.

National Museum have made the Simple Change of 'Encourage your staff to visit local projects and meet key local people driving change', through collaborating with over 120 local and national organisations. Examples include supporting Fusion across eight areas in Wales and the Brymbo Heritage Trust's Fossil Forest Project.

Aneurin Bevan University Health Board take a 'you said, we did' approach through communicating the results of involvement to the people they have involved in decision making.

Through my work monitoring and assessing public bodies, I've found that some bodies are discussing 'involvement' and 'equality' but not necessarily beyond broad statements. For example, the step: "We will enable a greater number, and a wider diversity, of people to enjoy, take part and work in the publicly funded arts" which does not reflect the steps this organisation needs to take to broaden the equality and diversity of involvement, decision-makers and community role models.

For example, blind and partially sighted people consistently report to the Royal National Institute of Blind People that they are heavily excluded from public consultations due to a lack of accessible information and communication. When the opinion of the public, or a community is required, then the platforms used must be open to ensure that the response is from a fair and balanced demographic. Otherwise the answers gained will lead to an outcome that is biased, and therefore fail the people it is meant to support.

There are also some examples of organisations that are improving how they target involvement with particular groups.

Network Rail used a tactile proposal of rail station design as part of their public consultation, to enable blind and partially sighted people to be involved.

Areas of Cardiff with highest numbers of Black Asian and minority ethnic communities reported some of the lowest levels of uptake of cancer screening services across the whole of Wales. ESOL Cancer Awareness was a partnership between Cardiff and Vale College, Velindre Charitable Trust, Public Health Wales and Cardiff and Vale University health Board, to develop contextualised ESOL Health and Cancer Awareness resources for use in ESOL Entry level classes across Wales, with the aim of addressing these inequalities.

Cwm Taf Morgannwg University Health Board's substance misuse strategy and tendering process involved young people throughout and gave a percentage of the final decision-making power to young people.



HiJinx Theatre perform interactive forum theatre to explore issues around learning difficulties.

Whilst it is positive that there are some good examples of involvement, it is clear that public bodies need to do more, especially in terms of targeted approaches to working with specific groups who face disadvantage.

Hate crime and harassment continue to be problems for people in Wales, with greater impacts on people with protected characteristics. The [number of hate crimes doubled between 2012-13 and 2018-19 \(from 1,765 to 3,932\)](#), with race, sexual orientation, disability and religion judged to be motivating factors.

There has been little change in the prevalence of harassment, abuse and violence against women, including through social media, in public places, in the workplace and in their own homes – according to [Plan International UK](#), 66% of girls in the UK have experienced sexual attention or contact in a public place and 38% of girls experience verbal harassment at least once a month.

- There has been an increase in the number of recorded hate crimes in Wales judged to have been related to sexual orientation (one fifth of all recorded hate crimes in 2017-18).
- Race was judged to be a [motivating factor in 68% of hate crimes recorded in Wales in 2017-18](#), and recorded race incidents have been increasing (10% increase between 2016-17 and 2017-18).
- Disability was judged to be a motivating factor [in 9% of hate crimes recorded in Wales in 2017-18](#), with 6% judged to be motivated by religion.



According to [the Home Office](#), there were spikes in hate crime following the Brexit vote in 2016 and the terrorist attacks in 2017. Research has found that online hate speech and attacks can “contribute to the normalisation of extremist views...which emboldens people to abuse and assault people on the street, on public transport, in shops etc.”

It is positive that Welsh Government announced a range of investment and initiatives in 2019 to tackle hate crime and racism in Wales, including the Hate Crime Minority Communities grant fund. Funding has been given to projects such as the [Hate Crime project for Race Council Cymru](#) to work in partnership with hate crime officers, Victim Support Cymru and two police forces in Wales to support ethnic minority groups, religious organisations and individuals across South and West Wales to recognise and report hate crime, and speak up for victims.

There are many examples of projects trying to tackle hate crime and harassment, both within Wales and further afield.



Cardiff University's [HateLab](#) is a global hub for data and insight into hate speech and crime. It uses data science methods, including ethical forms of AI, to measure and counter the problem of hate, both online and offline.

Education establishments, particularly higher education, have taken a lead in responding to harassment on campus, working with boys and young men and addressing relationships and sex education through work to improve young people's understanding of consent. For example, [Middlesex University's](#) Hear Me Out is an anti-sexual violence, harassment and hate crime campaign aimed at tackling myths, misunderstandings and problematic perspectives about sexual violence, harassment and hate crime on campus, and [University of Wales Trinity Saint David](#) has developed an anonymous reporting form for victims and witnesses.

[Project Guardian](#) was a high profile, partnership effort to improve women's safety on transport in London, including through encouraging people to report instances of harassment by texting 'what' 'where' and 'when'. This approach improved rates of reporting, with the number of offences reported increasing [by 50% between 2014-15 and 2016-17](#).

Welsh Government and other public bodies need to play their part in tackling hate crime and harassment, particularly in relation to the groups who experience it the most, and this should be reflected in their equality objectives and well-being objectives.

Wales is showing commitment to listening to young people through lowering the voting age to include 16 and 17-year olds

"Since our leaders are behaving like children, we will have to take the responsibility they should have taken long ago."

Greta Thunberg, COP24 Poland

"By extending the right to vote to 16 and 17-year olds we show young people that we trust them, we're ready to listen to them and we take their opinions seriously."

Rhun ap Iorwerth, Plaid Cymru Shadow Minister for Health and Finance

The involvement of young people in decision-making is particularly important to represent the interests of future generations and the reduction of the voting age in Wales (to include 16 and 17-year olds) is a cause for celebration. The global school Climate Strikes have been an astonishing example of how young people can influence change, and Welsh Government is showing commitment to responding to the concerns of young people in Wales about climate change.

The [Welsh Youth Parliament](#), set up in late 2018, gives the young people of Wales a voice on the issues that matter to them. Of its 60 members, 40 were voted for by young people in their constituencies, and 20 were chosen by a diverse range of partner organisations to represent ethnic minorities young people, carers, the LGBT+ community and deaf students, amongst others. In this [article](#), Finlay Bertram, Welsh Youth Parliament Member for Newport West celebrated LGBT History Month with ten photographs.



We also have a well-established and effective Children's Commissioner for Wales who raises awareness of children's rights, encouraging schools and public services to adopt an approach that has the [United Nations Convention on the Rights of the Child](#) at the centre of decision-making and delivery – see the [“Right Way” framework](#) which promotes equality, safety and resilience.

The appointment of a Future Generations Commissioner for Wales to speak on behalf of future generations, including those yet to be born, is a brave, progressive and indeed internationally ground-breaking step to take towards representing people who do not have a voice in the current democratic system.

There are a number of good examples of public bodies listening to the views of young people, including:

[Wrexham Public Services Board](#) have established a Senedd yr Ifanc; involving young people in decisions that affect them. The Public Services Board have used our joint guidance on the United Nations Convention Rights of the Child and Well-being of Future Generations (Wales) Act to help the Senedd yr Ifanc launch their own youth campaign: 'Our Well-being'.

In [Merthyr Tydfil](#), young people produced a mental health DVD, that won the High Sheriffs award and, alongside a toolkit, is now used to discuss mental health with other young people across the borough. Merthyr also has the Rights Respecting Schools programme (in which half of their schools are involved), that seeks to promote an ethos of mutual respect so that staff and pupils feel listened to and valued.

The new curriculum for Wales is a key opportunity to develop children and young people's understanding of their potential to influence decision making, particularly as one of the purposes is to support “ethical, informed citizens of Wales and the world.” The approach being taken to how ‘sex education’ will be taught across the curriculum has been widely recognised as progressive.

The changes, which include the subject being renamed as ‘relationships and sexuality education’ and focusing on issues such as consent, domestic abuse and respecting diversity, [have been welcomed by a range of organisations including Stonewall Cymru and Welsh Women's Aid](#). Welsh Government should also ensure the curriculum is underpinned by human rights education, to help establish and reinforce the shared values that provide the foundation for a society, in which all individuals are respected, and with the opportunity to flourish.

Public bodies should make the most of opportunities to engage with young people in their decision making and show how young people's voices are influencing decisions to improve Wales for future generations.



© Welsh Youth Parliament

Despite some progress, further work is needed to ensure our decision makers share the characteristics of the people they are making decisions for

Having decision-makers who reflect the make-up of society is an important factor in good decision making.

The data below shows how different groups participate and are represented in decision-making (and it should be noted that many of these characteristics intersect, leading to even greater disadvantage for some people).

Gender

While the National Assembly generally performs well in relation to gender, the representation of diverse women remains a key challenge - for example we are yet to elect Black Asian and minority ethnic women as Assembly Members.

Since last year there has been some improvement in the proportion of women in leadership positions in local government. The recent general election has returned an increased proportion of women MPs in Wales from 28% to 35%.

64% of public appointments made in 2018-19 were female and 56% of chairs appointed to boards during the same period were female.

“A gender equal Wales means an equal sharing of power, resources and influence for all women, men and non-binary people. This is a vision where the government aims to create the conditions for equality of outcome for all.”

Vision Statement from ‘Deeds not Words’, Chwarae Teg

Disability

The Equality and Human Rights Commission found that few disabled people are in positions of power in Wales and the closure of courts and inaccessible transport networks further restrict disabled people’s ability to participate.

Disability was judged to be a motivating factor in 9% of hate crimes recorded in Wales in 2017-18.

“We need to find better ways to engage with citizens a lot more. This means, active participants. This could be on things like citizen juries and panels.”

Participant at the Disability Wales Conference (November 2019)



Ethnicity

Ethnic minority groups are under-represented in public appointments and the judiciary – only 1% of court and tribunal judges are from an ethnic minority.

Only 3% of public appointments made in 2018-19 were Black Asian and minority ethnic people. More positively, 9.2% of new appointments made by Welsh Government in 2017-18 were.

Ethnic minorities in Wales experience high levels of hate crime: the majority (75%) of hate crimes reported and recorded in Wales in 2016/17 were motivated by race or religion.

A recent report, published by Ethnic Minorities and Youth Support Team Wales, highlights the complex experiences of people from ethnic minority backgrounds who live in Wales. While over half of those surveyed felt strongly part of their local community, over half (52%) had also reported experiencing abuse due to their race, religion or cultural identity.

“Getting more diversity on panels – it needs to start from the top e.g. representation of Assembly Members, this needs to be addressed! Need broad representation Black Asian and minority ethnic people in positions of leadership don’t necessarily reflect experiences of people.”



Participant in a Black Asian and minority ethnic workshop as part of ‘Our Future Wales’

Age

Older people (aged 65 and over) are more likely to have a strong sense of community compared with younger age groups. For example, 90% of those aged 75 and over are satisfied with their local area as a place to live. However, people aged 75 or over also feel the least safe in their communities after dark.

Older people are well represented in decision making: 47% of county and 55% of community councillors elected in the 2017 local elections were aged 60 years or older.

Younger age groups are generally at higher risk of being victims of crime (including violent crime), with the 16-24-year age group experiencing the highest rates in most crime categories.



Sexual orientation

There has been an increase in the number of recorded hate crimes in Wales judged to have been related to sexual orientation (one fifth of all recorded hate crimes in 2017-18).

Stonewall Cymru research shows that 25% of LGBT people (23%) said they had experienced a hate crime or incident due to their sexual orientation and/or gender identity and that many of them did not report the incident to the police.

49% of LGBT young people experience unwanted sexual attention at least once a month.

We have some positive role models in leadership positions in Wales including Steven Doughty, Member of Parliament for Cardiff South and Penarth and Hannah Blythyn, Assembly Member for Delyn.

It is positive that there is a new [Cross-Party Group on Race Equality in the National Assembly for Wales](#) and, through helpful involvement from Race Alliance Wales during the development of this report, I understand that Welsh Government has committed to developing a Race Equality Strategy.

I hope Government take this opportunity to take an ambitious and integrated approach to tackling the inequalities experienced by people from Black, Asian and minority ethnic communities in Wales, that takes account of the well-being goals and five ways of working set out in the Act.

In 'Is Wales Fairer? (2018)' the Equality and Human Rights Commission set out a number of recommendations related to the diversity of decision makers, which include:

- Welsh political parties should voluntarily publish diversity data on the selection and election of candidates in local and national elections
- To reduce under-representation on public boards, [Welsh Government](#) and public bodies should set targets to increase diversity in public appointments, publish how they will make full use of positive action and publish progress annually.

Recruitment, particularly recruitment of influential people in leadership positions should be viewed by organisations as opportunities to take positive action, which is defined as 'voluntary actions to address any imbalance of opportunity or disadvantage that an individual with a protected characteristic could face'.



We need a concerted national effort to ensure decision makers are more diverse, taking account of all of the protected characteristics, and mechanisms in place to ensure any citizen who would like to get involved with improving a service or plan are given the opportunity to do so.

Educational opportunities: Enable people to develop the skills and knowledge to be fulfilled

What future generations need

“We need a society where discrimination based on gender, ethnicity, sexual orientation is lessened as more people are aware of these issues equally. I live in Powys and the inequality in education is growing even more now due to funding cuts.”

People’s Platform

“Schools – need to be more integrated as catchment areas – parents need to be empowered – we’re not trained/taught to challenge which comes from education.”

“The curriculum is not clear on the benefits of diversity; teachers are not a diverse group. Need globally, ethically informed teachers – this cannot happen without a diverse workforce.”

Participants in Black Asian and minority ethnic workshop as part of ‘Our Future Wales’

Education should be used as a tool for the development of a multicultural and diverse society in which all people are equal, regardless of their socio-economic background, gender, ethnicity, experience of disability, age or sexual orientation.

People should be given the opportunity to develop the range of skills they need for decent work, and to guarantee equality of outcomes for all. People should also be free from discrimination, bullying and abuse in education settings, including in lifelong learning and higher education. We must ensure people can learn and develop skills and knowledge to live a fulfilled life.

Where we are now

As set out in [Chapter 5, in the section on Skills for the Future](#), there are still significant disparities in education and skills amongst disabled people and some ethnic minority groups.

However, there are also some positive improvements:

- A relatively high proportion (8.4%) of Welsh student enrolments at higher education institutions in 2017-18 were from the Welsh Black, Asian and minority ethnic population.
- There has been an improvement in educational attainment of children with special educational needs and whilst barriers to disabled people gaining employment are complex, this may indicate progress towards more positive outcomes for the next generation of working age adults with a disability.



The section on [Skills for the Future](#), includes key findings related to the importance of education and skills in reducing inequalities, including:

- Whilst things are improving, persistent inequalities remain in Wales when it comes to education and employment.
- Adopting an education system that is more personalised, self-paced and focused on skills for a changing world (rather than traditional knowledge), could help children from different backgrounds have greater control over their educational outcomes.
- Growing and emerging industries in Wales have existing gender inequalities that could increase if they are not addressed now.
- There is insufficient action to adopt proactive measures for improving diversity through well-being objectives and steps. These measures should include setting challenging targets for recruitment; ensuring people of different ethnic minorities are visible and represented in their organisation.
- People are staying in work and learning for longer, as Wales' population is getting older. Our education and skills system needs to adapt and take advantage of this for society and the economy.



Equality of health outcomes: understanding the causes and effects of health inequalities

What future generations need

“There needs to be a culture of disability rights. Let’s work together to make the social model a reality”

Rhian Davies, Disability Wales

Our physical and mental health is crucial for our well-being and our abilities to progress in life. People’s quality of health and access to health care services should be equal across groups, and should not be affected by their ethnicity, gender, sexual orientation, disability or the relative poverty of where they live.

Where we are now

“I am unhappy that there is such a disparity in the people who are in need of help, be it a health problem, housing issue, financial worry, mental health issue or loneliness and those with the authority to give help and support.”

People’s Platform

This section relates closely to the [section](#) on [A Healthier Wales](#) in this Chapter, and [Adverse Childhood Experiences](#) in Chapter 5.



Chapter 3 in the section on A Healthier Wales, includes key findings related to the importance of health and wellness in reducing inequalities, including:

- There is compelling evidence that we are not investing in the best balance of services to keep people well and to enable them to live healthy and fulfilled lives.
- There is some evidence of public bodies adopting approaches that are more preventative, but the prevention agenda is not progressing at the scale and pace needed and is not often focused on the wider determinants of health.
- Most health bodies have set well-being objectives focused on the more traditional definition of ‘health’ and contribution to “A Healthier Wales” goal only, failing to take into account the wider determinants of health, such as poverty, air pollution and poor housing.
- Mental health is a pressing concern for future generations, with mental illness increasing across our society.

The section on Adverse Childhood Experiences (ACEs) in Chapter 5, includes key findings related to the importance of tackling ACEs in terms of reducing inequalities, including:

- There are positive signs of national policies supporting interventions which will help to address the intergenerational cycle of ACEs
- There needs to be a more consistent understanding and focused action to develop ACE aware communities.
- Examples of intergenerational work as part of a solution to tackling ACEs are beginning to emerge in Wales but public bodies and Public Services Boards could be more explicit in making the connections

I have included information on the Violence Against Women and Domestic Abuse agenda in this chapter as it is important for future generations and is not reflected elsewhere in this report.



Violence Against Women remains a significant and persistent challenge despite an increased focus and introduction of specific legislation

Domestic abuse and violence against women and girls remains a significant challenge in Wales, not only because of the impact it has on victims' physical and mental health and on demand for public services in the short term, but also because of the longer term impact on the intergenerational transmission of childhood adversities.

Across the UK, [the police recorded 599,549 domestic abuse-related crimes in the year ending March 2018](#), an increase of 23% from the previous year. This in part reflects improvements in the identification and recording of domestic abuse incidents as crimes, and an increased willingness by victims to come forward. Of these 559,549 crimes 34,907 were recorded by Welsh police forces accounting for 15% of total recorded crime in Wales.

In addition, it is widely accepted that accurate data on the prevalence of domestic abuse is difficult to obtain. The British Crime Survey found that 83% of victims do not report to the police. In their recent report on the implementation of the Violence Against Women Domestic Abuse and Sexual Violence (Wales) Act, Audit Wales conclude that "One of the best sources of Welsh specific information on demand for domestic abuse and violence services come from Welsh Women's Aid members' data returns which show that 12,166 survivors were supported by specialist services during the year".

Although domestic abuse and sexual violence can be experienced by anyone, it is clear that in relation to both women are disproportionately affected: in the year ending March 2018, an estimated 2 million adults experienced domestic abuse (1.3 million women, 695,000 men).

In relation to intimate partner violence 2.4% of victims were male compared to 5.6% of women. Domestic abuse is also more prevalent in lower socio-economic groups with 21.4% of female victims living in household with an income of less than £10,000 per year, [compared with 4.6% of women living in households with an income of over £50,000 per year](#).

There have been a number of significant and positive developments in tackling violence against women and girls in Wales over the last five years, most notably:

- The [Violence Against Women, Domestic Abuse and Sexual Violence \(Wales\) Act \(2015\)](#). The purpose of this was to improve the public sector response to violence against women, domestic abuse and sexual violence; provide a strategic focus on these issues; and ensure consistent consideration of preventative, protective and supportive mechanisms in the delivery of services.
- The Minister for Education Kirsty Williams AM, has also announced that education on healthy relationships will be a mandatory part of the new Welsh Curriculum, filling a welcome gap in Wales' approach to prevention.

Whilst there is clear policy commitment and intent from Welsh Government, including a pledge from the First Minister to make Wales the safest place for women, [analysis by Audit Wales](#) on implementation of the Act demonstrates that there is more work to do. This mirrors my findings on [Adverse Childhood Experiences in Chapter 5](#), where progress is being made but is not yet transformational particularly in terms of the shift to prevention.



“We found that despite public bodies recognising the importance of developing preventative services, they have not yet made an effective shift from an acute, reactive service. Front-line staff we interviewed across all bodies recognise the importance of prevention but acknowledge that they lack the time and resources to make this shift in focus and emphasis a reality because transitioning services needs to be resourced and public bodies do not have the funds available to support this shift. People we interviewed told us that there is no designated money for prevention and in order to free up money they would have to cut existing services, something they do not feel they can justify at this time.”

Auditor General for Wales, ‘Progress in implementing the Violence Against Women, Domestic Abuse and Sexual Violence Act’

The report from Audit Wales outlines the same barriers which this Future Generations Report refers to time and time again as: short-term funding streams, performance frameworks and a need to better understand the victim/survivor journey.

I support the recommendations made by the Auditor General and many of my recommendations in this report build on what he has suggested. For example my recommendation to top-slice budgets to invest in prevention and the appointment of a Minister to oversee this. The Government and other public bodies should seek to implement these recommendations within this policy area and across the policy and delivery landscape as quickly as possible.



A More Equal Wales

Recommendations for Welsh Government

Key Recommendation

Welsh Government should consider how it can respond to future trends (such as increasing automation, our ageing population and climate change) in ways that reduce inequalities rather than perpetuating them.

Policy Recommendations

Welsh Government should:

- Implement the recommendations of the Gender Equality Review with a particular focus on the implications of future trends as well as current challenges.
- Ensure that it is using levers such as the Public Sector Equality Duty; socio-economic duty and the Social Partnerships (Wales) Bill, in ways that align to the requirements of The Well-being of Future Generations (Wales) Act 2015 - particularly setting, delivering and reporting on well-being objectives.
- Take bold steps to tackle the inequalities experienced by Black, Asian and minority ethnic communities in Wales - including through a Race Equality Strategy.
- Set challenging targets for public sector recruitment, ensuring people with diverse characteristics are visibly represented in government at all levels. This approach should recognise the importance of lived experience of disadvantage as a valid recruitment criteria. A Real Life Fast Track should be introduced as part of government recruitment. (See Chapter 2 recommendation on the 'Real Life Fast Fast Track'.
- Ensure that the new school curriculum in Wales adequately equips children to become ethical informed citizens of a diverse Wales; especially in the context of the apparent growth in hate crime exacerbated by Brexit.
- Ensure that it uses every lever available to reduce inequalities and end poverty in Wales, maximising opportunities across all of the well-being goals.



A More Equal Wales

Recommendations for Welsh Government

Process Recommendations

In their day to day actions Welsh Government should **stop**:

- Focusing efforts to tackle poverty and reduce inequality largely in the space of economic and social interventions, missing opportunities to take a more holistic approach that contributes to all of the well-being goals.
- Approaches to apprenticeships, mentoring, work shadowing and paid internship/work placement programmes which do not seek to tackle under-representation of certain groups.

In their day to day actions Welsh Government should **start**:

- Using future trends research and futures techniques to plan how to reduce poverty and inequalities for future generations.
- Using the definition of prevention to ensure that the overall approach to ending poverty and reducing inequality shifts to preventative approaches, as well as supporting people experiencing disadvantage.
- Better aligning key levers to tackle poverty and inequalities to the requirements of The Well-being of Future Generations (Wales) Act 2015.
- Requiring all recipients of government funding to provide equality, diversity and unconscious bias training to its senior and public facing workforce.
- Seeking to reduce inequalities by involving people in the 'story behind the data' and collaborating with others.
- Addressing the recommendations contained in Audit Wales' report: 'Progress in Implementing the Violence Against Women Domestic Abuse and Sexual Violence' Act.



A More Equal Wales

Advice on setting well-being objectives for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Please refer to the chapter on Setting Good Well-being Objectives, but in setting their objectives specifically in relation this goal all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Ensure that objectives consider opportunities to tackle poverty and inequalities in the context of all of the well-being goals - not solely focusing on economic and social opportunities.
- Consider more collaborative and integrated approaches to tackling poverty and equalities across services, focusing on groups that face particular disadvantages.

In setting their steps, public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should focus in the following areas and should:

- Tackling poverty and socio-economic disadvantages.
- Ensuring equal access to decent jobs - recognising everyone's value.
- Giving people equal opportunities to participate in decision-making to enable equal outcomes.
- Enabling people to develop the skills and knowledge to be fulfilled
- Understanding the causes and effects of health inequalities.



A More Equal Wales

Recommendations for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Process Recommendations

In their day to day actions they should **stop**:

- Solely focusing on reporting of challenges and taking a ‘saviour’ approach at the expense of focusing on prevention.
- Considering equality objectives in isolation from core business.

In their day to day actions they should **start**:

- Focusing on prevention of inequalities, including through education and harnessing the skills and resilience of people who have lived experience of relevant issues.
- Adopting proactive measures in setting well-being objectives and steps which include setting challenging targets for recruitment, retention and progression of women, black, Asian and minority ethnic groups and disabled people; ensuring that they are visible and represented at all levels in their organisation.
- Adopting the actions of the Diversity and inclusion strategy for public appointments, aimed at providing equal opportunity for all, such as providing mandatory equality training and unconscious bias training.
- Actively encouraging leaders and senior managers to have an equity mindset which permeates through their teams.
- Aligning the setting, delivering and reporting of their well-being objectives on equality, with their strategic equality objectives.





A Wales of Vibrant Culture and Thriving Welsh Language

When we talk about culture in this section, we refer to the arts, archives, heritage, language, literature, libraries, museums, religion, play, sport, recreational activities and creative industries in Wales.

Culture is part of the DNA of Wales. We were ahead of the rest of the world when we put culture at the forefront of our approach to sustainable development by introducing it as one of the statutory dimensions of the Well-being of Future Generations Act.

It's an identity, a language we speak, an industry; something that is experienced and something we engage in. From the clothes we wear, the music we listen to, and the games we play, being a member of a local sports club, visiting the theatre, singing in a choir, the movies we stream and the television we watch, browsing the internet in your local library, or going to the church, chapel, the synagogue, mosque or temple.

"A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation."

The Well-being of Future Generations Act (2015)

A nation's culture resides in the hearts and in the souls of its people."

Mahatma Gandhi



"A Wales of Vibrant Culture and Thriving Welsh Language' is the one goal which really defines us as a nation. It shows our confidence in wanting to celebrate what makes us unique.

It's vital for the culture of our country to be more integrated into education and for Wales to be recognised globally as a country that does this. Companies in Wales must actively find ways that they can integrate and promote not only traditional Welsh culture but also a modern Welsh culture that celebrates the diversity of different cultures that exist within Wales today. We need to be reflecting local cultures by liaising/researching with members of the community to integrate culture into work and surroundings.

Whether you speak Welsh as a first language or not, it is a language that belongs to us all, and we should be proud of it. The numbers of people speaking Welsh language has been rising over the last couple of decades. In the future, we would like for this to continue and for every business across Wales to ensure that they are catering to all Welsh speakers because they recognise its value and not just because it is the law. Employees should also have the option to learn Welsh, at very least, on a basic level via their company that would provide this service.

We make sense of the world through our language and culture. They belong to us and therefore are worth celebrating. Now, more than ever, it's important that we look at the things that make us unique, standing out from the rest of the world. Our culture and language should never be underestimated."

Molly Palmer (Wales Millenium Centre) and Gwenfair Hughes (Arts Council of Wales) Participants in my Future Generations Leadership Academy



Some of our 2020 Future Generations Leadership Academy Cohort at the Wales Millenium Centre

Operation Rescue – A poem by Rufus Mufasa, Future Generations Poet in Residence 2019-20



A Welsh language poem that talks about the poet's experience of the language growing up, and how as a mother, she has now passed the language on. This poem highlights the importance of the language, regardless of how it is spoken or used.

**"Na, doedd Mam ddim yn siarad Cymraeg
ond roedd hi eisiau i fi ddysgu.**

Roedd angen iddi roi rhywbeth yn ol.

**Roedd WncI John, WncI Gwyn a Anti Phyllis yn siarad Cymraeg
gyda'i gilydd.**

**Cymraeg cyfareddol, oedd yn cario cywilydd
ond i fi roedd pob gair fel curiad
pob brawddeg yn swnio fel barddoniaeth
pob sgwrs yn swnio'n sanctaidd...**

**Cymeroedd oes i mi ddeall ein hanes
ol-effeithiau, Brad y Llyfrau Gleision
newidiadau i'n system addysg
dileu tafodiethodd brodorol.**

Roeth Mam angen rhoi rhywbeth yn ol.

**Doedd fy ngwyneb ddim 'quite' yn ffitio
mewn i fframwaith Cymraeg pur yr ysgol...
Blynnyddoedd wedyn, diolch i Harry Potter
am y gair 'muggle'
hanner gwaed, dyslecsig
gyda syniadau diwylliannol gwahanol...**

"Pwy sydd angen yr iaith Cymraeg anyway?" medde fi.



**Yn galaru am fy nghyndeidiau
yr unig beth ar ol yw'r caneuon
siantiau sidan
cawl i'r enaid
siocled poeth i'r galon...**

**Yn y foment honno, roeddwn i'n gwybod bod yr iaith yn perthyn i mi.
Addewais i adeladu fframwaith newydd
gwyrddroais yr wyddor yn offeryn
beatbocsio'r brawddegau, rapio'r heniaith
cynhyrchu cerddoriaeth Cymraeg cyfoes, cyffrous
Er cof am Wncl John y Glo Jones
Er cof am Wncl Gwyn yr ardd Davies
Er cof am Auntie Phyllis...**

**Mae pwysigrwydd treigladau yn dibynnu arno pwy ti'n gofyn
Hoffwn i rhoi fwy o bwysigrwydd ar sicrhau fod yr iaith yn rhan hanfodol
o'n bywyd pob dydd
Bydd pob dim arall yn dilyn...**

**Fi yw'r ddolen olaf
A dw i'n fam nawr
A dw i di bod yn canu "Dacw Mam yn Dwad" cyn iddyn nhw gyrraedd
y gan gyntaf iddyn nhw glywed
yn y groth, ar y fron**

**Ac mae eu Mam nhw'n gallu siarad Cymraeg
Ac maen nhw mor proud
Ac maen nhw'n gallu treiglo
A dw i bron a marw achos eu bod nhw mor ddel...**

**Efallai nad yw fy Nghymraeg yn ddigon academaidd
Efallai nad yw fy syniadau cerddorol yn ddigon generig
Ond dw i'n clywed yr henuriaid yn clebran yn y farchnad, yn llawn iechyd
Does na ddim lot o wahaniaeth rhwyng treftadaeth a chrefydd."**



The Vision for A Wales of Vibrant Culture and Thriving Welsh Language in 2050

In 2050, culture and language will continue to be part of our day-to-day lives and valued as an intrinsic feature of our social, environmental and economic well-being.

The Welsh language will be thriving, with over one million Welsh speakers, and Welsh-medium education available for everyone. The language will be widely used in all aspects of daily life and workplaces, and people will have equal opportunity to access key services through the medium of Welsh and English ([A More Equal Wales](#)).

Bilingualism will be beneficial to both the economy and individuals through cognitive and social benefits ([A Wales of Cohesive Communities](#) and [A Healthier Wales](#)). The cultural economy will continue to be a successful and important part of Wales' prosperity. ([A Prosperous Wales](#))

Opportunities to experience culture will be available to all, whether in cities or rural areas, and regardless of abilities, with access to physical or virtual events, venues, and other cultural assets. Public and community transport will allow people to travel to and from events without driving, and the way gatherings are held will be low carbon and zero-waste. ([A Prosperous Wales](#))

People will be able to connect with others they wouldn't normally meet, through Human Libraries, where they will be able to share their stories, lived experiences and discuss problems, prejudices and beliefs. ([A Healthier Wales](#), [A More Equal Wales](#) and [A Wales of Cohesive Communities](#))

Culture will not be seen as elitist, and people will respect other cultures and languages. There will be opportunities to engage and learn more about other people's heritage and values and efforts will be made to engage people of all colour, creed and background in diverse cultural opportunities that interest them. ([A Globally Responsible Wales](#), [A More Equal Wales](#) and [A Wales of Cohesive Communities](#)).

[Pontio/University of Bangor, Wales](#) – Welsh language development with formal and informal opportunities for staff and the wider community. The University has also established the ARFer project to identify staff language practice to encourage the use of Welsh.

[The Netherlands](#) made trains free on [National book day](#) for people who show up with a book instead of a ticket.

[The Human Library](#) idea was initially started in [Copenhagen, Denmark](#) but has since spread internationally through the Human Library Organisation. It is now a learning platform through which you can loan people rather than books and challenge stereotypes and prejudices through dialogue.

[Wales, National Trust sensory maps](#) – supporting disabled people to access cultural sites fully and takes you on a journey of different senses, such as sound, touch and smell, to unlock 'Capability' Brown's landscape in a very different way.

[Virtue Reality](#) is a video game by the [Islamic Relief Charity](#) that teaches players about global aid (for example, building schools, shelters and boreholes to lift virtual communities out of poverty) while addressing negative perceptions of Islam.



Culture will be used to gain new skills and learn about global issues while helping to remove biases and bring different cultures together ([A Prosperous Wales](#) and [A Globally Responsible Wales](#)).

Creativity will be recognised as an essential and valuable skill, which will not only stimulate productivity but also be beneficial for people's mental health ([A Healthier Wales](#)). Schools will teach us skills for life, and we will spend more time outside. ([A Prosperous Wales](#))

Culture will be used to improve places that are not traditionally associated with it, which can also improve economic return. ([A Prosperous Wales](#))

Culture and the Welsh language will be an intrinsic part of communities, planning and place-making. Organisations will make the most of local assets such as libraries, play and sports facilities, museums, galleries, arts organisations, natural resources and historic buildings and work with local people to enhance culture and heritage. ([A Wales of Cohesive Communities](#))

Children will have access to recreational spaces and places to play and get involved in physical activity. Play will be an important aspect of every community, helping children find a sense of belonging and thereby contributing to cohesion and social inclusion. ([A Wales of Cohesive Communities](#))



[Wales - Cultural Ambition programme](#) – a collaboration between Creative and Cultural Skills, Welsh Government and other heritage partners to diversify and upskill the cultural workforce.

[Fusion programme](#) – [Welsh Government](#) partnership with different stakeholders to invest in culture as a means to develop new skills in communities experiencing economic disadvantage.

The Ty Pawb arts and culture centre in [Wrexham](#) is a space which combines a street food market, marketplace, gallery, arts and crafts school, cinema and more – providing multiple benefits for the town and community.

[Hip Hop Caucus](#) is an action group that uses culture as a means to unite communities and engage with people who feel under-represented by the political mainstream. The movement work towards finding solutions to some of the world's most significant issues– from strengthening democracy to climate change.

[St Fagans Museum's](#) play area, [Yr Iard](#), creates links with the museum while fostering creative play and being as sustainable and environmentally friendly as possible.

[Ty Pawb](#) hosted a Play-Work Exhibition, transforming the gallery into an interactive playscape. [Chwarae Cymru](#) published the thoughts of five-year-old Archie, who enjoyed the exhibition: “I’ve been playing at the Ty Pawb Exhibition. It’s the best exhibition I’ve ever been to! I think it was really good and there were lots of great things to do there.”



Depopulated and abandoned sites, as well as declining high streets, will be re-imagined and regenerated through the lens of culture to create something new and innovative that communities can enjoy. ([A Wales of Cohesive Communities](#) and [A Prosperous Wales](#))

People will reconnect with nature through culture, and derelict and abandoned places will be turned into parks, using culture to share knowledge and raise aspirations about biodiversity improvement. ([A Resilient Wales](#))

There will be well-equipped and accessible cultural facilities across Wales, which enable people to participate in, and excel at, culture regularly. Children and young people will be encouraged and enabled from early years to participate in regular routines of physical activity. There will be good quality facilities, and poverty will not be a barrier to opportunity. The role of culture will be widely recognised for its role in preventing and improving people's physical and mental health, through an increase in social prescribing, for example. ([A Healthier Wales](#))

Culture and language will be valued as mechanisms for positive change. They will be seen as key tools for addressing long-term issues, such as climate change ([A Prosperous Wales](#) and [A Globally Responsible Wales](#)), loss of biodiversity ([A Resilient Wales](#)), poverty, discrimination ([A More Equal Wales](#)) social isolation, mental and physical illness ([A Healthier Wales](#)) etc.

[Ideas, People, Places](#) – An Arts Council of Wales collaboration with communities, that looked to embed culture in several innovative regeneration projects.

A [High Streets Heritage Action Zone](#) fund was introduced in England to improve historic high streets. Historic England administers the fund, and they are currently [calling for Arts and Heritage organisations to join their local authority 'Cultural Consortium' group](#).

The [Manchester Arts Sustainability Team](#) is a group of organisations working on ways to tackle climate change through the medium of culture by feeding into the [Manchester](#) climate change strategy.

[Eco by Strange Loop Games](#) is a simulation game that requires players to build a civilisation without destroying the planet. Gamers must collaborate to create a sustainable economy as well as laws that protect and improve the environment.

[Landschaftspark](#) in [Duisburg-Meiderich](#), Germany, used to be an ironworks plant but was abandoned in the 1980s. Since then, it's been turned into a park and cultural centre. See below.



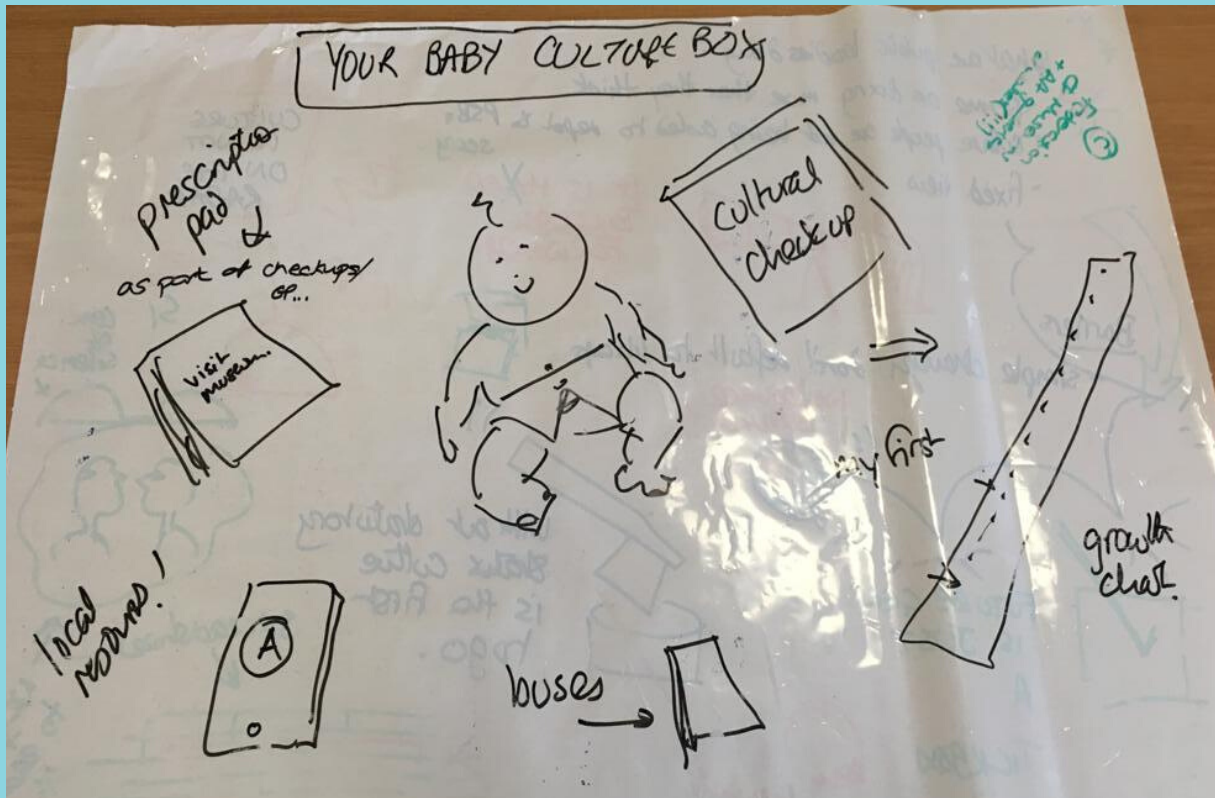
[Climarte](#) is an [Australian](#) partnership of arts organisations, practitioners, administrators, patrons and academics from across the spectrum of the arts sector, committed to advocating for immediate, effective and creative action to restore a safe climate.

Swiss artist Klaus Littmann has turned a football stadium in southern [Austria](#) into a forest; making a point about climate change and deforestation.

The [Future Library forest in Norway](#) – One thousand trees have been planted to provide paper for a special anthology of works to be published in a hundred years. Between 2014 and 2114, one author will contribute their work each year, and these will be held in trust and unpublished until 2114.

My contribution to this vision is outlined through my work on my areas of focus and set out in detail in the chapter 6.

The culture sector will play an important role in challenging and communicating the transition society is making towards a more sustainable future.



Federation of Welsh Museums idea at an Our Future Wales roundtable

People's perception of progress towards this goal

I would like to say thank-you to the following people and organisations for their contribution to my work on this goal.

I would like to thank the [Arts Council of Wales](#) who were partners in my Art of the Possible programme, on the goal of 'A Wales of Vibrant Culture and Thriving Welsh Language.' And, specifically, Carys Wynne-Morgan, who was seconded to my office to support this work and for her continued insight and advice during the preparation of the guidance on this goal, which forms the basis for this chapter. I would also like to thank her for her advice in the preparation this Future Generations Report. Many organisations and stakeholders provided input into the Journey, and helpful comments on drafts of this Report, which is appreciated. I would like to thank the [Welsh Language Commissioner Aled Roberts](#), [Coleg Cymraeg Cenedlaethol](#), [Sport Wales](#), [Play Wales - Chwarae Cymru](#) and the [Wales Federation of Young Farmers Clubs](#) for their ideas and views, as well as everyone who attended my roundtable on culture in February 2020.



Carys Wynne-Morgan
Goal Convenor for A Wales of Vibrant Culture and Thriving Welsh Language, from the Arts Council of Wales



Comisiynydd y
Gymraeg
Welsh Language
Commissioner

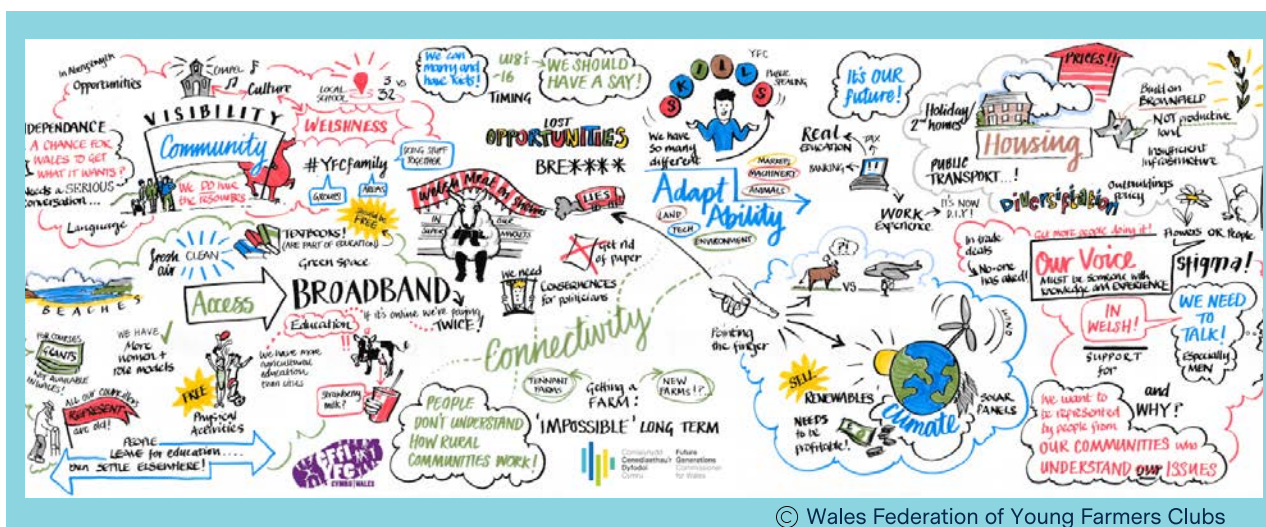


People's perception of progress towards this goal

Listening to what people think and believe is an important part of involvement. That is why, in this section, I wanted to give a flavour of what people have told me, since the beginning of my term and in relation to this report. People's views included:

- Culture can be a catalyst for change.
- Culture and Welsh language play a vital role in our lives.
- The Welsh language provisions for previous generations were poor, and there are adults now who would like to speak Welsh but have not had the opportunity to learn.
- Culture should not be looked at in silos; it should be a cross-cutting theme across all sectors.
- The reality of accessing cultural and language services do not match policy ambitions.
- There is unequal access to culture and cultural education.
- Creative skills and subjects are not seen as equally important to other subjects in school.
- Cutbacks and austerity are seriously affecting culture, and it is usually the first to go when public bodies are under financial pressures.
- There is a lack of cultural representation on public services boards.
- We need to look at culture not just in the context of the arts but at the culture we have as a society.
- We need Welsh language services that are as easily and readily accessible as English ones.

In addition to this involvement, I also have carried out my statutory duty to monitor and assess progress by public bodies in meeting their well-being objectives and the requirements of the Act in general and conducted research. As a result of these activities, I have identified the following opportunities and challenges.



© Wales Federation of Young Farmers Clubs



Challenges and opportunities for change

These are the areas in my Journey to a Wales of Vibrant Culture and Thriving Welsh Language where I recommend public bodies should focus.

Support the Welsh language

What future generations need

"It is a human right for people to speak in their own language"

Professor Anneli Sarhimaa,
University of Mainz, Germany

All children should be given opportunities to access Welsh-medium education and, in so doing, become bilingual. We need to go beyond school education by focussing on people using their skills in higher and further education, in the workplace and community settings.

The Welsh Language Commissioner, Aled Roberts, has also stated that to [achieve the aspiration of a million Welsh speakers](#) by 2050, there needs to be a [greater budget investment in the language](#)

Where we are now

The awareness of indigenous languages globally is increasing, and 2019 was the United Nations' International Year of Indigenous languages. Here in Wales, Welsh language is part of our identity, our history and our day-to-day life, the profile of the language has been raised through targets, regulations and legislation.

The last census told us the number of Welsh speakers overall has fallen from 582,000 in 2001 to 562,000 in 2011, meaning that 19% of the population are Welsh speakers. However, we know from other surveys that more people can speak Welsh but don't do so regularly. Encouragingly, the census reported an increase in speakers in Cardiff, Monmouthshire and Caerphilly, as well as an increase, [in children and young people aged between five and fifteen](#).

In 2011, the National Assembly for Wales passed The Welsh Language Measure, giving the Welsh language official status in Wales, and placed a requirement on most public bodies in Wales to operate in [accordance with the Welsh Language Standards](#).

[Cymraeg 2050: A million Welsh speakers](#) set out Welsh Government's approach to increasing the use of the language, with a range of actions to achieve targets and interim projections. [add the cover of the strategy and link]

The target of a million speakers and an increase in those who speak Welsh daily to 20% by 2050 is an ambitious policy, but more action across all public bodies is needed to achieve this target.



From Left to Right: Carys Wynne Morgan, Nia Williams, Sophie Howe and Aled Roberts,



Welsh Government's strategy recognises the importance of the education sector in increasing the number of Welsh speakers and envisions that 70% of all school leavers will be able to speak Welsh by 2050 as a result of its interventions. All local authorities are required to publish Welsh Education Strategic Plans to outline how they will develop Welsh-medium education in their areas.

Many children attend nurseries and Cylch Meithrin, which are affiliated to Mudiad Meithrin, that provide early years childcare through the medium of Welsh. Many, but not all, continue into Welsh-medium statutory education. Obstacles include varied local provision as the child progresses from meithrin to primary and then to secondary school. In 2017, I received several letters from the public regarding the closures of Welsh-medium streams in several schools.

"The closure of the Welsh-medium stream will create a two-tier class of education with those children that wish to learn through Welsh becoming disadvantaged second-class pupils."

Correspondence

The [Welsh Language Commissioner's five-year report](#) noted that while there has been a steady increase in the percentage of young people speaking Welsh through the education system, there has not been an increase in Welsh-medium education over the past ten years.

A report by Plaid Cymru found that the number of children receiving education through the medium of Welsh (which is slightly below 100,000), [will need to double over the next 30 years to reach the Cymraeg 2050 target](#).

We need to scale up our efforts to reach the Cymraeg 2050 targets. [Welsh Government projections](#) based on the 2011 Census show that if efforts to promote the Welsh language are not increased, we will have around 666,000, rather than one million Welsh speakers by 2050.

Welsh Government initiatives, such as [Dydd Miwisig Cymru](#), (Welsh Language Music Day) and [Diwrnod Shwmae Sumae](#) (a day to promote the Welsh language by starting every conversation with shwmae, su'mae or shwdi!), introduced after the 2011 Census, are encouraging. These measures can and should help us move closer to the goal of one million Welsh speakers.

I welcome the Welsh Language Commissioner's call for more clearly-defined duties set through legislation, to ensure that schools, over a period of time, offer a curriculum that will lead to more Welsh speakers, and develop a far-reaching strategy to increase the number of teachers teaching through the medium of Welsh.

One example of developing Welsh language within education was on a recent [Lead Creative Schools project](#). Pupils at [Ysgol Y Traeth](#) collaborated with artist Catrin Williams and author Lowri Cooke, to explore different foods available in their local area. This experience helped pupils' confidence in speaking Welsh but also provided an opportunity to explore their local culture. One impact of this was an increase in pupils' awareness of the social use of the Welsh language on a local level, as well as supporting local business and valuing local produce.



As highlighted above, provision of Welsh medium education will need to increase as it is not always accessible, meaning not everyone in Wales is given the opportunity to become bilingual. This, in turn, means that many people do not have the same opportunity to access jobs where Welsh language is essential. Consideration should be given to how public sector posts are distributed throughout Wales, to enable fair access to job opportunities and distribution of wages.

This issue has been particularly highlighted by Race Alliance Wales who have said that more opportunities are needed for people to learn Welsh on the job, as people from Black Asian and minority ethnic communities are often unable to meet a job pre-condition for speaking Welsh. It is also important to ensure that people who come to live in Wales from abroad have opportunities to learn Welsh, as a way of building community cohesion, local economies and culture at the same time.

There are examples of where these challenges have been overcome, and we need to replicate those across Wales to give everyone an equal opportunity to engage with and learn the Welsh language:



Sophie Howe with Jane Davidson (middle) and Jane Hutt (Right)

Mymuna Mohamood is a research assistant from [Butetown in Cardiff](#) who identifies as Somali Welsh. She speaks Somali, Arabic, English and Welsh. She had Welsh lessons in school and is now learning on a course through work. “It's been a great opportunity,” [she says](#), “especially being from a minority ethnic background and growing up in Wales, having dual identity, your culture being Somali and Welsh. The Welsh have the same thing, so that's where that passion stems from.”

[Newport City Council](#), in collaboration with SEWREC, the local Equality Council, Menter Iaith Casnewydd and Cymraeg i Oedolion, has worked to develop and deliver a project aimed at improving the BAME communities' engagement with Welsh language culture and education. Through a grant from Dysgu Cymraeg Gwent, they delivered three sessions for up to 20 adults as well as three family-orientated sessions, which provided a taste of [Welsh-medium childcare and social activities, aimed at promoting all aspects of the Welsh language](#),

[Coleg Gwent](#) ran [a project](#) to better understanding the feelings and opinions of people from multicultural backgrounds about learning Welsh and barriers to their learning. They offered language awareness-raising courses and Welsh taster sessions within venues popular with members of these communities.

To make such examples the norm, we need to start making Welsh classes affordable and accessible for all..



The Welsh language must play a full part in the latest technological developments to ensure that it remains a modern language used in all aspects of everyday life

“Social media has made the Welsh language in all its diverse registers, accents and dialects more visible than ever before.”

Rhodri ap Dyfrig, an online content commissioner who works on Hansh (a Welsh language social platform).

Welsh Government has developed a [Welsh language technology and digital media action plan](#), aiming to ensure that the Welsh language can be used in a wide variety of contexts, from using voice, a keyboard or other means of human-computer interaction.

The plan sets out several actions, including, the development of conversational AI for the Welsh language; using the new curriculum and the Hwb website to develop children’s and young people’s skills in digital literacy, coding, digital content creation in Welsh; adapting relevant technology procurement procedures to ensure the Welsh language is considered from the outset; and support workshops that ensure people create and publish video, audio, image and text content in Welsh.

Efforts are already being made by voluntary organisations to increase their Welsh language presence on the internet:

[Mentrau Iaith Môn’s Wici Môn](#) aims to increase the amount of Welsh on Wikipedia to raise the status of the language with large software developers, focusing on historical, scientific and cultural subjects. So far, 2,752 articles have been written by Wici Môn volunteers.

Applications and online lessons present an alternative way for people to learn Welsh and allow people outside of Wales, sometimes with no Welsh heritage, to learn our language. The language app Duolingo has [reported a 34% rise in people learning Welsh](#) through their platform between 2018 and 2019. The Say Something in Welsh online tool estimated it has up to 60,000 regular users of its website.

Technology can teach soft skills in Welsh, promote health and well-being and help people better understand the struggles, including language barriers, that others experience in their day-to-day lives.

[Gwynedd Council](#), with the help of the creative agency, Glactig, led [a Welsh language virtual reality experience to help Gwynedd residents understand dementia](#). This project was funded by Arloesi Gwynedd Wledig and Welsh Government’s Cymraeg 2050 Grant.



In April 2020, S4C announced that the smart speaker, Amazon Alexa has a new skill called [Welsh Language Podcasts](#), that allows users to search for content through the medium of Welsh for the first time. According to S4C research, at least one in five British homes now uses a smart speaker. In the future, we will become increasingly dependent on smart home devices, meaning many of our daily appliances will be directed by voice. There is a need for us to develop and support businesses to create digital products that can be used in Welsh.

While these are positive developments, there should also be further consideration of how the language can be supported in relation to the development of future technology-based jobs. For example, cybersecurity is a critically important emerging industry with skill gaps. Still, it is not clear how young people and the existing workforce can develop skills in this area through the medium of Welsh.

Public body objectives and steps do not always meet the level of ambition needed to achieve this goal and are not demonstrating sufficiently how they will contribute to the national target of a million speakers and an increase in those who speak Welsh daily to 20% by 2050.

Some public bodies have expressed views about the future of the Welsh language in their response to my national conversation 'Our Future Wales'. For example:

[Mid and West Wales Fire and Rescue Service](#) told me they'd like to see a

"Continued focus on delivery of Welsh language services."

[Natural Resources Wales](#) noted that they want to ensure:

"That Welsh language services are as easily accessible and available as English language services, to give Welsh speakers a real language choice, so that they can live their lives through their preferred language if they so wish."

There is also a noticeable effort from public bodies to improve the provision of Welsh language in the workplace and through their engagement with the public.

The Welsh Language Standards require organisations to develop a policy on the use of Welsh internally, to promote and facilitate its use. They must assess the need for Welsh language skills when filling a new or vacant post. An [analysis in 2018-19](#) showed that of 1,981 posts Welsh, language skills were mentioned in recruiting for 67% but were essential for only 5%.

Opportunities to use Welsh have [increased since the standards were introduced](#) and the National Centre for Learning Welsh works with employers to strengthen Welsh language skills in the workplace.

While it's good to see public bodies are thinking about these issues, such aspirations and focus should reflect in their well-being objectives and steps.

Of the objectives that do mention Welsh language, most refer to the Welsh Language Standards or the statutory duty on public bodies to promote and protect the language.

For example, [Carmarthenshire](#), [Ceredigion](#) and the [Vale of Glamorgan councils](#), and [Amgueddfa Cymru](#) all have steps within their objectives to 'Implement the Welsh Language Standards.'



The Welsh language standards must be fully implemented in all decision making so that the Welsh language is mainstreamed into the strategic decisions of all public bodies.

However, I want public bodies to go beyond these and continue to explore new and innovative opportunities to promote the Welsh language in all aspects of their service delivery and to support its use in all areas of life. The considerations arising from the Welsh language standards should intertwine with well-being objectives and steps, as well as other local strategies, such as local well-being and economic plans.

It is encouraging to see some public bodies make efforts and find new ways of promoting the Welsh language and provide bilingual opportunities for people and promote wider well-being:



Sophie Howe with Sian Lewis, Chief Executive of Urdd Gobaith Cymru

[Ceredigion Council](#) piloted a Welsh language tutor in the workplace to have classes in accordance with individual need.

[The National Museum](#) hosted the “Ar Lafar” festival for Welsh learners, an initiative in partnership with the National Centre for Learning Welsh. The Museum has also started to experiment with digital augmented reality and virtual reality innovations at National Museum Cardiff, National Roman Legion Museum and Big Pit. This has led to a bilingual Google Expedition at Big Pit; providing the first Welsh language virtual reality tour available on Google Expeditions.

[The National Centre for Learning Welsh](#) offers free Welsh lessons to refugees to introduce people to the Welsh language as well as support community cohesion, in partnership with the Welsh Refugee Council in Cardiff, and in partnership with the Red Cross in Newport. [There are also opportunities to learn the language informally at social gatherings.](#)

The two [Simple Changes](#) that I have asked public bodies to adopt relating to the Welsh language were amongst the ‘most adopted’ or ‘in development’ across public bodies. Of the 33 public bodies who responded to my call for information on the implementation of Simple Changes, all of them had adopted or were developing [Simple Change 53](#), ‘Ensure that all of your access points have bilingual greetings’. Thirty-two had adopted or were developing [Simple Change 54](#), ‘Use the Cymraeg comma on lanyards and email signatures of all staff who are Welsh speakers’.



The Simple Changes are an encouraging start, and I would encourage public bodies to look at some of the bigger, more ambitious actions suggested in my [Journey to A Wales of Vibrant Culture and Thriving Welsh Language](#) to increase their efforts in this area.

Welsh Government is continuing to show political will and determination to improve and promote the Welsh language but more needs to be done to address the loss of Welsh language skills when young people move beyond statutory education.

“I am also investing in the Welsh language and audience insight research to learn more about the public's behaviours and attitudes towards the language. This will shape our marketing strategy, the way we target our audience, and ensure that we are engaging with the right audience with the right message. This aim is that this work will also prepare the ground for other initiatives, making people more favourably disposed towards considering Welsh-medium educations for their children, transmitting the language in the family, continuing to use the language after leaving statutory education and learning Welsh as adults.”

Eluned Morgan AM, Minister for International Relations and the Welsh Language. Our Future Wales response

Many young people lose their Welsh language skills when they move from statutory education to further or higher education. [The Well-being of Wales for 2018-19 report](#) also confirmed that children are the group most likely to report they speak Welsh, and about a third of the increase in the number of Welsh speakers on the Annual Population Survey since [2008 can be attributed to 3-15-year-olds](#)

The Cymraeg 2050 Strategy states the intention to reform post-16 Welsh-medium and bilingual education to ensure that young people can continue developing bilingual skills to support a prosperous economy.

[Coleg Cymraeg Cenedlaethol](#) was established in 2011 to develop and support Welsh-Medium provision in universities. Since its establishment, there has been over a 25% growth in the number of students studying in Welsh at university. This growth has not been matched in the further education sector and in 2019 Welsh Government [launched an action plan](#) to develop bilingual provision across the further education and work-based learning sectors.

A significant obstacle to the use of Welsh is the lack of economic opportunities for people who live in areas of Wales with a high density of Welsh speakers, such as North and West Wales. This means that young people often leave these areas to find work or are priced out of the local housing market.

Welsh Government has undertaken a consultation on [“National policy on Welsh language transmission and use in families”](#) which is a step in the right direction to improve the use of Welsh language at home. The aims set out in this policy are to inspire children and young people to speak Welsh to their children in the future; reignite the Welsh language skills of those who may not have used Welsh since their school days, or who have lost confidence in their language skills, to speak Welsh with their children; support and encourage the use of Welsh within families, where not everybody speaks Welsh; and to support Welsh-speaking families to speak Welsh with their children.

There are good signs of progress towards Welsh language targets. Still, unless more people are able to learn and become fluent in the Welsh language through both the education system and outside of it, then the goal of ensuring that the Welsh language will not be achieved.



We need to see more ambitious efforts across all of Wales, and I have set out actions to help public bodies in my [Journey to A Wales of Vibrant Culture and Thriving Welsh Language](#).

Welsh language is not simply a means of communication – it is an intrinsic part of who we are as a nation, our culture and our way of life. Organisations such as those mentioned below play a vital role in keeping the Welsh language alive and helping it grow. I have been privileged to work with many of them, and I am grateful for their contributions to my work:

- [Mentrau Iaith](#) (a national network supporting and promoting the Welsh language);
- [Urdd Gobaith Cymru](#) (national youth movement) and [Urdd Eisteddfod](#) (Welsh language and cultural youth festival);
- [The Eisteddfod Genedlaethol Cymru](#) (a festival celebrating the culture and language in Wales);
- [Theatr Genedlaethol Cymru](#) (the Welsh language national theatre);
- [Gŵyl Gerdd Dant](#) (a Welsh tradition of presenting or performing poetry to harp accompaniment);
- Merched y Wawr (a women’s movement);
- Llenyddiaeth Cymru / Literature Wales;
- National Federation of Women’s institutes;
- Wales Federation of Young Farmers Clubs
- Mudiad Meithrin (a national voluntary organisation that provides Welsh-medium primary care and education).

Working with these organisations and others will help public bodies make progress towards their well-being objectives. For example, Welsh poetry, literature and culture could be used to engage people with dementia. Welsh theatre could be used to build creative skills through the language to support young people, community groups such as Merched Y Wawr and Young Farmers could be part of building a community response to tackling Adverse Childhood Experiences. Public bodies should, therefore, demonstrate how they are more proactively working with and supporting local and national cultural organisations in setting and meeting their well-being objectives and steps, while also seeking to contribute to other well-being goals.

Parti Ponty, organised by [Menter Iaith Rhondda Cynon Taf](#), is a Welsh language festival for everyone, showcasing a mixture of performers from the area, and beyond, which has expanded to events across [5 locations in the county in 2019](#).

Following a proposal from their Youth Board, [The Urdd](#) are planning to develop a new Environmental and Well-being centre based around the principles of the Well-being of Future Generations Act. Intended as a place for a digital detox, it will encourage young people to connect with the surrounding environmental and cultural landscapes to experience a more sustainable way of life. They intend to build a ‘Field to the Fork’ ethos, with young people growing and harvesting their food from the kitchen garden, beehives and nearby surroundings and will cook and eat together in the ‘green energy’ field kitchen.

More information on the state of the Welsh language is available in the Welsh language Commissioner’s report, [The Position of the Welsh language](#).

Value culture and creativity as a core dimension of well-being

What future generations need

The Well-being of Future Generations Act includes culture as a key dimension of well-being and sustainable development for the first time. Therefore, public bodies should not only be aiming to maximise their contribution to this goal but also to improve the cultural well-being of Wales.

Public services need to value and promote culture as one of the core dimensions of well-being.

This means doing more to integrate cultural considerations at the start of policy and funding decisions, to inspire new and alternative solutions that unlock cross-cutting benefits. It also means recognising bilingualism and creativity as essential and valuable skills, which will not only stimulate productivity but also benefit people's physical and mental health.



“We also need to recognise, acknowledge and value the myriad languages and culture which also have a home in Wales and will play a key part in its future.”

Race Alliance Wales in their feedback to my draft report.

Where we are now

Article 27 of the [Universal Declaration of Human Rights](#) states that “everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits.”

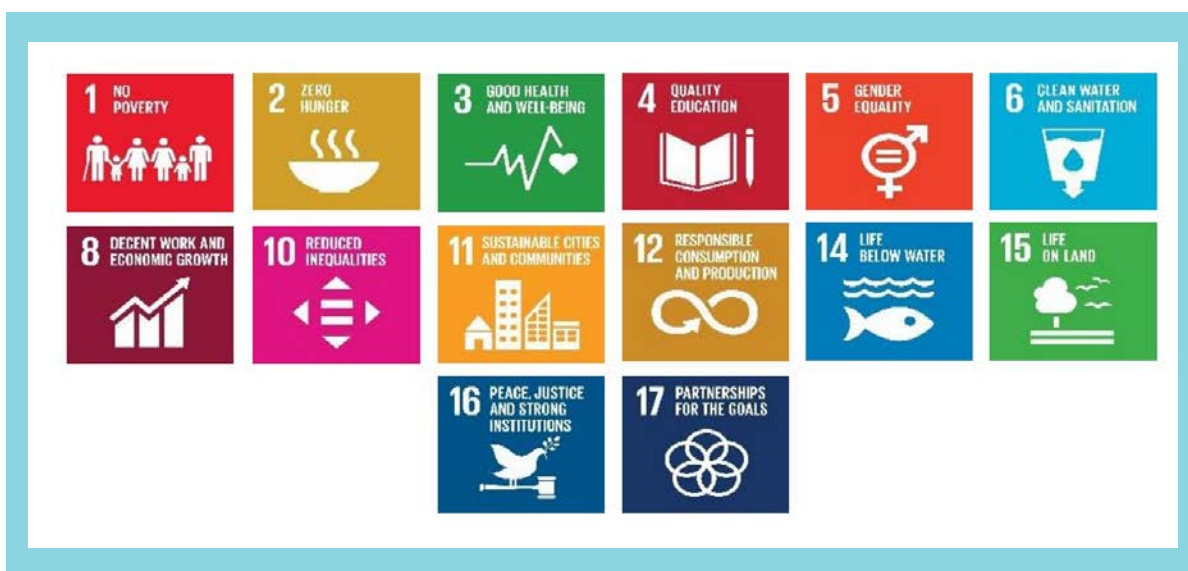
Article 31 of the United Nations Convention on the Rights of the Child notes that “every child has the right to rest and leisure, to engage in play and recreational activities appropriate to the age of the child and to participate freely in cultural life and the arts.”

Cultural rights are, therefore, inseparable from human rights, as recognized in Article 5 of the 2001 UNESCO Declaration on Cultural Diversity and can be defined as the right of access to, participation in, and enjoyment of culture.

While culture is mentioned in the indicators for the United Nation's Sustainable Development Goals (SDGs), none of the Sustainable Development Goals set out a cultural goal, and the UN definition of sustainability doesn't include a cultural dimension as we do in Wales.

According to the [Supplementary Report to the UK Voluntary National Review of progress towards the Sustainable Development Goals 2030](#), which my office helped prepare, this goal is linked to the following Sustainable Development Goals.





I welcome Welsh Government's leadership in emphasising culture through the Well-being of Future Generations Act, within the definition of the sustainable development principle.

Areas such as broadcasting and online streaming sites are non-devolved, but demand for Welsh culture and language is increasing. Welsh Government should further explore opportunities to use these platforms to share Welsh culture and language with wider audiences across the world

A large part of the cultural sector is devolved to the Senedd, which can legislate on arts and crafts, museums and galleries, sport, libraries, archives and historical records, cultural activities and projects. While areas such as broadcasting and other media are non-devolved, they still help promote and share Welsh culture.

Welsh language music has a lot to offer to the world and can go a long way to promoting Welsh culture. Alffa (two teenage rock musicians) from Gwynedd, North Wales, passing one million plays on Spotify, [with a Welsh language song](#), is an example of how the Welsh language continues to influence the music scene.

Public service broadcasting – on television, radio and online – also makes a very important contribution to life and well-being in Wales. It helps to define a sense of cultural identity and plays a crucial role in informing citizens about (and promoting engagement with) politics and government at both local and national level.

Therefore, it is important that people can choose from options which reflect the reality, culture and language of Wales when deciding what media to consume. Over the years, BBC Cymru Wales, S4C and other broadcasters have found innovative and creative ways of presenting Wales on our screens, including through shows and films such as *Pride*, *In My Skin*, *Hidden/Craith*, *Keeping Faith*, *Hinterland/Y Gwyll* and *Gavin and Stacey*. Some of these, such as *Hidden/Craith* and *Hinterland/Y Gwyll* have managed to reach a much larger audience through streaming services such as BBC and Netflix.

The depiction of Welsh language on Netflix's *The Crown*, for example, has been very useful for the promotion of Welsh language not only in Wales and the UK, but across the rest of the world as well.



“Millions of people are going to be aware of the existence of the language, as a living language, for the first time ever.”

Dafydd Iwan regarding the depiction of Welsh in ‘The Crown’.

However, some believe Welsh culture cannot be fully reflected, while broadcasting is still a reserved matter for UK Government.

Devolution of the sector is seen by some as the most effective way to tell Welsh stories from a Welsh point of view.

In 2014, the Commission on Devolution recommended that regulation of broadcasting should remain the responsibility of the UK Government, with some changes as to the representation of Wales in [scrutiny and decision-making](#). Welsh Government has previously noted that it was not seeking [devolved broadcasting powers at the moment and that broadcasting cannot be treated in isolation](#) – it has to be considered in the broader regulatory perspective, which includes Welsh and English digital media.

The Welsh Assembly Culture, Welsh language and Communications Committee is currently undertaking an inquiry into the [Devolution of Broadcasting in Wales](#). I look forward to considering their report and recommendations once finalised.

Welsh Government are able to show some evidence on how they are supporting the cultural economy, but need to ensure they are applying principles of sustainable development across all policies in this area

The creative industries are becoming more widely recognised for their contribution to the economy and in 2021, the United Nations are planning an International Year of Creative Economy for Sustainable Development.

The cultural sector is a vital cog in the Welsh economic machine. It is one of the fastest-growing sectors in Wales and contributes to jobs, wealth, tourism and helps put Wales on the global map.

Figures from 2014 showed that Wales has over 5,300 creative businesses, which generate over £2.1 billion annual turnover, and provide employment to [over 49,000 people](#).

The sector produces talented and creative individuals with transferable skills, who contribute to more than just the creative sector. Cultural professionals can help with designing and re-generating communities by breathing new life into unused spaces, derelict and desolate industrial zones, to turn them into something beautiful that people can enjoy. This can, in turn, improve the image of a place or region and contribute to local economic growth.

Welsh Government has established an internal agency, [Creative Wales](#), to build on existing successes of the creative industries in Wales and develop new talent and skills – positioning Wales as one of the best places for creative businesses to thrive.

While this is a welcomed and necessary mechanism to promote and harness cultural activities and curation, their plan, [Priorities for the Creative Industries in Wales](#), does not make any reference to meeting the aspirations of the Well-being of Future Generations Act.



Therefore, we are potentially missing an opportunity to harness the power of the creative sector in meeting several challenges. For example, one of the most significant changes to public awareness of the climate and nature emergency has come from documentary film (most notably, David Attenborough's Blue Planet).

The remit of Creative Wales focuses on maximising the economic opportunities of creative industries. However, Welsh Government should also be seeking innovative ways to make connections between their well-being objectives and harness all levers; especially when establishing new policies and bodies.

Positively, Wales has seen some great successes in showcasing its cultural work internationally, through initiatives such as at the Smithsonian Folklife Festival, Wales in Venice, Wales at London Book Fair, and Lorient Interceltic Festival in Brittany to name a few. These [initiatives have helped internationalise the reputations](#) of Welsh artists, arts organisations, musicians and craftspeople. Also, initiatives like Eisteddfod Llangollen, Focus Wales, Green Man, Hay Festival and Festival No 6 have all attracted international attention; helping to put [Wales on the global cultural map](#). Many of these have been supported and part-funded by Welsh Government's Major Events Unit.

Welsh Government has also announced additional capital funding for the Books Council of Wales to invest in information technology systems that will support the growth of the publishing industry in Wales. [Welsh Government has noted that](#) "A healthy publishing industry is an essential part of Wales' cultural identity and Creative Wales' support of the Books Council of Wales, will help support essential services for the publishing industry in both the Welsh and the English languages."

Other initiatives include the [National Poet for Wales](#), organised by Literature Wales, appearing in festivals and events worldwide to raise the profile of Welsh writing and writers.

All of these initiatives make a positive contribution to supporting and promoting the vibrant culture of Wales. However, Welsh Government need to demonstrate, through remit letters and funding criteria, how it is seeking wider contribution to its own well-being objectives through these bodies' programmes and initiatives.



Sophie Howe with Jane Davidson

Our natural environment is a key part of Wales' tourism offering. Welsh Government must therefore demonstrate how its Tourism Strategy and support for major events are enhancing biodiversity and contributing to carbon reduction

Culture is at the heart of tourism in Wales; 61% of overseas visitors cite our historical sites as a [key reason for their visit to Wales](#). The cultural sector includes not only castles, museums, festivals and heritage sites but also our food and drink, as well as sports events and recreational green spaces, including our national parks and landscapes. Wales also has three UNESCO World Heritage sites, attracting considerable international attention and contributing to tourism and the economy.

Welsh Government's plan, [Welcome to Wales: Priorities for the visitor economy 2020-2025](#), recognises culture as one of the key areas of Wales' core offer. [Visit Wales](#) is another platform that promotes the many things Wales can offer to visitors, including the rich and vibrant cultural landscape.

A castle in [Conwy](#) is twinned with a castle in [Himeji, Japan](#), [aiming to promote sustainable tourism at both sites](#). They also use educational projects to promote knowledge about the castles, their histories and the communities around them and to exchange skills and expertise through joint cultural and sporting activities.

2017 was the United Nations' International Year of Sustainable Tourism for Development. Unfortunately, many current tourism practices can be damaging across all four dimensions of well-being, but especially the environment. Such practices can be discouraged through a combination

of hard and soft measures, such as planning regulations, transport restrictions and fines, as well as investing in education on the damage that tourism can cause our environment. Public bodies should ensure any negative impacts of tourism are prevented. My office has provided input to the development of the new Welsh Tourism Strategy and, in collaboration with Welsh Government's Major Events Unit, have co-created a Sustainable Conferencing Guide, which is aligned to the Well-being of Future Generations Act. Welsh Government should use the guide to ensure any events attracting tourists and visitors to Wales are responsible and sustainable. Events should be able to demonstrate their contribution to the seven well-being goals, for example, ensuring events are low carbon, zero-waste and offering equal opportunities for all.

"When the world thinks of Wales, they think of castles, wild landscapes and natural beauty. It's exciting to see Wales in demand for film and TV, and I hope that, through protecting and restoring our natural heritage that we see this sector grow further."

Iwan Rheon, Actor and WWF Cymru Ambassador"

"Maintaining growth in the screen industry and continuing to position Wales as a top location for film and television production will remain a priority for Welsh Government's support for the creative industries."

Dafydd Elis-Thomas, Deputy Minister for Culture, Sport and Tourism. Our Future Wales response



There is global interest in the use of our natural landscapes within TV and film productions. However, as demonstrated throughout this report, Wales' landscape and environments are at risk from climate change. Extreme weather events and severe flooding will become more common as world temperatures continue to rise, and global carbon emissions increase. The impact that this could have on the creative industries is very significant, and we need action needs to minimise it.

Wales is proud of its numerous vibrant festivals and events, which celebrate our culture and promote it to the world. However, the recent declaration of climate and nature emergencies provide us with the need to ensure investment, support and development for these events align with the seven well-being goals. The biggest environmental impacts stem from the transportation of visitors to and from the festival, fuel for powering the site during the event, and waste.

Fortunately, public awareness of this issue has led to both the industry and individuals taking positive steps to decrease the environmental impact of festivals. The Association of Independent Festivals has set up their campaign, Drastic on Plastic, to try and bring down the number of single-use plastics consumed on their sites. Sixty-one festivals have already committed to banning plastic straws, and the [campaign organisers are aiming to phase out single-use plastics entirely by 2021](#).

In 2018, the National Eisteddfod announced a [ban on single-use plastic](#) in the [Conwy County Eisteddfod](#).

[Hay Festival](#) has produced the [Hay Greenprint Toolkit](#) for Improving Festival Sustainability.



Sophie Howe talking with Dwr Cymru at the National Eisteddfod in Cardiff 2018

Creativity's importance is recognised in the new curriculum by Welsh Government, but more needs to be done to promote this skill as part of lifelong learning and into current workforces

Being creative in the workplace can stimulate productivity as well as support employee mental well-being, [a report by AON found](#).

An [IBM study of 1,500 CEOs](#) revealed that creativity is the most critical skill for leaders. In a workforce preparedness study conducted by the Conference Board, 97% of employers said that creativity is of increasing importance. Creative practice encourages experimentation and innovation throughout organisations while creative leaders take more calculated risks, find new ideas, and keep innovating in how they lead and communicate. We can nurture this throughout the cultural workforce in Wales, whether employed by the public sector or not. (See the section Skills for the Future in Chapter 5 for more information and my recommendations)



Culture, language and creativity have many potential benefits to our children's education. The benefits of bilingualism have been investigated worldwide, and evidence shows that bilingualism strengthens cognitive abilities. Bilingual people tend to be more creative and flexible. They can be more open-minded, and they also find it easier to focus on a variety of tasks simultaneously. Bilingual people earn an average of 11% more, and evidence shows a positive relationship between bilingualism and Gross Domestic Product. The recent 'war on plastic', following David Attenborough's Blue Planet 2, demonstrates that cultural intervention has a vital role to play in educating everyone about wider global issues.

However, some people have raised that they feel culture is not, as of yet, always valued as it should be in education:

"It's only English literature in which you can express yourself in that environment, and art/music, but sadly these are not always seen as important subjects, they're not curriculum favourites. And things like PE as well, that should be put higher on the agenda."

Diverse Cymru event July 2019

The Curriculum for Wales 2022 is a positive first step, with a focus on softer skills, including creativity. The benefits of the new curriculum will only be realised if it is implemented fully, and with teachers prepared (personally and professionally) to deliver its challenging requirements. This involves working differently; involving a broader range of people in education. (See the section on Skills for the Future in Chapter 5 for more information and my recommendations)

Funding to support cultural assets, production and delivery is not always seen as essential and can be the first thing to go when budgets are considered by public bodies

"I am concerned that, through austerity and cutbacks to public services, we are losing all the things that turn an existence into a rich and full life. Libraries, music lessons for our children, publicly owned and accessible theatres, galleries and concert halls. If it hadn't been for a youth theatre group when I was growing up in a very dysfunctional situation living me hope and expression, I would not be here now".

Our Future Wales conversation, Bangor

"I have a nursery age daughter who will be embarking on her educational journey in September. I am chair of the regional arts and education network for north Wales which brings artists and organisations together to work with schools to deliver their creative learning. Funding ends in 2020..."

Our Future Wales conversation, Wrexham

"I'm a volunteer with the Llangollen International Musical Eisteddfod – a fantastic event which began in 1947 bringing music and dance to North Wales during a difficult time. I love volunteering, meeting people from around the work and making new friends. It's a family thing too – my parents are volunteers (and still friends with Bretons from ages ago) plus my nine-year-old. Funding is very tight and a lot more festivals available but our ethos of 'where Wales welcomes the world' is still strong. Long may Llangollen Eisteddfod continue."

Our Future Wales conversation, Wrexham



Public bodies are not always able to maintain provision in these areas, and libraries, sports facilities, leisure centres, cinemas and arts services have had funding cut. For example, public funding of the arts in Wales decreased by 18% between 2011-12 and 2017-18. Local authority funding of the Arts Portfolio Wales (arts organisations that the Arts Council funds annually) has decreased from [£11 million in 2011-12 to £5.1 million in 2016-17](#).

[A third of libraries in Wales have closed or changed hands since 2010](#) due to budget cuts, with almost one in ten libraries being run solely by volunteers in the community they serve.

“Museums, art, culture is not valued enough, there have been massive cuts, it has an impact on people’s well-being. Shouldn’t just be in the city centre.”

Our Future Wales
conversation with 4Winds

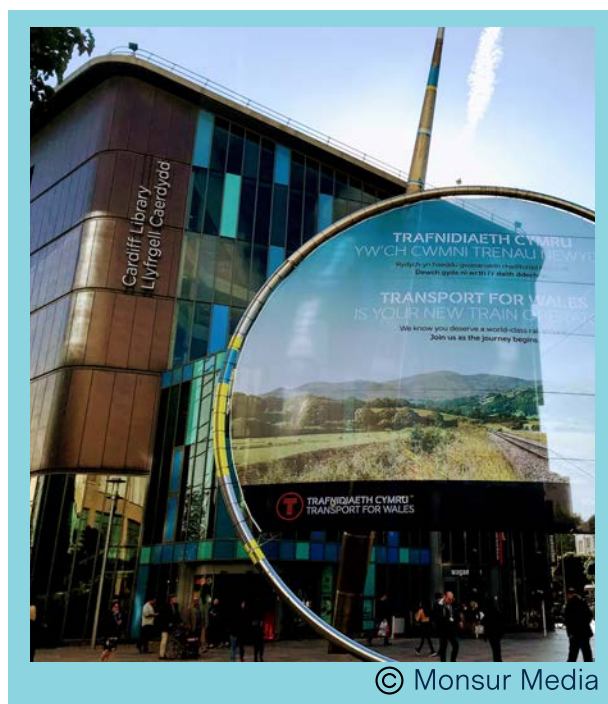
2017-18 saw the [first real-terms increase](#) in funding from Welsh Government to the Arts Council since 2010-11.

An additional difficulty is the small number of large businesses headquartered in Wales. [The Arts Council for Wales has noted](#) that corporate sponsorship is more prevalent in urban, metropolitan areas and usually goes to larger, higher-profile cultural institutions. This means that small organisations, based in rural Wales, can struggle to gain corporate sponsorship.

The Arts Council for Wales report for 2018-19 has identified cuts in public sector funding as one of the critical risks that could lead to [key cultural organisations failing](#).

Welsh Government said in their cultural strategy from 2016, [Light Springs Through the Darkness](#), that “there is a clear need for the culture sector to up its game on fundraising, marketing and income generation”.

Encouragingly, the Arts Council of Wales has been delivering their programme of business development support, [Resilience](#), to enhance cultural organisations’ business capability, to make them [less dependent on public funding](#). However, currently, this is only open to organisations funded by the Arts Council of Wales, which means others who may need this support, may not get the help they need.



The Welsh Assembly Culture, Welsh language and Communications Committee recommended in their report, [Building Resilience: inquiry into non-public funding of the arts](#), that the Arts Council of Wales considers extending this programme to include arts bodies that aren’t already funded by the Arts Council, which is currently being explored.

Our cultural sport and leisure infrastructure is ageing despite the significant growth in built infrastructure over the last 40 years.



Maintenance and modernisation are not always a priority and ageing, deteriorating infrastructure across the public sector is increasingly commonplace, in particular for outdoor games facilities.

While community transfer assets are a possibility, there are inherent concerns related to this model; for example, the public is not often aware of the investment requirement and maintenance costs of cultural facilities. In a climate of austerity, however, more and more of these expenditures will have to be met by income, and this will need to be [communicated clearly to avoid public dissatisfaction](#).



“Often public leisure and culture facilities are some of the last remaining community buildings, open and retained for public use. Equally as often, they are ageing facilities and in need of investment, particularly if they are heritage buildings or have not received the continued investment and maintenance as required. We are concerned about the future of those buildings being there and accessible for future generations to access, enjoy and retain for their future generations. Equally, we are concerned about the current trend of worsening building conditions which are already impacting on the quality and accessibility of the cultural and sports programmes delivered.”

“If Wales follows the English trend, our grave concern is that the services most needed by communities will be cut because they are unaffordable to run. This could include losing outreach community services, community hubs delivered to engage young people, walking groups, library services, arts programmes etc. In our view, this is not what public leisure and culture services should be. We cannot allow leisure to be turned into a commodity, we must ensure that leisure (and cultural) services remain for all future generations and are developed and supported to engage the communities in most need, not just those that can afford to pay.”

Our Future Wales
response, Community
Leisure UK



Numerous concerns have been raised with me about parks, sports facilities and playing fields being built on, thereby removing vital spaces for outdoor recreation.

“Even more importantly, in an age where we are constantly being reminded of the problems created by unhealthy lifestyles and lack of exercise, how can the council justify removing such a valuable sports facility which is used by all ages?”

Correspondence about building a car park on tennis courts

Welsh Government have emphasised the importance of play for children by including an internationally groundbreaking section on play opportunities in the Children and Families (Wales) Measure 2010, which places a duty on local authorities to assess and secure sufficient play opportunities for children in their area.

Despite this, a report by Play Wales Chwarae Cymru found that 8% of surveyed children said there are hardly any places available for them to play in and a further 21% said that [only a few places are available to them](#). Girls felt more restricted in terms of recreational space, and 15% of disabled children said they could hardly play anywhere.

“Near school and my friends, there are green spaces to play on which won’t last as it’s now being demolished to make more houses or sold up to make a bigger school or be used to make money into allotments. There will be no green spaces left for us to play. We will have to stay in on our computers and play online with our friends instead.”

From Play Wales - Chwarae Cymru’s report.

In a similar vein, people have raised with me that they’d like culture to be a more central focus in land use planning and placemaking. For example:

“Neighbourhoods as cultural spaces, e.g. the Big Lunch/street parties”

“Build communities not just houses - schools, open spaces, cultural venues, play areas.”

“Ensuring adequate services are available in planning – these need to be individual cultural activity, e.g. libraries, parks, heritage resource centres, arts centres”.

Our Future Wales conversation, Culture roundtable

(See the section on Land Use Planning in Chapter 5 for more information and my recommendations)

Positively, in 2019, Welsh Government allocated a [£5m Place for Sport fund](#) to Sport Wales, to award grants that could improve, protect or create new sports facilities in Wales.

The money helped fund more than 150 projects and 28 different sports. Projects ranged from new cycle tracks and changing room renovations to new artificial pitches, floodlight installations and table tennis training robots.

One hundred and eighteen of the clubs and organisations awarded funding applied via the £1million ‘Place for Sport’ fund. A total of 319 applications were submitted (with requests reaching more than £15 million for total project costs with more than £20 million).



The 21st-century school programme provides another opportunity to build school sports facilities fit for the future; designed to cater for a wider range of interests, to provide the opportunities, and quality of experience, and to motivate more young people, [particularly girls](#). It also offers the opportunity to ensure that new schools are designed to better provide for school playtime, and for use for play after hours, in line with Welsh Government's guidance [Wales – A Play Friendly Country](#).

Play Wales - Chwarae Cymru has developed a [toolkit](#) to help schools and local authorities with this.

Ysgol Y Deri's in [Penarth, Vale of Glamorgan](#), [opened its doors on Saturdays](#) to provide children, and specifically disabled children, with a place to play on weekends.

“Wales has the opportunity to be different [than the UK as a whole] and could take ownership and care for public leisure and cultural services and facilities.”

Community Leisure UK

When it comes to our historical environment, the [Well-being in Wales 2018-19](#) report says 62% of all scheduled monuments are classed as being stable or improving, but 14% are still assessed “at risk”. Of the 30,000 listed buildings in Wales, 75% are in a stable or improving condition, but 9% are considered to be at risk.

There are also inherent risks to our historical environment resulting from climate change and extreme weather, discussed in the section below.

Some public bodies are thinking about maintaining and improving cultural infrastructure and access to culture, even if this doesn't always translate explicitly into their well-being objectives. For example, Neath Port Talbot Public Services Board have told me that their priorities are to:

- Maintain the present level of library service and ensuring they continue to deliver a sustainable service.
- Improve and developing participation in physical activity and sport.
- Enrich people's lives through their engagement in the arts, by offering a diverse and accessible range of live events, film screenings, exhibitions and participatory opportunities for the entire community.

This is somewhat reflected in Neath Port Talbot's local well-being plan – they have set out a vision and indicators in relation to physical activity. I would, however, like to see this more firmly reflected through steps and links with their well-being objectives.

Neath Port Talbot County Borough Council have also said they want to continue “protecting and encouraging our arts, culture, community spirit and heritage so that future generations can enjoy and appreciate this.” This is expressed through their well-being objectives and steps. For example, ‘We will work with partners to refurbish, repair and maintain locally important buildings and structures’ and “We will develop the offer of our theatres to attract a wide range of acts and performances’.



Local heritage sites and monuments can often prompt people to become more engaged with all aspects of local culture, including Welsh language, and this should be encouraged as part of lifelong education. This is something that all generations and communities can benefit from, as our sense of history and heritage can make us feel more connected to the place we live and to Wales as a whole. That is why we need to protect our historical environment and invest in the maintenance and improvement of the monuments and buildings still considered 'at risk'.

As libraries across Wales have been closing down due to budget cuts, positively, ways have been found to maintain library services through integrating them into community hubs.

Cardiff Council has moved [some of its libraries into "hubs"](#), along with housing and benefits advice. In many areas, the additional footfall in hubs has had a positive impact on the uptake of library services.

Denbighshire Council has [turned seven of its nine libraries into one-stop shops](#), where council services such as housing benefit and bin collection information can be accessed, council tax paid and parking permits issued.

Flintshire Council has [established an employee-led mutual](#) to deliver its library and leisure services, with two libraries moved into leisure centres already.

Llanelli (Carmarthenshire) [library's building was completely renovated in 2012](#) and reinvented as "more of a coffee shop" than an austere library. The library has a jukebox, occasional guest choirs, background music, coffee corners, as well as quiet spaces for those who wish to read in silence.



Not enough public bodies have set objectives and steps in relation to this goal and those who do are not always making the connections between culture and language and their other objectives, for example, ones related to health and decarbonisation

Public Services Boards are a good place to start considering joint, integrated action around such themes. However, a relatively low proportion of their well-being objectives relate to 'culture, heritage and language'. Just 14% of Public Services Board objectives and steps (14 out of 97) relate to this theme, and the figure is only slightly higher at around 23% for public bodies' well-being objectives and steps (69 out of 295). This is not a lot when considering this theme encompasses a whole national well-being goal. In contrast, there are 110 objectives related to skills which are only one part of the goal of Prosperous Wales.



Not surprisingly, public bodies who would be seen as having a 'cultural remit', such as the Arts Council, Amgueddfa Cymru, the National Library for Wales, Sport Wales and Welsh Government have stronger references to culture and identity. For example, Amgueddfa Cymru objective: 'Act as stewards of our cultural and natural heritage for the future generations of Wales.'

The three national park authorities and Natural Resources Wales are also ahead of others in recognising the positive impact of culture on other aspects of well-being. They are using culture and language as a preventative mechanism, thereby addressing wider issues related to the environment and health. However, the majority of public bodies have taken a narrower approach and focused their objectives and steps in a specific area of culture (such as language, sport or the arts) rather than looking at how culture can integrate with other sectors.

The responses I received relating to my Simple Changes for this goal illustrate the difficulties public bodies are having with the integration of the cultural dimension into their actions and decision-making. These Simple Changes have the lowest adoption rate amongst public bodies (only 59% 'have adopted' or are 'in development') even though the Simple Changes relating to the Welsh language aspect of the goal have the highest adoption rate.

There are, nonetheless, some good examples of where the Simple Changes are being implemented.

Simple Change: Encourage your staff to sign up for and use their free library card, providing accessible information on what the library offers

Natural Resources Wales promoted and celebrated national libraries in October through daily articles highlighting the many benefits of libraries and urging staff to go and visit a library. Many of their grant-funded project & RDP LAG projects include culture and art approaches that raise awareness of the surrounding natural environment.

Simple Change: Promote opportunities for older people to engage in culture, through the Gwanwyn Festival

Both the Arts Service and Garth Olwg Lifelong Learning Centre in Rhondda Cynon Taf have facilitated activities as part of the Gwanwyn Festival. The Arts Service develops cultural activities responding to the requirements of the target audience within 20 minutes of the theatres.

In Pembrokeshire, this information is distributed yearly to the 50+ Network. St David's 50+ Forum now has a festival on the 1st March each year under this project, which has expanded over the years to being an intergenerational festival.

Interestingly, The Federation of Museums and Art Galleries of Wales have suggested that:

"Local authorities are delivering against the goal, but they're not asking the right people in their organisations for information. Many local authorities seem to default to thinking of arts provision under the term Culture and don't think of heritage or museums within that. Very often, local authorities are funding museum services, who are delivering against many of the goals, but they are never asked for information or stats on their reach and impacts."



Public bodies should adopt these Simple Changes and embark on the more ambitious actions outlined in my [Journey to A Wales of Vibrant Culture and thriving Welsh language](#). They should also think about the broader terms of cultural assets and provisions that they are funding and how all of these together are delivering against this and other goals.

Cultural organisations sponsored by Welsh Government and the Arts Council for Wales, who are already contributing to this goal (such as [Cadw](#), [Literature Wales](#), [Opra Cymru](#), [National Theatre Wales](#), [National Dance Company Wales](#) etc.) should be encouraged to map out their work and contribution to the ambitions of the Act.

Voluntary organisations are another key contributor to the achievement of this goal, and public bodies should be collaborating with them to achieve greater results.

View culture as a mechanism for wider change

What future generations need

We are all too aware, as a society, of the long-term issues we face with an ageing population, long-term illnesses becoming more prevalent and poverty of resource and aspiration increasing around us.

We need a shift in focus to prevent long-term issues recurring or deteriorating further, and culture and the Welsh language have a crucial part to play. Many studies have identified the physical and psychological benefits of cultural and linguistic engagement. Enhanced feelings of well-being in older age, the prevention of the development of depression, the speed of recovery from mental illness,

the prevention of development of chronic pain and the protection against cognitive decline are well-documented.

Cities of culture across the UK are models of where culture has driven widespread regeneration, and evidence shows that addressing issues of poverty through culture is highly successful.

Culture is also a powerful mechanism for inspiring people and affecting change, and we need to use this to address the many environmental challenges that Wales, and the world, are facing. We need to recognise and act upon this potential.

“How can the presence of something like Future Generations be a radical question not just to culture as we know it as cultural practitioners, as artists, as companies and organisations but the very culture we currently have in society which is broken? It’s not going to last, and we’re not going to survive it unless we actually make much deeper, deeper questions of how government, governance and public bodies function around the distribution of wealth, the distribution of equity around power and privilege”.

Our Future Wales conversation, Culture Roundtable



Where we are now

Public bodies are also starting to recognise that culture is a powerful tool that can help raise awareness of environmental challenges, but a more coordinated approach is needed in order to scale up the many examples across Wales

“Art and sustainability, poetry and love for the Earth, are for me a single passion. One serves the other, one expresses the other. Earth is the subject, poetry its voice.”

Gillian Clarke Poet for Wales
and Sustain Wales 'Green Hero'

Climate change, and more specifically, flooding, will have impacts on all aspects of our lives in the future; including culture. Many cultural monuments, statues, listed buildings, recreational spaces and places of outstanding beauty are at risk of being lost because of flooding concerns.

A report by the [Climate Change Coalition](#) analysed [the effects of extreme weather on some of the UK's most popular sports](#) like football, golf and cricket. The report highlighted that increased rainfall; dry, stormy summers and milder winters culminate in new risks and challenges to how these sports can be played and will lead to more matches being abandoned and courses at risk of closure.

We are already seeing climate change's impacts on some of our historic settlements, their residents, local economies and culture. CADW published their climate adaptation plan, Climate Change and the Historic Environment in Wales, outlining the many risks that extreme weather, specifically flooding, erosion and fires, present for the historic Welsh environment, as well as several actions that need to be taken to [minimise those risks and prevent damage](#).

One example of a place that will be heavily impacted by the effects of climate change is Fairbourne, but it is by no means the only example. The anti-invasion defences located on Fairbourne beach will be lost if left at their current position when the managed realignment of the coast at Fairbourne occurs.

At the beginning of 2020, many places in Wales experienced devastating flooding, that impacted residents, businesses and cultural professionals alike. Many artists from the South Wales valleys decided to donate their time for free to help victims of the floods through [Valley Aid](#).

As temperatures and ocean levels rise, the world will be subjected to more and more extreme weather, and flooding like we saw in 2020 will become more commonplace ([See the section on Decarbonisation in Chapter 5 for more information and recommendations](#))

It is, therefore, vital that all available mechanisms and tools at our disposal are used to raise awareness and tackle the major issue of climate change that our future generations will face.

Culture is one such mechanism that has the potential to inspire and influence people to take action. People understand issues, express themselves and respond to calls for action better in the language in which they prefer to speak.

The way to tackle the climate change emergency and the natural crisis needs to, therefore, involve the cultural community, who can think outside the box and help us find new, innovative and creative solutions.



The Centre for Alternative Technology has long recognised the role the arts can play in large systemic shifts and has worked in collaboration with the Arts Council of Wales, in particular in their report [Zero Carbon Britain: Making it Happen](#). The work explores the role of culture as a powerful catalyst in transforming world views and sparking cultural change, allowing imaginations to flourish and glimpsing other ways of seeing and feeling. The 2019 report, [Zero Carbon Britain: Rising to the Climate Emergency](#), continues this work and dedicates a section to how culture can help us imagine a more positive, sustainable future and then create it.



Many public bodies and other organisations are already employing culture as a tool in their fight against the climate and natural crisis.

The National Museum Wales [declared a global climate and ecological emergency](#) in September 2019.

“Supporting the biodiversity of Wales, through our scientific research, our exhibitions and our education programmes, is at the heart of our work, and an integral part of our Vision - Inspiring People, Changing Lives... By declaring an emergency, we are acknowledging what is happening to our world, and making a commitment to working with our communities to find solutions.”

David Anderson, Director General, Amgueddfa Cymru

The Welsh language is not an end in itself but is a medium through which we can engage and tackle issues like climate change. This was shown by [Aneurin Karadog](#) the (then) Children’s Poet Laureate for Wales and Daniel Glyn when they gathered views on The Wales We Want, at the National Eisteddfod in Llanelli, and turned this into a rap that was published and played on Radio Wales.

Cultural professionals across Wales have been responding to the climate crisis and trying to shift public perception through culture for a long time, and examples of such initiatives were gathered through the Emergence-Eginiad partnership. Documents such as [Creative Practice for a Sustainable Future](#) and [Culture Shift: How Artists are responding to Sustainability in Wales](#) contain a multitude of case studies that can inspire and prompt people to take action.

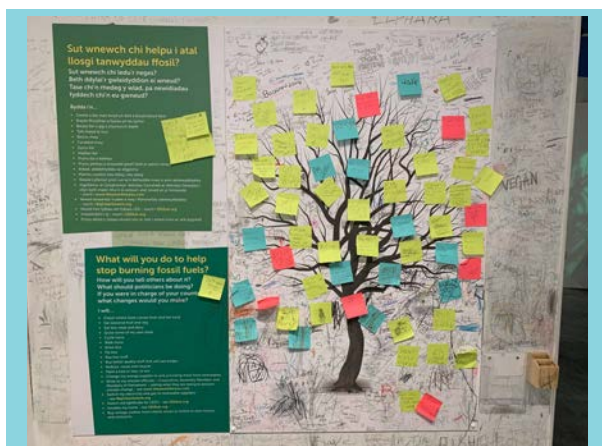


Natural Resources Wales' partnership with Ford to plant trees in old mining areas – linking culture, historical prosperity and the environment.

Cadw partnerships with Natural Resources Wales – utilising heritage sites to support resilience and environmental awareness.

Pembrokeshire Coast National Park Authority's initiatives and projects designed to raise awareness and tackle climate change through the medium of culture present another good example, demonstrating that culture is one of the most powerful tools we can use to prompt thought and help address wider societal issues. I'd like to see more public bodies follow Pembrokeshire's example.

- The Artist in Residence in Oriel y Parc Landscape Gallery and Visitor Centre prepared an [exhibition on climate change](#);
- The authority [commissioned interactive wildlife sculptures](#) to help raise awareness of marine litter;
- [The Changing Coast Project](#) is encouraging people to take photos from one of the park's fixed-point photography posts and share them with the authority, in order to document coastal change in Pembrokeshire.



There are many other great examples of the actions that cultural professionals are taking to address the climate and natural crisis:

National Theatre Wales, in partnership with Natural Resources Wales and with support from the National Trust, British Council Wales and Snowdonia National Park organised [EGIN](#) – a two-week residency responding to climate change, held in the northern reaches of Snowdonia National Park, drawing on the inspiring Welsh landscape and its complex social history, together with insight from active local communities.

[Head4arts](#) has been holding annual free family-friendly events to celebrate Earth Hour. The events offer creative exploration of climate change using [storytelling](#), [lanterns and butterfly-themed crafts](#).

[Migrations](#) is a cultural organisation developing partnerships that support awareness among audiences of environmental issues.

There are also other good examples across the UK that Welsh public bodies can look at for inspiration, for example:

The National Association Areas of Outstanding Natural Beauty in the UK have committed, through their statement of intent [Arts in the Landscape](#), to a deeper exploration of the links between arts and landscape. They want to ensure the UK's most precious landscapes are more accessible and more widely understood and appreciated by the nation.

[LAND Activate project](#) – A collaboration between artist, producers, art stewards and environmental organisations, which explores people's relationship with rural landscapes, science and heritage, through the medium of art.

Beyond Wales, Welsh cultural professionals are raising awareness of climate change through culture on an international level:

Young Welsh table tennis phenomenon, [Anna Hursey](#), has accepted an invitation to put her determination and growing prominence to work as a Young Champion of the [UNFCCC Sports for Climate Action Framework](#).

While these are positive examples, currently there is no integrated approach to linking these projects across public bodies, which can be better supported and scaled up across Wales.

Welsh Government's decarbonisation strategy, A Low Carbon Wales, includes little reference to the role that culture and cultural professionals have to play in the battle against climate change and the nature crisis. Their strategy notes, with relation to involvement, that Welsh Government will collaborate with "the Centre for Climate Change and Social Transformations and other key partners to explore how we use the media, arts and educators to communicate about the transition to a new energy system and the impacts of climate change". Aside from one of the seven national well-being goals, culture is also one of the dimensions of well-being within the sustainable development principle and, as such, should feature more prominently in key plans and strategies, such as A Low Carbon Wales.

I believe that any future action, and especially action aimed at behavioural change to tackle the climate emergency and natural crisis, should take cultural interventions into account and should work in collaboration with the cultural sector to inspire positive change.

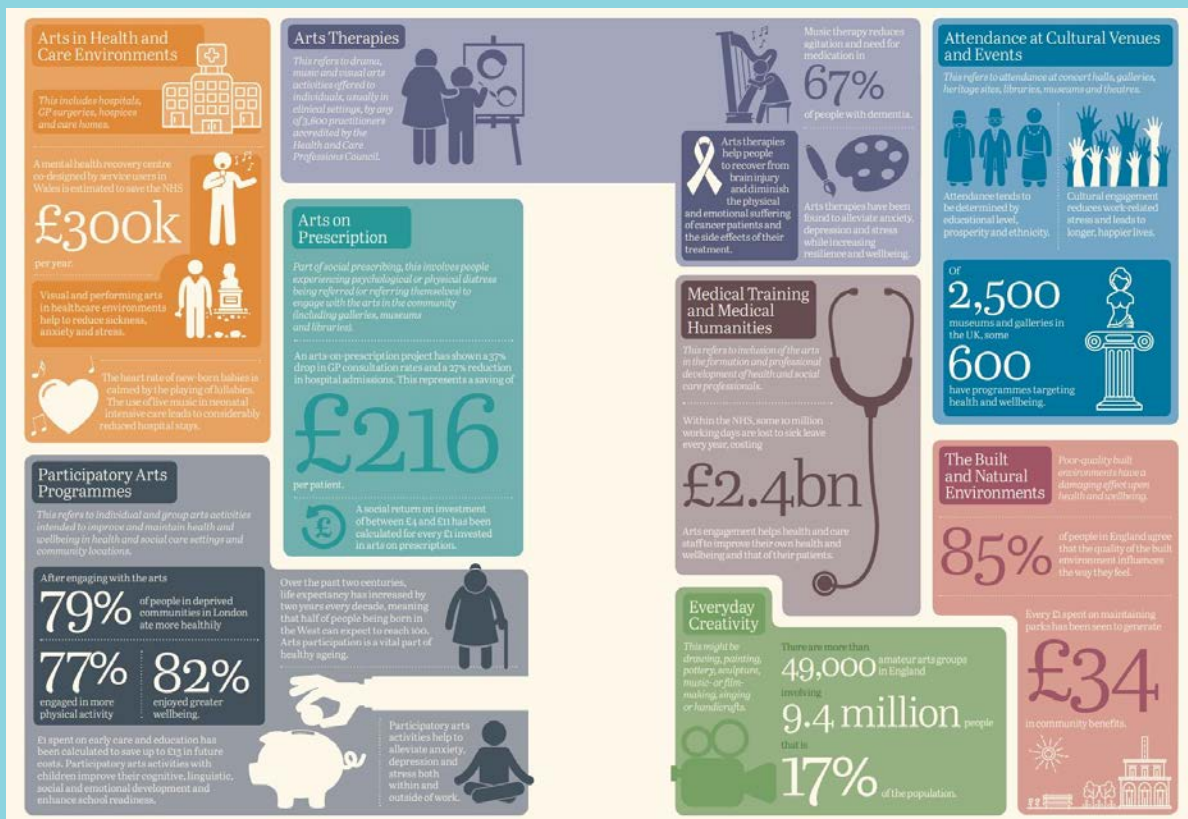
Welsh Government should take the lead and ensure that the many cultural interventions aimed at tackling climate change, which are currently happening across Wales, are coordinated and integrated. Support and guidance should be provided to ensure public bodies, as well as cultural agencies, are working together to make the connections between the environment and culture.

The importance of culture for the improvement of health and well-being is being increasingly acknowledged by public bodies, and there are some innovative programmes being delivered and they should be identified, shared and scaled up.

In terms of a healthier Wales, culture - physical activity in particular, but also art and performance - is a powerful mechanism for maintaining good health and preventing illness. Not just in an informal sense, but through social prescribing approaches. [Research published in the journal Neurology](#) shows that being bilingual can delay the onset of Dementia and some symptoms of Alzheimer's.

The UK All-Party Parliamentary Group on Arts, Health and Well-being, explored the links between arts and health in the UK in their report, [Creative Health: The Arts for Health and Wellbeing](#), where they looked at the many ways in which an arts approach can help save money in the long-term, for example:

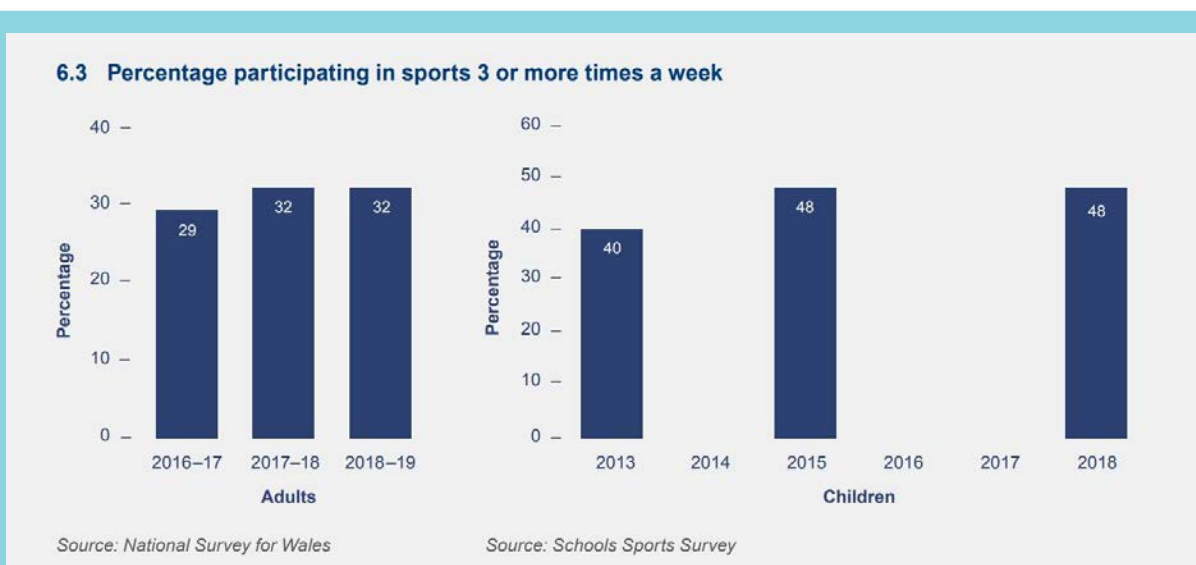




Source: The UK All-Party Parliamentary Group on Arts, Health and Wellbeing

In 2018, Sport Wales Commissioned a [Social Return on Investment](#) report, which found that for every £1 invested in sport in the country there is a return of £2.88 – and £3.4 billion of benefits for Welsh communities. The research aimed to measure the social impact of sport in Wales 2016-17, understanding the economic importance of sport.

In terms of participation in any sport or physical activity, men and younger age groups were most likely to [take part in sport three or more times a week](#). The school sport survey, which Sport Wales carries out on a three-year cycle, told us that in 2017-18, almost half of children took part in sport three times a week. These figures were unchanged from the previous survey period:



Source: [Wellbeing of Wales 2018-2019](#)



Public bodies should be front-loading and investing in sport and leisure offerings to get children more regularly involved in sports routines, to avoid later health costs associated with obesity, mental health, employment opportunities etc.

The Arts Council has a Memorandum of Understanding with the Welsh NHS Confederation. It works closely with Public Health Wales and with participants in the Cross-Party Group on Arts and Health in the National Assembly, which is a step towards more integrated and collaborative work between culture and health in Wales.

Several health bodies have begun to look at the power of culture and arts to improve health in their objectives and steps:

[Velindre NHS Trust](#) has an objective to 'demonstrate respect for the diverse cultural heritage of modern Wales' Steps include: 'development of art therapy with National Museum Wales.'

[Cwm Taf Morgannwg University Health Board](#) has an objective to 'develop arts within the university health board sites to promote the benefits of art & health.'

There are very good examples of how culture can be used to treat ill health and improve well-being:

[Snowdonia National Park Authority's](#) project, "Literature Reach" (through "Bwrlwm Eryri"), has "enabled six mental health clients, ten elderly people and eight Gisda clients to participate in arts activities in the outdoors and at heritage sites, including visual arts, poetry and music."

[Cardiff and the Vale University Health Board - "Arts for Health and Wellbeing"](#) project is focused on using art and culture to improve the patient experience.

[Higher Education Funding Council for Wales](#) told me that the University of South Wales' Counselling Clinic offers a range of clinical services including Art and Music Therapy.

[Hywel Dda Health Board](#) and [The National Library](#) are collaborating on the "Living Memory" project at Older People's Mental Health wards, using the library's visual collections for therapeutic purposes

[The National Library's](#) "Wici" project is aimed at improving Welsh-medium health-related information. The library is also working with [Aberystwyth and Cardiff](#) universities to produce new articles and with [Bangor University](#) to pilot the use of machine translation to produce Welsh medical data.

[Denbighshire Council's](#) "[Lost in the Arts](#)" project (developed with the support of the Arts Council and Bangor University) is aimed at those living with dementia and their carers and won "Best Local Authority Project encouraging community cohesion".

[Newport Libraries'](#) targeted events and [Conwy libraries](#) reading friends – are examples of libraries as a community resource and a means of reducing social isolation.

[Amber project Cardiff](#) – a self-help group that utilises cultural activity to support young people who self-injure.



I was also privileged to meet John Barry MBE from [VC Gallery](#) in Haverfordwest, at a business event at Bluestone. He helps service veterans and the wider community through art therapy, showing how art and culture can improve health, well-being and overall quality of life.



Culture can also be an invaluable tool for businesses to ensure the well-being of their staff:

[Admiral](#) and [NoFit State Circus](#) sponsorship partnership – using cultural tools to support staff well-being in private business, and in doing so, supporting a local cultural business.

Encouragingly, the role of culture for tackling loneliness and isolation is acknowledged in Welsh Government's strategy, [Connected Communities: A strategy for tackling loneliness and social isolation and building stronger social connections](#). The strategy sets out actions related to culture for both Welsh Government and the Arts Council for Wales, and I look forward to seeing how these commitments are taken forward.

These initiatives are increasing in number and reach, and provide a platform for public bodies to think more widely about how culture could be used to meet broader objectives than health and personal well-being.

The culture and sport community recognise their role in meeting a range of well-being objectives, but this is not always sufficiently acted upon by public bodies who can better demonstrate the link between these areas and prevention within objectives and steps.

Some public bodies are recognising the importance of sport and the importance of people making use of existing facilities in their well-being objectives, but this is not always proactively pursued.

Public discourse about the rise in obesity includes terms like 'disease', 'public health challenge', 'epidemic' and 'crisis'. A quarter of Welsh children starting school each year are overweight or obese, and these levels are worst in our poorest communities. Nearly 60% of Welsh adults are currently overweight or obese, and without action, this is projected to increase to 64% by 2030. ([See the section on Healthier Wales in Chapter 3 for more information and my recommendations](#)).

Participation in sport is incremental in tackling this challenge and improving people's health. Figures for 2018-19 tell us that only a third of adults took part in sport three times a week, with 41% of adults reporting not [participating in any sport or physical activity](#).

Some public bodies are recognising the importance of sport and physical activity for health and are starting to consider the wider role this sector can play, which is encouraging.

For example, [Ceredigion Council's](#) steps include 'Continue to implement the vision for sport and physical activity to support active lifestyles. Enhance the partnership working with local clubs and societies to maximise the use of leisure facilities and participation levels across Ceredigion. Continue to support communities to enhance the quantity and quality of play opportunities.'

However, many public bodies are missing opportunities to see sport and physical activity as a lever for meeting objectives beyond the more obvious improvements to health.



Sporting clubs and facilities are important to communities across the country. They are spaces for people to stay healthy and fit, bring people together and are a vital asset for the local economy. However, public bodies could do more to maximise the use of these spaces and the network of coaches, volunteers and paid staff that sporting clubs have across Wales in tackling other societal issues. To help tackle Adverse Childhood Experiences, public bodies should work with coaches, volunteers and paid staff; helping them to identify and respond to children experiencing adversities.

Sporting venues could also be encouraged to open to non-sporting activities to help tackle the loneliness crisis, particularly across rural Wales, when not in use. With investment and support from public bodies, these venues are perfect spaces to encourage intergenerational activities and encourage people of all abilities to enjoy the sporting environment.

While younger generations are encouraged to be active on sporting fields or gymnasiums, public bodies could seek to tackle the rise in obesity by working with parents, carers and guardians on the side-lines, by providing physical activities and handing out nutritional advice, or using their kitchens to support holiday hunger programmes.

In seeking to tackle the worrying increase in young people facing mental health issues, public bodies should see sporting hubs as an opportunity to address this crisis.

While there are good examples of these things happening through initiatives, I cannot see from my monitoring and assessing, how public bodies are recognising and harnessing the strength of this sector for the wider public good.



Other than Public Health Wales, there is little evidence within objectives and steps that health bodies are discussing this goal (including sport) in a preventative way. Most of the objectives and steps seem to be related only to treating people who are already unwell.

Culture should be looked at as an opportunity in and of itself. Not just an 'add on' at the end of projects and decisions.

The response to the COVID-19 crisis is triggering a greater appreciation of the role of culture and sport and innovative ways of involving and people

Culture is beneficial to our mental well-being, especially in moments of stress and isolation. Fortunately, through technological advancement, culture can now be consumed and experienced at home. This has been a lifeline for many during the COVID-19 crisis.

When news outlets are regularly reporting disasters, when we are isolated from friends, work and family, when we cannot go out, and when our mental health is under strain, the only escape and positive outlet left for some, have been the numerous plays, movies, operas, songs, books, exhibitions and physical activity guides available online. Many of these are being offered to us for free, despite the enormous effort by cultural practitioners to create them, because they recognise that culture is essential to our health and well-being and should be available to everyone.

[Joe Wicks](#), for example, is delivering free online PE classed for children and has reached a Guinness World Record through one of his live streams, when he attracted 955,185 viewers, setting a new record for 'most viewers for a fitness workout [live stream on YouTube](#)'.

To ensure that everyone in Wales stays healthy and active during the COVID-19 lockdown, Sport Wales launched the [#BeActiveWales campaign](#), which includes online routines, nutrition advice and session plans for a range of sports and activities, to help every person in Wales keep fit.

[National Museum Wales](#) have made their collections available online. They have also developed [several online learning sources](#) that can help parents with home-schooling their children.

[National Library for Wales](#) has made many of their resources accessible online, without registration.

We have also seen excellent cooperation between health bodies and cultural organisations concerning the use of facilities. Ysbyty Calon Y Ddraig in Cardiff is being housed in the Principality Stadium, a field hospital for West Wales is being housed in Parc Y Scarlets, and a hospital serving Flintshire and Wrexham is located in Deeside Leisure Centre.

The cultural sector is, sadly, one of the most vulnerable to the potential economic consequences of the COVID-19 pandemic, and many countries have pledged financial help to [assist cultural professionals and businesses](#). How the culture sector will build itself back up after the outbreak will be critical for the well-being of Wales as a whole.

The Arts Council for Wales has announced a [£7 million joint resilience fund](#) with Welsh Government to help the arts protect themselves against the impact of COVID-19.

Sport Wales has also announced a [joint £400,000 emergency funding](#) to support not-for-profit sports clubs and mitigate the impacts of COVID-19, which came only weeks after many clubs suffered severe flooding from storms Ciara and Dennis.

Culture Wales has also announced several relief funds to help the creative industries continue through the COVID-19 pandemic. These include the Emergency TV Development Fund, the Emergency Digital Development Fund and the Grassroot Music Relief Fund.

It will be important for Wales to build on these new types of engagement seen as a consequence of the Coronavirus crisis and ensure the cultural sector is treated as an asset in helping to deliver differently in Wales and is not left bearing the brunt of funding cuts. Investing in culture now can often reduce the need for funding in other areas in the long-term.



Ensure culture is available to all

What future generations need

We need to protect and enhance our Welsh culture and language while embracing the richness of all the other cultures and languages that make up our communities in Wales. Access to culture should be equal for everyone regardless of their background.

“We need to recognise that culture is fluid and not static and that multiple cultures co-exist and enhance each other.”

Race Alliance Wales in their feedback to my draft report.

Public services need to actively engage with groups that have a lower participation rate to try and find new ways to involve these groups in cultural and sporting activities.

“If we are to preserve culture, we must continue to create it.”

Johan Huizinga

“Often, people associate culture and language as something fun to do: a hobby. We want it to be much more than this. We want people to realise the incredible benefit there is in using this goal within decision making. Culture helps us to express the things that are important to us. It helps us find solutions in our everyday lives. In a growing technological age, creativity is likely to become more influential as a way of supporting us in work and everyday life.”

Molly Palmer (Wales Millenium Centre) and Gwenfair Hughes (Arts Council of Wales) Participants of our Future Generations Leadership Academy

Where we are now

A greater focus on access to culture and the promotion of cultural equality and justice is needed by public bodies

The [Well-being in Wales report 2018-19](#) showed that people have various reasons (such as cost, family commitments, health, lack of access for disabled people, and lack of interest) for not going to or taking part in arts events. Difficulty finding the time was the most frequent reason reported.

Despite this, positively, in 2017-18 the National Survey for Wales reported 75% of adults [attended or participated in arts, culture or heritage activities at least three times a year](#). This national indicator was not collected in the 2018-19 survey, and a narrower question solely related to arts was asked. This found that 73% of adults attended one or more art event in the last 12 months. In contrast, the number of adults who have visited a museum has decreased slightly and is at 37% for 2018-19. The [Transformational Capital Grant Programme](#) is a £1 million Welsh Government capital funding to support museums, archives and libraries to transform services for users and ensure their future sustainability.



There is visible variation in attendance and participation in the arts across different demographic groups with younger adults more likely to have attended and participated. Women are slightly more likely to participate regularly than men, but there is very little difference overall. In general, arts attendance amongst children has been increasing over the past decade. [Participation in the arts has been more stable in recent years](#) and remains at 87% having participated once a year or more.

However, as with adults, girls and children from the higher socio-economic backgrounds were most likely to attend and participate in the arts. [The gap between girls and boys has continued to increase](#). Welsh Government, in [Exploring the relationship between culture and well-being](#), notes that only 67% of people living in Fusion programme areas (economically deprived areas), attended cultural events three or more times a year, in contrast with 76% of people outside of these areas.

“...Our research shows that the presence of people with protected characteristics in the population as a whole is not being matched in the activities that we’re funding. The gap is especially striking in the very low number of disabled people and those from Black Asian and minority ethnic back-grounds employed or represented on boards of management.”

The Arts Council of Wales’ annual report for 2018-19

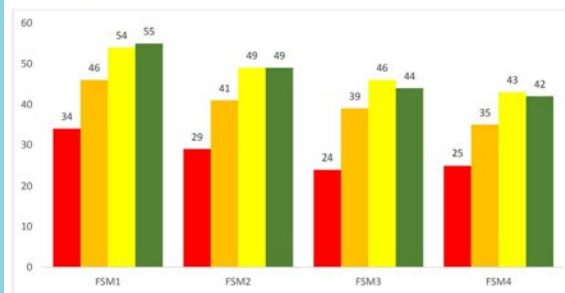
Race Alliance Wales have also stressed that individuals from Black Asian and minority ethnic communities can feel excluded from spaces which are inaccessible or considered as ‘high culture’.

“The difference between schools and postcodes is massive, where there should be equality. I understand the importance of core subjects such as maths and English, but they are not everything that my children need. Skills, resilience and fitness learnt through sport, drama and music are being cut and have become the privilege of the well-off who can afford to pay for private clubs.”

The People’s Platform

Inequality also reflects in sports participation. According to [Sport Wales’ 2018 School Sport Survey](#), there is a gap in participation among children from more and less affluent communities. Sport Wales used the percentage of pupils eligible for a free school meal to measure the socio-economic status of children in Wales and found that while general participation in sport has increased since 2011, the disparity in participation between the least and most deprived has slightly increased since 2015.

Figure 6. Percentage of pupils who participate in extracurricular or community sport at least three times a week according to FSM quartile.



Source: [Sport Wales](#)



“Sports generally are not cheap to access; concessions are not great. NERS (national exercise referral) is now £2/session up from £1.”

Our Future Wales
conversation with 4Winds

There are also geographical inequalities. Analysis of cultural activities across local authorities found that 85% of people in Monmouthshire attend cultural events three or more times a year, compared with [65% in Gwynedd](#). Other local authorities with high percentages of cultural engagement were Vale of Glamorgan and Cardiff, with 84% and 83% respectively. This relationship may be linked to the distance needed to travel to cultural locations, the poor transport links in more remote areas or may also reflect the levels of deprivation in the local authority. Further research would be needed to determine the exact reason or combination of reasons.

The Arts Council of Wales’ national access scheme - [Hynt](#) enables people with accessibility needs to register once and have their needs recognised and met in any cultural facility, as an integrated cultural resource across Wales and beyond. It has increased the number of disabled people who are now able to attend theatres and arts events, and it is one of my Simple Changes.

The torch theatre, which was grant funded by [Pembrokeshire County Council](#), was one of the founding members of the Hynt scheme.

[Torfaen Council](#) works closely on a range of community events with the Congress Theatre in Cwmbran, which is a member of the scheme. Other venues in the borough have been told about Hynt and encouraged to join.

I would encourage all public bodies to adopt this Simple Change and build on it through some of the more ambitious steps in my [Journey to A Wales of Vibrant Culture and Thriving Welsh Language](#). I would also encourage them to combine these with actions from my Journey to A More Equal Wales to ensure that inequality in access and engagement with culture is tackled.

[Hijinx Theatre](#) is an acclaimed Welsh theatre reaching the world with its award-winning [theatre productions](#), [community projects](#) and [diversity training](#). They strive for equality by making outstanding art with learning-disabled or autistic actors on stage, on screen, on the street, in the workplace and locally, nationally and internationally.

Access to and support for music venues in Wales has been a particular issue.

“Music is in our blood in Wales, and we are famous for being the land of song, but if the current trend continues there is a risk of losing our thriving live music industry for the next generation.”

[Bethan Sayed AM](#)

UK Music says that [35% of venues across the country](#) have closed in the last decade. These closures were mainly due to financial pressures and planning disputes around noise.

This issue has been gaining traction and has resulted in multiple campaigns to protect live music venues, such as the [campaign to save TJ’s](#), [The Save Womanby Street Campaign](#), the campaign to [save Gwdihw](#) and the petition to [save 10 Feet Tall](#).



Music and Venue Trust CEO, Mark Dafydd, [pointed out that the access point to culture for many young people is music](#) – however, access to music venues is varied. Poor transport links was given as one of the main reasons for this inequality. The decline in the number of grassroots venues and the number of average touring days were also raised. Mark said that grassroots venues are the mid-step between artists who are just beginning to perform at pop-ups and going to festivals and the international stage, but there is currently a gap [which means there is no career progression for a lot of artists](#).

"If we don't expose young people to shows in music venues then it will be difficult to inspire the next generation of artists."

Rhys Carter and Samuel Kilby
from Merthyr band, Valhalla
Awaits

In 2019, [Cardiff Council](#) published its [Music Strategy](#), announcing plans to establish a Cardiff Music Board that includes high-level personnel from the council, alongside key members of the private sector music ecosystem. The board aims to support, sustain and grow Cardiff's music ecosystem.

However, Cardiff is only one area in Wales and more needs to be done to ensure that access to music is equal for everyone across Wales. Encouragingly, the UK Government recently announced a 50% reduction in Business Rates for small and medium-sized Grassroots Music Venues. At the same time, Planning Policy Wales committed Wales to the "agent of change" principle. This means that any new development (residential, commercial or otherwise), planned for a site next to noise-making premises would need to mitigate any potential risk to the existing premises, before receiving planning permission. This is a positive step for music venues in Wales.

The Welsh language music scene is vibrant, with gigs held at different venues across the country. [Statistics also suggest](#) that Welsh speakers are more likely to attend cultural events.

[Cardiff Council](#) worked in collaboration with [Menter Caerdydd](#) to provide several Welsh-medium services to children, young people and adults, including supporting the Tafwyl festival - an [annual free Welsh language festival](#), celebrating Welsh culture – from music to sports, to food and drinks.

However, people who live in areas where there are fewer Welsh speakers sometimes lack opportunities to socialise through the language.

Welsh Government and public bodies can explore several options to address these issues. These could include, setting up a music agency to oversee and support all music areas in Wales; exploring options for reduced business rates or introducing business rates relief for music venues; or building a not-for-profit roundhouse to help fill the gap between small and large music venues. Several useful ideas and suggestions have been [set out in this blog by John Rostron](#).



We need to share our culture with others and embrace their culture in return.

Public bodies should also be thinking about the many migrants and refugees living in Wales and their place in Welsh culture.

Many of these people have come to Wales from war-torn countries, where cultural symbols and sites may have been destroyed. Others may come here for education, work and other opportunities, leaving behind their families, friends and everything they know.

All of these people come to Wales to start a new life and find a safe place of belonging, and we should help them feel welcome and a part of our society. This integration cannot happen without introducing people to our values, our culture and our language – who we are as a nation.

In turn, we should create opportunities for migrants and refugees to share their experiences and cultures with us as well.

There are good examples of such work:

In 2019, [St Fagan's National Museum of History](#) held their Refugee Wales exhibition: an interactive project, sharing the stories of [refugees and asylum seekers in Wales](#).

[Ceredigion Council](#) won a UK-wide local authority [award for their refugee work in 2019](#). The council worked alongside Aberystwyth and Cardigan Town Councils on resettling Syrian families and helping them settle into their new community. The families, in turn, shared Syrian food with the community as a thank you for the warm welcome they received.

[Cardiff Story Museum](#) is working with Syrian refugees to create a community space and tell the story of Cardiff as a city built on migration.



[My Journey to A Wales of Vibrant Culture and Thriving Welsh Language](#) includes steps that public bodies can take relating to this, for example ‘Work with local libraries as partners in key interventions to support targeted work with refugees, people living in rural isolation, older people, young parents etc.’ and ‘Tell individuals’ stories through cultural mechanisms to inspire others to have a voice and provide different perspectives on Welsh life.’ (See the section on A Globally Responsible Wales in Chapter 3.)

Supporting refugees, migrants and asylum seekers to engage with Welsh language and culture is key for reducing inequalities and ensuring that everyone’s voice is heard. Public bodies should look into different ways to make this happen, such as the ones set out in my Journeys.

As Wales is a bilingual nation, the opportunity to learn both Welsh and English should be offered equally to people who come to live here. Despite this, some feel that the Welsh language is ‘neglected’ when [teaching migrants and asylum seekers settling in Wales](#).

Xiao Xia Chen and her family moved to [Wales](#) from [China](#). She attends a Welsh class for female refugees and migrants run by the Red Cross and Learn Welsh Newport. However, she said the lessons were only arranged because the women [specifically asked if they could learn Welsh](#).

The Welsh Government-funded English for Speakers of Other Languages programmes offer learning specifically for refugees through several tailored schemes which run across Wales. The [English for Speakers of Other Languages policy](#) notes that local authorities who have settled refugees have a duty to ensure people can access provision to improve their language skills. The focus is on the provision of English rather than Welsh lessons,

but local authorities can use UK funding to offer Welsh language courses as well. The focus is on the provision of English rather than Welsh lessons, but local authorities can use UK funding to offer Welsh language courses as well.

Jakarin Raza moved from [Bangladesh](#) to [Caernarfon](#) when he was 17. His family were unable to speak English, so they applied to do a community English class at Coleg Menai, Caernarfon. When he started on this journey, Jakarin couldn’t speak English at all. The tutors helped Jakarin to realise that he lived in a bilingual community and living in Caernarfon, he felt that he should learn to speak Welsh to feel a part of the community. [He has now started his own business in Bangor and being able to speak English and Welsh has certainly helped.](#)

English for Speakers of Other Languages learners are encouraged to learn Welsh through the Welsh for Adults provision funded by Welsh Government.

The National Centre for Learning Welsh is aware of the necessity to address the needs of ethnic minorities, refugees, asylum seekers and migrants to access suitable provision to learn Welsh and is working hard to increase the number of refugees learning the language.

Cardiff University is working with the Welsh Refugee Council to [offer intensive Entry-level Welsh for Adults courses](#). Matt Spry has been appointed to work on the project. Matt is a trained Social Worker who has volunteered to deliver informal Welsh classes in the African Café in Adamsdown. Many in the refugee and asylum seeker community already trust Matt, and it is therefore hoped that they will be more receptive to opportunities to learn Welsh.

We need to promote gender equality and diversity in our cultural monuments.



Our cultural monuments also reveal societal under-representation and inequalities. Only about a sixth of statues in the UK depict women. Many of these are nameless or depict mythical creatures and royal figures. [There are more statues of goats and men named John in the UK than there are of real everyday women](#). In 2018, the [Put Her Forward project](#), commissioned by the National Trust, created 25 figures of women that had positively impacted the world around them. Public bodies in Wales should use their well-being objectives and steps to address such inequalities and move us away from this symbolic under-representation. There are many great programmes in Wales, helping to reduce inequalities and make culture easily accessible and relevant to everyone:

[Monumental Welsh Women](#) is dedicated to recognising the contribution of women to the history and life in Wales. Their mission is to erect five statues honouring five Welsh women in five different locations around Wales in five years. There are opportunities that public bodies should be taking to support this work in community regeneration

[Welsh National Opera](#) outreach programme - making opera more accessible to communities through free and accessible family concerts and interactive opera days.

[National Museum Wales Diversity Forum](#) is formed of representatives from organisations that work closely with diverse community groups to ensure the Museum is accessible, of interest to and representative of all.



[The Wales Millennium Centre](#) threw a celebration of a diverse Wales for St David's Day 2020. They created a day full of performances showcasing diverse culture and talent from Wales and worked closely with local communities to act as a mirror to reflect and celebrate the culture around them.

[Llandudno](#) has [town centre spaces for creativity and skills development](#).

[Cardiff Story Museum](#) is working with Syrian refugees to create a community space and tell the story of Cardiff as a city built on migration.

[The Pound](#) in [Llandaf](#), will be a centre of activities and volunteering for older people, a heritage information centre, and provide an accessible toilet.

Literature Wales has several amazing programmes that contribute to this and many of the other well-being goals. They:

- Have a [scheme](#) for the development of under-represented Wales-based writers from Black, Asian and minority ethnic backgrounds, and writers with a disability or illness (mental or physical)
- Announced an [investment](#) which aims to encourage engagement and inclusion in communities across Wales
- Have a programme, [Reading Friends](#), aimed to start conversations and get people chatting, especially vulnerable and isolated older people, people with dementia and same-generation carers
- Organised weekly creative writing [sessions](#) with writer Mike Church at the home of the Ospreys, Liberty Stadium, which inspired the participants to create their own stories in the form of a video and a book

This is exactly what we need to see in the future. While I appreciate budget constraints, public bodies might wish to explore possibilities for increasing the access and affordability to both small-scale as well as bigger cultural and sporting events.

National, as well as regional policy should continue to promote the economic well-being of rural areas to help sustain thriving communities where Welsh is often people's first language. 'Anchor organisations' such as community regeneration bodies, housing associations and local authorities are already working in this space ([See the section on Cohesive Communities in Chapter 3 for more information and my recommendations](#)).



Sophie Howe with British Paralympian Ellie Simmonds OBE



A Wales of Vibrant Culture and Thriving Welsh Language

Recommendations for Welsh Government

Key Recommendation

Ensure that its cultural agencies including Cadw, Visit Wales, Creative Wales and national bodies like Arts Council of Wales, National Museum Wales and the National Library are working together to better make the connections between how culture and language are addressing the climate and nature emergencies. The sector should be supported in this work by all government departments and wider public service.

Policy Recommendations

Welsh Government should:

- Ensure adequate funding for the Welsh language in order to reach the 2050 Strategy targets.
- Ensure that the Welsh language is fully mainstreamed into all Welsh Government policies, guidance and strategies.
- Put long term funding commitments in place to support cultural development and the creative industries across Wales.
- Develop clear, sustainable pathways for people to access and achieve success in the cultural professions.
- Demonstrate that investment in culture is considered important; social return on investment is understood and money is invested in the prevention agenda to support this.
- Develop a national strategic communications campaign to promotes the benefits of culture on the wider determinants of health.
- Lead on a cultural landscape partnership programme between cultural and environmental sectors with innovative approaches developed to mitigate key issues identified.
- Develop cultural partnerships akin to the Fusion/Cyfuno model to support skill development and employability. Consider how this could support the national mission in education, set out in the section on Skills in Chapter 5.



Policy Recommendations (continued)

Welsh Government should:

- Ensure the revised national culture strategy is aligned with The Well-being of Future Generations (Wales) Act 2015, and fully reflects the sustainable development principle.
- Develop cultural corridors across Wales that encourage public, private and voluntary sectors to connect cultural and creative sites, programmes and institutions to widen well-being opportunities, reach and prosperity.
- Develop a large scale approach to ensuring cultural facilities, programmes and venues are accessible to staff, audiences, participants and cultural professionals; including specific capital pots in place to deal with overarching building developments that are needed.
- Find a way to secure the development of statues of five Welsh women through appropriate Welsh Government funded infrastructure programmes.

Process Recommendations

In their day to day actions Welsh Government should start:

- Recognising the potential of creativity to support change in policy-making across all government portfolios.
- Showing the long-term impact of investment in culture and language through legacy projects.
- Work with public bodies to identify, support and scale up local cultural success stories.



A Wales of Vibrant Culture and Thriving Welsh Language

Advice on setting well-being objectives for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Please refer to the chapter on setting **good objectives**, but in setting their objectives specifically in relation to this goal all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Ensure that the dimension of cultural well-being is integrated with other objectives in particular to address health and inequalities.
- Go beyond statutory requirements when setting objectives relating to culture and Welsh language.
- Clearly set out how they understand the definition of the goal: 'A Wales of Vibrant Culture and Thriving Welsh Language'.
- Involve arts, language and culture practitioners and organisations in setting their objectives and steps.

In setting their **steps**, public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should focus in the following areas and should:

- Develop skills, increase opportunities and respect our status as a bilingual nation.
- Support people to engage with culture in their daily working and recreational lives, and bring out the best in our cultural professionals.
- Use cultural and linguistic interventions to address wider societal issues.
- Use culture and the Welsh language as a driver for economic and environmental change.
- Enable our citizens to access and engage with their own and other cultures.



A Wales of Vibrant Culture and Thriving Welsh Language

Recommendations for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Process Recommendations

In their day to day actions they should **stop**:

- Undervaluing the contribution of culture and the Welsh language to wider outcomes and the prevention agenda.
- Providing only short-term support or funding for time-limited projects or pilots, minimising the opportunity for lasting impact.
- Looking at cultural and Welsh language activities in silos.
- Planning or funding communities that do not consider its cultural impact.

In their day to day actions they should **start**:

- To strengthen the dialogue between culture, science, technology and creative industry experts and practitioners with policy makers.
- Involving arts and culture representatives in Public Services Boards work and activities.
- Making the most of local assets such as libraries, play facilities, museums, galleries, sports facilities, music venues, arts organisations, natural resources and historical spaces to support community well-being.
- Making the most of community organisations and youth groups to bridge the gap and bring culture to the spaces where people are; especially for communities such as BAME and rural, who could feel traditional 'high culture' venues are inaccessible for different reasons.
- Working with cultural professionals to design and build communities and places.
- Building the business development in towns and cities around cultural offer.



Process Recommendations (continued)

- Engaging in innovative partnerships that allow for culture to be more visible in daily life, for example linking the culture and health agendas.
- Mainstreaming Welsh language considerations into all decisions made by public bodies.
- Promoting and supporting Wales' rich diversity of cultures and languages, including working with our vibrant diaspora communities.
- Addressing current lack of access to cultural, sports and recreational activities for BAME people.





A Globally Responsible Wales



Prosperous

An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.

Resilient

A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).

Healthier

A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.



LLES GENEDLAETHAU'R DYFODOL
WELL-BEING OF FUTURE GENERATIONS

More Equal

A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).

Globally Responsible

A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

Vibrant Culture and Thriving Welsh Language

A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.

Cohesive Communities

Attractive, viable, safe and well-connected communities.



A Globally Responsible Wales

'A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.'

The Well-being of Future Generations Act (2015)

The daily actions and the decisions that we make in Wales have a direct impact on the World around us. And in the words of our Patron Saint David “gwnewch y pethau bychain” (do the small things), our small country has always appreciated how we can collectively make a big difference.

In 1923-24, Wales played an important role in the creation of the United Nations when 390,296 women of Wales (around 60% of the female population at the time) signed a petition asking the women of America to use their influence to ask their government to join the League of Nations, which later became the United Nations.

In 1998, Wales became one of the first countries in the World to have a constitutional duty on sustainable development, and this commitment has been central to devolution since 1999.

Wales was the first country to become a Fair Trade Nation in 2008, and was a founding signatory of the [Under2 Coalition](#), a global community of national and regional governments committed to ambitious climate action in line with the Paris Agreement. Wales was also the first country in the UK to declare a Climate Emergency.

In 2015, the National Assembly for Wales made a historic decision when it passed the Well-being of Future Generations (Wales) Act. In the same year, the United Nations Sustainable Development Goals were formally adopted, which set out an ambitious agenda for transforming the World for people, Planet and prosperity. Wales’ seven well-being goals articulate our nation’s contribution to the Sustainable Development Goals.

Today, Wales’ relationship with the World continues to evolve. Whilst international affairs are not devolved, the establishment of the role of Minister for International Relations and Welsh Language in 2018, was an important statement about how Wales saw its place in the World.

As the first and only country in the World to legislate for well-being, we have a unique story to share with other countries.



Wales in the World– A poem by Rufus Mufasa, the Future Generations Poet in Residence 2019-20



**To be, we need a centre...
City centre, town centre, our soul centre
Canol llawn cariad sy'n curo mewn undeb
gyda ein cymdogion rhwyngwladol
syniadau yn tyfu a symud
Wales in the World global perspective
Pro active practice - profound peer learning...
All those centres need culture
Placed at the top of every agenda
& if we get that right, all our goals work together
Make love & kindness the only formula
Stride for a worldwide nation of happiness ministers
We want to collaborate creatively, culturally, sincerely
We want environmental sustainability for you & me
We want to humanise colleagues
Organic balance between work & families
20 hours a week commutes isn't good for anybody...
Let's be Art of the Possible
Arts on Prescription
Public Service Swops for Rent
Coffee cups of compassion
Time to talk cups of tea
Mix of styles Future Leaders Academy...
Our waterfalls produced millions of litres daily
Magical Mills once gifted us an abundance of industry
We were once Tin Kings & Pottery Queens
Now love & kindness is our number one priority...
Global Guardians embedding systemic change
Kindness Challenges riding the waves
Sustainable Wellbeing Culture Craze
Pioneering Promises for the World, from Wales.**



Vision for a globally responsible Wales by 2050

This goal can only be achieved if first and foremost, we have the knowledge and skills to identify how what we do here in Wales, impacts the rest of the World, so that we make decisions that have a positive impact. For example, engaging in ethical supply chains, using our fair share of the earth's natural resources, adapting to climate change, working to make Wales a welcoming place for everyone, making the right financial decisions and educating others on the importance of global responsibility.

There will be opportunities for everyone to learn about the World, including natural resources, trade, democracy, peace, solidarity and climate change, so we ensure we use only our fair share of the earth's resources and contribute to global peace. ([A Prosperous Wales](#), [A Wales of Vibrant Culture and Thriving Welsh Language](#) and [A Resilient Wales](#))

Leadership will be a critical aspect of developing peaceful attitudes and international understanding, in our national government, public bodies, hospitals, schools and the wider community.

Through ethical consumption and procurement, Wales will ensure its supply chains are fair, ethical and sustainable. Wales' public bodies will buy, contract or procure goods and services that have a positive contribution towards local and global issues. People will be paid a fair price for goods, to help support them to send their children to school, put food on the table and plan for the future. ([A Prosperous Wales](#))

As part of our role as a Fair Trade nation, there will be continued support for our Fair Trade Communities in Wales, including our towns, cities, schools, universities, faith institutions and shops that provide opportunities for the global community to unite, learn from each other and trade fairly.

My contribution to this vision is outlined through work on my areas of focus and set out in detail in the [Chapter 6 - My Focus](#).

Our education and skills system will place creativity, problem-solving, communication and an ability to adapt to change at its centre, drawing on businesses, charities and others to support the delivery of this within schools and the wider community. ([A Prosperous Wales](#), [A More Equal Wales](#), and [A Wales of Cohesive Communities](#))

[ChangeMakers](#) – is a global citizenship project which has been delivered since 2012 which develops young people as global citizens. The programme has focused on the global topic of refugees and asylum seekers, working with 7 schools and 119 ChangeMakers. Between 2016-18, ChangeMakers have delivered peer-learning to over 4,000 people, raised awareness in their communities, and schools have started the journey to become Schools of Sanctuary; all led by ChangeMaker students. Participating schools have embedded the topic into their curriculum and increased their confidence in [teaching](#).

9 schools across Wales now have Fairtrade uniforms supplied by [Koolskools](#), including [Welshpool Church in Wales Primary School](#), [Ysgol Esgob Morgan in St Asaph](#), [St Bernadette's in Cardiff](#) and [Neyland Community School in Pembrokeshire](#). Specifying that school uniforms are made from Fairtrade cotton in ethical factories is one way that schools can make a difference. Fairtrade standards forbid child labour, pay a fair price for cotton and also provide a Fairtrade premium to be invested in communities in developing countries.



Wales will foster sustainable behaviour and citizen engagement to help mitigate against climate change and contribute to the United Nations Sustainable Development Goals. We will continue to be an outward looking nation, recognised for fairness and sustainability, taking part in international development activities to demonstrate leadership and shared learning. ([A Prosperous Wales](#), [A More Equal Wales](#) and [A Wales of Vibrant Culture and Welsh Language](#)).

In playing our part to ensure Wales is welcoming, safe and fair to all, we will take action to mitigate against negative global issues, and through actions of solidarity, welcome our fair share of refugees who may have been displaced due to climate change or conflict. ([A More Equal Wales](#))

Wales' global connections and racially diverse culture and history will be celebrated and sustained by people in Wales. We will work in partnership with others from all faiths and backgrounds, creating policies and delivering strategies that provide adequate support and services, and educating on the importance of acceptance and tolerance, to create a safe and peaceful future for people in Wales and abroad. ([A Wales of Cohesive Communities](#), [A More Equal Wales](#), [A Wales of Vibrant Culture](#) and [Thriving Welsh Language](#))

Wales will understand the importance of using the Earth's resources efficiently. We will contribute to global well-being by only using our fair share of the Earth's natural resources to help us remain within global environmental limits. Wales will ensure its consumption does not drive deforestation overseas whilst also protecting and expanding its own forests. With sustainably managed natural resources, Wales will help protect and restore nature, meeting its commitments as a signatory to a wide range of global treaties for protecting and enhancing nature. ([A Prosperous Wales](#) and [A Resilient Wales](#))

[23 Code Street](#) is a coding school for women and non-binary people which puts a portion of profit towards teaching IT skills to women in India. Founded by Anisah Osman Britton, for every paying student, they teach digital skills to women in the slums of India.

[Giakonda Solar Schools](#), a Swansea based charity exists to further the education of children and adults, particularly in the field of computer science and supply and install solar power equipment and LED lighting, mainly in Zambia, but they have helped and advised groups working in other parts of Africa, the wider World, and locally too.

[Women Mediators across the Commonwealth](#) are supporting a new network of women mediators to increase the participation of women in peace process and mediation at a local, national and global level. Research suggests peace processes that involve women are 35% more likely to last, but despite this, are only involved in 3%.

[A video game](#) released by the charity Islamic Relief teaches players about international aid while tackling negative perceptions of Muslims. Based on real international development projects, the game challenges its users to build schools, shelters and boreholes to help virtual communities out of poverty.

The [city of Rotterdam](#) is striving to become a circular economy, by factoring circularity into its tendering and procurement processes, employing a firm to help steer companies to think circular, and has entrepreneurs making innovative products out of rubbish.



Wales will reduce greenhouse gas emissions, particularly in our transport and waste sectors, improving air quality, people's health and our global impact, and support equatorial communities that are most at risk of climate change. ([A Prosperous Wales](#), [A Healthier Wales](#), [A Resilient Wales](#) and [A More Equal Wales](#))

Public bodies and businesses in Wales will be resource efficient. Products and the principles of the circular economy will keep products and materials in use, designing waste out of the system and gradually decoupling local and global economic activity from the consumption of finite resources. It will also mean, for example, technologies will create communal wealth rather than concentrating wealth and ownership, helping reduce global inequalities. ([A Prosperous Wales](#))

Wales will be making the right financial decisions to enable future generations to thrive. This means we will apply long-term and preventative principles in our decision-making processes, and contribute positively to a sustainable planet, its people, and mitigate against climate change. ([A Prosperous Wales](#))

Financial commitments will take into account life cycle and the circular economy which positively contributes to our well-being through budget planning and contracts. All future dealings with financial institutions will be ethical and do not invest in things that cause harm e.g. child slavery, forced child labour, climate change, arms, military-conflict, environmental pollution, and human and animal rights violations. ([A Prosperous Wales](#) and [A More Equal Wales](#))

Wales will divest pensions and investments from sources of harm, including fossil-fuels, pollutants, human rights violations and arms, to secure a better future for all.

By making sure our energy is renewable and fossil-free, we will ensure the actions we take in Wales cause no harm to others on our planet and contribute to planetary climate change targets. ([A Prosperous Wales](#) and [A More Equal Wales](#))

By making decisions that ensure environmental, social, economic and cultural well-being, it will be normal to ensure we do not invest in fossil fuels or other harmful activity, and our infrastructure will be powered by renewable energy.

Becoming a [certified B Corp](#) requires private firms to demonstrate a commitment to people and planet, as well as profit. Applicants must show credible performance on issues such as community investment, worker rights, environmental practices and customer relations. A stand-out feature is bringing legal accountability to their commitment. Local examples of B Corp in Wales are [Iceland foods](#), [TYF](#), [Sweetman and Partners](#) and [Urban Foundry](#).

[Iceland](#), with its headquarters in Deeside, became the first major retailer globally to commit to eliminating single-use plastics in its own brand packaging (due to be complete by 2023), and the first to adopt the plastic-free Trust Mark. Since January 2018, it has seen a 29% reduction in its plastic usage.

Volunteers working for [ShareAction](#), a 'responsible investment' charity, use the company Annual General Meeting to take businesses to task on environmental, social and governance issues, taking a positive approach to engagement. One of ShareAction's biggest achievements was helping persuade Shell to stop investing in carbon-heavy Canadian tar sands.



People's perception of progress towards this goal

I would like to thank the following people and organisations for their contribution to my work on this goal.

Many organisations and stakeholders provided input into the 'Journey to a Globally Responsible Wales', as well as helpful and insightful comments on drafts of this report, which has been greatly appreciated.

I would like to thank Fair Trade Wales and Hub Cymru Africa who were partners in the Art of the Possible programme. In particular, Elen Jones, who was seconded to my office to support this work and has continued to provide insight and support, including input into this chapter. I would also like to thank Susie Ventris-Field, Chief Executive of the Welsh Centre for International Affairs, for her valuable input and contribution to this chapter.

In addition to this involvement, I have also carried out my statutory duty to monitor and assess progress by public bodies in meeting their well-being objectives and requirements of the Act in general, and conducted research.

As a result of these activities, I have identified the challenges and opportunities as set out in this chapter.



Elen Jones
Goal Convenor for A Globally Responsible Wales



People's perception of progress towards this goal

Listening to what people think and believe is an important part of involvement. That is why, in this section, I wanted to give a flavour of what people have told me, since the beginning of my term and in relation to this report.

Through all my methods of involvement, the 'Globally Responsible Wales' well-being goal has invited the fewest comments of all. However, there are clear connections to many of the other well-being goals, in particular, a prosperous Wales, a resilient Wales and a more equal Wales.

Despite this, there are some key messages I've gathered:

- People are concerned about modern day slavery and the settlement of refugees and asylum seekers.
- People have raised the complexity of procurement and investments (such as pensions) and concerns that these are not supportive of the goal.
- The threat of climate change is real, but we are still very attached to our way of life, and not everyone will give that up lightly.
- Major changes are needed in energy production, efficiency and use, and attitudes towards waste and sustainable packaging.
- People are alarmed at the effects of plastic on the environment and marine life and cite the important role of regulation and retailers reducing/removing their use of it.
- Young people in Wales should be better prepared with skills fit for the future.
- People are concerned about Brexit, and how it might affect Wales in the future.
- Our current food systems adversely impact the environment and people's health, and there is now a need for a secure, fair and sustainable food system that improves well-being in Wales.



Challenges and opportunities for change

The outbreak of Novel Coronavirus (COVID-19) in 2020 reminds us more than ever that Wales' actions are connected to global issues. Although it originated in Wuhan over 5,000 miles away, the declaration of a pandemic by the World Health Organisation was a clear signal that communities in Wales would have to respond. As cases in Wales continued to rise, and the death toll increased, our public services faced increasing pressures.

However, from innovating on designs to create ventilators and personal protective equipment, to encouraging community cohesion through acts of kindness and intergenerational fairness, Wales has played its part.

Examples such as Dr Kathrin Thomas, GP, and Chair of the Wales for Africa Health Links providing guidance on COVID-19 and interventions for those working in Wales and supporting projects in Africa, demonstrate that working in global collaboration is necessary to combat pandemics. I am also grateful to public bodies, the voluntary and private sector and our communities for working together during this time.

It has shown that it is possible for international governments and citizens to act appropriately and together, when faced with the science surrounding global emergencies and crises. I hope that leaders, who have been repeatedly presented with the facts surrounding the nature and climate crises, will now act with the same level of urgency.

I also look forward to working with public bodies and others to share our learning from this time, and how we can harness the positive approaches we have seen as we progress.

When maximising our contribution to being globally responsible, the Act asks us to not only balance the four dimensions of sustainable development (economic, social, environment and culture) here in Wales, but also elsewhere. This is not always easy to achieve in a local context; globally makes it even more challenging.

As well as acting responsibly in an institutional sense (for example, when we form health or educational partnerships and networks, particularly through research and development), we must also be mindful of our impact in our day to day transactions and when we travel, to not unknowingly contribute to modern-slavery or other actions that negatively affect future generations in other countries.

In this chapter, I have therefore set out the challenges and opportunities I believe can help us all work towards becoming a globally responsible Wales.



Wales should demonstrate global citizenship and leadership

What future generations need

As a nation that aspires to be outward-looking and recognised for fairness and sustainability, taking part in international development activities can demonstrate leadership, and supports our role in being a globally responsible nation.

Everyone should be able to develop their knowledge about global issues, in relation to areas such as natural resources, trade, democracy, peace, solidarity and climate change. Developing skills and empowering people to act can help ensure we use only our fair share of the earth's resources and contribute to a peaceful World.

By fostering sustainable behaviour and citizen engagement we can also mitigate against climate change and contribute to the United Nations Sustainable Development Goals.



Where we are now

'A Globally Responsible Wales' well-being goal is not well understood, and public bodies are not demonstrating clear and credible accounts of their positive contributions on the World

The '[All Together! Pointers for action from the Well-being of Future Generations](#)' report published in 2018 by Welsh Government and WWF-Cymru highlighted that the 'Resilient Wales' and 'Globally Responsible Wales' well-being goals are the least understood and/or considered by public bodies.

It is complex and challenging to identify the ripple effect that policies and actions here in Wales can and might have around the World, and it is equally challenging to measure. At various times, indicators such as poverty rates and volunteer numbers have been used to illustrate progress against this goal. Whilst these are vital areas for the future well-being of Wales, less evident is a clear understanding of how examples like these are making a positive contribution to global well-being.

Similarly, of the [10 Simple Changes](#) I published that public bodies can take to progress towards being globally responsible, responses from public bodies revealed it was one of the lowest adopted of the seven well-being goals, and the lowest adopted amongst local authorities. For example, the simple change to 'Support your staff and visitors to understand their personal carbon footprint' is amongst the five lowest adopted Simple Changes of the initial 82 published in 2018.

There is also less understanding on how we can become more globally responsible in a systematic way.



This can result in actions that on the surface look positive but are offset by other behaviours. For example, an organisation switching to Fairtrade tea and coffee whilst failing to eradicate slavery in their main supply chain, or not considering their carbon footprint with their staff travel policy.

Despite this, there are some great examples in Wales of organisations demonstrating how they are being globally responsible. For example:

[Welsh Government's Wales and Africa Grant Programme](#) has supported thousands of people in Wales to undertake actions that are globally responsible, and capacity and knowledge is being developed through partners such as the Welsh Council for Voluntary Action and Hub Cymru Africa.

[Welsh Government's Plant! tree planting](#) scheme plants two trees for every child born or adopted in Wales – one in Wales and one in Uganda. These trees contribute to Wales' Mbale programme, which plants trees in the heavily deforested region of Mount Elgon in Uganda. The Mbale programme has planted 10 million trees since 2014 with a goal of planting 25 million by 2025.

[Carmarthenshire County Council's](#) Development Education Awareness programme brings together pupils from schools in the area to learn about the United Nation's Sustainable Development Goals. The project has looked at the global plastic issue, Fairtrade, zero carbon and on World Environment Day, all came together on a Global Walk to share their learning and inspire others.

[Size of Wales](#) raises awareness of the issue of deforestation and climate change and empowers young people to get involved in taking action against it.

Following on from many years of working with Fairtrade farmers, in Spring of 2020, [Welsh Government](#) agreed to support [3,000 Fairtrade Organic Coffee farmers](#) in Uganda. This initiative allows the people of Wales to trade directly with the people of Uganda and support their community to respond to climate change and provide community programmes on health, education and gender.

Young people in Wales have been participating in [Model UN](#) by role-playing meetings like the Security Council and General Assembly, participants get a unique insight into how the United Nations works. They research, debate and try to solve some of the World's most pressing problems just like the real thing. We could all give it a try!

Welsh Government should consider how they support, encourage and provide greater support to help public bodies better demonstrate progress against a globally responsible Wales.

Public bodies should explore ways their staff can develop the knowledge and skills to understand complex global issues, and identify the impact of individual and collective actions, policies and plans. This will help ensure decisions taken have a positive impact on the World beyond Wales, or as a minimum, avoid harm.

For example, how their staff could benefit from programmes like [The International Learning Opportunities programme](#). There are also a number of practical tools and suggestions for globally responsible actions – for example, in 2019, I provided guidance to public bodies (and others) on the steps and actions they can take in my '[Journey to a Globally Responsible Wales](#)'.



The Well-being of Future Generations Act is a World-leading piece of legislation, and we have an important role in helping other nations learn from our approach

The Well-being of Future Generations Act continues to attract international interest, as the only legislation of its type in the World. Subsequently, Wales remains the only country to establish an independent Future Generations Commissioner.

Countries including Canada, New Zealand, Germany, Hungary, Netherlands and the United Arab Emirates are among the international nations interested in learning from the Welsh approach. It has also been supported by several international institutions including the [Organisation for Economic Co-operation and Development \(OECD\)](#), the United Nations and the [World Government Summit](#).

“What Wales is doing today, the World will do tomorrow - action more than words is the hope for our future generations.”

United Nations (2015)

As the first and only country in the World to legislate for well-being, Wales has a unique story to share with other countries. Internationally, our way of doing things is continuing to inspire and impact change. For example, our membership of the Network of Institutions for Future Generations has been instrumental in developing a methodology of sharing best practice between fellow member countries such as Israel, Hungary, Norway, New Zealand, Finland and Canada.

“Sophie Howe as Chair has been instrumental in showcasing the International Network of Institutions for Future Generations (NIFG) in the international arena. Under her leadership members have developed a methodology of sharing best practice in areas of interest, amongst others the Welsh Plant! scheme served as one of the role models for the Hungarian ‘Tree Sibling’ initiative. Institutional engagement with UN Sustainable Development Goals is a common project among many of NIFG members and under her leadership we co-organised an international conference.”

Anna Martinez-Zemplén, Secretariat for the Network of Institutions for Future Generations.

Professor Jonathan Boston from Victoria University, New Zealand, described our legislation as:

“Remarkable in terms of its breadth, its coverage and ambition. There’s nothing quite like it anywhere else in the World at this point. I am enormously impressed with the amount of work the Commissioner’s team has done in a very short space of time.”



International institutions including Organisation for Economic Co-operation and Development and the United Nations continue to use the legislation as a World-leading example, and I have met and shared the Welsh approach with senior United Nations figures including their Economic and Social Council President, Special Envoy on Climate Change and the Special Envoy for Youth. Since 2016, I have addressed the United Nations High Level Political Forum on an annual basis, where in 2019 I launched my guidance [‘Journey to a Globally Responsible Wales’](#).

These platforms have given me the opportunity to advocate international support for ‘independent and statutory institutions for future generations.’ This is particularly relevant to [Target 16.6](#) under the Sustainable Development Goals which calls on member states to ‘Develop effective, accountable and transparent institutions’.

In June 2019, as Chair of the Network of Institutions for Future Generations, I published a discussion paper entitled ["Looking to 2030 and Beyond - How Institutions for Future Generations Can Assist in SDG Implementation"](#). It highlighted how various institutions representing the interests, rights and well-being of future generations are unique and important assets in national and international long-term governance and useful enablers in the implementation of the Sustainable Development Goals.

I am particularly encouraged that other countries are seeking to legislate on behalf of future generations and follow Wales’ example. For example, a Well-being of Future Generations Bill has been introduced to the House of Commons and Lords at the UK Parliament led by Lord John Bird.

Professor Daniella Tilbury, the Commissioner for Sustainable Development for Gibraltar, is also passionately pursuing legislation.

To build on this, Welsh Government should find ways to support other nations to learn from its approach, and its international offices should be tasked with supporting governments, organisations and stakeholders.



From left to right: Mary Robinson, Gro Harlem Brundtland and Sophie Howe



Welsh Government's International Strategy is an opportunity to promote Wales to the World, but we should all be thinking and acting in a way that is globally responsible

Wales is embracing many of the levers available to improve its global responsibility. For the first time since Devolution in 1999, Welsh Government appointed its first Minister for International Relations and the Welsh Language in 2018 - Eluned Morgan, AM. Following this, Welsh Government published its first [International Strategy](#) in January 2020.

Welsh Government maintain a presence in many of the World's major investing regions, with several international Wales offices across the World. Welsh Government, and other Welsh organisations, have affiliation to various international networks highlighted in the International Strategy. These have the potential to prioritise global responsibility in their interactions with the World.

This builds on existing initiatives demonstrating Wales's approach to global citizenship such as the Wales for Africa programme. Launched in 2006, this supports people in Wales to take action on poverty in Africa by funding projects that support learning, the exchange of skills, joint working and tackling climate change.

The Welsh Government-funded [Hub Cymru Africa](#) and the [Wales for Africa grants scheme](#) provide advice, training, support and small grants to the hundreds of groups in Wales, enabling them to access funding for small-scale projects that contribute to Wales' delivery of the United Nations' Sustainable Development Goals and deliver benefits both here and overseas.

“Our actions and behaviours in Wales have an impact on the global community, particularly on the global south, which disproportionately affects Black Asian and minority ethnic people.”

Race Alliance Wales, November 2019

Despite these developments, there are still some important barriers to being fully globally responsible, and Wales does not have all the legislative levers needed. The following areas are reserved powers under the control of UK Government: aerial navigation, shipping, marine transport, external trade, the making of peace or war, defence, treaties, currency, immigration, national security, counter-terrorism, emergency powers, firearms, import and export control, sea fishing, and international development.

While these areas are not under our control, we can still show support for areas such as international development where existing UK law protects 0.7% of Gross Domestic Product (GDP) for spending in this area and ensures that it is spent well.

Welsh Government also has to consider the potential contradictions within an international strategy that is globally responsible. For example, trading relationships in countries with human rights issues.

Worryingly, the 'Oxfam Feminist Scorecard 2019: Tracking Welsh Government action to advance women's rights and gender equality' makes the point that there is no publicly available evidence that global responsibility is a consideration when trade or other promotional decisions are being taken, or that the impact on women is a consideration in such decisions.



While I welcome the appointment of Wales' first Minister for International Relations and the Welsh Language, and Wales' first international strategy, I endorse the recommendations set out by Oxfam to Welsh Government, including that they conduct human rights and gender equality assessments of trade policies.

Welsh Government should also ensure the International Strategy is implemented by all ministerial portfolios, and work with the business and voluntary sector and civic society to maximise its opportunities.

“I would like to see Wales continuing to take a lead in international justice, fair trade, working towards a better World. I would like to see fair trade embedded in the World of business and procurement, as well as climate change being something that the World of commerce and importing takes action on.”

People's Platform

Wales' contribution to the Sustainable Development Goals has been recognised, but we should accelerate the pace of change to ensure we are recognised for action, and not just words

The 17 Sustainable Development Goals adopted in January 2016 are designed to address urgent global challenges over 15 years, and its progress is reviewed annually. The Goals emphasise a universal agenda that requires all United Nations member states – both rich and poor alike – to take action to support sustainable development.



The Well-being of Future Generations Act, with its vision for public services in Wales, provides a framework for our contribution to the achievement of the Sustainable Development Goals. To help organisations navigate the connections between our national indicators, well-being goals and the UN's Sustainable Development Goals, Welsh Government have published this helpful, interactive [tool](#).

In July 2019, the UK Parliament's International Development Committee identified serious failings in the preparation and presentation of the [UK's first Voluntary National Review](#) of progress towards the Sustainable Development Goals.

The findings highlighted that the UK government had taken a long time to produce the Review (some countries had produced two since 2015), and as expectations increased, the disappointment was that much greater. The Voluntary National Review itself was selective and partial, relying on cherry-picked data, context-free snapshots and positive vignettes, to present a 'good story'. It failed to highlight serious issues including food security, poverty trends and EU withdrawal.



The Committee recommended that:

“Coordination with Wales, Scotland and Northern Ireland, for the purposes of the VNR, could be improved. We recommend early communication between the UK Government and the devolved administrations, and agreement of a common style, structure and reporting framework, well in advance of the next VNR.”

The Committee further added:

“There is clearly rich potential for peer learning within the UK, in particular the way that the UK could learn from the approaches in Scotland and Wales—both to the VNR and to SDG implementation.”

The then Secretary of State for International Development, Rory Stewart MP, in addressing the United Nations on the 16th July 2019 said:

"This process then has been a process of learning of what we have done well and what we have done badly, it has been a process of learning also from our devolved administrations for the work that Scotland, Northern Ireland and Wales has taken, often better work than what we've undertaken in England in providing the data and the structures to drive change." He added, the UK Governments "must engage with existing good practice such as the leadership in Scotland and Wales on the SDGs."

I therefore support calls from the UK Stakeholders for Sustainable Development (UKSSD) for there to be a Minister in the UK Cabinet with a domestic mandate to lead the UK's efforts to implement the SDGs.



Wales is unique in the World in demonstrating a comprehensive commitment to the Sustainable Development Goals

Welsh Government published the [Wales Supplementary Report](#) to the United Kingdom's Voluntary National Review. The report is a record of progress in Wales so far and it used the seven well-being goals to illustrate Wales' contribution towards the Sustainable Development Goals. My office worked with Welsh Government on the report and helped coordinate two involvement events.

Some of the learning from Wales that is of interest internationally includes:



- Recognising the role of culture as a fourth dimension of sustainable development
- How Wales has translated the Sustainable Development Goals at the appropriate level by mobilising people to own nationally-specific goals
- Focusing on sustainable development as an organising principle and avoid the ‘add on’
- Establishing an independent voice and advocate for sustainable development in the role of the Future Generations Commissioner for Wales
- Ensuring that global responsibility is an essential part of the political debate and architecture.

The Supplementary Report is important in highlighting that the progress that Wales is making in meeting the Sustainable Development Goals and our own Well-being of Future Generations Act. It should help us measure where we are on this journey and highlight where further work is needed.

Welsh Government should start proactively seeking out opportunities to share its approach on delivering the Sustainable Development Goals with other devolved administrations and the UK Government.



Well-being objectives and steps relating to being ‘globally responsible’ are varied, and do not always reflect the definition of the well-being goal

Through their well-being objectives and steps, public bodies are demonstrating a varied understanding of what being ‘globally responsible’ means. For example:

Velindre University NHS Trust has an objective to: ‘Strengthen the international reputation of the Trust as a centre of excellence for teaching, research and technical innovation whilst also making a lasting contribution to global well-being’ and steps include: ‘support colleagues to use their knowledge and skills to enable developing health systems elsewhere in the World’

Swansea Council have a step to ‘develop young citizens to respect rights, understand responsibilities and be globally aware’ around the [United Nations Convention on the Rights of the Child and education](#).

Welsh Government’s objective: ‘Promote and protect Wales’ place in the World.’



The Higher Education Funding Council for Wales have an objective to: 'Champion internationally excellent higher education that also works to support global well-being, and sustainable development.'

Pembrokeshire National Park Authority's objective: 'Global: To ensure our work makes a positive contribution to global well-being.'

Public Health Wales' step: 'Through implementation of our International strategy we will develop, with the World Health Organization, a World-leading Centre for Investment in Health and Well-being, harness public health expertise developed abroad, and disseminate knowledge, innovation and learning developed in Wales.'

Cam Amgueddfa Cymru i: 'Cefnogi Safleoedd Treftadaeth y Byd UNESCO Cymru."

Monmouthshire Public Services Board's step: 'Procurement can also have significant global impacts and thought needs to be given to being globally responsible.'



However, there are some examples where public bodies in Wales are demonstrating a more systematic/innovative approach to being globally responsible:

As part of the Transforming Mental Health Programme, key staff members of Hywel Dda University Health Board developed links with Trieste in Italy, with a formal twinning agreement in place since 2015/16. In conjunction with the Regional Partnership Board, senior staff also visited Barcelona and Bilbao to share knowledge, best practice and skills, informing the development of work being delivered through the Transformation Fund.

Powys Teaching Health Board have a link with the Molo Health District in Kenya, focused on improving maternal and new-born health.

Public Health Wales are working with the World Health Organization's Collaborating Centre on 'Investment for Health and Well-being', providing staff with leadership opportunities to work across a four-year work programme. This includes developing, collecting and sharing information and tools on how best to invest in better health and promote more sustainable policies in relation to global health, and together with Oxfam, delivering global citizenship training to Welsh Health Professionals.

Public bodies should ensure their objectives and steps are aligned to the definition of the 'Globally Responsible Wales' well-being goal.



Our young people must be educated and prepared for a changing World, and the new education curriculum provides Wales with a once in a generation opportunity to achieve this

We want young people that are dedicated to the development of a peaceful World with prosperity and dignity for all, who are committed to working for a better-connected World, as citizens of Wales and stewards for the planet.

“I would like to see Wales as a nation of global citizens, with an international outlook. Wales already has a positive impact on some of the World's poorest communities but could do so much more - grow Wales as a Fair Trade nation, increase the capacity of Size of Wales.”

People's Platform

The new Curriculum for Wales states that ‘all our children and young people will be ethical, informed citizens who’:

- Find, evaluate and use evidence in forming views
- Engage with contemporary issues based upon their knowledge and values
- Understand and exercise their human and democratic responsibilities and rights
- Understand and consider the impact of their actions when making choices and acting are knowledgeable about their culture, community, society and the World, now and in the past
- Respect the needs and rights of others, as a member of a diverse society
- Show their commitment to the sustainability of the planet and,
- Are ready to be citizens of Wales and the World.



As Welsh Government state in its guidance, “Learners can explore the connections and interdependence between such societies in the past and present, in the context of a globalised World. Further engagement will also encourage them to explore – and develop a tolerant and empathetic understanding of – the varied beliefs, values, traditions and ethics that underpin and shape human society.”

The intention is that experiences in this area can help learners develop an understanding of their responsibilities as citizens of Wales and the wider interconnected World, and of the importance of creating a just and sustainable future for themselves and their local, national and global communities. As I set out in the section on Skills in Chapter 5, our current and future generations will need different skills for a future that will rely on, for example, halting and preventing the impacts of climate change, biodiversity loss and dealing with major socio-economic change.

If implemented and resourced effectively, the Curriculum for Wales 2022 applies the principles of the Act to compulsory education, which will help them meet these environmental, social and economic challenges.



There are also opportunities for Wales to be at the forefront of emerging digital, low carbon and 'green' economies of the future, if we recognise now that we will need different skills to take advantage of this.

Described as 'eco-literacy' (an understanding of our natural systems/ecosystems), it will be crucial children, young people and adults learn about the natural systems that make life on earth possible. This, in turn, will provide the foundation from which people can work together to take an integrated approach to tackling global challenges.

This is why I recommend Welsh Government commit to Wales becoming the most eco-literate nation in the world by 2030.

Within the Skills Challenge Certificate Welsh Baccalaureate there is a compulsory 'Global Citizenship' component, which engages students in learning about global issues. In 2017/18, there were over 28,000 entrants for the Global Citizenship Challenge at Key Stage 4 and over 14,000 at A-level. Nearly half of Key Stage 4 learners achieved a merit or distinction for this component, and nearly a quarter of A-level candidates achieved a distinction.

There are international mobility and volunteering projects available for young people. For example, the European Voluntary Service (now [European Solidarity Corps](#)) run by [UNA Exchange](#) sends and hosts volunteers across Europe for skills exchange, including many young people with fewer opportunities.

However, Brexit is likely to impact the future of these projects for young people in Wales and the UK unless there is replacement and support. Where they do continue to occur, the focus should be on exchange of skills, ideas and experiences.

Whilst organised exchanges and movement like these are important for young people and learners, there are other examples of links and movement between Wales and other nations. For example, Wales' diaspora communities regularly engage in exchanges and movements across the World.



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Ensure Wales is welcoming, safe and fair to all

What future generations need

A globally responsible nation understands the importance of acceptance and tolerance. It works in partnership with people from all faiths and backgrounds, creating policies and delivering strategies that provide adequate support and services, creating a safe and peaceful future for all.

It also takes action to mitigate against issues such as climate change or conflict, and through actions of solidarity, welcomes its fair share of refugees who may have been displaced. It is vital we understand and welcome those that need our support the most.

Where we are now

Wales is globally recognised and respected as a mostly welcoming nation, but we should continue to ensure we're creating a safe and peaceful future for all



Bordered on three sides by water, Wales has relied heavily on its connection with the international community for centuries. People from across the World have been drawn to Wales, to trade, work, study, live, and to explore our landscapes and natural beauty. Wales has used its geographical positioning as opportunities for collaboration.

Wales has benefitted economically, socially and culturally from this long history of migration. For example, the Somali community has been in Tiger Bay in Cardiff for four generations; together with people who came as part of the 'Windrush' generation to help re-build Wales after the second World War.

Welsh icons such as Dame Shirley Bassey, Colin Jackson, and Ryan Giggs all have mixed cultural heritage and many more have continued to shape and influence society. Wales also has a long history of welcoming refugees who have made Wales their home, from Jewish people at the time of World War II, to people from Syria, Chile, Uganda and other countries.

"For such a small nation our diversity is huge."

Our Future Wales conversation,
Culture Roundtable



Wales is the smallest country in the United Kingdom with 3.1 million inhabitants. Over the last 20 years, Wales' population has increased by 8%, a much slower increase than that of the UK as a whole.

According to the Bevan Foundation: 'Almost all of Wales' population growth (97%) between 2016 and 2017 was from net migration – that's 57% from internal net migration and 39% from international net migration. Most of those coming into Wales from outside the UK came to study or to work and were more likely to be from outside the EU than from inside the EU.'

Wales has an ambition to be a [Nation of Sanctuary](#). Although we are still waiting for a strategy on how Welsh Government hope to achieve this status, there are clear examples of how Welsh Government and others are already seeking to integrate refugees in Wales.

The '[Nation of Sanctuary: Refugee and Asylum Seeker Plan](#)' captures a range of actions to improve the lives of people seeking sanctuary in Wales, that can help reduce inequalities, increase access to opportunities and enable better relations between communities.

There are commitments to ensure that refugees and asylum seekers can access health services throughout their asylum journey; are provided with information and advice to allow them to integrate into Welsh society from day one; are prevented from becoming destitute; and can access educational opportunities. The plan has been endorsed by the United Nation's High Commissioner for Refugees. Welsh Government has also issued guidance on the health and well-being of refugees and asylum seekers.

"Fact – we will have more refugees, need to take this into account in planning and social services."

Our Future Wales conversation Welsh Local Government Association roundtable

I also welcome the publication of '[Adverse Childhood Experiences in child refugee and asylum seeking populations](#)' by [Ace Support Hub](#) and [Public Health Wales](#) in April 2020. As the report highlights, 40% of people granted asylum, humanitarian protection or alternative forms of leave and resettlement in the UK in 2018/19 were children. Children seeking sanctuary may have experienced multiple adverse childhood experiences across the migration journey, and parental stress and trauma from migration can also increase this risk (see section on 'Adverse Childhood Experiences' for more information).

Some public bodies in Wales refer to asylum seekers or refugees in their strategic plans. However, there is very little mention of this their well-being objectives and steps, with the exception of the Vale of Glamorgan Council, which has a step to: "Provide non-classroom based cultural/ citizenship activities using the gallery and library resources to familiarise Syrian refugees with their new home."



Responsibility for asylum and immigration rests with the UK Government rather than the Welsh Government. However, a concerted effort is required by Welsh Government, public bodies and communities to successfully integrate refugees and asylum seekers in Wales.

Complete figures for the numbers of asylum seekers and refugees who are resettled in Wales are not available. However, figures relating to the number of refugees resettled under the Vulnerable Persons Resettlement Scheme, and the number of those currently receiving asylum support, are published.

At the end of March 2019, nearly 3,000 asylum seekers were receiving support in Wales. Although it is a slight fall compared to the previous year, the numbers have generally been increasing since a low during the same quarter in 2012 and are similar to the levels of the previous high point in 2007. As at the end of March 2019, a total of 1,072 refugees have been resettled in Wales under the Vulnerable Persons Resettlement Scheme.

According to the National Crime Agency, the recorded incidents of potential victims of slavery to the National Referral Mechanism continue to increase each year, with more referrals of survivors from the UK and Wales.

The National Crime Agency judge that the scale of modern slavery and human trafficking in the UK is likely to be increasing steadily but cannot disentangle increases in the incidence rate from improved reporting. Therefore, they are unable to quantify the overall growth of modern slavery.

In 2018, there were 251 referrals of potential victims of slavery where the referral was subsequently sent to a police force for crime recording considerations in Wales. This is a 30% increase on the previous year and is also higher than in previous years (although some increase in recent years is probably due to changes in how the data are recorded). It represents 3.6% of all UK referrals.

It was an important step for Wales to appoint a Human Trafficking Co-ordinator recognising the need to bring together devolved and non devolved agencies in the private and third sector and communities to respond to this increasing problem. There are also a number of local forums which support this work. Whilst this is undoubtedly useful to focus action at a local level, as set out elsewhere in this report it is also important for public bodies to understand where this fits with their wider work and governance structures.

There is little evidence relating to modern slavery in public body well-being objectives, though [Swansea Council](#) have a step to 'Work with partners to address safeguarding in its wider sense; for example, hate crime, modern slavery and bullying in schools.' Swansea is a City of Sanctuary and the Waterfront Museum (part of [Amgueddfa Cymru - National Museum Wales](#)) was the UK's first Museum of Sanctuary (Culture) due to their outreach work with refugees and asylum seekers.

The [Vale of Glamorgan Council](#) have a step to: 'continue a programme of awareness raising of Child Sexual Exploitation, Slavery and Trafficking'.



[Cardiff Council](#) are also demonstrating leadership in this area. Their inaugural Modern Slavery Statement forms part of their Corporate Safeguarding Policy and sets out what the Council has done and will do to tackle modern slavery. They were the first public body to sign up to delivering the Welsh Government's 'Code of Practice: Ethical Employment in Supply Chains' and are reporting progress on the 'Transparency in Supply Chains' website. Their tender clauses also encourage contractors to sign up to the Welsh Government's code of practice.

Public bodies should follow the example set by [Cardiff Council](#) in taking steps to ensure they are tackling modern slavery as part of their corporate safeguarding policies, and sign up to deliver [Welsh Government's 'Code of Practice: Ethical Employment in Supply Chains'](#). This includes commitments to treat people fairly when procuring goods and services as well as guidance and training to help achieve them.

Ethnic minorities in Wales are experiencing high levels of hate crime. For example, the majority (75%) of hate crimes reported and recorded in Wales in 2016/17 were motivated by race or religion. This is a particular concern given Britain's exit from the European Union and the spikes in hate crime after the EU referendum.

A [report](#) published by [Ethnic Minorities and Youth Support Team Wales](#) (EYST) highlights the complex experiences of people from ethnic minority backgrounds who live in Wales. Whilst over half of those surveyed felt strongly part of their local community, over half (52%) had also reported experiencing abuse due to their race, religion or cultural identity.

I support EYST's recommendation that Welsh Government and the police should review their approach to hate crime, shifting from a responsive/reactive approach to a preventative/proactive one. This will help ensure Wales is welcoming, safe and fair to all, and support those who need it most.

Food can often bring cultures together and the [Women Connect First's World Café](#) is a great initiative that uses food as an integration and educational tool. The idea came from a group of women who faced barriers in employment; they lacked work experience, enterprise background or employability skills but were experts in cooking. Nor were they able to access culturally sensitive learning environments where they could develop these skills.

The café provides a community space where people come together and socialise in a friendly atmosphere to enjoy free freshly cooked authentic meals once a week. I have used the World Café to cater for my own events and the food is fantastic!

Wales-based organisation [Bees for Development](#) were awarded [£15,000](#) funding through the Welsh Government's Wales for Africa programme, by working with a partner organisation in Ethiopia to provide training in Beekeeping skills in Somaliland.

This is to facilitate and support 50 families from Somaliland establish profitable apiaries by selling honey locally and exporting beeswax to Wales. Beeswax, usually seen as a by-product of bee keeping, will be made into artisan candles by members of the Somaliland diaspora community in Wales and sold from their Bees for Development shop in Monmouth.



Making the right financial decisions now, to enable future generations to thrive

What future generations need

How we manage finances, investments and budgeting, can have significant impacts and serious consequences. By applying long-term and preventative principles in decision-making processes, we can contribute positively to a sustainable planet, its people, and mitigate against climate change.

Where we are now

Not enough public bodies are showing signs of commitment to fair and ethical investment and divestment

“Procurement policies – make sure that products procured are produced in environmentally sustainable ways, free of modern slavery, environmental and human rights abuses. Pension funds and ethical investments – public bodies consider social impacts of investments such as arms industry, supporting apartheid and human rights abuses.”

Race Alliance Wales, November 2019

It is vital that when thinking about improving the well-being of people in Wales, we are also thinking about our impacts on others. We are global citizens, and we have a responsibility to ensure we are not acting at the detriment to others.

When we are making financial decisions, this means thinking about:

- Life cycle: taking whole life cycle and circular economy approaches to making financial commitments, budget planning and contracts can deliver positive benefits for now and the future.

There are some examples of public bodies demonstrating a good understanding of the long-term action needed to be taken to reduce and reuse, rather than just recycle waste:

Monmouthshire County Borough Council’s step to ‘Reduce waste by committing to the principles of a circular economy’, and Natural Resources Wales’ step to ‘Put steps in place to work towards a circular economy and zero waste in Wales’.

Mid and West Wales Fire & Rescue Service have reviewed the life cycle of their emergency equipment and have partnered with a not for profit to repurpose their hoses and raise income for charity.

However, we need a system where waste and resource use are minimised, and when a product reaches the end of its life, it is able to be used again to create further value.

Public bodies should explore and demonstrate how they are seeking to move to a system where products can be used again to create further value (the principles of the circular economy), and how this, for example, relates to the development of skills, innovation, local materials and saving money.

It also means thinking about:

- Fossil fuels / arms divestment: using our fair share of the Earth's resources is vital to the success of future generations. By divesting things like pensions and investments from sources of harm, including fossil-fuels, pollutants, human rights violations and arms, organisations can secure a better future for all. Using energy that is renewable and fossil-free, organisations can ensure that the actions taken in Wales causes no harm to others on our planet and contributes to our transition to a low carbon economy.
- Ethical investment: ensuring all future dealings with financial institutions are ethical and do not invest in things that cause harm, e.g. child slavery, forced child labour, climate change, arms, military conflict, environmental pollution, and human and animal rights violations.

As covered in the [section on Decarbonisation in Chapter 5](#), I have written to public bodies encouraging them to divest their pension funds from fossil fuels.

Whilst I am seeing encouraging progress, the majority of public sector pension funds continue to invest almost £1 billion each year in fossil fuels which is not sustainable in light of the climate emergency and incompatible with the declarations of many public bodies.

Welsh Government should seek to take advantage of opportunities to assist the UK Government to work out a new post-Brexit trade policy to promote values within trading relationships that are not exploitative of people or the planet and protect human rights throughout supply chains.

100% of [Pembrokeshire County Council's](#) electricity is purchased from renewable sources and they are represented on the National Procurement Service's energy sub-group.

[Cardiff Council](#) and [Powys County Council](#) voting to divest pensions from fossil fuels as a part of a growing movement in Wales.

[Caerphilly County Borough Council](#) is part of the Greater Gwent (Torfaen) Pension fund which has a policy on ethical investment.

Welsh Government and public bodies should better demonstrate how their investments are committing to fair and ethical investment and should further divest pensions and investments funds from sources of harm, fossil-fuels, pollutants, human rights violations and arms.

My '[Journey to a Globally Responsible Wales](#)' includes guidance and steps public bodies and others can take to ensure fair and ethical investment and divestment, which goes beyond divesting from fossil fuels.



Wales will need to plan effectively for the EU transition period and beyond, and ensure our relationship with the World beyond Brexit is based on positive shared values

On 17 October 2019, the negotiators for the United Kingdom and the European Union reached an agreement on the text of a Withdrawal Agreement – a document that sets out the terms of the United Kingdom's departure from the European Union.

Whilst there was no formal role for the Assembly in terms of ratifying the Withdrawal Agreement, the Assembly's legislative consent was required for aspects of the European Union (Withdrawal Agreement) Bill – the legislation that was required to implement the Withdrawal Agreement in the UK.

In January 2020, the Committee published its report on the implications of exiting the EU on Wales, following an initial assessment completed in November 2018. The report focussed on seven areas:

- The economy and trade with the EU
- Ports and Transport
- Agriculture, Food and Fisheries
- Energy and Environment
- Healthcare
- Equality and Human Rights Institutions.

The committee's report sets out one high level recommendation to Welsh Government:

"To ensure that Wales is as prepared as possible for the transition period, we recommend that the Welsh Government, working with the UK Government, prepares an assessment of the economic, legal and constitutional implications for Wales arising from our departure from the EU on the terms of the Withdrawal Agreement."

I support this recommendation, and the need for the Welsh and UK Governments to provide details of what the Withdrawal Agreement means for the people of Wales. Welsh Government should work with all statutory commissioners to identify opportunities and challenges for public services during the EU transition period and beyond including on the implementation of the Well-being Future Generations Act.

Brexit is referenced in some public body well-being objectives and steps. For example:

Carmarthenshire County Council's step to: 'Ensure clear business support plans in order to support any implications from Brexit. Support local economic growth.'

Welsh Government's step: 'Continue to press the UK Government to prioritise full and unfettered access to the EU Single Market and work with the UK Government to promote Wales' interests as new international Free Trade Agreements are prepared.'

However, Welsh Government should ensure public bodies and Public Services Boards are alert to the details of the withdrawal agreement as they emerge and develop and consider the potential impact on their work in Wales and abroad. This should also be in relation to areas such as:

- Freedom of movement
- University Research, EU Students and Erasmus
- Cultural exchanges
- Trade challenges around exporting and importing
- Businesses opening and moving
- Protected status for food and produce
- Education and global citizenship
- Human rights



Ensure our supply chains are fair, ethical and sustainable

What future generations need

Behind everything we buy is a person, and by paying that person a fair price for goods and making sure they work in acceptable conditions, we can support them to stay healthy, send their children to school, put food on the table and plan for the future.

Where we are now

The £6 billion public purse in Wales is a powerful tool to deliver social, environmental, cultural and economic sustainability. However, value for money (lowest price) is still seen as the key driver of procurement rather than wider value and outcomes

Leadership and action in this area can help contribute to national and global challenges. For example, by ensuring products procured are produced in environmentally sustainable ways, free of modern slavery, environmental and human rights abuses.

In 2008, Wales became the World's first Fair Trade nation. The Well-being of Future Generations Act is a further obligation to build on this foundation to ensure public money is spent in a way that improves economic, social, environmental and cultural well-being throughout its global supply chains.

A few public bodies have highlighted their procurement activities as demonstrating their contribution to being more globally responsible through ethically sourced supply chains, Fair Trade policies and seeking to procure locally (thereby reducing carbon footprint). For example:

[Cardiff Council](#) has adopted a Socially Responsible Procurement Policy and is now working Fair Work Practices Questions into its tender documentation.

[Public Health Wales](#) promote Fairtrade Fortnight, and in 2019, worked with procurement to communicate the Fair-Trade products available for purchase corporately, alongside a Fair Trade 'Be the Change' Well-being Goals Challenge for staff (inside and outside of the workplace).

[South Wales Police](#) have taken action in a number of ways, including establishing an ethical champion at Chief Officer level, agreeing ethical supply chain questions for inclusion in tender documents, establishing a process to deal with any identified modern slavery related breaches, adopting the real living wage, sharing ethical employment training with those involved in procurement and recruitment, and sharing progress across Wales with the police sector.

[Mid & West Wales Fire and Rescue Service](#) switched to Fairtrade Tea and Coffee across its three main offices following a project, funded by the EU's Trade Fair, Live Fair programme.

It also gives me hope when I hear from young people who have led presentations to PTAs (Parent Teacher Associations) and school school governors, as they successfully switched their school uniform to Fairtrade, and ensured that the staff room and canteen only serve Fairtrade tea and coffee.



Despite examples like these, it is apparent that value for money (lowest price) is still seen as the key driver of procurement rather than wider value and outcomes. This is supported by research by the Audit Wales and is why I've highlighted the importance of procurement as a key area of my work.

Procurement provides a significant opportunity for public bodies to maximise their contribution to the well-being goal 'A Globally Responsible Wales'. When we consider the key drivers of change within procurement such as decarbonisation, waste, community benefits, modern slavery, foundational economy and social value, this goal expects us to think of well-being on a global scale, not just about impact in Wales. [See the section on Procurement in Chapter 2 for more information.](#)

Ensure we use natural resources efficiently, recognising the limits of the global environment, and contribute to global well-being

What future generations need

It is vital we manage our natural resources sustainably to ensure they continue to provide the many services and benefits we use, enjoy and rely upon. We must do all we can to mitigate against climate change, contribute positively to protecting and enhancing the natural environment, and support equatorial communities most at risk of climate change. Using and managing our natural resources sustainably also means innovation can be at the forefront in helping Wales become a zero waste, net zero carbon country, with a workforce at the forefront of the 'green economy'.

When local authorities such as [Carmarthenshire County Council](#), [Monmouthshire County Council](#), [Cardiff Council](#) and others made the decision to declare a climate emergency, I expected everyone to join them. As did our young people. Making the decision to act locally, and take action for climate change, is being globally responsible.

Where we are now

We are using our natural resources faster than can be replenished, but Wales is demonstrating its ambition to become a zero waste, net zero carbon country

What we do in Wales, can have a positive/and or negative impact somewhere else on the Planet. Currently, if everyone in the World consumed the same as the Welsh average, we'd need 2.5 of our Planets to provide the necessary resources and absorb the waste. Wales' ecological footprint, at 10.05 million global hectares, is roughly five-times the size of Wales.

More positively, Wales has been a leader with its recycling rates and currently has the fourth highest household recycling rate in the World at 63% of municipal waste reused, recycled or composted. Many public bodies are also taking steps to reduce their carbon footprint, helping achieve Wales' ambition of a carbon neutral public sector by 2030.

By setting (and acting upon) well-being objectives and steps that embed resource efficiency, the sustainable management of natural resources and transition to a low carbon society, public bodies will be actively supporting the goal of a globally responsible Wales.

[See the section on 'A Prosperous Wales' in this Chapter for more information on using natural resources sustainably.](#)



A Globally Responsible Wales

Recommendations for Welsh Government

Key Recommendation

Create a vision and plan to ensure Wales becomes the most eco-literate country in the world.

Policy Recommendations

Welsh Government should:

- Ensure the International Strategy is implemented by all Ministerial portfolios and work with the business and voluntary sectors and civil and civic society to maximise its opportunities.
- Ensure it provides clarity to public bodies on how the Social Partnership (Wales) Bill and the socio-economic duty align with The Well-being of Future Generations (Wales) Act 2015.
- Be proactive in sharing its approach on delivering the Sustainable Development Goals within the rest of the UK and internationally.
- Build links and alliances with other countries who are leading on sustainability and put in place mechanisms to develop new ideas and share best practice.
- Review its 'Nation of Sanctuary Refugee and Asylum Seeker Plan' in light of evidence from the ACE Support Hub, regarding the adversities experienced by child refugee and asylum seekers.
- Consider implications of the EU Withdrawal Agreement, specifically in relation to the impact it may have on meeting their well-being objectives.
- Continue to support and build upon the successes of Wales for Africa and Plant!, that demonstrate Wales' commitment to being globally responsible.



A Globally Responsible Wales

Recommendations for Welsh Government

Process Recommendations

In their day to day actions Welsh Government should **stop**:

- Investing in fossil fuels.

In their day to day actions Welsh Government should **start**:

- Conduct human rights and gender equality assessments of all trade policies and agreements and ensure all investments are ethical.
- Ensuring Wales has measures and indicators that help map what impactful approaches to being globally responsible looks like.
- Better communicate the relationship between the United Nations Sustainable Development Goals and The Well-being of Future Generations (Wales) Act 2015 to all sectors (public, private and voluntary) and civil and civic society.
- Rolling out the Code of Conduct for ethical procurement and investment, alongside providing clear leadership and support for public bodies in addressing all seven of the well-being goals through their procurement practices.



A Globally Responsible Wales

Advice on setting well-being objectives for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Please refer to the chapter on Setting Good Well-being Objectives, but in setting their objectives specifically in relation to this goal all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Clearly demonstrate the connections between their well-being objectives and steps on being globally responsible; and other areas such as the natural environment, inequality, community cohesion, procurement, decarbonisation, resource efficiency, organisational development and skills.
- Clearly set out how you understand the definition of the goal of a Globally Responsible Wales.

In setting their steps, public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should focus in the following areas and should:

- Demonstrating global citizenship and leadership by supporting sustainable behaviour and making the connections.
- Playing their part to ensure Wales is welcoming, safe and fair to all.
- Committing to fair and ethical investment and divestment - making the right financial decisions now to enable future generations to thrive.
- Ensuring supply chains are fair, ethical and sustainable.
- Ensuring that they understand the importance of using the earth's resources efficiently in order to contribute to global well-being.



A Globally Responsible Wales

Recommendations for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Process Recommendations

In their day to day actions they should **stop**:

- Investing in fossil fuels.
- Seeing global actions as an 'add-on' to business as usual.

In their day to day actions they should **start**:

- Exploring ways their staff can develop the knowledge and skills to understand complex global issues; and identify the impact of individual and collective actions, policies and plans. This will help ensure decisions taken have a positive impact on the world beyond Wales, or as a minimum, avoid harm.
- Being more explicit in demonstrating how initiatives, programmes and decision-making are making a positive contribution to global well-being.
- Taking more of a concerted effort to successfully integrate refugees and asylum seekers in Wales.
- Taking steps to ensure they are tackling modern slavery as part of their corporate safeguarding policies; and sign up to deliver Welsh Government's 'Code of Practice: Ethical Employment in Supply Chains'. This includes commitments to treat people fairly when procuring goods and services as well as guidance and training to help achieve them.
- Exploring and demonstrating how they are seeking to move to a system where products can be used again to create further value (the principles of the circular economy); and how this, for example, relates to the development of skills, innovation, local materials and saving money.



Process Recommendations (continued)

In their day to day actions they should start:

- Better demonstrating how their investments are committing to fair and ethical investment; and should further divest pensions and investments funds from sources of harm, fossil-fuels and pollutants.
- Understanding Wales' International Strategy, the United Nations Sustainable Development Goals and their relevance to Wales.
- Identifying what is happening in their communities/areas; and finding ways to help support and scale up international sustainable development initiatives.
- Resourcing and prioritising carbon and eco-literacy training for all elected members and senior officers to ensure they have the necessary skills and understanding to make the right decisions (see also the section on A Resilient Wales in Chapter 3).



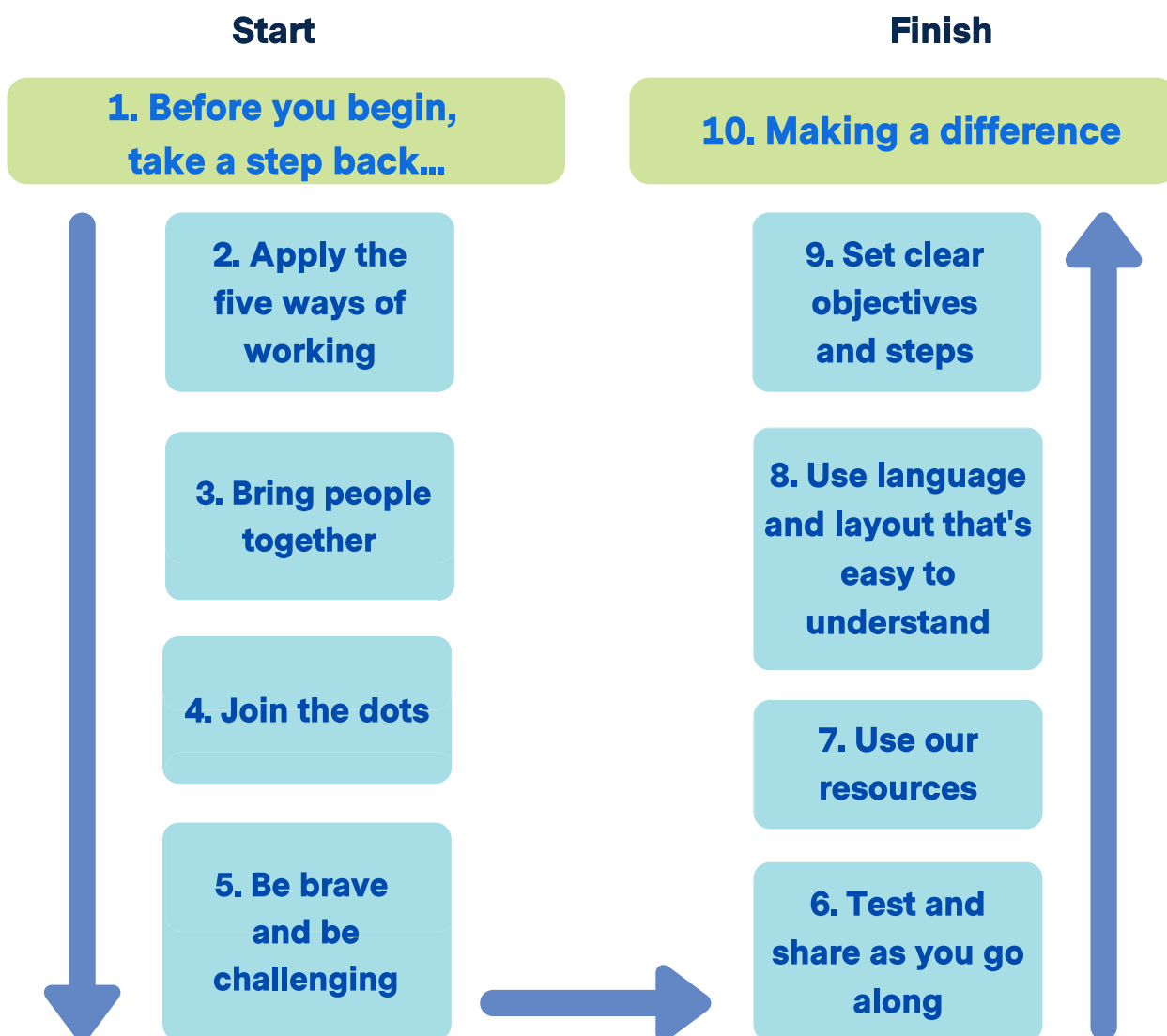
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Chapter 4

Setting good well-being objectives



Setting good well-being objectives



1. Before you begin, take a step back...

At the start of the process, step back and be clear on:

- What are you really trying to achieve? What impact do you want?
- What is the problem you're trying to solve?
- What is the evidence (including well-being assessments) telling you? Our learning from the 2017 Well-being Assessments is [here](#).
- What are you already doing well? Are there opportunities to build on it, and transfer learning across the organisation?
- Where could you potentially improve and/or do more?
- Where are the opportunities to make stronger links and connections?

Have these things in mind throughout the process.



2. Apply the 5 ways of working

From the outset, use the five ways of working to challenge how this could be delivered:

- **Long-term:** start from an understanding of how Wales and your area might be different several generations from now, and what your long-term vision is (referring back to the goals).
- **Prevention:** consider the types of problems you could help prevent in the future e.g. social, economic, cultural, environmental or something specific.
- **Integration:** consider how your objectives could impact upon each of the well-being goals, on your other objectives, and on the objectives of other public bodies/Public Services Boards for your area and beyond.
- **Collaboration:** understand who the key stakeholders are from a range of related sectors and disciplines who could support delivery of your objectives.
- **Involvement:** consider how well you understand the diversity of needs and lived experiences of citizens who will be affected by your objectives, how you will reach out to the diverse groups affected and how you will use this to inform your objectives. Consider which methods you might use for drawing on lived experiences and who might be able to help with this.

Refer to our Future Generations Frameworks for projects and service design for more information.



3. Bring people together

Seek to involve a wide range of people from across your organisation, other organisations and people who use your services.

Ensure you have people representing social, environmental, economic and cultural well-being in the room, and include those who wouldn't ordinarily be involved. Present and share the evidence you're using, identifying any gaps. Then, [think big](#) in relation to the wider, long-term vision for the area. This can be powerful with a wide and diverse group of people.

Refer to our [‘journey to involvement’](#) for more information.

4. Join the dots

If you're developing an objective on a certain topic, try combining it with 3-5 other topics from table 1 below to explore the wider impact you can have.

Then, explore the links and connections you can make across your other objectives and steps. Reassess and test whether there is more you can do to maximise your contribution to all seven well-being goals.

Consider how this might influence or reflect what you're trying to achieve, in terms of your objective/s, more broadly as an organisation, and the work of other public services in your area (e.g. Public Services Boards or national bodies).

5. Be brave and be challenging

Embrace uncertainty, step outside your comfort zone and check you're seeking answers (or progress) against the difficult questions. Ask:

- Are there parts of the system working well?
- What barriers are preventing progress?
- Are you seeking change or transformation?
- Are your measures fit for purpose?
- Could you do more?

6. Test and share as you go along

Transparency and involvement are important. Testing your ideas as you go along builds trust, helps ensure you're collaborating and involving people, can help clarify what you're intending to do, and values people's input. Highlight how you're incorporating feedback.



7. Use our resources

Our key resources:

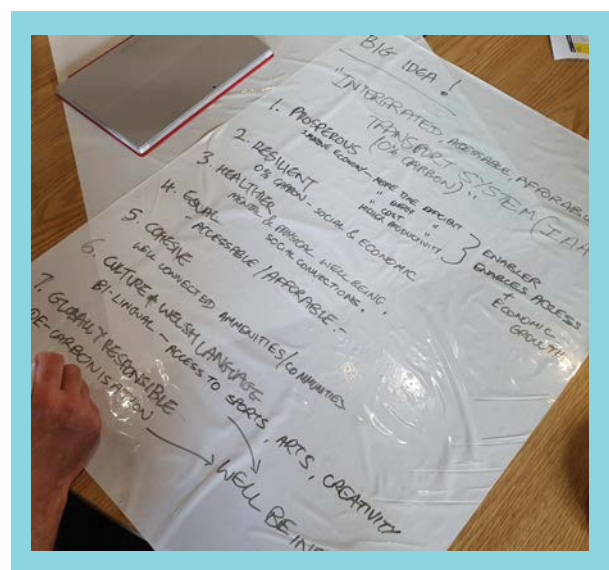
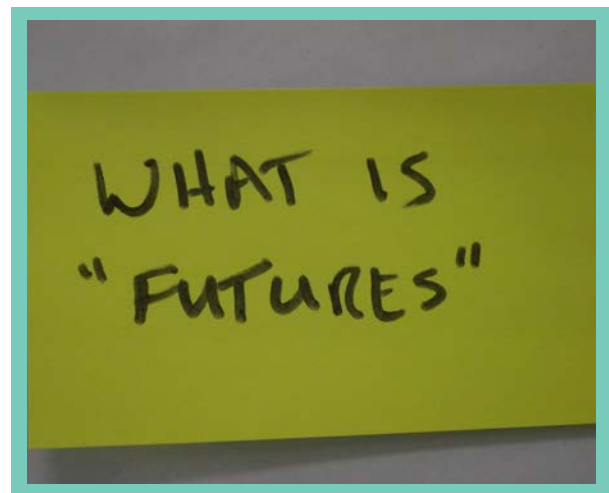
- [The journeys to well-being](#) (seven well-being goals and involvement)
- Future Generations Frameworks for [projects](#), [service design](#) and [scrutiny](#).
- [Three Horizons toolkit](#)
- [Self-reflection tool](#)
- [Well-being in Wales: planning today for a better tomorrow - our learning from the 2017 Well-being Assessments](#)
- [Well-being in Wales: the journey so far - our analysis of well-being objectives and advice on reporting progress](#)
- [Other resources](#)

Public Health Wales have a range of [excellent resources](#) and the [Audit Wales Good Practice Exchange](#) hold shared learning events, webinars and podcasts on topics common across public services.



8. Use language and layout that's easy to understand

Understand and define what words mean for your audience and collaborators. For example, be clear what is meant by particular terms in your context, such as 'resilience', 'vulnerability', 'prosperity' etc. Ensure people understand the difference between your objectives and steps.



9. Set clear objectives and steps

- Have you set clear objectives and steps? Are they SMART?
- Can people understand the difference between your objectives and steps?
- Are you clear as to how and when you will meet these steps and objectives ?
- Can people understand what you're trying to achieve, and why?
- Can you clearly describe how you're maximising contribution towards to the seven well-being goals?
- Can you show how you've applied the five ways of working?

10. Making a difference

Outline examples of doing things differently and encourage honest self-reflection.

Consider the impact you wanted to achieve in step 1. Put in place measures and checks to show how you're demonstrating progress and implementing your objectives and steps, as well as how you're contributing towards the seven well-being goals, beyond business as usual. Consider short, medium and long-term perspectives, e.g. where you'd like to be in 5, 10, 15, 25 years or beyond.

Introduce your own qualitative measures and checks alongside Wales' national well-being indicators to give a well-rounded picture of what you're trying to achieve.

Be clear who is taking responsibility for each measure, whether they help you establish preventative action, and how they connect across with other measures and objectives.

Table 1

Decent / fair work	Low carbon society (decarbonisation)	Resource efficiency and 'circular economy'
Fair and local procurement	Skills for the future	Local / foundational economy
Community energy	Healthy functioning ecosystems (biodiversity and soil)	Natural green space
Knowledge of nature	Water and air quality	A compassionate nation
An active nation	Placemaking	Preventative organisations and services
Educational opportunities for all	Citizen and community participation	Equality of health outcomes
People active in their communities	Connected and safe communities	Access to key well-being services
Community anchor organisations	Promoting and protecting culture, heritage and the Welsh language	Culture, heritage and the Welsh language as a mechanism for change
Participation in the arts, sport and recreation	Culture available to all	Valuing creativity
Fair, ethical and sustainable supply chains	Global citizenship and leadership	Solidarity and peace
Fair share of natural resources	Fair and ethical investment and divestment	Meaningful citizen and stakeholder involvement

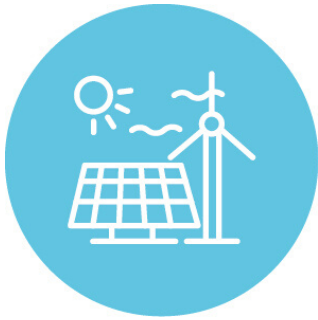
The topics highlighted in table 1 are key areas of focus taken from [the Journeys to Wales' well-being goals](#), derived from the definition of each well-being goal.



A cluster of overlapping triangles in shades of teal, light green, and orange is located in the top right corner of the page.

Chapter 5

Areas of focus



Land use planning and placemaking

The way we plan, design and build our communities and infrastructure for the future is critical in addressing long-term challenges and ensuring well-being nationally and locally. Getting planning right can help us to meet a number of our well-being goals, by helping protect and enhance our ecosystems, strengthening our communities by ensuring they can get together and access the right services, facilitating healthy and active lifestyles, supporting a modal shift and identifying land for clean energy production and new ways of working and living.

What communities want and need in the future will fundamentally change as our planet requires rapid decarbonisation and restoration of nature, demographic trends such as urbanisation and an ageing population continue, and as technology continues to change the way we live and work.





The future of planning

Global trends and predictions ([detailed in Chapter 1](#)), such as climate change, an ageing population are all likely to have a significant impact on land use planning in the future.

Trends to watch:

- Increasing demand for land for housing, recreation, transport, the low carbon economy, climate change mitigation and energy [in the face of uncertain demographic change](#).
- [Flood risk has significantly increased](#), as demonstrated in January 2020, when parts of Wales experienced severe flooding.
- Rising global demand for food and changing commodity prices could affect the amount of land that is [brought into food production](#).
- Growing risks from heat, water scarcity and slope [instability caused by severe weather](#).
- Growing awareness of issues such as climate change, spatial injustice and food shortages has led to a resurgence of interest in community food growing and urban agriculture, how to protect the diversity of local high streets, and ensure the [local provenance of the food we eat](#).
- Globally, communities are becoming more engaged in the planning process, and an increased focus on finding optimal [community engagement practices](#).
- [Rapid urbanisation](#), which can exasperate [health problems](#).
- Increasing unbalanced growth across cities and regions, and [increasing spatial inequalities in wealth, education, social mobility and health](#).
- An increasingly older population means that we need to re-think a lot of the features in our towns and cities, from the ease of navigability of streets to more compact urban centres for populations who will [increasingly rely on walking and public transport](#).
- Decreasing general household size, requiring a greater number of homes, resources and energy to support the [overall increasing number of households](#).
- The number of properties available may not keep up with this rise in households. Growth in population and housing [will not be uniform across Wales](#).
- Increasing productivity of land and relief of some pressures associated with intensive land use [thanks to technology](#).



- Growing role of technology in reducing the negative impacts of urbanisation and farming on our land with new energy, water and waste treatment technologies, [as well as precision farming.](#)
- Diminishing number of planners and trainees working in the public sector and [loss of specialist skills as planning.](#)

Predictions for a possible future:

- Climate change is likely to increase the frequency of flooding, with consequences for property, livelihoods, infrastructure, agricultural production, and ecosystems.
- There is likely to be less suitable land available in Wales for development as flood plains, and other lower-lying land becomes [increasingly prone to flooding.](#)
- More than 4 billion people could be living in areas with a chronic shortage of water by 2050.
- By 2050 parts of the UK could experience an average annual reduction in river flows of 15%, and as much as 80% [in some catchments during the summer.](#)

- Feeding the world's projected nine billion global population in 2050 is forecast to require a 70% increase in food production but 80% of arable land in developing countries is already used, there is less water available for agriculture, and constantly increasing yields from major crops may be unrealistic, [raising concerns about 'food security' and 'peak food'.](#)
- Population increase and demographic change are likely to increase the pressures on the availability of land.
- By 2050, the equivalent of the world's current total [population will live in cities.](#)
- The UK will likely have a higher population than any other country in the [European Union by 2043 with 70-75 million inhabitants.](#)
- Demands for land for settlements could increase from 8% to 12% by 2050 due to population growth ([based on Climate Change Committee analysis of UK data](#)).
- If current trends continue, 18% of the UK population is projected to live in single-occupancy households by 2031, 42% of which will be aged [65 years or older.](#)
- The number of households in Wales also looks set to increase significantly. For example, the number of single-person households is [predicted to rise by over 30% in the next 20 years.](#)



The Vision for Wales in 2050, as set out in the Well-being of Future Generations Act – placemaking for well-being

In 2050, sustainable development, in line with the specific definition of the Act and placemaking, will be at the heart of every land use planning decision. The four dimensions of well-being - the environment, society, economy and culture - will no longer be seen as something to be ‘traded off’ or compromised on, but will be implemented as an integrated concept.

People will have the opportunity to co-design the places they live, work and spend their time in. Adequate investment will allow local plans to be co-produced with a diverse range of people in each community. Involvement will be in the form of an ongoing, two-way conversation, using methods to inspire and engage people rather than a traditional consultation with lengthy technical documents.



Cities will be designed to prevent the spread of epidemics and to promote healthy behaviours. The smart design of places and neighbourhoods will help us be more efficient and reduce our carbon footprint. Technology will enable remote working and reduce the need to travel. ([A Healthier Wales](#) and [A Prosperous Wales](#))

In cities, people will have access to everything they need through walking, cycling or sustainable public transport. Cities will be virtually car-free, improving air quality and public health. This will also benefit those who do not own a car, cannot drive or cannot afford public transport. Technology and digital connectivity will enable us to work remotely, and increased public transport will ensure our rural communities have full access to services while decreasing living costs. ([A Healthier Wales](#), [A More Equal Wales](#), [A Wales of Cohesive Communities](#)) (Please see the sections on Transport and the Wellness System in Chapter 5 for more information)

[Mexico City](#) - ‘Laboratorio para la Ciudad’ is Latin America’s first urban innovation lab, designed to help reform the city. It consists of 20 young people from various backgrounds (urban, political sciences, humanities, social sciences, art, activism, film making, and an adviser for cities and institutions). They provide creativity and the ability to imagine a different, better and more participatory [kind of future for the city](#).

880 cities in [Toronto, Canada](#), is the concept that communities should be built around the needs of everyone, whether rich or poor, eight or 80 years old. “Some city leaders have vision, but they don’t have action. And with some cities it’s the other way around, they have action, but no vision. We’ve been building cities based more on cars than people’s happiness.”



Through mixed-use developments and better digital connectivity, all communities, including rural communities, will have access to jobs, reducing inequalities between regions and communities in Wales. ([A More Equal Wales](#) and [A Prosperous Wales](#))

Placemaking will ensure that communities across Wales will have easy access to Welsh-medium services, schools, and social opportunities to use the language. It will also mean that people would not need to leave Welsh-speaking communities in rural areas to access better jobs and amenities. ([A Wales of Vibrant Culture and Thriving Welsh Language](#))

All communities will have access to cultural facilities or will be able to reach them at appropriate times, through reliable and affordable public transport. Public transport and active travel routes will also develop opportunities to promote the culture and heritage of places. People will be able to enjoy 'scenic' places that boost their spirits and well-being not only in rural settings but in built-up areas as well. ([A Wales of Vibrant Culture and Thriving Welsh Language](#))



[Amsterdam, Netherlands](#), has combined financial technology, energy efficiency and culture, with 90% of households in Amsterdam having bicycles and an advanced system of [automated services for the public use of shared bikes.](#)

[Paris, France](#) gave its people control and access to the city's data flows. Through the application of the Internet of Things (IoT), they try to optimize the flows of people and vehicles in the city. The Grand Paris Express project is one of the biggest overhauls of transport in Europe. It will redesign the transport network in the city's metropolitan area, adding four additional metro lines, 200 kilometres of new rail lines and 68 completely new interconnected stations, [all with a 100% automatic metro system.](#)

[Melbourne, Australia](#) – [The 20-minute neighbourhood pilot programme](#) is about 'living locally'—giving people the ability to meet most of their daily needs within a 20-minute walk from home, with safe cycling and local transport options.

[Maroochydore City Centre](#) on the Sunshine Coast of [Queensland, Australia](#) will be the first purpose-built city in the world [designed for driverless cars.](#) The city will feature a range of innovative technology.

[Netherlands: In Rotterdam](#), '[Humankind](#)' helped the public to reclaim the streets with the project 'Happy Streets', a colourful, playful and [refreshing take on designing for people instead of cars.](#)



The needs of specific groups will be analysed, considered and planned for, so that communities and places are designed with everyone's needs in mind. This will to promote inclusivity, integration and equality, thereby enabling everyone to live independently, actively and improve both physical and mental well-being. (A Healthier Wales and A More Equal Wales)

Our infrastructure will not just be carbon-neutral; our planning system will be used to reduce carbon emissions and provide net carbon benefits through nature-based solutions, including green infrastructure and re-forestation. Planning will support the nation's overall decarbonisation efforts as it affects all sectors (for example agriculture, transport, housing including carbon storage into buildings and energy) and it will provide the infrastructure needed to operate that shift. It will help the enhancement of biodiversity and with the restoration of lost habitats and connectivity for wildlife. (A Prosperous Wales, A Resilient Wales and A Globally Responsible Wales)

Planning regulations will help protect nature and will increase tree cover and green spaces. Forests will be spreading across Wales' landscape, and nature-based solutions will be used to tackle issues such as flooding. This will also help combat mental illness, such as mild and moderate depression. (A Healthier Wales)

The Welsh planning system will provide a leading global example of how a sustainable system centred around placemaking should look like. (A Globally Responsible Wales)



The [2025 Master Plan](#) for [Houston, USA](#), envisions a vibrant, economically sustainable district of residential, hotel, office, retail, dining and entertainment development, [capitalising on the future east-west transit lines of the metro light rail and existing public spaces](#).

The [cultural trail](#) in [Indianapolis, USA](#), is a curbed, buffered, beautifully paved, richly landscaped, and artfully lighted bike and pedestrian pathway that connects all cultural venues in the urban core. [It's an exploration trail that connects people to everything that's good in the city centre](#).

Frauen-Werk-Stadt (Women-Work-City) - [Vienna's](#) government has made the city a safer and more convenient place for women through improved street lighting, parks that are more accessible for young girls, widened pavements, and designed social housing and new neighbourhoods for the needs of women.

[Tokyo, Japan](#) has a plan for looking after Japan's super-ageing population through the construction of Daily Activities Areas, which are geographical boundaries where older adults may easily go about conducting their daily activities such as walking to their grocery store, library, post office, health clinic, social club, and other such local amenities.

The state of [Gujarat, India](#), has created enough [green energy](#) for 19,000 people by [teaming up with utility companies to install solar panels on people's rooftops](#).



Freiburg's Vauban quarter was built as "a sustainable model district" on the site of a former military base and is known as the [greenest part of Germany's greenest city](#). It combines [sustainable buildings and transport primarily by foot and bicycle](#).

Lima, Peru, sends out [drones to map](#) and assess the [city's greenspace and work on ways to improve it](#).

South Wales Fire and Rescue Service are part of the Healthy Hillside project: a multi-partnership approach to using land management techniques (such as bracken rolling) to help reduce the risk of wildfires and improve the natural environment and biodiversity.

Singapore set aside hundreds of acres and [planted 3 million trees](#) for an urban garden that [acts as the lungs of the city](#).



The [Glasgow and Clyde Valley Green Network](#) is creating a large functional green network for the Metropolitan region. It involves eight local authorities and five government agencies.

Stroud District Council [rural SuDs project](#) is a Natural Flood Management project where the Council worked with local community flood groups, land-owners, farmers and partner organisations to implement a range of measures. These measures include increased tree cover to reduce flood risk, improve water quality and enhance the biodiversity of the wider River Frome catchment.

My contribution to this vision

To support the achievement of the well-being goals in relation to planning, I have:

Provided advice and assistance to Welsh Government to ensure we get the national planning policy right

Collaborated with key stakeholders to ensure the Act and its requirements are understood and implemented throughout the planning processes

Worked with the sector on the development of guidance on planmaking and development management

See Chapter 6 'My Focus' for more information.



People's perception of planning

Listening to what people think and believe is an important part of involvement and it is clear that planning really matters to people. Planning is particularly polarising, and the people who contact me are often those dissatisfied with the system. While it is important that I reflect the views expressed to me, these comments should be read in context.

About 18% of people who contact my office and 28% of respondents to the 'People's Platform' identified planning and infrastructure as one of the biggest issues that matters and affects them.

Responding to these views and lived experience, I decided, in 2018, to make 'planning' one of my areas of focus.

People's views included:

Some people are frustrated by the current planning system. They think the planning process is not open or transparent and there is little involvement in the process.

There is a lack of consideration about the impact of planning decisions on transport infrastructure, carbon emissions and the environment.

Insufficient monitoring of planning outcomes, such as 106 agreements.

The onus is on the general public and councillors to object and be on the back-foot. Communities have to spend a lot of resources (they don't have) to fight planning developments and the system.

There is a lack of consideration of the cumulative impact that several planning applications (specifically intensive farming applications) can have when placed next to each other.

Concerns about the location of certain developments (such as fast-food shops, petrol stations and biomass plants), which people felt will negatively impact their health if placed in close proximity to residential areas and schools.

Destruction of greenspace, biodiversity and natural beauty and access to greenspace.

People from Black Asian and minority ethnic communities have told me that, at present, places are not designed with inclusivity and equality in mind. For example, they feel that the current Cardiff Local Development Plan doesn't promote integration in the way it is split into strategic economy zones rather than inclusive areas. They have highlighted in particular the need for more diversity in planning teams to design plans and decisions reflecting the diverse needs and views of minority communities.



Your Voice

In engaging with over 5,000 people, the below views are representative of the key issues which have been shared with my office in forming this report.

"I would like to see more green roof space within the cities and the creation of community living within multi occupation buildings which will allow householders to socialise on a daily basis, which will help to prevent loneliness and depression."
(People's Platform)

"I would like to see less out of town shopping areas, they have been the downfall of towns and have been a planning disaster."
(People's Platform)

"The environment serves us as an ecosystem, yet it is being decimated by development and is not considered a priority above economic development. Without protection, future generations of people will suffer because of the lack of the service nature provides in carbon absorption, flood control, clean water (filtration), mental and physical health and general wellbeing."
(People's Platform)

"There are too many issues that I care about relating to my town, to Wales, to the UK and to the world to mention here. However, one of the issues that I have been trying to hi-light is the lack of tree cover in [my town] (and, of course, in general)."
(People's Platform)

"We need better infrastructure, working with nature not against it."
(People's Platform)



I would like to thank the following people and organisations for their contribution to my work in this area

I would like to thank the following organisations who have provided feedback and suggestions on several drafts, including [Phil Williams](#), (former President of RTPI 2016 and former Head of Planning at Cardiff County Council), [Roisin Willmott](#) from the [Royal Town Planning Institute](#), [Welsh Government Planning Division](#) and the [Planning Inspectorate for Wales](#).

Thank you also to the [Welsh Language Commissioner Aled Roberts](#), the [Design Commission for Wales](#), [Natural Resources Wales](#), [Royal National Institute of Blind People](#) and [Constructing Excellence in Wales](#), for their comments.



In addition to this involvement, I have also carried out my statutory duty to monitor and assess progress by public bodies in meeting their well-being objectives and the requirements of the Act in general and conducted research. As a result of these activities, I have identified the following opportunities and challenges.

Challenges and opportunities for change

Ensure Planning Policy Wales 10 is properly implemented

What future generations need

Future generations need a land use planning system fully aligned with the Well-being of Future Generations Act. All plans at a local, regional and national level need to deliver against local authorities' well-being objectives and steps along with the national well-being goals.

The publication of Planning Policy Wales 10 is a significant step in the right direction, but the focus must now be on ensuring consistent implementation

Welsh Government has a long legacy of placing sustainable development at the heart of devolution since 1999. In 2015, they embarked on a complete recast of the planning system for Wales, to provide a planning system that is coherent, sustainable and strategic, breaking away from a tradition of incremental policies.

Following the passing of the Planning (Wales) Act 2015, Welsh Government then redrafted the national policy, Planning Policy Wales. They are now working on a spatial plan for Wales called the [National Development Framework](#), and in March 2020, they updated their guidance to support the design of Local Development Plans.

The most significant aspect of Planning Policy Wales was the introduction of requirements around placemaking, designed to unlock the power of planning in achieving each of the well-being goals.





Marie B- Navarro
@MarieBNavarro

Planning sector working with us @futuregencymru to develop ideas for implementation of the wellbeing Act in practice



Marie B- Navarro
@MarieBNavarro

Very productive workshop at Wales Planning Conference #walesplan19 generated lots of ideas for our inspirational planning journeys @RTPIPlanners @futuregencymru



Iona Hughes
@lonawastedr

Good @futuregencymru workshop on the Journey of Planning today and lots of feedback to work on. Thank you @RTPICymru for the space @MarieBNavarro



7:33 PM · Dec 11, 2019 · Twitter for iPhone



Marie B- Navarro
@MarieBNavarro

Very impressed with Welsh Minister Julie James. She says what matters is to have a seamless public service system. People not interested in the plumbing. In line with Well-being of Future Generations Act and needs the right attitude from public servants. Make it work she pleaded



Marie B- Navarro
@MarieBNavarro

Discussing planning and implementation of the Well-being of Future Generations Act with the Planning Inspectorate Wales @futuregencymru



Roisin Willmott
@RTPICymru

@futuregencymru has identified 'planning' as a priority area, along with house building, sustainable transport plus others. Good to have focus in today's Spring Conference to inform framework to help adapt business as usual and make simple changes to help implement Act.

12:19 PM · Mar 20, 2019 · Twitter for Android



What is Placemaking?

"Placemaking" is a holistic approach to the planning and design of development and spaces, focused on positive outcomes. It draws upon an area's potential to create high quality development and public spaces that promote people's prosperity, health, happiness, and well being in the widest sense.

Placemaking considers the context, function and relationships between a development and its wider surroundings. This will be true for major developments creating new places as well as small developments created within a wider place.

Placemaking should not add additional cost to a development, but will require smart, multi-dimensional and innovative thinking to implement and should be considered at the earliest possible stage. Placemaking adds social, economic, environmental and cultural value to development proposals resulting in benefits which go beyond a physical development boundary and embed wider resilience into planning decisions.

Source: Planning Policy Wales 10

Placemaking is a vast concept, relevant not only to planning but also to other sectors, including housing and transport or any element of the built environment.

It is, therefore, particularly relevant to the Housing and Transport sections of this chapter.

Designing policy outcomes to maximise contribution to all of the seven well-being goals, as was done with the Planning Policy Wales 10, and demonstrated in the extract of the table on the right, should become the new norm for policymaking in Wales. Welsh Government should adopt this model for all national policies.

Placemaking will help us address living conditions that have the biggest impact on our well-being, such as housing, access to nature, tackling air pollution and improving social cohesion. Wales needs a planning system that delivers the vision within both the Well-Being Act of Future Generations Act and Planning Policy Wales 10, a vision that views the four dimensions of well-being - environment, society, economy and culture - in a holistic way. In practice, this means, every piece of land or landscape should help deliver multiple benefits simultaneously and help us achieve our national well-being goals. Planning services can also do more to limit their environmental footprint by printing and travelling less. The impact of planning goes beyond its sector.

Annex B

The national sustainable placemaking outcomes and their relationship to PPW Themes and Well-being Goals

OUTCOMES A Sustainable Place ...	PPW Themes							Well-being Goals						
	Strategic & Spatial Choices	Active & Social	Productive & Enterprise	Distinctive & Natural	Globally Responsible	Prosperous	Resilient	Healthier	More Equal	Cohesive Communities	Vibrant Culture	Environment	Economy	Society & Culture
Maximising Environmental Protection and Limiting Environmental Impact														
Has resilient biodiversity and ecosystems														
Has distinctive and special landscapes														
Has integrated green infrastructure														
Has appropriate soundscapes														
Reduces environmental risks														
Manages water resources naturally														
Has clean air														
Reduces overall pollution														
Is resilient to climate change														
Has distinctive and special historic environments														
Facilitating Accessible and Healthy Environments														
Has accessible and high quality green space														
Is accessible by means of active travel and public transport														
Is not car dependent														
Minimises the need to travel														
Provides equality of access														
Feels safe and inclusive														
Supports a diverse population														
Has good connections														
Has convenient access to goods and services														
Promotes physical and mental health and well-being														

Source: Planning Policy Wales 10

It can support and drive the decarbonisation of other sectors, such as transport and housing (see below for more detail).

We also need to continue moving away from the culture of considering developments and projects in isolation.

Where are we now

The publication of Planning Policy Wales 10 is a significant step in the right direction, but the focus now needs to ensure consistent implementation, and the recast of the planning system needs to continue at increased pace

Wales is leading the way in policy-making, now we have to show the world how we apply it. Planning needs to underpin all corporate strategies and well-being objectives. It needs to be valued and prioritised at a senior leadership level.

Every person involved in the planning system needs to adopt a placemaking approach, and this goes beyond the public sector. A Placemaking Charter was designed to support everyone, from Welsh Government to developers, including statutory consultees and local authorities, to assist with this change in thinking. A succinct placemaking guide to accompany the Charter is being developed by the Placemaking Wales Partnership, led by the Design Commission for Wales, in collaboration with the Welsh Government Planning Division, to help develop a common understanding of the breadth and depth of placemaking as a practice, as well as dispel common misconceptions. The guide will be aimed at anyone involved in placemaking, including urban designers, planners, architects, landscape architects, developers, transport planners, highway engineers and the local community.

"The way places are planned, designed, developed and managed has the potential to positively shape where and how people will live, work, socialise, move about and engage. Placemaking is ensuring that each new development or intervention contributes positively to creating or enhancing environments within which people, communities and businesses can thrive. It places people at the heart of the process and results in places that are vibrant, have a clear identity and where people can develop a sense of belonging."

"As stated in PPW 10, a holistic approach is needed that takes into consideration whole places rather than individual land uses or each development in isolation. Placemaking has developed in response to 'placelessness' within the built environment whereby new development lacks a distinct identity, character, sense of community or collective ownership."

Design Commission for Wales and Welsh
Government

It is important to recognise that while the concepts of placemaking and other policy developments set out in Planning Policy Wales are a significant step in the right direction, it will take time, support and resources to fully embed these changes throughout the system and avoid an implementation gap.

Welsh Government are committed to continuing their in-depth work to recast the planning system in Wales. In the interim, planning authorities need to embrace every opportunity they currently have; for example, demanding more from developers to get better proposals and maximising the use of conditions in development management. This might also require an update of Circular WGC 016/2014 on The Use of Planning Conditions for Development Management.

A year on, it is too early to assess what Planning Policy Wales 10 has achieved accurately. However, comments from the Planning Inspectorate for Wales are reassuring, in the message that Planning Policy Wales and the Well-being of Future Generations Act demand more from local authorities, developers and inspectors.

We need local authorities to embrace this encouragement from the Planning Inspectorate, to negotiate and improve proposed developments, and then refuse permission if these improvements are not included in the final application.

Planning Policy Wales 10 and its aspiration will also need to be reflected in local policy and supplementary planning guidance, which will also play a role in the implementation of placemaking.



Some examples of objectives and steps that are making links with housing and transport within the context of the planning system are:

[Welsh Government](#) has steps to: 'Deliver the South Wales Metro, underpinning the region's economic development, and spreading jobs and prosperity through more rapid transport, and ensuring that all new and significant developments in the region are sited within easy reach of a station.'

[Snowdonia National Park Authority](#) has steps to 'Ensure that the Local Development Plan continues to provide affordable housing. Support sustainable economic development within our communities which utilise the qualities and opportunities that Snowdonia provide. Work with agencies and providers to enhance the connectivity of our communities.'

[Cardiff Council's](#) steps include 'Progress the City Centre Transport Masterplan through achievable and deliverable transport projects. Projects will focus on delivering the sustainable transport infrastructure improvements and transport deliverables outlined in the Masterplan, Transport Strategy, the new Transport & Clean Air Vision, and Local Development Plan. Support the delivery of the Council's Active Travel agenda. Support the delivery of high-quality and well-connected communities. Increase the delivery of new houses to meet housing need through the development of Local Development Plan strategic sites, including 6,500 new affordable homes.'

[Powys Council](#) has steps to 'Continue to carry out improvements to the council's housing stock, ensuring all our tenants live in fit for purpose homes. Review the passenger transport offer for our communities and working with residents, we will provide a service that is fit for purpose. Continue to develop more community hubs in appropriate locations, to offer residents a mix of services all under one roof.'

Some local authorities have started to recognise the significance of placemaking as a holistic concept and as an important element of the decision-making within their organisation.

For example, [Monmouthshire Council](#) recently created the role 'Head of Placemaking, Housing, Highways and Flood' recognising the connections between these key areas of placemaking and the need for integration of these services.

While there is an important focus on carbon reduction in Planning Policy Wales 10, related land use planning policies are lacking specific analysis on how they will contribute to carbon reduction

The planning system can have a ripple effect across different areas because it so intrinsically linked to all built environment sectors (including transport, housing, power etc.). Getting this right will be a significant contribution towards achieving net-zero Wales.

A key feature of Planning Policy Wales 10 is the introduction of hierarchies for transport, energy and waste. Public bodies should follow these hierarchies in the making of strategic and local development plans but also when dealing with planning applications.



We need these hierarchies to be adopted and followed to help us meet our decarbonisation targets.

"So far PPW10's new approach has not been a bone of contention at appeal. I have heard that local planning authorities are reluctant to refuse planning permission on the grounds that a development isn't as good, as it could be for fear that Inspectors will not support them.[...] But it is not unreasonable to expect development making new places or having significant impacts on existing places to make a good place or an existing one better. PPW10 expects us to do just that, indeed it tells LPAs that they should negotiate to improve poor or average developments. PPW10 and the WCFG Act encourages collaboration between developers, LPAs and communities in the evolution of projects and where that works well there should be no need to resort to appeal. In cases where that does not work, PPW10 gives LPAs permission to set the bar above 'do no harm'. That will be new territory for all of us, including Inspectors."

Tony Thickett, Director Planning
Inspectorate for Wales

Some public bodies are seeing planning as an enabler in providing innovative solutions to meeting the well-being goals but this needs to be more consistent across all public bodies in Wales

Please see the sections on a Healthier Wales, Decarbonisation and Housing in Chapters 3 and 5 for more information.

It is encouraging to see that public bodies, other than just planning authorities, are considering the wider benefits of planning.

For example, while health boards have not set objectives on planning, some of their steps and wider organisational work demonstrate a recognition that planning has a considerable impact on the wider determinants of health, such as housing quality, access to green space, community infrastructure, food and access to learning.

Cwm Taf University Health Board have an objective to: 'Work with communities to prevent ill-health, protect good health and promote better health and well-being' and steps include: 'Through the Public Service Board we are working with Natural Resources Wales to explore how the built and natural environment could be used to promote active living and promote health and well-being.'

Public Health Wales has a step to: 'Demonstrate the impact of knowledge, evidence and advice on policy and practice relating to wider determinants both nationally and locally, e.g. Housing, education, employment, economic development and planning policy and practice.'

To this end, they have collaborated with Natural Resources Wales to provide a guide for Public Services Boards, public bodies and others on using the built environment to improve health and well-being. The [Creating Healthier Places and Spaces for Our Present and Future Generations](#) guide explains how greenspace, access to healthy food, opportunities to be active, clean air, well-designed buildings, and supportive local facilities can help people and communities thrive in Wales.

While it is encouraging to see this wider consideration of planning decisions, public bodies should be doing more to integrate their well-being objectives to create sustainable places.

Although links were made between issues like transport, housing and planning in annual reports, I also saw examples of public bodies not fully embracing the four dimensions of sustainability in their infrastructure and development plans and decision-making.



Figure 8: The Sustainable Transport Hierarchy for Planning



Figure 9: The Energy Hierarchy for Planning

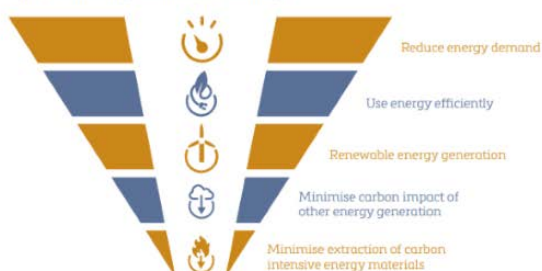
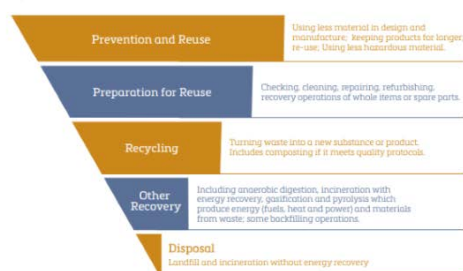


Figure 10: Waste Hierarchy



Source: Planning Policy Wales 10

Despite this important statement of policy intent in Planning Policy Wales, I am not convinced that all related planning policies currently go as far as they should in order to match this ambition. I recognise the progress in delivering placemaking policy with legal weight and was encouraged by the involvement exercise carried out for its production. However, it is important that the draft National Development Framework 2020-2040 does not weaken Planning Policy Wales 10. The framework will be a 20-year national land use plan for the whole of Wales, spanning from 2020 to 2040, so it is crucial to get it right.

The proposed framework currently favours the expansion of airports and ports, which is not in line with the government's decarbonisation targets, or the goals of 'A Prosperous' and 'A Resilient Wales.' In the published version, it will be vital that Welsh Government justifies how the plan will enable the delivery of renewable energy targets.

While I recognise this is an evolving position, these issues will need to be addressed in the final draft of the National Development Framework, which should be published alongside a detailed assessment of how the it supports the carbon reduction targets set out in the Environment Act, for Assembly consideration and approval.

We need to ensure the planning system realises its unique potential to have a ripple effect across different areas. If planning gets this right, it will be a significant contribution towards achieving net-zero Wales and every one of the well-being goals.

I welcome the valuable principles and intention of the new Placemaking Charter, as being a proactive way to support the implementation of the national policy by all involved in planning beyond the public sector. However, it does not make explicit reference to the need to decarbonise our society and to enhance biodiversity but I hope the guidance to accompany it will follow my advice and will do so.

I understand around 20 organisations have already signed up to the charter which is encouraging. The charter has the potential to be a useful mechanism for achieving consensus and implementing placemaking.



Planning for greener places

What future generations need

Planning has a vital role to play in helping public bodies meet decarbonisation targets and our biodiversity enhancement duty. We need the planning system to help reduce carbon emissions beyond carbon neutrality, through the planning of green infrastructure in various forms, from green roofs to natural flood management and support for re-forestation. We need it to help enhance biodiversity and restore lost habitats.

Planning needs to learn from past errors (before the creation of the planning system in 1948 and pre-TAN 15), and help us overcome the challenges we face, such as the risk of flooding. Currently, more than one in ten properties in Wales are at risk of being flooded.

The planning of cities will become increasingly important in the years to come as urbanisation continues. Instead of being part of the climate problem, cities need to be designed and planned smartly to become a part of the solution. Many cities across the world are making progress towards reducing their greenhouse gas emissions, and Welsh cities and towns need to count among them. (Please see the sections on a Resilient Wales and Decarbonisation in Chapters 3 and 5 for more information.)

New York City has set out a plan, OneNYC 2050, to become net-zero by 2050. This plan includes investments and passing legislation to limit carbon emissions, such as installing charging infrastructure for electric vehicles and ensuring pension portfolios move away from fossil fuels.

We need to plan for people, nature and wildlife.

We need more integration between green infrastructure, air quality and health in planning considerations. There also needs to be ambitious targets for tree planting and enforcement of tree protection in urban and infrastructure developments. These are crucial for the achievement of our decarbonisation targets and realisation of the Act's vision. (Please see the section on a Resilient Wales in Chapter 3 for more information.)

We need substantial investment in land use and nature-based solutions. I have made suggestions in my 10 Point Plan for Funding Wales' Climate Emergency, to this effect.



Where are we now

While we have a long way to go to stem the loss of nature and biodiversity, several Public Services Boards and individual public bodies are recognising the opportunities to support nature in the management of their assets and the planning and design of communities

There is increasing use of green infrastructure in infrastructure projects, buildings and drainage systems and some public bodies are also recognising the benefits to people and nature through increasing the number of trees in their areas.

At a strategic level, Planning Policy Wales requires consideration of the characteristics and environmental qualities of places across Wales, and their particular natural or cultural heritage. The policy requires that these qualities are understood, valued, protected and enhanced. Planning priorities should reflect how these characteristics and qualities contribute to the attractiveness, liveability, resilience, functioning, economic prosperity and ultimately the health, amenity and well-being of people and places. The policy also requires avoidance of further fragmentation of habitats, while wherever possible, ensuring that green networks, corridors and connecting habitat within developed areas are protected and enhanced.

Public bodies need to take all opportunities to improve the resilience of ecosystems, by addressing: building on floodplains, diffuse pollution, soil compaction and sealing, while ensuring the protection of peat resources and improving approaches to coastal flood defence in urban areas and coastal margins.

The policy adds that all opportunities to develop green infrastructure should be taken wherever possible, and should support development which contributes positively to an area.

They should also support development that addresses environmental risks, by using previously developed land (also called brownfield) or existing buildings, while taking opportunities to ‘clean up’ land and address dereliction, where this is informed by the historic and natural environment.

In particular, public bodies need to ensure green infrastructure contributes to the enhancement of biodiversity and is not just a cosmetic enhancement of a development.

In late 2019, the Welsh Government Planning Division reminded planners of their duties under the Environment (Wales) Act, 'that development should not cause any significant loss of habitats or populations of species, locally or nationally and must provide a net benefit for biodiversity'. The duty to enhance biodiversity under the Environment Act is another good step in this direction.

“The purpose of this letter is to clarify that in light of the legislation and Welsh Government policy outlined above, where biodiversity enhancement is not proposed as part of an application, significant weight will be given to its absence, and unless other significant material considerations indicate otherwise it will be necessary to refuse permission.”

Welsh Government

Public bodies are demonstrating a greater understanding and implementation of nature-based solutions, but this needs to continue at pace to address the climate and nature emergency

In addition to increasing their tree canopy, for example by [Denbighshire County Council](#), (please see the section on a [Resilient Wales in Chapter 5 for more information](#)), some public bodies are developing joint strategies to ensure green infrastructure is included in land management practices, which is a step in the right direction.





"Green infrastructure refers to all the natural features which make life in our towns and cities possible. Ideally, green Infrastructure should be a strategic network of high-quality green spaces and other natural features, designed and managed to deliver the ecological services and quality of life benefits required by communities now, and in the future."

Natural Resources Wales

Torfaen Council has undertaken a scoping study on the potential for a digital tool to support joined-up working across Public Services Board partner organisations. They secured funding for a single joint Public Services Board Green Infrastructure Strategy to inform operational land management practices.

In Caerphilly Council, work is underway to deliver a Green Infrastructure Strategy to inform the development of the Valleys Regional Park.

Swansea Council make the links between planning opportunities to enhance nature with steps to 'Prepare a Green Infrastructure Strategy for the City Centre. Adopt the local development plan (LDP) that supports the regeneration of Swansea and promotes sustainable communities.'

However, not enough public bodies specifically make the link between planning and placemaking in meeting their well-being objectives, missing an opportunity.

For Public Services Boards, their objectives relating to planning are mostly about natural resources and the environment. However, they do not specifically make the connections between their environmental objectives and the role of planning.

Most of these objectives concern involving people in the community, to help them understand the value of the natural environment, how they can positively contribute through looking after their local area and enjoying the landscape, how they can improve the environmental resilience of their area, and introduce more green infrastructure.

For example:

- 'Value our green infrastructure and the contribution it makes to our well-being.'
- 'Where we live: Tackling Rurality; Protecting our Environment.'
- 'Develop a functional, connected network of natural areas that support the current and future well-being needs of local populations.'

It is also clear that protecting natural assets, such as trees, in urban areas in particular, is an issue of growing importance amongst communities

My office does not have the power and would be unable to get involved in assessing every planning application that proposes the loss of trees. However, it is clear that sometimes, there is a disconnect between what people want in terms of green infrastructure and the protection of local trees, and what they believe public bodies are doing.



From a planning perspective, the protection and enhancement of nature and biodiversity is a material consideration for every planning application. Therefore any planning decision should clearly set out how this has been considered. (See letter from Welsh Government on biodiversity duty mentioned above).

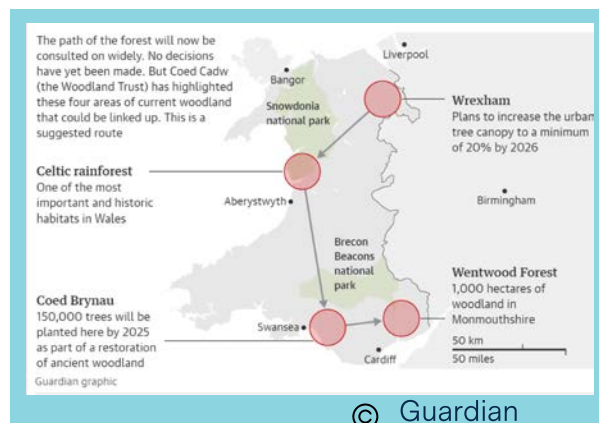
There is also growing recognition at a local and national level, of the benefits of increasing tree coverage. It is encouraging to see the value and benefits of tree canopy is increasingly recognised, and some public bodies are taking actions to enhance tree cover across their area.

Tree protection orders have a role to play, but it is also important to consider potential changes to habitat and the ability of species to migrate. Habitat fragmentation should be avoided. Instead, wildlife corridors should be encouraged and promoted to encourage habitat connectivity. (Please see the section on a Resilient Wales in Chapter 3 for more information.)

Swansea Magistrates' Court recently fined both a director and his company for the illegal felling of a 200-year-old redwood tree subject to a tree protection order and 71 other trees while building a new development. The decision has been appealed, but this represents a strong signal for developers and development in Wales as the court fined the Director Fiorenzo Sauro £180,000 and the company Enzo Homes Ltd an additional £120,000 on 15th October 2019.

At a strategic level, Welsh Government have planned for and started creating a National Forest for Wales. The forest will act as a corridor for wildlife of the whole length and breadth of the country.

They have committed to investing £5 million for this project, and it will form part of the National Development Framework for Wales. This is an important step towards recognising how land use planning can drive benefits for biodiversity and carbon reduction.



The requirements for all new developments to contain Sustainable Urban Drainage Systems is a progressive development, which has the potential to increase green infrastructure and to enhance biodiversity

The requirement for all new developments to contain Sustainable Drainage Systems is a progressive development in the construction industry with the potential to improve amenity, enhance biodiversity and increase well-being.

Introduced in January 2019, the Welsh Sustainable Drainage Systems Standards clearly embed the principles of the Well-being of Future Generations Act. The standards place greater emphasis on amenity, biodiversity and maintenance considerations. They encourage close collaboration with the Sustainable Drainage Systems Approval Body (within the local authority) throughout the design process.



Unlike in England, where Sustainable Drainage Systems implementation is encouraged, the Welsh Sustainable Drainage Systems Standards are a mandatory part of the planning process for all developments over 100m² in Wales.

This legislation requires water to be managed on, or as close to, the surface and source of the runoff as possible, ensuring pollution is prevented at source and reducing the flood risk downstream.

Public bodies should use this requirement to take every opportunity to meet their well-being objectives and to achieve the national well-being goals.

Difference being made on the ground:

By 2025, [Cardiff](#) is predicted to have over half a million residents, making it the UK's fastest growing city. However, sustainable travel options are inadequate, resulting in over 50% of residents commuting by car. The Local Development Plan aimed to facilitate a 50% modal shift away from the car to sustainable modes of transport and sought to match growth with infrastructure.

[Cardiff Council](#) joined other local authorities across the UK in declaring a "climate emergency" in 2019, and subsequently in January 2020, released their document "Transport Vision to 2030".

This vision outlines a radical transport development plan and includes the introduction of Cardiff Cycleways, formed by five "branches" linking the suburbs to the city centre.

Through the use of SuDS in the realisation of this vision, the streetscape of the city centre will be drastically improved by bringing 50 trees to a heavily constrained site. This will further improve air-quality through carbon dioxide removal and enhance safety by introducing a vegetated buffer between cyclists and motorists. This project was the first retrofit scheme in Wales to achieve planning approval through the SuDS Standards with construction planned to begin summer 2020.

This ambitious retro-fit project provides the essential infrastructure to enable Cardiff to address climate change and prepare for growth, demonstrating the multiple benefits that can be achieved through holistic, sustainable design.

"I had the fantastic opportunity of leading the water management design for these Cycleway projects, working closely with Cardiff Council and other key stakeholders to introduce functional and attractive green spaces in my home city – I'm really looking forward to seeing my designs become a reality. My hope is that Wales embraces the responsibility of spearheading environmental and socio-economic issues. Our legislation equips all industries to think about how our plans, actions and spending will impact future generations. Through design that considers the Well-being Goals at the outset of planning stages and decision making, Wales can reverse the effects of climate change and help to shape a better world for now and the future."

Dan Tram, Civil Engineer
at Arup and Future Generations
Leadership Academy participant



"Infrastructure is often looked at as just a bridge or a building but not as place integrated with its surroundings."
(Our Future Wales response)

Your Voice

In engaging with over 5,000 people, the views below are representative of the key issues which have been shared with my office in forming this report.

"It's about the language being used, a lot of the time we talk about austerity measures and how we cut finance with other bodies, with the actual message isn't whether it's the cheapest option but is it the best option? If you look at Chiswick park where they built a new business centre with the people living in that area where they have a huge pond they have carp in the pond, they have places to play netball, they have places for food and everyone has going to work smiling and how does that compare to RCT where we have the highest rates of suicide and mental health issues."
(Our Future Wales conversation, Culture Round-table)

"They're building too many houses and not putting enough services to support it like schools, community centres and things for teenagers to do."
(People's Platform)

"Equal opportunities for towns - We now need a new focus and as we have such a wonderfully diverse country with amazing countryside, coastline and culture, that seems to be where the future lies. We have made huge improvements in accessibility and infrastructure but there is much to be done and it's not happening fast enough to save us from poverty. Some towns have kept their historic beauty and interest, others have been mishandled and left to sink, this is not fair. We need more equality, that's a buzz word at the moment but doesn't seem to apply to every situation. More needs to be done to improve poorer areas, to bring people into these towns to spend their money and create more vibrant places. The opposite is happening right now."
(People's Platform)



Reduce inequalities through planning

What future generations need

Proper planning and placemaking have the potential to help reduce inequalities. The needs of specific groups have to be considered and planned for, so that communities and places are designed with the local population needs in mind, seeking to promote inclusivity, enabling people to be able to live independently and improving physical and mental well-being.

For example, cities need to be age-friendly, allowing access to all services by older people, as well as accommodating to the needs of a diverse population, people with disabilities, and people with children who may use bikes and buggies. Pedestrianisation can create barriers, but street furniture is often a useful addition for those who struggle to walk far – whether that's grandparents or toddlers. [Living Streets](#) undertake 'street audits' to see what barriers people would experience in walking different routes.

These design issues need to be considered from the outset by involving people from our diverse communities to ensure they work for everybody.

For example, the [World Health Organisation's Age-Friendly Cities](#) initiative has recognised cities that have made themselves more age-friendly by adapting buildings, transport and planning rules, to enable people of all ages to stay healthy and connected to things that matter to them for longer.

[Laguna Woods](#), the first city exclusively for older people in the US, and the [Marjala suburbs in Finland](#) are examples of design suited to multiple abilities.

The specific links between equality and planning are highlighted in The Royal Town Planning Institute's recent report, [Poverty, Place and Inequality](#):

“The poorest are often pushed to live in degraded environments with fewer services and amenities, poor access to public transport, educational opportunities and jobs, a lack of green spaces, lower air quality and higher rates of crime and anti-social behaviour. This, in turn, reinforces poverty and inequality. We also know that children’s and young people’s life chances remain heavily influenced by the places in which they grow up.”

Royal Town Planning Institute

We also need places that provide all communities, not just the leafy suburbs, with access to open green and blue spaces. We need spaces that promote local food growing and food-retail environments that provide access to healthy food options.

Planning must also reduce inequalities between the countryside and the city to and enable people in both to thrive.

Where we are now

The planning system needs to show how it is taking future trends into account and, in particular, the needs of our growing and ageing population

As the UK and Welsh population are growing and ageing, this poses a challenge for planners and decision-makers dealing with the increased demand for services, infrastructure and housing and the wider issue of equality.

Currently, [there are around a quarter of disabled people in Wales](#), and as the population ages, the number is set to grow.



People with disabilities are more at risk from poverty and social exclusion as they are often unable to access work, social services and other facilities. [A report from the Royal Town Planning Institute](#) found that train stations sometimes have limited choices for people who cannot use the stairs. Car-dominated cities disadvantage people who are not car-owners.

When planning development for the future, all aspects of inclusion needs consideration. [The Royal National Institute of Blind People](#) explains that taking a design-inclusive approach doesn't necessarily mean it will cost more money; it is about how the space will be used and what can ultimately make the difference for someone to leave their home independently and feel a part of their community. For example, LED lighting is not only energy-efficient, but a much brighter source of lighting for streetlights and can help people feel safe in their community. The use of trees and plants as wayfinding points helps the environment, look good and also help people with disabilities navigate the space independently. For example, blind and partially sighted people rely on detectable tactile features on pedestrian crossings and walkways for navigational information as to the location, geometry and dimensions of the road junction. Without such consideration, the road junction will become invisible to blind and partially sighted people; they may be unaware that they are nearing or already walking, on a surface that is also an active space for cyclists or vehicles.

Planning authorities need to ensure they take these inclusivity considerations into account in their work

Please see the section on a More Equal Wales in Chapter 3 for more information.

Welsh Government's Framework for Independent Living, published in 2019,

specifically requires a focus on better access to public transport and buildings, streets and public spaces. Its implementation through the planning system will become increasingly important as the number of older people in Wales grows. The advice published by the Royal Town Planning Institute on '[Dementia and Town Planning](#)' demonstrates how town planning has a crucial role to play if health and social care policies are to succeed. They explain how if you get an area right for people with dementia, you get it right for older people, for young disabled people, for families with small children, and ultimately for everyone.



Placemaking is gendered and should be explicitly considered in Local Development Plans and major developments

Taking account of women's needs in planning has also been identified as an area which needs more work. For example, [Research from the University of Queensland](#), has shown how cities do not always account for the needs of women. The authors explain that poor city planning can make women feel unsafe and that the planning of our cities has historically made women's life harder concerning family and employment. This is partly due to how housing, work, shopping and entertainment were separated into sometimes distant and disconnected locations and public transport systems not joining these things up.



The services provided were not always adapted to women's needs in terms of access to healthy food, as opposed to conveniently located fast-food, and childcare facilities were also detached from both homes and workplaces. The research adds that women generally drive less than men, which makes getting around more difficult for them because extensive and congested highway systems slice across cities, while public transport is designed along inflexible trunk lines and schedules. The authors add that the system does not always 'meet the complex travel needs of working mothers who run myriad errands throughout the day, [...] and risk getting crushed or groped aboard cramped carriages.' They conclude that this is the result of having cities designed by men without the involvement of women.

This is echoed in 'Invisible Women: Exposing data bias in a world designed for men' by Caroline Criado Perez who added that we also need to design transport systems that enable women to do their extra care unpaid work in addition to their paid work.

The role of women and planning (both women working within the profession and the impact of planning decisions on the day-to-day lives of women) is currently being researched by the Royal Town Planning Institute, and they will publish a report on '[Women and Planning](#)'. A research paper published in February 2020 already suggests that sexism (from inappropriate comments to lack of promotion of female employees) remains an issue across all planning sectors (public, private, third and academic). They also suggest that the lack of family-friendly policies (and lack of support upon return from maternity leave) are still perceived as crucial barriers to professional advancement.

A place for everyone? Oxfam
Gender equality and urban planning
A ReGender Briefing Paper RTPI

Why is planning a gender issue?
Looking at gender issues in planning is central to success in economic regeneration and social inclusion. We take the opportunity of the new Gender Equality Duty on public authorities to look at the barriers, examine planning levels, and recommend changes, giving examples of good practice. Land-use planning provides the spatial setting for government policy, shaping the way our towns and cities are designed. However, planning policy tends to ignore the fact that women and men use public space very differently and have different concerns about how it meets their needs. For more detailed guidance, we recommend the Royal Town Planning Institute Good Practice Note on Gender and Spatial Planning (RTPI, 2007)

Gendered patterns in use of space

- Poorly considered land-use zoning policy separates residential areas from employment locations, with a greater impact on women's mobility.
- Women make more complex journeys than men, often travelling to childcare, school, work, and shops. More than twice as many women as men are responsible for escorting children to school.
- Seventy-five per cent of bus journeys are undertaken by women.
- Only thirty per cent of women have access to the use of a car during the daytime.
- Poor public transport and lack of caring facilities and shopping outlets near employment locations restrict women's access to the labour market.
- Women feel less safe than men being out alone after dark, especially in the inner city, or social housing estates.

A virtuous circle?
When planning takes into account the different needs of women and men, this means:

- public transport routes that support women's travel patterns
- measures to make public space feel safer at night
- more support facilities, such as local shops, childcare, and public toilets
- employment opportunities locally, meaning more mixed use development
- more women would be able to take employment, training, and leisure opportunities
- economic development opportunities would be increased
- social inclusion programmes would be more effective.

Planning policy tends to ignore the fact that women and men use public space very differently

continued overleaf...

Source: [A place for everyone? Gender equality and urban planning, a ReGender Briefing Paper, Oxfam and RTPI](#)



There is inconsistency in the application of Welsh Language assessments

Planning also has an important role to play concerning the vibrancy of the Welsh Language. Through the Planning (Wales) Act 2015, the Welsh language became, for the first time, a consideration in planning legislation.



Local Development Plans' sustainability appraisals now must 'include an assessment of the likely effects of the plan on the use of the Welsh language in the area of the authority', and in dealing with applications for planning permissions (in particular, for residential schemes), local planning authorities must have regard to 'any considerations relating to the use of the Welsh language, so far as material to the application'.

However, [a review by the Welsh Language Commissioner](#) of Welsh planning authorities' procedures showed that there are inconsistencies in the ways language impact assessments are carried out, and that clear guidance on language impact assessment and defining areas of linguistic sensitivity is needed. The Welsh Language Commissioner suggests that these need to be addressed to safeguard the Welsh language within the planning system and to ensure consistency in the way that planning authorities operate across Wales. The creation of a specific Planning Inspectorate for Wales will provide an opportunity to consider and address some of these issues, specifically the question of linguistic expertise in the Planning Inspectorate, that has been flagged.

In addition to this planning requirement in the Planning Act, county councils and national park authorities in Wales are required to comply with Welsh language standards under the Welsh Language (Wales) Measure 2011. (Please see the section on a Wales of Vibrant Culture and Thriving Welsh language in Chapter 3 for more information.)

There is concern about the effectiveness of the Rural Exception policy

There are inequalities between rural and urban communities regarding accessibility to goods, services and cultural opportunities.

Planning for the national territory needs to help remove inequalities between the countryside and the city, enabling people in both to thrive, giving equal access to work opportunities, recreation and green and blue spaces.

The previous chair of the Royal Town Planning Institute Cymru has pointed out the approach to affordable housing and economic opportunities in rural areas as a potential shortcoming of Planning Policy Wales 10. He explained that the policy restates:

"The rural exceptions policy [which] has not worked for years and yet it [had] remained unchanged [...]. The 'country' part of town and country planning has largely become a development no-go area, which makes it more exclusive, doing little for economic well-being, social cohesiveness and stemming the exodus of young people."

Huw Evans, Chair, RTPI Cymru,
RTPI Newsletter, 2019

The rural exception policy referred to in Planning Policy Wales allows for affordable housing for local need on small sites, within or adjacent to settlements, that would not otherwise be allocated in Local Development Plans or granted planning consent. However, the Royal Town Planning Institute Cymru report '[Rural Housing Delivery in Wales: How effective is rural exception site policy?](#)' 2019 demonstrates that it has had limited effect.

This policy is an issue for further considerations, and Welsh Government should review whether it is in line with the Well-being of Future Generations Act.



The land use plans at all levels (national, regional and local) need to ensure the well-being of their population is improved in both rural and urban settings. (Please see the sections on a Healthier Wales and A Wales of Cohesive Communities in Chapter 3, and the other sections of Chapter 5 for more information.)

The planning system could make more use of expertise on health impact assessments

The Welsh Health Impact Assessment Support Unit provides support for public bodies to undertake impact assessments on a range of issues, including Local Development Plans and specific (larger) planning applications. To date, they have published 15 impact assessments relating to planning and development control, which could indicate that there is more scope for using their expertise in assessing the health impact of major developments in particular.

Early analysis of revisions of Local Development Plans seem to raise questions about the quality of the Equality impact Assessments undertaken

Local authorities are required to undertake Equality Impact Assessments of their Local Development Plans. However, early analysis of those who have updated their plans since the Well-being of Future Generations Act raises questions about the quality of these assessments. Some assessments make general statements such as 'the Local Development Plan should promote the social inclusion of all sections of society and should not discriminate against any one group' or the 'Local Development Plans should facilitate the development of health facilities and access to those facilities for all sections of society'.

Likewise, one Equality Impact Assessment does not appear to mention gender or the different travel care and work patterns of women which specifically impact on transport despite being an area with the highest level of commuting by car.

Others appear to be more specific referring to 'meeting Future Needs (including) housing need which includes the needs of people who are ageing and disabled. Directing development according to a sustainable settlement hierarchy will provide the opportunity to live and work in settlements / communities with good access to services and facilities.'

Most seem to recognise the need to improve the position of Gypsy Travellers in respect of allocating sites for housing this community. For example, 'The Local Development Plan will have a positive impact for Gypsies and Travellers as specific accommodation needs have been identified and met. A site has been identified for this use and there is a criteria based policy to assess planning future applications for needs which cannot be met on this site.'

While there appears to be some progress on addressing equality considerations, it appears that in-depth analysis of the needs of different groups, and how Local Development Plans should be addressing them, is lacking. This is an area that would benefit from further consideration by the Welsh Government, the planning sector and the Equality and Human Rights Commission



Local Development Plans must take future technological trends into account

Given the prominence of urbanisation, with two-thirds of the UK population living in cities, we need to ensure cities are fully able to improve the well-being of the people in Wales. The advancement of technology can help improve the designing exercise, by using artificial intelligence and big data, which will help us understand better how our cities work and thereby help alleviate strain as cities continue to grow. The [rise of smart cities](#) has the potential to [reduce commuting times, crime, emissions and increase air quality](#).

Public bodies need to embrace these and I am pleased to see efforts being made, for example, by Cardiff Council's recently published [Smart City roadmap](#).

Technology will also change our life patterns and habits. Planning needs to anticipate and plan for those, particularly at the national level, in the upcoming National Development Framework and at the local level in Local Development Plans. This forward-thinking approach will be a real challenge as Local Development Plans have a 15-year life and take a long time to review. We know the needs of our society change quickly. Take, for example, the rapid explosion of online retailing and its impact on the high street.



Planning will need to adapt and have more agile systems to enable us to react to our fast-changing world. (Please see the sections on a Prosperous Wales, Skills for the Future and Transport in Chapters 3 and 5 for more information.)

These new technologies require time and investment, and I recognise the considerable resource pressures already placed on planning officers.

To support planning officers and everyone involved in planning, I have produced a Future Generations Framework, which provides prompts regarding all requirements of the Act. The framework can be used to sense-check how strategic or individual plans contribute to meeting the well-being goals and objectives. My office is currently undertaking further work with planning professionals to refine this product for the planning system. This should be an overarching framework for checking how, at all levels, planning is using the Act in decision-making. However it must also be recognised that additional capacity is needed in the system.



Section 106 agreements can help to meet well-being goals but they need to be more transparent and accessible to the public and demonstrate clearly how they are meeting well-being objectives

Community benefits can help reduce inequalities in the infrastructure available to communities.

Such benefits, sometimes delivered through Section 106 agreements, have a significant role to play in meeting well-being objectives at a community level, to complement better strategic planning and better-quality proposals in the first place. The purpose of Section 106 is to make a development acceptable in planning terms. This could mean community infrastructure provision, affordable housing, highway improvements, cycle routes, funding school places, etc. However, I heard from Assembly Members at a Public Accounts Committee evidence session in February 2020, that such agreements (from the developer to provide community infrastructure) are sometimes simply not implemented.

Planning authorities might also need to reprioritise the Section 106 contribution made by developers to ensure it is in line with the Well-being of Future Generations Act and their well-being objectives.

Planning authorities should make sure that such agreements are implemented and directly contribute to the well-being objectives and goals by encouraging active travel, building green infrastructure and connecting people to public transport, for example.

Applications that include community benefits should be sense-checked as to whether those meet the principles of the Act and contribute to meeting well-being objectives. This is challenging, and it may be time-consuming, but we need to move beyond traditional thinking on what is funded through section 106 agreements and ensure that they are facilitating community benefits which are future focused and aligned to well-being objectives.

I was interested in the Auditor General's suggestion that the community infrastructure levy might be an alternative way of doing this, but I would like to caution the fact that we should not rely on one solution alone.

Community benefits, if done in a way to maximise their contribution to the well-goals and objectives, could be efficient. However, an appropriate mechanism to align to well-being objectives and for the monitoring of implementation is needed.

Invest time and resources in planning services and placemaking

What future generations need

Planning teams need adequate resources to implement placemaking and the vision of the Well-being of Future Generations Act. Considerable cultural change is needed, with training and support at all levels and across sectors, to ensure a meaningful shift in the way we plan places to meet current and future generations' needs.



Realising the ambition of placemaking while working with limited resources (discussed below) requires strong leadership. Leaders both in Welsh Government and in local authorities need to change the culture from favouring the cheapest way of operating or development authorised, to maximising their contribution to the well-being goals that would bring most benefits in the long-term. Developers also need to move away from a short-term profit drive. This also applies in relation to housing and procurement. (Please see the sections on Procurement and Housing in Chapter 5 for more information.)

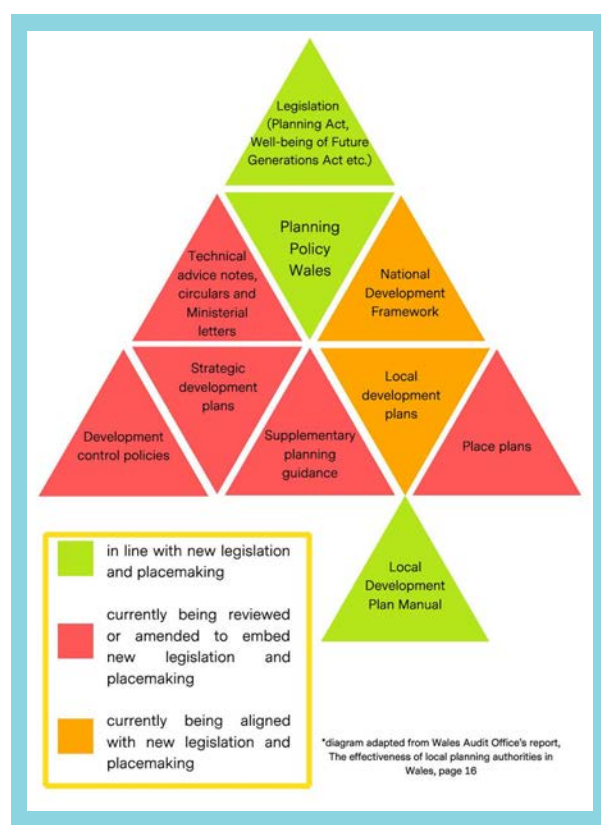
Where we are

The total recast of the planning system in Wales is a positive, necessary and ambitious step that will require significant time, investment and resources

The planning system in Wales is in the middle of a recast that is many years from completion. Only a fraction of planning rules have been aligned to Planning Policy Wales 10 and the Well-being of Future Generations Act so far. The diagram on the right shows the extent of the recast as of March 2020.

Recasting a whole system is a huge endeavour, and it is notable that Welsh Government have demonstrated their commitment to this. While this timescale frustrates some, profound and long-lasting change takes time, and it is necessary to ensure we get this right.

However, for the planning profession, this is likely to place additional burdens in the short-term, as they attempt to navigate a system in which reform is incomplete and contradictory rules still apply.



The different stages at which Local Development Plan revisions are taking place across Wales presents a challenge

All 22 unitary authorities and the three national park authorities need to ensure that their Local Development Plans are fully aligned with their well-being objectives and steps and embed the vision of the Act and Planning Policy Wales. The current position is that most Local Development Plans were adopted prior to the existence of the Act. Some Local Developments Plans are being reviewed, and I expect the revised plans to align with local well-being objectives, be based on the evidence included in the Well-being Assessment for their area and [Natural Resources Wales' Area Statements](#). I also expect the authority to use the five ways of working for their revision, and I have expressed my expectations to the Planning Inspectorate.

The Local Development Plan Manual – the guidance on how to adopt and revise Local Developments Plans – has just been published. This means that the revisions which started taking place before this was published, may rely on older guidance not aligned with the Act. I provided advice to Welsh Government on the revision of the guidance. In the future, Welsh Government should improve the timing of the guidance it issues to make sure it has maximum impact. The Planning Inspectorate has received three Local Development Plan revisions in 2019 and six in 2020, that would not have been made using the new Local Development Plan Manual. The Inspectorate expect to see three further Local Development Plan revisions in 2020-2021 and nine Local Development Plan revisions 2021-2022 (Business Plan 2020-21), depending on the impact of the COVID-19 pandemic.

Given these timing issues, it seems only reasonable to expect to have all Local Development Plans fully aligned to the Well-being of Future Generations Act and Planning Policy Wales 10, in the next round of Local Development Plans, post-2030. In the meantime, the system has to find ways to adapt and revise current Local Development Plans to bring them in line with the Act and will have to respond to the challenges regarding policy misalignment while the system recast is ongoing.

It is a significant challenge for planners to balance out competing interests and implement several new policies, legislation and guidance with dwindling funding and diminished resources

It is clear that to make a success of the ambitious recast of planning in Wales, Welsh Government need to invest in supporting the planning profession in the public sector,

while also recognising the role that private sector, consultants and developers play. The Placemaking Charter addresses some of that but the halving of land use planning resources in the last decade has already impacted on the ability of the system to handle its everyday activities. And in many councils, the Chief Planner is no longer on the executive team.

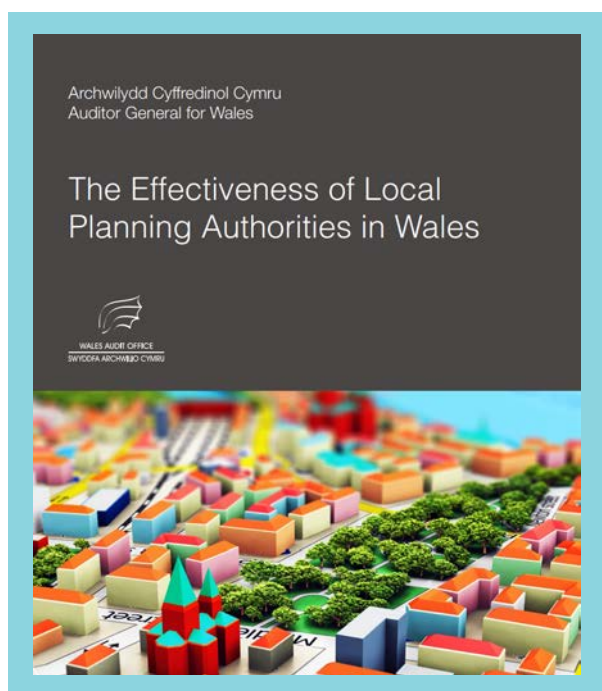
It is, therefore, challenging for local authorities to maintain the status quo, let alone find the time and space to support the transformational change needed to embed placemaking and the Act. This was evidenced by the Auditor General's report on the [Effectiveness of Planning Authorities in Wales](#).

Research from the Royal Town Planning Institute at the UK level has shown that the budget cuts have had, what I consider, a negative impact on the way authorities handle planning applications, in a way that is not in line with the Act. Their approach can be 'pro-development' and tick-boxing, as a result of time pressure and budget cuts:

“Local Planning Authorities have had to adapt to survive in this environment, often adopting private sector working practices and aggressively pro-development stances to draw in the funding they need to resource their planning teams...proceduralism’ – in other words, a box-ticking culture – has closed down a lot of the space planners traditionally had for reflection, professional discretion, and proactive planning. [Exceptions – large projects often in urban areas].”

Royal Town Planning Institute's [response](#) to Public Account's Committee inquiry





The cultural change required by the Act is already a common challenge for all those required to implement it. (Please see Chapter 2 for more information.) However, there are additional challenges faced by planning officers, summarised by Audit Wales’ report and seen through my engagement with the planning profession over the last two years.

“Whilst planning and wellbeing of future generations acts are the key drivers for future land use and development in Wales, their introduction placed huge demands on local planning authorities. It is fair to say that there has been a ‘lukewarm’ reception from local planning authority staff and planning committee members we engaged with to the Wellbeing of Future Generations Act. Senior planning officers note the challenges of implementing the two pieces of legislation at the same time, which placed additional demand, overburdening a service that struggles with capacity.”

Audit Wales,
[The Effectiveness of Local Planning Authorities in Wales](#)

Worryingly, the key finding from the Auditor General, is that planning authorities are not resilient enough to deliver long-term improvements because of their limited capacity and the challenge of managing a complex system. This finding is truly concerning. I agree with the Auditor General’s findings and in particular:

“Despite the new legislation and heightened expectation on the contribution planning can make to delivering the aspirations of the Wellbeing of Future Generations Act, local planning authorities have seen a significant reduction in capacity and struggle to deliver their statutory responsibilities.”

Auditor General for Wales

This reduction in planning budgets and capacity is a false economy, and we should be making brave decisions to reinvest in the planning area, recognising the significant benefits it could have, delivering a number of other outcomes in health, poverty, decarbonisation and a whole range of important issues.

There is also a loss of skills, as fewer young people are choosing to become planners in the public sector. This under-staffing and lack of up-to-date knowledge can lead to delays within the decisions around planning applications.

“The way we plan cities today takes about 4-5 years to produce a plan, but by the time these plans are done, these plans are out of date. We envisage that a better system is based on outcomes – rather than counting only the numbers of homes, the number of jobs, we can actually start measuring health, well-being and happiness.”

Euan Mills, Future Cities Catapult





There is also evidence to suggest that another pressure point for planning are delays in responses from statutory consultees who might also be struggling with their own resources. I encouraged the Public Accounts Committee to look at this issue.

Equally, public bodies, consultants and statutory consultees need to develop new skills to embed the Act. Many have asked for timely comment and better collaboration between statutory consultees and planners, to achieve mutual benefit and to get us beyond ticking statutory boxes.

Investment in planning is not always seen within the context of the cost-saving it can achieve in other services

Undoubtedly, the Well-being of Future Generations Act and Planning Policy Wales 10 are challenging to implement, especially in an already underfunded system.

However, placemaking also provides an opportunity that could help during a climate of austerity for our public services, especially health and social care, where demand is vastly outstripping available resources. The Royal Town Planning Institute has produced a [toolkit](#) designed to demonstrate the value planning contributes and how planning is positively contributing to Wales' seven well-being goals.

According to the toolkit, good placemaking can save public services money in the following ways:

- Health – through the promotion of active travel, better housing, improving air and water quality
- Waste (reduction and collection), energy with clean energy projects and infrastructure
- Biodiversity enhancement with green infrastructure – nature-based solutions should be part of planning and could attract joint funding (prevention, integration, long term and collaboration)

A comprehensive application of the placemaking approach could also increase revenues from local authorities:

Some public bodies such as [Bridgend and Merthyr Tydfil Councils](#) have started realising this potential and have used the Value of Planning tool to quantify the value of planning. The Royal Town Planning Institute estimated that the value of planning in Wales would be around £2.3 billion.



“Planning fees and other income from development management are just a small part of the story. Planning and placemaking can also raise income by developing new industrial and employment space, which comes with increased business rates. It can make a place more attractive to visit, which brings income to the local economy. And it can help provide new homes in places people want to live, which brings in more council tax [...] Investing in planning is an investment which will bring not only social return, but increased tax revenue for local authorities by bringing people and economic activity into areas and by reducing social costs... relatively major increases in resourcing could be made with little overall impact on budgets... local planning authorities could help deliver social, environmental and economic outcomes which make society more resilient, happier and fairer.”

Royal Town Planning Institute

Welsh Government is currently exploring an increase in planning fees in Wales, to assist in improving cost recovery for local planning authorities in a consultation that closed in March 2020. It has become increasingly clear fee levels do not cover the costs of running development management services. Welsh Government [consulted](#) on a proposed 20% increase in application fees, excluding pre-application services, and introducing a fee of £230 for applications for Certificates of Appropriate Alternative Development, for example.

The Planning Inspectorate is starting to reinforce the requirements of the Well-being of Future Generations Act and Planning Policy Wales 10 in their approach. However, more work needed to ensure implementation

The whole system needs to consider how each proposed development will improve social, economic, environmental and cultural well-being.

This consideration needs to start with developers and continue to be reinforced by the Planning Inspectorate.

While the recast takes place, I expect to see planning authorities and the Planning Inspectorate be bold and take every opportunity to demand more contribution from developers; using all their powers in development management. For example, they should require developers to demonstrate how their proposals contribute to well-being objectives and goals and evidence their use of the five ways of working before granting planning permission.

The Planning Inspectorate has already recognised the importance of this shift and encouraged public bodies to be bolder:

“PPW10 expects us to do just that, indeed it tells LPAs [Local planning authorities] that they should negotiate to improve poor or average developments. PPW10 and the WCFG Act encourages collaboration between developers, LPAs and communities in the evolution of projects and where that works well there should be no need to resort to appeal. In cases where that does not work, PPW10 gives LPAs permission to set the bar above ‘do no harm’. That will be new territory for all of us, including Inspectors.”

Tony Thickett, Director of
Planning Inspectorate Wales,
RTPI Cymru Newsletter, Winter 2019

This shift in the burden of responsibility is crucial and could have a significant impact, but is required by Planning Policy Wales. It might also require a change in law. While this places some of the burdens on developers to justify their proposals against the Act, it would still require additional resources within local planning authorities, because they would have to check whether what the developers are saying is accurate or not.



Positively, the Planning Inspectorate has also used the Act to refuse or grant appeals, on the grounds that the development was or was not aligned with the well-being objectives or goals of the Act. While the decisions have not been tested in a Court, this is an encouraging signal.

Pets at Home case, Carmarthenshire

The planning decision dismisses the appeal noting that 'allowing the proposal without bilingual content, contrary to the local strategy set out in the adopted LDP, would not accord with the duty imposed on public bodies within the WBFG Act to achieve the well-being goal of a vibrant culture and thriving Welsh language'.



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The new Planning Inspectorate for Wales to be created by April 2021, will be able to develop itself from scratch, presenting a unique opportunity to create its policy and governance arrangements based on the principles of the Act from inception. This is a rare opportunity, which I hope they will maximise and embed from the outset, both within their internal functions and their decision-making on appeals.

Meals on Wheels case, Carmarthenshire

The Planning inspectorate allowed an appeal and granted planning permission for a lady to use an outbuilding to provide a 'meals on wheels' service after the closure of the Council's service, using the Act:

'I have considered the duty to improve the economic, social, environmental and cultural well-being of Wales, in accordance with the sustainable development principle, under section 3 of the Well-Being of Future Generations (Wales) Act 2015. I give weight to the fact that the proposed meals on wheels service would contribute to the objectives of delivering quality health and care services and promoting good health and well-being for everyone. I consider that my decision to allow the appeal and grant planning permission is consistent with one or more of the well-being objectives identified by the Welsh Ministers.'

There is a need to improve the monitoring of planning outcomes

Planning Policy Wales 10 stresses the importance of monitoring and learning from development outcomes to drive sustainable improvements in planning practice. We need to move beyond the duty for local planning authorities to produce annual monitoring reports assessing the implementation of their Local Development Plan's aims and policies in a quantitative manner, with a strong focus on the system itself.

Instead, we need a more qualitative, well-being, outcome-focussed approach. So far, no-one has to produce maps of actual development against the plan, and no-one is in charge of assessing the quality of outcomes of the planning decisions for the area, against the Local Development Plan, Planning Policy Wales and the Well-being of Future Generations Act.



Measuring qualitative outcomes can be challenging because land allocations, local plans and consenting are, for a very short time, influenced by planning and because their quality, impact and shaping over time can be difficult to 'measure'.

Welsh Government should look at putting mechanisms in place to monitor the quality of what is delivered and built, not only at plan level but also nationally and for major projects. This will require involvement and collaboration with stakeholders and the public to see how this could be done in practice to move us away from simply allocating land for a specific purpose (such as land for business, land for housing, etc.) towards implementing placemaking for communities instead.

In doing so, they should take into account the outcomes from the inquiry, the Assembly's Public Account Committee's report and the report from the Auditor General for Wales on the Effectiveness of Planning Authorities.

The current way to measure performance in planning needs to improve to support the monitoring of outcomes towards meeting well-being objectives and goals

The success of planning teams in local authorities is still measured by the time taken to approve planning applications, which could mean that the speed of decision-making is valued over the quality of a decision or level of involvement carried out. The Planning Inspectorate also reports against these types of measures. For example, see their [Business Plan 2020-21](#).

Measuring processing time rather than the quality of decision or outcome of the decision could not only prevent meaningful involvement, but it can also drive the wrong behaviours. Welsh Government should look into improving the scrutiny and monitoring outcomes of planning, locally and nationally.

I welcome the initiative from the Planning Minister, Julie James AM to call in every application (post 15 Jan 2020) of more than ten houses, or more than 0.5 hectares, conflicting at least one provision of the Local Development Plan. This is a step in the right direction. Still, the overall scrutiny framework should be reviewed to move towards better measures of the outcomes delivered by the planning system, in achieving the national well-being goals, rather than the current focus on process outputs.

The Public Accounts Committee is looking at this issue as part of their inquiry on Audit Wales' report regarding the effectiveness of planning. Their recommendations are expected to be published following the publication of this report, but I will consider their findings carefully.

Encouragingly, Audit Wales has found that some local authorities have started reviewing their governance arrangements to ensure both decision-making and their support arrangements reflect the Planning Act and better align with the wider well-being duties under the Well-being of Future Generations Act.

“For instance, the quality, accessibility and coverage of member training on planning issues is increasingly aligned with the implications of the Well-being of Future Generations Act. We also identified some good examples of how planning committees consider wellbeing issues; most notably in the three national park authorities, Newport City Council and Flintshire County Council.”

Audit Wales



There is a need for comprehensive support, advice and constructive challenge to improve proposed individual applications

Over the past two years, I have been working on a piece of guidance on implementing the Act in plan-making and development management – which I intend to publish in 2020. Many consultants and local authorities have raised their need for advice on the Act when considering specific planning applications. Suggestions have ranged from the appointment of a specific panel of experts, input from my office or support from the Design Commission for Wales, to help them review the projects in front of them.

Planning Aid Wales provides support to public bodies and the public, and The Design Commission for Wales already provides most of the requested services, including training, a review service and support in plan design and for individual projects.

All projects coming to Design Review by the Commission are already asked to explain and demonstrate their contribution to the goals of the Act and the five ways of working, as well as how they would contribute to the authority's well-being objectives. Around 100 schemes annually, across Wales, are prioritised by the Commission for full strategic review, as well as desktop and client support at the early stages. The Design Commission is unique to Wales, and it is important we take this opportunity available to us. Its services need to be better known and accessed as widely as possible. The Commission's advice and expertise on a pro-bono co-production model is efficient and cost-effective.

There is, however, scope to better resource the Commission, expand their services and strengthen the links with my office.

The Commission is aware of the need to align the strategic planning and the Local Development Plans process with the work of Public Services Boards to support and embed a place-led, quality-driven approach across the system. Strategic transport and movement issues are increasingly important. They would benefit from additional expert input via the Commission, examining and contributing at all scales from the nationally strategic (upstream) to the locally specific, neighbourhood and street design – building on their existing collaborations, including with Transport for Wales and making better use of their infrastructure knowledge and experience.

I am aware that the Design Commission is already looking at the creation of robust, practice-led research and learning capacity to help better contribute to skills and development for the rapidly changing context of placemaking, resilience and well-being.

There is an opportunity for Welsh Government to provide additional resources to assist them in the development of these three areas which could make a lasting, strategic and systemic contribution.

The Welsh Government should consider issuing guidance and suitable arrangements on the use of this service (subject to it being adequately resourced) for all major development applications.

There is a unique and important opportunity for the Commission to provide a similar early and strategic service in respect of new Local Development Plans and strategic planning, within the annual and five-yearly cycle of Local Development Plan development, review and renewal and this will need to be efficiently resourced.



I recommend Welsh Government provide extra resources to the Design Commission to ensure more public bodies have access to the advice of the Commission, as well as support to implement that advice throughout the planning process, from the Local Development Plan design (upstream) to the individual projects (downstream).

Planning Committees need comprehensive training to understand the requirements of the Well-being of Future Generations Act

Planning committees are an integral part of the planning system and an important part of giving voice to citizens by scrutinising and deciding on applications. Applications for planning permission are often managed by planning officers, to whom councillors delegate most decisions. The planning committee still considers the largest and most contentious applications. Sometimes, planning committees choose to overturn recommendations made by officers, and this has led to a perception amongst some, that political considerations are sometimes overtaking the technical aspects of the planning process.

Once again, I agree with Audit Wales that councillors need training to understand the consequences of their decisions, which can help or hinder meeting the goals and well-being objectives, and to ensure that the recast of planning policy is delivered on the ground.

Increase collaboration

What future generations need

Our lives go beyond the boundary of one local authority and the individual remits of most public bodies. Given the pressure on resources (natural, financial and human), we need to work smarter and collaboratively.

This means recognising that placemaking cannot be done in a silo and does not simply stop at any authority's border.

Local Development Plans and the Marine Plans, for example should work together, support integrated decision-making and collaboration across marine and terrestrial interfaces and boundaries.

We need a 'holistic operating system' that works in collaboration with other departments regulating the built and natural environment (e.g. Natural Resources Wales, water companies, local health boards, housing and transport departments etc.) and with developers and landowners, to ensure that public and private interests are aligned.

Where we are

Although collaboration between local authorities is encouraged by Welsh Government, authorities are not embracing all the opportunities to collaborate



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The Act demands we integrate and collaborate in the exercise of public functions and regional planning is an important element of this. People's lives are not always contained within local authority boundaries. Welsh Government has recognised that collaboration across sectors and across borders is needed to deliver placemaking and to plan for the infrastructure our communities need. They made provision in the Planning (Wales) Act 2015 for Strategic Development Plans to be adopted on a voluntary basis. However, no Strategic Development Plan has been adopted to date.

What is a Strategic Development Plan (SDP)?

The Planning (Wales) Act 2015 allows Welsh Ministers to identify 'strategic planning areas', that are larger than individual local planning authorities, and for 'strategic planning panels' to be established for these areas. Local authorities can choose to work with their neighbouring authorities, and the panels will comprise elected members from the constituent local planning authorities joining forces. The panel will produce the Strategic Development Plan for that area which will cover cross-boundary issues such as housing and transport.

Where there are complex border movements, Strategic Developments Plans become very important, and Scotland's experience has shown their value. Strategic Developments Plans should be seen as investment strategies as well as planning documents, that highlight future opportunities and assets that are to be valued. This should link to well-being priorities and other joint governance structures, such as city deals and regional economic growth boards.

Strategic Development Plans should provide a level of planning for making difficult strategic decisions, and where future plans for, and investment in, development and infrastructure can be linked together. In the Welsh context, it appears that attention that had been focused on the production of a Strategic Development Plan in some areas may have been diverted when economic growth deals were approved. This diversion of focus is unfortunate as a Strategic Development Plan should be used to guide investment decisions.

While no Strategic Development Plans has been produced to date, some public bodies have started creating joint Local Development Plans, such as Gwynedd and Anglesey, formalising collaboration between planning authorities.

There are also preliminary discussions between councils, particularly at the City Region level, to develop governance and evidence-based frameworks within which Strategic Development Plans can be promoted. For example, in South East Wales (authorities within the South Wales Valleys, Cardiff, Vale, and Newport'), and another cluster around the Swansea city region, including Pembrokeshire. Based on the experience of the production of Local Development Plans, these Strategic Plans could take years to materialise.



Regional working will be an important mechanism for the improvement of the population's well-being as required by the Act, and I encourage public bodies to work more with their neighbours to this effect.

However, producing such plans can be slow and difficult. Some estimate that the process will take at least four years between the formal agreement between the councils and the actual publication of the plan. Practice to date also seems to show that the governance structures can be a sticking point (particularly regarding the allocation of votes, rather than opting for equality across authorities).

Learning from the Scottish Experience – Royal Town Planning Institute findings

The key learning points from the Scottish position are that for strategic planning to function there needs to be:

- Commitment from the local authorities and key stakeholders – demonstrated through the provision of finance and personnel.
- Building relationships and trust should not be sacrificed for the sake of expediency.
- There needs to be agreement on approach and governance structures.
- The plan needs to balance competing demands of short-term budgets, long-term aspiration and commitment.
- The SDPA will often operate in an environment with a fragmented and diverse stakeholder community.
- There is a need to overcome the separation of the plan/strategy and implementation – what role will the local authority, national government, agencies and the private sector play?

Welsh Government should review progress on adoption of Strategic Development Plans and consider making them mandatory if they are not progressed within a reasonable timeframe.

Integration of policies and services relating to the built environment causes confusion and could be improved

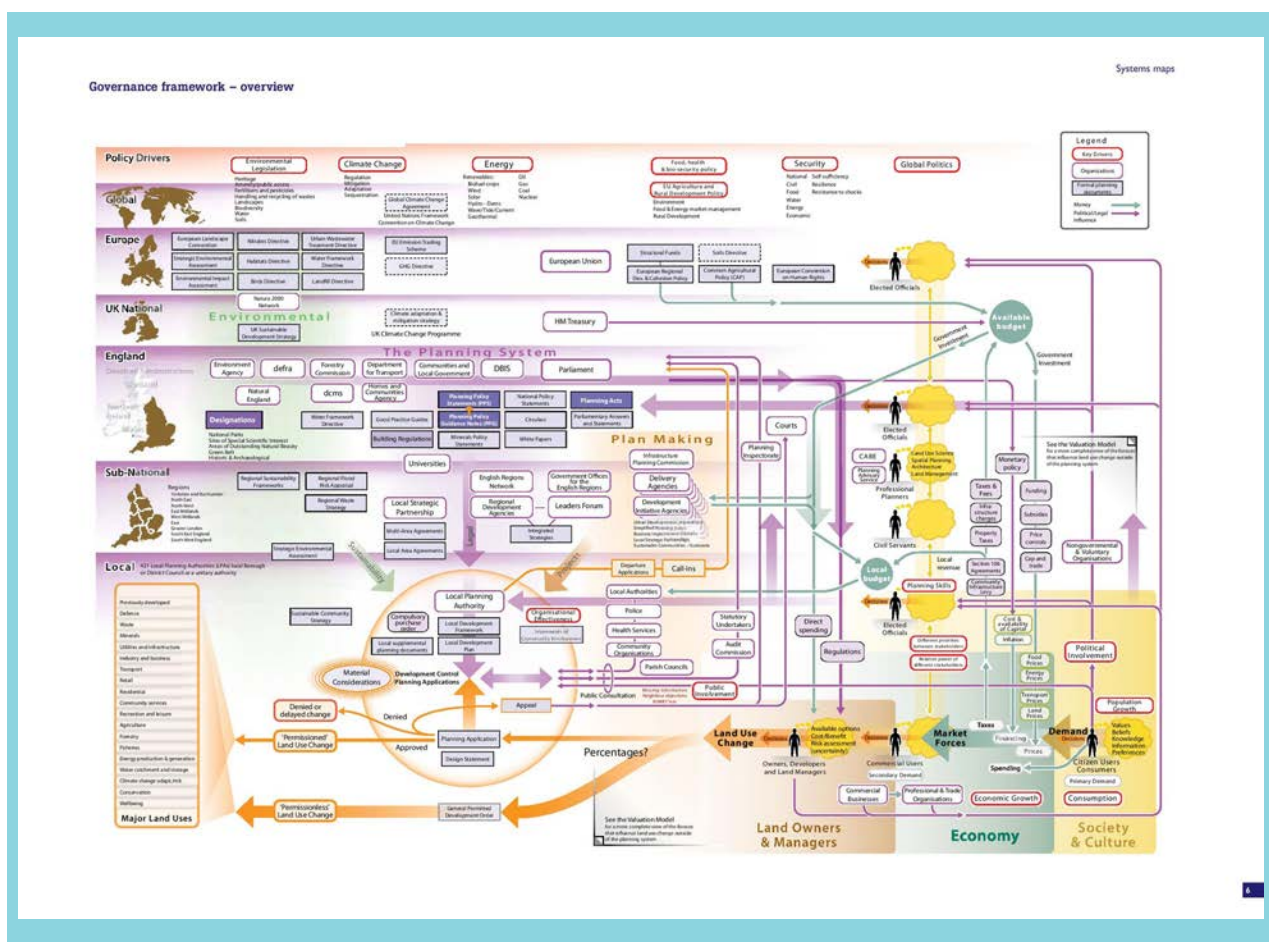
The complex governance around land use planning is often misunderstood.

The public often assume that planning/development management is responsible for all developments and each element of every development, but this is not the case.

The map below, created by the UK Government in 2010, gives a sense of the complexity and interconnections within the built environment in terms of governance and influence on the land use. While a similar illustration does not appear to exist for the system in Wales, it is undoubtedly just as complex.

Planning decisions interact with a multitude of different pieces of legislation, regulations and policies that cover highways, housing, building regulations, waste, energy, education, health facilities, pollution and flooding. It requires complex connections with other bodies such as developers, statutory consultees and agencies such as water boards and the National Grid. This makes land use planning technical, time-consuming and sometimes appearing to be disjointed or conflicted. While these functions are all relevant to planning, they are also governed by other priorities and legislation. There is a need to set out how they align with Local Development Plans in particular.





While the lack of integration between policies is not a problem unique to planning, it could be exacerbated by the fact that planning is not always represented at the top table. Consequently, the impact of policies on land-use planning is not always considered. This is an area which warrants further consideration.

Technology can facilitate integration between different sectors.

For example, the [Greater London Authority](#) introduced a [mapping infrastructure application](#) that aggregates all infrastructure layers into a single platform (demographics: population, employment, skills; development: commercial, residential; context: opportunity areas, borough boundaries, environment etc; infrastructure; transport energy water).

Welsh Government has been working on Data Map Wales to replace [Lle](#), aiming to achieve something similar.

Whilst it is important that sectors and organisations with different expertise have a role in assessing different aspects of a proposed development, concerns have been raised that there is a disconnect between land use planning and environmental permitting. For example, local authorities are responsible for considering some aspects of developments that need permitting, such as the location of a development, and Natural Resources Wales is responsible for looking at others, such as the pollution potential and control. This may appear an artificial divide, as one influences the other, and this is an issue causing concern and confusion amongst the general public.



“There is almost universal condemnation of this decision, with people confused and angry that their views in this matter have been given such little consideration. There is also genuine fear about the detrimental effect that the combined emissions from the plant and lorries serving it, will have on people’s health, together with frustration and bewilderment that the acknowledged increase in heavy vehicle movements was not included as part the Inspector’s decision making process.”

Correspondence relating to
the Hazrem waste plant in
Cwmfelinfach, Caerphilly

In 2018, I made recommendations to Welsh Government that they should undertake a review of the planning/permitting regime, to ensure that the whole system leading to proposed developments needing to be approved/licensed/permited is acting coherently, in line with the Well-being of Future Generations Act and in a way that is easily understood by the general public. Welsh Government have said they will consider this as part of their post-Brexit review of environmental law in the years to come.

In the meantime, public bodies should take every opportunity to collaborate and integrate their work with everyone contributing to the built environment. Welsh Government need to look at simplifying the processes and competing demands.

Collaboration needs to go beyond the public sector, to include the private sector and landowners, so that national aspirations of placemaking can be delivered throughout Wales.

Reconnect people with planning

What future generations need

We need an efficient, clear and transparent planning system that works for planners, developers and communities. People need to be involved in the design of the plans and decisions which will affect them, from the very beginning and in a meaningful way.

We need planners to be fully aware and trained on their role in delivering the goals, well-being objectives and the ambition of the Act, and in the use of the five ways of working, in their every-day activities.

Developers need to understand the benefits of the new legislation and planning requirements; understanding that these are not optional. Developers need to involve the communities affected by their proposal fully.

Active involvement, in whatever form it takes, needs to be embraced as it is powerful in shifting perceptions and inspiring others to see the Act as an important strategic tool – not a burden of compliance.

Involvement needs to be complemented by training sessions for local authorities and their clients, as it needs aligning with culture change and strong leadership.

Planning should consider all aspects of inclusion needs, how the space will be used, and what difference it can make to allow people leaving their home independently and feeling a part of their community.

Where we are now

There is a perception that ‘well-being’ is not sufficiently taken into account in the way the system is currently operating



People who contact me often express concern that planning proposals do not take into account their well-being. Their concerns often relate to their individual well-being (specifically their health), as opposed to the wider population well-being, that the Act requires public bodies to improve. There is clearly a different understanding of the term well-being between public bodies and the public, which partly explain the differences in expectations.

Despite the ambition of Planning Policy Wales and the ongoing recast of planning policy, there is still a view amongst some communities and planning professionals that the current system is designed to promote development, that economic benefits are still the predominant consideration, and that there is insufficient consideration of the social, environmental and cultural dimensions of well-being.

“I hear all about well-being of children, but these are just words, we want someone to do something, anything to help these children. We don't want them growing up obese with diabetes, mental health problems, anxiety, being bullied...”

Public correspondence regarding a planning application for fast-food development next to their school.

This disconnect between people's views and the planning practice they observe is also echoed in Audit Wales' Report, The Effectiveness of Local Planning Authorities in Wales:

“Overall, many citizens we surveyed see local planning as a system which results in things happening in communities which they are unable to influence or control. There is a growing disconnect between what people want from their planning authority and what their planning authority is delivering.”

Audit Wales

The people I have engaged with and who contact my office with planning concerns have expressed frustration with the complexity of the system, the lack of appeal avenues once a decision has been made, as well as the lack of meaningful involvement (beyond, what they feel is tokenistic consultation) with the community when it comes to land-use plans and decisions.

Some people feel that they do not have an opportunity to shape the future of their immediate community

For many of the people who approach me, their Local Development Plan is too remote and too technical for them to engage with. When they want to get involved at the application stage, it is too late.



People are consulted and have an opportunity to influence the plan-making stage, but less so on the outcomes of planning applications. Coupled with the ways they are consulted, some people feel their views are not taken into account. When preparing their report, Audit Wales also found that:

“The negative perception of citizens is not helped by the poor-quality information often provided by local planning authorities to help explain what they are doing, where and when. Repeatedly, our survey respondents told us they considered information to be inaccessible and not useful. Over half of those responding to our survey stated that it is not easy to access information on planning, and 70% stated that local planning authorities are not good at engaging with stakeholders about planning proposals and their potential implications.”

Audit Wales

There is some emerging good practice on involving citizens but all public bodies need to find better ways to involve their communities in the development of their area

There is some emerging good practice where public bodies are making a real effort using innovative techniques to reach out to people beyond traditional consultation methods. I am pleased to say that I have also seen some excellent examples of involvement in planning, that I would like other public bodies to adopt in involving people to shape their spaces.

[Carmarthenshire Council](#) has embarked on a programme to involve the residents of Llanelli in regenerating the Tyisha ward, as part of the development of the Swansea Bay City Deal Llanelli Wellness Village. As part of this, school children have made 3D models of the area, a number of involvement events have been held, a community group has been established to have a say on the investment in the area, and as many people as possible have been invited to give their ideas and views on regenerating their community.

Every effort should be made to involve people in the design of plans (Local Development Plans, in particular), as this could save time and money for the authority by avoiding complaints and judicial reviews. It will also help ensure that a diversity of ideas and views are included, which is important for inclusivity and equality. Public bodies should learn from my Journey to Involvement and find new and innovative ways to engage with people in a meaningful way.

[Shape my Brecon Beacons](#) is a practical guide and toolkit developed in collaboration with [Brecon Beacons National Park Authority](#) and the [Design Commission for Wales](#). It is aimed at helping people and communities play a part in shaping the places that matter to them, giving tools, resources and ideas to explore, change and improve towns, villages or neighbourhoods.



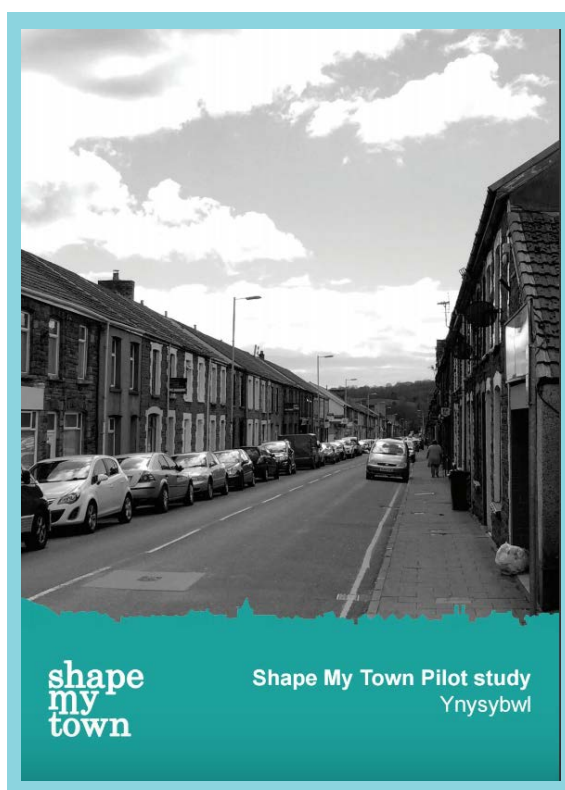
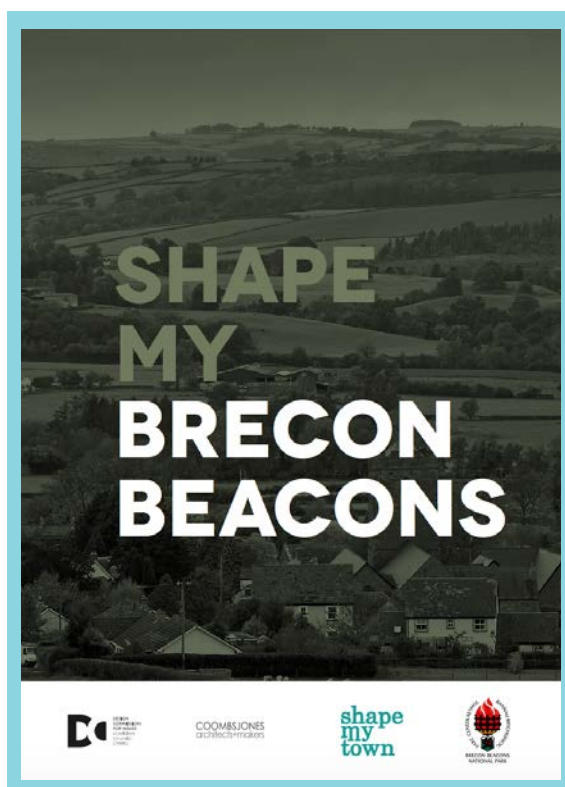
Brecon Beacons National Park Authority have also developed place plans in collaboration with local communities, including a process for adoption as Supplementary Planning Guidance, e.g. Crickhowell Community Plan and Hay town plan. The Place Plan was created through workshops led by the [Design Commission for Wales](#), using their participatory approach via the Shape my Town online resource created by the Commission and partners.

Shape My Town Tool and My Square Mile

To offer a bridge between plan makers and the communities, the [Design Commission for Wales](#) created a tool: [Shape My Town](#). The tool is aimed at involving and enabling the public, avoiding jargon and industry language, to engage with plan-making. It is intended as a third-party resource to help others and provide guidance but not to be overly directive with people who know their places well. It includes some pilot studies, reports and examples. It will be updated in 2020 to reinforce placemaking further.

There is also a resource developed for schools and younger children - [My Square Mile](#) - a resource rooted in the distinctive Welsh concept of the square mile. [The toolkit is already used globally.](#)

I see these as useful tools for involving communities and for fostering wider collaboration, and I encourage public bodies to use such resources.



Merthyr Tydfil is also working with the [Design Commission for Wales](#) on '[Merthyr Heritage Charette](#)', which is involving people in the shaping of the future of Cyfarthfa and wider Merthyr Tydfil plan, in the context of the city region and for the long-term. The current design-led work, with an international team appointed via The Design Commission, intrinsically embeds the Act.



A charrette is an intensive planning session where citizens, designers and others collaborate on a vision for development. It provides a forum for ideas and offers the unique advantage of giving immediate feedback to the designers. More importantly, it allows everyone who participates to be a mutual author of the plan and to enable co-design. They should be used widely by public bodies in relation to planning.

Co-designing plans and projects is key for communities to feel fully involved. Still, it requires adequate resourcing, which is difficult with the current 50% budget reduction in planning departments, and because communities themselves can lack resources.

Co-designing is the process of citizens and designers collaborating to produce a product or service that meets the needs of the end-user.

Co-designing removes barriers that make it difficult for people to engage and give feedback by ensuring designers communicate in an inclusive way. To be inclusive, this would include large print in a font size from 14-point upwards, audio recording, British Sign Language (BSL), Easy Read, Braille, electronic documents such as plain text, or an accessibly tagged PDF with text-described diagrams and maps. Three-dimensional tactile diagrams have been successfully used in public consultations; an excellent example of this is Network Rail who produced a tactile proposal of station designs.

It is also important to meet environmental needs of those participating, such as the time and physical location of consultation meetings, abilities and strengths of those involved, and facilitating and agreeing on mutual outcomes, as is flagged by the Royal National Institute of Blind People.

In 2000, the head of Forward Planning in [Torfaen](#) encouraged the community to work alongside planners to produce the development plan for Torfaen. Members of the community sat down with the planner and produced the policies and proposal to include in the plan. He explained that this approach gave the community an insight into the restrictions and considerations the planning authority needed to address when producing the plan, as well as allowing residents to share local knowledge (where to locate housing, for example). “By being part of the process, the community would gain a better understanding of the Development Plan process and as they have been involved in writing the policies and as such gain ownership.” he explained.

Technology can also help public bodies to engage with communities. Approaches like webcasting of meetings, 3D software to show potential developments and how they would integrate with the current environment, and better use of social media, can go a long way to ensuring that the community have their say in decisions that affect them.

Not all of them are costly. There are multiple online public consultation platforms, for example, [Stickyworld](#) or [City Swipe](#) that make involvement easy through interactive content and flexible settings. These platforms are cost-effective and allow people to comment on maps or photos of a proposed development or to express public concerns and vision about specific areas to inform planners’ work for the future. Such software and techniques can improve the process of consulting citizens on planning proposals or getting their input on how they would like to see their local area developed in order to inform plan-making and planning decisions.



I have seen innovative ways of involving people both in Wales and further afield:

Brecon Beacons National Park Authority also used a 'Minecraft' style approach to engage with Children when planning their communities of the future.

Adelaide, Australia has produced a [3D city model](#) to provide a tool for public consultations by visualising transport and other planning matters.



Technology can be useful to streamline the process through, for example, a single interactive digital platform which contains all the relevant information rather than producing bespoke reports for individual planning applications that can sometimes run out of date. This will save time and make the work of planners easier.

There is a lack of clarity of terminology and the expectations of involvement in the planning system

As I have noted throughout this report, I have found that there is confusion around the terminology used in different policies, legislation and guidance. Terms such as engagement, public participation, and consultation are used interchangeably. Welsh Government is missing opportunities through the inconsistencies in the terms they use.

From 2016 onwards, all policies should reinforce the requirements to 'involve' people who have an interest in achieving the well-being goals. Involvement goes beyond consultation and, therefore, it is important that these expectations are aligned in all policy documents to avoid confusion in what public bodies (in this case, the planning function) are expected to do, and citizens can expect to experience.

For example, the Environmental Permitting (England and Wales) Regulations 2016 requires Natural Resources Wales to produce a 'public participation' statement. Chapter 2 of the proposed Local Government and Elections (Wales) Bill 2019 is entitled 'Public participation in local government' and section 46 proposes creating a duty to 'encourage local people to participate in local government'. Most new legislation continues to refer to consultation or public participation rather than involvement. The word 'involvement' is rarely mentioned in Welsh Government documents that do not relate directly to the Act. Welsh Government should be consistent in the terminology they use in new policies and legislation and ensure it is aligned to the Act and does not move us back toward consultation and minimum participation of people. Involvement requires more. [\(Please see Chapter 2 for more information.\)](#)

To address these concerns, I agree with Audit Wales' recommendation to review the Development Management Procedure Order 2012 and update the engagement and involvement standards for local planning authorities. Any update should also reflect my guidance on involvement. Welsh Government and planning authorities should also publish easy access versions of planning rules and processes, as has been done for criminal law for example, in addition to the codification of planning law Welsh Government has started to undertake.



Planning

Recommendations for Welsh Government

Key Recommendation

Welsh Government should use the precedent as set out by the recast of the whole planning system in depth to realign other policy areas, such as education and housing, with the Well-being of Future Generations (Wales) Act 2015.

Policy Recommendations

Welsh Government should:

- Continue exploring how financial levers (including the newly devolved stamp duty tax and green finance finding for major infrastructure projects) can be used to bring back adequate resource in planning.
- Provide additional resources to the Design Commission for Wales to increase the number of applications they can provide advice on, specifically on the application of the the Well-being of Future Generations (Wales) Act 2015, as well as on the revisions and the production of new Local Development Plans. Welsh Government should also consider imposing requirements that developments over a certain size undergo this process.
- Put in place mechanisms to better monitor the outcomes delivered by the planning system aligned with the Act.
- Review progress on the adoption of Strategic Development Plans and consider making it mandatory if it is not progressed within a reasonable timeframe.
- Review the impact, in five years time, that Planning Policy Wales 10 and The Well-being of Future Generations (Wales) Act 2015 are having on changing the presumption on which planning law is based. This should be reviewed so that the bar is raised above 'do no harm' into ensuring that only developments which maximise contribution to the goals are authorised.
- Ensure a comprehensive Equality Impact Assessment is undertaken at the development of Local Development Plans and that any new development is demonstrating how it is addressing equality consideration identified in the Equality Impact Assessment.



Planning

Recommendations for Welsh Government

Process Recommendations

In their day to day actions Welsh Government should **start**:

- To invest significantly in the implementation of placemaking and Planning Policy Wales 10 to ensure placemaking is delivered and that skills are not lost.
- To produce a plain language explanation of the Planning Code and process.



Planning

Advice for setting well-being objectives for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Please refer to the chapter on Setting Good Well-being Objectives, but in setting their **objectives** specifically in relation to planning all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Ensure well-being objectives relating to ‘planning’ are based on ‘placemaking’ and integrated with other objectives so that wider benefits are achieved.
- Understand the connections between housing, the environment, technology, transport, access to services, culture and language now and for generations to come in order to help them achieve multiple objectives and steps.
- Find new ways of measuring the success of planning decisions against their well-being objectives and adopt broader measures to help in turn broaden out their objectives and enable wider well-being. For example, designing measures of success around well-being – rather than counting planning applications or looking at how long it takes to approve them – would help people take more rounded decisions about places. The Royal Town Planning Institute have recently commissioned research for the UK and Ireland, with support from Welsh Government, on measuring planning outcomes. Public bodies and in particular Welsh Government will need to consider the findings.

In setting their **steps**, public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should focus in the following areas and should:

- Put in place arrangements to ensure that placemaking is considered in all strategic decision-making forums.
- Ensure resources and training are provided by planning authorities to improve involvement in the design of their local plans.
- Ask for more from developers and better involve communities to ensure projects; subject to planning permission; maximise contribution to the well-being goals and objectives.



Planning

Recommendations for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Process Recommendations

In their day to day actions they should **stop**:

- Looking at Local Development Plans, well-being objectives and well-being plans in isolation.
- Accepting developments that are not fully aligned with Planning Policy Wales 10 and The Well-being of Future Generations (Wales) Act 2015.
- Approving proposed developments which do not enhance or maintain biodiversity.
- Measuring success through the speed at which planning applications are approved.
- Focusing on short-term solutions.
- Showing generic consideration of equality impact of Local Development Plans and major developments.

In their day to day actions they should **start**:

- Taking every step to integrate work between agencies impacting placemaking and our built environment.
- Aligning Local Development Plans and well-being plans/well-being objectives.
- Training everyone involved in planning on the Well-being of Future Generations (Wales) Act 2015 and Planning Policy Wales 10.
- Refusing developments which are not fully aligned with Planning Policy Wales 10 and the Well-being of the Future Generations (Wales) Act 2015 i.e. which do not contribute towards the delivery of sustainable development and do not improve the social, economic, environmental and cultural well-being of Wales.
- Making use of the advice and review service of the Design Commission and of the Welsh Health Impact Assessment Unit for major development and design and revisions of Local Development Plans.



Process Recommendations (continued)

In their day to day actions they should **start**:

- Using the Value of Planning Tool to identify ways to build a case for increasing investment in planning.
- Align planning decisions with Welsh language policy and promotion standards.
- Changing mindsets from consultation to involvement and make every effort to involve people in plan design.
- To synchronise and align all their infrastructure plans.
- Considering starting to adopt Strategic Development Plans or Joint Local Development Plans where there are complex cross border movements.
- Producing plain language explanation of their Local Development Plans and their planning documents and guidance.
- Embracing the new presumption in Planning Policy Wales 10 paragraph 1.17 in favour of sustainable development in accordance with the development plan to ensure that social, economic, cultural and environmental issues are balanced and integrated.
- Using the outcome model provided in annex B of Planning Policy Wales 10.





Transport

New ways of planning for transport and mobility in Wales are fundamental to the achievement of the well-being goals - particularly a Resilient Wales, a Prosperous Wales, a Wales of Cohesive Communities, a More Equal Wales and a Healthier Wales. Mobility is an important part of everyone's lives. If we get it right for our most vulnerable citizens, we will get it right for everyone, with a positive impact on our ability to reduce air pollution and meet carbon reduction targets.

"We all have an interest, and a duty to future generations, to ensure that the benefits of mobility that we now take for granted, do not place an intolerable burden on our environment."

Elliot Morley





Transport

The Future of Mobility

Global trends and predictions (detailed in Chapter 1), such as climate change, technology, an ageing population and new ways of working, are likely to have a significant impact on mobility in the future. Current data suggests that Wales is ill-prepared for these changes.

Trends to watch:

- 80% of journeys to work in [Wales are made by car, increasing by 9% since 2003](#). Rail use has also seen an increase while bus travel has been declining.
- While there has been a decrease in the number of car trips since 2002, [the total distance travelled in the UK each year has increased](#). In Wales, the total number of kilometres travelled by all motor vehicles reached a record high in 2018 and rose [9% over the 2012 - 2017 period](#).
- The transport sector contributes to [14% of Wales' greenhouse gas emissions, with little change since 1990](#).
- Walking and cycling rates have [declined in the last five years](#) despite the introduction of the Active Travel Act.
- Younger people are travelling less within the UK, a trend that appears to continue throughout their lives. [For 25 years, the number of younger people with driving licenses has also decreased](#), and each new generation is undertaking fewer trips and less mileage by car.
- The number of households with [access to two or more cars has rapidly increased since 1951](#).

Predictions for a possible future:

- The World Economic Forum predict that the [ability to easily share and hire autonomous, electric vehicles using phone apps could slash the number of vehicles on the road by as much as 90%](#)
- WEF also predicted that [children born today will never drive a car](#).
- Battery-only and self-driving cars are predicted to become much more common and cheaper to own.
- By 2040, GO-Science predict that flying cars will be an emerging technology, alongside autonomous trains, while autonomous cars and delivery drones and droids will be widespread.
- The [costs of congestion to the UK economy could rise by 66% from 2013 to 2030](#). Wales risks failing to meet its own targets on greenhouse gas emissions unless it changes its over-reliance on the car.
- A growing and ageing population (particularly in rural areas), will place further demands on the transport system.
- Over the next 20 years, Cardiff is expected to be the [fastest-growing major UK city](#).



The vision for Wales in 2050 as set out in the Well-being of Future Generations Act – connected, low carbon and active communities

Meeting the requirements of the Well-being of Future Generations (Wales) Act 2015 will provide travel options that are low or zero carbon, reducing air pollution and promoting environmental resilience. It will also help equalise opportunities for all and play a role in supporting healthy lifestyles, improving community cohesion, and creating a well-connected Wales.

Our future transport system will be informed by the needs of users, based on a 'decide and provide' model, and considering the differing needs of women, disabled people and older people. Citizens will have opportunities to be involved in co-designing transport plans and strategies, as was done in [Australia](#), for example - [Future Transport 2056](#). ([A More Equal Wales](#))

We will have reduced the need to travel. Sustainable transport hubs co-located with local services, such as schools, GP surgeries, housing and shops, will be the norm. This will also enable more people to work locally together. Full utilisation of technology and the wide adoption of an anytime/anywhere work pattern will further reduce peak time commuting, along with the overall need to commute. ([A Prosperous Wales](#))

Our planning system will ensure we create places which embed active travel infrastructure, such as cycle lanes, enabling people to walk or cycle for all short journeys, fully integrating with public transport for longer distances.



Widespread availability and ownership of e-bikes will enable active travel in more rural and hilly areas. This will also help people build healthier and more cohesive communities by reducing air pollution and allowing people to spend more time in their local area supporting local services and community activities. ([A Healthier Wales](#) and [A Wales of Cohesive Communities](#)) (Please see the section on Planning in Chapter 5 for more information.)

We will have an integrated, high-speed, frequent, zero carbon ([A Globally Responsible Wales](#)) and completely accessible public transport system that is affordable, therefore reducing inequalities across Wales. ([A Prosperous Wales](#) and [A More Equal Wales](#))

[Tallinn, Estonia](#) was the first city in the world to offer free public transport to its residents in 2013, which has subsequently been introduced in 11 out of Estonia's 15 counties in 2018.

[Rome, Italy's](#) metro offers 'trash-for-tickets' to tackle plastic pollution.

Alternatively, people may be able to exchange volunteer time in exchange for reduced or free transport services.

Public transport will be reliable and available in remote parts of Wales ([A More Equal Wales](#)). All services will be bilingual, offering easy, equal access to cultural activities in Wales. ([A Wales of Vibrant Culture and Thriving Welsh language](#))

Digital connectivity, particularly in rural communities, will be important as it will reduce the need to travel, enabling access to jobs away from where people live, helping to improve their work-life balance.

People will be able to access different mobility solutions across multiple services through a single app or platform, making it easier to plan one's journey.

Having a fully developed public transport network will also open more rural regions of Wales to business development and will allow easier and cheaper moving of goods. ([A Prosperous Wales](#))

Any unused existing infrastructure will be converted to green spaces. This will lead to better air and water quality, reduced noise pollution levels and improved biodiversity. ([A Resilient Wales](#) and [A Healthier Wales](#))

Travelling by car will be minimised because of the improved and faster public transport system. Where cars are still used, they will be electric or hydrogen and technology will be utilised to ensure safety to reduce road traffic accidents ([A Healthier Wales](#)). Congestion issues will be reduced thanks to smart technologies, such as cars that communicate with each other. ([A Prosperous Wales](#))

[Miami, USA](#) launched a new app that rewards residents for using green transport. By cycling, car-sharing or taking public transport, users can collect points to pay for future trips.

[Transport for Wales](#) has made travel on their services free for essential workers as part of their response to the COVID-19 pandemic.

[Indianapolis, USA](#) - The Indianapolis Cultural Trail is a curbed, buffered, paved, richly landscaped, and artfully lighted bike and pedestrian pathway that connects to every arts, cultural heritage, sports, and entertainment venue in the urban core.

[The Netherlands](#) [made trains free on National Book Day](#) for people who could show a book instead of a ticket.

[Munich, Germany](#) - The Munich public transport system functions as a holistic, integrated system: buses, trams and underground and suburban trains are planned together to provide 'one network, one timetable, one ticket'.

[Utrecht, Netherlands](#) has covered [hundreds of bus stops with green rooftops](#) aiming to improve biodiversity, support the honeybee and bumblebee populations, as well as capturing fine dust and store rainwater.

In [Paris, France](#), they converted old, abandoned viaduct and rail tunnels to a beautiful park already in 1993.

In [Helsinki, Finland](#), residents use an app called Whim, heralded as the world's first [Mobility as a service](#), offering to plan and pay for all modes of public and private transportation within the city - be it by train, taxi, bus, carshare, or bike-share. It utilises technology to combine modes of transport seamlessly. The UK government is looking at MaaS in detail, and Whim has been launched in the West Midlands.



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To support the achievement of the well-being goals in relation to transport, I have:

Worked with Welsh Government to update the Welsh Transport Appraisal Guidance to ensure decisions that involve transport solutions consider all elements of well-being.

Provided evidence to the M4 public inquiry to demonstrate how decisions should be made in line with the Well-being of Future Generations Act.

Worked with partners to develop solutions to road congestion that are more in line with the national well-being goals (outlined in my Transport fit for Future Generations report).

Collaborated with Transport for Wales to ensure the process to procure a new rail franchise and Metro for South East Wales maximised opportunities to contribute to the national well-being goals.

Involved key stakeholder organisations and groups in shaping this work.

See Chapter 6 'My Focus' for more information.

People's perception of transport

Listening to what people think and believe is an important part of involvement. That is why, in this section, I wanted to give a flavour of what people have told me, since the beginning of my term and in relation to this report. Peoples views included:

Public transport networks are not integrated.

Public transport is not affordable, particularly for young people, vulnerable people and the elderly.

The role of transport in facilitating health and social cohesion is not realised.

Active travel and cycling infrastructure often feel unsafe.

The reliability and conditions of train services are often poor.

Road building is still the first answer to congestion without consideration to sustainable alternatives.

Our current transport system is not addressing emissions targets and climate change.

Air quality remains unacceptably poor despite commitments and the declaration of climate emergency.

Wales Transport Appraisal Guidance is not applied as intended.

Public transport provision or active travel are often not factored into planning for housing developments, exacerbating a reliance on cars.

For people living in rural areas, public transport is rarely a viable or accessible option.

Funding and licensing regulations often act as barriers to progress for small-scale community solutions that meet a local need.



Your Voice

Amongst the concerns raised with me by the public, around 12% relates to transport, and the issue accounted for almost a quarter of responses via the People's Platform. In engaging with over 5,000 people, the below views are representative of the key issues which have been shared with my office in forming this report:

"Transport, particularly for the elderly. It's not so bad if you are on a main route but if you are off route then sometimes there is no way of getting out. – People move out of town to find work, leaving behind their elderly parents which others have to care for and support."

(The People's Platform)

"The transport system doesn't seem very joined up, congestion is growing; Wales doesn't have a vision of itself as a modern country with excellent transport infrastructure."

(The People's Platform)

"Accessibility of transport because public transport is so difficult to access at the moment, especially for older people."

(The People's Platform)

"The impact of a car focussed system is everywhere - from the pollution, the noise, the time wasted in traffic or on poorly integrated alternatives, the impact on individual's health from pollution but also from not undertaking physical activity. It is a climate issue. and it is a social and economic issue."

(The People's Platform)

"Travelling more actively will make us healthier, reduce out emissions, and make us fit for the future in a low carbon economy."

(The People's Platform)

"60 years ago it took 1 hour and 5 minutes to get Cardiff by train from Merthyr Tydfil. Today it takes the same time."

(The People's Platform)

In September 2019, we delivered a workshop for stakeholders using the '3 Horizons Model' to investigate current concerns about our transport system, explore aspirations for the future, and identify the 'big ideas' that will get us there. The graphics on the right show how people were able to map their future transport aspirations against the four pillars of well-being, map an idea against the seven well-being goals and also consider innovations that tend to maintain the status quo (H2-) as well as ones that will support the future we need (H2+).

I would like to thank the following people for contributing to my work and thinking in this area

Sustrans



Dr Tom Porter



Older People's Commissioner for Wales



Chris Roberts - Active travel and Independent Consultant

Prof Stuart Cole



Prof Mark Barry



Prof Calvin Jones

New Economics Foundation



Community Transport Association



University of West England



Future Generations 2020 report

Stakeholder insight on transport and 'how we move'

When: 26 September 2019 **Where:** National Waterfront Museum, Swansea

What: Delivered a stakeholder workshop using the 3 horizons model to investigate *current concerns* about our transport system and 'way we move'; explore *aspirations for the future*; and identify the '*big ideas*' that will get us there.

Who: 30 delegates including Transport for Wales, Welsh Government, local councils, health boards, WAO, Sustrans and fire & rescue.

Why: The workshop had two main objectives:

- To provide insight on priority areas for the Future Generations 2020 report through involvement
- To apply a 'learn by doing' approach to futures, upskilling FGCO staff and attendees from public bodies



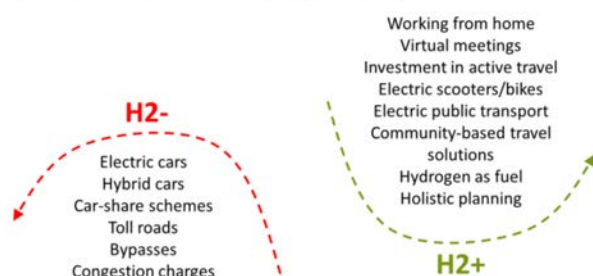
Transport: Future aspirations (Horizon 3)

ECONOMIC <ul style="list-style-type: none"> • There is less need to travel because more jobs and services are located locally • Anywhere, anytime working becomes the norm reducing the impact of 'peak times'/the need to commute • Public transport is at best free, at worst sufficiently low cost to be affordable to all with simple payments • Public transport is integrated and can respond to demand 	ENVIRONMENTAL <ul style="list-style-type: none"> • Transport modes are zero carbon and non-polluting • Unnecessary transport infrastructure is replaced by green space available to communities • Transport hubs are co-located with local services e.g. schools, GP surgeries, work spaces, housing, shops
SOCIAL <ul style="list-style-type: none"> • Safety comes first – both in terms of road safety and when using public transport e.g. separate cycle lanes • Technology is used effectively e.g. virtual reality, autonomous vehicles • Public transport is a reliable, convenient and accessible to all and an enjoyable experience for users • Transport connects people to their communities 	CULTURAL <ul style="list-style-type: none"> • Planning supports people to walk and cycle – meaning people are more visible creating a sense of community • Well-being is improved through increased access to green space, more active travel and reduced commutes • Mobility seen as a service meaning that fewer people own cars (of any kind) • Community-based transport solutions are supported

Transport: Big ideas (Horizon 2) - #1

Integrated, affordable, accessible public transport system	PROSPEROUS People more able to access good work, training, education & services; opens new regions of Wales to business development; cheaper and easier to move goods
	RESILIENT Low carbon vehicles only/ active travel means lower carbon and no air pollution
	HEALTHIER Active travel improves physical and mental well-being; cleaner air benefits health
	EQUAL Public transport is affordable and accessible to all, so all can participate in society
	COHESIVE Facilitates social connections and reduces isolation; people feel safe on public transport.
	CULTURE & WELSH LANGUAGE Enables people to engage in sport, art, heritage and nature; fully bilingual.
	GLOBALLY RESPONSIBLE Reduced pollution means positive impact on climate change.

Transport: Other innovations in play (Horizon 2)



In addition to this involvement, I also have carried out my statutory duty to monitor and assess progress by public bodies in meeting their well-being objectives and the requirements of the Act in general, and conducted research. As a result of these activities, I have identified the following opportunities and challenges.



Challenges and opportunities for change

Under the current devolution settlement, Welsh Government is in control of significant areas of transport policy such as:

- Local transport
- The majority of roads policy
- Active travel
- Powers to specify the franchise for passenger rail services beginning and ending in Wales, and
- Funding of rail infrastructure.

Welsh Government is also in control of planning, land use and housing, and, therefore, transport should not be considered in isolation.

I support calls for rail and community transport to be fully devolved. This could improve rail provision and help develop a more supportive regulatory framework, enabling the community transport sector to provide services, which support social well-being, and contribute to the national well-being goals.

Decisions on transport must reflect the climate emergency

What future generations need

Along with the nature crisis, the declaration of a climate emergency by Welsh Government, local authorities and town councils should be a catalyst for change and not just empty words. (Please see the section on Decarbonisation in Chapter 5 for more information.)

We need a transport system designed in a way that reflects this commitment to tackling climate change, as a matter of urgency. This must be low or zero carbon and should support the reduction of emissions from other sectors (for example, through embedding green infrastructure throughout train stations, transport hubs and interchanges, bus stations and bus stops). It also needs to be better integrated with the planning and housing sectors to reduce the need to travel. (Please see the sections on Planning and Housing in Chapter 5 for more information.)

Where we are now

Transport emissions are not decreasing in line with carbon emission targets. Transport contributes to 14% of current emissions, [increasing by 5% between 2012-2017](#). We need to reduce transport sector emissions in Wales by 43%, by 2030, to meet future carbon budgets. To do this, we need rapid and intensive action to support the modal shift from cars to public transport and active travel, increasing uptake of electric vehicles and [implementing vehicle and fuel efficiency measures](#).

The decision not to proceed with the proposed M4 relief road demonstrated significant leadership and encouraging recognition of the need for urgent action to curb transport-related emissions

Mark Drakeford's decision to not proceed with the planned M4 extension demonstrates a step-change in thinking at the highest government level. His decision to give greater weight to the concerns around environmental impact shows the nature crisis and climate emergency are being taken seriously.



A Commission has been appointed to propose sustainable alternatives, and the Commission needs to demonstrate how it is using the Well-being of Future Generations Act in forming its recommendations. I have made suggestions for alternatives in my [Transport Fit for the Future Report](#), and I welcome their early focus on the need to improve public transport, to provide a viable alternative option to commuters travelling by car.

Public bodies are focusing on reducing emissions from staff travel but need to go further

There are several good examples of public bodies looking at the way

their staff travel and focusing their efforts on reducing emissions from commuting, through incentivising sustainable travel options and through the use of electric and hydrogen vehicles. This is encouraging, especially in areas where the public sector workforce makes up a large proportion of employees. For those who do not have a direct role in transport planning, it is an important area of focus in reducing transport-related emissions and improving physical activity.

Moving towards a low carbon society will require a dramatic shift in the way we move ourselves and our goods. Public bodies need to go further in how they deliver their services, for example, ensuring their services are easily accessible by public transport and by considering transport-related emissions in the context of how they procure goods and services.



[Mid and West Wales Fire and Rescue Service](#) have introduced hydrogen-powered vehicles and electric bikes to encourage staff to walk, cycle or take public transport through incentives like 'Healthy Travel Charters'.

[Sport Wales](#) procured a self-charging petrol hybrid car as a replacement to one of their pool cars this year (2018-19).

[Caerphilly County Borough Council](#) have introduced electric vehicles to the Meals on Wheels service.

Well-being objectives relating to transport and the steps taken to meet them do not match the ambition on carbon reduction

My analysis of well-being objectives shows that some public bodies are starting to consider how their objectives on transport can have a broader impact on the environment and climate change.

For example:

One public body has a step to: 'Work with others to provide sustainable and low-carbon transport and infrastructure, providing improved and cheaper connectivity and mobility and associated economic benefits at reduced environmental cost and improved air quality.'

As a result they have purchase 40 electric vans, ten electric pool cars, a focus on green fleet management and funding for new walking and cycling routes has helped to deliver a 42% reduction in emissions.

While appreciating that local authorities have statutory responsibilities to maintain a safe highway network and that buses also use roads, ten of the 37 well-being objectives on transport include improving road infrastructure or introducing new road schemes, missing the point of the Environment (Wales) Act 2016, the Well-being of Future Generations Act and the Active Travel (Wales) Act 2013.

Some public bodies have objectives to introduce new road schemes alongside ones to improve the environment; showing a lack of integration. New developments should deter car use, help improve social cohesion and reduce social isolation. (Please see the sections on Planning and Housing in Chapter 5.)

Achieve modal shift and reduce our reliance on cars

What future generations need

Future generations will need easy access to an integrated, low carbon, affordable, reliable and efficient public transport network that improves health and activity levels and tackles issues such as air pollution, climate change and inequality. They will also need safe and easy access to walking and cycling options for travel.

Key to achieving this modal shift is greater support for, and investment in, public transport and active travel infrastructure to address congestion and air pollution. At the very minimum, 10% of Welsh Government's capital transport budget should be invested in active travel, and 50% should be dedicated to improving public transport. This is discussed in [Transport Fit for Future Generations](#) and my [10 Point Plan to Fund Wales' Climate Emergency](#).

Future generations will also need to move goods to their doorsteps in ways that respect people and the planet (for example, solar-powered drones or hyperloop trains).

They need Welsh Government to develop a new National Transport Strategy that is aligned with the Well-being of Future Generations Act:

- To provide a vision to revolutionise travel behaviours in Wales in ways that support environmental, economic, social and cultural well-being
- To help deliver against our decarbonisation targets
- To reinforce the transport hierarchy set out in Planning Policy Wales 10
- To integrate with other policies such as the new Clean Air Plan for Wales

Figure 8: The Sustainable Transport Hierarchy for Planning



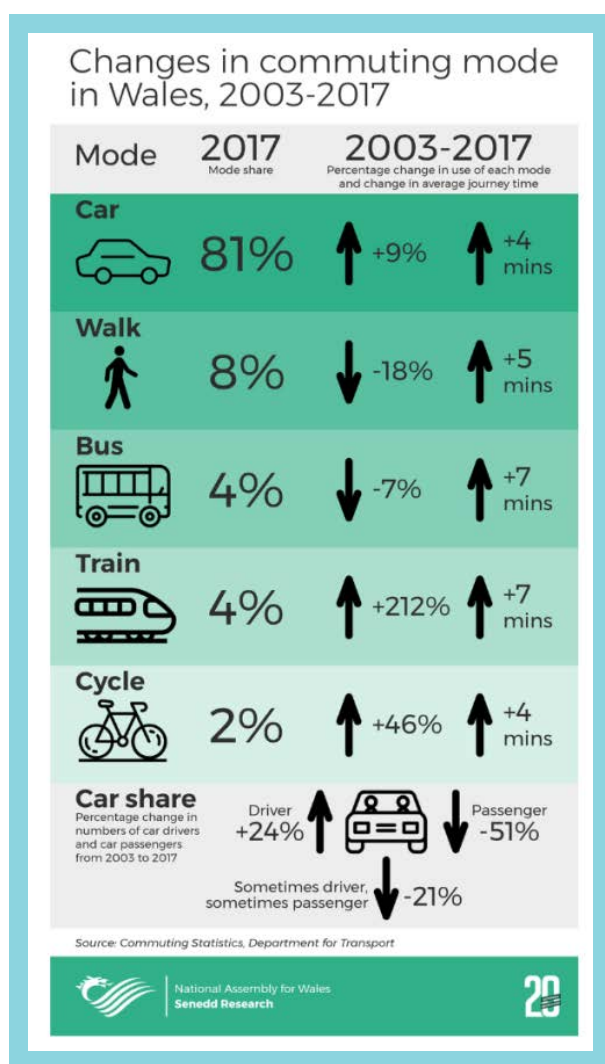
Source: Planning Policy Wales 10



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Where we are now

Over 80% of journeys to work in Wales are now by car - [an increase of 9% since 2003](#). Car use has been rising across the UK since the early 1950s, while cycling, bus and rail use have [generally been declining](#), although we have seen a small increase in rail use and cycling between 2003-2017. By planning and developing our towns and cities in ways that prioritise cars instead of people, we have allowed cars to become the dominant mode of travel. The way we currently travel is negatively affecting our health; transport is a major source of air, water and noise pollution, with air pollution [contributing to around 2,000 deaths a year in Wales](#).



Our sedentary lifestyles and over-reliance on commuting by car are also contributing towards increasing levels of obesity, diabetes and stress; presenting a considerable challenge to public health.

Congestion also costs money. Drivers in Cardiff are losing 143 hours a year stuck in traffic during peak times, equivalent to around 19 full working days, at the cost of approximately £1,056 per driver. During peak times in the city centre, the average speed is just 9 mph and [more than half of that time travelled during peak periods](#) is spent in delay.

Communities are working with public bodies to propose better solutions, but this needs to go further to achieve modal shift that takes account of local need

I have seen encouraging initiatives coming from communities who are trying to improve public transport and active travel opportunities for their area through collaboration with local businesses and public services:

Ted Hand, Member of [Magor Action Group on Rail](#), tells us [in this video](#), why he thinks their community project for a walkway station is vital for future generations to come.



In [Cardiff](#), parents and governors from five primary schools have worked with [Cardiff Council](#) to pilot a car ban, enforced with fixed penalty notices in the streets around their schools. They aim to encourage walking and cycling to school and to improve children's safety.



Welsh Government's Safe Routes in Communities Scheme is a good example too but despite this, I cannot see well-being objectives having enough focus on changing behaviour and encouraging the reduction of reliance on cars.

There is also a responsibility on public bodies and Public Services Boards to engage and work with communities to seek ideas and proposals for solutions, to gain an understanding of the way the current system works, along with opportunities for improvement, which will work for all.

The Welsh Transport Appraisal Guidance update in 2017 is a positive step taken by Welsh Government, but effective implementation is lacking

Following my intervention, the Well-being of Future Generations Act is now front and centre in this guidance for the assessment of transport options. It represents a significant change in how public bodies should go about their transport planning, encouraging a focus on reducing carbon emissions, equality of access, improving air quality, and promoting active travel.

However, as in so many policy areas, there is a significant implementation gap. Having worked alongside Welsh Government to produce the guidance, I am frustrated to see that in practice, it is not always used correctly. It should be used to identify the best mobility solution for an area, taking account of well-being goals and local objectives. The Welsh Transport Appraisal Guidance may not always be the place to start as it often presumes a transport issue and then a solution. A wider socio-economic study looking at all aspects of well-being may be more suitable.

My assessment of the application of the Welsh Transport Appraisal Guidance in several schemes shows that instead, it is often retrofitted after a specific solution (e.g. building a road or a bypass) has already been identified.

This appears to be partly driven by allocation of funding for specific schemes (through the National Transport Finance Plan and the Wales Infrastructure Investment Plan), which means that the Welsh Transport Appraisal Guidance isn't applied as intended.

"The WelTAG process has not been applied as intended. The justification for the road was published over six months after the WelTAG studies were commissioned. The studies started with the solution – a road – rather than the issues of concern. A flawed process leads to flawed decision making."

Public Correspondence

Welsh Government are providing funding without checking whether the Welsh Transport Appraisal Guidance has been applied correctly and in the absence of an overview of the collective impact of schemes on carbon reduction

Currently, 62% of capital transport funding in the updated Wales Infrastructure Investment Plan is for new roads, reinforcing the view that the starting point for the Welsh Transport Appraisal Guidance process is already defined by the funding that has been allocated.



Welsh Government needs to ensure that the Welsh Transport Appraisal Guidance is properly understood and is being applied correctly. This will require oversight and monitoring by Government, with funding being denied to schemes that cannot clearly demonstrate this.

Example: Tools such as the Well-being Impact Evaluation developed by [Mott MacDonald](#), who have worked with me on embedding the Act within the construction industry, add value. It is the first framework to integrate the legal requirements of the Well-being of Future Generations Act and the United Nations Sustainable Development Goals into a clear methodology within Welsh Transport Appraisal Guidance and 5-Case Business Case process. It has been used to integrate well-being goals into the Pontypridd Integrated Transport Hub and Town Centre Masterplan.

There is not enough progress being made on a number of key transport indicators such as carbon emissions and modal shift, and in some cases they are going backwards. This will inhibit Wales' ability to meet a number of well-being goals

Between 2003-2017 walking and bus travel has declined

Around 57% of those recently surveyed by RAC said that they would be willing to use their cars less if the quality of public transport improved. The survey found that one of the main reasons that car dependency has continued to increase is because of the [cut in provisions for public transport](#).

Travel by train has [increased](#), but public satisfaction is a [major issue](#)

The number of rail journeys taken in Wales reached a record high in [2018 at 31 million](#),

Wales has one of the lowest per capita spend on public transport in the UK

This has decreased from £74.7 million in 2012 - 13 to £45.4 million in 2016 - 17.

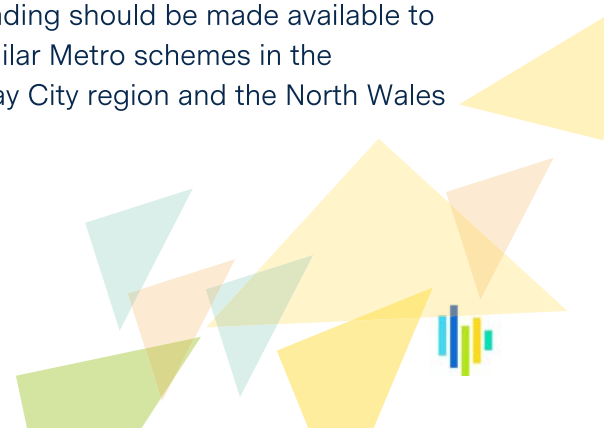
Wales also has only 3.32% of the UK's electric vehicle [charging infrastructure](#), resulting in a lack of sustainable travel options and a further reliance on using cars.

This will need to be addressed by national, regional and local levels of governance, but greater investment from Welsh Government for the necessary infrastructure improvements is key.

“Everyday commuters who choose public transport are forced to suffer the overcrowding of early morning carriages... On the Barry Island train into Cardiff Central this morning, the conductor was having to physically push a final passenger on at each station, with commuters being left behind at every station from Cadoxton (so Dinas Powys, Eastbrook, Cogan, Grangetown) to Cardiff Central.”

Public Correspondence

The commitments to funding the South Wales Metro (£738 million for the Core Valleys lines via the Cardiff City Deal), and the investment in rail through the £5 billion rail franchise is a step in the right direction, but cannot make up for the long-term and systematic under-investment Wales has suffered. Substantial and continuous investment in infrastructure will be required for many years to come. In the future, similar levels of funding should be made available to support similar Metro schemes in the Swansea Bay City region and the North Wales region.



I am encouraged to see Welsh Government introducing new legislation that gives local authorities new powers to reshape bus services across Wales. This new toolkit proposed in the Bus Services (Wales) Bill includes new powers for local authorities to run their own bus companies and to franchise bus services, as well as establishing new partnership agreements with operators, focussed on improving services for customers.

Following the Publication of my [Ten Point Plan](#), in 2020-21 Welsh Government announced a £59 million (37%) increase in total spending on sustainable travel, along with the rise in capital investment in active travel, public transport and electric vehicle infrastructure by £80 million. While I am encouraged by these increases, the proportion of capital spent is still below the 60% level recommended in my 10 Point Plan.

Implementation of the Active Travel Act is lacking. Around 24% of all car trips across the UK are under two miles, meaning that a large proportion of these trips could be done by walking, cycling or scooting

Despite the Active Travel Act being introduced in 2013, levels of walking and cycling in Wales have stagnated or [declined over the last six years](#).

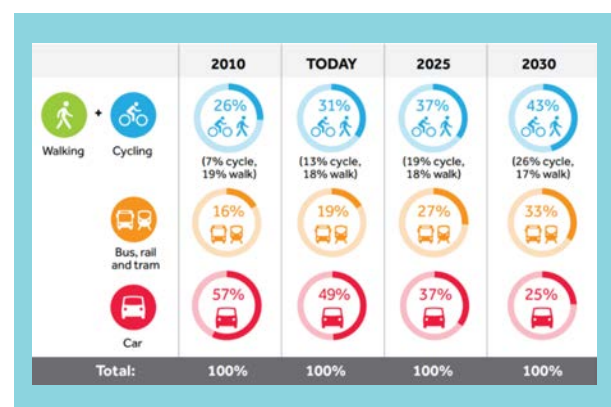
Investment in active travel infrastructure needs to go alongside measures to support a change in attitudes of the public and decision-makers as well as increasing capacity on the ground in terms of funding and staff resources. My 10 Point Plan recommends an investment of £60 million per annum in active travel across Wales.

While I am encouraged by the commitments of Welsh Government (and local authorities) to increase active travel and public transport, the targets and resources remain limited and not ambitious enough to meet the needs of future generations. The commitment in 2019-20 of £60 million for active travel over the next three years is less than [10% of the total transport capital budget](#).

Welsh Government's target of getting 10% of people cycling once a week by 2026 is unambitious

By comparison, Cardiff's cycling and walking targets are 43% by 2030, ([for travel to work journeys by Cardiff residents](#)) albeit higher levels are likely to be more achievable in an urban setting.

While recognising the challenges posed by Wales' geography, Welsh Government need to adopt a more ambitious target. For example, following decades of investment, the modal share of cycling in the Netherlands is around 27% of all trips with [24% of the Dutch population cycling every day](#). Electric bikes could provide a practical solution for many areas.



At a local level, pockets of excellent practice can be seen across Wales, and most public bodies are now seeking to promote active travel over private car usage in their well-being objectives and steps. Some are considering how transport impacts on air quality. Cardiff Council is leading the way by setting out progressive targets and plans for active travel and 14 other public bodies have included steps related to active travel in their well-being objectives.

Cardiff Public Services Board and the Vale of Glamorgan Public Services Board have signed up to a [Healthy Travel Charter](#), containing commitments to support walking, cycling, public transport and ultra-low emission vehicle use. There are plans to extend the approach across Wales during 2020-21, starting with Gwent, Swansea Bay and North Wales. Over 20 major public sector organisations, including my office, have signed up to the Healthy Travel Charter to date.

[A Business Charter](#) has also been launched, with Higher and Further Education, and Third Sector Charters also in development.



[Mid and West Wales Fire and Rescue Service](#) have introduced hydrogen-powered vehicles and electric bikes in the Neath Port Talbot and Swansea areas; enabling staff in that area to move around the city more easily and reduce their carbon footprint.

[Vale of Glamorgan](#) - The Culverhouse Cross to Weycock Cross bus priority and cycling/walking scheme opened in March 2017. The scheme has resulted in the creation of 188 metres of cycle-path and bus lane, leading to significant time savings for buses and an increase in cycling in the area.

[Cardiff and the Vale University Health Board](#) launched a pilot scheme allowing local GPs in Cardiff to prescribe patients with a six-month membership to [nextbike](#) –with evidence showing [regular cycling could cut the risk of death from heart disease by half](#). (Please see the section on a Healthier Wales in Chapter 3.)

While we know that reliability and integration of transport is a widespread issue that matters to people, it is important to note the nuances between demographics and geography. For instance, from our engagement in rural areas, there has been a greater focus on public transport than active travel.

Many living in rural areas view public transport provision as infrequent and disconnected, resulting in a lack of options to travel sustainably (locally or at distance), causing a barrier to accessing employment and activities that improve well-being. Low carbon road travel and reduced journeys are likely to be the best options for decarbonising travel for the majority of Wales' population outside urban areas.



The current transport strategy has not been updated since 2008 and therefore Wales lacks a transport vision and strategy designed to meet its well-being goals

The new version should be aligned with the aspirations and requirements of the Well-being of Future Generations Act. I am challenging Welsh Government to consider how this new strategy will deliver against all seven well-being goals, enabling the benefits of active travel to resolve many of the health and pollution challenges we face and to address the current inequalities in access to mobility.

I welcome the work currently being done by Government to explore 20 mph zones and to address parking on pavements, as both will help to address health and safety issues often faced by the most vulnerable, thereby contributing to more cohesive communities.

In March 2020, the UK Government published a consultation for how it will revolutionise UK transport to reduce greenhouse gas emissions and [fight the climate crisis](#). Their vision, focussing on modal shift, is that:

- Public transport and active travel will be the first choice for our daily activities;
- We will use our cars less and be able to rely on a convenient, cost-effective and coherent public transport network.

Cardiff Council have published a Transport White Paper, prioritising clean air and instigating a shift from private car travel to walking, cycling and public transport. They are investing in cycle super-highways, cycle infrastructure schemes and the on-street cycle hire scheme (nextbike), which has become the most successful in the UK.

They are even considering introducing road user charging for vehicles travelling into the city. I would encourage other public bodies to consider Cardiff Council's example and find the best ways to set equally ambitious targets and actions for their regions.



Your Voice

In engaging with over 5,000 people, the below views are representative of the key issues which have been shared with my office in forming this report:

"Accessibility of transport because public transport is so difficult to access at the moment and I don't see it getting any better, there aren't even audio announcements on most trains, I don't even know if I am at the right stop. I am blind and the prospect of guard-less trains is a big worry, who is going to help with disabled or visually impaired people? At the moment the platforms are all different and the gap between the train and the platform varies, but there is a potential to put this right with the new metro system if people pay attention."

(The People's Platform)

"Natural Resources Wales have spoken to the users of our visitor sites over a number of years and found that one of the main barriers to participation can be public transport links. We believe that jointly influencing Local Authorities over matters such as rural public transport as well as doing as much as we can to 'sell' the benefits of going outdoors to everyone in Wales is key to help improve the well-being of current and future generations."

(Our Future Wales response from Natural Resources Wales)

"It's not so bad if you are on a main route but if you are off route then sometimes there is no way of getting out. - People move out of town to find work, leaving behind their elderly parents which others have to care for and support."

(The People's Platform)

"Many vulnerable elderly people are finding it so hard to access help with medical appointments, and access to the basics we all take for granted. A sustainable transport network has to be a major issue for Wales."

(The People's Platform)

"To travel to Cardiff from mid-Wales on train you have to go via England and it can take over 4.5 hours – this leads to more people driving – not very sustainable."

Our Future Wales event in Llandrindod

Embracing technology

What future generations need

During the enforced lock-down in response to the COVID-10 crisis, we've already had a glimpse of the potential for technology to enable us to work remotely and the consequential reduction in air pollution and carbon. Over the next twenty years, new technologies will further reduce the need to travel, enable us to travel in more efficient ways, and therefore, determining a large part of the infrastructure our mobility system needs to invest in now.

We will have fewer vehicles, and these will be powered by clean energy and eventually progress to being autonomous. At the same time, 'mobility as a service' will provide access to different transport modes and drone delivery could relieve congestion in some places.

Technology can also reduce the overall need to travel altogether. More employers now offer flexible and remote working, decreasing the need to travel for work and so solutions to some mobility issues will increasingly be found in better digital connectivity. The proliferation of other technology, such as virtual reality, could reduce the demand for travel if people have the alternative of seeing the sites of the world from their back yard.

Where we are now

Our current transport system is based on 20th century approaches to mobility and is not fit for future generations

In the medium-term, low carbon transit (including hydrogen cars and electric trains), could help us deal with some of our immediate challenges, such as carbon emissions and pollution. Predictions show that battery-only (electric) and self-driving (autonomous) cars will become more commonplace, along with [e-bikes and e-scooters](#).

However, we must guard against a too much focus on electric and autonomous vehicles. There is a risk in us simply replacing petrol vehicles with electric ones, in that we miss opportunities to make the connections between active travel and health, walking and community cohesion and a failure to facilitate the necessary modal shift.

I have seen little evidence of public bodies, including Welsh Government, applying future trends and scenarios to setting and meeting their well-being objectives on transport



[GO-Science's report](#) on the future of mobility provides predictions on when we may see different technology innovations in transport. It predicts the emergence of flying cars at the same time as self-driving trains and suggests that delivery by droids and drones will be widespread by 2040. Wales needs to be ambitious in its plans to develop and adopt future-focussed infrastructure in Wales.

In December 2019, [Cardiff Council](#) produced a [Smart City roadmap](#), which outlines the progress made so far, as well as future improvements that will be made, in its quest to become a Smart City. One of the Missions outlined in the roadmap is for a 'Mobile and Sustainable city' which, amongst other things, uses the latest technology to keep Cardiff moving, and explores infrastructure requirements for autonomous vehicles. Some of the actions the Council is planning include formulating a strategy for Intelligent Transport Systems and investigating integrated ticketing systems for Cardiff and the wider region.

[Dubai](#), on the other hand has conducted its first [test of a drone taxi service](#) that they are hoping will be proliferated across the city in the future.

Technological advancements such as [hyperloop trains](#) will help reduce travel times and can help reduce car use. The new transit system should be safer, faster, lower cost, more convenient, immune to weather, sustainable and self-powering, resistant to earthquakes and not disruptive. The development and proliferation of this technology will have huge social and economic benefits. So far, there have been no pilot journeys with passengers, but there are hopes that the first viable services will be up and running by 2030.

[Barcelona, Spain](#), is one of the best examples of a Smart City, and the improvements it has made to achieve that include being one of the first cities to introduce a bike-sharing system and having a bus transit system that stands out for sustainable mobility and decreasing emissions, with the help of hybrid buses. This system also has smart bus shelters utilizing solar panels to provide energy for the screens that show waiting times.

Technology	2025	2030	2040
Electric cars	Emerging	Widespread	Widespread
Level 4 passenger vehicle automation	Niche	Emerging	Widespread
Level 5 passenger vehicle automation	Developing	Niche	Widespread
Electric LGVs/vans	Emerging	Widespread	Widespread
Electric HGVs	Niche	Emerging	Emerging
Level 4 truck automation	Developing	Niche	Widespread
Level 5 truck automation	Developing	Developing/Niche	Emerging
Truck platoons	Niche	Emerging	Widespread

Technology	2025	2030	2040
Flying cars	Developing	Niche	Emerging
Delivery drones	Niche	Emerging	Widespread
Droids (ground-based drones)	Niche	Emerging	Widespread
Hyperloop	Developing	Niche	Niche
Autonomous underground trains	Niche	Niche	Emerging
Autonomous overground trains	Niche	Niche	Emerging
Autonomous freight trains	Niche	Niche	Emerging

Source - '[The Future of Mobility: A time of unprecedented change in the transport system.](#)'



Some public bodies have started investing in improving electric vehicles charging infrastructure but more needs to be done

Wales is behind all other UK nations in terms of electric vehicle coverage, with only 617 charging points (3.32% of UK's total), compared with 1863 in the South West, and only 30 rapid chargers compared to around 3,000 [across the British Isles](#). As part of the budget, Welsh Government had made a commitment for £2 million funding over two years (2018-20) in electric vehicle charging points, and I am encouraged by the additional £30 million in the 2020-21 budget to support an electric vehicle transformation programme, including funding for ultra-low emission refuse vehicles. This compares to almost £37 million invested by Scottish Government in electric vehicle infrastructure to date, to fund an additional 1,500 electric vehicle charging points, 100 electric buses and new ultra-low emission vehicles in the public sector fleet.

I also welcome the Assembly Economy, Skills and Infrastructure Committee's call that new residential developments in Wales should include provisions for electric vehicle charging. However, while investing in electric vehicle infrastructure is important, there is a risk that we focus too much on these solutions in the short-term while neglecting to focus on reducing the need to travel and invest adequately in better public transport and active travel infrastructure.

Positive progress includes work in the [Gwent](#) area. A project across the five [Public Services Boards](#) is providing the evidence for a regional approach to electric vehicle charging infrastructure.

[Monmouthshire Conty Council](#) - With the support of the council, [Riversimple](#) are preparing a 12-month trial of 20 hydrogen fuel cell cars in Monmouthshire. They are also part of a joint commission to undertake an electric vehicle feasibility study, with work underway to determine the potential infrastructure for charging points.

[Powys County Council](#) will be introducing electrical vehicle charging points in council-owned car parks.

With a UK-wide ban on new diesel, petrol or hybrid vehicles coming into force by 2035 at the latest, Wales needs to ensure the essential infrastructure is in place, while ensuring mobility options are affordable for all.



Consider mobility as a route to wider well-being

What future generations need

Public bodies and Public Services Boards should be setting well-being objectives that seek to change behaviour around mobility and consider connectivity in its widest sense, rather than simply improving infrastructure. They need to plan and deliver mobility in a way that simultaneously improves health, encourages community cohesion and supports carbon reduction.

Where we are now

There are promising signs of public bodies making the connection between transport and wider well-being, but we need to see this across the board

Throughout the majority of public body and Public Services Board well-being objectives, the links to economic well-being and infrastructure are clear; however, not all of them are demonstrating connections with other aspects of well-being, such as social inclusion.

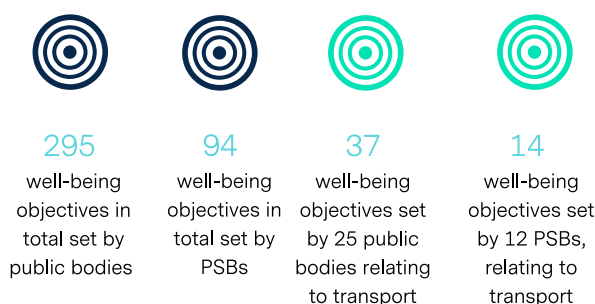
In setting objectives, public bodies and Public Services Boards are recognising the importance of connectivity to other aspects of well-being; however, their interpretation of connectivity is still too focused on road transport.

The links to the well-being goal 'A More Equal Wales' are important, but often omitted. For example, while public bodies' interpretation of connectivity is often focused on road transport, nearly 25% of Welsh households do not [have access to a car](#) and around 40% of job seekers say that a lack of personal transport or [poor public transport is a key barrier to employment](#).

Current transport planning decisions do not comprehensively reflect different travel patterns for different groups

Reports of racism and discrimination on public transport have [increased in the last few years](#). There are often accessibility issues for people with disabilities and older people, and lack of transport options has been shown to [increase loneliness and isolation](#).

Across the 295 well-being objectives set by public bodies and the 94 objectives set by Public Services Boards, there are 37 objectives set by 25 public bodies, and 14 objectives set by 12 Public Services Boards, relating to transport.



Public body objective examples:

- 'Connected Communities: Communities are connected and have access to goods and services locally, online and through good transport links.'
- 'People can travel easily around the county and beyond.'
- 'To grow a strong local economy with sustainable transport that attracts people to live, work and play here.'



Most of the objectives describe transport as a solution to connecting people with jobs, town centres or services often ignoring the different needs of women older people and disabled people

For example, 'Developing the transport infrastructure and employment sites, and transport services, widening access to employment and training sites.'

However, the mode of connecting people and why the public body or Public Services Board sees this as important is varied, with some objectives and steps on transport referring to other aspects of life such as education, housing, decarbonisation, community cohesion, digital connectivity and walking/cycling routes.

Public Services Board objective example:

- Objective: 'We will support our residents and our communities.'
- Step: 'Review the passenger transport offer for our communities and working with residents, we will provide a service that is fit for purpose.'

Public body objective example:

One public body has a step to: 'Work with others to provide sustainable and low carbon transport and infrastructure providing improved and cheaper connectivity and mobility and associated economic benefits at reduced environmental cost and improved air quality.'

There are multiple charitable trusts in Wales who deliver community outreach work but funding from local authority partners has been cut in recent years. It will be vital to look at the voluntary sector and what they are doing to support active and healthy communities, and to support those organisations to increase access and reach of their programmes.

We are not seeing transport decisions set within the context of placemaking, as required by Planning Policy Wales 10

(Please see the section on Planning in Chapter 5 for more information.)

Planning Policy Wales was updated in December 2018 and places a much greater focus on placemaking to support the development of more sustainable and resilient communities, encouraging the availability of services locally to reduce the need to travel.

The recent COVID-19 crisis has shown how we are able to embrace different ways of working, utilising technology to support remote working, and the impact this change in behaviour has had on travel patterns, reducing air pollution and emissions in a relatively short period of time. When transport decisions are being made using the Welsh Transport Appraisal Guidance, these should consider opportunities provided by technology and potential changes in how we live and work, as well as all aspects of a 'place' rather than considering specific routes in isolation.



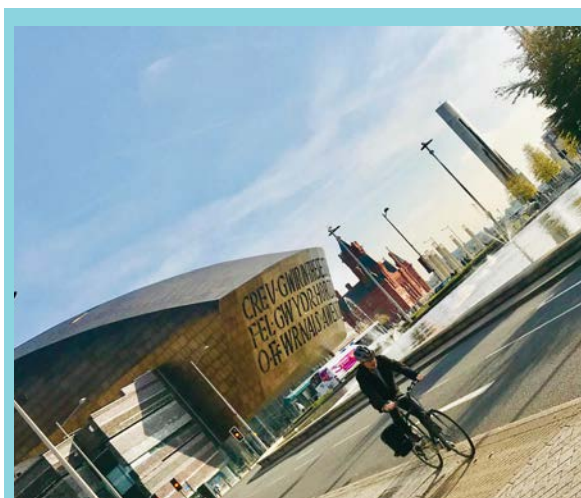
© João Pimentel Ferreira

Some public bodies are demonstrating how their objectives on transport can have a broader impact on the environment and climate change and on tackling issues such as loneliness and isolation.

Monmouthshire is a semi-rural county, where loneliness has a significant impact on people's health and well-being and where a lack of transport also limits the ability of people to access training and employment. **Monmouthshire County Council** has worked with Government Digital Services to find an innovative solution to addressing this issue.

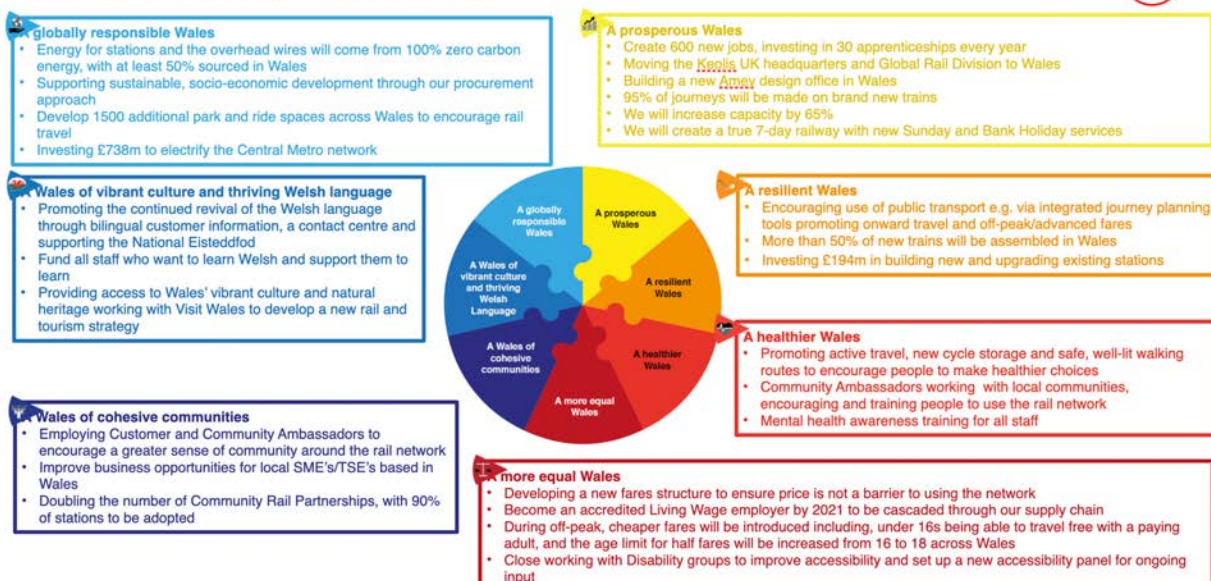
Box Clever Digital has proposed a solution called 'Thrive'; a digital platform aiming to boost skills and increase connections between people in their local community to prevent loneliness, reducing referrals into health and social care services. 'Thrive' also uses technology to unlock the potential of under-utilised transport provision, including ridesharing.

Transport for Wales has ambitious plans to transform the provision of rail services across Wales, and Transport for Wales Rail Services plans to develop Community Transport Hubs, but this will take time, and we are unlikely to see the full impact for several years. However, the procurement exercise outlined how the new rail franchise demonstrated how this would contribute to the seven well-being goals.



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Transforming Transport – For People, For Places, For Wales Alignment to the Well-Being of Future Generations Act



© Transport for Wales





Source: UK Government Office of Science report on the [Future of Mobility](#)

There will be no one solution to the big transport issues we are facing today, as mobility patterns are driven by many factors identified in The Centre for Economics and Business Research's [report on the future economic and environmental costs of gridlock in 2030](#).

They concluded that the optimal solution to congestion issues is likely to be a mixture of measures, such as improved public transport; encouragement of pragmatic solutions like car-pooling and telecommuting; and making use of technological solutions such as multi-modal routing and real-time traffic management.

These factors have been taken into consideration when drafting my recommendations.



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Transport

Recommendations for Welsh Government

Key Recommendation

Welsh Government should set a national target for modal shift to enable people to adopt low carbon modes of travel over the next decade. This target should be linked to the milestones developed to support the national indicators.

Policy Recommendations

Welsh Government should:

- Allocate at least 50% of capital transport spend on improving bus and train services, providing long-term funding wherever possible.
- Explore the business case for introducing free public transport for young people in Wales.
- Adopt an approach to transport planning that supports 20-minute neighbourhoods i.e. with good local, sustainable transport and active travel options.
- Use financial and tax-raising powers to explore all levers to constrain current transport patterns and achieve ambitious modal shift including: increasing fuel duty and company car tax; restricting parking in city centres; and introducing a distance-based charge for driving within five miles in urban areas.
- Explore the potential of Mobility as a Service (MaaS) to provide flexible alternative transport solutions.
- Fully integrate transport, housing and land use planning to minimise the need for people to travel.
- Transport for Wales Rail Services should ensure it undertakes a comprehensive equality impact assessment at the planning and design stages for any new transport infrastructure. This should take into account access of current services as well as understanding how new transport will affect the different mobility pattern requirements of different groups.





Transport

Recommendations for Welsh Government

Process Recommendations

In their day to day actions Welsh Government should **stop**:

- Following a 'predict and provide' model for the development of transport strategies.
- Prioritising investment in building new roads.
- Allowing plans for car-dependent, out of town buildings and developments with poor access to public transport links.
- Allowing incorrect implementation of the WelTAG Guidance and only provide funding for schemes that have applied WelTAG properly.
- Prioritising car travel over other modes, including allowing developments and office spaces with large car parks, focussing on car parking space while neglecting to support people to take public transport and provide high-quality cycle facilities
- Allocating short-term annual funding based on competitive bids.

In their day to day actions Welsh Government should **start**:

- Following a 'decide and provide' model for the development of transport strategies.
- Prioritising support and investment in bus and train services across Wales to offer affordable public transport.
- To focus on behaviour change to incentivise people to travel sustainably.
- To better coordinate and communicate alternatives to driving.
- Measuring the carbon impact of transport investment and the carbon impact of transporting goods to ensure decision are supporting our emission targets.
- To provide long-term funding for sustainable transport schemes.
- Prioritising support and investment in walking and cycling infrastructure to achieve wider benefits to people and communities.





Transport

Advice on setting well-being objectives for All Public Bodies and Boards covered by the Well-being of Future Generations Act (including Welsh Government)

Please refer to the chapter on Setting Good Well-being Objectives, but in setting their **objectives** specifically in relation to transport, all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Collaborate and involve a wider set of people to review and design well-being objectives such as bus and public transport users; walkers and cyclists; schools; local business; community groups and others. This could lead to public bodies understanding the broader benefits and steps they can take to improve all aspects of well-being through transport.
- Set well-being objectives on transport which are shaped towards meeting all the well-being goals, especially a goal of A Healthier Wales, A More Equal Wales and A Wales of Cohesive Communities.
- Clearly show how they are integrating their objectives on transport with their other objectives.
- Move beyond setting well-being objectives and steps that respond to the transport problems of today; and instead, use long-term horizon scanning to mould the way we may need to move in future.
- Set out clearly how their objectives on transport and mobility align with carbon reduction targets.
- Seek to change behaviour around mobility and consider connectivity in its widest sense, rather than simply improving infrastructure.





In setting their **steps**, public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should focus in the following areas and should:

- Move away from traditional transport planning (such as road infrastructure) and onto a combination of alternative solutions that support the reduction of carbon emissions.
- Commit as a public body and/or Public Services Boards to implement a Healthy Travel Charter in their area to encourage staff to use sustainable transport modes when travelling to work and within work. They should also encourage other local public bodies (not in the Public Services Board) and private businesses to sign too.
- Focus more on cultural and behavioural change by continuously promoting sustainable modes of transport and adopting strategies to discourage and restrict car use.
- Involve people to understand the reasons why they need to be connected to certain amenities and what would incentivise walking, cycling and using public transport.
- Seek to drive a modal shift and low carbon transport emissions in their own organisations as well as seeking to change public behaviour





Transport

Recommendations for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Process Recommendations

In their day to day actions they should **stop**:

- Retrofitting WelTAG guidance when a solution (e.g. bypass) has already been identified.
- Prioritising car travel over other modes (especially for business travel) while neglecting to support people to take public transport and provide high quality cycle facilities.
- Building large car parks for new retail developments and office spaces.
- Allowing housing developments to progress before providing sustainable transport options.

In their day to day actions they should **start**:

- Making transport decisions informed by the views of people and the community as a first step. They should engage with representatives of all groups being affected by these decisions, including young people, BAME communities, older people and people with disabilities.
- Prioritising provision of high-quality cycle facilities, encourage active travel and support people to take public transport.
- Prioritising the development of active travel infrastructure from the onset of all new developments.
- Ensuring that your transport decisions are fully integrated with housing and land-use planning to minimise the need to travel.
- Using WelTAG 17 as soon as an issue relating to transport is identified, as opposed to retrofitting once a decision on a solution has been made.
- Collaborating with businesses to explore opportunities for creating viable bus services which can operate for other purposes, especially in rural areas. Scotland, Switzerland and Ireland operate schemes where the bus service doubles up for postal delivery and carrying passengers.

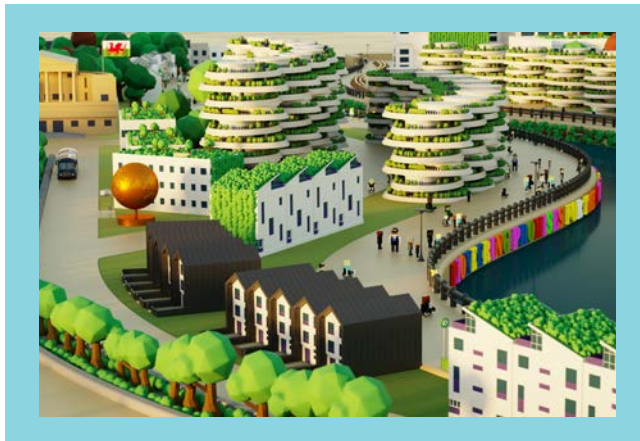




Housing

Having a good quality home that meets our needs is vital. It influences our physical and mental well-being, our communities and the environment around us. Poor-quality housing is strongly associated with inequality, poverty and limited life chances.

The buildings we live in typically exist for a century or more, and so the decisions we make today will have a profound impact on the well-being of future generations – both directly on their living conditions and more broadly, Wales's carbon emissions, our landscape, economy and communities.



The current renewed focus on housing is UK wide, and is being driven by the public as well as political leadership. This is due to the obvious need to decarbonise our homes to meet emission targets. But, also because housing shortages are impacting many more people than before - unaffordability, lack of social housing, the insecure private rented sector and homelessness are issues that have become more visible and arguably have arisen because long-term thinking planning and a focus on preventing problems from occurring has been absent or not done effectively.

The good news is that housing is fully devolved in Wales, which means policy and regulations are decided, designed and delivered by Welsh Government and its partners. We are in a position to make the changes needed, using the lens of the Well-being of Future Generations Act, to address the problems created in the past and secure better outcomes for the future.



Housing

The predicted future of housing

Global trends and predictions (detailed in Chapter 1), such as climate change, technology, an ageing population and new ways of working, are likely to have a significant impact on mobility in the future. Current data suggests that Wales is ill-prepared for these changes.

Trends to watch:

Overcrowding, homelessness and poverty:

- The [number of households](#) assessed as being homeless in Wales has increased slightly
- The [number of households](#) threatened with homelessness in Wales has also increased
- The [number](#) of people sleeping rough in Wales has increased by 17% in the past year
- There has been an [increase](#) in the amount of bed space being offered to rough sleepers by local authorities
- The [number](#) of households living in fuel poverty is on the decrease – it has decreased from 332,000 households in 2008 to 155,000 in 2018. This is a decrease of 14 percentage points from 26% in 2008 to 12% in 2018
- The private rented sector in Wales has more than [doubled](#) in since 2001
- The [number](#) of households in temporary accommodation in Wales had increased by 8% between 2018 and 2019. This is the highest since the Housing (Wales) Act was introduced in April 2015

House building to meet demand:

- The [number](#) of households is increasing faster than the number of available properties
- The growing pressure to meet housing demands has led to an increasing [number](#) of new homes being built in areas at risk from flooding
- Welsh housing stock is not [increasing](#) with the speed that is needed to meet demand – every year less than half the new homes we need are constructed
- An [ageing workforce](#) with 22% of the workers over 50 and a poor pipeline of young people entering the profession

Decarbonisation:

- Approximately 8% of [Welsh emissions](#) come from housing currently, of which 97% arises from the fuel used for heating and cooking. This is a 34% decrease since 2005
- Emissions from the construction sector decreased by nearly a third between 1990 and 2016 but speed of further decrease in recent years has slowed and may even be [reversing](#)



Predictions for a possible future:

- More than 90% of today's stock is predicted to remain in use by 2050
- The number of households in Wales is projected to grow faster than the overall population. This would lead to smaller household sizes. The number of single person households is predicted to rise by over 30% in the next 20 years
- In contrast, there is likely to be less suitable land available for development as flood plains and other lower lying land becomes increasingly prone to flooding
- The number of second homes and vacant dwellings is projected to continue to increase with 11,000 properties in total by 2031, which will, in turn, lead to a decrease in the number of dwellings available for the predicted increase of household demand
- Smart sustainable technology and multi-purpose spaces are on the rise and are likely to become the standard in the next 30-40 years
- General shifts in generational living behaviours now mean that houses will have to become flexible spaces that can comfortably hold an ageing population



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The vision for our homes in 2050 – communities fit for future generations

Access to a home will be a human right and the importance of housing, for happier, healthier, more sustainable lifestyles for individuals, communities and our country, is recognised ([A Healthier Wales](#), [a Wales of Cohesive Communities](#), [A More Equal Wales](#))

“Well-being must require somewhere to live.”

One Voice Wales
(Bridgend and Vale
larger council meeting)

Welsh Government and public bodies will continue to see housing as a priority issue, ensuring sufficient resources are available to effectively plan, develop and deliver the homes and communities needed in the future.

Cross-government budgets ensure there will be enough affordable, homes, which meet the needs of our population and effective systems to enable people to access them, reducing homelessness in Wales.

We will have re-furbished and re-purposed empty buildings helping to bring back into use the 27,000 empty homes currently in Wales. ([A More Equal Wales](#), [A Healthier Wales](#), [a Wales of Cohesive Communities](#), [A Prosperous Wales](#))



Big Ideas

National Housing Service

The NHS is known for saving lives, but with the housing crisis lurching into a full-blown nationwide emergency, the architect and TV presenter George Clarke has called for a new NHS – a ‘national home service’, this could be an integral part of a national wellness system (see recommendation on a National Wellness System in the section on A Healthier Wales in Chapter 3)

Finland’s programme, [Housing First](#), is built on the premise that having a safe permanent home can make solving health and social problems much easier. At the same time as being given a home, people also receive individually tailored support services. Homelessness in Finland has been steadily decreasing since the start of the programme. [A study by Crisis](#) found that a similar policy in the UK could be more than five times as effective and nearly five times more cost-effective than any current measures and services.

[New Genesis](#) is a project in [Los Angeles, USA](#), that transformed a former hotel into a mixed-use development. 75% of the units are allocated as supportive housing for people with a history of homelessness or chronic mental illness, and the remaining units provide affordable housing, including designated artist lofts—reflecting the focus on arts and culture in the surrounding neighborhood. Communal spaces are equipped to accommodate support group meetings and meditation workshops, and an on-site health clinic offers mental health and substance-abuse treatment.



People and communities are effectively involved in how, what and where new homes are built. There is access to a wider range of housing options, supported by a culture change in Wales which widens people's views of how and where to live.

The private rented sector is more affordable, professional and reliable, and the associated legislation in Wales gives tenants the security they need to see renting as a viable option. There is a wide range within types of housing. This includes intergenerational residences, co-living (private room and shared spaces/facilities) and co-housing (private home and shared spaces/facilities), reducing isolation and loneliness for the increasing numbers of single and older people. ([A Healthier Wales](#))

Houses across all tenures, are of a consistent quality standard ([A More Equal Wales](#)). Homes have more generous space standards and adaptable interior structures to maximise the use of space and to adapt to people changing needs and lifestyles, as our population spend more time in their homes (including working from home) and less in traffic congestion and in offices. ([A Wales of Cohesive Communities](#))



[Communities Plus](#) in [New South Wales, Australia](#), is a partnership between government and the private and community housing sectors, focused on neighborhood revitalisation and integrated community development. Its aim is to develop 23,000 new and replacement social housing units, integrated with 500 affordable and up to 40,000 private dwellings, with proceeds reinvested in new social housing, community facilities and high-quality open space.

[Buccleuch House](#) in [north London](#) houses a mixed community, providing 41 extra care homes for older people, 28 affordable rent and shared ownership units and 38 flats for private sale. This development is improving community cohesion, reducing isolation, enabling young people to afford housing - effectively meeting the housing needs of our changing demographics.

Younger and older generations could live together in supportive communities, where the needs of both groups are acknowledged and met. [The Netherlands](#) is leading the way in this where projects such as [Humanitas Deventer](#) offer students living space in exchange for 30 hours per month caring for the elderly co-residents. This can both alleviate the financial pressures of the students while providing their elderly counterparts with companionship and social care.

[Tre Cwm development](#), regenerated by [Cartrefi Conwy](#) together with the residents of the estate, includes permeable surfaces, drought resistant plants and natural play spaces which increase the areas biodiversity.

[It's art but it's not](#), a partnership project between Trivallis, Valleys Kids and Artes Mundi, has been working with Rhondda Cynon Taff Borough Council and the community of Trebanog to regenerate their estate and bring people together'.



Housing, transport and planning are integrated in order to ensure that people have access to greenspace, services and leisure facilities locally. Communities are designed to reflect the heritage of the area and actively help link people to the cultural activities of the area ([A Wales of Vibrant Culture and Thriving Welsh Language](#)). All housing developments include environmental benefits, such as space for nature, renewable energy generation, and water management and offers well-connected resilient environments for everyone in Wales. ([A Resilient Wales](#))

Housing is supported by, and integrated with, a modern planning system, which is in line with Planning Policy Wales 10. This considers the wider social, economic, environmental and cultural factors in a plan area in order to ensure the creation of sustainable places and cohesive communities. The planning system is agile and forward thinking, considering current and future population housing needs for local areas. Land is made available for house building for the type of tenure required for the right type of housing, in the right places - close to local amenities, transport links and accessible plots for land and development opportunities for small and medium enterprises ([A Prosperous Wales](#))

Our homes are energy-efficient and carbon-positive and produce their own electricity – some will be covered in solar paint which harvests energy from the sun. They are also resilient to a changing climate and extreme weather. More buildings collect rainwater and manage their own water use. Most importantly, our homes are part of a well-connected community ([A Prosperous Wales](#), [A Resilient Wales](#) and [A Wales of Cohesive Communities](#)). Because of increased energy efficiency and renewable energy systems, energy is virtually free, thus reducing fuel poverty ([A More Equal Wales](#)).

An [initiative](#) in [Denver, Colorado](#) requires buildings taller than 25,000 square feet to have green roofs or solar panels – including affordable housing projects.

Arup have developed the [world's first building partly powered by algae](#) in [Hamburg, Germany](#). The glass-panelled façade uses algae to both act as a shading device and provide energy (bio-gas which can be used to heat water).

[Netherlands](#) mortgage rules allow households to borrow up to €25,000 extra to purchase or refurbish to a net zero energy home.

[Danish](#) student Lise Fuglsang Vestergaard developed the concept of recycling the plastic bags that dominate India's landfills and [turning them into bricks](#). The colourful bricks can withstand up to six tonnes of pressure and if exposed to the monsoon season are likely to be able to hold up better compared to the current clay brick homes that are often washed away.

[Seattle, USA](#), start-up Node sees the [future in prefabricated houses](#). The modular homes are defined by beautiful woods, expansive windows, and a modernist aesthetic. Software and sensors keep the home environment comfortable and carbon-neutral. Solar panels power the entire home. Specially designed brackets mean the entire home will be able to be put together in a matter of days.



© gerhard kemme



Housing goes beyond reducing and eventually eliminating emissions in its own sector – it helps tackle climate change and reduce overall emissions from other sectors through environmentally friendly choices such as green infrastructure, sustainable materials and local supply chains. ([A Prosperous Wales](#) and [A Globally Responsible Wales](#))

“A change in how we live, I would like to see more green roof space within the Cities and the creation of community living within multi occupation buildings which will allow householders to socialise on a daily basis, which will help to prevent loneliness and depression. Creating communities, and urban living environments within the city/town centres of Wales.”

People's Platform

The construction sector invests in the development of new skills and ways of working, increasing skill resource in Wales and locally. ([A Prosperous Wales](#))

Higher quality housing improves people's health and well-being, with knock-on benefits for public services, such as the NHS, which will see a significant reduction in accidents, emergencies and life-long health problems caused by poor quality housing. Circular economy is embedded, reducing waste, saving money and improving connections between people. ([A Globally Responsible Wales](#), [A Healthier Wales](#))

Technology is integrated throughout our homes making life easier, especially for those with additional support needs. The increased technology, together with adaptable interiors, enables people to live independently for longer, reducing the demand on state support services. ([A More Equal Wales](#) and [A Healthier Wales](#))

Technological advancement is also be used in construction to improve efficiency, affordability, reduce carbon footprint and improve health and safety for construction workers. ([A Prosperous Wales](#) and [A Healthier Wales](#))

[London](#) is addressing the issue of skills through the [Mayor's Construction Academy](#). It is establishing a “quality mark” to accredit training providers, creating hubs to strengthen coordination between training providers and construction employers, and providing capital funding for upgrading training equipment and premises. The aim is to harmonise the various sources of construction-skills training in the city to benefit the industry while making it more attractive for young people.

[Netherlands](#) is moving away from a traditional care-home model, to [dementia villages](#) which feature gardens, parks and amenities that residents can use safely, while also getting the care that they need by living together in small groups.

[‘SAM’ the bricklaying robot](#), lays the groundwork for robotic construction. Designed to operate collaboratively with a mason, it can work six times faster than a human, laying 3,000 bricks a day. It does not eliminate the mason but assists with the repetitive and strenuous task of lifting and placing each brick.

[Japanese](#) construction giant [Komatsu](#) using [drones as ‘the eyes’ for automated bulldozers](#). The drones scan the site and feed the information to the machines to plot a course.



To support the achievement of the well-being goals in relation to housing, I have:

Provided advice and support to the Government commissioned independent Reviews on Affordable Housing, Decarbonising Homes and Homelessness

Supported the Welsh Government's Housing Division to apply the Well-being of Future Generations Act to their work

Worked with the construction sector to develop understanding and application of the Well-being of Future Generations Act

Supported the work of a number of housing associations providing advice on their work and sharing best practice

Provided advice to public bodies and Public Services Boards on their objectives on housing

Published advice on cohesive communities

See Chapter 6 'My Focus' for more information.

I would like to thank the following people and organisations for contributing to my work and thinking in this area:

- Community Housing Cymru
- Chartered Institute of Housing Cymru
- Chris Jofeh and the Decarbonising Homes Review Panel
- Lynne Pamment and the Affordable Housing Review Panel
- Jon Sparkes and the Homelessness Action Group
- United Welsh who partnered with my team on 'Art of the Possible'
- Cartrefi Conwy, Coastal Housing, Trivallis and many others who have shared good practice
- Constructing Excellence in Wales who have worked with me in a number of areas
- TPAS Cymru
- Cymorth Cymru
- Tai Pawb



© fumigene

People's perception of housing

Listening to what people think and believe is an important part of involvement. That is why, in this section, I want to give a flavour of what people have told me, since the beginning of my term and in relation to this report.

Our homes are key to our well-being and therefore problems relating to housing have a significant impact on us as individuals and communities. Concerns regarding housing are often raised with me and are evident in research by others too, for example the report by the [Chartered Institute of Housing Cymru](#). These cover a broad range of issues, which reflect the progress we need to make to ensure that housing in Wales meets our needs and is fit for future generations.

I have held events to engage with as many people as possible across Wales and I have proactively encouraged views via my People's Platform. My team have attended a wide range of housing meetings and events such as with the [TPAS Cymru](#) and [Community Housing Cymru](#) and have met with the [Homelessness Action Group](#) appointed by the Minister for Housing and Local Government. I've visited communities and some great new social housing developments, such as Tre Cwm. I have also spoken to a wide range of individuals to ask what their vision is for housing fit for the future in Wales and, importantly, what is preventing us from making that happen.

People have told me:

- Housing is not affordable for young people
- The rental market is too expensive, particularly for young people, those on low wages and those working part-time
- Cost of renting should be in line with the Living Wage
- The rental market is insecure, impacting on people's well-being and deeming it a less attractive housing option than home owning
- Housing is unaffordable in rural areas due to high levels of second home ownership. Reliance on tourism and agriculture in these areas means rural economies lack diversity and opportunity, making it difficult for residents to afford housing
- There needs to be better regulation of housing developer to ensure environmental sustainability and affordability of new housing stock
- There is a lack of biodiversity, green space and natural play spaces in urban living
- There needs to be a more joined up approach to bring disused housing and urban sites into use. This should be prioritized instead of developing green field sites. Help re-purpose urban areas with new communities
- New housing developments are often on green-field sites, do not connect with public transport and are not affordable. And that communities finding out too late to be able to influence location and design ([see the section on Land Use Planning](#))
- All new housing developments should have renewable energy and sustainable design incorporated



Challenges and opportunities for change

Increase the supply of, the right type of, affordable homes

“Sometimes when we talk about housing, we get caught up in the technicalities- the regulations, the planning and specifics, we forget that what we’re really talking about is home.”

Twitter interaction

What future generations need

Current and future generations need more high quality, low carbon, truly affordable homes, in connected communities, which meet local population needs and improves the local environment. This needs to be done quickly and on a large scale – with the focus shifting from house building to building communities. Proposals such as [Sero Homes Parc Hadau](#) or the [‘Biophilic Living Mixed Use Development’](#) show us what we could be aiming for.

We need everyone in Wales to be adequately housed. This is about collaboration and reallocating the existing stock. We need consistency of practice across all areas of Wales and not necessarily additional resources. We need housing to become a statutory service like education and health otherwise it will take a back seat and housing allocation will continue to respond to emergencies.

Developments should be planned with or around other amenities, services and (critically) public transport, embracing the concept of place-making ([see the section on Land Use Planning](#)) and in line with Planning Policy Wales 10.

This states that “effective planning supports and enables the provision of a range of well-designed and located homes which are well connected to existing retail and commercial centres situated at the heart of our communities and job opportunities.”

Increasing the supply of affordable, adequate, low carbon homes within cohesive communities must remain a policy priority in the long-term. We need to understand the issues which contributed to current housing shortages in the first place to prevent them from happening again, for example, the large-scale financialisation of housing and land, and housing systems that treat housing as a commodity. We need Welsh Government to undertake ongoing monitoring to keep up with the changing trends and needs, of the population and climate.

Where are we now

Demand is out-stripping supply

We are currently experiencing a crisis in the supply of adequate housing which is reaching across our communities and across demographic groups. In 2018:

- 53,503 of Welsh households were overcrowded
- 2,142 homeless households were in temporary accommodation
- 27,000 properties sat empty across Wales. The shortage of houses will be exacerbated as the population of Wales is expected to increase by around 4.4% by mid-2036

Welsh Government has estimated that we will need to build approximately 8,300 new homes every year between 2018-19 and 2022-23 in order to meet current demand and predicted future housing needs.

“The statement ‘I will be able to find suitable housing if I needed to move’ recorded the lowest confidence amongst all respondents, particularly those earning less than £20,000 per annum.”

Pembrokeshire
Well-being Assessment

Research published in 2019 by Tai Pawb, the Chartered Institute of Housing Cymru and Shelter Cymru confirmed that ‘Wales, as other devolved nations, is experiencing not only high levels of homelessness, an increase in rough sleeping, but also a shortage of affordable housing, severe lack of suitably adapted and accessible accommodation for disabled people, lack of security of tenure and issues with substandard accommodation.’

The problems with supply are exacerbated by the number of properties projected in planning developments granted by local authorities and the number actually built. [According to Stats Wales](#), over the last decade, developments that have been approved by local authorities should have delivered 13,355 affordable houses. However, only 6,746 of these have been built.

"Buying a house is so unrealistic for some, I don't think it's easy for anyone. It's difficult to get social housing due to the criteria, but if you can't afford to buy the middle ground is renting privately which is so unregulated and landlords just try to get away with whatever they can."

Our Future Wales
Conversation with 4Winds



The number of single person households is predicted to rise by over 30% in the next 20 years. Recent trends in house building indicate that the number of properties available [may not keep up with this rise in households](#). The situation regarding our limited affordable housing supply is exacerbated, because whilst housing need in Wales is growing faster than the number of available properties, there is likely to be less suitable land available for development as flood plains and other lower lying land becomes increasingly prone to flooding.

The Affordable Housing Review found that, despite the Welsh Government making progress on undertaking national and regional needs assessments, it is also evident that there are a number of weaknesses with the current approach to Local Housing Market Assessments which require addressing. These include integrating it with the local development plan process and ensuring they inform the work of the Regional Partnership Boards and Public Services Boards.



The review also advises Local housing Market Assessments should make better use of assessment. [It is my view that this should specifically include Well-being Assessments conducted by Public Services Boards](#). They should also aim to better reflect the diversity of need (specifically taking into account advice from the Equality and Human Rights Commission).

This again reflects my findings across this Report regarding the complexity of governance arrangements and boards needing to do more to connect with each other's work. With regards to my recommendation in Chapter 2, that the Government must set out clearly how the work of each board should relate to others, this is a crucial area that should be specified.

Action on bringing empty properties back to use is stalling and more needs to be done to support local authorities to address empty properties as a means of meeting their well-being objectives and national goals

There are still a huge number of empty properties in Wales despite Government efforts to address this. A scheme to tackle empty properties was launched in 2012 by the then Housing Minister Huw Lewis and whilst its aspirations were laudable the approach does not appear to have achieved what it set-out to, with the [number of empty properties increasing by 40% since 2009](#) according to Shelter Cymru.

In 2019, the National Assembly for Wales' Equalities, Local Government and Communities Committee undertook an [inquiry](#) into empty properties. As the Committee rightly point out there are very clear connections between addressing empty properties and meeting several of the national well-being goals.

Bringing properties back into use helps to ensure we are using existing resources efficiently, can provide work to smaller builders and construction firms, can help to regenerate the area and protect culture and heritage.

A number of public bodies have objectives or steps which focus on tackling empty properties, but only one Public Services Board, despite them having objectives and steps about viable, safe, attractive communities. And evidence obtained by the Committee suggests that barriers again lie in leadership at a local level and in resourcing for implementation on the ground.

Bridgend County Borough Council probably display the best example of making connections between empty homes and a number of goals and objectives. They have two objectives relating to empty properties:

- 'Supporting a successful economy' and one of their steps is to 'Address the issues of long-term empty properties.'
- 'Helping people to be more self-reliant,' with the step: 'Work with owners of empty properties to turn empty properties into homes to help increase the supply of homes for rent and sale'

Furthermore, Bridgend had identified opportunities for empty homes to be brought back into use for care-leavers which demonstrates very encouraging, integrated thinking.



Wrexham County Borough Council have an objective: 'Promoting good quality homes and regeneration,' with steps: 'Progress and strengthen existing work on empty properties, using all available means including 'buy-back' and compulsory purchase'. 'Positive use of planning legislation, licencing and enforcement to reduce the impacts resulting from empty, poorly managed or maintained properties, particularly within the town centre, contributing to better conditions for well-being and economic growth.' Many other local authorities have objectives and steps on tackling empty properties (Carmarthenshire, Denbighshire, Vale of Glamorgan Yny Mon) but do not necessarily make the links between these and their wider objectives.

However, despite these efforts the Inquiry of the Equalities, Local Government and Communities Committee highlighted that progress was being impeded across Wales as a result of the lack of dedicated empty property officers, capacity within legal services and the prioritisation given to the issue. This reflects findings elsewhere in this Report about the 'implementation gap' and the need for the government to pay as much attention to supporting progressive and determined implementation as they do to progressive policy making.

"In our report, we explore some of the barriers and suggest ways to improve the processes. Tackling the problem of empty properties can make a significant contribution to wider community regeneration; it can make an area more attractive and increase available housing stock. It is important though, to take account of individual communities' needs and to ensure action is tailored appropriately."

Equalities, Local Government
and Communities Committee

It is encouraging to see some recognition of this as Welsh Government have recently allocated some resource to the creation of a dedicated team, which should bring renewed focus by offering support to local authorities. They are also developing an empty homes toolkit which may well be useful. But Welsh Government must ensure that this addresses the identified barriers such as capacity and resources rather than just adding more guidance into a system which does not have the capacity to respond.

Local authorities should better recognise the multiple benefits addressing empty properties can bring to meeting their well-being objectives and the government should work with local authorities to ensure any barriers to successful implementation of the targets for bringing empty homes back into use - including those identified by the Committee - are addressed.



Young people not able to leave home or driven into private rented accommodation

Due to the significant increase in house prices and stricter lending rules since 2008, many young people are not able to afford to buy a home themselves. As a result, they are not able to leave their family home or are being driven into privately rented accommodation. Evidence shows that young people are unlikely to be able to buy a house without their parents' help and one in five young people in the UK have sofa-surfed in 2017 with almost half of them have done so for more than a month. Meanwhile more and more households have become single occupancy households due to an increase in the aging population.

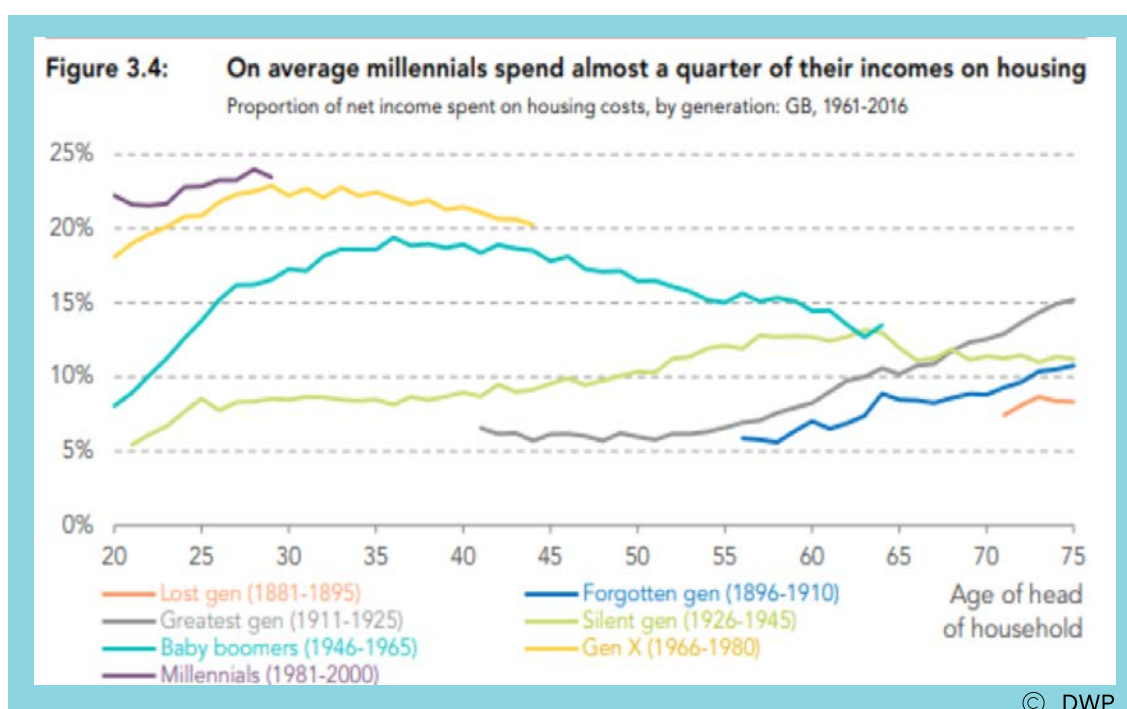
The demands on our limited social housing stock, mean young people are less likely to be able to access it, due to the allocation system which must prioritise vulnerable people. As a result, young people are facing greater insecurities than their predecessors; in two-thirds of young people in the UK face 'unaffordable' rents that eat up to 30% of their salary, in comparison to approximately 8% for over 60's.

There are also concerns regarding the true cost of so-called, 'affordable homes.' Rents are often too high for young people, people working part-time or on low incomes. The Joseph Rowntree Foundation states that rent is 'affordable' when it takes up no more than 28% of a household's net income. Yet, there are tenants in Wales [paying a much higher percentage of their net income on rent](#).

While Welsh Government has committed to delivering 20,000 new 'affordable homes', use of the term currently includes homes owned through the shared equity scheme 'Help to Buy'. In 2016, 40% of the homes sold through 'help to buy' were sold for over £200,000, which is unaffordable for many people, especially when the [average income in Wales is £22,575, after deductions](#).

“Myself and my husband rent privately paying £595 per month. As we both work it would be very unlikely for us to get social housing. We are both on minimum wage and are not in a position to save for a mortgage.”

People's Platform



Housing stock is not fit for older people

The housing needs of our older population are also not being met. Around 25% of Wales' total population are aged 60 plus. Due to the lack of suitable properties, nearly 1 in 5 retirees are currently renting in Wales. Most of Wales' current housing stock is not suitable for people with additional support needs, such as those with dementia. And, even if these properties could be adapted, the current system for housing adaptations is complex and inefficient. Welsh Government and local authorities need to improve this system because adapting homes to suit the needs of elderly and disable people could save health and social care services, in Wales, £7.50 for every £1 spent.

"Older people have shared concerns that the housing choices available to them can be limited, expensive, outside their communities and do not meet their current or expected health and care needs."

Older People's
Commissioner for Wales

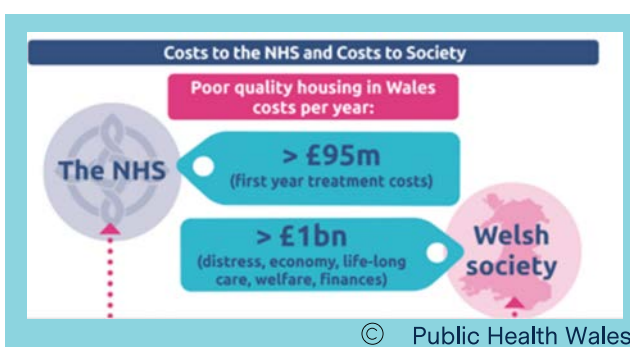
The problems with renting in retirement are expected to rise and Wales' ageing population faces living in rented, energy inefficient, multi-bedroom houses, which would not meet needs and, in some cases, exacerbate health problems. As a consequence, there is an increased demand and financial pressure on associated health and social care services.

The challenges of people moving from hospital back into their homes often keeps people in hospital longer than necessary, causing risks to their health and well-being and occupying bed space. The problems of getting people back into their homes are due to the need for relevant organisations to collaborate, involve the individual and provide solutions ahead of the person needing to leave hospital.

"Ideally more sheltered living complexes are needed in order to keep [older] people out of hospital and supported. Hospitals are struggling with the flow of patients out to appropriate housing, and sheltered accommodation would be more appropriate as either a short-term or long-term solution if they are unable to go home. The social services and council services to adapt housing is very slow and creates a lot of discharge issues from hospital."

People's Platform

The problems of getting people back into their homes are due to the need for relevant organisations to collaborate, involve the individual and provide solutions ahead of the person needing to leave hospital.



Many of the well-being objectives and steps set by public bodies on housing relate to ageing well and, therefore, contribute to a wider number of objectives on health and community. For example:

- ‘Plan for a new extra care housing provision which will offer a home for life for people over 60 years of age who wish to live independently in a safe and welcoming community with care and support services on site.’
- ‘Develop resilient communities with local services, infrastructure and strong community networks to meet local needs where older people live.’
- ‘People can live healthily, happily and independently in their old age: People have appropriate housing and care options which meet their individual needs.’

However, people's experiences show this is not always improving, despite there being areas of good practice, where public services have identified their barriers and worked together in partnership to overcome them, such as the ‘Step Down Team’ in Glan Clwyd Hospital.

In 2017, the Welsh Government launched a new system to monitor and report performance in delivering housing adaptations. That system, ‘Enable: Support for Independent Living’, is also being used as the branding for home adaptations in Wales, regardless of how they are funded. However the average length of time to complete disabled adaption is still long – [an average of 213 days in 2018-19](#), although smaller adaptations such as grab-rails are generally completed expeditiously, on average within 15 days. But medium-sized work such as installation of a downstairs shower-room [takes around five months](#).

Conwy County Borough Council (and partners) have developed a range of innovative services around housing. A housing project they showcase is: [Working with Glan Clwyd Hospital](#).

“In an effort to support timely discharge from hospitals, we have located a housing officer into the hospital’s ‘Step Down Team’ in order to identify and address housing and homelessness issues that may otherwise prevent a patient’s discharge from hospital, and lead to bed-blocking. The project has recently been shortlisted at this year’s Welsh Housing Awards with the Chartered Institute of Housing Cymru. The project is to be mainstreamed in 2018-2019 with the Health Board funding a full-time officer who will be recruited through [Conwy Housing Solutions](#).”

There have been a number of reports outlining challenges with the current system including a report from [Audit Wales and the Public Accounts Committee in June 2018](#).

However, these reports also highlight that the proportion of the population in Wales who consider themselves to be in good health is also falling between the Censuses in 2001 and 2011, in 13 local authorities the number of people who considered that they suffered from poor health increased, most significantly in Merthyr Tydfil where the rate of deterioration in health was 10%.

With an ageing population, the fact that there is an increasing deterioration in health (see the findings in Chapter 3 on A Healthier Wales), it seems likely that despite efforts to standardise services the trends are likely to require significant additional investment alongside improved standards for the provision of lifetime homes across all sectors.



However, physical adaptation, while important, will only address one part of the issue. There is a need to ensure that homes, especially social housing through the Design Quality Requirements, are equipped to reflect the future in terms of smart-homes and assisted living technology. In addition, the Government and public bodies should be considering how they can ensure that the planning, design and build of houses and communities meet the needs of older people, for example those living with dementia.

The [Homelessness Action Group](#) recommend the grant framework for allocating funding to build social housing should be informed by an understanding of housing need (including homelessness) and rate allocated should reflect the additional costs of building certain types of housing. This should include both housing for young people and people who need single occupancy properties and accommodation for older people.

“We have an under-occupation problem, a pension time bomb, and a housing crisis. One simple solution, which could be a win-win for all generations, would be if older generations shared their homes more with young people through intergenerational living.”

Liz Emerson,
[Intergenerational Foundation](#)

Welsh Government should use financial levers through the social housing grant and Innovative Housing Programme to encourage innovation in developing intergenerational housing and communities and use taxation levers to incentivise intergenerational house sharing.

Beyond the suitability of homes, the government should also develop policy and funding using the opportunities (such as those presented by Planning Policy Wales 10, the Community Hubs Programme and the Re-imagining School Review) to:

- Consider how they can open-up care homes to become centres for community activities, services and facilities
- Create and support the development of centres for all ages by 2030 as places to mix and share activities and experiences
- Opening schools longer - at evenings, weekends and holidays - as shared community spaces for all ages
- Encourage local authorities to create streets for play - using residential streets as spaces for play, fun and togetherness.

Pressures on social landlords and the disparity between the social and private sector

Social housing represents 16% of the total housing stock in Wales. In 2002, Welsh Government introduced the [Welsh Housing Quality Standards](#) to ensure all social housing properties are of good quality and suitable for the needs of current and future residents. The work undertaken to meet these standards has resulted in improved standards of quality and consistency, of our existing social housing. Social landlords across Wales have done well to deliver these changes, despite the age of some of our stock and the competing pressures of austerity.

However, many of the standards are out of date. In 2019, the Panel from the [Affordable Housing Review](#) was advised of work undertaken in 2016 to review the Development Quality Requirements and noted that the recommendations from this work have not yet been implemented. These proposed revised standards provide a good starting point for the streamlining and updating of the requirements.



The Affordable Housing Review sought views for tenants on what was important to them both inside and outside their home which can be summarised as:

- Space was the most significant aspect inside the home. One of the common themes was the importance of having a kitchen with space for dining, separate to the living room
- Outside of the home, security came out as the biggest priority for tenants. It was also seen as essential to have a garden space or a balcony with a flat, to provide access to an outside space to support mental health and well-being
- Digital access was also seen as a high priority, particularly for those accessing benefits, engaging with the Job Centre or seeking employment.

Even without being updated there is a disparity between the quality standards and decarbonisation timescales for social housing verses the privately owned or privately rented sector. This is another attribute of social housing which, for many, makes it more desirable than renting in the private sector.

However, many people are trapped in the private rented sector due to our shortage of social housing. Renters in the private sector already face higher rents and lower levels of support services and now, unless the same requirements and timescales are put on privately rented homes, then people in the private rented sector will have less energy efficient properties and higher fuel bills.



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Rising to the challenge of the Housing Crisis

What future generations need

Welsh Government must show strong leadership and set out a vision for housing policy in Wales, recognising the progress made by previous policy and legislation but also the gaps which, despite their endeavors remain. Setting a vision and producing a national housing strategy will help everyone in Wales to understand how Welsh Government will work with others, to address the housing crisis. Delivering this through the five ways of working will help to ensure it is a strategy which meets the needs of the people of Wales, now and in the future. By outlining a direction of travel, we can start to help the housing sector plan for the communities we need in Wales for our future generations.

We also need to see a greater focus on effective implementation of policies and legislation. In Wales, we can sometimes see a gap between the aspirations of legislation and the reality of the implementation. We need to pre-empt this and prevent it from happening, particularly when we have evidence of it previously occurring within one policy area. For example, if the intentions of the [Housing \(Wales\) Act \(2014\)](#) were correct, which I believe they were, then the failure to reduce homelessness and empty properties must be due to implementation.

In order to overcome the housing crisis in Wales we cannot afford to see this pattern repeat itself, particularly in relation to the implementation of the recommendations from either the Affordable Housing Review or the Decarbonisation of Existing Homes Review.

These policy reviews have demonstrated Welsh Government's recognition of the problem in housing and their commitment to addressing it. However, we now need to see effective implementation of the recommendations to ensure efficient progress is made from these reviews.

Where we are now

Welsh Government have developed a suite of progressive legislation, but challenges remain

Although the challenges of the housing crisis continue to cause difficulties - for those in need of a suitable, affordable home and those building homes, it is clear that Welsh Government have been working to address the issues.

Devolved housing policy, together with the requirements and ambitions set out in the Well-being of Future Generations Act, gives Wales the chance to be innovative and bold in overcoming the housing crisis and choosing an approach which is fit for the future.

Over the last decade, Welsh Government has made significant progress in housing policy, often leading the way in the UK. We have seen the introduction of the Housing (Wales) Act (2014) which was a landmark piece of legislation, which made much needed changes to key policy areas, namely homelessness and the private rented sector, as well as gypsies and travellers, council tax and second homes.

The Housing Act provided a new system of regulation for landlords and letting agents in the private rented sector, these changes were needed to improve standards and the professionalism of the sector, particularly through the requirements for landlords to be trained, by the Rent Smart Wales programme.



It also introduced much needed requirements for local authorities to prevent, relieve and, in some cases, secure accommodation for people facing homelessness. It also provided a new tool to assist authorities in tackling the problems caused by empty homes, although as discussed above, problems with empty homes remain significant.

“The implementation of the Housing (Wales) Act (2014) is one example of where outcomes, funding and systems have shifted to make it rarer for people at risk of homelessness to get to crisis point before getting help.”

Homelessness Action Group

Recent policy reviews have set out how Welsh Government can make more progress on delivering the aspirations in the Well-being of Future Generations Act

Welsh Government has completed a number of policy area reviews namely: [The Independent Review of Affordable Housing Supply](#), the [Decarbonisation of Existing Homes in Wales](#) report and the report of the Homelessness Action Group on [‘The framework of policies, approaches and plans needed to end homelessness in Wales \(What ending homelessness in Wales looks like\)’](#)

Each of these reviews are vital and provide a distinct opportunity for Welsh Government to use their findings and recommendations to set out a holistic and coherent vision for housing in Wales. It is encouraging that for each of these reviews, my office has been involved played in setting the agenda, providing support, advice and constructive challenge on the application of the Well-being of Future Generations Act to the policy areas they cover.

I worked closely with both panels, helping them to understand and embed the principles of the Act in their work and I held a challenge session for each towards the end of their reviews to test their thinking and recommendations against the requirements of the Act. The impact of this can be seen in their reports, which outline how the panels have incorporated the Act and particularly how their recommendations will help housing policy to maximise its contribution to the seven well-being goals. They each support and reinforce the findings in this report regarding the need for a greater focus on prevention and on planning and investing in the long term

“The Panel was acutely conscious of how housing in general, and affordable housing in particular, contributes to other social and economic priorities in Wales, including health, education, employment, social cohesion, environment, future generations and opportunity. Good housing is inextricably linked to all of these.

“It was evident that the focus on annual funding (grant/rent policy) decisions and the planning that flowed from this have a limiting effect on the capacity to maximise output from the investments being made whether from public or private sources. The Panel has recommended that the affordable housing regime adopt longer term horizons bringing greater certainty to the system and enhancing the opportunities for more efficient and effective supply planning, expenditure and processes”

Affordable Housing Review





“Members of the Advisory Group shared the emerging recommendations with the Future Generations Commissioner for Wales to check alignment with the Well-being of Future Generations’ five ways of working and seven well-being goals. An overview of short, medium and long-term benefits can be found in the tables below. The mapping demonstrates that a new 30-year retrofit programme offers enormous opportunity to deliver widespread and profound benefits including: reducing fuel poverty; creating sustainable growth, substantial numbers of jobs, training schemes and supply chains particularly in local communities; promoting good health and well-being for everyone; and building more cohesive communities with better environments”

**Independent Review on
Decarbonising Welsh Homes**

These reviews provide a comprehensive package of policy measures Welsh Government should seek to bring their findings and recommendations together alongside the vision already established in Planning Policy Wales 10 and use them to set out a holistic and comprehensive vision and action plan for housing in Wales.

Homelessness remains a significant problem but actions being taken under the Well-being of Future Generations Act have potential to prevent it

The Housing Wales Act (2014) and the duty to prevent homelessness has clearly made an impact in reducing the incidence of homelessness. In 2018-19, the successful homelessness prevention rate improved to 68%, despite an increase in the number of households threatened with homelessness.



While this reflects positively on the interventions at the point of crisis – which, in line with the agreed definition of prevention, would most likely fall into the category of ‘tertiary prevention’ (intervening once there is a problem, to stop it getting worse and prevent it reoccurring in the future).

However, the fact that the rate of homelessness has increased demonstrates that there is a need for earlier intervention to prevent it. Before local authority homelessness services get involved the underlying cause can be prevented by earlier intervention to tackle childhood adversities, better support for mental health and increasing supply and affordability of homes, for example.

In October 2019, the government published a new [Homelessness Strategy](#) with a vision for ‘A Wales where everyone has a safe home that meets their needs and supports a healthy, successful and prosperous life. A Wales where we work together to prevent homelessness and where it cannot be prevented ensure it is rare, brief and unrepeat.’ It is intended that an action plan will be produced which will take into account recommendations made by the Homelessness Action Group.

Both the Homelessness Strategy and the report of the Homelessness Action Group reinforce the requirements of the Well-being of Future Generations Act in a number of ways. Most specifically in the recognition that addressing homelessness is the business of every public service; that we need to involve people in developing approaches to end it; and that early preventative approaches are the most effective way of tackling it.

Policy Principles of the Homelessness Strategy

- The earliest preventions are most effective and most cost effective and should always be the interventions of first choice
- Tackling and preventing homelessness is a public services matter – rather than a ‘housing matter’
- All services should place the individual at the centre and work together in a trauma informed way
- The duties in Part 2 of the Housing (Wales) Act should be the last line of defence – not the first – and all services should work to the spirit not simply the letter of the law
- Policy, service delivery and practice should be informed and shaped in a coproductive manner and by those with lived experience

In terms of well-being objectives set by public bodies, there is some reference to homelessness, but in most cases, this is at a high level without practical action. For example, steps include: ‘Maximise the sustainability of tenancies and prevent homelessness’; ‘Strengthen our homelessness prevention services’; ‘Prevent homelessness and support people to maintain tenancies’. This is reflective of the statutory duty on local authorities to prevent homelessness but misses the opportunity to integrate objectives around vulnerability, adverse childhood experiences, substance misuse and mental health.



Only one Public Services Board has explicitly mentioned homelessness in a step to: ‘seek to end rough sleeping in the city and tackle the causes of homelessness.’ Public bodies and Public Services Boards with objectives and steps on sustaining tenancies or preventing homelessness should analyse information about the most common reasons people are at risk of homelessness (for example, mental illness, relationship breakdown, migration between communities) and whether this data enables the causes of homelessness to be better addressed in collaboration. This would enable objectives and steps to be more integrated, preventative and collaborative.

Homelessness is a massive societal problem that will need to be tackled by bold collaborative action and I would like to see more focus on it in future. Beyond this there are a number of actions which are being taken by public bodies such as supporting better mental health, tackling Adverse Childhood Experiences and increasing the supply of homes. Welsh Government should consider these holistically as a means of informing the development of the action plan which is due to be published soon.

An important way for government and public bodies to address these root causes of homelessness is for them to apply the definition of preventative spend. If we are to both prevent the number of households threatened with homelessness alongside prevention at the point of crisis, we need to adopt an approach to preventative spend and interventions across all our policies and public services. This is recognised as being of key importance in the Report of the Housing Action Group.

“The Welsh Budget process has already adopted a general definition of prevention and government departments should use this immediately when reporting their planned Budget spending. The general definition is compatible with the framework in this report and helps government departments to meet the Well-being of Future Generations Act (2015) and Public Services Board requirements”.

Homelessness Action Group

The report goes on to outline examples of a sound ‘future generations’ approach in homelessness prevention as:

- Addressing severely restricted choice of housing for younger people due to unaffordability in many parts of Wales
- Tackling childhood poverty and Adverse Childhood Experiences, given the evidenced link to future homelessness
- Homelessness caused by climate change (e.g. rising sea levels)
- Demographic changes (e.g. helping meet the housing needs of a growing older population). Addressing the impact of school exclusions on homelessness in the future

Throughout this report I have referred to emerging good practice in these areas and highlighted where further action is needed.

The [report](#) of the Homelessness Action Group also reinforces a number of findings and recommendations in this report – most specifically the need for staff to be psychologically-aware or trauma-informed reflecting my recommendations in relation to Adverse Childhood Experiences and embedding kindness and compassion into public policy and service delivery.



“Both Action Group consultations showed that the solutions people prioritised most highly relate to the fundamental issues of accessing emergency and suitable permanent accommodation; and making sure that support services are available and multi-agency working is happening. There was also a desire to ensure support is more trauma informed. This was included in surveys with people with experience of homelessness, where public services that were ‘kind, compassionate and treat people with dignity’ were the number one policy priority.”

Homeless Action Group

A key recommendation of the Homelessness Action Group is for housing to become a fundamental human right. The report of the Human Rights Council states:

‘The right to housing should be defined as the right to live in a home in peace, security and dignity, and include security of tenure, availability of services, affordability, habitability, accessibility, appropriate location and cultural adequacy.

Those in need of housing or related social benefits should be treated as rights holders and as experts in what is required for a dignified life, not recipients of charity. They are entitled to participate actively, freely and meaningfully in the design and implementation of programmes and policies affecting them.

Housing programmes, however, tend to be developed and implemented through inefficient top-down decision-making that reinforces patterns of social exclusion and creates housing that is ill-suited to peoples’ needs, commonly in remote locations and often left abandoned. Rights-based participation supported by all levels of government transforms residents into active citizens and engaged community members, making housing programmes more affordable and effective and creating vibrant, more sustainable communities.”

Such a right would underpin a number of the wider benefits outlined throughout this report that bringing an end to homelessness would have, to health, to community cohesion, to equality and to prosperity. The Minister for Housing and Local Government has confirmed that she is considering whether to place a requirement on all local authorities to have “due regard” to adequate housing which could be achieved through the forthcoming Local Government (Wales) Bill. While this is welcome it is my view that the government should take every step to find a way to provide a right to housing that could be enforced in courts and tribunals.



Housing as a driver of wider well-being

What future generations need

We need to recognise the importance of housing for our health, the resilience of our communities and as a means of reducing carbon emissions and restoring nature, if we design and build them in the right way. There are also many opportunities for us to develop skills and support the local economy in design and construction but this needs to be focused on building houses for the future not of the past.

Where we are now

Public bodies and Public Services Boards are increasingly recognising the connections between housing and well-being through their well-being objectives, but more could be done to join all the dots.

Objectives on housing set by public bodies are beginning to shift from a narrow focus on increasing the numbers of affordable housing to an appreciation that housing is the cornerstone of our well-being and has links to health, educational attainment, employment and vulnerability.

There are 43 well-being objectives across 24 (of 44) public bodies relating to housing. Some of these overlap with the theme of 'community', which totals 109 well-being objectives – one of the most frequently discussed topics for objectives and steps.

10 of the 19 Public Services Boards set 12 objectives relating to housing. Some of these also overlap with the theme of 'community', which totals 33 well-being objectives.

Again, 'community' is a broader theme relating to cohesion, place-making, involvement, green spaces, play areas etc. So it is one of the most mentioned topics by Public Services Boards.

However, not all Public Services Boards have representation from housing as members, and likewise as set out in the section on Planning in Chapter 5, Public Services Boards generally do not have any specific representation from officers with an expertise in this area either. This is something which should be considered to ensure boards are best placed to recognise the impact land use planning and housing can have on wider well-being.

Examples of public body and Public Services Boards well-being objectives and steps:

- 'Address the availability, condition and sustainability of homes throughout the county borough and provide advice, assistance or support to help improve people's well-being: Help reduce fuel poverty by making homes more energy efficient and providing people with advice on how best to heat their homes'.
- 'Communities which thrive and are prosperous in the long-term: Homes for local people - We will work with the housing sector to ensure more suitable and affordable homes in the right places to meet local needs.'
- 'Tackling Poverty: Invest to improve housing and build more energy efficient Council homes and support the building of affordable housing to help meet housing need, reduce fuel bills, regenerate estates and bring wider economic and employment benefits'



The connections public bodies have made to their objectives on housing vary. It is encouraging that several public bodies and Public Services Boards discuss their aspirations for low carbon housing, renewable energy and use of local materials.

For example, Merthyr Tydfil County Borough Council say that they will ‘Increase opportunities for sustainable and renewable housing, and renewable energy developments.’ Powys Council have a step on their project Home-Grown Homes, to ‘encourage the use of local, sustainable timber for new council and housing association projects.’

Within rural areas, affordability is particularly emphasised within well-being objectives, seeking to ensure that future generations will be able to continue to live within their communities.

For example, in seeking to meet their objective, Brecon Beacons National Park Authority have developed a skills programme to try to retain people in their communities. The programme is in collaboration with the Prince’s Trust Cymru, working with young people and low earners not eligible for social housing

Public bodies and Public Services Boards have also made connections between poverty and housing. The issue of ‘affordability’ continues to be the most associated with housing within well-being objectives and steps and the impact of fuel poverty is also recognised. However, some public bodies are going further, considering the impact that housing has on poverty (and vice versa), towards identifying opportunities for developing housing fit for the future whilst also developing skills and local employment.



© iCreate

As set out throughout this report, there are more opportunities for public bodies to be making the connections between their objectives. Housing provides an opportunity to meet each of the well-being goals and many of the objectives set by public bodies. For example, there is potential for more public bodies and Public Services Boards to link their aspirations around housing to:

- Providing skills locally (see below and the [section on Skills for the Future in Chapter 5](#)), given increased demand for skills in the 'green economy' and for homes that are low carbon, energy efficient and built in a zero waste way
- Building houses and communities which are proactive in enhancing and restoring nature can help to address the decline in biodiversity
- Building communities not just homes which can help to tackle loneliness and isolation and keep people well
- Working with housing providers provides an excellent opportunity to identify and respond to Adverse Childhood Experiences



More could be done to make the connection between housing and skills

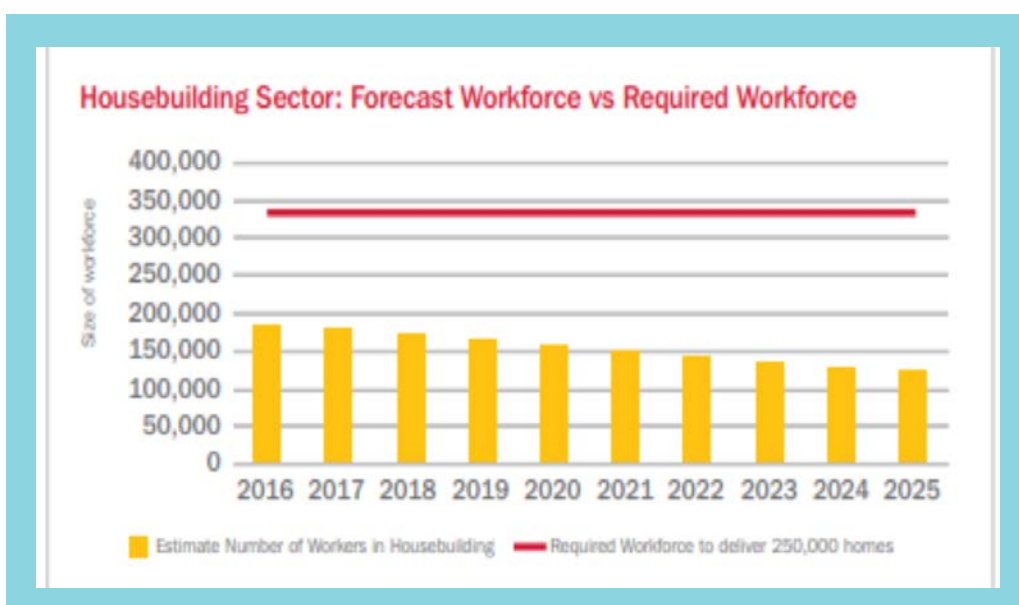
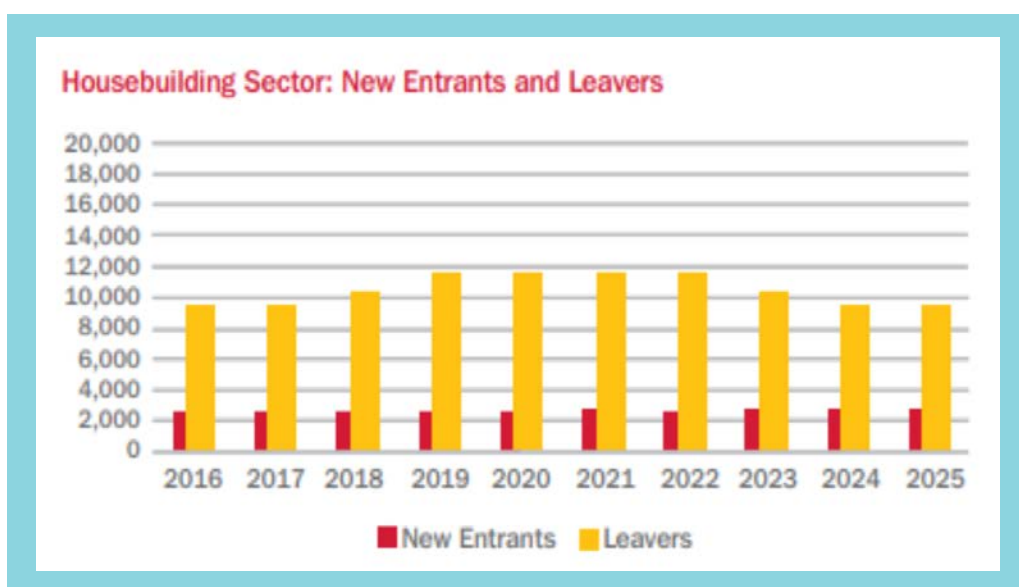
Given the unknown availability of skills and labour from EU nationals over the next few years due to Brexit, and the high proportion of UK tradespeople approaching retirement, it has never been more important for the housing sector to become more self-sustaining when it comes to people and skills.

The shortage in the skilled trades for house building, is becoming more serious. There are multiple factors which combine to exacerbate the situation however, the key issue is increasing numbers of people retiring from these trade professions than there are joining them, which leaves an ever-growing gap.

The Construction Industry Training Board has estimated that the housing and construction industry needs 44,690 new entrants per annum to maintain the sector. In 2015, just 7,280 construction apprentices completed their training across all trades. One of the factors contributing to this shortage is the number of non-British workers we have been relying on in these trades but due to the implications of Brexit 36% of non-British workers in the [UK are thinking about leaving by 2022](#).

The percentage of small and medium-sized house builders saying that a shortage of skilled workers is a major barrier to their ability to build more new homes, [rose to 44% \(up from 42% in 2017\)](#).





Source: The Farmer Review of the UK Construction Labour Model

There are some examples of public bodies recognising the links between housing and skills for example [Bridgend County Borough Council](#) (referenced earlier on in this chapter) and [Caerphilly County Borough Council](#) have linked their objectives on housing to developing skills locally through their steps to: ‘Create apprenticeships and work placements in the Housing Repair Operations team linked to succession planning and skill gap practices. Create apprenticeships, employment opportunities and work placements as part of the Welsh Housing Quality Standards investment programme’.

But many more could learn from the examples of Cartrefi Conwy and Down to Earth in Swansea who are delivering new models of construction and training whilst supporting wider well-being (see below).



However, not enough public bodies make the links between the local skills required to bring existing properties up to standard and building new homes fit for the future, to the objectives they have set on education and employment. There are missed opportunities in considering what needs different areas have and matching those with the skills of local people – such as jobs in the green and circular economies.

This suggests, that as set out elsewhere in this report, that there is a need for better integration between well-being objectives and the roles of other bodies boards and partnerships, in this case Regional Skills Partnerships.

“The best way to create jobs is to look to the future to create a more dynamic and vibrant green economy that works from the manufacturing of components for green energy production and carbon capture techniques, to the more technical jobs required to see this transition through. Creating a new economy for job creation whilst looking at new approaches to house building with a clean environment as a main driver, with Wales spearheading an approach for affordable, clean, green housing schemes for future generations and population changes.”

 People's Platform

The housing sector is embracing innovation and making a wider contribution to well-being through the lens of the Well-being of Future Generations Act in its work

Although housing associations are not covered by the Well-being of Future Generations Act, my experience is that a large proportion of the sector is embracing it and using it as framework to drive innovation and expand the contribution it already makes beyond housing.

Part of this reflects the nature of the sector as having a more open appetite for innovation and potentially more levers available to it. But the argument made by the sector for many years that they can do so much more than just build and manage housing, speaks to the wider mission that the Act sets out for everybody to contribute beyond their core and most obvious purpose.

There are a vast array of examples where housing associations are embracing the Act including a number such as [Coastal Housing Cartrefi Conwy](#), [United Welsh](#) and [Trivallis](#) and more engaging with my office and using my Future Generations Frameworks to consider how they can apply the Act to their work.

Tre Cwm

As part of the regeneration scheme at the Tre Cwm estate in Llandudno, neglected areas of land have been turned into green spaces featuring a giant caterpillar made out of boulders.

The aim was to reconnect youngsters living on the estate with the natural environment by creating communal areas which families can enjoy and where children can safely play.

The estate has also benefited from re-designed roads, setting out car parking spaces, footpaths and changing concrete areas into green spaces – all brightened up by a major programme of planting trees, shrubs and flowers. The work came on top of the £2.75 million spent by the housing association to improve the estate's houses, flats and maisonettes which were built in the 1970s. The programme was supported through a knowledge transfer partnership which also led to ongoing engagement between Cartrefi Conwy and higher education.



Welcome to our Woods

Is a partnership project between [Rhondda Housing Association](#), local people and businesses, statutory government, agencies, voluntary organisations and other individuals who offer their time and skills. It re-engages local people with their natural environment and encourages pride, interest and ownership of the natural landscape and local woodlands. In 2018 they commissioned 29kWh hydroelectric system (Nant Saebren Scheme, Treherbert) which uses natural resources to generate income for the local community.

The partnership also runs weekly social prescribing activities such as walking groups, walking rugby and foraging sessions. They operate a community allotment food growing space and a connected 'Pay As You Feel' cafe. They also manage over 45 hectares of local broadleaf woodland in Rhondda for recreation and to foster better local biodiversity. Waste wood is produced during woodland management activities and local people use this resource to learn woodcrafts and make sustainable environmentally friendly products to sell at our newly renovated "old" library building.

There is much to learn from housing associations about how they are embracing the principles of the Act and beyond making the connections to meet their own well-being objectives and plans, public bodies would benefit from opportunities to share learning with the sector.

The Old School Masters House

The partnership behind The Old School Master's House development in [Llanrwst](#) bought together an unusual combination of experts. These ranged from housing, leisure services, social services, conservation and heritage, technical building design and construction, as well as councillors, community representatives and experts in health and well-being. While representing differing areas of expertise all shared the same vision of creating a unique development in keeping with the ethos of empowering people of all ages to live well.

This project required close collaborative partnership working to ensure that the facility suited the needs of the area, preserved the authenticity of the original listed 17th century building and would harmonise with the other facilities nearby, (including a doctor's facility). There was an imperative to balance the unusual, diverse requirements of those using the building on completion including those from across the county accessing the gym and community facilities as well as those living in the extra care apartments.

Throughout the whole process, from design to delivery, a very good working relationship was in evidence with each member of the diverse partnership team respecting the essential role all shared in achieving this much-needed facility. There are three busy GP referral classes every week, as well as four GP consultation sessions a week, with a new cardiac and pulmonary rehab gym session and a falls prevention class in the Activity Studio. The friendship club meet once a month, as well as a singing group, dance classes.

Improve the way we plan design and build houses

What future generations need

We must recognise the significance of good housing and communities as a route to physical and mental well-being of people, building cohesive communities, meeting our carbon emissions targets and providing opportunities for jobs and the development of new skills. We should all be able to live in a community, which has local amenities and public transport links, where we can access the services we need within a 20 minute journey, which is ideally done through active travel. Our communities should have thriving foundational economies and we will be connected to our neighbours.

Housing construction needs to be part of a circular economy - it needs to care about the materials it use, aiming to reach zero waste and find new ways to source materials and build in a way which meets out seven national well-being goals

We need to embrace technology to enable homes to be adaptable, efficient and enable assisted living. We also need the fabric of our houses to be sustainable, energy efficient, provide green infrastructure, protect biodiversity and enable it to thrive as well as easy access to public transport and walkways.

All elements of the strategic planning design and build of houses is crucial to achieving this.

Where we are now

Planning Policy Wales 10 provides the right context to build communities not just houses

There is a unique opportunity for Wales to prevent the problems of the past where building housing units has been permitted without building communities. We have seen clusters of houses in remote locations, isolated from local services and infrastructure, resulting in households relying on cars, commuting out of the area they live in to find work and access amenities and vitally, without any sense of community.

In rural areas, I am often told of people's quality of life feels inequitable to that of people living in more urban areas due to limited public transport infrastructure and difficulties accessing the internet.

"I live in Margam village, a modern (ish) housing estate. It doesn't feel like a village; everybody commutes by car everywhere and there is little engagement with each other"

Our Future Wales
conversation Llandrindod

It is clear we need to do more to focus on creating communities, not just building houses and this must remain our focus despite the housing shortage otherwise we risk building homes today which will not be fit for our needs in 2030, let alone 2050.

This was re-iterated by Roisin Willmott of the Royal Town Planning Institute in her evidence to the [National Assembly for Wales' Climate Change, Environment and Rural Affairs Committee's Inquiry on Low Carbon Homes](#), which is just as applicable to how we use the planning process to support the development of wider well-being rather than just building homes.



She said that: “It is about how you design a site, and that is very much at the planning stage... rather than trying to adjust it later on in the development”. And in support of a holistic approach to development, she added: “We shouldn’t just focus on the building itself We need to look at the design of sites ... So, we need to look at where we put houses and whether they’re accessible by active travel, by public transport, and reduce that kind of carbon as well.”

Roisin Willmott

However, due to the current reform of the planning system in Wales there is a real opportunity to focus on building communities in Wales. The new Planning Policy Wales (edition 10) published in 2018, embraces the idea of sustainable planning and embeds the principles of the Well-being of Future Generations Act. Welsh Government is currently in the process of developing the National Development Framework and consulting on the new Local Development Plan Manual ([See the section on Land Use Planning](#)).

Ensuring that these key documents are used as relevant considerations when planning and approving housing developments can help ensure that there is integration between the two sectors and opportunities for contributing to the national well-being goals are maximised.

I would also expect to see wider consideration of ‘placemaking’. Public bodies and Public Services Boards are not yet explicitly discussing housing that’s protected from future challenges like extreme weather, reducing raw material consumption, creating better access to green spaces, more imaginative solutions to demographic change (like younger people house-sharing with older people) and a more explicit link to a placemaking approach.

There is no question that if we are to change people's travel habits and reduce our carbon emissions, we need homes in communities that are fit for the future, so well-being objectives on ‘housing’ should really be about well-connected environments, that help people move around their communities sustainably.

The Innovative Housing Programme is providing a framework for new ways of building houses in line with the Well-being of Future Generations Act

Since 2017, Welsh Government, have also sought to encourage innovative new approaches to building homes in a way which meets a number of wellbeing objectives, through the creation of the Innovative Housing Programme. Its aim is to create demonstrator projects to help inform Welsh Government, housing associations and local authorities about the type of homes needed to meet future demand and address environmental issues.

This programme has developed significantly since the first year, when many of the successfully funded projects were homes with one improved element of energy efficiency, such as solar panels or a new form of insulation.



Newydd Housing Association's Hapi Programme



I advised Welsh Government that they were missing opportunities for broader innovation to address a number of issues simultaneously, and as a result they adapted the criteria to seek innovative ideas that would as the Act requires, ‘maximise their contribution to all the goals.’ We are currently in the third year of this programme we are now seeing much more ambitious projects being proposed and commissioned such as:

[Coastal Housing Association and Pobl Living, Gwynfaen](#): The scheme will deliver a mixed tenure development of 165 low/zero carbon homes overlooking the Loughor Estuary. The development will enhance the opportunities for the supply chain to achieve economies of scale for the materials and components necessary to achieve zero carbon homes. It will include a new neighbourhood, designed around strong rural design principles maximising the environmental and health benefits of green infrastructure and landscape. Streets and spaces will incorporate plants and soft landscaping and offer a setting for residents that will encourage walking, cycling and outdoor activities.

Parts of the construction industry are embracing the requirements of the Act

Over the last two years, parts of the construction industry have progressively embraced the Well-being of Future Generations Act, and some businesses are using the lens of the Act to influence the projects and the decisions made by their clients.

Working with my office, [Constructing Excellence in Wales](#) have gathered the sector together to agree a [Declaration](#) that would see them adopt the principle of becoming ‘the 45th body (in this case a sector’ to consider the Act within its operations.’

Through this work they have pledged to:

- Embark on a communications campaign to educate and inform everyone involved in construction and the property sector in Wales. This will include the supply chain, public sector clients and representative groups, as well as private sector organisations.
- Establish a construction industry benchmark by mapping the seven well-being goals against each of the nine stages in the Royal Institute of British Architects plan of work.
- Test the seven well-being objectives against the UK Green Building Council’s advice on circular economy principles.
- Reinvigorate the best practice principles championed by Construction Excellence in Wales and defined by the [Egan](#) and [Latham](#) reports, and align them with the principles of a circular economy and the aims of the Well-being of Future Generation’s Act.
- Embed a dedicated built environment strategy within the work of the office of the Future Generations Commissioner for Wales, as if construction were a named body under the Act.

This is an encouraging development which should be supported by government and recognised by the public sector in their engagement and work with the industry. Although there is still some way to go to ensure all parts of the sector are embracing the Act, local authorities and housing providers can ensure that the Act is embraced within its housing proposals, and government can support this by requiring schemes funded through the social housing grant to demonstrate how they will meet the national well-being goals.



The public sector needs to demonstrate how it is using all the levers available to it to support zero-waste including construction

Construction is the biggest consumer of raw materials, with 80% per cent of all materials produced used in the built environment. The use of materials within construction needs to be renewable and circular economy principles should be applied to ensure that materials can be reused and recycled, and to minimise waste during construction and at the decommissioning phase of the building. Re-purposing buildings to provide housing will reduce the need of construction materials. Our current linear 'take-make-dispose' practices rely on large quantities of easily accessible materials, energy and landfill and it is reaching its physical limits.

Constructing Excellence in Wales' report '[Circular Economy: Opportunity for the Welsh Built Environment](#)' identified a potential economic opportunity of an additional £1billion per annum by 2035 for the Welsh built environment sector. This is an increase of 12.5% in the turnover of the sector and generating 7,300 jobs (gross). This figure is consistent with a growing body of research that identifies the economic opportunity and the importance of the sector in delivering. The built environment sector has a high environmental impact, retained financial value and potential for reuse.



© Down to Earth Project, Swansea

The public sector is responsible of between 45 – 55% of annual construction spend, therefore the role of public bodies in driving best practice in terms of waste in construction is significant. The development of consistent approaches to the design, build and deconstruction of publicly funded construction with consideration of circular economy principles would provide clear direction creating stable investment and development platform for green growth. Public bodies should consider how they can support this through their procurement practices

There is evidence of improved collaborative working between the public sector and construction companies

With the foundations of the [Declaration](#) from the construction industry and clear requirements of public bodies and housing providers, there is scope for the development of more collaborative working between planners developers and housing providers. All working within a common framework provided by the Well-being of Future Generations Act to ensure the way in which communities are planned designed and built maximises the contribution towards the goals.



Newydd Housing Association's Hapi Programme

There are some promising examples of where this is beginning to happen:

A project taken forward by [Flintshire County Council](#), Wates Residential (appointed development partner), [North East Wales Homes](#), the [Design Commission for Wales](#) and local town and community councils, is a good example of this collaborative approach.

The project involved the replacement of a 1950's deck-access maisonettes with 92 council-built, affordable, energy efficient homes in the heart of Flint. A key feature of the scheme is that it has resulted in the integration of the site into Flint town centre when previously it had provided a physical and negative barrier between the town and locations beyond this site. The scheme has also resulted in fostering apprentices and building the skill base of the area. The apprentice scheme introduced by the developer as part of the development used young local people, gave them skills, now those people have remained in Flint and the skill base has improved. And there was true community involvement from project inception of the masterplan for this part of Flint, influencing the layout which reflected the original Edwardian street layout.

Jennings Building, Porthcawl

This project involved a partnership between: Bridgend County Borough Council, ABA Holdings Ltd (developer), WYG, Austin Partnership, Ellis Williams Architects and Cadw.

This scheme secured a sustainable use for a well-known but under-used Grade II listed building, the former abandoned Jennings Warehouse. The building has been redeveloped to provide a restaurant, cafe and live work units, to form an active hub on the Porthcawl seafront. The project's ethos was to bring this building back into active use for locals and visitors alike and since its opening in September 2017 it is now also providing a catalyst for future regeneration of this area. The Jennings Building is a good example of collaborative working between the developer, project team, the Council and stakeholders. Of particular challenge was the listed status of the Jennings coupled with the neighbouring operational nature of the RNLI Lifeboat Centre. A good working relationship was therefore essential and was established early on between the developer, the Harbour Master and the RNLI. There was significant pre application discussion between Bridgend County Borough Council and Cadw. The Civic Trust were also heavily involved.



© Loft Co Jennings Building

Yr Ysgwrn, home of Hedd Wyn

In this scheme partner organisations involved in the Scheme: Snowdonia National Park Authority, Purcell UK and Cadw.

The scope of this project was to conserve and develop Yr Ysgwrn, home of Hedd Wyn, one of Wales' most sensitive and significant cultural sites into a sustainable visitor destination. Hedd Wyn one of Wales' most well-known poets was killed at battle and was posthumously awarded the bardic chair at the National Eisteddfod 1917.

There was a strong involvement of both Cadw and planners, from start to finish. The conservation input was clearly instrumental to the whole process. Its National Park location meant that the team wanted to show an exemplar solution to what is possible in a National Park by combining traditional with modern. The embedding of the development into the landscape was key to its success.

People's experience was at the heart of the design of the project, not an add-on. Gaining and maintaining the trust of the family and local community was and remains key to the success of this project. The Community remain involved today by volunteering at the cafe, children having classes at Yr Ysgwrn, annual open days – there is a true sense of community ownership.

There is scope for better collaboration between the public sector and the construction sector at a strategic level to support modern methods of construction.

Beyond these examples of good practice in applying the principles of the Act through good collaboration between the public and private sector, community and advisory groups, there is scope for public bodies to do more to develop this sort of relationship at a more strategic level to facilitate the development of future fit construction.

“There needs to be an affordable housing climate in Wales which fosters collaboration.”

Affordable Housing
Review



© Coastal Housing



©Cartrefi Conwy modular housing factory

To overcome shortages in housing supply, coupled with reducing skills pool, the industry needs to consider forms of construction beyond traditional methods of housing that are both sustainable and of high quality. [The Affordable Housing Review](#) considered the challenges and opportunities presented by modern methods of construction in terms of the contribution it could make to the mix of ways to increase the supply of affordable homes. The Review found that some housing associations are already supporting local businesses and supply chains through their approach to housing development (albeit on a fairly small scale) and the Welsh Government has provided strong support of small and medium-sized enterprises via the Development Bank for Wales, such as the Wales Property Development Fund and the Wales Stalled Sites Fund and more recently a self-build programme.

However, the impact of developing homes using modern methods of construction can only be optimised if housing associations and local authorities collaborate to deliver more housing at scale. Investment should be targeted at supporting modern methods of construction manufacturers and developers, including small and medium-sized enterprises operating in Wales, which can deliver quality homes and meet grant recipient requirements. SME development will help ensure the economic value of constructing homes using modern methods of construction will be retained predominantly within Wales. Already opportunities are being seized by organisations such as Cartrefi Conwy who have established a property and training organisation as social enterprise.

Operating on Holyhead's Penrhos Industrial Estate, the modular house factory makes timber frame for a new bungalow in less than three days. The venture is believed to be the first of its kind by a social enterprise in Wales and has created four new jobs, with more in the pipeline as the operation grows. The government should support the development of similar models across Wales.

The panel recommended that a new framework for five-year grant partnerships should be developed to provide an opportunity to also include innovation in the supply chain, by inviting proposals to capture local and regional innovation and associated economic activity, and give greater priority to proposals showing a commitment to modern methods of construction.

Whilst it is clear that a long-term collaborative approach would be welcome, and this does present an opportunity to increase the supply of affordable homes and support economic development, the Review Panel highlighted that any approach 'should form part of a matrix of objectives including other relevant factors such as quality, cost, scalability and reliability of output'. However, my view is that this must go further and demonstrate how this it can support all of the national well-being goals.



©

Cartrefi Conwy modular housing factory

Decarbonise our homes

What future generations need

While we are certainly seeing progress in decarbonising our homes, we need to consider the future relationship between housing and climate change more holistically. As climate change will continue to affect our environment we cannot afford to build homes which are not resilient to the changes we are facing now such as flooding (like that caused by Storms Ciara, Dennis and Ellen in early 2020) and rising temperatures. Unless we make the necessary changes, many people in Wales may have to spend their money on cooling their properties, preventing them from affording other basic requirements, such as food.

Future generations need to see Welsh Government working with all housing bodies (social landlords, private landlords, umbrella bodies etc.) to commit to decarbonising existing stock, ensure all new homes, regardless of tenure, are carbon neutral and ideally carbon positive, and all new homes are only built if there are resilient to the impact of present and future climate change.

We need to ensure all future homes are built around, and increase, the existing blue-green infrastructure. This means recognising, protecting and investing in the natural biodiversity of the land and areas we build on and around. The blue-green infrastructure can be thought of as natural assets which can help solve climatic challenges by building with nature. Examples of this include climate adaptation such as drought resistant plants, storm water management, such as permeable pavements and natural drainage throughout estates.

We will need our buildings to be suitable for the increasing temperatures of the earth, without increasing our carbon footprint.

We need to go beyond carbon neutral homes and instead develop homes which capture carbon.

“In England, there has been investment in research identifying how Black Asian and minority ethnic communities are most likely to live in poorer quality homes with poorer environmental or energy ratings, are more likely to suffer from health problems related to air pollution, and are less likely to have the time, money, or resources, to engage in climate-friendly initiatives. We don’t have this data for Wales, which I think reflects poorly on our prioritisation both of the climate, but also racial equality, and the intimate way in which those two issues are related to one another”.

Race Alliance Wales
meeting

Arguably, the most important thing we need is a work force with the skills and materials to build these homes and communities. I have been pleased to see Welsh Government invest in local factories to increase house building, using local supply chains. However, if we are to radically improve the way we build, we need to see more investment, not just in factories but in the skills of our current and future generations and affordable, accessible supply chains. We need to ensure Wales and our small and medium-sized enterprises are ready for the future of house building. We cannot overlook this requirement now and revert to buying in the trade from outside Wales.

Where we are now

Housing is recognised a key area in which action must be taken to prevent adapt and mitigate the impacts of climate change



In February 2019, the UK Committee and Climate Change published a report which examined if housing in the UK is ‘fit for the future’. The report made clear the challenges which lie ahead namely:

- The UK’s legally binding climate change targets will not be met without the near-complete elimination of greenhouse gas emissions from UK buildings
- Energy use in homes – which accounts for 14% of total UK emissions – increased between 2016 and 2017
- Efforts to adapt the UK’s housing stock to the impacts of the changing climate (higher average temperatures, flooding and water scarcity), are lagging behind what is needed to keep us safe and comfortable, even as these climate change risks grow.
- In Wales, our [1.4 million homes are responsible for 27% of all energy consumed and 15% of all demand-side greenhouse-gas emissions](#)

Welsh Government has put in place policy and legislative commitments which require the decarbonisation of homes

Wales has progressive legislation in place in terms of both the Well-being of Future Generations Act and the Environment (Wales) Act which sets a target of reducing greenhouse gas emissions by at least 80% from their pre-1990 levels by 2050. This has now been overtaken by the decision to adopt the UK Climate Change Committee’s advice that Welsh Government should legislate for at least a 95% reduction against the 1990 baseline by 2050. This aim should be to meet the target through domestic effort, without relying on international carbon units, or “credits”. The Committee’s Net Zero report sets out that the challenges across sectors

must be tackled vigorously and in tandem, beginning immediately. The importance of tackling energy efficiency in buildings is specifically referenced.

On 12 June 2019, Welsh Ministers declared the ambition for Wales to achieve net zero emissions no later than 2050. Along with housing, Welsh Ministers made decarbonisation one of their top six cross-government priorities in ‘[Prosperity for All](#)’.

Welsh Government has a statutory obligation to eradicate ‘fuel poverty’ (defined as a household that spends 10% or more of its income on energy costs), as far as is reasonably practicable, in all households in Wales by 2018. This is a requirement of the [Warm Homes and Energy Conservation Act](#) (2000). The Welsh Government published its [Fuel Poverty Strategy](#) in July 2010 which sets out the actions it is taking and is due to publish a new strategy.

Welsh Government have also reformed the planning system in a way which supports decarbonisation (see the section in this chapter on Land Use Planning). Planning Policy Wales states:

“The Welsh Government expects all new development to mitigate the causes of climate change, in accordance with the energy hierarchy for planning. Reducing energy demand and increasing energy efficiency will assist in meeting this demand with renewable and low carbon sources of energy.”

The Welsh Government has invested in a number of programmes to improve energy efficiency and tackle fuel poverty through the Warm Homes Programme, Arbed and Nest - and the Welsh Housing Quality Standard. Since 2011, more than £265million has been invested in nearly 55,000 homes through the Arbed and Nest schemes. Since 2003, over £1billion has been spent on improving over 220,000 social homes through the Welsh Housing Quality Standards.



In the most recent budget, the Welsh Government has pledged further investment of £36million, including £8million of European Union funding, to fund energy efficiency measures for 25,000 households through Nest and Arbed schemes.

The age and condition of Wales housing stock presents a particular challenge for decarbonisation

Wales has the oldest and least thermally efficient housing stock in the UK, with over a quarter of homes built before 1919. Older homes face more challenges in improving their energy efficiency. Less than 20 per cent of homes built before 1919 had adequate energy performance, compared with 78 per cent of homes built after 1980.

New survey data on the energy efficiency of Welsh homes was collected in 2017-18 for the first time since 2008. Energy efficiency is rated on a scale from A to G, with A being the most efficient. There is evidence that homes in Wales are becoming more energy efficient. In 2017-18, the average energy efficiency rating for a home in Wales was band D. This has improved from band E when this data was last collected some ten years ago.

Despite the improvements in average energy efficiency, only 47% of homes in Wales were considered to have adequate energy performance.

In 2020, Wales is still building homes which do not support our carbon emission targets

Retrofitting homes is considerably more complex (and up to four-times more expensive) according to the UK Committee on Climate change, than ensuring new properties are built to the required standards

Yet homes are still being built in Wales which are not as energy efficient as we need.

“This action is simple. We, in Wales, must stop increasing the size and costs of the retrofit challenge.”

Review of Decarbonising Homes

In 2017. The National Assembly for Wales' Climate Change, Environment and Rural Affairs said in its report on Low Carbon Housing:

“To meet the challenge of delivering zero carbon housing at scale, the Welsh Government must address the failure of the housing market to provide sufficient energy efficient, affordable homes.

There are few large-scale housebuilders and there is little incentive to offer more than the minimum standard required by building regulations. We were told that housebuilders will respond to customer demand, and the lack of energy efficient housing is evidence of a lack of demand.”



© Ruth Edwards



It is pleasing that Welsh Government is now bringing forward proposals which would lead to all new homes in Wales being heated and powered only from clean energy sources from 2025. These ambitions would be delivered through new standards, implemented over the next five years resulting in homes producing 75-80% less carbon dioxide emissions than ones built to current requirements. However, these proposals have only recently been out for consultation and the government is yet to publish its final proposals. And when they do, they do not anticipate them coming into force until 2025 meaning that in the interim there is every chance that we will continue to increase the size and cost of the retrofit challenge.



© Coastal Housing

The cost of meeting the decarbonisation of housing is significant but is will deliver significant benefits across a number of well-being goals

Taking action to decarbonise homes is one example of where investment (although significant) would reap long-term benefits and is an example of exactly what the Well-being of Future Generations Act is trying to achieve. Whilst the exact costs are not clear as they depend on public and private sector investment, it is likely that the total cost of undertaking work to decarbonise homes and reach our carbon emission targets is substantial, but so in turn are the benefits.

The Institute of Welsh Affairs estimate that £5 billion is need over 15 years but this would generate an increase in Gross Value Added to the Welsh economy of £2.2billion, saving of around £350 per houses and approximately £67million in savings to the health service.

Community Housing Cymru identifies that by 2036, if housing associations are successful in delivering the vision for decarbonising homes, the sector would:

- Prevent more than £0.5billion worth of carbon being pumped into the atmosphere. At the same time, we could save our tenants more than £1billion on their fuel bills, and see their well-being increase by a value of nearly £200million.
- Support a huge £23.2billion of economic activity across Wales
- Create 50,000 jobs in the wider economy
- Provide 19,500 training and apprenticeship opportunities
- Grow to employ a total of 16,000 employees

There are excellent examples across Wales of what can be delivered in the social housing sector

Although we are not making progress quickly enough there are excellent examples from across Wales of Welsh Government supporting local authorities and registered social landlords, to build more suitable, energy efficient, affordable homes. The Innovative Housing Programme has been a test bed for many of these approaches and must now move beyond examples of innovation to be mainstreamed into the requirements for all homes funded with public money.



[Pobl Group](#) are building 225 new homes which will not be connected to mains gas. Instead, water warmed by the earth 500ft (150m) underground and pumped into the house provides heating, as well as solar panels, while batteries store energy which can also be sold back to the National Grid. Technology will also constantly monitor energy tariffs, to make the most of off-peak times, reducing utility bills by approximately 50%.

[Coastal Housing Association](#) is collaborating with [Swansea Council](#) to deliver a zero-carbon development of almost 150 new homes on the outskirts of Swansea. Again, with the support of £10million under the Welsh government's Innovative Housing Programme, this project is taking us to the next level. This development is using a cutting-edge design approach adopting 'fabric first'. Again, incorporating a timber panel design system, the properties will be heated and powered with a combination of solar PV, battery storage and air source heat pumps. The homes will not be linked to the gas network.

[Carmarthenshire County Council](#) has a significant new build programme. All major new build projects incorporate renewable energy technologies where appropriate with solar PV installations incorporated into many recent Modernising Education Provision 21st Century school projects. In addition, and in order to minimise energy use from new buildings, a 'Fabric First' approach to energy efficiency is also being progressed and, where feasible, to achieve 'Passivhaus' certification. A 'fabric first' approach to building design is being taken, which involves maximising the performance of the components and materials that make up the building fabric itself, before considering the use of mechanical or electrical building services systems. This can improve energy efficiency, reduce carbon emissions and reduce the need for maintenance during the building's life.

[Cartrefi Conwy Housing Association](#) have a property and training subsidiary called Creating Enterprise which has started a 'modular house' factory in Holyhead, which uses timber to build homes in less than two weeks. The homes are low energy, which can save residents up to 90% in energy costs and through reducing heat loss there is a minimal environmental impact.



© Cartrefi Conwy Modular Housing factory



© Sero Homes

Sero Homes will build the 'World's first' true net zero carbon neighbourhood in **Neath Port Talbot**. Parc Hadau is being built on scrubland next to protected ancient woodland at Pontardawe. It will be the first scheme in the country to meet the UK Green Building Council's definition of net-zero carbon, by tracking real-time 'in-use' carbon emissions when the homes are running. The houses will feature solar panels, electric car charging points, and ground source heat pumps - a central heating system that uses pipes buried underground to re-distribute heat throughout the buildings, meaning that residents will create more renewable energy than they use. A communal building with wooden decking connecting it to a communal garden area where people can 'come together, socialise and sit out in the sun', will be the centre point of the development.

Built using a 'very low energy' building design, ventilation systems will keep warmth inside the buildings while ensuring fresh, filtered air is circulated around the 11 two-bed, 22 three-bed and two four-bed homes. Excess energy will be stored in battery packs and re-distributed to the national grid. Residents won't even have to pay any energy bills if they stay within certain levels of usage.

In-home monitoring systems will continuously track the carbon emissions of energy that is imported from the national grid and ensure this is balanced by the renewable energy exported back into the system from the renewable energy sources at Parc Hadau. Sero Homes claim that this will mean Parc Hadau will go significantly beyond the Energy Performance Certificate 'A' rating and exceed the current Welsh Building Regulations requirements for sustainability.

These programmes demonstrate what can be delivered by the social housing sector. While Welsh Government may decide to have a longer lead time for the private sector, it holds all the levers in terms of the requirements it sets for how public money should be spent and therefore any allocation of funding for social housing (or indeed any other publicly funded building as set out elsewhere in this report) should be required to be zero carbon. All new homes and public buildings built in Wales built should be zero carbon.

The Independent review of Decarbonising Existing Homes in Wales sets out a series of recommendations which should be adopted

Welsh Government's recognition of the impact of housing on climate change began before their Declaration of climate emergency in June 2019. In 2018, they [commissioned a report, which was published in July 2019](#) to identify the actions needed for Wales to decarbonise its existing housing stock, reducing our overall carbon footprint.



© Down to Earth Project, Swansea



Christopher Jofeh, Chair of the Independent Panel, which led this review summed up the challenges and opportunities this agenda brings:

“It is right that Wales takes a lead on this issue. By 1850, there were more people employed in industry in Wales than in agriculture, which made Wales the world's first industrial nation. As a result, the UK's economy and society were transformed, and the UK became one of the largest historical contributors to climate change. That makes it a moral responsibility. Tackling climate change offers the prospect of real benefits to all our citizens: cleaner air, improved health and new economic opportunities from clean growth

“In making its recommendations, the Advisory Group has considered the likely costs of implementation against the benefits that will flow from it. We strongly believe that, in the context of the Well-being Goals, the benefits will substantially outweigh the costs.”



The report recommends:

- Political parties in Wales should make a strategic commitment to national residential decarbonisation and stick to it
- The Welsh Government should set ambitious housing targets to meet its ambition of achieving net zero carbon by 2050
- Welsh Government should put in place the right quality system and delivery mechanisms across all tenures to help achieve the targets
- Welsh Government, working with others, should develop a holistic package of support across all tenures to motivate and facilitate action
- Welsh Government should collect data about the status and condition of the housing stock to inform future decisions and measure progress towards targets
- Welsh Government should continue to monitor and test new solutions to decarbonise homes
- Welsh Government and its partners should make maximum use of communities, networks and the voluntary sector in helping to decarbonise

Welsh Government should adopt these recommendations and set out how they will seek to fund the retrofitting of homes.





Housing

Recommendations for Welsh Government

Key Recommendation

Welsh Government should find a way to fully incorporate the principles of the United Nations-enshrined Right to Adequate Housing into Welsh housing policy.

Policy Recommendations

Welsh Government should:

- Work with organisations and communities to set a vision and long-term strategy for the future of housing in Wales.
- As part of this vision and strategy implement the recommendations of the Affordable Housing Review, the Independent Review on Decarbonising Welsh Homes and the report from the Homelessness Action Group.
- Within the next year, set out how a long-term plan on how they will fund the decarbonisation of homes in line with carbon emissions targets.
- Require all publicly funded housing developments to be carbon neutral and demonstrate how they are meeting the broader requirements of the Well-being of Future Generations Act.
- Explore the use of financial levers through the Social Housing Grant and Innovative Housing Programme to encourage innovation in developing intergenerational housing, and communities and use taxation levers to incentivise intergenerational house-sharing.
- Ensure that Design Quality Requirements should be updated to reflect the future in terms of smart-homes and assisted living technology.
- Support and scale-up the development of social enterprises to provide jobs and skills in new methods of construction based on models established by Down to Earth and Cartrefi Conwy.





Housing

Recommendations for Welsh Government

Process Recommendations

In their day to day actions Welsh Government should **stop**:

- Developing policies in silos.
- Relying solely on the Housing Division budget to address the housing crisis and end homelessness.
- The current approach to the budget processes which does not set clear direction and targets for investment in prevention.
- Funding the development of homes which are not carbon-neutral.

In their day to day actions Welsh Government should **start**:

- Better supporting and resourcing commitments to bring empty properties back into use.
- Setting a clearer direction for shifting investment to prevention based on the definition of prevention.





Housing

Advice on setting well-being objectives for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Please refer to the chapter on Setting Good Objectives, but in setting their **objectives** specifically in relation to transport all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Ensure they reflect future trends especially demographic changes and the climate and nature emergencies
- Clearly demonstrate the connections between their well-being objectives and steps on housing, and other areas, such as tackling inequality and poverty, the natural environment, fair work, skills, health and well-being.
- Consider the recommendations of the Affordable Housing Review, the Independent Review on Decarbonising Welsh Homes and the report from the Homelessness Action Group.

In setting their **steps**, public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should focus on the following areas and should:

- Set out how their steps to meet their objectives on housing can align with their objectives on skills, particularly in relation to the construction industry, and development of skills in modern methods of construction, including low carbon build.





Housing

Recommendations for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Process Recommendations

In their day to day actions they should **stop**:

- Building homes that aren't carbon-neutral.

In their day to day actions they should **start**:

- Embedding values of kindness compassion in their work on housing and ensure these values are embraced by their workforce.
- Ensuring local housing market assessments specifically include well-being assessments conducted by Public Services Boards as part of the data they use.
- Working with housing associations to share and implement innovative practice.
- Considering how they can require zero waste construction through their procurement processes.
- Putting in place a clear plan for addressing climate change displacement (see the recommendation from the Resilient Wales section of Chapter 3).
- Involving the housing sector in the work of the Public Services Boards, including inviting them to join the board.
- Considering housing as one of the wider determinants of health.
- Ensuring Local Development Plans and social housing developments meet the needs of the ageing population.



Decarbonisation

Climate change is one of the biggest challenges facing future generations.

The [World Economic Forum Global Risks Report 2020](#) clearly shows that climate change is the stand-out long-term risk the world faces, with failure to mitigate and adapt to climate change as the key concern.

A landmark report by the United Nations Intergovernmental Panel on Climate Change published in 2018 warned us that we had less than 12 years to avoid climate breakdown, stating that urgent and unprecedented changes are needed to avoid catastrophic warming, and to keep global temperature rise to a maximum of 1.5°C above pre-industrial levels.

Going beyond this, even by half a degree, will significantly worsen the risks of drought, floods, extreme heat and poverty for hundreds of millions of people.

"Our way of doing things is reaching its limit. The current system is no longer working for businesses, people or the environment."

–The Ellen MacArthur Foundation

Decarbonisation is a cross-cutting issue central to all our work and vital for future generations.



Decarbonisation

The predicted future for our climate

Trends to watch:

- The climate is changing because of emissions of greenhouse gases (GHG) resulting from human activity; since the late 19th century, the global average temperature has risen by 1.1°C.
- Atmospheric carbon dioxide (CO₂) levels are continuing to rise and have reached 414 ppm – [the highest levels seen in human history](#).
- Across the world, [we emit over 36 billion tonnes of CO₂ per year](#) and this continues to increase.
- There are very [large inequalities in per capita emissions across the world](#): ranging from 17 tonnes per person in Australia and USA to 0.1 tonnes per person in countries in Sub-Saharan Africa. The global average is 4.8 tonnes per person.
- The UK's CO₂ emissions peaked in 1973 and have declined by around 38% since 1990, faster than any other major developed country and [compares to a 23% reduction across EU](#).
- Overall, emissions in Wales have fallen by 25% since the [1990 base year](#) but they need to reduce dramatically in the next decade – the target is 45% by 2030.
- Many impacts of climate change are already being experienced such as a warmer climate, severe weather events, flooding and sea level rise and they will continue to get worse.

Predictions for a possible future:

- Global warming is likely to be the greatest cause of species extinctions this century; the [Intergovernmental Panel on Climate Change says a 1.5°C average rise may put 20-30% of species at risk of extinction](#), whilst a warming of 2°C or more will mean that most ecosystems will struggle to survive.
- With further warming we can expect further disruption and irreversible losses of natural habitats and resources.
- Depending on how successful the world is at reducing emissions, global temperatures by 2100 are likely to rise by between 1.5°C and over 4°C above pre-industrial levels which [could lead to catastrophic impacts](#) including extreme weather events, further decline in biodiversity, migration and poverty for hundreds of millions of people.
- The latest set of [climate projections for Wales \(from the 2018 UK Climate Projections\)](#) are showing an increased chance of milder, wetter winters and hotter, drier summers, rising sea levels and an increase in the frequency and intensity of extreme weather events.

Adapting to climate impacts will need to be a priority including how we respond to the risks of increased flooding, severe weather events and increased temperatures on people, ecosystems and the built environment.



The Vision - A low carbon future

By 2050 businesses, public services, the voluntary sector and government will have worked together to achieve the target of reducing emissions to zero whilst contributing to all national well-being goals.

Our future generations will be living in a world where they don't have to fear their future; a low-carbon society that consumes within its means, has zero net emissions, and is not contributing to climate impacts globally. ([A Prosperous Wales](#) and [A Globally Responsible Wales](#))

People will be supported to develop skills and secure decent work ([Please see the section on Skills in Chapter 5 for more information](#)), procure goods and services in a fair and local way, with the foundational economy generating local wealth and employment. We will have quality, future-proofed jobs fit for the globalised low carbon economy and have the right growth and skills to lift people out of poverty whilst improving health and the environment. ([A Prosperous Wales](#), [A More Equal Wales](#), [A Globally Responsible Wales](#) and [A Healthier Wales](#))

Wales will have a well-being economy ([Please see the section on A Prosperous Wales in Chapter 3 for more information](#)) which serves people and the planet first and will be reoriented to what an economy should actually deliver: an equitable distribution of wealth, health and well-being, while protecting our natural resources for future generations and other species. ([A Prosperous Wales](#), [A More Equal Wales](#) and [A Resilient Wales](#))

[Costa Rica](#) offers us a viable climate future – an example of what is possible, it has implemented a refreshingly ambitious plan to completely decarbonise its economy by 2050. In the lead-up to this, last year with its economy still growing at 3%, Costa Rica was able to derive 98% of its electricity from renewable sources.

Our environment and communities will be more resilient to major environmental problems, such as flooding and declining biodiversity. Air, water and soil will be clean, we will be healthier, and a just transition will help us achieve our potential and make Wales a more equal society. ([A Healthier Wales](#), [A More Equal Wales](#) and [A Resilient Wales](#))

Fossil fuels will be firmly in the past and we will be investing in more sustainable solutions. We will be self-sufficient in renewable energy with a mixture of community-scale and larger scale wind, solar, hydro and renewable heat generation across Wales. ([A Prosperous Wales](#))



Source: [Selamat Made](#)



People will live in active homes and will work in active buildings that generate (and store) their own energy. (A Prosperous Wales)

Our buildings will be resource efficient and designed for adaptability and deconstruction at the end of their lives. They will be cheaper to run, and their adaptability will enable people to can stay in their homes longer in life. Because we will be using clean energy, the cost will be minimised, and fuel poverty will be eliminated. (Please see the section on Housing in Chapter 5 for more information) (A More Equal Wales and A Prosperous Wales)

Our planning system will be carbon neutral and will also act as a mechanism to reduce carbon emissions through tree planting. Placemaking will improve people's access to the natural environment, with high quality green infrastructure, which helps enhance biodiversity and improve resilience to floods and droughts. (A Wales of Cohesive Communities)

People will reconnect with nature through cultural opportunities, derelict and abandoned places will be turned into parks that use culture to share knowledge and raise aspirations about biodiversity improvement (A Wales of Vibrant Culture and Thriving Welsh Language)



Source: [Wikipedia](#)

[Denmark](#) is expected to generate 69% of its energy from renewable sources by 2022, [making it a world leader](#).

[China](#) surpassed its 2020 solar panel target by 2018 and is the global market leader for hydropower, bioenergy for electricity and heat, and electric vehicles. They are making use of technological innovations designed to clean the air, for example, [100-metre-tall smog-sucking tower in the city of Xian](#).

Homes as Power Stations - [Pobl Group](#) are working with Neath Port Talbot Council and Swansea University to integrate innovative technology developed by the University into homes, building beyond the concept of carbon neutral homes towards overproduction of energy.

[The Billion Tree Tsunami](#) project in [Pakistan](#) added 350,000 hectares of trees through planting and natural regeneration, in order to restore depleted forests and fight the effects of climate change.

[Ideas, People, Places](#) - Arts Council of Wales collaboration with communities looked to embed culture in a number of innovative regeneration projects.

Involving people in a people-centred creativity project reclaiming unused community spaces in Maindee, South Wales.



The smart design of cities, communities, and neighbourhoods will help us be more efficient and reduce our carbon footprint. Technology will enable remote working and reduce the need to travel. (Please see the section on Planning in Chapter 5 for more information.)

In cities and built up areas the places that people need to access daily - schools, workplaces, shops and health care services - will be more accessible by walking or cycling eliminating the need to drive. For long-distance trips, people will be travelling on a low carbon integrated, accessible public transport network or in a low carbon vehicle. Our towns and cities will be designed around people, not vehicles and people will no longer need to travel outside of their (often Welsh speaking) community to access goods, services and job opportunities. (Please see the section on Transport in Chapter 5 for more information.) (A Prosperous Wales, A Globally Responsible Wales, A Healthier Wales, A Wales of Cohesive Communities and A Wales of Vibrant Culture and Thriving Welsh Language)

Placemaking will also ensure that all communities (urban and rural) will have equal access to cultural facilities and events or can reach them easily at the right time through an integrated and green transport system. (A Wales of Vibrant Culture and Thriving Welsh Language and A Wales of Cohesive Communities)

Seoul, South Korea - the city's population has actually increased four times since the 1980s, but its geographic footprint has hardly changed. This is because people live more densely and over 90% of the population - close to 7 million people a day - take some form of public transportation - whether rail, road, water, or bike-paths - to work and play.

Shenzhen city in China became the world's first to make all buses electric - their fully electric transport system has led to gas consumption in public transport being reduced by a drastic 95%.

Gothenburg, Sweden has introduced a fleet of electric buses that use 80% less energy than standard diesel vehicles. The buses charge in just three to six minutes, and 100,000 people currently use them monthly.

Copenhagen, Denmark is aiming to be the world's first carbon-neutral capital by 2025. Their action plan has four pillars: energy consumption, energy production, mobility, and city administration initiatives. It is well on the way to reaching its goal: by 2017 Copenhagen had already cut its CO2 emissions by 38% from 2005 levels, and its neighbourhood heating system has cut carbon emissions by 20%. It is one of the most bike-friendly cities in the world with 375km of cycle tracks and several pedestrian/bike bridges over the harbour.



Source: [EDDIE](#)



Wales will be greener than ever – with forest cities instead of concrete monstrosities. Green infrastructure will be considered the norm and not an innovation. This will not only remove carbon emissions but also the feeling of living on a once-again green planet will transform society and improve people's physical and mental health. (Please see the sections on Planning in Chapter 5 and A Healthier Wales in Chapter 3 for more information.) (A Resilient Wales and A Healthier Wales)

Food production and the management of land and natural resources will be more efficient and less wasteful. (A Resilient Wales)

The way we use our land, including agricultural practices, will promote sustainable management of our natural resources meaning that our land can act as a carbon sink and not pollute the air or waters. Natural ecosystems and biodiversity will be enhanced and protected. (Please see the section on Planning in Chapter 5 for more information.) (A Resilient Wales)

The Netherlands is a leader in sustainable agriculture. They use technology, for example geothermal energy to heat greenhouses and hydroponic systems to reduce the need for water. They also pipe waste CO2 from local shell refineries into the greenhouses to reduce the amount going into the atmosphere.

A Canadian company called Enerkem has developed with a technology that extracts the carbon from rubbish that can't be recycled and turns the carbon into a gas that can be used to make biofuels like methanol and ethanol, as well as chemicals which can be used in thousands of everyday products. The city of Edmonton, Canada, for example, now reuses 90% of its waste, saving more than 100,000 metric tons of landfill every year.

Singapore, one of the densest cities in the world is now a model of green planning. Over the past two decades, the city set aside hundreds of acres and planted 3 million trees for an urban garden that acts as the lungs of the city. It also created one of the largest fresh water nature reserves on the planet.

British start-up Winnow has developed smart meters that analyse rubbish in commercial kitchens to measure what food gets thrown away, and identify ways to reduce waste.

Quebec diverts supermarkets' unsold produce to feed 400,000. They are fighting food insecurity by helping more than 600 supermarkets donate all unsold produce, meat and baked goods to local food banks. The program seeks to eliminate greenhouse gases equivalent to 1,500 cars.

Cultural and linguistic interventions will be valued as mechanisms for social change and will be seen as key tools for addressing climate change (A Wales of Vibrant culture and thriving Welsh language).

To support the achievement of the well-being goals in relation to decarbonisation, I have:

Advised and supported Welsh Government's decarbonisation team to embed the Well-being of Future Generations Act into their decarbonisation programme

Highlighted how Welsh Government's budget should have a greater focus on decarbonisation, through publishing a Ten Point plan to fund the Climate Emergency

Engaged a range of stakeholders, and in particular young people, to inform our work

See Chapter 6 'My Focus' for more information.



People's perception of decarbonisation

Listening to what people think and believe is an important part of involvement. That is why, in this section, I want to give a flavour of what people have told me, since the beginning of my term and in relation to this report.

Concerns about climate change reached a record high in 2019 (85% in UK). Although people generally don't relate to decarbonisation as a specific topic, they do relate to issues such as active/public transport, green energy, housing, biodiversity and air quality and are clearly concerned about these issues as well as wider environmental issues such as plastic pollution.

People have emphasised:

- The importance of having a more proactive government with stronger targets and regulation.
- The importance of maintaining and restoring nature and natural environments in order to absorb carbon.
- A need for more sustainable and improved food growing and agriculture.
- The lack of a secure, fair and sustainable food system should be recognised as a key challenge
- Their desire for lower or no carbon industry in Wales and recognising the economic potential.
- A need and opportunity for education and awareness of 'carbon literacy'
- Their belief that "Biodiversity is the environmental heartbeat for Future Generations"



i would like to thank the following people and organisations for their contribution to my thinking and work in this area:

- Alex Chapman, New Economics Foundation;
- Paul Allen, Centre for Alternative Technology;
- Community Energy Wales;
- Institute of Welsh Affairs;
- Members of Wales Environmental Link and other environmental NGOs including WWF and Friends of the Earth.

In addition to this involvement, I also have carried out my statutory duty to monitor and assess progress by public bodies in meeting their well-being objectives and the requirements of the Act in general and conducted research. As a result of these activities, I have identified the following opportunities and challenges.



Your Voice

In engaging with over 5,000 people, the below views are representative of the key issues which have been shared with my office in forming this report

“Rapid electric car chargers every 30 miles along A roads in Wales. All houses retrofitted to be as energy efficient as possible, solar panels on every south facing roof. Better public transport – much more regular, cleaner.”

(The People's Platform)

“The climate and ecological emergency: we (western societies) are currently living in a way that is bound to leave our planet unable to sustain human life. Not only are we causing the extinction of a multitude of species, we are sacrificing our future human generations for the sake of luxuries that do not even enrich our lives in any meaningful way.”

(The People's Platform)

“Need to shift the mindset, change behaviour – simple steps – education through projects like Pembrokeshire Eco Champions – all public bodies should have one.”

(The People's Platform)

“A Wales that is at least carbon neutral, with a healthy and well trained and educated population including in citizenship, sustainable economy with jobs for all, good health and social care, strong welcoming communities that respect our heritage and language, and strong regulations to maintain our environment and ecology”

(The People's Platform)

“Food systems that act to grow healthy food accessible for all. [We need] policies that act on the urgency of climate emergency and link this to health and nature.”

(The People's Platform)

“2050 is way too late! And where is the money going to come from for a climate emergency?”

(Our Future Wales event)

Challenges and opportunities for change

- The climate is changing because of emissions of greenhouse gases (GHG) resulting from human activity; since the late 19th century, the global average temperature has risen by 1.1°C and the global sea level [has risen by about 20cm.](#)
- Rising temperature is leading to changes to our weather, causing sea level rise, oceans to become more acidic and loss of habitats.
- 2019 was the second hottest year on record after 2016, with eight of the ten hottest years on record [occurring in the last decade.](#)
- Children are among the worst affected by climate change including suffering undernutrition because of food security, disease transmission, air pollution and extreme weather events, whilst older populations are vulnerable to the health effects of climate change especially extremes of heat with [220 million heatwave exposures globally in 2018.](#)
- The main contributors to greenhouse gas emissions in Wales are the power and industry sectors
- Since 2010, renewable electricity generation in Wales has trebled. In 2018, renewable generators in Wales produced electricity equating to 50% of Wales' use.

The Paris Agreement

To limit the most damaging impacts of climate change, we need to reduce greenhouse gas emissions globally. The Paris Agreement requires the 197 countries that signed it in 2015 to address climate change. This landmark agreement aims to combat climate change and to accelerate and intensify the actions and investment needed for a sustainable low carbon future.

It charts a new course in the global climate effort by committing nations to take ambitious efforts to address climate change and adapt to its effects, with enhanced support to assist developing countries to do so.

The Paris Agreement's central aim is to strengthen the global response by keeping a global temperature rise this century well below 2 degrees Celsius above pre-industrial levels and to pursue efforts to limit the temperature increase even further to 1.5 degrees Celsius.



Source: [Wikipedia](#)

Understanding our emissions and where to prioritise action

What future generations need

We need to reduce our emissions in Wales by at least 95% by 2050, preferably sooner, to avoid catastrophic climate change. The progress to date has not been fast enough which means we need to reduce our emissions dramatically in the next decade to achieve the target of 45% reduction by 2030.

This means that in Wales we need:

- To make an urgent transition to a low carbon economy and society. (Please see the section on a Prosperous Wales in Chapter 3 for more information.)
- A greater focus on decarbonising transport, housing and land-use – as these are devolved to Wales. (Please see the section on Transport, Housing and Planning in Chapter 5 for more information.)

We need every organisation in Wales to understand the carbon footprint of their organisations, and also at project level, so that they are clearly able to identify the carbon impact of their decisions and where the biggest carbon savings could be.

Delivering a net-zero future will require concerted policy action over the next three decades across every emitting sector of the economy, with stronger actions in the short term.

"In moments of crisis, only imagination is more important than knowledge."

Albert Einstein

The UK Committee on Climate Change (UK CCC) has provided very detailed advice to the UK, Welsh and Scottish Governments on what needs to be done; and in their Net Zero report, they have called for action to:

- Increase renewable energy
- Make buildings more energy efficient
- Reduce emissions from farming
- Ensure better planning, design and build of homes and
- Restore forests and peat lands to capture carbon.



Where are we now

There is good scientific evidence to show the climate is changing because of emissions of greenhouse gases (GHG) resulting from human activity. Most emissions derive from our demand for energy, with greenhouse gases being emitted when fossil fuels are burnt to meet those demands. There are also other emissions attached to industrial processes and our use of land e.g. agriculture.



Welsh Government monitors the level and sources of emissions in Wales at a national level, but there isn't sufficient focus on how all sectors, organisations and individuals across Wales can support our carbon reduction targets

Figure 2: Sectoral shares of emissions in Wales and the UK (2015)

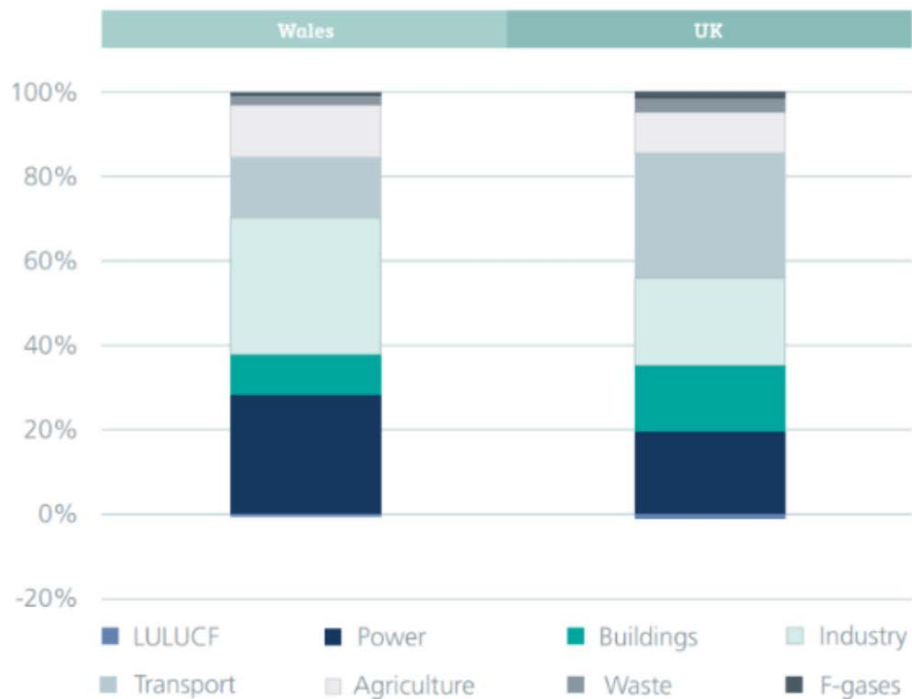
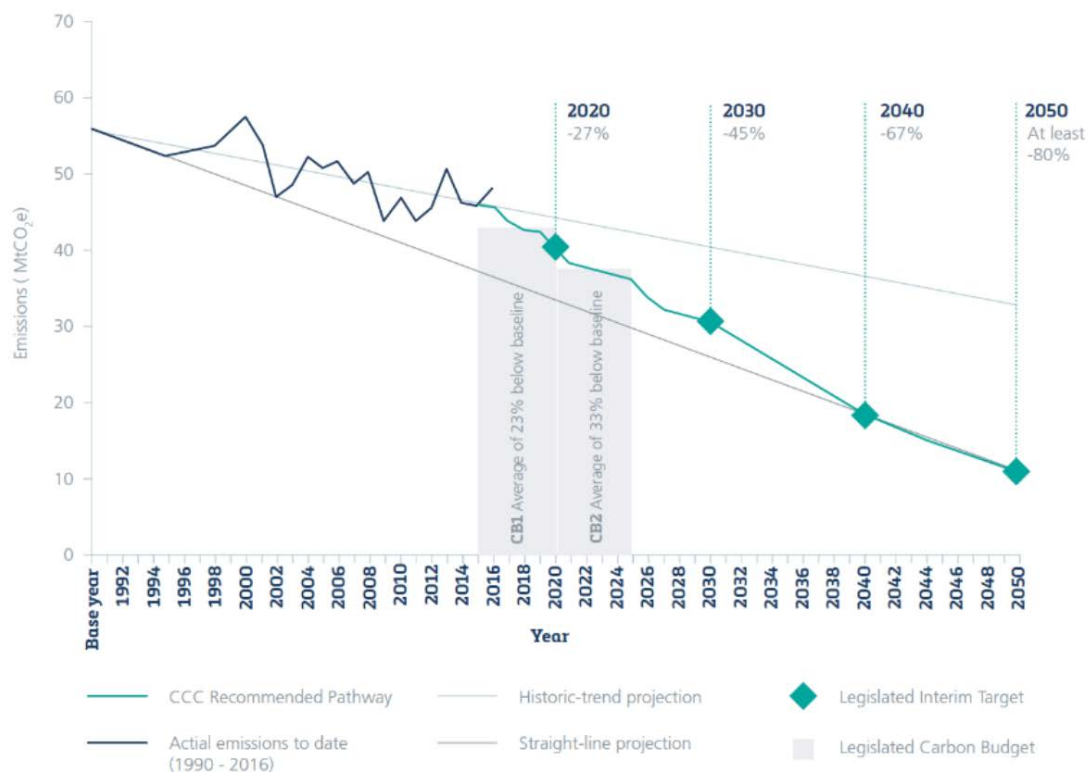


Figure 3: Total Welsh emissions – historic data and future projections incorporating UKCCC advice



Source - [Prosperity for All: A Low Carbon Wales](#)



The main contributors to greenhouse gas emissions in Wales are the power and industry sectors (see Fig 2 – the share of Wales’ emissions across sectors in comparison to UK emissions).

Wales has a higher share of industry, manufacturing and gas power generation capacity than the UK as a whole, meaning that a large proportion of emissions comes from a small number of sites. Other challenges are that we have more homes off-grid, a higher proportion with inefficient solid walls, and our agriculture sector consists of thousands of small farms.

Overall, greenhouse gas emissions in Wales have fallen by [25% in the 27 years since the 1990 base year](#) but they need to reduce dramatically in the next decade – 45% by 2030 (see Fig 3).

Emissions from transport sector aren’t reducing quickly enough so there needs to be more support and investment in active travel and public transport.

The transport sector accounts for 14% of Wales’ greenhouse gas emissions, reducing only by around 3% since 1990. The national transport strategy has not been updated since 2008, funding for public transport is inadequate, and although a pioneering Active Travel Act was introduced in 2013 levels of walking and cycling haven’t increased.

Greater leadership is needed to achieve decarbonisation of our transport sector and the challenging emission targets. Support is also needed for increased capacity at local level to support the changes needed to encourage modal shift ([Please see the section on Transport in Chapter 5 for more information.](#))

Many public bodies are mapping emissions in respect of energy consumption and many in respect of their estate and operations more generally, however this only accounts for a proportion of their emissions and these need to be expanded to cover transport, procurement and land use.

Public bodies should have a thorough understanding of their current emissions in order to plan how these can be reduced.

Understanding your carbon footprint

A good example of how this can be done is the [Carbon Positive Project](#), which evaluated [Natural Resources Wales’](#) net carbon status, accounting for both GHG emissions and carbon sequestration across the whole of Natural Resources Wales’ owned and managed estate. Natural Resources Wales calculated emissions across the full range of their activities and operations, including buildings, transport, land, assets and the procurement of goods and services. The findings of the project suggest that, whilst buildings are important, other areas are far more important. For example, Natural Resources Wales estimated that nearly 60% of their emissions were a result of the procurement of goods and services.

The [NHS Wales Shared Service Partnership](#) has also commissioned a carbon footprint assessment of NHS Wales, providing a comparison to a similar exercise undertaken in 2009-10. The exercise found that NHS carbon emissions were:

- Buildings Use - 30%
- Transport - 21%
- Procurement - 49%



There have been positive developments in the social housing sector with innovative approaches to building low carbon homes but we are still building homes in Wales which are not carbon neutral which means our ambition on decarbonising homes is not matched by actions

An independent report on decarbonising Wales' homes was published in 2019: [Better Homes, Better Wales, Better World - Decarbonising existing homes in Wales](#). Our 1.4 million homes are responsible for 27% of all energy consumed and 15% of all demand-side greenhouse gas emissions. The report calls for the entire housing stock to be retrofitted to be far more energy efficient (beyond Standard Assessment Procedure (SAP) 90 to achieve an EPC Band A rating) by 2050, prioritising homes in social ownership and homes in fuel poverty over the next decade. As well as contribution to emission targets, a national retrofit programme would lead to wider economic and health benefits (see [Housing chapter for further details and recommendations](#)).

The publication of Planning Policy Wales 10 is a significant step in the right direction, but the focus must now be on ensuring consistent implementation to ensure land use planning supports targets to reduce emissions.

Planning Policy Wales will play a significant role with regards to land use planning and development. A key feature of the new policy is the introduction of hierarchies for transport, energy and waste, which public bodies should follow in the making of their strategic and Local Development Plans, along with the management of developments.

I have expressed concerns about the draft National Development Framework, as it must not weaken the work set out in Planning Policy Wales. In particular, the proposed framework currently favours the expansion of airports and ports, which is not in line with the Welsh Government's decarbonisation targets or the goals of a prosperous and resilient Wales (Please see the section on Planning in Chapter 5 for more information.)

The impact of the COVID-19 crisis on emissions:

Streets are empty, cities are silent, factories are closed, and skies are quiet. Air pollution and greenhouse gas emissions have plummeted as countries try to contain the spread of coronavirus. As industries, transport networks and businesses have been forced to close, it has brought a sudden [drop in carbon emissions](#):

- In China, emissions fell by 25% at the start of the year as people were instructed to stay at home, factories closed, coal use fell by 40% at the six largest power plants, and the proportion of days with "good quality air" was up 11.4% compared with the same time last year in 337 cities
- In Europe, satellite images show nitrogen dioxide (NO₂) emissions fading away over northern Italy with a similar pattern being seen in Spain and the UK
- Levels of pollution in New York have reduced by nearly 50% compared with this time last year.



The slowdown in China, the world's largest emitter, has avoided some 250 million metric tonnes of carbon emissions — more than half the annual carbon emissions of the United Kingdom. Whilst in the European Union, declining power demands and depressed manufacturing could cause emissions to fall by nearly 400 million metric tonnes this year, a figure that represents about 9 percent of the [EU's cumulative 2020 emissions target](#). Global carbon emissions from the fossil fuel industry could fall by a record 2.5bn tonnes in 2020, a reduction of 5%, as the pandemic triggers the [biggest drop in demand for fossil fuels on record](#). However reduced emissions of this scale within one particular year are very unlikely to have an impact on global levels of greenhouse gases in the atmosphere.

As well as the toll of early deaths, the pandemic has brought widespread job losses and threatened the livelihoods of millions as businesses struggle to cope with the restrictions that have been put in place. Economic activity has stalled and stock markets have tumbled, with thousands of people losing their livelihoods, alongside the falling emissions.

However, this is not happening as a result of the right government decisions in terms of climate policies, and isn't in line with the drive towards a decarbonised, sustainable economy that many have been advocating for decades.

Whether the changes we are seeing in the short-term will lead to longer-term impact will depend on a number of factors: how long the current measures last; the impact on consumer demand because of lost wages; and how the economy recovers. Times of change can lead to the introduction of lasting habits, so there are opportunities to continue the behaviour change we have seen around the world which are good for the climate – travelling less (especially air travel), cutting down on food waste and reducing consumption, and using technology to support remote working. If governments don't take the right measures to include support for clean energy and jobs in new economic stimulus packages, then this short-term decline could easily be wiped out in the rebound of the economy once COVID-19 is brought under control.

It has also had an impact on global climate negotiations as a key United Nations climate change conference – COP26 due to take place in Glasgow in November 2020 – has been postponed.

The crisis has also shown the difference that communities can make when they look out for each other – there are hundreds of examples of where communities have taken big steps to support each other and that's one lesson that could be invaluable in dealing with climate change. The speed and extent of the response has given some hope that rapid action could also be taken on climate change if the threat it poses was treated as urgently.



[Analysis by Carbon Brief](#) suggests the pandemic could cause global emissions cuts this year in the region of 1,600m tonnes of CO₂ (MtCO₂), equivalent to more than 4% of the global total in 2019, the largest ever annual fall in emissions, more than during any previous economic crisis or period of war. Efforts to stimulate the economy must focus towards sectors such as clean energy and supporting the transition to a low carbon economy that is required by the Well-being of Future Generations Act.

Even this would not come close to bringing the 1.5°C global temperature limit within reach. Global emissions would need to fall by more than 6% every year this decade – more than 2,200 MtCO₂ annually – in order to limit warming to less than 1.5°C above pre-industrial temperatures in line with the Paris Agreement.



Tackle the climate and nature crises through a holistic approach, capitalising on the role of young people

What future generations need

Public bodies need to embrace the Well-being of Future Generations Act to tackle climate change both to reduce emissions and prepare for climate impacts in a more holistic manner. This includes through finding more innovative and creative solutions, involving people, raising awareness and prompting action through wider cultural and behavioural change.

We need to tackle the nature crisis and climate emergency simultaneously by seeking nature-based solutions such as tree planting, protecting key habitats and restoring peatlands. Implementation of solutions needs to be accelerated significantly to address these crises at a greater pace and scale; involving people in these decisions and enabling them and others to take positive action to safeguard their future will be critical in the next decade. We need to tackle the climate and nature crises together because of their interdependencies and potential multiple benefits ([Please see the section on a Resilient Wales in Chapter 3 for more information](#)).

Although awareness and concern is at an all-time high the UK Committee on Climate Change have said that “delivery must progress with far greater urgency”. Many of the UK’s current plans are insufficiently ambitious; others are proceeding too slowly, even for the current 80% target. For instance:



- 2040 is too late for the phase-out of petrol and diesel cars and vans, and current plans for delivering this are too vague
- Over ten years after the Climate Change Act was passed, there is still no serious plan for decarbonising UK heating systems and no large-scale trials have begun for either heat pumps or hydrogen
- New technology such as carbon capture (usage) and storage, which is crucial to the delivery of net-zero GHG emissions is yet to get started
- Afforestation targets for 20,000 hectares/year across the UK nations (due to increase to 27,000 by 2025), are not being delivered, with less than 10,000 hectares planted on average over the last five years. The voluntary approach that has been pursued so far for agriculture is not delivering reductions in emissions.

Where are we now

The UK has led the world on climate legislation – the Climate Change Act (2008) made the UK the first country in the world to establish a long-term legally binding framework to cut carbon emissions. The Environment (Wales) Act 2016 has introduced a similar obligation for Wales – a duty to develop carbon budgets and a long-term target to reduce emissions by 95% by 2050 with the UK as a whole aiming for net zero by 2050.

In March 2019 Welsh Government published their first plan – [Prosperity for all: A Low Carbon Wales](#) - which contains 100 policies and proposals to support their statutory targets, as well as highlighting how these link to the national well-being goals. In April 2019 they were the first Government to declare a Climate Emergency and in October 2019 they published an update on the top things they were doing in response to the emergency such as investing £30 million on improving active travel, allocating more than £500,000 for electric vehicle charging infrastructure, securing nearly £20 million in EU investment to establish a world leading marine energy sector in Wales, and investing in the circular economy and banning some single use plastics.

However, progress to decarbonise homes, buildings and transport remains slow despite publication of reports and commitments to update regulations or develop new strategies. The allocation of an additional £140 million capital funding to address the climate and nature emergencies (in the 2020-21 budget) is welcome but much more will be needed to support our emission reduction targets. A range of actions being taken by other public bodies is discussed elsewhere in the chapter.

A UK Climate Assembly has recently been established bringing together over 100 people from all walks of life to discuss how the UK should meet the net zero target and I would urge the Welsh Government to establish a similar mechanism to engage citizens in Wales.



Young people have made a significant impact on securing action on climate change in Wales

Public awareness, especially amongst the younger generation, has increased considerably in the last 12 months - 2019 was the year when children and young people showed politicians and decision makers across Wales and the world that they must do more to act on climate change.



The Welsh Fridays for Future movement alongside work of the Youth Parliament and the many other children and young people campaigning and lobbying politicians, has been one of the most significant areas where future generations themselves are holding politicians to account and forcing action. The Welsh Government are showing that they are listening – engaging young people in dialogue. Two conferences specifically for young people have recently been held in North and South Wales and the Minister for Environment, Energy and Rural Affairs has met with myself, the Children's Commissioner and young climate activists to discuss progress.

Young people are now demanding greater action and climate justice, calling on global leaders to take urgent action

Children and young people are demanding action at a national level but also taking action locally through eco councils and local campaign groups. They are questioning the use of single use plastics for their milk, lobbying to secure FairTrade cotton in their school uniforms and leading the way on walking and cycling to school.





Tuesday 22nd October 2019

Dear Sir/Madam

My name is Ethan peir I am 11 years old and I go to Gwawmleisgyn primary school and I am writing to you today because I'm Scared about what's happening to the World slowly. In School we have been learning about global warming.

Firstly I Would like to start With plastic in the ocean. I think to stop this we should stop making plastic bottles like Coke, Fanta, Pepsi and many other bottles. And we should stop putting meat into black plastic because you cannot recycle it.

At the moment I think Schools should look at number 13 on the global goals list. My concerns are the rising sea levels because I don't want to end up in the ocean swimming with all of the sea creatures.

I was inspired by Greta thunberg as soon as she started talking my mind changed and I wanted to try to change the World just like her. So I go litter picking in my local woods. Thank you for reading this letter yours Faithfully Ethan peir

Tuesday 22nd October 2019

Dear Sir/Madam,

My name is Cerys Hayes, I am Ten years old and I go to Gwawmleisgyn primary school. I am writing to you to express my concern about climate change.

Many people Throw their litter in the sea, because of that 100,000 sea life die a year. It would be a dream come true for me and the pupils in my school to find out that other pupils in our world are trying to make a difference.

To conclude I want you to know that my school is trying there hardest to stop climate change because the younger generation (us) do not want the wildlife to live with out a home. Please help make a difference.

Yours Faithfully Cerys Hayes



“The youth have inherited this broken planet. We did not ask for this and we do not want it, but we are left with little choice. If we don’t act now our children will be born into a world of diminished resources, diminished wildlife and diminished hope. This is not fair.

Mother nature has no voice, but she is giving us signs of her suffering. She gasps for air as we cut down her lungs, she lets out screams of greenhouse gases as we burn her blood, she looks pale and ill as we bleach her corrals and tears run down her ice cap cheeks and fall into a forever deepening pool of saline sadness.

Let Wales be a shining beacon in this time of darkness. It is amazing that Wales is committing to a low carbon future today. The strategies set out today are huge steps in the right direction and they fill me with genuine hope”.

Excerpts from speech given by Sion Sleep, graduate from Uprising’s Environmental Leadership programme at launch of Prosperity for all: A Low Carbon Wales (21 March 2019)

"Our education system is not addressing climate change as a crisis, it brushes over some details and tells you 'this is happening by the way', but doesn't go into the severity. I appreciate education is important, but one day of my education - if this has the impact we want it to have - will be so much more powerful."

Beth Irving, Atlantic college, organiser of Youth strike for Climate

“This [EU] target [to cut greenhouse gas emissions by at least 40% by 2030] is not sufficient to protect the future for children growing up today. If the EU is to make its fair contribution to stay within the carbon budget for the 2C limit then it needs a minimum of 80 percent reduction by 2030, and that includes aviation and shipping... There is simply not enough time to wait for us to grow up and become the ones in charge."

Greta Thunberg

Young people are on the march!

In 2019, public awareness of climate change rose sharply, driven by the schools strikes, Extinction Rebellion, high impact IPCC reports, improved media coverage, a BBC One climate change documentary and the UK and other governments declaring a climate emergency.

Empowerment of the first truly globalised generation has catalysed this new urgency. Young people can access knowledge at the click of a button. They know climate change science is real and see through the deniers’ lies because this generation does not access traditional media – in fact, they bypass it, and awareness and concern will continue to grow.

[WWF's Earth Hour](#) is a global campaign during which millions of people turn off their lights to raise awareness of climate change. Iconic cultural landmarks, along with millions of homes, businesses and political leaders across the world switch off their lights for one hour at the end of March each year to celebrate our natural world and as a rallying call to protect it.

In 2019 [Head4Arts](#), a community arts organisation which operates in the South East Wales Valleys, organised four creative and community events across the Valleys to support Earth hour using arts and creative activities including making cranes, papers lanterns and storytelling to engage people within the community and encouraging them to take positive action on climate change



Welsh Government is beginning to take action to address the climate and nature crisis together

Examples of this include their recent commitment to develop a National Forest for Wales to create areas of new woodland and help to restore and maintain some of Wales' unique and irreplaceable ancient woodlands. [The Plant! scheme](#) is an excellent initiative that was set up in 2008 which plants a tree for every child born or adopted in Wales, with an additional tree being planted in Uganda since 2014. Over 300,000 trees have been planted in Welsh woodlands whilst 1,600 families being supported in Uganda.

In 2019, the Intergovernmental Panel for Biodiversity and Ecosystem Services report highlighted that nature is in crisis. WWF claim that global warming is likely to be the greatest cause of species extinctions and the IPCC says a warming of 2°C or more will mean that most ecosystems will struggle to survive. Nature is declining globally at unprecedented rates, the rate of species extinction is accelerating with a million species under threat, with grave impacts on people around the world. Many of the world's threatened species live in areas that will be severely affected by climate change, and [climate change is happening too quickly for many species to adapt](#).

Welsh Government and public bodies need to use the Act as a framework for tackling these crises, using opportunities to involve and engage with a wide range of stakeholders and communities, and considering how to encourage wider cultural and behavioural change to support the societal transformation that is needed.



Well-being objectives and steps set by public bodies and Public Services Boards must match the public's increasing awareness and expectation around the nature and climate crises

There are 68 well-being objectives or steps (out of a total of 295), set by 33 public bodies, that broadly relate to the natural environment, with some examples referencing biodiversity and nature. However, these objectives do not always translate into action in other policy areas such as decarbonisation. This leads to missed opportunities to deal with these two crises and maximise the benefits of nature-based solutions to both human and planetary health (Please see sections on a Prosperous Wales and a Resilient Wales in Chapter 3 for more information.)

Realising the Natural Capital of Welsh Peatlands

The collaborative project - [Realising the Natural Capital of Welsh Peatlands](#) - funded by Welsh Government's Sustainable Management Scheme has National Park Authorities, landowners, non-government organisations, farmers and community organisations working together to bring Wales' peatlands into sustainable management. Through coordinated action and collaboration, they are delivering multiple environmental benefits through peatland restoration. The aim is longer term sustainable management supported through Payments for Ecosystem Service including the adoption of the Peatland Code. Other critical activities will lead to more coordinated and coherent approaches covering external funding, training, education, Payment for Ecosystem Service procurement, monitoring and research activities relevant to Welsh peatlands and the high carbon storage potential they hold.

Deliver a just transition

What future generations need

Decarbonisation will require a [fundamental reshaping of our economic system](#). To increase our economic prosperity, in line with becoming a more Prosperous Wales (Please see section on a Prosperous Wales Chapter 3 for more information), we need to create an environment where all of the Welsh economy can contribute to clean growth without leaving any communities behind.

We need to reshape industry and realise the potential for job creation from clean industries and sectors such as renewable energy to offset job losses elsewhere (fossil fuel power stations) which means a [just transition](#) for people and places is essential. This is also a central demand of trade unions and a core commitment under the Paris Agreement on climate change.

We need to address climate change because it is an [equality and social justice](#) issue and it will disproportionately affect the most vulnerable communities in Wales and across the world. We need a just transition because in many cases the most vulnerable communities have historically contributed the least to the problem but will suffer the greatest impact. Vulnerable communities are more likely to be exposed to the risks, and impacts of climate change, without the ability to cope with or recover from those impacts.

Future generations need governments and public bodies to consider decarbonisation in its widest sense, and see it as an opportunity to address social and economic inequalities in Wales including poverty and access to economic opportunities, whilst taking account of its [effect on places and people](#).



Where we are now

Over half of Wales' emissions are currently derived from the power and industry sectors so decarbonising these sectors will have significant impacts on people and communities

Wales' low carbon economy is currently estimated to consist of 9,000 businesses, employing 13,000 people and generating [£2.4 billion turnover in 2016](#). Whilst there are opportunities - it is worth remembering the outcomes of previous 'unjust transitions', where shifts in the economic base of an area were not accompanied by protections for affected workers. The closure of the South Wales coalfields in the 1980s offers a stark example of the social costs that have followed for decades.

The concept of a just transition is fairly new but has gained a lot of traction; the UK Committee on Climate Change have called for a just transition to be part of the process of achieving net zero in the UK, while the Scottish Government has put in place a Just Transition Commission to help it deliver decarbonisation. The principles agreed by the Scottish Commission can be summarised as:

- Plan, invest and implement a transition to environmentally and socially sustainable jobs, sectors and economies, building on Scotland's economic and workforce strengths and potential
- Create opportunities to develop resource efficient and sustainable economic approaches, which help address inequality and poverty
- Design and deliver low carbon investment and infrastructure, and make all possible efforts to create decent, fair and high value work, in a way which does not negatively affect the current workforce and overall economy.

The Welsh Government has made an important commitment to establish a Climate Justice Advisory Group but this needs to be done as a matter of urgency

We need to ensure the transition in Wales is equitable and avoids unintended consequences.

Welsh Government's aspirations around clean growth, low carbon jobs and global market advantages, which deliver wider benefits such as better places to live and work, clean air and water, and better health, will only be realised if they take a whole government approach and work collectively with public services, business, and the voluntary sector.



I am seeing some positive progress that this is happening, for example Welsh Government collaborated with a range of stakeholders when developing its low carbon plan. But efforts need to be scaled up and given a greater priority so that public bodies and Public Service Boards across Wales understand the role they can play to support a just transition in their local areas.

[The Act provides the framework](#) for promoting a just transition approach, supporting a more integrated approach to decarbonising the economy through a place-based model that is in line with the definition of a Prosperous Wales. It will help people see decarbonisation as an opportunity for a more balanced locally-based economy, rather than a threat to existing workforces, whilst also supporting other well-being goals. Wales is on the start of this journey, encouraging integration and collaboration between sectors but there is more that needs to be done.

[Cross-government policies](#) that enable a just transition are important because research (in England) has identified that Black, Asian and minority ethnic communities are most likely to live in poorer quality homes with poorer environmental or energy ratings; are more likely to suffer from health problems related to air pollution; and are less likely to have the time, money, or resources, to engage in climate-friendly initiatives. Wales' approach to the decarbonisation agenda should protect the rights and opportunities of those who may become vulnerable as part of the transition. Welsh Government has developed a matrix to help them consider all aspects of well-being when developing low carbon policies and proposals and I would welcome this being adopted across all of Government.

The links between climate change and public health are becoming increasingly clear and are being recognised by some health bodies

A [key Lancet report](#), published in 2019, considered the impacts of climate change on human health and also the impact of the health sector on climate change (the sector is currently responsible for around 5% of global emissions). A child born today will experience a world that is more than four degrees warmer, and across the world children are among the worst affected by climate change including undernutrition because of food security, disease transmission, air pollution, extreme weather events.

Older populations are vulnerable to the health effects of climate change especially extremes of heat with 220 million heatwave exposures globally in 2018. Downstream risks such as migration, poverty, conflict and mental illness will affect people of all ages and nationalities. They conclude that without accelerated intervention this new era will come to define the health of people at every stage of their lives.

Public Health Wales and Welsh Government have started to consider this particularly in terms of the impact of climate change on health. Very few health boards have clear well-being objectives or steps relating to decarbonisation, so further work is needed to ensure that climate mitigation and adaptation are considered across all activities.

Public Health Wales has a step that includes [“support wider stakeholders to prepare for the impacts of climate change”](#) to support their work on adaptation and preparing for the effect of climate change.



Aneurin Bevan University Health Board has a step relating to the need for the health sector to decarbonise: 'Reduce our negative environmental impact through a responsible capital building programme and a sustainable approach to the provision of building services including: carbon and waste management, undertaking procurement on a whole life cycle cost basis and support local sourcing, promoting sustainable and active travel and, advocating improvements in environmental health'.

Other health boards are taking steps but are not always joining the dots in a coherent way. Swansea Bay University Health Board for example has reduced gas and electricity consumption and has used the 'ReFIT - Green Growth' loans via Welsh Government which enables the organisation to borrow money to fund carbon-reducing schemes. But this does not appear to be linked to their well-being objectives and therefore opportunities to consider the wider opportunities that decarbonisation could deliver to their core duties of improving the of health of their population are being missed.

All public bodies should recognise and act on the health impacts of climate change and in particular consider the disproportionate impact on the most vulnerable.

There needs to be a collaborative approach to planning and preparing for flooding and coastal erosion. Wales will also need to adapt to the impacts of climate change as severe weather events increase in frequency and severity. Two severe storms earlier this year caused major flooding to many communities in Wales as defences were overwhelmed leaving thousands of homes and businesses underwater.

I welcome the publication of [“Prosperity for All: A Climate Conscious Wales” – a climate change adaptation plan for Wales](#). The plan responds to the risks which require most urgent action, identified in the Climate Change Risk Assessment for Wales and details tangible actions to reduce the risks of climate change to Wales over the next five years. It highlights key risk areas, where more action is needed, and will require collaboration by public bodies and others:

- Risks to infrastructure (from all sources of flooding)
- Risks to public water supplies from drought and low flows
- Some land management practices exacerbating flood risk
- Risks to ecosystems and agriculture businesses from changes in climatic conditions



However, whilst actions to prevent flooding are important Wales, like many other countries, will need to be prepared for the wider impacts on housing, health and the economy. Whilst it is too early to assess the full costs of the recent flooding which affected significant parts of Wales the First Minister has estimated that the costs could amount to £180 million for flood damage repairs in Rhondda Cynon Taf alone. [Current estimates show over 245,000 properties in Wales are at risk of flooding from rivers](#), the sea and surface water. The Welsh Government already invests an average of over £54 million per annum in flood and coastal risk management until 2020, but a [longer-term settlement would help with strategic planning and adaptation](#).

Similarly whilst the level of immediacy is different, we are likely to face increasing problems with coastal erosion in parts of Wales, especially in some of the worst affected areas such as Fairbourne in Gwynedd; here plans are being prepared to relocate 850 residents and dismantle the entire village as flooding and storm surges are predicted to make Fairbourne uninhabitable, making them Wales' first climate refugees. The UK Committee on Climate Change has estimated that around 370,000 homes are at risk along the English coastline and almost 9,000 properties could be lost to coastal erosion. This places an impossible pressure on the local authority to rehouse people as well as deal with the associated detriments to health infrastructure and services.

The Government therefore must plan now in terms of how Wales will deal with all of these issues, enquiring that the appropriate legislation, policy and funding is in place.

Implement solutions at scale to achieve multiple benefits

What future generations need

Future generations need to see rapid decarbonisation across Wales' economy and society. Many organisations and research institutes, including the Centre for Alternative Technology through their [Zero Carbon Britain](#) project, have demonstrated that we already have many of the solutions – from renewable energy and energy efficiency to food, diets and land-use. We need public bodies and Public Services Boards to take every opportunity to implement these solutions locally, as well as implementing solutions at scale to help us build a zero-carbon world. We also need far greater political will and wider cultural change to support the transition.

“The science says we must, the technology says we can, time to say we will!”

Paul Allen, Centre for Alternative Technology

The report '[Zero Carbon Britain: Rising to the Climate Emergency](#)' models the changes to energy, buildings, transport, industry, diets and land use that could reduce energy demand by 60%, provide 100% renewable energy, and cut emissions from agriculture and industry whilst creating natural carbon capture through reforestation and peatland restoration.



We need to adopt a similar combination of ‘powering down’ energy use through increased efficiency and behaviour change; ‘powering up’ clean renewable energy supplies; and transforming land use to allow the UK to reach net zero greenhouse gas emissions without having to rely on as yet unproven technologies, such as carbon capture and storage or direct air capture.

We need to maximise the multiple additional benefits that these solutions could deliver for example improvements to health and well-being via better diets, more exercise, improved air quality and a reduction in fuel poverty. Other benefits include the creation of green jobs and an increase in biodiversity both through tackling climate change and through freeing up land to allow nature to thrive.

The low carbon transition will require a similar social transformation and it will be important for Government to understand the role people can play in relation to adopting ‘climate friendly’ behaviours and actions. Current and future generations will need new, compelling narratives to inspire and mobilise mainstream participation in solutions, adoption of technologies and change in behaviours. Government should nurture public engagement with action on climate change and also enable consumers to take specific concrete actions that deliver large emissions reductions.

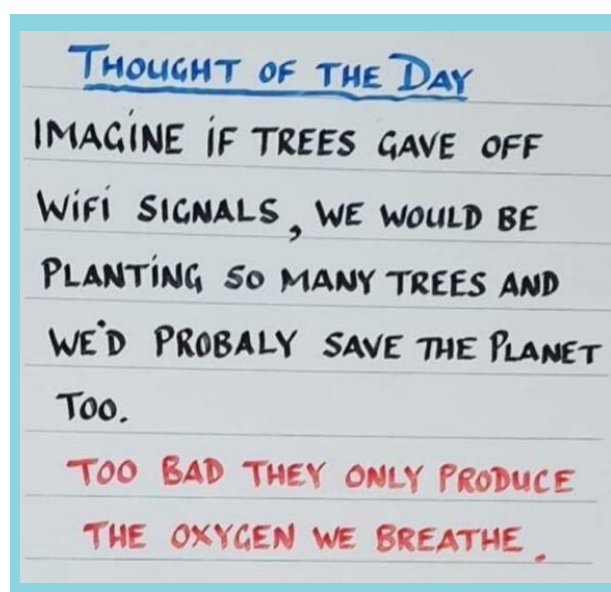
We need all public bodies to have clear objectives and steps on decarbonisation, to support the transition to a low carbon economy and society in their areas, and to enable Wales to meet its statutory targets. In addition, as well as having specific objectives on decarbonisation.

Public Bodies need to ensure that all well-being objectives, including those relating to jobs, skills and health, seek opportunities to contribute to reducing emissions and considering the impacts of climate change as this isn’t currently the case.

Where we are now

There are promising signs of progress on the shift to clean energy, but all opportunities should be embraced in Wales to meet its targets

Much of our economy has historically been driven by fossil fuels; last century Wales was at the forefront of the industrial revolution leading to fossil fuels powering our homes and businesses, heating our buildings and transporting goods. With technological advances, low carbon solutions and increased leadership we can transition to an energy system based on renewables, providing economic, social and environmental benefits to Wales. However, despite the science and technology, progress to implement practical low-carbon solutions at the scale and pace that is needed has been too slow.



I am seeing some encouraging progress in that the:

- UK's emissions have declined by around 38% since 1990, faster than any other [major developed country](#) because of its shift to cleaner electricity, reduced fuel consumption by business and industry and reduced electricity use.
- UK emissions from electricity generation, waste and buildings have also fallen by 64%, 69% and 20% since 1990, whilst this is positive emissions from transport have [increased by 4% since 1990](#).
- A transformation in the UK's electricity system has resulted in the UK's windfarms, solar panels, biomass and hydro plants generating more electricity than the combined output from power stations fired by coal, oil and gas, in the third quarter of 2019.

Since 2010, renewable electricity generation in Wales has trebled so by 2018 renewable generators produced electricity equating to 50% of Wales' use with a target to generate the equivalent of 70% of Wales' electricity consumption from renewable sources by 2030. [The Institute for Welsh Affairs' 'Re-energising Wales: A plan for Wales 100% renewable energy future'](#) shows how Wales can move to 100% renewables by 2035. The ten areas highlighted include funding, a long-term greener homes programme, retaining the benefits of renewable energy in local communities, using planning as a lever, future proofing the grid and improving capacity and expertise.



Source: [Wikimedia](#)

2019 broke virtually every clean energy record in the world -

The most investment in clean energy; the most new renewable capacity (a third more than in 2014); the cheapest ever solar power (in [Chile](#), where it's half the cost of coal); the longest a country has been run entirely on renewable electricity – 113 days over this summer in [Costa Rica](#).

There are promising signs of change but scale and pace of progress by Welsh Government and Public Bodies will need to be increased significantly during the next decade if we are to achieve progress towards our more ambitious targets, including achieving a carbon neutral public sector by 2030.

In 2019 the UK became the first major economy to set a net-zero climate goal, following advice from the UK Committee on Climate Change, and Welsh Ministers have also accepted the challenging target for Wales to achieve net [zero emissions no later than 2050](#). A high proportion of Wales' emission come from a small number of industrial sources so phasing out coal-fired plants such as Aberthaw will support this, as well as reducing emissions from our industrial sector which is being led by [RICE \(Reducing Industrial Carbon Emissions\)](#), an industry-led decarbonisation group.

Innovation and Industry

Innovation in the industrial sector will be crucial to meet our emission reduction targets and budgets in a way that will secure the most industrial and economic advantage for Wales from the global transition to a low carbon economy. Whilst the global shift to decarbonisation offers Wales opportunities to grow our economy it also highlights the challenges faced by industry and business.



The Reducing Industrial Carbon Emission project is an example of innovation meeting this challenge. Driven by a consortium of researchers and industrial partners in [South and West Wales](#), funded by the European Regional Development Fund, it focuses on delivering transformational change through the adoption of innovative processes to reduce Wales' CO2 emissions and decrease Welsh Heavy Industry's energy & raw material consumption. The Reducing Industrial Carbon Emission project will work with local supply chain companies to test how carbon dioxide produced from heavy industrial processes can be innovatively used to make high value products and industrially important chemicals.

Another positive example is the focus on low carbon heat in [Bridgend](#): Bridgend County Borough Council was selected to be part of the UK Smart Systems and Heat Programme in October 2014, alongside Greater Manchester and Newcastle. They are developing two demonstration heat projects in the county:

1. A pioneering geothermal scheme in Caerau, utilising groundwater in former mine shafts in the Llynfi Valley along with heat pump technology, providing low carbon heat to the Caerau Community (supported by Welsh Government's Smart Living programme) and
2. Bridgend town centre district heating scheme involving public and civic buildings, leisure centre and some residential properties (supported by the Welsh Government Energy Service).

While developing these demonstrator projects, Bridgend County Borough Council is hosting trials of smart initiatives developed by the Energy Systems Catapult, including 'EnergyPath' - a suite of software tools to assist Local Authorities to create designs for future-proofed and economic local heating solutions, specific to the Authority.

Bridgend are also part of the FREEDOM Project – this stands for Flexible Residential Energy Efficiency Demand Optimisation and Management, and is a joint Wales & West Utilities and WPD £5m innovation project in the Bridgend 'living heat laboratory'. Using an air-source heat pump and high-efficiency gas boiler hybrid system in 75 residential properties, the project clearly demonstrates the value that an integrated approach to deploying low-carbon smart technologies can deliver. Project estimates suggest that a hybrid approach to decarbonising our heating that is combined with green gas growth could lead to as much as an 80% reduction in carbon emissions from domestic heat.



Source: [Pigsels](#)



I welcome the establishment of a new centre in Cardiff focusing on behaviour change. The new [Centre for Climate Change and Social Transformations](#) based at Cardiff University is working with partners across the UK to achieve a fundamental change in our understanding of how to transform lifestyles and systems of governance for a sustainable, low-carbon future.

"We want to work closely with people and organisations to achieve positive low-carbon futures - transforming the way we live our lives, and reconfiguring organisations and cities."

Prof. Lorraine Whitmarsh, Director

The Centre is a global hub for understanding the transformations that are required to address climate change. They will research and develop the social transformations needed to produce a low-carbon and sustainable society, developing solutions to enable us, as a society to live differently – and better – in ways that meet the urgent need for rapid and far-reaching emission reductions.

Despite the commitment to a carbon neutral public sector by 2030, less than half of public bodies have a specific well-being objective or step on decarbonisation or reducing their emissions. In contrast, the vast majority of Public Services Boards do.

Decarbonisation is reflected across 34 well-being objectives/steps of 20 of the 44 public bodies and 13 of the 19 Public Service Boards.

As part of my monitoring and assessing work, I have provided specific advice to the 44 public bodies on reducing their emissions and tackling climate change particularly in areas where they have control such as procurement, transport and buildings. Our advice was that we would like to see public bodies:

- Accelerating action to reduce emissions, whilst bringing wider well-being benefits.
- Map the areas over which they have control and which have the biggest emissions, and to have a plan in place to reduce them.
- Focus on carbon reduction through procurement, ultra-low emissions vehicles (fleet), buildings, fossil fuel divestment, decarbonising heat, transport and tourism.

I am also encouraging them to consider links with planning and placemaking, nature and green infrastructure.

Natural Resources Wales should be commended on their efforts to be a carbon positive organisation. This is an area where they've led the way through their Carbon Positive project which is being rolled out to other public sector organisations, as I've noted above.

Over the last decade good progress has been made by many public bodies on energy management and carbon reduction, however these efforts need to shift towards other areas such as transport, planning, procurement and land use. Support is being provided by Welsh Government on the target for the public sector to carbon neutral by 2030.

Progress to celebrate:

- South Wales and Mid and West Wales Fire and Rescue Service, [Caerphilly](#), [Conwy](#) and many other councils have rolled out solar panelling on their own buildings and community buildings like schools.
- [Transport for Wales](#) has committed to 100% renewable electricity for all stations with half of this energy being produced in Wales
- [Monmouthshire County Council](#) have developed a solar farm on council-owned land in Crick that has the capacity to generate enough electricity to power around 1,400 homes.
- [Cardiff Council](#) is moving forward with plans to develop a £15m solar farm on a former landfill site. It is estimated that the solar farm could generate £21m of green energy over a 35-year period.

As highlighted in the [section on A Prosperous Wales in Chapter 3](#), the focus in relation to low-carbon has traditionally been on buildings, energy and estates, and not about the wider economy. The definition of A Prosperous Wales requires public bodies to maximise their contribution to “an innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change” which should include their approach to supporting a low carbon economy and society.

However, as well as having objectives focussed on decarbonisation, public bodies will need to ensure that all well-being objectives, including those relating to jobs, skills and health, are reducing emissions and considering the impacts of climate change. They should also ensure that their well-being objectives are not contradictory in relation to decarbonisation: for example, one local authority has an objective to 'Create a better, enhanced environment and infrastructure that will benefit our communities, businesses and volunteers' and the steps include: 'Develop a Highways Management Plan in line with Welsh Government guidelines'.

The declaration of a climate emergency by a number of local authorities is focusing action on reducing emissions.

It is encouraging to see a considerable shift in awareness and commitment, particularly over the last 12 months as more and more councils and public bodies are declaring a climate emergency due to growing public awareness and pressure, and are increasingly recognising the urgency of climate and environmental issues.



Around 230 councils across the UK, 11 in Wales, declared a climate emergency in 2019.

Local authorities across the world are declaring a ‘climate emergency’

More than 1,200 local authorities around the world declared a “climate emergency” in 2019. These civic declarations have also kicked off a wave of civic activism. In Wales, [Carmarthenshire County Council](#) has become the first local authority to publish a climate change action plan detailing how it will work towards becoming net zero carbon in the next 10 years. Last year the authority became one of the first councils in the UK to declare a climate emergency, pledging to becoming net carbon zero by 2030, and actions include developing new carbon reductions from council’s buildings, purchasing more energy efficient fleet, collaboration with other public bodies to deliver wider change, exploring opportunities for tree planting and renewable energy generation on council-owned land.

[A further ten councils](#) have now declared a climate emergency and are coming forward with ambitious plans:

Since declaring a climate emergency in June 2019, [Swansea Council](#) have been working towards the development of a charter which will see them meet the Welsh Government commitment to a carbon neutral public sector by 2030. The authority has replaced around 45 of its vans with electric versions; installed solar panels on school and community buildings; planted trees, shrubs and grassed areas on The Kingsway and Orchard Street; and developed a new strategy in partnership with Natural Resources Wales requiring more city centre green infrastructure. Working with the city region they are also developing the Swansea Bay Tidal Lagoon proposition which, if taken forward, would significantly increase renewable energy electricity production in the area, especially with a floating solar farm incorporated in the design.

Alongside this the region proposes to build 3,300 houses in [Swansea](#), [Neath Port Talbot](#), [Carmarthenshire](#) and [Pembrokeshire](#) which generate their own power, and to retrofit another 7,000.

Notably [Swansea Council](#) has also followed my advice and moved just under a quarter of its total investments (£500 million) in its pension fund from fossil fuel companies to a low-carbon fund.



In response to their declaration Cardiff Council [have committed to](#):

- Transform Cardiff's sustainable transport infrastructure and public transport services, through a multi-billion pounds investment programme into rail, bus, cycling and walking
- Manage the city's rapid population growth in a sustainable way through taking forward the review of Cardiff's Local Development Plan, underpinned by sustainable development and well-being principles
- Build on Cardiff's status as the UK's leading recycling city by driving up city recycling rates and promote a circular economy for recycled materials.
- Lead a low-carbon transition in the city's transport system, converting ninety Council vehicles to electric power by 2021, working with the city's bus companies to replace older buses with new electric and low carbon buses, and putting in place EV infrastructure across the city.
- Remove single-use plastics from Council venues and work with partners to develop a city-wide response to single-use plastics in all public services.
- Deliver a programme of energy projects, including a new Sustainable Heat Network in the city centre in partnership with the Welsh Government.

[Gwynedd Council](#) declared a climate emergency in July 2019, and recently passed an amendment to the Council's (corporate) plan to include reducing its carbon footprint as a major objective giving it the same priority as improving housing and the economy. The council's carbon emissions have been cut by almost 40% over the past ten years by investing nearly £8 million in more energy efficient boilers and heating systems in their buildings, better insulation, solar panels, installing energy-saving LED lamps on their streets and cutting down on car journeys. Increasing electric vehicle charging points and introducing electric vehicles to the authority's fleet will be among Gwynedd Council's priorities over the coming years.

It is encouraging to see these declarations, and I congratulate the actions being taken by public bodies, but decision makers should be supported to fully understand what actions they should be taking to address the climate and nature emergencies.

A number of public bodies including the National Museum of Wales, Public Health Wales and Community Housing Cymru have undertaken [Carbon Literacy Training](#) which provides an awareness of the carbon costs and impacts of everyday activities, along with the ability and motivation to reduce emissions on an individual, community and organisational basis.

We need decision makers and citizens to be carbon-literate so that they are able to make decisions to support decarbonisation at every opportunity.



Invest more in tackling the Climate Emergency

What future generations need

Future generations need the Government in Wales and other countries to prioritise funding in addressing the Climate Emergency. A group of environmental non-governmental organisations have called on the UK Government to allocate at least £42 billion of public expenditure per year to help address the climate and nature emergency, which equates to around 5% of government spending (or around 2% of GDP). (See [section on finance in Chapter 2](#))

Decisions made as part of the annual budget process should be supported by transparent assessments of carbon impact so that people can clearly understand whether funding is leading to an increase or decrease in emissions

Welsh Government should also articulate how actions in key plans such as [Prosperity for all: Low Carbon Wales](#) will be funded and also the level of cross-government investment needed in relation to achieving targets to reduce emissions from sectors such as transport and buildings.



Meeting with Extinction Rebellion

Oslo Climate Budget:

When [Oslo](#) launched its budget in 2017, the city began tracking its carbon emissions alongside its finances. It's the first of its kind; a pioneering approach which the city considers to be its most important tool for achieving its climate targets.

“By introducing a Climate Budget along with the financial budget we aim to count carbon reductions the way we count money.”

Raymond Johansen, Governing Mayor of Oslo

Oslo's climate budget is a good example of how a region can prioritise, measure and fund the actions needed to ensure it is meeting its climate targets. Oslo also has an ambitious goal of being zero-carbon by 2030. Local governments and businesses work collaboratively and are responsible for implementing the measures in the budget and report progress three times during the year.

There are seven core areas of corporate change are listed within the Well-being of Future Generations Act's Statutory Guidance including procurement and financial planning. We need decarbonisation to be integral to all activities in Wales as well as being a key consideration in these seven core areas due to the impact they can have on emissions. For example, Natural Resources Wales identified that 55% of its emissions are caused by the procurement of goods and services so the carbon impact of buying these goods and services needs to be measured and monitored so that the public sector can achieve the target of being carbon neutral by 2030.



Where we are now

Action reflecting the urgency of tackling climate change was lacking but this has been more evident in the last year since the declaration of a climate emergency by Welsh Government and a number of local authorities. However it is concerning that Welsh Government are still not able to comprehensively explain the carbon impact of their spending decisions.

“Clear direction and funding from Welsh Assembly (we don't have time for the UK government to sort their priorities so need Wales to be the pioneers) to frame all actions and policy decisions by the need to reduce carbon emissions (improving green transport links, promote lift sharing, encourage working from home or in local business hubs); protect our remaining biodiversity and reverse the recent trends of species loss (plant more trees - link this with flood protection, wildflower verges, guerrilla veg gardening, community food growing space); support regenerative agriculture (support our rural economy but also to build food security across Wales) and diversify agricultural output. Funding for community groups for small projects - eg setting up/running repair cafes, skill sharing workshops with simple funding applications process.”

People's Platform

The UK government currently spends around £17 billion on climate and nature – this needs to be increased by a further £25 billion of additional spending to address the climate emergency.

It is very difficult to calculate how much Welsh Government is currently spending on decarbonisation as this is not assessed so the information is not available.

In 2018, I calculated that approximately only 1% of current funding is supporting direct action on decarbonisation, (however due to lack of transparency in the budget other budget lines could also be making an indirect contribution).

It remains the case that Welsh Government is not assessing the net carbon impact of budget decisions, which means they cannot tell us whether the way in which they are spending their money is leading to an [increase or decrease in carbon emissions](#). There is no consistent approach to undertaking carbon impact assessments for major infrastructure projects, it is not clear how the carbon impact is informing decisions (on projects or funding) and there is no central collation of carbon impact assessments across Government. It is important that the Government understand this themselves and is able to explain to the public the extent to which their spending decisions are either contributing to an increase or a decrease in carbon emissions.

The Welsh Government have increased direct funding for the climate and nature emergency but it is clear that they will need to invest more in funding action if they are to meet their carbon reduction targets.

In June 2019 I published a [Ten Point Plan to fund Wales' Climate Emergency](#) which includes proposals for increasing investment in key areas including sustainable transport, low/zero carbon buildings and homes, renewable energy, land and nature-based solutions.



Although it's difficult to calculate the exact amount of funding needed, we know that responding to the climate emergency will require a much greater level of investment than we are currently seeing.

My Plan recommends a total allocation of £991 million to support decarbonisation in the Welsh Government budget for 2020-21 which is in line with the UK Committee on Climate Change (UKCCC) estimates of around £30 billion over the period to 2050 (or 1-2% of GDP).

I welcomed the announcement of £140 million in new capital funding for climate and environment in the draft 2020/21 budget, along with a £59 million (37%) increase in total spending on sustainable travel bringing the total allocation to £219 million. Whilst I welcome the rise in capital investment in active travel, public transport, and electric vehicle infrastructure by £80 million, this appears to have been met by a similarly significant rise in capital investment in new roads. As such, the proportion of capital spent on active and public transport is still slightly below the 60% level recommended in my 10 Point Plan. The £140 million package also includes £25 million capital funding to extend the Innovative Housing Programme, £8.2 million for a carbon neutral house project within Coleg Y Cymoedd and funding to address our nature crisis; although these allocations fall short of what I recommended in my Plan.

Whilst the budget has focused investment at measures "which current evidence supports as being the areas where Welsh Government can have the greatest impact to deliver our first carbon budget" there is no detailed evidence to show how they have prioritised spending decisions according to carbon impact.

This means the Government cannot tell us whether the way in which they are spending their money is leading to an increase or decrease in carbon emissions.

As a result, despite efforts to invest in sustainable travel, we are concerned that the Government's other capital investments, such as in roads, may be undermining its carbon reduction progress.

Spend that could be classified as 'decarbonisation' has increased in the last year, however Government may be underestimating this figure and our analysis shows that direct investment in decarbonising actions could be closer to £500 million, increasing by around 28% since the previous budget. There appears to be no evidence that Government has a clear process to classify or assess how much they are currently spending (or need to spend) on decarbonisation actions to deliver the statutory carbon budgets or targets. And, although the recent Wales Infrastructure Investment Plan pipeline update 2019 mentions additional investment of £14.5 million for active travel, it isn't clear how overall it is prioritising measures to address the climate emergency with 64% of Welsh Government's transport budget currently allocated to building roads.

The Government, must from now on, forensically analyse every aspect of its expenditure, especially capital spend, in terms of carbon impact and publish details on the overall carbon impact of their budget.



All public bodies need to take action to divest their pension funds from fossil fuels

Alongside budget decisions I have already [advised](#) that public bodies should also be demonstrating how the Act is influencing wider investment decisions for example investments and pension divestment; and how these decisions are considering the long-term and climate risk. Since issuing this call, [Cardiff](#), [Carmarthenshire](#), [Monmouthshire](#) and [Powys](#) councils have voted for the divestment of their funds from fossil fuels, but the final decision needs to be taken by the Fund Trustees.

The Welsh Assembly Member Pension Scheme took a decision to move nearly all their investments away from fossil fuel companies and set themselves a [timeline for divesting the rest](#). [Swansea Council](#) which manages the pension fund for Neath Port Talbot Council and a number of other employers in the area, have transitioned £0.5bn of assets into a low carbon index tracking fund after a programme of trustee training which resulted in the adoption of the fund's Environmental, Social, Governance (ESG) Policy that has targeted a reduction in its carbon footprint.

However, whilst this is encouraging progress the majority of public sector pension funds continue to invest almost £1 billion each year in fossil fuels which is not sustainable in light of the climate emergency and incompatible with the declarations by public bodies.

Financial investors are cooling on fossil fuels

Campaign groups have long argued for fossil fuel divestment, but they have recently been joined by institutional investors such as Climate Action 100+, which is using the influence of its US\$35 trillion of managed funds, arguing that minimising climate breakdown risks and maximising renewables' growth opportunities are a fiduciary duty. Divesting from fossil fuels and increasing sustainable investments, or 'Divest-Invest' action, is an effective way for cities, pension funds and other investors to protect their assets and take advantage of the economic opportunities presented by the world's transition towards a green economy. [C40's spotlight On: Cities Divest-Invest](#) provides cities with information, tools and practical examples from around the world on making the case for and implementing a Divest-Invest mandate. This collection of resources unpacks the social, environmental and financial arguments surrounding fossil fuel divestment and sustainable investment, including technical information on fiduciary duty and financial performance.



Meeting with UN Special Envoy on Climate Change

Decarbonisation

Recommendations for Welsh Government

Key Recommendation

Welsh Government should set out a long term investment plan of how they will fund the climate emergency and support more ambitious commitments and targets for sectors within their control. (see related recommendations in Transport and Housing chapters)

Policy Recommendations

Welsh Government should...

- Assess the carbon impact of their spend, especially capital spend, and should also publish details on the overall carbon impact of their budget and major investment/infrastructure decisions.
- Require all publicly funded buildings to be carbon neutral: urgently amend the building regulations (Part L and Part F) and enforce stricter building and infrastructure standards to ensure that we are not building “old” new schools, hospitals and other infrastructure that will contribute to climate change and not be fit for future generations.
- Resource and prioritise carbon and eco-literacy training for all politicians, elected members and senior officers of public bodies in Wales to ensure we have the necessary skills and understanding to make the right decisions for the climate.
- Ensure the new “National Strategy for Flood and Coastal Erosion Risk Management” provides a comprehensive and holistic plan for responding to flooding and coastal erosion, with adequate funding that is focussed on preventative measures including nature based solutions.



Decarbonisation

Recommendations for Welsh Government

Process Recommendations

In their day to day actions Welsh Government should **stop**:

- Providing funding any new housing programmes or developments which are not at least carbon neutral.
- Supporting and funding carbon intensive infrastructure.
- Encouraging habitat loss and deforestation.
- Encouraging carbon intensive agriculture.
- Putting pressure on our natural resources.
- Encouraging the use of fossil fuels.

In their day to day actions Welsh Government should **start**:

- Securing investment for a national retrofit programme to improve the energy efficiency of Wales' housing stock.
- Continuing to promote and incentivise local renewable energy schemes.
- Establishing a Climate Justice Advisory group to involve relevant stakeholders in decisions on how Wales' transition is providing funding and support for the delivery of sustainable and active travel.
- Acting on the health impacts relating to climate change, particularly the disproportionate impact on the most vulnerable.
- Ensuring that all decisions including pension fund investments are compatible with climate emergency.
- Promoting and incentivising individual solutions to support behaviour change, that people can adopt at home and/or work to deliver a wider cultural shift in communities across Wales.
- Restoring forests and peatland and encourage more sustainable land-use to protect nature.
- Taking action to address the climate and nature crisis together.



Decarbonisation

Advice on setting well-being objectives for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Please refer to the chapter on Setting Good Well-being Objectives, but in setting their objectives specifically in relation to decarbonisation all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Ensure that all well-being objectives, including those relating to jobs, skills and health, seek opportunities to contribute to reducing emissions and consider the impacts of climate change.
- In setting well-being objectives public bodies should ensure they have a significant focus on decarbonisation. They should also ensure that decarbonisation is a key consideration in all objectives that have been set, and in taking steps to meet all well-being objectives.
- Accelerate their action on reducing emissions, helping meet Wales' target of a carbon-neutral public sector by 2030. This means mapping the areas over which you have control, and which have the biggest emissions, and having a plan in place to reduce them. Immediate areas of focus should include carbon reduction through procurement, ultra-low emissions vehicles (fleet), buildings, fossil fuel divestment, decarbonising heat, transport and tourism. (Also a recommendation in the section on A Prosperous Wales in Chapter 3).

In setting their **steps**, public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should focus in the following areas and should:

- Work with Welsh Government to develop a mechanism for assessing the carbon impact of budget decisions and allocations.
- Build on progress in relation to reducing emissions from energy use and buildings, and increase the focus of their decarbonisation efforts on transport, housing, land use and procurement in line with the ambition of achieving a carbon neutral public sector by 2030. (See specific recommendations in other chapters)
- Require all publically funded building to be carbon-neutral.
- Have an understanding of their current emissions in order to plan how these can be reduced.



Decarbonisation

Recommendations for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Process Recommendations

In their day to day actions they should **stop**:

- Encouraging the use of fossil fuels.
- Encouraging habitat loss and deforestation.
- Encouraging carbon intensive agriculture.
- Funding carbon intensive infrastructure.
- Putting pressure on our natural resources.

In their day to day actions they should **start**:

- Thoroughly understand their current emissions in order to plan how these can be reduced.
- Resourcing and prioritising carbon and eco-literacy training for all elected members and senior officers to ensure they have the necessary skills and understanding to make the right decisions for the climate.
- Ensuring support and sufficient capacity to achieve a carbon neutral public sector by 2030.
- Reducing their need for energy and using energy more efficiently.
- Encouraging the development of local renewable energy schemes.
- Reducing their need for resources and use resource more efficiently.
- Reducing consumption and encourage a circular economy.
- Prioritising local sustainable and active travel schemes.
- Building zero carbon buildings and homes, and retrofitting existing buildings and homes.



Process Recommendations (continued)

In their day to day actions they should **start**:

- Acting on the health impacts relating to climate change, particularly the disproportionate impact on the most vulnerable.
- Ensuring that all decisions, including pension fund investments, are compatible with the climate emergency.
- Promoting and incentivising individual solutions to support behaviour change, that people can adopt at home and/or work to deliver a wider cultural shift in communities across Wales.
- Considering and taking action to address the climate and nature crisis together.
- Restoring forests and peatland and more sustainable land-use to protect nature.





Skills for the future

The world is changing, perhaps more quickly than at any time in living memory. These changes are having profound implications to the future of work, community and well-being. Providing people with education and the opportunity to develop the right set of skills for their future is widely accepted as a significant determinant of life outcomes including health, socio-economic position and life expectancy. We need to react positively to these changes to ensure people have the right skills for our future Wales.





Skills for the future

The predicted future of skills

In addition to the global trends detailed in Chapter 1, such as, demographic changes, changes to our natural environment and inequalities, I have identified the following relevant trends and predictions which are specific to skills. See also, key trends in a Prosperous Wales Chapter.

Trends to watch:

Education

- Attainment in primary and secondary schools in Wales has risen overall in recent years, although inequalities persist with children from particular ethnic groups and children from deprived backgrounds not achieving the same outcomes as their peers.
- The number of adult learning activities has decreased significantly over the last 5 years. [In 2014/15, almost 57,000 successful learning activities for adults took place](#), compared to around 34,000 in 2018/19.
- Across the UK, formal workplace learning has declined over the last 15 years.

Employment

- [In 2019, 75.8% of working age people in Wales are economically active.](#)

- The economy in Wales is dominated by smaller enterprises, with [98.5% of all enterprises in Wales employing less than 50 staff.](#)
- [Wales has seen a proportionate increase in higher skilled jobs](#) in the last decade and a small increase in low skilled work.
- The median gross weekly earnings for full-time employees in Wales were £509 per week (2018), the second lowest rate of pay across UK nations and regions – [with the gender pay gap in Wales at 7.3%.](#)

Workforce

- [Wales has the highest percentage of its population over retirement age](#) in the UK, and it is increasing.
- [77% of working age males are employed, compared to 70% of women \(2019\).](#)





Skills for the future

The predicted future
of skills

Predictions for a possible future:

- 65% of children entering primary school today will go on to do jobs which do not yet exist
- Skills such as creativity, emotional intelligence and problem-solving will be some of the most important in the future. Behaviours and soft skills will be more valuable than qualifications
- The 'green economy' is expected to grow, with roles in manufacturing, agriculture, construction, energy and transport
- By 2030, 81.5% of the workforce will have already left compulsory education
- People are likely to stay in work longer in their lives and will need to adapt and learn new skills throughout their lifetime
- Greater participation in the workforce by people over the age of 55 could significantly increase economic well-being and productivity

The vision – Equipping people not just for work, but for a life well-lived

The Well-being of Future Generations Act not only requires us to think and plan for the future, it also allows us to envisage a different type of Wales. Given the intent of the Act and the nature of the subject matter and timescale for change, the vision for providing the right skills for the future is radical.

By 2050, Wales will have moved quickly to a system where people learn through their lives, improving on existing skills and acquiring new ones based on their individual needs. Our education system will be more personalised and self-paced, and we will move away from process-based to a project and problem-based content delivery ([A More Equal Wales](#))

The way we value, assess and resource skills programmes will have changed. The economy will no longer be the sole driver of gaining skills and learning. As more organisations rebalance their purpose beyond making money, more jobs and skills demand will be focused on social, cultural and environmental aspects of life. ([A Prosperous Wales](#) and [A Healthier Wales](#))



Our qualifications system will reinforce these valued skills, creating a system where young people are able to thrive and employer demand for softer skills are met. ([A Prosperous Wales](#), [A Globally Responsible Wales](#), [A Wales of Cohesive Communities](#), [A Wales of Vibrant Culture and Thriving Welsh Language](#))

As technology plays a bigger role in our lives, [education will also need to include essential skills](#), such as developing digital skills, programming, digital responsibility and the use of technology. ([A Prosperous Wales](#) and [A Wales of Vibrant Culture and Thriving Welsh Language](#))

Schools have a garden for children to learn to grow their own food to be incorporated into lunches and cookery classes. ([A Prosperous Wales](#), [A Resilient Wales](#) and [A Wales of Vibrant Culture and Thriving Welsh Language](#)). In Japan, children prepare fresh school lunches as an integral part of their school day.

[Education will give pupils skills beyond literacy, mathematics and sciences](#) and will include global citizenship skills (through, for example, volunteering, community service or through collaboration with businesses), creativity and innovation skills, as well as interpersonal skills such as emotional intelligence, empathy, cooperation, leadership and social awareness. The way we learn will have changed, with far more collaboration between the community, businesses, public sector and education settings.

As our industries become low carbon, with a growing 'green economy' in renewable energy and green technologies, future generations will be eco-literate – understanding the balance of natural systems that make up life on Earth and reducing the impact of climate change and biodiversity loss – enabling Wales to be a leader in the low carbon revolution. ([A Resilient Wales](#) and [A Globally Responsible Wales](#))

Our 'green' industries will have the potential to generate new employment opportunities across rural Wales, particularly with the rise in digital connectivity, enabling people to work from anywhere. ([A Prosperous Wales](#) and [A More Equal Wales](#))

Finland is frequently cited as one of the best education systems in the world and scores highly in the Program for International Assessment survey (PISA). Some of the factors that make the education successful are:

- Equal access to education is a constitutional right; pupils also attend their local school by default which minimises competition between schools
- All teachers are educated to master's degree level
- There is a national, subsidised early education and care system for children up to the age of five years old
- Children start school at six or seven years old and the early years are designed around learning through play
- Aged 16, 90% of young people choose to continue in either general education or vocational education (which includes apprenticeships)
- [University is free and adult education is highly subsidised.](#)



People working more flexibly and locally will have more time to pursue interests, hobbies and lead a more fulfilling life focused on personal well-being. ([A Healthier Wales](#), [A Wales of Cohesive Communities](#) and [A Wales of Vibrant Culture and Thriving Welsh language Culture](#)) People spending more time in their local community will boost local businesses and create more jobs. ([A Prosperous Wales](#) and [A Wales of Cohesive Communities](#))

Cultural skills will increase creativity, resilience, innovative thinking and design. Our culture, language and environmental assets will be celebrated and placed at the heart of the education and skills system. All children will be given the opportunity to learn Welsh and able to work through the medium of Welsh if they wish. ([A Wales of Vibrant Culture and Thriving Welsh Language](#) and [A Resilient Wales](#))

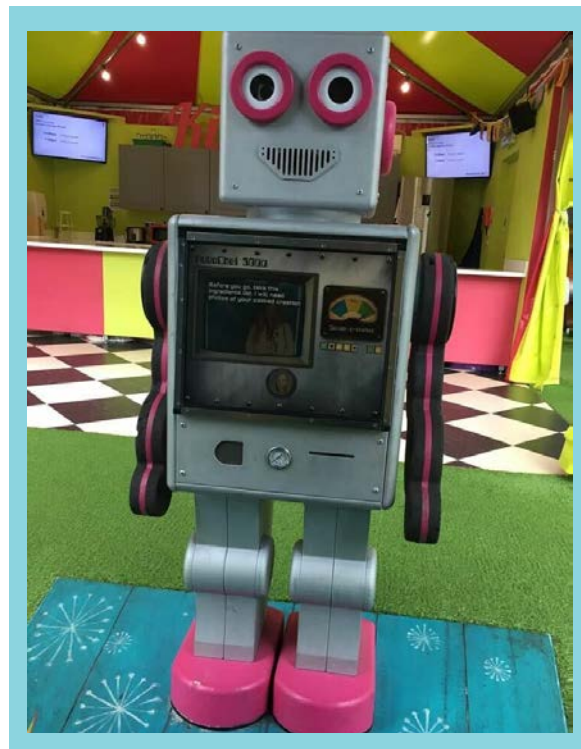
Public bodies and Public Services Boards under the Act will be developing and implementing well-being objectives on skills that maximise their contribution to all of the seven well-being goals, not just towards [A Prosperous Wales](#).

The [Green School in Bali, Indonesia](#) opened its doors in 2008. The school's goal is to shape green leaders of the future. More than 800 students aged 3-18 are enrolled in it and there are plans to expand this initiative to Mexico, New Zealand and South Africa by 2021.

[Australia's new curriculum](#) has the tagline 'Ready for a world yet to be imagined' and seeks to provide pupils with capabilities they will need in the workplace; strengthening school and employer collaboration; and developing students' career management.

In the UK, teachers are already undertaking training through the [United Nations Climate Change Academy](#) to teach children, young people and adults to protect the planet for future generations.

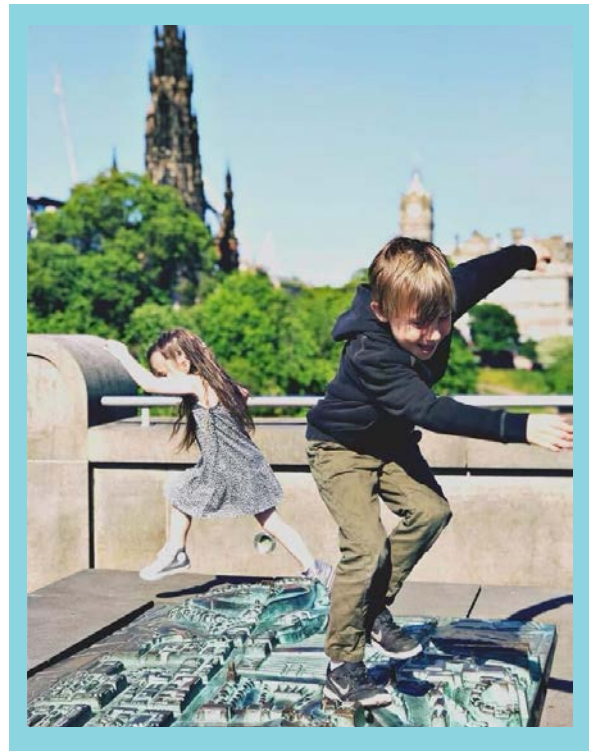
[Eco-Schools](#) is a global programme, engaging 19.5 million children across 68 countries, making it the largest educational programme on the planet. The programme was developed by the Foundation for Environmental Education in 1994, and run in Wales by Keep Wales Tidy. It is designed to empower and inspire young people to make positive environmental changes to their school and wider community, while building on their key skills. The programme in Wales is funded by Welsh Government and free for local authority schools, but Independent Schools are required to contribute towards the support they receive.



In [Powys](#), a teaching resource has been developed by '[Sector 39: Permaculture Design Academy](#)' on how we tackle the climate emergency in the classroom. The project takes teachers and pupils through activities that help them to understand our environment, the long-term impact of our actions, food production, consumption and well-being. It is intended to be an underpinning resource for the whole school curriculum for the leaders of tomorrow.

The [Real Play Coalition](#) is a partnership between the LEGO foundation, National Geographic, Unilever, the Ingka Group and UNICEF, and aims to build creativity and innovation skills in children through playful learning at either school or home.

The [United Arab Emirates Ministry of Education](#) has started the Artificial Intelligence and Robots Competition Series, where around 3,000 young people participate in national and international robotics, programming and technology competitions every year. Over 31 education centres across the country take part in this and work with children on technology skills.



To support the achievement of the well-being goals in relation to skills, I have:

Produced a Report [Education Fit for the Future](#) proposing a number of measures to develop future fit skills

Provided advice on skills to every public body and Public Services Boards

Produced guidance on digital skills for the future in my '[Journey on Skills](#)

Contributed to the Welsh Government's Digital Innovation Review

See [Chapter 6](#) for further information on my work



People's perception of skills

Listening to what people think and believe is an important part of involvement. That is why, in this section, I wanted to give a flavour of what people have told me, since the beginning of my term and in relation to this report.

People's views included:

- Deprivation is still one of the biggest determinants of educational outcomes.
- Learning is important because it has a social impact. It is not just for a qualification gained or a job filled.
- Lifelong learning is not valued and retaining people in part-time further or higher education is a challenge.
- Mental ill-health is becoming more common and having an impact on education for children and young people. Parents also told me that schools are struggling to cope with children with additional learning needs.
- There is a need for greater emphasis on emotional intelligence, psychological awareness and personal resilience in the curriculum and professional learning for teachers.
- Better connections are needed between schools, further education, higher education, public bodies and businesses to plan for the future workforce.
- Businesses suggested increased contact with schools within the new curriculum, but there can be problems with engaging schools and around sharing of data.
- Businesses called for entrepreneurship to be taught more widely in schools.
- With major reform in compulsory education, post-16 learning needs reform too. Currently there is a concern that lifelong learning lacks vision and direction
- More jobs and skills development are required for the foundational economy, with social care highlighted as an industry which will be in future demand.
- Creativity and cultural industries are a growing industry. Bringing creativity and culture into education is helping people engage who may not have continued their learning.
- People need to be prepared for more 'green jobs', particularly in rural Wales with agriculture, with a need to further develop skills and the economy to meet carbon emission targets in Wales and the UK.
- There is a perceived lack of 'good' and 'skilled' jobs available in rural Wales, but a recognition that technology offers opportunities to create roles and to work in existing roles more effectively.
- There is a need for more practical and applied educational opportunities, such as using the outdoors for education, community engagement and apprenticeships.



- The aspirations and ambitions of young people should be encouraged and raised. There is a need for diversity, particularly more Black Asian and minority ethnic role models, women and disabled people in different roles and industries.
- There is a mismatch of skills needed between learners, employers and the long-term economic, environmental, social and cultural well-being of Wales.
- The current education prepares young people for exams, not for life - the [Welsh Youth Parliament](#) have called for life skills to be taught as a designated lesson and integrated into other subjects as part of the curriculum and the Children's Commissioner for Wales also found that young people aged 11-18 years old wanted to learn about life skills in school.



I would like to thank the following people and organisations for their contribution to my work and thinking in this area

I would like to thank, in particular, our partner, [Professor Calvin Jones of Cardiff University Business School](#), who worked with us to publish the collaborative report, “Education Fit for the Future in Wales”, and to produce advice for organisations on developing a skilled population, fit for future technological change as part of a ‘journey towards a prosperous Wales’.

I would also like to thank the [National Academy for Education Leadership](#), [Professor Phil Brown of Cardiff University](#), [Qualifications Wales](#), [Colegau Cymru](#), trade union representatives, [Welsh Government](#), the [Children's Commissioner for Wales](#), [Sally Holland](#), the [Welsh Language Commissioner Aled Roberts](#), business representatives such as [Bluestone](#), [Menter Mon](#), [Castell Howell](#), [Acorn Recruitment and Business in the Community](#), and many more for their help in and engagement with my team on this issue.

In addition to this involvement, I also have carried out my statutory duty to monitor and assess progress by public bodies in meeting their well-being objectives and the requirements of the Act in general and conducted research. As a result of these activities, I have identified the following opportunities and challenges.



Your Voice

In engaging with over 5,000 people, the below views are representative of the key issues which have been shared with my office in forming this report

"[We need to] Develop REAL life skills. [We] Need to start delivering functional, meaningful, purposeful and relevant skills-based education (current academia doesn't always provide the necessary attributes/credentials needed to survive and succeed in the modern world)."
(Our Future Wales response)

"Flexible working for families: Working from home more regularly would improve our mental health. It would reduce the current strain on the transport network if it was more of a mainstream activity. It allows families to work around each other's commitments such as school meetings..."
(Our Future Wales response)

"It's a green valley now but there are no jobs...9000 people lost jobs in closure of steelwork. Need to grow jobs based in green infrastructure..."
(Our Future Wales conversation, Ebbw Vale)

"As it stands, there is no vision for this in Wales – for post-16. It's bizarre that the body responsible for upskilling and workforce planning does not have a workforce plan itself. Does Wales want to have its own skills system? If it does, then it needs an infrastructure."
(Education sector professional at my 'Skills for the Future' roundtable, 2019)

"Invest in future industries – tidal energy – look at big ticket industries."
(Our Future Wales event, Bangor)

By giving people the opportunity to develop softer and more transferable skills, it will allow them to be adaptable and develop new skills before the need appears ensuring Wales in the future is leading the way."
(Helen Atkinson, Scouts Cymru)

Challenges and Opportunities for change

Wales in the present

In 2019/20, [the skills system in Wales received £700m in funding from Welsh Government](#) and its agencies. Made up of: £425m for Further Education, £88.9m for work-based learning, £56.2m for employability and skills, and £141m in teaching grants for Higher Education (alongside tuition fees).

[There has been a 9% reduction in per-pupil](#) spending on education in Wales, in the decade to 2021.

[91% of teachers think schools should be doing more to help students develop soft skills.](#)

[43% of young people don't feel prepared to enter the work force](#) and worry they lack confidence and soft skills.

[There is a shift in focus away from qualifications to values and attitudes](#) already happening by employers when recruiting.

[46.4% of jobs in Wales](#) have a high potential for change due to automation, 6.5% of which have the highest level.

[Approximately 4,500 businesses were operating in low carbon](#) and renewable energy with 11,000 employees in Wales in 2015.

The world is changing at a rate we have never seen before. Our education and skills system must adapt if we are to face the challenges and grasp the opportunities these global trends present.

Skills must be seen as a driver of wider well-being

What future generations need

A pupil that begins primary school today will leave school in the late 2030's and their career will last through 2080 or beyond. Having the right education and opportunities to develop the right set of skills is widely accepted as being one of the most significant determinants of their life outcomes including health, socio-economic position and life expectancy. The purpose of an education and skills system must go beyond just preparing people for work, it must prepare us for a life well-lived.

We need a national vision for education and lifelong learning, providing people with the life skills to live well in cohesive communities, secure decent work and improve their health. Taking a wider view of 'skills for the future' would go beyond skills for work to contributing to reducing inequalities, understanding the impact of climate change on biodiversity and our planet's natural resources, prevention of social problems, such as poor mental health and Adverse Childhood Experiences and provide us with bilingual communities, rich in culture.



Where we are

The new curriculum provides a solid framework for realising the well-being of individuals in Wales. However, teachers will need to be supported to deliver a whole school approach to well-being and the inspection regime will need to reflect this too

The new [Curriculum for Wales](#) will be rolled out throughout the primary school sector by 2022. Its mission clearly recognises the importance of the education system in creating well-rounded citizens who, in turn, will be part of creating the Wales we want for future generations.

A key feature is that the curriculum recognises the power of gaining skills for wider well-being and provides a blueprint for children and young people to acquire skills, experiences and knowledge that promotes individual and national well-being, through its four purposes:

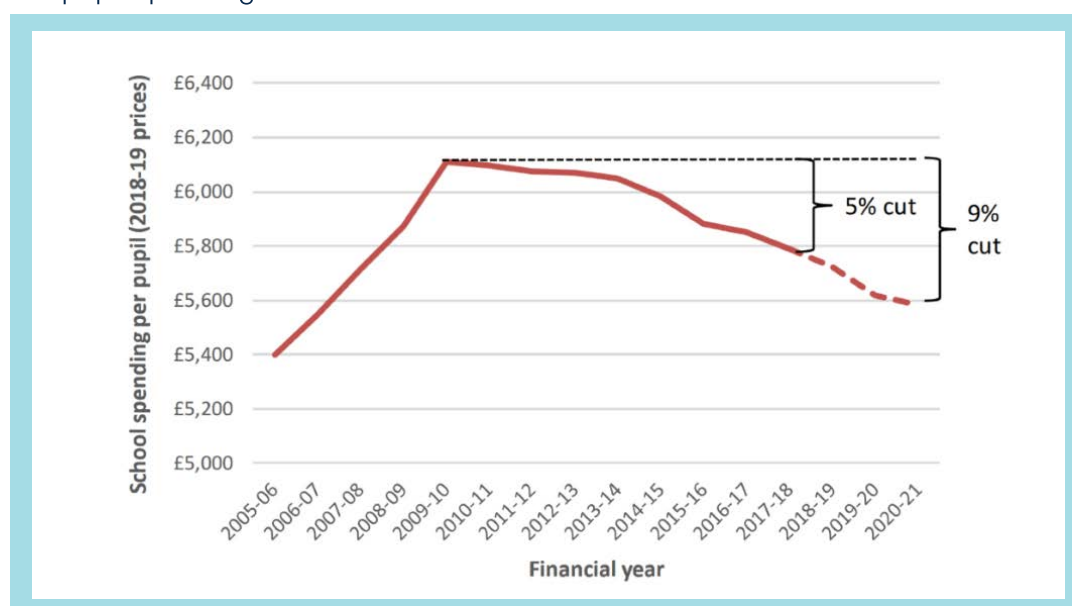
- Ambitious, capable learners, ready to learn throughout their lives
- Enterprising, creative contributors, ready to play a full part in life and work

- Ethical, informed citizens of Wales and the world
- Healthy, confident individuals, ready to lead fulfilling lives as valued members of society

The curriculum has great potential, but its power will be in its implementation. It is essential that the development and teaching of the new curriculum is collaborative and involves public sector, businesses, charities, organisations and members of the community. Teachers will also need to be supported and prepared (personally and professionally) to deliver an approach that places well-being at the centre of the school and community. [Estyn \(the education and training inspectorate\)](#) will need to reflect these changes in how success is measured.

This significant culture change comes at a time when resources have been stretched—spending per pupil has been falling for years (see graph below) and teachers are already reportedly overwhelmed. A 10% increase in per pupil budgets, which would get us back to previous levels, would require around £200million per year.

Per pupil spending in Wales:



Source: Sibieta (2019)



There will need to be a significant increase in the number of teaching staff and resources to deliver the new curriculum, if it is to reach its potential

The Welsh Government should support teachers by enabling learning, providing access to properly developed content and best practice approaches from across and outside of Wales. This needs to be coupled with continuous professional learning and an increase in teaching practitioners to cope with the changes the curriculum represents.

"If we don't fund schools properly we're almost certainly locking in a dysfunctional economy for another generation or two generations [...] The new curriculum requires much wider areas of learning and it also requires teachers to be more autonomous, to be more flexible and to create more content themselves... to ask teachers to do that job (without additional resources and staff) is just unfair."

Professor Calvin Jones (2019)

The 'Schooling Re-imagined' review indicates a positive step towards a better understanding of the contributions schools can make to well-being in its broadest sense

The [Education Minister has announced](#) a review into 'Schooling Re-imagined', which provides an opportunity to consider how education and schools can have a wider impact on well-being for current and future generations. This review could be fundamental in taking us to the next step, beyond community focused schools towards the concept of community well-being hubs and joining up the contribution schools can make to wider well-being beyond teaching for academic attainment.

Many public bodies and Public Service Boards are thinking about improving skills in a narrow sense – missing opportunities to drive wider well-being and focusing just on improving the economic well-being of their area or improving their workforce to adapt to changing demands

The findings and recommendations of the review needs to clearly reflect how they apply the principles of the Well-being of Future Generations Act.

There are collaborative opportunities that public bodies and Public Services Boards are missing to drive wider well-being through their well-being objectives on skills. "Skills and learning" is the most frequently mentioned topic across well-being objectives and steps, covering themes like: compulsory education in schools; reducing poverty and strengthening the economy through lifelong learning and job creation; empowering people through volunteering; and developing the workforce of the organisation.

Public bodies need to better apply the five ways of working of the Act, to avoid setting narrow well-being objectives on skills that are– focused solely on improving economic well-being and missing opportunities to improve broader well-being. The common measures of progress used by public bodies are all economic; either educational attainment, numbers of jobs created or economic growth. This problem is indicative of silo-based, short-term working that the Act aims to challenge.

In [Carmarthenshire](#), [Bridgend](#) and [Neath Port Talbot](#), there are ongoing schemes for outdoor learning classrooms and Forest Schools.



Public bodies should be collaborating with, and involving, a wider set of people to review and design well-being objectives, such as: schools (pupils, governors, headteachers), further and higher education institutions, local business, community groups, Regional Skills Partnerships and others. This could lead to public bodies understanding the broader benefits and steps they can take to improve all aspects of well-being through skills.

There are, however, positive examples of public bodies working with schools and other organisations to achieve environmental and social benefits.

In **Denbighshire**, children in Ruthin have been granted access to a protected piece of land adjacent to their school as an 'outdoor classroom' and they will be helping to monitor endangered species using GoPro cameras. They will be carrying out practical tasks, selling any by-products (such as weaved willow baskets) at the school fair.



Many schools across Wales are part of the Eco-Schools programme. In **Merthyr Tydfil**, four schools have achieved Platinum status, placing them among the best in the world.

Public bodies and Public Services Boards should go further in clearly showing how they are integrating their objectives on skills with their other objectives

A focus on skills present a multitude of opportunities to drive progress in other areas of well-being and to prevent some of the problems facing our current and future generations like: tackling the climate emergency, reversing the loss of nature, dealing with Adverse Childhood Experiences, improving health and keeping people well for longer.



Whilst there is recognition of these connections amongst a few public bodies, many are lacking a coherent approach to identifying links that I would have a bigger impact on all aspects of well-being if they integrated their objectives more explicitly.

For example, many public bodies are seeking to improve the local economy, but have failed to make explicit connections to their other objectives on improving supply of affordable housing, creating new transport infrastructure or increasing Welsh speakers in the area – and how these could be driven by improving local skills.

It is encouraging that, a few public bodies whose normal remit is not education, have recognised how they can go further to contribute to a skilled population. It is positive that projects like this are becoming more widespread and I encourage public bodies to continue collaborating in this way.

The education system (and other services) in Wales are taking steps to become ‘ACE aware’ and support mental health

The new Curriculum for Wales 2022 provides a once-in-a-generation opportunity to create well-being schools – a whole approach to give well-being and coping mechanisms equal weighting to skills like literacy and numeracy. This means involving the wider community around the school in providing a safe environment for children that has staff and community members trained in psychological awareness and trauma.

The [Arts Council of Wales](#) are seeking to develop creativity and participation in the arts, recognising that creativity is a key skill for the future.

Similarly, national park authorities have set well-being objectives that connect their remit on preserving natural resources to skills and employment. For example, 'To encourage and support the development of sustainable employment and businesses, particularly in tourism and recreation' and 'Manage sustainable outdoor recreation opportunities for health, education and economic benefit'.

Amgueddfa Cymru are the leading provider of learning in Wales outside of a traditional classroom – in 2017-18, they welcomed over 186,000 schoolchildren and students to their museums.

Many children, young people and adults in Wales experience Adverse Childhood Experiences, such as domestic abuse, substance misuse, family separation, parental incarceration and parental death. Research shows the negative impacts of experiencing Adverse Childhood Experiences on educational outcomes and life chances, but involving the community in school life has huge potential to increase the psychological resilience of children against the impact of such experiences.

For example, simply having a trusted adult in your life, which is often through school, intergenerational projects, or joining a sports club or a creative hobby, can help to provide some personal resilience for children against the negative effects of Adverse Childhood Experiences. ([See chapter on Adverse Childhood Experiences for further information](#))



It is positive that, following recommendations made by the Children, Young People and Education Committee in 2019-20, [Welsh Government has invested a further £7million](#) into improving the mental health of children and young people in Wales and an investment of £2million to support health and well-being in colleges. It continues to be important that investment is made in creating psychologically aware and nurturing environments for children and young people.

Mental health and well-being is the most frequently raised topic with the Children's Commissioner for Wales and something many people have spoken to me about this during 'Our Future Wales' conversations.

The Children's Commissioner raises awareness of children's rights, encouraging schools and public services to adopt an approach that has the United Nations Convention on the Rights of the Child at the centre of decision-making and delivery - see [the "Right Way" framework](#). Together the Children's Commissioner and I produced [guidance for public bodies](#) on how they can apply the Well-being of Future Generations (Wales) Act and the Rights of the Child.

Mental health and well-being education should be prioritised in the delivery of the curriculum to help nurture a generation of emotionally resilient children. This will help children to better understand their emotions and their own emotional distress, develop coping strategies and know when to ask for help. Teaching of these vital skills will result in more children staying in school. It will improve the life trajectories of many children and help prevent children from becoming trapped in cycles of lifelong inequality and adversity.

There are some excellent examples of schools focusing on well-being, particularly at a primary school level. Arguably, there is much less space for this in the secondary school curriculum; especially when GCSE courses form the basis of teaching and learning from year 10 and increasing number of schools are starting to teach the course from year 9. The further and higher education sectors should also be included, ensuring their workforce is skilled to deal with mental health issues and also in teaching their students to identify and act on Adverse Childhood Experiences and improve personal resilience (See the section on Adverse Childhood Experiences.)

Wrexham Public Services Board have established a Senedd yr Ifanc; involving young people in decisions that affect them.

The Public Services Board have used our joint guidance on the United Nations Convention Rights of the Child and Well-being of Future Generations (Wales) Act to help the Senedd yr Ifanc launch their own youth campaign: 'Our Well-being'. The campaign involved 1,350 local 11-18 year olds and the results were shared with Sally Holland, the Children's Commissioner, by the Senedd at a board meeting in March 2019. One young person said: 'We hope young people's futures in Wrexham are made easier through the teaching of necessary life skills to include awareness of healthier eating.'

Millbrook Primary School, Newport are an 'ACE aware' school. They see themselves as a central part of community-based response to tackling Adverse Childhood Experiences, working with children, their families and the wider community.



The social enterprise, [Training in Mind](#), is seeking to work more in schools, as part of curriculum development, with children and young people to train them in mental health first aid. Their aim is to train people with the tools, understanding and confidence to deal with all aspects of mental health and well-being.

Merthyr Tydfil Borough Wide Youth Forum -
In Merthyr, young people produced a Mental Health DVD, which that won the High Sheriffs award and, alongside a toolkit, is now used to discuss mental health with other young people across the borough. Merthyr also has the Rights Respecting Schools programme (in which half of their schools are involved), which seeks to promote an ethos of mutual respect so that staff and pupils feel listened to and valued. I would like to see more public bodies and schools thinking on how mental health education and discussions can be best introduced to young people and schools.

Plan and prepare for how technological breakthroughs will change the way we live and work

What future generations need

Breakthroughs in technology could mean job displacement, job creation and changes to how we experience work. With about [60% of all occupations having at least 30% of activities](#) that are technically automatable, based on currently demonstrated technologies, the impact could be substantial.

In simple terms, some research suggests 46.4% of current jobs are likely to change and, of these, 65% are held by women. Automation may also widen the gap between richest and poorest areas, urban and rural Wales. We all need to be prepared in Wales for this 'game-changer'.

However, technology also has the potential to address many issues of well-being and equality. If parts of jobs are automated, this could free up time for more human-focused interaction in public services. As I have advised Welsh Government, an increase in automation and artificial intelligence means kindness in public services is even more important. Technology could also reduce the burden of long hours, allowing people to spend more time on their own and their family's well-being and potentially address the challenges of caring for an ageing population and the pressures that this can put on increasing number of (mainly) women in what is described as the 'sandwich generation' (those caring for children and older relatives).

Already, technology is facilitating new ways of working flexibly, by increasing numbers of people who can work from home, benefitting those with caring responsibilities, disabled people and also reducing the need to travel.

[In Japan](#), there is a café with robot waiters who are controlled remotely by people with disabilities who are at home. The robots transmit video images and audio, allowing their controllers to direct them from a home computer.

["Technology is not fate"](#). It can improve our well-being, the quality of jobs and the delivery of public services if we recognise the challenges and take action now. See recommendations about a four day working week and Universal Basic Income in the chapter on 'A Prosperous Wales'



Technology has already changed how many of us live and work

At the time of writing and as a result of the COVID-19 outbreak, we are experiencing large-scale remote homeworking and home schooling. Whilst the circumstances are challenging, the abrupt change to our lifestyles have forced public, private, voluntary sectors and communities to adapt to a new way of communicating.

Some of this change has brought positive benefits to well-being and could provide us with lessons for the future on how we take advantage of technological breakthroughs. For example, less people commuting means better air quality and benefits for environmental well-being. People spending time with their families and close community fosters social and cultural well-being. Whilst a devastating time for many businesses, some have found new custom by repurposing and adapting their business model to take better advantage of technology.

“Ensuring that people have the skills, education and training to enable our economy to thrive. We need to be ahead of the curve and as a small and potentially agile nation, we should be able to achieve this. We need more joined up thinking at policy level and think long term.”
(Our Future Wales response)

The health and social system, have in the space of a couple of weeks achieved online consultations, are [facilitating the use of technology for older people](#) to engage with friends and relatives in the outside world and are working closely with [business to co design and develop equipment](#) at breakneck speed.

Children, young people and adults have accessed digital education platforms, which make access to high quality education and training easily accessible with an internet connection, ease the pressure on educators to provide relevant, topical and useful content and allow learners to continue their learning journey. Digital learning is open to anyone, anywhere, and provides flexible, self-paced learning which fits around other personal caring or professional work needs. This opens up opportunities for areas of rural Wales, who describe a youth ‘brain drain’, where more young people are moving away from rural Wales to cities or leaving Wales to study and work abroad. Providing opportunities to learn and work remotely, along with taking advantage of new technologies in agricultural practices, could counter this demographic trend, provided good digital infrastructure is available.

The COVID-19 outbreak has come suddenly, and at a huge cost. However, planning and preparing for the long-term and seeking to take advantage of new technologies would place Wales in a strong position not just in terms of responding to crises in the future but in terms of meeting the ongoing vision set out in the well-being goals.



Nationally, skills planning is lacking long-term thinking, focused on reacting to skills gaps rather than proactively preparing and planning for the skills of the future and meeting the well-being goals for Wales

The three Regional Skills Partnerships in Wales influence almost £400million of skills provision and have a key role in influencing where and what people learn, currently based on labour market intelligence and employer led insight. The partnerships are responsible for publishing [Regional Employment and Skills Plans](#), but these are mainly focused on current skills gaps and fail to make connections with the wider well-being objectives of the public bodies and Public Services Boards of the area.

Whilst the approach of the Regional Skills Partnerships has merit in terms of planning for skills in the short to medium-term, there needs to be more focus on the longer-term skills requirements of Wales and the impact of megatrends, such as technological breakthroughs.

Several recent reviews have recommended Regional Skills Partnerships take a longer-term view, [strengthening their data-gathering and analysis](#) (particularly when it comes to understanding Welsh language skills) and [reforming them as 'Regional Enterprise Partnerships'](#), shifting their focus to raising employer demand and investment in training, rather than simply focusing on the supply-side of providing learners to fill gaps in current industries.

"New technology means that remote working and flexible working means new jobs can be created within the North Wales area. But we need education around what is possible and open in this way of working – people might not know that this is possible or even open to them. In the future of work."
(Rural business leaders, Our Future Wales conversation)

It is clear to me that more support is needed for Regional Skills Partnerships (and others including any successors bodies created) to better understand and plan proactively to deliver skills which meet the aspiration of the Act.

Welsh Government need to provide support to Regional Skills Partnerships to develop long-term insight, including how they take account of the impact of emerging technological breakthroughs. The [Regional Employment and Skills Plans](#) should demonstrate how they are integrating their work with the well-being objectives of public bodies and Public Services Boards within their area.

Public bodies and Public Services Boards should move beyond setting well-being objectives and steps that respond to the short-term economic opportunities and industries of today, and instead, use long-term scanning horizon scanning to mould our future economy

Whilst a few public bodies and Public Services Board have made references to the impact of technology, changing demands for skills, climate change and demographic change, there is little translation into what this means practically for children and young people learning in school or lifelong learning. The connection between these challenges and opportunities and the skills needed for the future of their local area is currently lacking.



Their steps and performance measures also tend to relate to the present picture. For example, 'continue to raise the educational attainment of pupils,' 'Support young people into education, employment and training'. Steps mainly relate to either improving educational attainment or increasing employment opportunities. Performance measures tend to focus on qualifications gained by pupils or economic activity levels.

Positively, some public bodies have discussed digitalisation and 'future skills'. For example, Caerphilly County Borough Council have set an objective to 'Improve education opportunities for all: support learning that enables young and adult employment opportunities including a focus on future skills. Improve 'Digital Skills' for all ages.'

However, public bodies need to expand on what these future skills mean in practice. This reinforces my finding that Welsh Government should provide a lead in long-term thinking and support Regional Skills Partnerships to play a role in helping public bodies consider the long-term future skills needs and economy.

Welsh Government should start to plan and prepare for the impact of technological change on work and skills by implementing the recommendations of “Wales 4.0 Delivering Economic Transformation for a Better Future of Work”

The recommendations aimed at Welsh Government help public bodies and others in Wales to plan and prepare for technological breakthroughs, including:

- Set an ambitious vision for Wales 4.0. This vision should be informed by commencing a national conversation with citizens on the future of work and the economy.
- Conduct a range of reforms aimed at building capacity within post-compulsory education so that it is can deliver the step-change required in preparing for the future of work in an age of lifelong learning.
- Develop a new skills framework for Wales to achieve a better way of matching jobs to people and people to jobs.
- Establish a new Lab for Work at Wales 4.0, which will act as a central resource for industry, government and social partners to gain insight on future trends concerning technology and its impact on the economy and work.

This would help to address my finding that public bodies and Regional Skills Partnerships, responsible for planning and delivering skills in Wales, need more support and assistance in thinking long-term, horizon scanning and future scenario planning (see chapter on cultural change).



Champion the increasing demand for 'softer skills'

What future generations need

We need to place more value on softer skills, rather than qualifications and knowledge.

[Future trends](#) show how society and technological breakthroughs will drive demand for skills such as like creativity, problem-solving and communication, which are difficult to automate. I have made recommendations to government that kindness and well-being should be at the heart of public policy, the workforce of the future will need to reflect these skills.

“Over half of employers (60%) value broader skills, such as listening and problem-solving, as one of their three most important considerations when recruiting school and college leavers.”

CBI, Educating for the Modern World (2018)

The skills and knowledge children and young people are taught to pass exams are unlikely to match these future skills needs. We must move the focus of the education and skills system away from qualifications and towards skills for humanity. The new Curriculum for Wales 2022 is the first step, but schools and colleges should make greater use of the public, private and voluntary sector to give valuable experiences for life and work so we can move the focus away from qualifications and towards skills for the future.

In August 2019, two post-GCSE work experience students devised an Instagram survey and asked 150 young people what their views were on examinations at age 16 in Wales. They found that:

- 79% of respondents agreed that “exams don’t really or / don’t at all” measure ability and knowledge.
- 90% agreed with the statement “teachers prepare you for exams, not for life.”
- They said: “(The exam system is) Very dated and focuses and all leads up to a memory test whereas it should offer things such as lessons about mortgages taxes good credit etc.”

“The education and skills system needs to do more to improve ‘soft skills’ ...This should be reflected in the curriculum in the first instance but also in much greater use of work experience opportunities. This is the best means of closing the gap between employer expectations and employee capabilities. Small and medium-sized enterprises need to be heavily engaged in this programme.”

Federation of Small Businesses
"A Skilful Wales" (2018)

Where we are

The Curriculum for Wales 2022 is a positive first step, with a focus on softer skills [and an aim](#) to prepare children and young people to “thrive in a future where digital skills, adaptability and creativity are crucial, where there is a blend of experiences, knowledge and skills, and that is rooted in Welsh values and culture.”

However, the benefits of the new curriculum will only be realised if it is implemented fully, with teachers prepared (personally and professionally) to deliver its challenging requirements. This involves working in a different way, involving a broader range of people in education.



There is evidence that local authorities and Welsh Government are missing opportunities to involve and engage education leaders and teaching staff in delivering the national well-being vision set out in the Act though the education system

The Act should be at the centre of how schools design their own curriculum based on the national model. Whilst the new curriculum is very much aligned to the principles of the Act, by involving the education sector and monitoring the progress of public bodies, I have found that local education authorities are missing opportunities to engage schools in the broader mission of meeting their well-being objectives across all areas.

This means that the connections are not being clearly made regarding the ability of the schools, teachers and the wider education system to deliver on local objectives such as 'Healthy Choices in a Healthy Environment' and 'Children and young people get the best start to life and are equipped with the skills they need to be successful learners and confident individuals'. This also indicates that there is a broader, systemic issue in a missed opportunity to set the national mission for education in the context of the vision for Wales through the Well-being of Future Generations Act.

Welsh Government and local education authorities need to better communicate how the Well-being of Future Generations Act links to the delivery of the new curriculum to ensure that education helps Wales meet its well-being goals.

“The Future Generations Commissioner for Wales delivered a seminar to the National Academy for Education Leadership...the significance of the Act became clear and how it could affect future activities when working with local and national government.

Despite this it became obvious that the Act was not well known by educators in the room! This in itself is a concern as it is a pivotal piece of legislation which could act as a lever for joint working across the system.

Leaders in schools should be informed about the Act and its implications, referring not only to headteachers but also to Governors, who do have a duty of care for the wellbeing of headteachers. Well-being for all must remain a key driver in policy decisions across the system.”

Karen Lawrence, an associate of the National Academy for Education Leadership

Welsh Government should support schools to provide learning beyond the traditional teaching classroom, as the curriculum envisages. As such, public bodies should be making more use of employers and business in their area to support teaching and learning in softer skills and work experience

The concept of a teacher standing in front of a room full of students who listen and respond is increasingly a thing of the past. Technology is bringing new ways of teaching and learning to everyone. However, teaching softer skills and work experience could be an opportunity for more digital, and in-person, collaboration. Welsh Government and public bodies should be encouraging schools and colleges to make greater use of the public, private and voluntary sector to give children and young people valuable experiences for life and work.



In my collaborative paper with Cardiff University Business School, [Education fit for the future in Wales](#), I have recommended that learning should be created and delivered in partnership with business, charities and others. This will not only benefit children and young people but the wider community members too:

“Few teachers will have direct, personal experience of multiple professions, or the gig economy [...] early retired, gap year students, activist citizens, gamer-geeks and ancestry buffs...can help deliver authentic learning, not just sit on governing boards. Their social capital cannot go to waste.”

Professor Calvin Jones (2019)

Children and young people having early engagement with business makes a significant difference in reducing the chances of them not being in employment, education or training when they leave compulsory education, because they are given the necessary skills and experience for life and employment.

There are a number of programmes in place with this aim, such as the Business in the Community [‘Business Class’](#) programme, funded by Welsh Government, and Careers Wales [‘Business Engagement Programme’](#) and some run by larger business to connect with schools. Similarly, there are some programmes in place which foster entrepreneurial skills, such as [‘Young Enterprise in Wales’](#) and Welsh Government Business Wales [‘Big Ideas Wales’](#). However, there is no comprehensive, publicly visible approach to school and employer / business engagement across Wales.

This lack of national mission to engage society, business, employers and other public bodies in modern ways of educating children, young people and adults mean some businesses find it challenging to collaborate with schools in some parts of Wales:

“There is no linkage between the private sector and schools in our area via the Council. We are keen and it seems the only way we can do it is via the third sector. As the new curriculum comes in there needs to be coordinated engagement with the private sector to tell them about the sort of help schools might need. We could provide help and engage our supply chains to help too.”

Corporate Social Responsibility Director of a major Welsh employer (January 2020)

To encourage better collaboration, I recommend Welsh Government explore some form of tax relief for businesses who are involved in developing skills amongst learners in schools and the wider education system.

By being involved in schools, colleges and universities, businesses could benefit from an increased local workforce and productivity. Children, young people and adults could be learning the relevant skills for the future and gaining experience in different industries. Welsh Government should use their taxation powers and the economic contract to incentivise entrepreneurs, large businesses, micro-businesses and Small to Medium Enterprises to work directly with schools as part of a Wales wide programme.



Re-think qualifications to reflect skills for the future

What future generations need

New methods of assessment are needed as more employers demand softer skills, and advances in technology mean experience is becoming more valuable than knowledge. Traditional forms of examination and assessment are becoming less fit for purpose, as education systems will need to be more about teaching people to live well than pass exams.

“The hard-headed focus on exams is at least partly to blame for education systems being ‘hopelessly ill-fitting’ when it comes to modern skills. Exam results in traditional subjects (and news headlines related to PISA results) have become misguided short-term metrics for government performance. Other, less tangible but more relevant skills are then neglected as they distract from the ‘short-term key performance indicators [like PISA and the OECD]’. They have already done so much damage because schools concentrated just on the passing of exams without the development of the complementary skills that young people need to lead a flourishing life and be successfully employed.”

Sir Anthony Seldon (Vice Chancellor of the University of Buckingham and adviser to the Worldwide Educating for the Future Index)

“Experiences that allow collaboration, communication and teamwork for all students often happen beyond classroom walls. We need to facilitate for these experiences in context, and our classrooms need to be a reflection of this.”

McLaughlin



We need to move towards assessing people in a way that is more narrative based, not focused on age at time of assessment and that separate exam results from school performance and teacher accountability. This means fundamental change in Wales and in countries across the world, where systems measure comparative performance, such as the Organisation for Economic Co-operation and Development and Programme for International Student Assessment (OECD PISA).

Existing qualifications are not fulfilling the role required of them currently and are even less likely to equip children for future lives and workplaces.

Looking at the softer skills that are already in demand, the social, demographic, environmental and economic trends impacting on Wales and the wider lens of the Well-being of Future Generations Act, narrow qualifications focused on memorising information or solving linear problems will not be fit for the future. The way children and young people are currently taught to pass exams will not provide them with the skills and knowledge to meet future needs.



Where we are

In my collaborative paper with Cardiff University Business School, '[Education fit for the future in Wales](#)', I have called on Welsh Government to:

- Radically re-think qualifications at age 16. GCSEs are no longer fit for purpose and should reflect the aspirations of the Curriculum for Wales 2022.
- Introduce assessments that focus on diversity and are centred around pupils, not testing, providing greater academic value and benefit.

Our current qualifications system reinforces traditional ways of teaching and learning, focusing on the wrong things. The way we currently assess children and young people, particularly through GCSE examinations at age 16, works against the aim of the new curriculum, which looks to provide children with the skills for the future of work and life in Wales.

Assessment should reflect the values and principles of the new curriculum: a focus on narrative feedback, a move away from age-based assessing and a need to separate pupil assessment from how we hold teachers and schools to account.

The Organisation for Economic Co-operation and Development are already moving in this direction, working on assessing social and emotional skills. The Worldwide Educating for the Future Index recognises assessment systems are particularly hard to reform but notes that if assessment systems fail to reflect the future skills that employers demand, they will lose credibility naturally.

Wales could learn from countries like France and Finland, who are ahead of the curve, with top index marks for the project-based learning focus of their assessment frameworks.

We should be aspiring to place Wales alongside countries such as Finland, Singapore, Hong Kong and Japan, cited as having the best education systems in the world. These countries have reformed their assessment methods, so they are not standardised and centred around empowering learners to conduct their own learning.

I have already recommended that [Qualifications Wales](#) should align our qualifications system with the Well-being of Future Generations Act and our vision for education and the economy in Wales, as they seek to create qualifications in line with the new curriculum as part of [Qualified for the Future](#). Learning should be taken from [reviews of the Welsh Baccalaureate](#).

It is interesting to note that for those who said 'this cannot be done' this is exactly what is being done in response to the disruption to exams and learning as a result of COVID-19.

“Governments need to wake up. There are signs that some are recognising the challenges ahead. In China, there is a sense that the strong tradition of highly competitive exam-based education is no longer suitable. When a system like China’s wakes up to something, you know it’s a trend.”

Catherine Whittaker, Chief Executive EtonX



Embrace lifelong learning as the new norm

What future generations need

As educational and career pathways become less defined with people embarking on several careers in different sectors during their working life, giving up 'the nine-to-five' and finding purpose in their areas of passion, they will need to continuously build on their skill set. We need to work together to create a lifelong learning ecosystem that everyone can access at any time.

Future generations will need to keep learning to meet technological, ecological and demographic challenges of the future – helping us to reduce inequalities, prevent Adverse Childhood Experiences, seek to halt climate change, biodiversity loss and become a successful Wales of the future.

Different forms of lifelong learning will need to be connected to create a sustainable, innovative, digital and entrepreneurial ecosystem in which everyone can participate, at any point in life, including young people, employed workers, displaced workers, the underemployed and the unemployed.

“So, what should we tell our children? To stay ahead, you need to focus on your ability to continuously adapt, engage with others in that process, and most importantly retain your core sense of identity and values. For students, it’s not just about acquiring knowledge, but about how to learn. For the rest of us, we should remember that intellectual complacency is not our friend and that learning – not just new things but new ways of thinking – is a lifelong endeavor.”

Blair Sheppard Global Leader, Strategy and Leadership Development, PwC

Where we are

Currently there is no national vision for lifelong learning equivalent to the Curriculum for Wales 2022 for schools and there is not enough priority of importance attached to lifelong learning

Whilst the new curriculum provides a solid basis for Wales’ compulsory education system to reflect the principles of the Act, there is no vision for post-compulsory learning and skills development in Wales from the age of 16.

The creation of a new Commission for Tertiary Education and Research provides a significant opportunity to develop a long-term vision and curriculum for post-16 learning and the skills system in Wales, using the principles of the Act

The Education Minister has announced the creation of the [Commission for Tertiary Education and Research](#), with the main aim of strengthening and simplifying the post-16 sector in Wales. The Commission, when established in 2023, will be taking responsibility for post-compulsory education i.e. further and higher education, apprenticeships, adult learning, government funded research, and schools based post-compulsory education and training.

The Commission should be established in a way that reflects the principles of the Well-being of Future Generations Act and Welsh Government should direct the Commission to produce a national vision for lifelong learning that helps us to meet the national well-being goals.



A national vision should include development of a new Skills Framework for Wales, as recommended by “[Wales 4.0 Delivering Economic Transformation for a Better Future of Work](#)” to better match jobs to people and people to jobs

Reformed Regional Skills Partnerships should be responsible for translating this national vision and ambition into regional activity with local providers, promoting collaboration between the education and business sectors, rather than competition.

A new Skills Framework for Wales would create more flexible boundaries between educational institutions and employers.

It is encouraging that Welsh Government have introduced initiatives such as the Degree Apprenticeship, combining workplace learning with a degree qualification and Personal Learning Accounts, providing funding for vocational training for people in employment. A more coordinated approach is needed to ensure these opportunities are open to all, more widespread than the current pilot approaches and known to workplaces across Wales as an opportunity for a more skilled workforce.

Public bodies need to embrace the ambition for lifelong learning and should offer every opportunity to their staff to provide workplace learning opportunities. It is positive that a few public bodies and Public Services Boards have started to consider their own long-term workforce needs

Although public bodies have set well-being objectives to improve their workforce, this often relates narrowly to the impact of austerity on their organisation – rather than anticipating skills needed for future change. Rarely have they reflected on the public services likely to be needed in a future Wales, with the impact of societal and technological changes.

In [Singapore](#), their Skills Framework is an integral component in planning the workforce of the future. The Singaporean Skills Framework is co-created by employers, industry associations, education institutions, trade unions and government for the Singapore workforce. The Skills Framework provides key information on sector, career pathways, occupations/job roles, as well as existing and emerging skills required for the occupations/job roles. It also provides a list of training programmes for skills upgrading and mastery. The Skills Framework aims to create a common skills language for individuals, employers and training providers.

In [Rhondda Cynon Taf](#), there are several initiatives, such as the “RCT employment pathway”, which supports people to develop skills in line with growth sectors and the needs of local employers, including: local apprenticeship and graduate schemes, work experience and placements at a variety of levels, including university internships, providing opportunities for young people leaving the social care of the council through the ‘[Care2work](#)’ and ‘[Step in the Right Direction](#)’ programmes.

[Hywel Dda Health Board](#) have introduced ‘[Destination NHS](#)’ and ‘[Grow your Own](#)’ as ways of developing their workforce through attracting local talent. Destination NHS is a partnership with Pembrokeshire College and Swansea University to create their workforce of the future, with young people aged 16-18 years old in the local area. Grow your Own is aimed at increasing registered nurses through a combination of measures, such as part time degrees with Swansea University and the Open University, as well as opportunities for people returning to nursing.

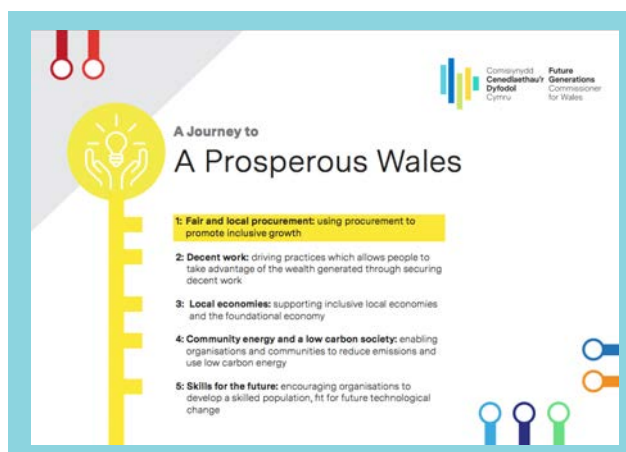


This links to my findings that there needs to be a long-term vision for public services in Wales to 2050 and, alongside this, long-term planning for the workforce will be needed.

This is an area where Welsh Government should be taking a lead.

My work with Cardiff University Business School set out some steps that public bodies could take on the '[Journey towards a Prosperous Wales](#)' on developing a skilled population, fit for future technological change. In order to embrace lifelong learning, public bodies should:

- Undertake workforce audits and skills gap analyses - looking through the lens of the seven national well-being goals, including Welsh language skills needs- to identify any gaps to be filled.
- Become a learning organisation by providing and actively promoting whole-life learning.
- Place the emphasis on adaptive learning, rather than accrediting processes.
- Become a caring-aware organisation where work-life balance is built in to the organisational 'DNA'. Create job ladders in areas where there has been no opportunity for progression, including introducing job switching to help people gain new skills.



Community learning, involving many organisations, should be at the heart of providing a vision of lifelong learning for the future

There are some excellent examples of schools collaborating with others and involving the community in providing lifelong learning opportunities for parents and local adults. There is the potential for public bodies and Public Services Boards to be driving this sort of activity much more consistently throughout Wales.

[Monkton Priory Community School from Learning & Work Institute Wales](#) video



Ensure that our education and skills system is flexible to demographic change and works for everyone

What future generations need

Our approach to skills must enable us to tackle some persistent inequalities in Wales. We need to find ways to narrow the inequalities across education, skills and employment, whilst taking advantage of accelerating demographic changes.

There are persistent inequalities in Wales that mean groups of people miss out on opportunities and are an untapped resource of skills and experience. There is a need for a wider range of people in the education and skills system to work towards a more prosperous and equal nation. (See section on 'a more equal Wales'.)



The diversity of our workforce needs to include growing our Welsh language skills, in and beyond the classroom, and throughout the life course. Public, private and voluntary sector organisations need to develop skills, promote our culture, heritage and status as a bilingual nation, particularly as creativity will be one of the most attractive skills for the future.

We need to find ways to stop ‘brain drain’ from rural parts of Wales, where young people are moving away to find work and study. As such, we need to encourage areas of Wales to seize opportunities to grow the ‘green’ and low carbon economy and embrace new digital ways of working. We need to see technology as an enabler for people to work from afar and have flexibility in their lives, supporting entrepreneurs and business to thrive in all areas of Wales.

With our population getting older, Wales needs to plan positively, seeing older people as valuable contributors to the economy and society. People are likely to stay in work longer in their lives and will need to adapt and learn new skills throughout their lifetime. Greater participation in the workforce from people over the age of 55 could significantly increase economic well-being and productivity.

Where we are

Whilst things are improving, persistent inequalities remain in Wales when it comes to education and employment

From an early age, Indian and White children are more likely to achieve their education milestones than Black or Gypsy / Roma / Irish Traveler children. Girls consistently outperform boys in schools. Despite some improvement in attainment, pupils with Additional Learning Needs face challenges in meeting the same education milestones as their peers.

The starkest differences in equality are between children growing up in affluent areas and children in the most deprived. Wealthier children not only do better academically, but children living in poverty are significantly more likely to be excluded from school, which has an adverse impact on their education and life chances. These are also children more likely to be experiencing Adverse Childhood Experiences, such as domestic abuse, parental separation and substance misuse in the home.

Socio-economic disadvantage is also strongly linked to poorer outcomes in mental health. There is now overwhelming evidence of the strong link between socio-economic disadvantage and suicidal behaviour. Suicide rates are two to three times higher in the most deprived neighbourhoods compared to the most affluent.

Exclusion from school can result in loneliness and social isolation for many children. This is connected to a lack of belonging for children and young people; if they are out of schools they can be away from their only source of support and community and opportunity to interact with their own peer group.



Loneliness and isolation can have a serious impact on physical and mental health and are risk factors for suicidal behaviour. Samaritans [research](#) shows that lonely and disconnected children often turn into lonely and disconnected adults.

Through Welsh Government's new curriculum and public bodies working with local education authorities, we need to shift our focus from firefighting to prevention across schools in Wales to reduce the number of children excluded from school, in turn reducing the economic, social and most importantly, human costs. This will help improve the life trajectory of children who are at an increased risk of inclusion due to inequality, and will help break lifelong cycles of disadvantage, loneliness and adversity.

Unless more is done to drastically reduce the number of children that are excluded from school, and a public health approach to mental health and adversity experienced by children and young people is embedded in the culture of each school, then many will continue to be trapped in cycles of lifelong disadvantage. Most public bodies and Public Services Boards have objectives relating to narrowing this gap, but it is a challenge that can take generations to overcome.

Public bodies and Public Services Boards should apply the lens of the Act to their well-being objectives; involving people in the stories behind this data and collaborating with others to try to impact on reducing inequalities. Welsh Government and public bodies should be collaborating better, both internal departments and externally with other organisations, to understand the needs and barriers of gaining skills for different members of society.

Adopting an education system that is more personalised, self-paced and focused on skills for a changing world (rather than traditional knowledge), could help children from different backgrounds have greater control over their educational outcomes.

The Curriculum for Wales 2022 offers opportunities to provide such an education system, provided it is resourced and implemented effectively. The 'Schooling Re-imagined' review, which [the Education Minister has announced](#), also provides an opportunity to consider how education and schools can have a wider impact on well-being for current and future generations.

Growing and emerging industries in Wales have existing gender inequalities that could increase if they are not addressed now

The [overall gender pay gap](#) in Wales for hourly earnings was 14.8%. Women are much more likely than men to work in low-pay occupations and are slightly more likely to work in insecure employment. From an early age, girls are under-represented in Science, Technology, Engineering and Maths (STEM) subjects, meaning that they could be less able to take advantage of emerging technologies.

The World Economic Forum Global Challenge Insight Report on the Future of Jobs identify four industries (basic and infrastructure; energy; mobility; and information, communication technology) which currently report female participation of under a fifth. These industries also report a more dramatic drop of female employees between junior and senior level positions.



Several public bodies are taking steps to address the inequalities between genders in their own workforce. For example, through steps within their well-being objectives like 'Undertake a gender pay gap analysis and analyse employment and recruitment data'.

Public bodies are also seeking to introduce temporary job swaps and placements to provide different people with different experiences, and tackle all forms of under-representation, such as this project:

Case study: [Women Adding Value to the Economy \(WAVE project\)](#)

This [project](#) sought to encourage skills development and career progression, with the aim of tackling the gender pay gap. One of the methods used was 'job shadowing / swapping', giving people the opportunity to find out if other roles within their organisation suited their skillset and were attainable with some training. One success was lower grade admin staff progressing careers in IT within the health service; as the same systems were being used, but just in a different way, so skills transfer was relatively easily done.

However, far more will be needed to increase equality in our future workforce. The [Gender Equality Review](#) reports call on Welsh Government to lead from the front to "adopt a radical vision for gender equality, based on an equal sharing of power, resources and influence for all women, men and non-binary people, including proactively removing barriers against women's participation in the economy, public and social life."

The report includes several recommendations aimed at Cabinet and public bodies, that government could be continuing the momentum with to ensure our education and skills system works for everyone equally. Welsh Government should take the opportunity to set a radical vision for gender equality in Wales, with a focus on ensuring occupational segregation and gender pay gaps are prevented in industries of the future.



There is insufficient action to adopt proactive measures for improving diversity through well-being objectives and steps. These measures should include setting challenging targets for recruitment; ensuring people of different ethnic minorities are visible and represented in their organisation.

Public bodies and Public Services Boards have made high-level references to equality in their well-being objectives and steps relating to equality but have not yet made specific reference to increasing diversity.

Welsh Government have recently published a [Diversity and inclusion strategy for public appointments](#), which is a step in the right direction. Public bodies should be adopting the suggested actions aimed at providing equal opportunity for all, such as providing mandatory equality training and unconscious bias training.

People are staying in work and learning for longer, as Wales' population is getting older. Our education and skills system needs to adapt and take advantage of this for society and the economy

In Wales, we already have the highest percentage of people over retirement age in the UK and the proportion is increasing. An older population can bring challenges for the health and social care sector, in particular; however, this could be overwhelmingly positive if the older population remained healthier and were provided with opportunities to contribute to society for longer. Public bodies should recognise this trend and put in place well-being objectives and steps that support older people to age well, providing opportunities to share their skills and knowledge.

For example, it is encouraging that Welsh Government have introduced bursaries for the over 60's to undertake Master's Degrees. Other initiatives could include supporting more flexible working and improving the training offer for people later in life and planning how we capture the skills and experience of those people who do choose to retire, for younger generations.

Case study: notes from New Zealand

In [New Zealand](#), 78% of people aged 55-64 and 43% of people over 65 are in employment. Increasing the percentage in the UK from 64% to 21% respectively could have a potential Gross Domestic Product gain of around £182 billion.

Key drivers of employment of older workers are public pension policies, life expectancy and their caring responsibilities. Successful policy measures include: increasing retirement age, supporting flexible working, improving the flexibility of pensions and offering further training and support for older workers to become 'digital adopters'.

These examples reinforce my findings that there is untapped social capital in our communities that could be adding value to the education and skills system. Welsh Government should establish an intergenerational skills swap programme, that would link people more effectively together to meet economic and social demand.

Public bodies and Public Services Boards should more widely adopt intergenerational programmes to help us to adapt to demographic changes



There are emerging pockets of good practice in intergenerational work in Wales and some public bodies and Public Services Boards are adopting projects that value the wider benefits, but these are mostly delivered in an 'ad-hoc' way and are reliant on short-term funding. More of these initiatives could help us solve several societal issues and should provide us with the skills needed for the future.

Case study: linking young and old through technology

Local authorities across [Gwent](#) have partnered with [Aneurin Bevan Health Board](#) to develop the “[Ffrind I Mi](#)” Programme which is helping them address their collective well-being objectives, including tackling loneliness and isolation, giving every child the best start in life and anticipating technological change.

One of the initiatives is a collaboration with [Digital Communities Wales](#), aiming to link younger and older people together in shared interests through technology. The children are trained as ‘Digital Heroes’ and spend time with the older people, understanding their interests and history, whilst using virtual reality glasses, iPads and personal technology assistants to teach them what’s possible with tech.

The children involved are becoming more ethically informed and the older people involved are benefiting from using technology as an alternative to medication in dealing with conditions such as dementia, anxiety, loneliness. This has also been shown to have a positive impact on falls prevention too.



It is a positive step in the right direction that Social Care Wales and Health Education Wales have developed the first ever workforce strategy, stretching to 2030. More pace and progress are needed if we are to avoid a ‘perfect storm’ in our health and social care workforce

Our older population is likely to also mean we will need more skills in health and social care. [In Wales](#), there are 33 pensioners per 100 people of working age now. By 2040, that is predicted to rise to 40 pensioners per 100 people of working age. This will present particular challenges, not least because the NHS workforce itself is ageing. In 2009, 29% of the workforce were over the age of 50; however, ten years later, this has risen to nearly 40%.

We need to also address the fundamental issue of valuing the social care profession as a skill for the future. [The Workforce Strategy for Health and Social Care to 2030](#) sets out implementation involving:

- Very high levels of staff engagement, motivation, well-being and satisfaction;
- Better recruitment and retention of staff through attractive and flexible working arrangements and career opportunities;
- Increased levels of Welsh language skills;
- Intelligence and workforce planning enabling us to meet our population need.

This is positive, and more pace and progress are now needed to ensure we avoid a ‘perfect storm’ of increased demand along with the need to improve the recognition and reward for the current workforce. We need to plan for these changes by investing, now, in a national wellness system focused on creating the environment for people to stay healthy, well, active and feel like contributors. (See the [section on a Healthier Wales in Chapter 3](#)).



Our education and skills system must seek to get us closer to one million Welsh speakers by 2050 and a ‘Wales of vibrant culture and thriving Welsh language’

The [Welsh Language Commissioner](#) has conveyed concerns to government regarding changes to our population and what power our education, skills and employment has over growing the language. The Welsh Language Commissioner suggests Welsh Government should be setting strong and clear measures in matters such as: the development of the new curriculum, teacher training, the development of Welsh-medium learning resources and the ability of learners to travel to their chosen Welsh language school.

"As demographic shifts impact on Wales and more people move to cities, it is important that rural communities, where the Welsh language thrives, are attractive places for people to live, work and learn – otherwise inequalities between parts of Wales could increase. Planning and economic development strategies and funding must be used constructively to promote the language in these areas. This is especially true as new funding pathways are developed to replace EU funding."

Welsh Language Commissioner (2018)

Once young people leave school there is a worrying trend that many lose their Welsh language skills, mainly because of a lack of opportunity to speak the language. The use of Welsh in post-16 education is currently relatively low.

The [Welsh Language \(Wales\) Measure \(2011\)](#) is a positive step. It places duties on public bodies to plan the workforce's Welsh language skills, give opportunities for people to learn and use the language at work and ensure services can be provided in Welsh to the public. Welsh Government have also launched programmes to support learning Welsh in work and many public bodies have set well-being objectives to improve the Welsh language skills within their workforce and meet their statutory duties under the [Welsh Language \(Wales\) Measure \(2011\)](#).

To reach the target of [one million Welsh speakers by 2050](#) and keep people learning through life, there is much more that can be done in post-compulsory education. The workplace, Further and Higher education settings are important places that can ensure continuity in learning and retaining Welsh language skills post-16.

Welsh Government, public bodies, and Public Services Boards should encourage and promote the Welsh language and culture through apprenticeship opportunities, recruitment and work-based learning. I also reiterate my recommendation that the new [Commission for Tertiary Education and Research](#) should reflect the principles of the Act, including moving us closer towards a ‘Wales of vibrant culture and thriving Welsh language’ in its national vision for lifelong learning in Wales.

Case study: Dysgu Cymraeg

The [Welsh Government](#) have invested in provision for learning Welsh in work and in the community. ‘[Work Welsh](#)’ is a programme of courses designed to strengthen Welsh language skills, and increase the use of Welsh in the workplace, developed by the National Centre for Learning Welsh. There are courses aimed at people of all abilities.

Take advantage of new environmental industries in Wales

What future generations need

Looking to the long-term future and our national well-being goals, we need to shape a different economic model for Wales, focussed on a greener economy, one that is far more circular (creating less waste) and benefits future generations. (See the section on Decarbonisation in this Chapter and a Prosperous Wales in Chapter 3).

Our current and future generations will need different skills for a future that will rely on halting and preventing the impacts of climate change, biodiversity loss and dealing with major socio-economic change.

Described as 'eco-literacy' (an understanding of our ecosystems), the people of Wales feel it is important children and young people learn about climate change to influence behaviour change and prepare them for jobs of the future. (See the section on a Resilient Wales in Chapter 3).

All sectors will need to recognise the different skillsets needed to meet our carbon reduction targets and exploit opportunities in a 'green' and circular economy, with renewable energy, less waste and more responsible businesses.

Opportunities need to be created and provided across Wales in farming, rural, post-industrial and urban areas to develop new technologies and new industries.

Where we are

The Curriculum for Wales 2022 provides an opportunity to give more focus to environmental well-being in the education system

As I have already outlined, if implemented and resourced effectively, the new curriculum applies the principles of the Act to compulsory education. It is encouraging that, already, there are programmes which encourage children and young people to learn skills for the future that will help them meet environmental, social and economic challenges.

Case studies:

“Tomorrow's adults need to be able to design and shape an equitable, sustainable and socially progressive world.”

[Cymbrogi Futures](#), based in [Pembrokeshire](#), is a new organisation founded on the principles of the Well-being of Future Generations Act. They are providing residential courses for children, young people, teachers, entrepreneurs and businesses, based on learning the skills needed to build a sustainable Wales. These courses focus on the circular economy, sustainable food systems and energy. This is underpinned by well-being, creative problem solving, experiential science, resilience and storytelling.

The [Bridgend Food Recycling Mission](#) is a competition open to all primary schools across Bridgend. The aim of the programme is to teach pupils how food waste is recycled in Bridgend County Borough, and then transformed into electric power. It also hopes to encourage pupils to become more aware of their environmental impact. Activities and resources are available online to integrate the competition with other areas of the curriculum such as maths, science, Personal Social Education and Education for Sustainable Development and Global Citizenship.



[Black Mountains College](#) is a new educational institution that uses the [Brecon Beacons National Park](#) as a classroom to prepare students to confront the challenges facing future generations. The college focuses on skills (not subjects) designed to spark creativity and adaptive thinking in tune with nature. The college will teach skills for a low impact, low carbon way of life.

There are opportunities for Wales to be at the forefront of emerging economies like the digital and low carbon, 'green' economies of the future, if we recognise now that we will need different skills to take advantage of this

Our [targets to reduce carbon emissions](#) by at least 95% before 2050 and have a carbon neutral public sector by 2030 provides Welsh Government with a significant opportunity to be at the forefront of emerging economies. A vision and plan to make Wales the most eco-literate country in the world is needed to take advantage of these opportunities.



Welsh Government should encourage public bodies and Public Services Boards to drive change in the public and private sectors, to accelerate government support for growing new sectors, alternative energy businesses, emerging engineering processes, product design and waste management, to lead the way in a 'green economy'.

As 80% of our land is farming, agricultural and rural, there are opportunities to improve skills in novel farming techniques, that produce less emissions, increase renewable energy sources using natural resources and improve the management of natural resources by responsible land use and agricultural practices.

The [Low Carbon Delivery Plan for Wales](#) recognises this shift will require funding and collaboration between Government, local authorities, business, education settings and communities.

There are businesses in Wales already adapting their processes and seeking skills in environmental expertise and sustainability.

[Paint 360](#) and [RCT Council](#) have been working together for several years. Paint 360 are a paint recycling social enterprise, treating leftover paint so it can be reused, lowering carbon emissions and waste. The company are also part of a growing number of businesses with a social purpose; providing employment for ex-offenders and others far away from the labour market.

This video clip describes how Paint 360 has been used in a school in Rhondda Cynon Taf.



“The long-term challenge of decarbonisation across different sectors and regions throughout Wales requires us to focus on our future skills needs to ensure we transition our workforce and maximise the opportunities presented by global clean growth. The skills and training needs for a low carbon economy may need us to focus around the up skilling and re-skilling of people around new technologies, industries, trades and approaches.”

Prosperity for All: Low Carbon
Delivery Plan for Wales (2019)

Regional Skills Partnerships and City / Growth Deals provide an opportunity to grow skills and industry in the ‘green economy’

I am encouraged that the four economic growth deals across Wales have a focus on low carbon energy, public transport and nurturing skills in creativity and developing industries. For example, Swansea Bay City Deal have recently submitted their business case for government approval, based on low carbon initiatives.

As I have already recommended, with Welsh Government support, the reformed Regional Skills Partnerships should be taking a long-term view, supporting public bodies to consider the future skills needs for their area and; therefore, informing the setting and reviewing of the well-being objectives of public bodies and Public Services Boards.

Case study: [Swansea Bay City Deal](#)

A portfolio of major projects, totalling £58.7 million, aimed at tackling climate change and building regional excellence in renewable energy includes four connected elements:

- An energy positive Swansea Bay Technology Centre building on Baglan Energy Park. The excess energy from solar and other renewable technologies will be converted into hydrogen at the nearby Hydrogen Centre to be used to fuel hydrogen vehicles.
- A National Steel Innovation Centre that will support the steel and metals industry in Port Talbot and Wales, whilst reducing its carbon footprint.
- Decarbonisation projects including an electrical vehicle charging network, air quality modelling and real-time monitoring to enable better informed air quality decisions.
- An Industrial Futures project to address the gap between demand and supply for businesses and available land in the Port Talbot Waterfront Enterprise Zone.



**Public bodies and Public Services
Boards need to recognise the different
skill sets that we will need to meet our
carbon-reduction targets and exploit
opportunities in a ‘green’ and circular
economy, with renewable energy, less
waste and more responsible
businesses**

This reiterates my advice that public bodies and Public Services Boards should be generally seeking to integrate their well-being objectives more explicitly on skills with their other objectives and steps. However, our carbon emission targets provide an added impetus to set objectives that improve skills, whilst improving environmental well-being.

Many more opportunities exist to integrate objectives, such as: where public bodies are seeking to build more affordable, fit for the future housing, they should be connecting this with providing the opportunity for local people to gain skills in green energy, sustainable construction methods and planning for the future through apprenticeships, learning and employment.

Public bodies and Public Services Boards should now be explicitly showing how their well-being objectives and steps seek to improve social, cultural, economic and environmental well-being.



Your Voice

In engaging with over 5,000 people, the below views are representative of the key issues which have been shared with my office in forming this report

“The public sector set low or no Black Asian and minority ethnic recruitment targets. Welsh Government have various strategies that set out their commitment to improve access to employment, apprenticeships, education etc. and achieve equality of outcome for Black Asian and minority ethnic people. However, there is no definable process for pathways for Black Asian and minority ethnic individuals to progress to positions of influence and decision-making which are essential to ensure we are active recipients in the Well-being of Future Generations Act vision of Wales as a prosperous nation.”

(Race Alliance Wales, November 2019)

“Caring and having compassion is something that cannot be replaced by automation and will always have a place in the world no matter the sector.”

(Helen Atkinson, Scouts Cymru)

“Education, health and social care are still working too independently in many areas. Early years support needs more careful thought and should be family centred.”

(Our Future Wales response, Guide Dogs Cymru)

“I would like to see the same equality of opportunities in terms of cultural and adult education opportunities as any other area of Wales.”

(Our Future Wales response)

“More equal access to opportunities- particularly around access to education.”

(People's Platform)



Skills

Recommendations for Welsh Government

Key Recommendation

Welsh Government should bring all sectors together as part of a coordinated national mission to deliver education fit for the future. This should be funded through the creation of a Welsh Education Tax, directed towards the transition to the new Curriculum for Wales and provision for lifelong learning.

Policy Recommendations

Welsh Government should:

- Direct the new Commission for Tertiary Education and Research to produce a national vision for lifelong learning that helps us to meet the national well-being goals. The Commission should be established in a way that reflects the principles of The Well-being of Future Generations (Wales) Act 2015. The national vision should include development of a new Skills Framework for Wales, as recommended by 'Wales 4.0 Delivering Economic Transformation for a Better Future of Work' to better match jobs to people and people to jobs.
- Use taxation powers and the economic contract to incentivise entrepreneurs, large businesses, micro-businesses and small and medium enterprises to work directly with schools as part of a Wales wide programme.
- Create a vision and plan to ensure Wales becomes the most eco-literate country in the world.
- Radically re-think qualifications at age 16, towards assessments that focus on diversity and are centered around pupils, not testing, reflecting the aspirations of the new Curriculum for Wales 2022.
- Establish an intergenerational skills switch programme.
- Prioritise mental health and well-being education in the delivery of the Curriculum for Wales, to help nurture a generation of emotionally resilient children.
- In collaboration with local education authorities, shift their focus towards prevention across schools in Wales to reduce the number of children excluded from school, helping to improve the life trajectory of children who are at an increased risk of inclusion due to inequality, and help break lifelong cycles of disadvantage, loneliness and adversity.





Policy Recommendations (continued)

Welsh Government should...

- Create an action plan to develop the future skills needed to deliver public services in 2050.
- Increase teaching practitioners and support teachers to access continuous professional learning, including access to properly developed content and best practice approaches across and outside Wales, to maximise the potential of the new Curriculum.
- Implement the recommendations of the Gender Equality Review with a particular focus on the implications of future trends as well as current challenges (Also a recommendation in the section on a More Equal Wales in Chapter 3).



Skills

Recommendations for Welsh Government

Process Recommendations

In their day to day actions Welsh Government should **stop**:

- Valuing traditional knowledge based qualifications over softer skills like creativity, problem-solving and communication.
- Taking traditional approaches to recruitment and retention of staff – well-being is of higher priority to most ‘millennials’ than any other factor of work.
- Measuring success by economic well-being alone.
- Providing funding for businesses without requiring them to contribute towards the national mission on education and skills for the future.
- Measuring school and university performance on economic value and assessment results and instead move towards measures of well-being.

In their day to day actions Welsh Government should **start**:

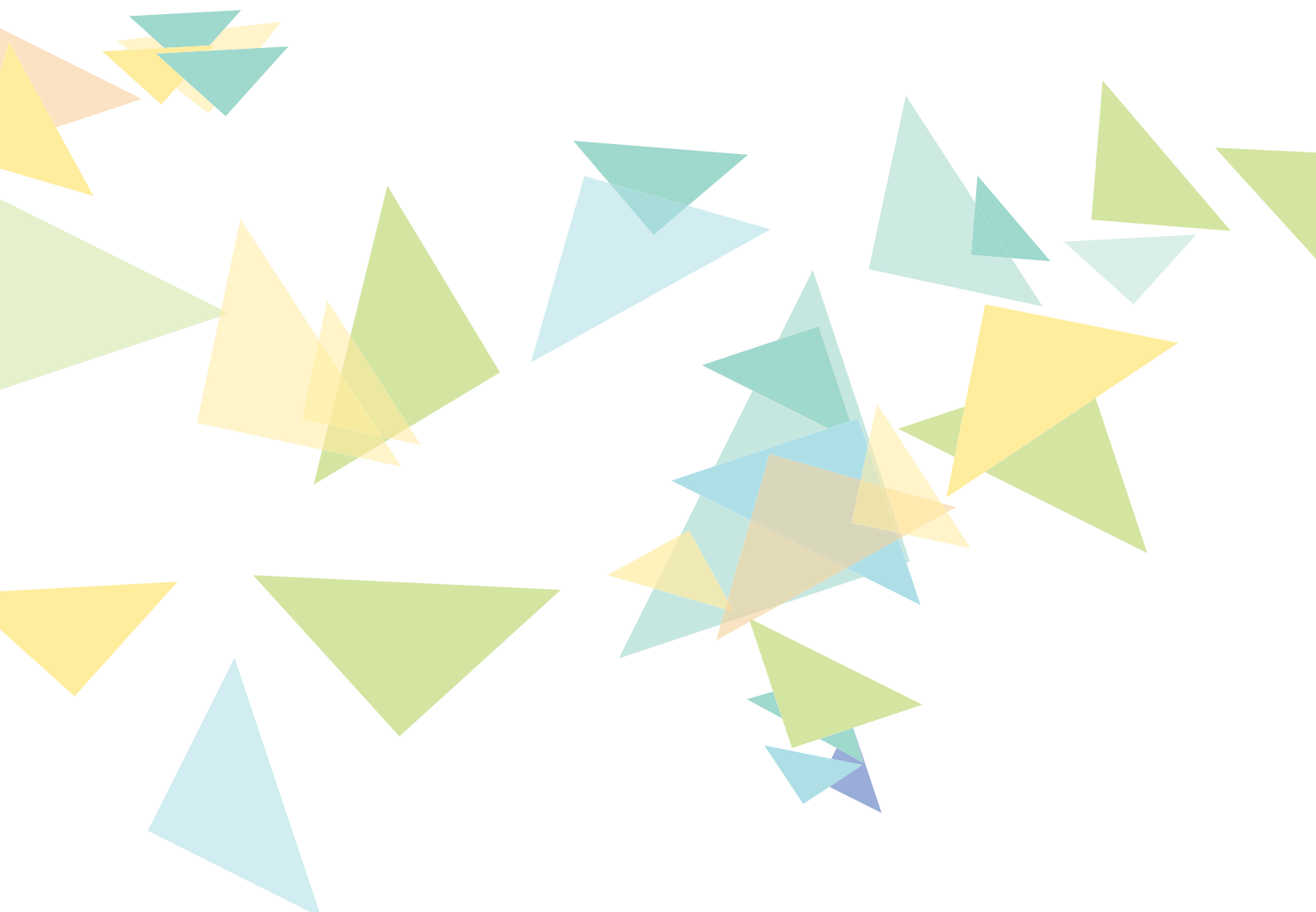
- Encouraging all schools to collaborate with public bodies, business, charities and community members in their area.
- Communicating clearly how the Act links to the delivery of the new curriculum to ensure the education sector are helping Wales to meet the well-being goals.
- Putting in place recruitment and workforce planning processes identifying and rewarding skills identified for the future.
- Finding ways to place eco-literacy at the centre of education and lifelong learning. (Also a recommendation in the section on a Globally Responsible Wales in Chapter 3).
- Providing support to Regional Skills Partnerships to develop long-term insight and require their Regional Employment and Skills Plans to demonstrate how they are applying the Act and integrating their work with the well-being objectives of public bodies and Public Services Boards in their area.



Process Recommendations (continued)

In their day to day actions Welsh Government should start:

- Implementing the recommendations of the 'Wales 4.0 Delivering Economic Transformation for a Better Future of Work' to plan and prepare for the impact of technological change on work and skills.
- Encouraging public bodies and Public Services Boards to get us closer to carbon reduction targets, by accelerating government support for growing new sectors, alternative energy businesses, emerging engineering processes, product design and waste management to lead the way in a 'green economy'.



Skills

Advice on setting well-being objectives for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Please refer to the chapter on Setting Good Well-being Objectives, but in setting their objectives specifically in relation to skills all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Collaborate and involve a wider set of people to review and design well-being objectives, such as: schools (pupils, governors, headteachers); Further and Higher Education institutions; local business; community groups; Regional Skills Partnerships and others. This could lead to public bodies understanding the broader benefits and steps they can take to improve all aspects of well-being through skills.
- Set well-being objectives on skills which are shaped towards meeting all the well-being goals rather than just focusing on ‘A Prosperous Wales.’
- Clearly show how they are integrating their objectives on skills with their other objectives.
- Move beyond setting well-being objectives and steps that respond to the economic opportunities and industries of today and, instead, use long-term horizon scanning to mould our future economy - not just ensure current businesses have the workforce they need now and in the short-term.
- Undertake their own workforce audits and skills gap analyses, looking through the lens of the seven well-being goals, including Welsh language skills needs, to identify any gaps to be filled.

In setting their **steps**, public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should focus in the following areas and should:

- Recognise the different skill sets that we will need to meet our targets to reduce carbon emissions and exploit opportunities in a ‘green’ and circular economy; with renewable energy, less waste and more responsible businesses.
- More widely adopt intergenerational programmes to help us to adapt to demographic changes.
- Seek to reduce inequalities by involving people in the ‘story behind the data’ and collaborating with others.
- Develop skills, promote our culture, heritage and status as a bilingual nation – particularly as creativity will be one of the most attractive skills for the future.



Skills

Recommendations for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Process Recommendations

In their day to day actions they should **stop**:

- Measuring success on economic well-being alone, educational attainment, numbers of jobs created or economic growth and move towards recognising the wider contribution improving skills has on well-being.
- Providing funding for business without requiring them to contribute towards the national mission on education and skills for the future.
- Dismissing job applicants on the basis of qualifications alone, rather than life experience and skills.

In their day to day actions they should **start**:

- Collaborating with others who can help them to set and meet their skills-related objectives and have broader benefits beyond economic well-being.
- Re-assessing the measures of progress and outcomes for skills.
- Promoting culture and Welsh language through apprenticeships, work-based learning and ensuring that it is built in at the start of any technological development.
- Putting in place mechanisms to support and encourage lifelong learning, workforce learning, apprenticeships and work experiences.
- Adopting proactive measures in setting well-being objectives and steps, which include setting challenging targets for recruitment, retention and progression of women, Black, Asian and minority ethnic groups and disabled people; ensuring that they are visible and represented at all levels in their organisation.



Process Recommendations (continued)

In their day to day actions they should start:

- Adopting the actions of the Diversity and Inclusion Strategy for Public Appointments, aimed at providing equal opportunity for all, such as providing mandatory equality training and unconscious bias training.
- Communicating how The Well-being of Future Generations (Wales) Act 2015 links to the delivery of the new curriculum, to ensure that education helps Wales meet its well-being goals; including the role schools, colleges and universities could play in meeting local well-being objectives.
- Collaborating with other public, private and voluntary sector organisations to support teaching and learning, provide work experience opportunities and apprenticeships.
- Creating job ladders in areas where there has been no opportunity for progression. Consider introducing job switching to help people progress and gain new skills.



Adverse Childhood Experiences

Adverse Childhood Experiences (ACEs) are specific traumatic events that have happened to someone under the age of 18. They include problems such as physical, emotional and sexual abuse, growing up in a home where there is drug abuse, alcohol abuse, domestic violence, parental separation, incarceration or mental illness.

Preventing and mitigating the impact of Adverse Childhood Experiences is a cross-cutting theme and is essential to future generations' health and well-being.

By preventing Adverse Childhood Experiences, we would significantly reduce harmful behaviours in future generations. Prevention should be the priority, but where they have happened, we should focus on building resilience and preventing them from being passed on through generations.

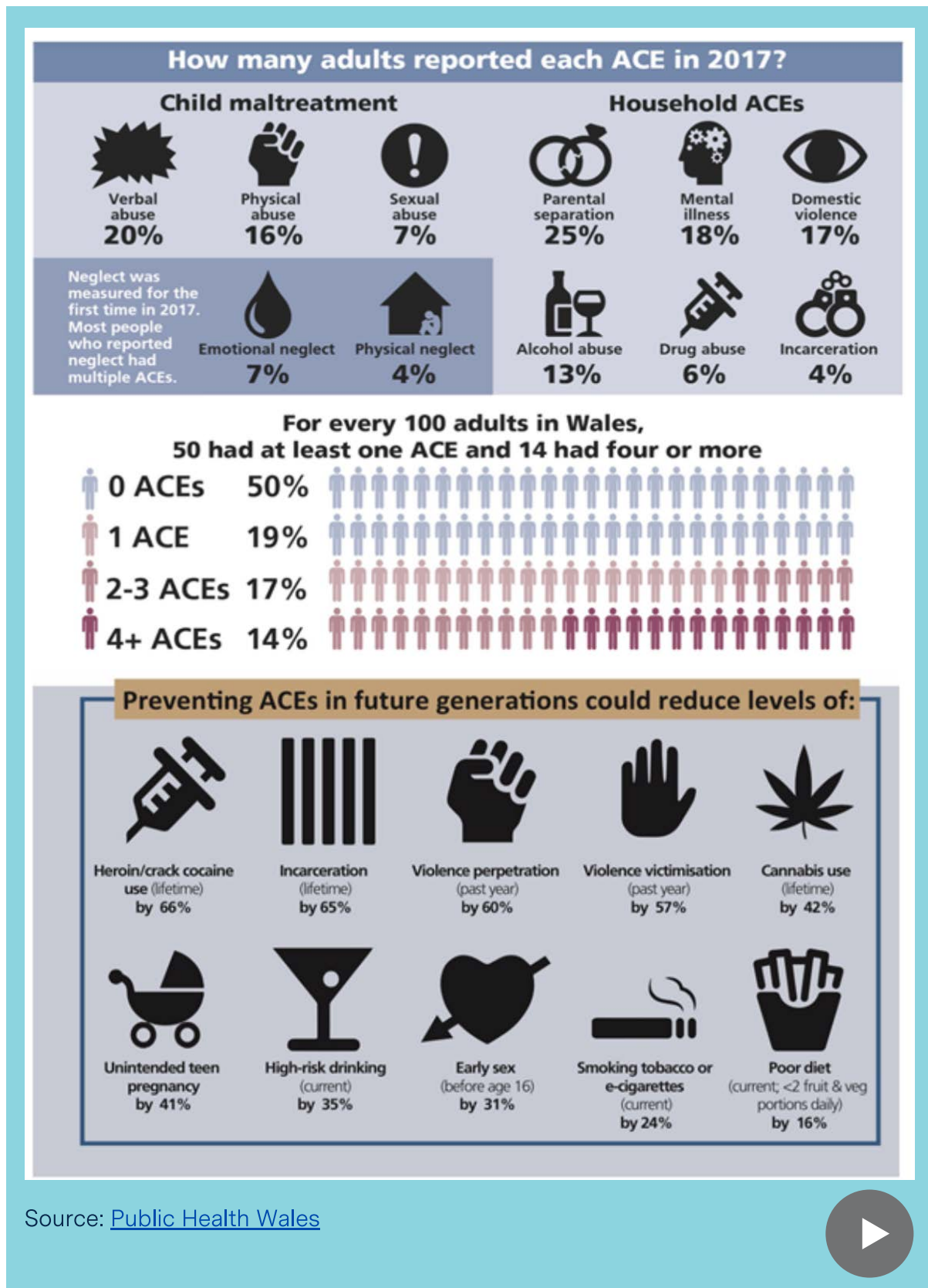
These are complex issues that need to be addressed collectively, as no one can resolve or respond effectively to Adverse Childhood Experiences and their impact, in isolation.

Since the release of the first Public Health Wales reports on [Adverse Childhood Experiences in 2015](#) and 2017 (which confirmed the prevalence of 'ACEs' in Wales and added additional categories of emotional and physical neglect), there has been a surge in activity. Organisations have trained staff to be 'ACE aware' and trauma informed in practice; conferences have focused on 'ACEs'; some Welsh Government policies has been aligned to tackling them; and there has been a £1.2 million investment in coordination of these activities over three years through the establishment of the Wales ACE Support hub. The four Welsh police forces and partners have also taken forward a programme of work, from £6.8 million from the Home Office Police Transformation Fund, to deliver systemic change in policing and criminal justice.



The Welsh Government budget strategy and decision-making process are a fundamental part of driving change across public services in Wales as it frames a significant proportion of decisions by public bodies.

Prevalence and definition of Adverse Childhood Experiences in Wales



Adverse Childhood Experiences

The predicted future of Adverse Childhood Experiences

Due to the nature and broadness of this topic, predictions for the future are hard to make as they depend on a lot of different factors, including social changes, education and cultural change.

Trends to watch:

- The number of children in care and on child protection plans in the UK [has risen since 2013 at a rate that outstrips the growth of the child population.](#)
- In Wales, the number of children on the child protection register because of sexual abuse [has declined by 28% between 2007/08 and 2017/18.](#)
- In Wales, the number of children being cared for by local authorities due to emotional or physical abuse or neglect in 2019 [has increased by 6% compared to 2018.](#)
- There has been an [83% rise in domestic abuse-related crimes](#) recorded in Wales over the past four years (but this could be due to better recording)
- In Wales, [the rate of people under 18 being admitted for alcohol-specific conditions per year is decreasing.](#) The consumption of alcohol by adults under 45 in Wales is also decreasing.
- Deaths due to drug poisoning in England and Wales have been [increasing since 2012, reaching 4,359 deaths in 2018.](#) This is the highest number and the highest annual increase since the time series started in 1993. Wales has seen [an 84% increase in drug-related deaths](#) over the last decade.

Predictions for a possible future:

- Social care budgets will [continue to be insufficient](#) to meet demand, causing a [reduced provision of services](#) that prevent family crisis.
- Relative child poverty in the UK is projected [to rise to 36% in 2021-22.](#)
- Divorce rates in the UK are [predicted to fall 5% within ten years.](#)
- Alcohol abuse is predicted to [kill 210,000 people between 2012 and 2032.](#)



The Vision – A Wales without Adverse Childhood Experiences

“ACEs and their effects on a person’s life and behaviour is becoming more widely understood by various different agencies and the wider public. I believe this is a positive step in the direction of reducing the number of people who are affected by ACEs. My hope is that we will continue to move in this direction and raise further awareness of ACEs and the effects.”

Alexandra Fitzgerald, Future Generations Leadership Academy

In 2050, Wales will be a place where all people understand how childhood can shape life courses, and that the experiences that connect us are the most valuable in terms of our future health, well-being and our ability to thrive as individuals and communities. Kindness and compassion will be supported and promoted on a public policy level. Wales will place a high level of importance on developing problem solving skills, emotional literacy and community connection. (*A Wales of Cohesive Communities* and *A Prosperous Wales*)

Schools will be psychologically informed environments and a new curriculum will support teachers and the wider school community to recognise and intervene to prevent and mitigate Adverse Childhood Experiences. Parents, families and the village it takes to raise a child will be valued for the work they do. Parental leave will be well supported, the Childcare Offer will be generous, parental support and education will be bustling, diverse and easily accessible to all and not just for those who are on the verge of crisis or those able to pay for therapy. (*A Prosperous Wales* and *A More Equal Wales*)

Children and young people will understand what a healthy relationship looks like.

The [Safe Dates programme](#) in the [USA](#), is typically delivered to adolescents in schools to promote resilience and protect against intimate partner violence. It aims to raise awareness, increase knowledge, change gender stereotypes, challenge violence norms. In Wales, the requirement to deliver education on healthy relationships as part of the new curriculum will set a clear path towards meeting this. Families, workplaces and communities will naturally develop a healing focus, thus enabling people to know, understand and address the impact of their life histories, before they are a parent.

The [Family Nurse Partnership](#) programme in [England](#) is an evidence-based, preventive programme for vulnerable first-time young mothers, with the aim to help them have a healthy pregnancy, improve their child’s health and development and plan their own futures.

[Start4Life](#) - Led by [Public Health England](#)’s, this programme delivers advice and practical guidance to parents-to-be and families with babies and under-fives, to help them adopt healthy behaviours and build parenting skills.

The [Better Start Partnership](#) in [Blackpool](#) brings together families, communities and organisations from the public, private, and third sectors. They aim to transform children’s futures by enabling them to receive all they need for healthy development during the first three years of life and to be in a [strong position to start school](#).



Children and young people will have easy access to clubs and groups that enable them to explore their talents and experience being part of a tribe. This will be possible because people will volunteer and invest their talents locally as vehicles for connection and nurturing children and communities. (A [Wales of Cohesive Communities](#))

All communities and places will be built with access to greenspace, opportunities for active travel, and participation in sport and community activity in mind, which will reduce inequality and [help to mitigate the effect of Adverse Childhood Experiences](#). Land use planning will ensure that we are building inclusive and integrated places that eliminate the separation between deprived and wealthy communities. Everyone, no matter where they are from, will be breathing clean air. (A [More Equal Wales](#), A [Healthier Wales](#), A [Resilient Wales](#)) (Please see the sections on [Planning and Transport](#) in Chapter 5 for more information.)

Communities will be active and invested in themselves and supporting each other. As a result, demand for public services will be reduced, allowing the funding currently spent on dealing with the after-effects of adversity, to be spent in other key areas like education and culture. (A [Prosperous Wales](#))

All services will be trauma informed and behaviour will be considered in the context of an individual's life experience and what it means to them. Social, health and other services will not be working in silos and treating only a specific aspect of the issue but the whole individual, eliminating the need for multiple social workers and 'placements'.

Services will be re-designed to be relational at their core, recognising the golden windows of opportunity for healing and changing life courses. The workforce will feel valued and invested in and children will be able to build long-term relationships with trusted adults, breaking the cycle of 'ACEs' for their children. (A [Prosperous Wales](#) and A [Healthier Wales](#))

The [NSPCC Together for Childhood](#) partnership is developing a place-based approach to preventing abuse, seeking to address problems locally by integrating communities, families, professionals and services. The place-based approach is designed to build community capacity, identify local needs, and make use of multiple access points, to tackle a problem that is itself usually multifaceted.

In [Wales](#), the [ACE Support Hub](#) was created as a programme of work under the [Cymru Well Wales partnership](#). Funded by the Welsh Government it is sharing expertise on tackling Adverse Childhood Experiences and developing a trauma informed whole-system approach, intended to support public bodies, community and society to build an 'ACE-aware' nation. The hub has entered into a partnership with the criminal justice system through a part-time secondment with Her Majesty's Prisons and Probation Service in Wales.

The [Troubled Families Programme \(England\)](#) aims to support families with multiple problems, including crime, anti-social behaviour, truancy, unemployment and mental health problems. Local authorities identify 'troubled families' in their area and usually assign a key worker to act as a single point of contact.

[Big Brothers Big Sisters](#) programme is implemented in several countries (including the [USA](#), [Australia](#), [Canada](#), [India](#), and [New Zealand](#)). It is delivered in communities and aims to provide children with a positive role model. The programme has led to improved family and peer relations and [reductions in violence and alcohol and drug use](#). Similar pilots are being tried in Wales. For example, Elevate's [Near Peer Coaching](#) in [Vale of Glamorgan](#) and [Cardiff](#).



Nurturing schools will be at the heart of every community, becoming places that belong to the children and families who live there. Schools will go beyond delivering on the curriculum and hitting exam result targets and will recognise that without safety and connection, no child can learn or develop to be an adult that can offer the same for their children. ([A Prosperous Wales](#) and [A Healthier Wales](#)) (Please see the section on Skills in Chapter 5 for more information)

Cultural sports and physical activity will be available to everyone regardless of social background. All children will participate in sports and partake in cultural events and these services will be 'ACE aware' and focused on giving them a safe space and trusted adults to turn to. ([A Wales of Vibrant Culture and Thriving Welsh language](#) and [A More Equal Wales](#)) (Please see the section on A Wales of Vibrant Culture & Thriving Welsh Language in Chapter 3 for more information)

Culture will be used as an outlet, that allows children and young people to express themselves and feel valued. Through culture, children will have the opportunity to deal more effectively with what they are going through, thus creating more resilient adults. ([A Wales of Vibrant Culture and Thriving Welsh language](#))

Tackling the presence and impacts of Adverse Childhood Experiences will give all children the best start in life, reduce health and skill inequalities between areas and communities, and reduce or even eliminate poverty in the long-term. Child deaths due to deprivation will be a thing of the past. ([A More Equal Wales](#), [A Prosperous Wales](#) and [A Healthier Wales](#))

Tackling adversity will also significantly reduce unhealthy habits like drinking, smoking and drug use. It will reduce violent behaviours and lead to a decrease of crime and incarceration. ([A Wales of Cohesive Communities](#) and [A Healthier Wales](#)).

Cultural and linguistic interventions will be valued as mechanisms for social change and seen as key tools for addressing inspiring change ([A Wales of Vibrant culture and Thriving Welsh language](#)).

[Education Scotland](#) has developed a tool, [Applying Nurture as a whole school approach](#), to support the self-evaluation of nurturing approaches in schools and early learning and childcare settings.

In 2017, the [Scottish Government](#) piloted [Baby boxes](#): gifting a box of essential items, such as clothes, nappies and books, to every new-born baby. Each box is also designed to be a suitable place in which babies can sleep. This programme is based on the Finnish 'maternity package' scheme, which has been running since 1938.

[Liverpool's Royal Court](#) is collaborating with Merseyside Police and Merseyside Police and Crime Commissioner on [Terriers](#): a theatre project that tells the difficult stories of young people growing up with different Adverse Childhood Experiences. This has been found to be an effective crime prevention method and has successfully reduced gun crime in [Merseyside](#).

[Washington State in the USA](#) has prioritised work to assess and understand the prevalence of 'ACEs' in its adult population and use this to inform prevention action. They have supported state-specific 'ACE' data collection and used their data to inform prevention efforts in all sorts of arenas – for instance, altering how young offenders are handled in the justice system, and developing a Compassionate Schools initiative which supports [affected children and strengthens families](#).



People will be healthier and will no longer be more likely to develop long-term illness (such as liver and heart disease) due to experiencing Adverse Childhood Experiences. Mental health issues in both children and adults will decrease significantly ([A Healthier Wales](#))

Child labour will be a thing of the past and children will be taught from early on about responsible buying and ethical production, which will help them understand their place in the world and feel more connected ([A Globally Responsible Wales](#))

[Innovation fund to help children of dependent drinkers](#) - a UK Government package of measures designed to help identify at-risk children more quickly and provide greater access to support and advice for both children and parents. This is backed by £4.5 million funding to help an estimated 200,000 children in England living with alcohol-dependent parents and develop interventions to reduce parental conflict within those families.

To support the achievement of the well-being goals in relation to Adverse Childhood Experiences, I have:

Worked with others to secure Government support for the ACE Support Hub

Advised Public Services Boards on steps to take to address Adverse Childhood Experiences

Monitored progress and provided advice to public bodies on addressing Adverse Childhood Experiences

Delivered a 'Live Lab' focused on gaining better responses to Adverse Childhood Experiences within Cwm Taf Public Services Board

See Chapter 6 'My Focus' for more information.



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People's perception of Adverse Childhood Experiences

Listening to what people think and believe is an important part of involvement. That is why, in this section, I want to give a flavour of what people have told me, since the beginning of my term and in relation to this report.

While most feedback in the events I held and the People's Platform did not reference Adverse Childhood Experiences specifically, there have been comments and views which are relevant to children, their early experiences, parents, breaking generational cycles and the importance of perinatal services. Services act at crisis points and in the short term rather than preventatively and long term.

- Services tend to be created and delivered top-down where they should be bottom-up and informed by service users
- There needs to be better collaboration between services and pathways
- There has been a reduction in community-based facilities such as youth services and this is having a negative effect on young people
- There should be recognition of the role that cultural activities can play
- The causes and effects of Adverse Childhood Experiences are wide ranging
- They think certain demographics are more at risk of experiencing Adverse Childhood Experiences or falling between the gaps of services such as those less financially-stable, experiencing mental health issues, Service families, looked after children, and Black, Asian and minority ethnic

- There is a lack of data on demographics and 'tracking' individual's journeys
- There is a gap in young people being able to identify a role model/safe adult
- There should be more support for early years and young people, especially in relation to mental and emotional resilience

"I believe the most important issue currently facing Wales is the issue on how we can break the cycle intergenerational transmission of poverty. This work can only be achieved with a focus on the significance of perinatal services in Wales attempting to break the cycle of 'insecure' 'disorganised' attachment styles being transmitted from generation to generation. This work is pivotal as it will assist all children born in Wales to have some 'resilience' which will assist them in overcoming all ACEs they may be faced with. We cannot change the environment into which children are born, but we can assist them in coping with it more effectively, through building resilience."

"The belief/perspective/feeling that certain things in life are not for them, eg, education, housing, employment etc is something that needs to be dispelled. Only with children having the resilience to break through the social barriers of what they can expect in their life, will more children access education and gain more valid occupations in their communities. We know that mental health is significant in the areas of Wales with high deprivation, unemployment, low educational attainment, crime, substance misuse, etc Perinatal services can, through building resilience in the children in Wales can also assist in bridging the inequalities prevalent in considerable areas of Wales."

The People's Platform



In addition to this involvement, I also have carried out my statutory duty to monitor and assess progress by public bodies in meeting their well-being objectives and the requirements of the Act in general. As a result of these activities, I have identified the following opportunities and challenges.

Challenges and opportunities for change

Create a joined up system focused on early intervention and prevention

What future generations need

Focus should continue to be placed on strengthening early years, parenting and family programmes and the legislative frameworks that support them. These programmes can both reduce Adverse Childhood Experiences and support the development of resilience in children. However, we must bring together (consistently and collaboratively) the parts of the system which prevent and mitigate Adverse Childhood Experiences. This must be based on approaches that are evidenced to work in early intervention and prevention and built from the perspective of the service-user, ensuring that services do not become about ticking boxes and reaching targets.

Where are we now

Wales has a powerful context for prioritising the building of resilience across the life course, joining up the system and preventing Adverse Childhood Experiences

I would like to thank the following people and organisations who have contributed to my work and thinking in this area

I would like to thank the Wales ACE Hub and, in particular Joanne Hopkins who was involved in the development of this chapter from the very first stages; Charlotte Waite, who helped me with the vision for the future of Adverse Childhood Experiences; and Samaritans Cymru who contributed to this chapter



I would also like to thank Public Health Wales for their work in this area and on the First 1000 Days; Cymorth Cymru who have undertaken work on this area; Millbank Primary School; the ACE team in Bridgend who have shared their exceptional work and Cwm Taf Public Services Board who worked with my team on the ACEs Live Lab.

Best practice from Wales

Wales was the first nation of the UK to establish a national support hub to collect and disseminate good practice and to co-produce evaluated resources. We have developed a public health approach to policing and criminal justice, that was cited as best practice in the UK Government Serious Violence Strategy in 2019, and at the launch of the College of Policing Seven Principles for Policing for England and Wales. Wales is the only nation in the UK, and potentially globally, to undertake a public awareness campaign on the impact of Adverse Childhood Experiences.



The current policy and legislative context in Wales is supportive of addressing Adverse Childhood Experiences, with the Well-being of Future Generations Act providing the foundation for all public services to work collaboratively towards an integrated, life course approach to well-being.

Additionally, Welsh Government's national strategy for lifelong well-being '[Prosperity for All](#)' sets out commitments for 'investing in early years' and the prevention of Adverse Childhood Experiences through the creation of 'ACE-aware' public services. '[A Healthier Wales](#)' is the plan for health and social care and recognises the lifelong importance of addressing adversity experienced in childhood. Furthermore, the Assembly has just passed legislation to end the physical punishment of children, which also provides a helpful piece in the jigsaw of tackling Adverse Childhood Experiences

This context and policy direction alongside input from Public Health Wales, Cymru Well Wales and my office appears to have made an impact of the priorities set by public bodies and Public Services Boards, with sixteen of the nineteen Boards setting objectives around tackling 'ACEs' in their well-being plans, demonstrating a level of awareness and commitment that has not been seen before.



Parts of the system in Wales have taken advantage of this strengthening their focus on early intervention and prevention, particularly in the early years, but there are implementation gaps

The most recent Child Protection Register figures for Wales show that children under the age of one-year old and children aged between one and four are more at risk of neglect, emotional abuse and physical abuse, than older children. This is likely to be only the tip of the iceberg as it is estimated that for every child on a child protection register, another eight have suffered maltreatment but have not come to the attention of the authorities. Research shows the importance of intervention in the first 1,000 days to ensure optimum health and well-being into adulthood. We know that children in Flying Start areas receive enhanced health visiting, parenting support and childcare. However, it is such a crucial time in child development and we need to ensure that children outside Flying Start areas also receive the right support and early intervention. There are a number of services and policy areas that could help prevent and mitigate Adverse Childhood Experiences.

'[Flying Start](#)' is the Welsh Government's targeted Early Years programme for families with children aged less than four years of age. It offers families access to enhanced health visiting services, free part-time childcare for two to three-year olds, parenting support, and support for the development of speech, language and communication. The programme has been targeted at defined geographical areas within each local authority according to measures of relative disadvantage, including the Welsh Index of Multiple Deprivation, free school meals and the proportion of children under four-years living in households in receipt of income-related benefits.



This way of targeting families has been criticised as missing some families, particularly those with Adverse Childhood Experiences.

[‘The Healthy Child Wales Programme’](#) is a universal programme that was introduced in recognition that children and their families in the early years need support by universal and specialist services across the NHS and its partners. These services range from families’ first point of contact, the family GP, to a wide range of services including: maternity, health visiting, school nursing; mental health, including community perinatal mental health services; social services; education; NHS Wales Direct; emergency services (A&E); dentistry; Flying Start; etc. It is essential that all these services work together and take every opportunity to engage, advise and support families and children during this crucial period of their development. The focus of this work so far seems to have been on standardising the number of contacts families and their children have with healthcare professionals and recording this contact.

The [First 1000 Days Programme](#) is delivered by Public Health Wales on behalf of Cymru Well Wales and aims to support the early years system to ensure that we are collectively doing all that we can to support families at this pivotal time in a child’s development. This includes working to build and disseminate the best available evidence for improving outcomes and reducing inequalities during pregnancy and to a child’s second birthday.

The programme aims to influence three main outcomes:

- Optimal outcome from every pregnancy for mother and child
- Children achieve their developmental milestones at age 2
- Children are not exposed to multiple adverse childhood experiences in the first 1,000 days

These outcomes are influenced by a complex system of inter-related child, parent, family and wider environmental factors, set out in the image below.



The First 1000 Days Programme has commissioned and disseminated parental insights work to inform the development of effective and accessible parental information resources and to shape understanding of what an effective system should look and feel like for families. This is a good example of involvement and will hopefully be replicated for other parts of the system.

Their work to describe the complex system of factors which influence outcomes in the first 1,000 days alongside their development of model for a holistic, public health approach to supporting parents, is also helping to improve understanding of why a prevention focused, whole-system approach is needed to give children in Wales the best start in life.

The programme is providing leadership by promoting evidence-based practice. The Evidence into Practice Guidance is helping stakeholders understand the key components of effective action to improve outcomes for families. The first of these has focused on the critical importance of supporting positive family relationships in the first 1,000 days.

[Parent-Infant Partnership UK's report](#) highlighted the work of the First 1000 Days Programme as an example of the positive work beginning to taking place in Wales to promote the well-being of our youngest children and to make the case for a greater focus on infant mental health in policy and practice. Public Health Wales have also collaborated with Welsh Government to test the feasibility of asking about Adverse Childhood Experiences in health visiting. This is promising work but needs amplifying, long-term investment and scaling-up where there is evidence that it works. Implementation seems fragmented and highly variable across Wales, with inadequate and ineffective oversight

mechanisms from Welsh Government to monitor what local authorities are delivering.

There is no clear, overarching national strategy targeting Adverse Childhood Experiences, early intervention and prevention. Coordination between the different departments in Welsh Government, whose areas of responsibility relate to childhood adversity or associated problems, could be improved. This lack of coordination means we do not have a comprehensive picture of which local authorities are providing early interventions and whether these are based on the best available evidence. There seems to be a plethora of initiatives and groups operating across Wales with little monitoring, integration and collaboration.

“Increase development of early intervention and prevention programmes, tackling low level cases/concerns.”

Our Future Wales response,
Neath Port Talbot PSB

Taking a public health approach can help kick start the change needed and ensure any change is based on evidence of what works

A deep dive by Public Health Wales into the current system of identifying vulnerability in policing, highlighted system failures to identify and protect the most vulnerable, wasteful use of resources, and frustration among public service professionals. This resulted in investment of £6.78 million from the Home Office Police Transformation Fund, and along with other partners, they have driven integration of services to provide an Adverse Childhood Experiences and trauma-informed early help systems. [‘Early Action Together’](#), delivers a multi-agency, ‘ACE-informed’ approach that enables early intervention and root cause prevention.



The programme will scale-up the approach that has been taken by the Maesteg Early Help Hub, where the police, local authority, health sector and schools have been working together to intervene earlier and prevent children from experiencing Adverse Childhood Experiences.

See my visit to the Early Help Hub



Early Action Together seems to have transformed community policing by training a large number of police staff and partners across Wales and embedding this training to seek to change systems to enable an early help response. However, the problem remains that while some areas have made great strides to pool budgets and collaborate, despite difficulties such as limited resources and challenges around data sharing, the traditional approach to silo based working and resourcing which still features in some areas does not enable the shift that we need to see.



We are not always joining the dots between evidence-based interventions which are already in place, how they support the prevention of Adverse Childhood Experiences agenda, and how they should be scaled across Wales

“There is a proliferation of targeted and short-term initiatives being funded.”

Our Future Wales conversation,
Carmarthen

Across Wales there is a tendency to support pilot projects, but we are not always learning from these and scaling-up. Identification and Referral to Improve Safety is an evidence-based specialist domestic violence and abuse training, support and [referral programme for General Practice](#). It is recognised by many as one of the key ways to break the intergenerational cycle of Adverse Childhood Experiences in the short-term. It uses GP visits to trigger early identification of domestic abuse, rather than waiting for the point of crisis and police intervention, which is often too late given that evidence suggests that victims experiences 36 incidents of domestic abuse on average before they contact the police.

The Identification and Referral to Improve Safety initiative has been successfully introduced across two health board areas in South Wales as a result of initial funding from the police. The results have been transformational. Within five years, GPs in these health boards have gone from identifying ‘no victims’ of domestic violence and abuse to identifying more than a thousand and fast tracking them to the right support. Of these cases, 60% of victims have children at home and 60% are first time disclosures.

This demonstrates how joining up the dots between services can support earlier intervention, help break intergenerational cycles of harm, and fast-track victims to the right support. This programme has been operational for five years and is a good example of something that works. It has evidenced to be value for money and yet, it has not been scaled up and across Wales.

Likewise there are emerging programmes such as DRIVE which works with domestic abuse perpetrators and has secured significant reductions in harm and which should be recognised and adopted elsewhere ([see section on A Wales of Cohesive Communities in Chapter 3](#))

In terms of interventions in schools that are designed to build resilience and focus on mental health, the National Assembly for Wales’ Children, Young People and Education Committee have recommended that:

“Welsh Government should undertake a review of the numerous emotional and mental well-being initiatives underway in Wales’s schools, with a view to recommending a national approach for schools to adopt, based on best practice. The Welsh Government should work with exemplar schools such as Ysgol Pen y Bryn in Colwyn Bay to develop elements of this national approach, including but not limited to mindfulness.”

[Mind over matter report](#)

“As a student that has suffered a lot due to mental health, I often look back to those years in regret and pain. Yet I understand that now there's nothing to be ashamed of I also know that a lot of students suffer in silence and a lot of what's going on at home isn't reported, this affects their ability to study and live to their fullest.”

Peoples Platform



There are emerging examples of public services coming together to create an early help system for families, but some are still working in silos without anyone having a ‘helicopter’ view of how everything fits together

Because of the complexity of Adverse Childhood Experiences, it seems that not enough people see it as ‘their issue’ and specific public services only tend to deal with one part and leave the rest for others to deal with.

There is a need for a greater focus on collaboration and integration to look at the whole system – from childhood, to adulthood, to parenthood, to a new generation.

Public Services Boards continue to tackle Adverse Childhood Experiences within the current programmes that exist in health, children’s services, education and community services. There is evidence of ‘thinking’ about a whole system for tackling Adverse Childhood Experiences across the life-course in some of the Public Service Boards’ well-being objectives, but the transformation of services in line with this thinking is not always evident. There is a need for services, who deal with ‘ACE’-related issues, to work more closely together and for an assessment to be made as to whether they are fit for purpose in terms of preventing on-going Adverse Childhood Experiences.

[Estyn’s thematic review of ACEs](#) found that the well-being of Welsh citizens, including children and young people, is high on the agenda of all local authorities and is one of the main priorities in their corporate strategic plans. Many local authorities make a clear commitment to the sharing of information through the ‘Public Protection Notice’ process or ‘Operation Encompass’, which means that schools should receive near immediate notice of police involvement with families with school-age children.

All local authorities have signed the [Wales Accord for the Sharing of Personal Information](#) that helps them to share personal information effectively and lawfully and allows services to work together to support people. However, the use of information sharing protocols between local authorities, other services and outside agencies is inconsistent. School leaders say that they do not always find out about important developments in children’s lives in a timely way. In some cases, this means that children can arrive at school following a significant, traumatic event that the school is unaware of and this prevents the school from preparing appropriately.

There does not appear to be a holistic way of measuring the impact of early intervention and prevention within the current system

The collection and analysis of appropriate data can help to monitor the impact of early intervention initiatives to ensure that they are achieving the desired effect. It will also help inform further improvements and support the identification of families that may benefit from early interventions. It is also imperative that we have the right systems and indicator frameworks in place to understand and track trends in population needs and monitor system level impact for families.

“Preventative support is needed and awareness of service families, we don’t capture data in Wales - track where families are and moving to like in England. It’s the same with looked after/adopted children.”

Our Future Wales conversation, WLGA roundtable



While we have the right policy in place, we need to ensure we also have the right performance measures. I would like to see more holistic measurements of well-being used and move away from the traditional medical model outputs. This issue of measurement is one which is common throughout this report. From my analysis of well-being objectives and steps, I know that some public bodies have commissioned more research or are taking a deeper look at the services to see the impact they are having. For example:

- 'Undertake research to inform policy around early-years'
- 'We will build on the findings of our multi-agency network event and ongoing learning from membership of the 1000 Days Collaborative Programme to develop a work plan which will help us improve the universal and targeted services that support children and parents in the first 1000 days of life'
- 'Understand more about our early-years'
- 'Develop an early-years roadmap that guides families to the right support'
- 'Ensure public services are ACEs ready'

“You don’t find out about things until it’s too late or you speak to the right person.”

Our Future Wales conversation
with Parents Voices Wales



Ensure all public service professionals are Adverse Childhood Experiences aware

What future generations need

Understanding what Adverse Childhood Experiences are, their impact, and what to do to prevent them from happening is critical if we are to achieve a vision of an 'ACE-free' Wales. Public service professionals must also be equipped with the right knowledge and skills to take action within their individual roles and have the permission to do so. The knowledge and skills imparted to professionals must be quality-assured and based on evidence to ensure we have the most impact, but organisations themselves need to commit to cultural change and embed structural support to ensure that the commitment extends from the bottom-up and top-down.

Everyone needs to understand that Adverse Childhood Experiences are fundamentally linked to complex socio-economic factors, which also need tackling strategically, to allow knowledge and skills to have the most impact. Another essential part of building 'ACE-aware' public services is understanding the barriers that make it harder for them to reach those who would benefit most from personal and professional support. For example, the missing middle who fall below the threshold of public service or do not engage with them.

Public services need to build on their assets and strengths which are often found in the community; so that when people do engage they receive supportive and reliable responses that meet their needs.



Where are we now

There is increased strategic and operational focus on tackling Adverse Childhood Experiences in Wales

An understanding of Adverse Childhood Experiences has changed the conversation around the significance of childhood trauma and the importance of trauma informed services, which intervene earlier to prevent and mitigate effects.

The research undertaken by Public Health Wales in 2015 has been significant in raising the profile of Adverse Childhood Experiences in Wales and provided the evidence base from which to take action. The powerful infographics, showing the number and impact that Adverse Childhood Experiences have on people and services in Wales, made the information accessible to professionals across sectors. This has provided a platform for leadership at both national and local level with examples of leaders operationalising the research and developing strategic responses for their organisations and the people they support.

At a regional level, the South Wales Police and Crime Commissioner was one of the first to develop their partnership with Public Health Wales and promote the 'ACE lens'. This was then scaled to an all Wales partnership agreement between policing across Wales, criminal justice partners, the voluntary sector and Public Health Wales.

This work was developed further with a range of partners through [Cymru Well Wales](#), a group of senior decision-makers from across the public and voluntary sector whose priorities are:

- Acting today to prevent poor health tomorrow
- Improving well-being by harnessing activity and resources to amplify our collective impact

- Thinking and working creatively to tackle health inequalities
- Empowering our communities in all that we do
- Learning from others to design innovative action for the future

Cymru Well Wales' focus on tackling Adverse Childhood Experiences is to support public services to respond effectively to prevent and mitigate the harms from Adverse Childhood Experiences. In addition, Cymru Well Wales have also identified the importance of the first 1,000 days - the period from pregnancy to age two. There is strong evidence that the first 1,000 days is a time when action to improve outcomes and reduce inequalities has the greatest potential for impact and that positive and protective influences during this time can improve health and well-being outcomes across the life course.

With the Support of Cymru Well Wales the Welsh Government began to align policy to tackling Adverse Childhood Experiences and invested in the development of the Wales ACE Support Hub, which over the last three years has received £1.2 million of funding to deliver a best practice, transformational systems approach for Wales. Many other public bodies in Wales have included Adverse Childhood Experiences in their strategic plans, [including the Welsh Ambulance Service Trust](#).

The UK Parliament's [Science and Technology Select Committee's Inquiry](#) on evidence-based early years interventions heard evidence of how the Adverse Childhood Experiences framework is being used to help early years and health practitioners to identify children at risk.



This led to the committee calling for the UK government to "match the ambition of the Scottish and Welsh Governments, and build on the example set by certain English councils, to make early intervention and childhood adversity a priority, and set out a clear, new national strategy by the end of this parliamentary session to empower and encourage local authorities to [deliver effective, sustainable, evidence-based early intervention](#)".

There has been a focus on training and raising awareness of Adverse Childhood Experiences in Wales resulting in good knowledge across certain sectors but public bodies need to go further in demonstrating how they are embedding Adverse Childhood Experiences training in their work

As a result of the evidence on the impact of Adverse Childhood Experiences and their relevance to many sectors, there has been demand for training and increased awareness raising amongst a number of sectors including housing, education, the criminal justice system, health, and social care.

In 2018, I published [80 Simple Changes](#) that public bodies could make which would help them to meet the goals of the Well-being of Future Generations Act. Delivering training on 'ACEs' to all their staff was one of these. 27 out of the 33 public bodies who responded to a request for an update on the uptake of Simple Changes, have already adopted this or are currently developing it.

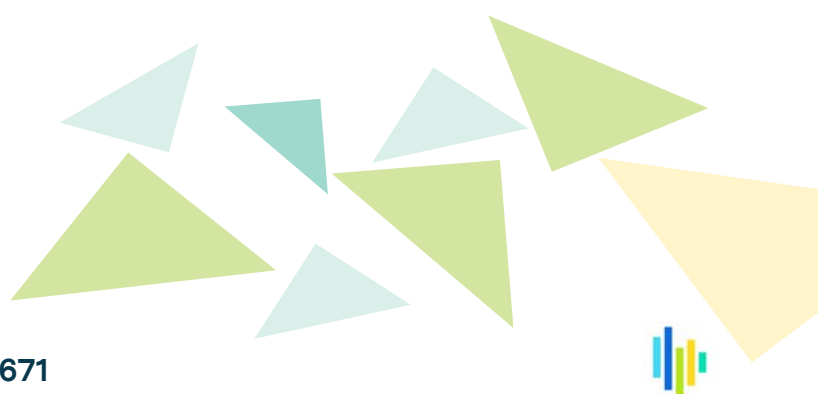
Training has been delivered across a range of sectors and has informed the practice of thousands of frontline professionals.

It has been predominantly led by the ACE Support Hub, who have developed a sectoral approach to delivery, partly as a result of limited resource, but more importantly in response to evaluation that showed that the most value is had from a co-produced package.

The package includes training but supports a systemic transformation for each sector or organisation. Key areas that the hub has worked with include education - two thirds of schools in Wales have received training by 31st March 2020 - youth services, housing and sport.

Policing and criminal justice in Wales have received training on Adverse Childhood Experiences and working in a trauma informed way through the 'Early Action Together' Programme. Funded by the Home Office Police Transformation Fund, it focuses on recognising and addressing the root causes of criminal behaviour, particularly when dealing with vulnerable people. Evaluations of the training have shown positive results in increased knowledge, and confidence in taking a trauma informed approach, intervening early and ensuring that people are signposted to the right services for the support they need.

The development of a skills and knowledge framework has also enabled the Hub to support organisational transformation to embed and sustain systems change. The hub has worked with public bodies who are looking to make that change.



Examples include helping Children's Services in Cardiff to develop an integrated model, and with Sport Wales to develop a comprehensive approach for coaches and those working in the community with children and young people.

[A baseline survey of professionals in Wales](#), was conducted in 2019 which measured knowledge of Adverse Childhood Experiences and how this changed practice. It showed that 75% of those who responded were 'ACE aware', and from education, youth services, housing and the NHS. The survey also noted that there was more to do to ensure that professionals felt confident in the use of this knowledge and that further work should focus on prevention and mitigation.

Continuing 'ACE awareness' and trauma informed practice across all public services should be seen as important for informing the systems change and the way services plan and respond to those who have experienced or are experiencing Adverse Childhood Experiences, creating a universal approach.

Whilst awareness of Adverse Childhood Experiences has increased, there are gaps in the knowledge and skills of public services professionals on what action to take in mitigating and preventing Adverse Childhood Experiences. This is evident when looking at the latest data from Welsh Government for school exclusions, which continue to be at an unacceptably high level across Wales, with children living in poverty disproportionately affected. The most common reason given for exclusion is disruptive behaviour and our knowledge tells us that disruptive behaviour is often a symptom displayed by a child experiencing Adverse Childhood Experiences.

“Based on surveys during six inspections by the HM Chief Inspector of Prisons for England and Wales in 2017/18, 89% of children reported exclusion from school before they came into detention, 74% reported previous truancy, and 41% said they were 14 or younger when they last attended school”.

Samaritans Cymru report [“Exclusion from School in Wales - The Hidden Cost”](#)

“The link between inequality and exclusion from school is well known, and investment in prevention and early intervention has resulted in fewer children being excluded from school. Our report *Exclusion from school in Wales: the hidden cost* emphasises that we need to gain a much deeper understanding of the experiences of children and young people who have been excluded from school. We must do this with a strong focus on pupil voice; we must listen to pupils about their own experiences of exclusion, its impact on them and what could have been done differently.”

Samaritans Cymru response to a draft of this Report

An 'ACE aware' and trauma informed school would take action to be a protective factor in these situations and there are examples of where schools are getting this right in Wales.

[Estyn's report](#) on Adverse Childhood Experiences in [schools found good examples](#) of how some schools in Wales are supporting children who have experienced Adverse Childhood Experiences.



Prestatyn High School, North Wales

This high school is proactively supporting pupils with Adverse Childhood Experiences and other vulnerable pupils, through Pastoral Support Plans. Welsh Government Guidance is for Pastoral Support Plans to be used when there is a risk of exclusion, but in this case they are used earlier and in a preventative way. They contain comprehensive information that support the pupil, staff and parents, including background information, areas of strength, and areas of concern, together with guidance on how to deal with common situations and strategies for staff on how to avoid conflict and potential problems arising. Targets are sensible and appropriate and review dates are consistent. Parents and many relevant agencies are involved in the creation and ongoing review of the Pastoral Support Plan. This has resulted in fewer exclusions and improved engagement with learning among vulnerable pupils.

Estyn have found that Primary schools are better, although there are some exceptional examples from high schools too, noting that “the quality and impact of support for pupils with ACEs tend to be better in the primary schools visited than in secondary. In many primary schools, teachers provide daily opportunities for pupils to talk about their feelings and share their worries. They offer practical help and moral support to vulnerable families and maintain a positive relationship with them. Although some secondary schools have strong processes to ensure that they gain accurate information from families, many have not established a close, trusting relationship with them”.

Millbrook Primary School, Newport

This award-winning school uses a universal nurturing approach and has targeted support for vulnerable pupils, enabling all to succeed in reaching their personal goals. The school’s on-going research and a strong focus on Adverse Childhood Experiences have been key to this success. International research in the USA and research on a national and local level have shaped the school’s vision and approach to supporting vulnerable pupils or pupils who may have experienced Adverse Childhood Experiences. Staff at all levels have engaged in 'ACE aware' and trauma-informed training and research. There is a whole-school well-being charter, which supports all staff in ensuring that they consistently use the right approach for a child in need. There is consistent use of positive language to engage pupils and support their emotions. Staff recognise the importance of positive relationships in mitigating the impact of trauma. The school offers a bespoke package of support for pupil and family well-being, such as emotional coaching, emotional literacy support, and guided early intervention nurture sessions. As a result, nearly all pupils feel well-supported when they experience trauma. The school includes partner agencies in their Adverse Childhood Experiences training and trauma-informed practices to ensure consistency for families.



“They sometimes have an unrealistic expectation that pupils will approach staff with information or rely on other agencies to share information. In addition, they rely on information gathered from primary schools and do not build on this information as these pupils progress through the school”

“You don’t always know who’s having a problem so should support everyone, with awareness of what is available. I don’t know if I would have had the confidence to approach someone or a group like this when I was struggling, I would want someone to introduce me.”

Our Future Wales conversation with
4Winds



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However, what is clear is the lack of consistency or quality across Wales, with many schools being aware of Adverse

Childhood Experiences but not taking action to change practice, perhaps lacking knowledge or understanding of what action can be taken. The ACE Hub has established a ‘train the trainer model’ that so far has delivered ‘ACE awareness’ training to two thirds of schools across Wales, and there are plans to continue this with training scheduled for North Wales schools from September 2020. It is crucial that this is not just seen as a tick-box training exercise; a trauma informed approach needs to be embedded and sustained. The commitment by Welsh Government to deliver the ‘whole school’ approach to mental health and well-being provides the vehicle to achieve this. The approach should ensure that the foundations are built on to transform the education system as a whole to an ‘ACE aware’ and trauma responsive system, working with the wider communities and integrated public services.

It appears that many public service professionals have been frustrated by having knowledge of Adverse Childhood Experiences, early intervention and prevention but still having to work in systems focused on the crisis.

Initial training and awareness is important but public bodies must now show how they are embedding ‘ACEs’ training and using the [Skills and Knowledge Framework](#)’ developed by the ACE Hub.

My analysis of well-being plans shows the focus so far has been on training a wide range of staff and raising awareness of Adverse Childhood Experiences, plus mapping early years’ services across partner agencies. While this is a positive start, it seems that public services in Wales are still having difficulty with thinking about Adverse Childhood Experiences in a long-term and preventative way.

One-off training sessions will not be enough to affect the cultural and system change needed for achieving the vision of an 'ACE-free' Wales. If ACE training is not embedded, knowledge will get lost through staff turnover and a lack of focus. It also vitally important that there is consistency and quality in training which should be provided by the knowledge and skills framework. The framework was developed by the ACE Support Hub and sets out the knowledge and skills for three levels of the workforce:

- ACE-informed individuals build relationships with people, looking beyond symptoms and behaviours and demonstrate kindness, compassion and understanding
- ACE-skilled people are reflective practitioners and demonstrate their own role in tackling ACEs
- ACE 'Influencers' develop and sustain organisational culture and systemic support that enables informed and skilled people to flourish and give their best.

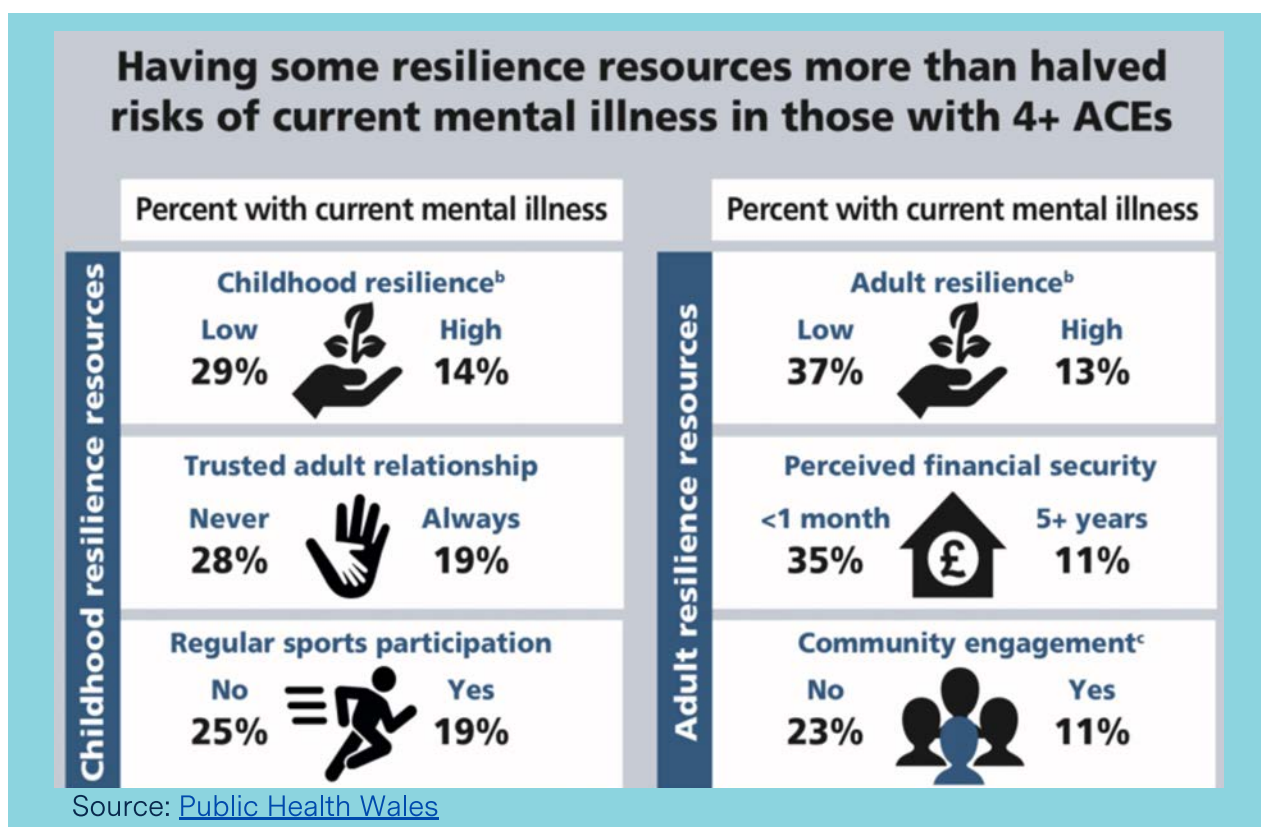
Ensure communities are supported through an equal/reciprocal relationship with public services to provide the building blocks of resilience

What future generations need

Resilience is a critical factor in the fight against Adverse Childhood Experiences and communities need to be aware of the assets they have to build resilience with children and young people.

Public services must recognise and support communities to amplify these resources which can mitigate and prevent Adverse Childhood Experiences.

Public Health Wales [have identified sources](#) of resilience which must be included in well-being plans with a purpose of preventing and mitigating Adverse Childhood Experiences.



These sources of resilience include:

- Support for social and emotional skills development
- Activities that create connectedness to schools and communities
- Regular sports participation and opportunities for creating friendship networks
- Engaging in cultural traditions.

These activities should be considered as investments in children's lifelong mental health and not 'nice to do'. Beyond having a positive impact on tackling Adverse Childhood Experiences these 'softer' approaches can also help to build skills around cooperation, empathy and emotional intelligence which are essential skills for the future; and can help with broader community resilience and cohesion amongst different groups. (Please see the section on Skills in Chapter 5 for more information)

"We need to ensure that all sectors in communities, especially the public statutory bodies, work collaboratively and corporately to promote, enhance and facilitate communities. [In Our Future Wales I would like to see] Community resilience and creating opportunities for all individuals."

Our Future Wales conversation Bangor

We must continue to foster a culture of kindness across Wales, making kindness the new norm and more culturally unacceptable to bully, harass, coerce or use violence.

Whilst resilience factors may provide some protection, they do not entirely counter the risks associated with exposure to multiple Adverse Childhood Experiences.

Primary prevention to avoid Adverse Childhood Experiences in future generations remains critical. It is key to also understand what the strengths and assets exist already in communities, and to strengthen and invest in them. There are many examples of good practice across Wales that we need to shine a light on and highlight to public services to ensure that we develop an approach that is fully integrated and enables ACE aware and trauma informed communities to develop and flourish.

A public sector with kindness at its core can improve well-being, build trust and confidence in public services and encourage behaviour change.

Where are we now

There are positive signs of national and local policies supporting interventions which will help to address the intergenerational cycle of Adverse Childhood Experiences

Whilst an overarching strategic approach to tackling Adverse Childhood Experiences is lacking, the Welsh Government have put in place a number of interventions to support the prevention and mitigation of Adverse Childhood Experiences..

The inclusion of education on healthy relationships as a mandatory part of the national curriculum is an important policy intervention to prevent intergenerational cycles of childhood adversity.



Sex education is currently only compulsory in secondary schools but from 2022 all children aged from five to sixteen will be taught Relationships and Sexuality Education, which is a positive development in early intervention to generate understanding amongst young people of what a healthy relationship looks like.

There has been an increased focus on the importance of programmes to support mental health and resilience amongst children, largely driven by the work of the [‘Children, Young People and Education Committee and their Mind Over Matter Report’](#). In their budget for 2020-21 Welsh Government have included an additional £500,000 for the whole school approach to mental health. Through the Budget Improvement Plan they have identified that they will focus further on how they can support a shift in investment towards preventative action (including a focused application of the working definition of prevention) as part of the roll- out of the Together for Mental Health delivery Plan. This includes working with my office to explore [Social Impact Bonds as an outcomes-based investment model](#) to reduce entry into care for looked after children.



© Official White House Photo by Lawrence Jackson

Whilst there are likely to be many more interventions which are helping to prevent Adverse Childhood Experiences there is not yet a coherent strategy in place showing how this all joins up across government and other levels of public services delivery. Some services which could provide important support for breaking intergenerational cycles of Adverse Childhood Experiences, such as youth services, have experienced significant cuts.

“We have edge of care services, but what Universal services are available? They have born the brunt of the cuts e.g. Youth Services/Communities First, there is impact down the line. How do we invest in communities”.

Our Future Wales Conversation, Welsh Local Government Assc Roundtable

“[In Our Future Wales I would like to see] That decisions are joined up, take account the finite nature of resources and are made taking into account long term impact at both a micro and macro level.”

People’s Platform

There needs to be a more consistent understanding and focused action to develop 'ACE aware' communities.

The Ace Support Hub developed a public awareness campaign in June 2019, #timetobekind, which was the first of its kind in the UK. The campaign included a television advert and social media campaign that delivered the message that a simple act of kindness could transform a child’s life. The advert was shown during peak viewing times and the social media campaign was supported by a range of public and voluntary sector organisations.



The evaluation highlighted that the campaign had over 2 million impressions, where people had accessed material online or watched the advert. Further work is planned to build on this 'kick off' campaign to look at what could be done to encourage a societal behaviour change and ensure that tackling Adverse Childhood Experiences is everyone's business.

The language of well-being is prominent in policy and legislation but Government could go further in putting kindness and compassion at the heart of public policy and service delivery in Wales

Work to develop 'ACE aware', trauma-informed communities, has been led by the ACE Support Hub and has predominantly involved promoting #kindnessmatters. This is an initiative which brings communities across Wales together to help create kinder, more compassionate and resilient communities. There are already groups in Cardiff, Merthyr, Newport and Swansea creating a kindness revolution, from Kind Cafés, to Kindness Ambassadors.

The [Scottish Government](#) have placed 'kindness' within their core values and [National Performance Framework](#), meaning they are holding themselves and public services to account on designing policies and actions for kindness. I have recommended to Welsh Government that we place kindness and well-being at the heart of government and public policy in Wales to meet the challenges, like Adverse Childhood Experiences, and seek opportunities for current and future generations. (See Chapter 2)

Other local initiatives have included the screening of the film 'Resilience' in community settings. However, it is not just for the ACE Hub to lead this area of work; very few Public Services Boards have included developing 'ACE aware' communities in their well-being plans, so more action is needed.

There are opportunities for public bodies to build on other work they are taking forward such as dementia friendly communities which have been adopted in many areas of Wales. There is also a need to more clearly join up their well-being objectives and steps.

Despite evidence suggesting that 'belonging' to a community and having a trusted, stable adult in your life are ways to prevent and mitigate the impact of Adverse Childhood Experiences public bodies are mostly focusing on existing service provision.

Very few public bodies or Public Services Boards have reported collaborating with other key services beyond more traditional public service partners, such as schools, sport clubs, religious institutions, youth clubs, community centres, in order to prevent Adverse Childhood Experiences and develop healthy child/adult relationships. Integration is lacking between well-being objectives to create 'cohesive communities' and well-being objectives to tackle Adverse Childhood Experiences.

The mini-police scheme, initiated by [Gwent police](#) is a strong example of involving children in their community, learning social and emotional skills and developing healthy child/adult relationships. Other public services in Wales, such as the ambulance and fire and rescue services, have similar youth schemes which could have a purposeful focus on building resilience in children who are experiencing Adverse Childhood Experiences.





It is positive that the ACE Hub have partnered with Sport Wales to consider how coaches can become 'ACE aware' and responsive and there is potential for this to be developed further particularly in terms of public bodies and Public Services Boards recognising and acting on these opportunities at a local level.

Public Services Boards have a critical role in supporting and working with communities and the link is not always being made between the various well-being objectives on how prevention and mitigation of Adverse Childhood Experiences is the golden thread through them all.

Public Services Boards have recognised community as being important in their well-being objectives. Some public body objectives are also making the connections between vulnerability and Adverse Childhood Experiences as a cause of inequalities later in life, so “giving children the best start in life” is seen as a preventative measure to reduce inequalities.

However, only a few seem to have linked this with being important to prevent and mitigate Adverse Childhood Experiences. For example, Cwm Taf Public Services Board want to develop 'well-coordinated community volunteers and public services with ACE informed and thriving communities'.

In contrast, [Blaenau Gwent Council](#), for example, have not made the connection between their objective of 'everyone to have the best start in life, ensuring early years of future generations are healthy, happy, free from harm and ready to succeed' and their objective of wanting 'safe and friendly communities, creating safer communities, where people feel safe and have good social connections, are socially responsible and have a good cultural life.'

Other examples include Public Services Boards' objectives relating to physical well-being and sport with no connection made to how this can help mitigate Adverse Childhood Experiences. Most Public Services Boards see sport and physical activity as having a benefit on physical health only. However, some have made this link: the [Vale of Glamorgan Council](#) are looking at best practice in engagement and community participation and plan to put particular emphasis on children and young people in deprived communities, developing opportunities through sport, culture and the environment.

Examples of intergenerational work as part of a solution to tackling Adverse Childhood Experiences are beginning to emerge in Wales but public bodies and Public Services Boards could be more explicit in making the connections.



Across most of the public body well-being objectives I have analysed, there are steps set out for tackling loneliness in older people and for supporting young people, yet these are not brought together through intergenerational work which would have broader benefits than being addressed in isolation. The Children's Commissioner for Wales promotes this work and has created an intergenerational resource in collaboration with the Older People's Commissioner that aims to encourage schools and groups of older people to establish intergenerational groups.

They say: 'An intergenerational project can be a really positive way of breaking down barriers between younger and older people, of learning new skills, and of boosting confidence and well-being.'

There are a few successful intergenerational projects making a difference to people's lives across Wales.

In [Gwent](#), the [Ffrind i mi \(or Friend of mine\)](#) initiative, run by Aneurin Bevan University Health Board and other partners, have developed projects to help people who feel lonely or isolated to reconnect with their communities using intergenerational projects. One of the best examples of this initiative is Woffington House.

In [Brecon](#), the community group that helped the town become a [Dementia friendly community](#) also run a continued intergenerational project between Llanfaes CP School and Bupa Trenwydd care home. This partnership has been successfully running for around two years. Learning should be used to scale up this kind of work across Wales making it part of our culture for young and old to come together in a mutually beneficial way.



Long-term, preventative spend

What future generations need

The successful creation of a system focused on early intervention and prevention requires: a [long-term](#) investment, which enables [integration](#) of services towards a common purpose; [involving](#) people with lived experience in creating the system; breaking down traditional barriers to allow [collaboration](#); and [prevention](#) of intergenerational cycles of harm and abuse.

We must change the rules when it comes to how government spending operates in relation to early intervention and prevention. We must align long-term investment in services with long-term strategies for prevention of Adverse Childhood Experiences, shifting a percentage of all budgets to preventative activities which are evidence-based and which increases political accountability for the national effort in all areas of government. ([see recommendation in Chapter 2](#))

“It's how we address these challenges and ensure that other pressures do not divert resources away from the solution, which is investment in early childhood and mitigating ACEs/child maltreatment.”

The People's Platform



Where we are now

Current policy and legislative context support long-term aspiration of prevention but investment in services which can support these aspirations are often short term and from a siloed-pots of money

The Welsh Government budget strategy and decision-making process are a fundamental part of driving change across public services in Wales as it frames a significant proportion of decisions by public bodies.

I have advised and successfully agreed a definition for prevention to be applied to preventative spend with Welsh Government. It is now crucial that the government uses this definition in how it resources services which have an impact on preventing and mitigating Adverse Childhood Experiences, and this should also be applied by public services at all levels.

It is clear that investing in preventing Adverse Childhood Experiences could result in significant savings across a number of public services as this diagram from the Early Intervention Foundation's Report on ['The Cost of Late Intervention'](#) identifies:

Definition of Prevention

Prevention is working in partnership to co-produce the best outcomes possible, utilising the strengths and assets people and places have to contribute. Breaking down into four levels, each level can reduce demand for the next:

- **Primary prevention** – Building resilience – creating the conditions in which problems do not arise in the future. A 'universal approach'.
- **Secondary prevention** – Targeting action towards areas where there is a high risk of a problem occurring. A 'targeted approach'.
- **Tertiary prevention** – Intervening once there is a problem, to stop it getting worse and prevent it reoccurring in the future. An 'intervention approach'.
- **Acute spending** – Spending, which acts to manage the impact of a strongly negative situation but does little or nothing to prevent problems occurring in the future. A 'remedial approach'.



Source: Early Intervention Foundation's Report on 'The Cost of Late Intervention'



The actions of police services across Wales in diverting resources towards training for police officers, as well as partnership working around early help in relation to Adverse Childhood Experiences, is a good example of a service which is investing elsewhere (see the example above on the Identification and Referral to Improve Safety initiative to secure wider preventative benefits).

The ACE Support Hub provides a good example of how budgets can be pooled and resources shared for a common purpose. However, the Hub was never intended to be a permanent structure, but to support the development and then embedding of systemic change across all sectors and society in Wales. The way public funding is administered in Wales also means that time is often spent thinking about finding funding, closing down areas of work and not being able to plan further than a few years ahead. These are common, complex barriers to planning and implementing effective early intervention and prevention at scale. They must be overcome if we are to be successful. These challenges are particularly devastating when they apply to services for children and families who are experiencing Adverse Childhood Experiences. ([see my findings and recommendations on short-term funding in Chapter 2](#))

Many voluntary sector partners are employed with small pots of money to deliver short-term initiatives, projects, interventions only for funding to dry up and the project shut down. Sometimes it is because they have not worked but often it is simply because there is no more funding. [A report by the BBC highlighted the issue](#) faced by the charity Llamau, as one of a number that run healthy relationship sessions in schools and youth clubs.

They said it is a 'postcode lottery', describing how in Wales "we have fantastic legislation that identifies children requiring early intervention services, and yet in order to fund that work, we have to apply for cyclical grants, continually" The report also highlighted how there are children across Wales being identified as affected by domestic violence, but accessing any support services depended on where they lived. This is a clear failure in the system of preventing the intergenerational cycle of Adverse Childhood Experiences and one which can be simply rectified if we were serious about a system focused on early intervention and prevention.

"They are trying to save £3/4,000 but what about the long term costs of that, it's short sighted financial planning, staff are stretched and everything is just being squeezed where it should be nourished"

Our Future Wales conversation
with 4Winds

Welsh Government short-term funding cycles exacerbate the problem of scaling up evidenced based practice and services

It is very difficult for public services to make long-term investment cases without strong evidence and yet services for children or families are typically commissioned for between one and three years, which allows little time to embed a new service or to demonstrate positive impact.



There is already robust evidence of what works but small, short-term, single-issue funding pots from Welsh Government are unhelpful. They encourage ‘short-termism’ and time-limited pilots when what is needed is long-term, strategic funding. Such narrowly defined funding pots can absorb significant local resources in the process of developing bids and setting up services which may need to be withdrawn when the funding ends in a few years’ time.

As well as impacting the efficiency of the service delivery, it also brings other problems such as affecting recruitment and security for staff in temporarily funded roles.

At Welsh Government level, policy areas and budgets are distinct, with cross-over and sharing of budgets being a rarity. At a local level, early intervention can be undermined by the fact that its benefits often do not accrue to those who invest in it.

The decision to invest will often rest in the hands of a single agency or local government department that, because the benefits of early intervention tend to be long-term and widely shared, may not directly benefit from that investment.



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Adverse Childhood Experiences

Recommendations for Welsh Government

Key Recommendation

Welsh Government should build on programmes, such as Flying Start, to tackle Adverse Childhood Experiences; to make early intervention and childhood adversity a priority. Welsh Government should set out a clear national strategy to empower and encourage all key public services to deliver effective, sustainable and evidence-based early intervention.

Policy Recommendations

Welsh Government should:

- Invest more in the first 1000 days work, ensuring interventions are evidenced based and monitoring of impact is holistic.
- Ensure that school exclusions become a thing of the past with more focused and dedicated work on how we make this happen.
- Align long term investment in services with long term strategies for prevention of Adverse Childhood Experiences.
- Build capability and capacity within local services to generate high-quality evidence of what works in breaking intergenerational cycles. The routine use of this evidence should become part of 'business as usual', alongside investing in and scaling up what works with increased use of implementation science to ensure success.



Adverse Childhood Experiences

Recommendations for Welsh Government

Process Recommendations

In their day to day actions they should **stop**:

- Short term funding pots for delivery of essential services in early intervention and prevention of Adverse Childhood Experiences.
- Scattered responsibility across government for early intervention and prevention of Adverse Childhood Experiences.
- Short-term initiatives for quick wins.

In their day to day actions they should **start**:

- Prioritising long-term funding for evidence based whole system services which can break intergenerational cycle.
- Developing a pooled and dedicated budget and resource to focus on early intervention and prevention of Adverse Childhood Experiences without creating another silo.
- Providing holistic monitoring of the impact of early intervention and prevention of Adverse Childhood Experiences.
- To introduce a 'Real Life Fast Tack' programme within the civil service and public sector. In order to bring a variety of skills, perspectives and experiences to the public services of the future, Welsh Government should work with public bodies to introduce a 'Real Life Fast Track' programme, seeking to recruit people who are experts on their own lives. (Also a recommendation in Chapter 2 and the section on A More Equal Wales in Chapter 3).



Adverse Childhood Experiences

Advice on setting well-being objectives for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Please refer to the chapter on Setting Good Well-being Objectives, but in setting their objectives specifically in relation to Adverse Childhood Experiences, all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Collaborate with wider stakeholders including community anchor organisations and the ACE Support Hub.
- Set well-being objectives on Adverse Childhood Experiences that seize opportunities to work with partners beyond traditional services and to consider how they are doing this you can meet other well-being objectives and goals.
- Be willing to fundamentally reform existing services.

In setting their **steps**, public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should focus in the following areas and should:

- Identify evidence based practice from across Wales and beyond and adopt locally.
- Standardise training for Adverse Childhood Experiences and it should be quality assured across all public bodies by formal evaluation; and embedded in organisations so looking through an 'ACE lens' becomes the cultural norm. An accreditation, or approved list in Wales should be explored by the ACE Support Hub.
- Look at the whole system and replace competition with compassion – interventions should be dealing with the person, not the specific issue.



Adverse Childhood Experiences

Recommendations for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Process Recommendations

In their day to day actions they should **stop**:

- A siloed approach to early intervention and prevention of Adverse Childhood Experiences.
- Seeing Adverse Childhood Experiences as just a health and social care issue.
- Adding more complexity to the existing system.
- Seeing Adverse Childhood Experiences as a deficit model and not focusing on resilience.

In their day to day actions they should **start**:

- Pooling resources and budgets for the common purpose of tackling Adverse Childhood Experiences.
- Placing an 'ACE lens' over all well-being objectives.
- Breaking down barriers between professions, public bodies and communities to allow collaboration and integration.
- To use implementation science for new initiatives and commit to scale up when they work.
- Ensuring relevant information about vulnerable children and families is shared promptly with schools as well as other statutory agencies – adopting Operation Encompass across the board.





Health and wellness system

Better ways to keep people well

Finding better ways of keeping people well has been one of my areas of focus in the past few years, as good health is one of the main building blocks of wellness and opportunity.

My work in this space is detailed in the 'A Healthier Wales' section of Chapter 3, with a range of key findings and recommendations related to a national wellness system, mental health, physical activity and the need for place-based approaches to wellness.

There is also a significant overlap with my work monitoring and assessing the Welsh Government budget process, with a focus on prevention, and which is outlined in greater detail in [Chapter 2 – Part 2: The role of Welsh Government in implementing the Act.](#)





My contribution to the realisation of the vision for health and a wellness system



To support the achievement of the well-being goals, in relation to the goal of A Healthier Wales, I have:

Provided advice to Welsh Government on their key mechanisms to manage health bodies, including Integrated Medium-Term Plans, performance management approaches and some of the programmes resulting from the 'A Healthier Wales' strategy.

Focused on prevention as part of my monitoring and assessing of the annual Welsh Government budget process. As a result, government have developed a definition of prevention, and published a 'Budget Improvement Plan' with a section on prevention.

Worked with partners across Wales and the UK to scope out what a different approach to investment in wellness could look like.


Worked in partnership with Public Health Wales, including through a joint resource on futures and long-term thinking.

Provided advice to health bodies to support them in aligning their work to the requirements of the Well-being of Future Generations Act.

Played a constructive role in relevant networks and groups, such as the 'Building a Healthier Wales' group.

Involved key stakeholder organisations and groups in shaping this work.





Chapter 6

My Contribution to the achievement of the Vision for Wales in 2050

In just four years, I can see that Wales is already changing and that in many areas the policies and actions to improve well-being, are beginning to be put in place. Now we need to increase the pace and the scale of transformative change and my recommendations should help do that.

As the first Future Generations Commissioner for Wales, I have set-up the office and set the first direction for the how this post can help Wales to meet the ambitions set out in The Well-being of Future Generations (Wales) Act 2015. I seek to lead by example in terms of implementing the Act and promoting its aspirations by maximising my own contribution to all seven well-being goals and using the five ways of working every day in everything my team and I do.

My role covers everything and anything which affects the people of Wales now, as well as those yet to be born – our future generations.

It is a David and Goliath task for me and my small team with this, and the principles of collaboration and integration in mind, I have from the beginning sought to bolster my core team with partners and collaborators.

They have come from the public, private and voluntary sectors enabling me to extend my reach right into the heart of public services in Wales, identify and develop an army of champions of the Act, and involve as many people as I can in building a movement for change.

The Well-being of Future Generations Act requires me to include in the Future Generations Report:

- A summary of evidence gathered, and activities undertaken, by the Commissioner during the reporting period.
- A summary of the reviews conducted by the Commissioner; an account of any research or other study undertaken.



I have described where relevant throughout the report the evidence I have gathered and the advice I have already given. This section of the Report presents an overview of the work undertaken during the reporting period (May 2017 – May 2020) to create the right conditions for this to be a success.

Following the outbreak of the Novel Coronavirus (COVID-19), I have paused the work on my first Section 20 Review into the application of the Act in procurement, which I triggered in March 2020. The review will resume when it will possible to conduct it in an appropriate manner and when public bodies will have the capacity to respond.

What are the Commissioner's powers and duties?

My general duties are to:

“Promote the sustainable development principle, in particular to act as a guardian of the ability of future generations to meet their needs and encourage public bodies to take greater account of the long-term impact of the things they do.”

“Monitor and assess the extent to which well-being objectives set by public bodies are being met.”

I can:

- Provide advice to Public Bodies and Public Services Boards
- Carry out reviews into how public bodies are taking account of the long-term impact of their decisions
- Make recommendations following a Review

For more information, see my website and in particular the [Frequently Asked Questions page](#).

Looking at my activities, they can be divided in three categories detailed in this Chapter:

- **Seeking to maximise my own contribution to the Well-being Goals**
- **Supporting others to help achieve the goals and carry out sustainable development**
- **Walking the talk; being the change I want to see in others.**



At a glance, year-by-year summary of my activities between May 2017 – May 2020

Over the past three years, I have engaged with, involved and drawn on the views of more than [5,000 people](#). The evidence I have gathered from these activities - listening to people, experts and working with civil servants has provided considerable insight and helped me reach the findings and recommendations in this report.

Year one

The [first year](#) of my appointment, February 2016 – March 2017, falls outside the reporting period. My Annual Report for 2016-17, can be accessed [here](#).

Year two

In my [second year](#) - April 2017 - March 2018 - I involved over 1,300 stakeholders in developing the programme of work for my term of office, identifying the areas I could best influence and make the biggest contribution to each of the well-being goals. I published [my analysis](#) of the first well-being assessments undertaken by the 19 new Public Services Boards. I highlighted the challenges and opportunities in front of them to change the way we deliver public services in Wales.

Having expressed concerns about the decision-making on the M4, I submitted [initial written evidence](#) and then [further evidence](#) to the M4 public inquiry which questioned how the Act was being considered in an existing decision and whether the decision to borrow over

£1 billion is the right one for future generations. This intervention paved the way to advising Welsh Government on embedding the Act into the Welsh Transport Appraisal guidance (WelTAG) and publishing my Future Generations Framework on infrastructure projects.

More information can be found in my [Annual Report for 2017/18](#).

Year three

My [third year](#) - April 2018 – March 2019 - was focused on setting-up strategic partnerships to help develop resources and guidance on the Act, providing advice and support in my areas of focus and continuing to listen and involve all those who can deliver the vision and requirements of the legislation. I published two further Future Generations Frameworks on [service design](#) and [scrutiny](#). I challenged the Government on how they are demonstrating that the Act is being applied to spending decisions; helped determine a definition of prevention by which their spending can be judged; and responding to concerns raised by the public, helped to recast Planning Policy Wales. In May 2019, I published my analysis of public bodies' first well-being objectives and designed and undertook a methodology for my first round of monitoring and assessing which was completed at the end of 2019. Further information is in my [Annual Report for 2018-19](#).



Year four

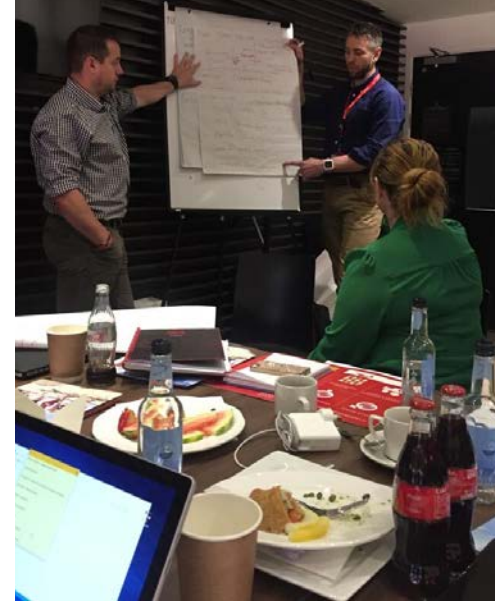
My [fourth year](#), April 2019 – March -2020 - was focused on publishing resources through my Art of the Possible '[Journeys](#)' and continuing to advise public bodies so that they can understand the Act and its implications. This included delivering two 'Live Labs' (my most detailed level of support) on Adverse Childhood Experiences (with Cwm Taf Public Services Board) and housing (with Welsh Government). In terms of the areas where I seek to proactively drive change, I focused on health system change, procurement and the government's budget - including publishing a [10-point plan to fund Wales' climate emergency](#). On skills for the future, I worked with Professor Calvin Jones at Cardiff University on a white paper '[Education fit for the Future in Wales](#)' to stimulate a discussion on how we prepare young people with the right skills, and also launched my own [Future Generations Leadership Academy](#). My Annual Report for 2019-20 will be published in August 2020.



Most significant achievements

- Changed the Government's approach on the [M4 Relief Road](#)
- Embedded the Act in the procurement of the rail franchise for Wales and the Borders
- Proposed a new approach to [examination and assessment in education in Wales](#)
- Helped recast national planning policy in line with the Act
- Secured the Act as a key plank of the Welsh Government's International Strategy
- Agreed a definition and adoption of a definition of preventative spent
- Secured an increase in Welsh Government funding towards tackling the climate and nature emergency, in line with my advice in my 10 Point Plan
- Reformed criteria for better housing development through the Innovative Housing Programme
- Monitored and assessed progress towards meeting around 300 well-being objectives
- Produced a full suite of guidance and resources for anyone who can help achieve the well-being goals
- Gave advice and assistance to over 500 people or organisations
- Shortlisted in the national Chartered Institute of Public Finance and Accountability awards
- Established the Future Generations Leadership Academy





Sophie Howe @sophie... · 03/10/2019 ·
Jeffrey Sachs named as one of the top three global economists & Adviser to 3 UN Secretary Generals tells us "if you want to know how to do things look to the small countries" Wales is one of those countries getting recognition on a global stage @WelshGovernment @walesintheworld



Building profile in Wales and the world

- Named as one of the UK's [Top 100 Changemakers](#) - Big Issue
- Featured in the [Makers and Mavericks List 2019](#)
- Helped to develop Private Members bills in the Commons and Lords for a Well-being of Future Generations Act for the UK
- Influenced policy development on well-being in Canada, the United Arab Emirates, the United Kingdom and New Zealand
- Represented Wales at the [United Nations High-Level Political Forum](#) and the [World Government Summit](#)
- Featured in [Positive News](#), [The Guardian](#), Channel 4, BBC Future at Hay Festival, [BBC Ideas Platform](#), the National Newspaper of South Korea and the Dutch Financial Times
- Contributor to Reasons to be [Cheerful Podcast](#) and BBC Radio 4's [Four Thought Podcast](#)
- Featured in books by Margaret Heffernan, Roman Krznaric and Jane Davidson.



Part 1 - My contribution to the vision set out in the Act

Chapter 1 and the first part of each of the other chapters of this report describe, through different lenses, the holistic and integrated vision for the Wales we want to see in 2050, which the Act sets out. I have pro-actively sought to contribute to this by setting out areas of focus maximising my own impact and by producing inspirational guidance for each of the goals.

My areas of focus

With a small team relative to the breadth and ambition of the Act, I needed to be smart in how I approached this. In 2017, following involvement of people groups and experts, I identified areas of focus which could have the biggest impact towards the vision and well-being goals – the equivalent of setting my own well-being objectives.

I consciously did not single out environment, culture, community or economy as each are an integral consideration to decisions in all areas. In my analysis of progress in earlier sections of this report, a common finding has been that public bodies are not taking a sufficiently integrated approach: often action on one issue does not do enough to drive change simultaneously in other areas. It can and it must. I have sought to show by example that action on particular policy issues can have multiple benefits on all four dimensions of well-being, without singling out the environment or any other aspect of well-being.

My areas of focus can be divided in two groups:

Our places and infrastructure

- Transport
- Land use planning
- Housing

Our people

- Prevention of adverse childhood experiences (ACEs)
- Skills for the future
- Health and wellness system

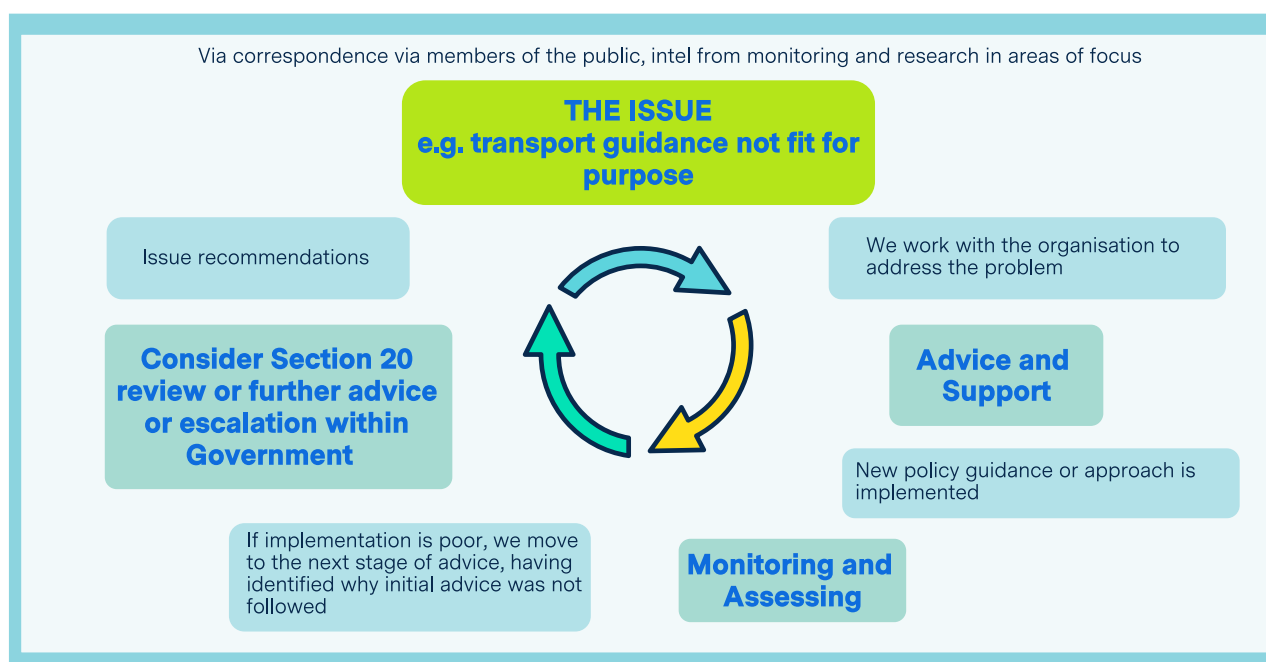
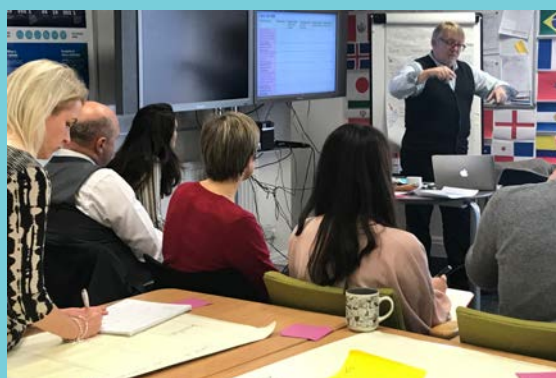
In taking each of these forward I have sought to practically and proactively contribute to the vision and goals in a number of ways. For example, by:

- Expanding and explaining what the goals and the vision means for Wales
- Providing advice and assistance to public bodies
- Monitoring their progress to secure policy and procedural change
- Publishing resources, research and analysis that leads to influence national or local policy
- Responding to evidence or concerns raised by the public and their representatives
- Collaborating with others and taking forward joint work
- Championing innovative ideas
- Sharing case-studies from within Wales and wider to help good practice travel
- Walking the talk in how I manage my own office.



Providing advice and assistance to public bodies and anyone which can help contribute to the well-being goals is one of my most important powers to promote the sustainable development principle and to act as the guardian of future generations. This is one of the main mechanisms that I have used to support others as they seek to achieve the national goals and the vision set in the Act, in my areas of focus in particular.

To make sure my advice is most effective, I have set up an internal process to ensure that my team and I identify the best way to intervene which is explained in the diagram below. I regularly identify issues to be advised on and after a suitable amount of time, I will test whether my advice has been implemented and determine what additional support might be needed. This could include anything ranging from informal meetings or phone calls to a full statutory Review under my Section 20 power, which would include formal recommendations for implementation to be communicated publicly and widely. To close the circle, giving sufficient time for implementation, I would come back to the issue again to assess whether it needs further advice and start the process again.



Places and Infrastructure

With regards to transport, land use planning and housing, my approach has been to focus on supporting and challenging Welsh Government at the national policy level.

Mobility fit for the future

Taking action in these three areas is important because it will have an impact across all of the well-being goals, particularly helping to **enhance biodiversity** and achieve a **low-carbon economy**, **healthier lifestyles**, community cohesion, **equal opportunities for all**, and a **globally responsible** and well-connected Wales. (Please see the section on Transport in Chapter 5 for more information.)

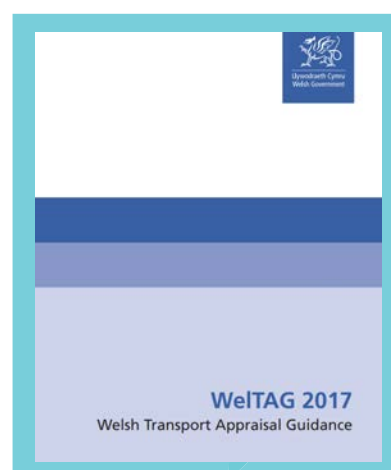
In 2017, I submitted [initial written evidence](#) and then in 2018 [further evidence](#) to the M4 local public public inquiry which questioned how the Act was being considered in an existing decision (M4) and whether the decision to borrow over £1 billion is the right one for future generations. I followed this with my report 'Transport Fit for Future Generations' which showed how the Act should be used in the consideration of transport projects and illustrating this by showing how the investment earmarked for the relief road could be better spent on transport solutions that are more in line with the Act, including public transport and active travel. We need to have a greater focus on modal shift to ensure people have alternatives to driving their cars to live a fulfilled life. Building roads is a solution of the past, we need to embrace new mobility.

The decision from the Welsh Government on the M4 shows a marked shift in policy with the First Minister, Mark Drakeford AM, placing substantial weight on the impact the scheme would have on a **Resilient Wales**, avoiding a huge burden of debt being put on future generations for just one project.



My intervention helped frame the debate, helped others understand how the Act should operate and ensured that the Well-being of Future Generations Act was a key consideration in the decision made by the First Minister.

I also sought to secure procedural change. I have given detailed advice to Welsh Government to embed the Act into the [Welsh Transport Appraisal guidance](#) which is used in all decisions on transport interventions. The Well-being of Future Generations Act is now upfront and central to the the guidance. It represents a significant change in how public bodies should go about their transport planning, encouraging maximisation of the contribution of each transport project to the well-being goals and objectives while looking for non-transport solutions to congestion if appropriate.



However, like in so many policy areas, there appears to be a significant implementation gap. Having worked alongside Welsh Government to produce the guidance, I am frustrated to see from my own analysis and the evidence submitted to me by communities, that instead of identifying the best mobility solution for an area, taking account of well-being goals and local well-being objectives, the guidance is often retrofitted after a specific solution (e.g. building a road or a bypass) has already been chosen, or funding has been allocated. For example, in the recent Wales Infrastructure Investment Plan update (November 2019) 62% of capital funding was allocated to new roads.

Welsh Government is currently developing a new [Wales Transport Strategy](#) which should deliver against all of the well-being goals including a significant focus on modal shift. To do this, it must have decarbonisation at its heart and adhere to the transport hierarchy set out in Planning Policy Wales. It must consider the long-term trends relating to the future of mobility, ensuring everyone has equal access to employment, services and leisure opportunities in ways that don't cost the Earth. It must provide an ambitious vision, consistent with the Act, that provides the 'direction of travel' for local transport strategies and funding for schemes enabling public transport and active travel to be prioritised.



Source: [PickPic](#)

In addition to this, I have provided advice, support and encouragement to related bodies who are not covered by the Act but are important to driving progress in these areas:

- Advised [Transport for Wales](#) (from 2016) to ensure the national well-being goals and five ways of working were integral to the procurement of the new rail franchise for Wales and the Borders and the South Metro.
- I supported the delivery partners ([Transport for Wales Rail](#)) to identify opportunities to deliver well-being by organising a workshop with leaders of the ten local authorities within Cardiff Capital Region's City Deal
- Collaborated with [Sustrans](#), [New Economics Foundation](#) and academics from the [University of the West of England](#) to research alternative options for addressing congestion in south east Wales
- Contributed to the [Civil Engineering Contractors Association Wales](#) conference (which brings together civil engineering businesses and their public sector clients), and their report [Transporting our Future Generations](#)
- Advised the [Chartered Institute of Highways and Transportation](#) on the Act to enable its members to deliver on it in transport planning schemes (supporting my work on the Welsh Transport Appraisal guidance)
- Participated in, and supported, the [Healthy Travel Charter](#)
- Organised a workshop for stakeholders on using the [Three Horizons](#) approach to considering current transport issues and ideas for solutions fit for the future.

How has the Act made a difference in transport?

- [Welsh Transport Appraisal](#) guidance has been updated by [Welsh Government](#) to ensure that public funds are invested in a way that ensures they maximise contribution to the well-being of Wales, as set out in the Act to deliver the Act's vision of the Wales we want
- The decision from [Welsh Government](#) not to build the [M4 relief road](#) has shown a marked shift in government policy with the First Minister placing substantial weight on the impact the scheme would have on the environment. A new expert Commission has been established which embeds the Well-being of Future Generations Act in its terms of reference.
- [Cardiff Council](#) is prioritising clean air and a shift from private car travel to walking, cycling and public transport. Initial concept designs have been prepared for four-cycle super-highway routes, together with cycle infrastructure schemes and the On-street Cycle Hire scheme ([Nextbike](#)) which has become the most successful in UK, growing from 25 to 500 bikes across the city.
- [The City and County of Swansea](#) have bought [40 electric vehicles](#) and won an award for the most electric vans in a public sector fleet.
- [Caerphilly County Borough Council](#) with Stagecoach, as well as Cardiff and Newport councils are in the process of introducing electric buses.



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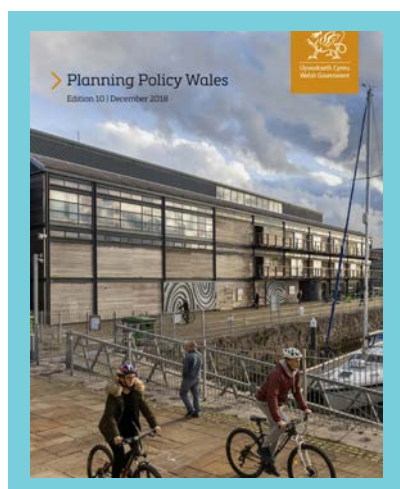


A placemaking approach

To date, planning policy is the most significant policy area in Wales being fully recast to embed the Well-being of Future Generations Act. This reform is a deep and long work programme which I welcome as helping to deliver all of the goals and in particular [A Resilient Wales](#), [A Healthier Wales](#), [A Wales of Cohesive Communities](#), [A Prosperous Wales](#) and [A Wales of Vibrant Culture and Thriving Welsh Language](#). (Please see the section on Planning in Chapter 5 for more information.)

I was first made aware of issues around planning and the Well-being of Future Generations Act through letters I received from the public and their representatives. I raised these with the Welsh Government's planning department, and we have developed an open and constructive relationship as I worked with them at the national policy level. I ensured a strong narrative on the Well-being of Future Generations Act – specifically making sure that future trends, the holistic nature of well-being with its four dimensions and the five ways of working were at the heart of every document, and made sure the multiple connections between goals and policies were identified.

The work to provide advice on the revision of a suite of national planning documents and policies started with [Planning Policy Wales 10](#).



By focusing my limited resources on national policy, the intention is that it will be cascaded down at a more local and operational level. This continued with the new statutory [National Development Framework](#) to be approved by the Assembly.

I insisted on the need for the framework to think long-term; respond to future trends and predictions; address the Declaration of climate emergency, the biodiversity crisis, the need to decarbonise our society; and realise the full potential of green infrastructure for example. I gave similar input advising on the draft consultation document and the first draft of the Framework facilitating involvement with a wider range of people. These two national policy documents are key documents that will drive the direction and manner in which planning law will be applied in the years to come and so it is essential that they are designed to drive progress towards the well-being goals and that the National Development Framework reinforces the policy set out in Planning Policy Wales 10.

Like many ambitious and reforming policies, Planning Policy Wales 10 needs to be fully implemented. And whilst Welsh Government continue the in-depth work to recast the whole system, I have encouraged local planning authorities to embrace every opportunity they currently have such as demanding more from developers, maximising the use of conditions in development control and monitoring planning outcomes.

Moving towards the local level, I have worked with Welsh Government on the recast of the Local Development Manual which offers guidance to public bodies on how to set local development plans aligned with the Act. I have insisted on the need for local development plans to be aligned with well-being objectives and goals; use the ways of working at every stage of the plan design; and draw on the evidence in the well-being assessments, well-being plans and area statements produced by Natural Resources Wales. I have also flagged the importance of long-term thinking and involvement.



During the past year, I have involved stakeholders from the planning sector to produce guidance on how to make best of the Act in plan-making and development control. Depending on the consequences of the COVID-19 outbreak, I will publish those in 2020 or 2021.

As part of ensuring the whole system understands their obligations under the Act, I have engaged with and collaborated with the [Royal Town Planning Institute Cymru](#), [Planning Aid Wales](#) and the [Planning Inspectorate for Wales](#), observing local planning hearings and inquiries and providing advice. The Planning Inspectorate has recently allowed or rejected planning appeals on the basis of inconsistency with well-being objectives and well-being goals.

Placemaking is central to realisation of many of the goals and to contribute to the 2050 vision. I have therefore been advocating for the adoption of a 'placemaking approach' beyond and within planning which sees the different elements of a community holistically and capitalises on region's assets, inspiration and potential, with the intention of creating public spaces that promote people's health, happiness and well-being.

The different elements of the policy and vision should no longer be seen as something to be traded off or compromised but implemented as an integrated concept with contribution to each well-being dimension. I joined a cross-sectoral group to help design a Placemaking Charter. Placemaking is a theme that underpins my Future Generations Report and runs through my advice on transport, skills, ACEs and housing. I would like Welsh Government to adopt a placemaking approach across government for all policy areas and use the precedent of the recast of the whole planning system to realign other policy areas such as education and housing.

I have also provided advice, support and encouragement to bodies who are not covered by the Act but are important to driving progress and delivering in these areas. Examples include:

- Worked with [Planning Aid Wales](#) to ensure their training courses and advice reflect the Act
- Delivered lectures on the Well-being of Future Generations Act and planning to Masters course students in [Cardiff University](#) to ensure that the next generation of planners and architects understand the new legislation
- Provided advice and support as part of a working group on delivering placemaking in Wales, led by the [Design Commission for Wales](#) and supported by Welsh Government. As a result, the Placemaking Charter was created, to be accompanied with guidance for the signatories.
- Worked closely with the [Royal Town Planning Institute](#) in the design of my future planning guidance.



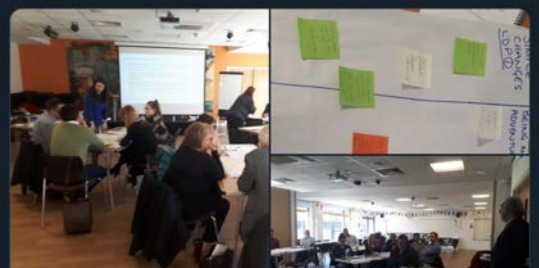
Marie B- Navarro
@MarieBNavarro

Discussing planning and implementation of the Well-being of Future Generations Act with the Planning Inspectorate Wales @futuregencymru



Marie B- Navarro
@MarieBNavarro

Planning sector working with us @futuregencymru to develop ideas for implementation of the wellbeing Act in practice



Marie B- Navarro
@MarieBNavarro

Very productive workshop at Wales Planning Conference #walesplan19 generated lots of ideas for our inspirational planning journeys @RTPIPlanners @futuregencymru



How has the Act already made a difference in planning?

- [National planning policy](#) is being fully recast to align with the Act and help us achieve the goals
- A [Placemaking Charter](#) has been developed and many organisations have already signed up across all sectors
- [Planning inspectorate](#) decisions have used the Act (well-being objectives and goals) to refuse or grant appeals
- The [Local Development Plan Manual](#) has been updated to align with the Act, local authorities are starting to show how they have applied the Act in the process and the Planning Inspectorate reviews this
- Consultancy firms such as [Mott MacDonald](#) and [Arup](#) have designed specific tools to ensure their work contributes to the full implementation of the Act
- The Act is at the heart of the work of [Royal Town Planning Institute Cymru](#) supporting all planning professionals in Wales and beyond
- The [Design Commission for Wales](#) already asks that all the projects it reviews demonstrates their contribution to the well-being goals, well-being objectives and uses the five ways of working
- Councils started using the [Royal Town Planning Institute's Value of Planning tool](#) to demonstrate the wider benefits of planning and placemaking



Housing as a basic human right

The quality of the homes we live in cuts across almost every aspect of the vision. And delivering adequate housing for all across Wales will help dramatically the achievement of all goals. (Please see the section on Housing in Chapter 5 for more information.)

Housing should be a basic human right. It was an issue that came through strongly in my original engagement work in 2017 that helped me to set my areas of focus for my term of office.

My advice to Welsh Government in this area has been focused on the obvious need to decarbonise our homes to meet emission targets and ensure that they are adaptable to changing demographics to help create **healthy** and **cohesive** communities. It is also apparent that housing shortages are impacting many more people than before. And we have also seen over the years, that housing that does not meet local needs can undermine the viability of the Welsh language.

In 2017, I submitted a [response](#) to the National Assembly for Wales Climate Change, Environment and Rural Affairs Committee's consultation on low-carbon housing in 2017 and I suggested preliminary criteria for housing that is 'fit for the future.' I drew on this in the advice that I subsequently provided to the [Advisory Panel on the Decarbonisation of Existing Homes in 2019](#).

In 2017-18, I advised Welsh Government on their £90 million [Innovative Housing Programme](#) to create demonstrator projects to help inform Welsh Government and social landlords about the type of homes needed to meet future demand. Due to my intervention focused on how housing could maximise its contribution to all of the seven well-being Goals and not just one or two, we are now seeing much more ambitious projects being proposed and commissioned some of which are featured in the section on Housing in Chapter 4 of this report.

In 2018, I supported the [Review of Affordable Housing in Wales](#). Utilising the expertise of secondees into my office from Construction Excellence Wales and United Welsh, we provided advice and challenge sessions with the Panel. I advised that the Review should not be a siloed, technical 'numbers game' approach to increasing the number of houses, but instead should take a 'place-based approach' and consider actual needs within Wales, including future trends and the links to decarbonisation, jobs, skills for the future and the ageing population.

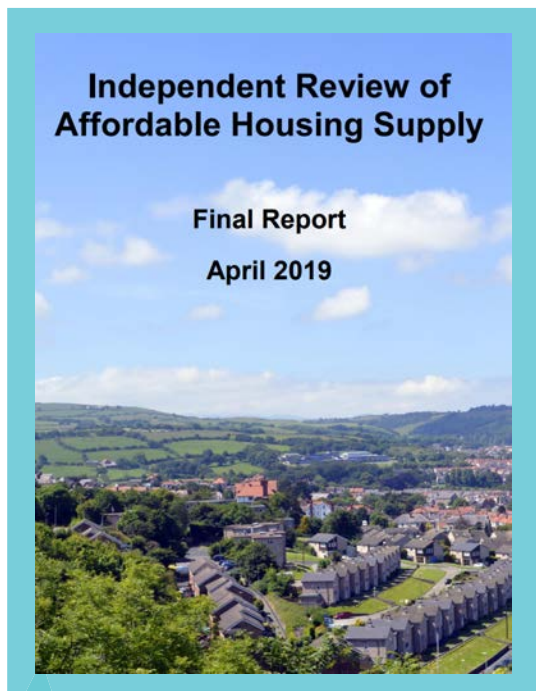
The findings of the Review were published in April 2019. The fresh, challenging and forward-thinking approach for housing which helps realise the ambitions of the Act, championed by the Minister for Housing and Local Government, Julie James AM, is exactly what Wales needs.



To support this, in January 2020, I delivered a Live Lab for the Welsh Government's Housing Department in partnership with the Government's own Future Trends team. A Live Lab is my most detailed level of support that uses future thinking tools to help public bodies explore trends and developments and their consequences for developing policies and practice. Again, I enjoyed a constructive relationship with Welsh Government in this work, which helped my interventions to have maximum impact. As a result, the Housing Department have changed their perspective by realising that they have a significant role to play in creating communities and new skills around futures thinking.

“The Live Lab has changed the way we think and challenge each other on the longevity of the decisions we are making.”

Emma Williams, Director of Housing and Regeneration



It is vital Welsh Government implement the recommendations of the decarbonisation and affordable housing Reviews without delay, while also ensuring the true intentions of the recommendations are met and not watered down due to capacity limitations.



In addition to this, I have provided advice, support and encouragement to related bodies who are not covered by the Act but are important to driving progress in these areas. Examples include:

- Provided advice on [Welsh Government's Innovative Housing Programme](#)
- Contributed to [Community Housing Cymru's Housing Futures work](#)
- Supported work on arts and housing with the [Arts Council for Wales](#) and [Trevallis housing association](#) on the Trebannog estate
- Provided advice and support to [Cartrefi Conwy](#) on how they can use of the framework of the Act in what they do
- Developed a partnership on cohesive communities with [United Welsh housing association](#) through my Art of the Possible Programme (see below)
- Provided advice to [Coastal Housing Association](#) on how they could use our Future Generations Framework in planning design and build. They have been awarded funding to build Passivhaus standards using locally sourced materials.

“At Cartrefi Conwy, we have been extremely fortunate to enjoy the avid interest and support of the Future Generations Commissioner in regard to our work with our tenants and the wider community.

We have recently carried out two major community regeneration projects with the aim of improving the overall quality of people's lives on our estates. Both have subsequently achieved 'Green Flag' status - a first in Wales! The Commissioner didn't miss this and attended the opening of the Tre Cwm estate in Llandudno. Before cutting the ribbon, she announced “If I could bottle and use what Cartrefi Conwy are doing for their communities, Wales would be a much better place now and in the future.” What an accolade!

The Commissioner and her team are always supportive and inspirational - an integral element in helping us to strive for a better Wales for now and the future generations. “

Bill Hunt, Chair Cartrefi Conwy



How has the Act already made a difference in housing?

- [Innovative Housing Programme](#) (£90 million funding) now formally states that its aim is to 'increase the supply of affordable housing as part of the 20,000 additional affordable homes target in a way that aligns the design and delivery of affordable housing with the seven goals of the Well-being of Future Generations Act.' The Technical Specification and Guidance also reflects these aims.
- [Welsh Government](#) will have a more future focused and wider vision for housing in Wales as a result of my Live Lab
- [Swansea Council](#) have built 18 homes for social rent designed to the low energy Passivhaus standards, meaning they need very little energy for heating and cooling, helping to keep fuel bills low and help the environment. Construction created jobs, providing opportunities for apprentices and using local suppliers.
- [Cartrefi Conwy](#) housing association have a property and training subsidiary called [Creating Enterprise](#) which has started a 'modular house' factory in Holyhead, which uses timber to build homes in less than two weeks. The homes are low energy, which can save residents up to 90% in energy costs and through reducing heat loss there is a minimal environmental impact.



Cross-cutting theme – decarbonising our society

Tackling climate change and decarbonisation is a cross-cutting theme that has run through all of this work to help meet the goals, particularly [A Prosperous Wales](#), [A Resilient Wales](#) and [A Globally Responsible Wales](#).

I have dedicated a lot of my time to help improve and speed-up the decarbonisation of our society as climate change is an urgent issue which will become even more of a challenge for future generations.

Decarbonising Wales will help tackle one of the main root causes of this challenge for the present and the future at national level and globally. Adapting to climate change is not enough, we need to address it.

Since the start of my term, I have advised public bodies that we need to see clear action and allocation of resources to match the new targets introduced by the Environment (Wales) Act. I have supported, challenged and provided forums for practical sharing of good practice to assist public bodies, specifically:

- Advised and supported Welsh Government's decarbonisation team to embed the Well-being of Future Generations Act into their decarbonisation programme
- Ensured the advice provided by the UK Committee on Climate Change is in line with the Well-being of Future Generations Act
- Highlighted how the Welsh Government's budget should have a greater focus on decarbonisation, through publishing a [Ten Point plan to fund the Climate Emergency](#).
- Engaged a range of stakeholders, and in particular young people, to inform my work.



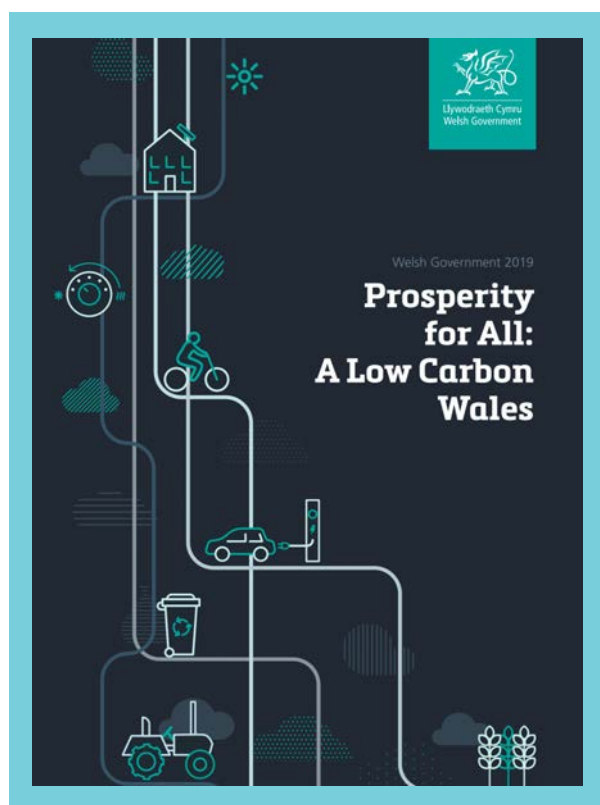


Meeting with the First Minister
and young climate activists

My work with Welsh Government's decarbonisation team on Low Carbon Delivery Plan led to:

- A policy commitment from the Cabinet Secretary for the public sector to be carbon neutral by 2030. I will continue to work with Welsh Government and others to work out how this commitment can be achieved in reality.
- Welsh Government developing a matrix to use as part of their well-being appraisal process to ensure that their Low Carbon Delivery Plan is framed within the Well-being of Future Generations Act at the start of policy development (this is a significant step forward from the traditional impact assessment approach which is done after a decision is taken). The matrix will also help the development of policies that reduce emissions and deliver wider social, cultural, economic and environmental benefits.

- Welsh Government aligning their financial budget cycles with their carbon budgets which means that decisions about where money is spent can have a greater focus on achieving carbon reduction targets. They are the only government in the UK to do so.
- The advice given to Welsh Government by the UK Committee on Climate Change reflecting the Act by not only considering cost effective pathways for emission reduction but also the wider opportunities to improve wellbeing.



Decarbonisation has also been a strong theme on the advice and assistance that I have provided to other public bodies. For example, I have:

- Provided advice to public bodies on how they can take action to look wider at carbon savings through transport and buildings, and to realise the potential benefits of decarbonisation to health, community cohesion and tackling poverty
- Challenged the chairs of local government pension funds and other public bodies (the eleven local authorities with the largest pension funds invested in fossil fuels), asking them to confirm how their decisions are considering the long-term and climate risk (encouraging them to divest). As a result, [Cardiff](#), [Carmarthenshire](#), [Monmouthshire](#) and [Powys councils](#) have voted for the divestment of their funds from fossil fuels, and Swansea Council have transitioned £0.5bn of assets into a low carbon index-tracking fund
- Shared good practice about the well-being objectives which are contributing to decarbonisation in my report [Well-being in Wales: the Journey so far](#). For example, 23 out of the 44 public bodies covered by the Act have set well-being objectives relating to energy.
- Advised Welsh Government to set out how the National Development Framework and Placemaking charter will help meet our emission targets
- Challenged transport decisions that are not considering carbon emissions or wider environmental impacts.
- Advised Welsh Government to set out how the National Development Framework and Placemaking charter will help meet our emission targets
- Challenged transport decisions that are not considering carbon emissions or wider environmental impacts.
- Published a 10-point plan to fund Wales' climate emergency which suggests how Welsh Government's budget could increase investment in climate action, focusing on:
 - Greater investment in active travel, public transport and electric vehicle infrastructure.
 - Greater investment in a national housing retrofit programme – focusing initially on homes living in fuel poverty and those in social ownership could cost up to £1 billion.
 - Wales becoming self-sufficient in renewable electricity by 2035.
 - Increasing tree cover and the adoption of low carbon agricultural practices and re-thinking land-use practice.
 - Ensuring that decarbonisation is a key principle and driver for decision making within planning, public sector procurement contracts and pension fund investments supported by a programme to train a carbon-literate public sector.



Meeting with the Lesley Griffiths AM and young climate activists

I have collaborated with a range of organisations including the [UK Committee on Climate Change](#) and stakeholders representing community energy, environmental groups, the [Centre for Alternative Technology](#) and academics, and have worked in partnership with the [New Economics Foundation](#) and [Social Finance](#) to inform the work I have done on decarbonisation of transport and the budget. They have been able to provide expertise in areas such as carbon impact assessments to highlight how Welsh Government can improve their budget process to support the climate emergency. I will continue to work with these organisations to monitor the budget to ensure it is line with their policy ambitions.



Future Generations Commissioner for Wales
White Paper: Detailed Report

10 POINT PLAN TO FUND WALES' CLIMATE EMERGENCY

June 2019



Comisiynydd
Cenedlaethau'r
Dyfodol
Cymru

Future
Generations
Commissioner
for Wales

How has the Act already made a difference in decarbonisation?

- Town councils like [Machynlleth](#) and local authorities including the first [Carmarthenshire](#) followed by nine more have declared climate emergencies in 2019, closely followed by the [Welsh Government](#) becoming the first government in the world to do so.
- [Transport for Wales & Metro](#) committed to [100% renewable electricity](#) for all stations with half of this energy being produced in Wales, and the electrification of 172 km of track on the Core Valleys Lines.
- [South Wales Fire and Rescue Service](#), [Caerphilly](#) and [Conwy councils](#) have rolled out solar panelling on their own buildings and community buildings like schools.
- [Natural Resources Wales](#) should be commended on their efforts to be a carbon positive organisation. This is an area where they have led the way through their [Carbon Positive project](#) which is being rolled out to other public sector organisations.
- [Monmouthshire County Council](#) have developed a solar farm on council-owned land in [Crick](#) that has the capacity to generate enough electricity to power around 1,400 homes. It will also save over 2,000 tonnes per year of CO2 by generating clean, renewable energy and Riversimple are preparing to run a 12-month trial of 20 hydrogen-fuel cell cars in Monmouthshire.
- Following advice to all Cabinet Secretaries, decarbonisation has been added as a sixth priority area in [Prosperity for All](#).



People and their resilience

My priority areas also focus on people and their resilience as a major contributor or inhibitor of well-being in Wales, especially in terms of skills, the health and wellness and the prevention of harm to children (Adverse Childhood Experiences).

Preventing Adverse Childhood Experiences

A Prosperous Wales, A Healthier Wales, A More Equal Wales, A Wales of Vibrant culture and thriving Welsh language and A Wales of Cohesive Communities. (Please see the section on ACEs in Chapter 5 for more information.)

Prevention is one of the statutory ways of working and I recognise the impact that adverse childhood experiences early on in life have on people's life chances, society, the well-being goals and future generations. Preventing these from happening is key and where they have happened, and we need to prevent them from being passed on through generations. These are complex issues. Many of our public services need to collaborate to make this happen as no one can resolve this in isolation. This fits in very well with the Well-being Act which introduces a duty on public bodies to collaborate, integrate services and take a preventative approach when making decisions.

There is already a wealth of research being undertaken on adverse childhood experiences by Public Health Wales and others. My focus has been to help raise the profile of adverse childhood experiences within the public bodies and Public Services Boards that come under the Act and to help them make the connections with other policy issues such as housing, equality of opportunity, community safety, the local environment etc.

I have supported the development of the [ACE Support Hub](#) - a programme of work under the Cymru Well Wales partnership. The Hub started with raising awareness of adverse childhood experiences but has now moved to driving institutional change. I have helped them scope this work, key elements of which include embedding and sustaining trauma-informed practice across public services and communities.

“The office of the Future Generations Commissioner for Wales has been absolutely key in developing this programme in Wales, for Wales. The legislative context that the Act has set and also the research into adverse childhood experiences really gave us an opportunity to look at how we could work differently across Wales. One of the key roles that the Future Generations Commissioner for Wales has played is in supporting a substantial bid for funding to the Home Office in UK Government.”

Janine Roderick Director of the National ACE approach to policing vulnerability programme

I have also worked with [Audit Wales' Good Practice Exchange](#) to produce learning resources for public bodies including webinars. And through my advice and analysis on well-being objectives and steps in 2018, I have helped to develop the vision for ACE-informed public services, and secure procedural change in how public bodies go about things, which is starting to bring about the practical behaviour change on adverse childhood experiences that is needed.

Whilst some areas have made great strides to pool budgets and collaborate, the traditional set up and systems do not always enable the shift forwards we need to see. For example, I currently do not see the long-term investment needed to prevent adverse childhood experiences and will continue to challenge public bodies on this.



Public Services Boards have an important role to play to encourage collaboration and integration and to this end, in July 2019, I delivered a pilot Live Lab on adverse childhood experiences with [Cwm Taf Public Services Board](#). The 30+ attendees from services across the Cwm Taf area used the Act and the five ways of working to challenge themselves and their thinking. The process explored what is working well, challenged perceived barriers and identified ways of moving furthest forward fastest, so as to enable system-wide change in relation to adverse childhood experiences and related services. At the end, the group proposed the following priorities:

- Ensure communities understand and define for themselves their role in providing safe, stable nurturing relationships, environments and services
- Work with the Regional Partnership Board and other commissioning bodies to understand and implement the right measures so that service behaviours will change.

“One of the most powerful things has been about this is the wonderful combination of intellectual rigor and doing and has accommodated a lot of different learning styles and today we have pinned down exactly what we are going to do.”

Kelechi Nnoaham, Director of Public Health, Cwm Taf University Health Board

I am working with Cwm Taf Public Services Board to follow-up the outcomes agreed in the Live Lab, and I am also making the connections between reducing ACEs in other areas of my own work – for example, the advice I am providing to public services on health system change, skills for the future, housing and government spend where I want to see more funding for prevention.

How has the Act already made a difference on adverse childhood experiences?

- The [ACEs Hub](#) is moving from raising awareness to driving institutional change. I am helping them scope this work, key elements of which include embedding and sustaining trauma-informed practice across public services, and communities. In the coming year, I will also deliver a Live Lab on adverse childhood experiences with [Cwm Taf Health Board](#).
- There has been huge investment by the police and by [Public Health Wales](#) to drive integration and better trauma-informed services. The £6.78 million [Police Transformation Fund](#) secured from the Home Office will help deliver a multi-agency, ACE-informed approach that enables early intervention and root cause prevention. The programme will scale-up the approach that has been taken by the [Maesteg Early Help Hub](#), for example.
- Thousands of professionals, community volunteers, sports clubs, youth workers and the youth offending workforce have received training, and a third of all schools have been trained through awareness campaigns. This significant improvement in awareness of adverse childhood experiences is in a large part down to the work of the ACE Hub.
- [Public Health Wales](#) has a well-being objective to ‘build capacity and support system change, to protect and improve health and reduce inequalities to embed adverse childhood experiences informed working’. They have developed a partnership with [Community Housing Cymru](#) to identify approaches to adverse childhood experiences in housing and develop work on adverse childhood experiences and homelessness.



Skills not just for work, but for a life well-lived

Education and the opportunity to develop the right set of skills is one of the most significant determinants of life outcomes including health and life expectancy. While the topic of 'skills' appears most frequently in objectives and steps set by public bodies, in the majority of cases, these objectives seek to meet the demand of the current economy and do not focus on improving wider social, cultural and environmental well-being at the same time. This narrow focus limits the scope of what can be achieved, missing opportunities to improve skills in low-carbon industries, make sure available opportunities are equal to all and that learning improves people's health and quality of life. (Please see the section on Skills in Chapter 5 for more information.)

A Prosperous Wales, A More Equal Wales, A Wales of Vibrant culture and thriving Welsh language, A Resilient Wales, A Healthier Wales, A Globally Responsible Wales and A Wales of Cohesive Communities

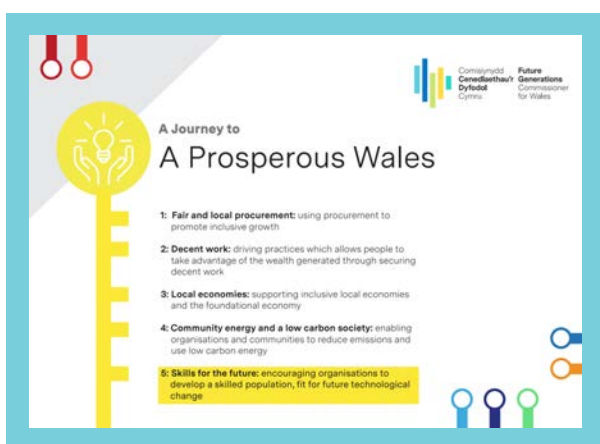
Our education and skills system must adapt if we are to grasp the challenges and opportunities of global trends like automation, demographic change, climate change and inequality to ensure that our education system drives wider social, environmental and cultural well-being.

In 2018, I held an event with children, young people and education professionals to discuss the skills and jobs of the future, using their views to inform my collaboration with Cardiff Business School. In late 2018, I held roundtables in London and Cardiff with education professionals from around the UK providing an opportunity to share practice and gathering their views on the impact of global trends on education and work.



This involvement helped me to identify that the new curriculum for Wales provided an opportunity to ensure our children, young people and future generations had the skills to manage opportunities and challenges. In 2019, I worked with Professor Calvin Jones of Cardiff Business School to publish 'Fit for the Future Education in Wales' – a white paper for discussion, timed during the consultation on the new curriculum 2022. During the project, I involved a wide range of people, holding stakeholder and inter-generational workshops to consider what parts of Wales' educational structure are already fit for future purpose, those which need to change – modestly or radically – and whether anything should be wiped away or indeed invented whole. The white paper, which was published in October 2019, calls for:

- Learning to be created and delivered in partnership with businesses, charities and others.
- A radical re-think of qualifications at age 16. GCSEs are no longer fit for purpose and should reflect the aspirations of the Curriculum for Wales 2022.
- Assessments that focus on diversity and are centred around pupils not testing, providing greater academic value and benefit.



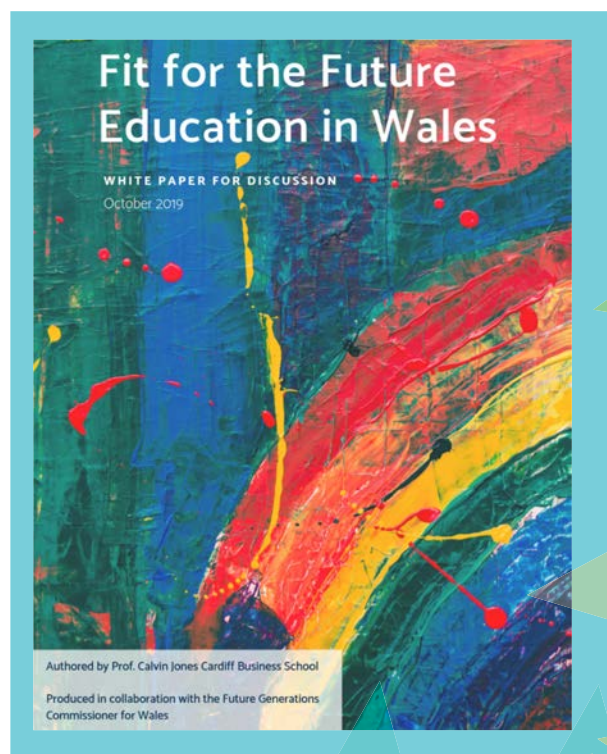
And the response to it has been positive.

“This report is a very useful contribution to the debate about how to maximise the impact of the education reform agenda in Wales. It exposes some of the opportunities and risks and invites fresh thinking about possibilities.... A thoughtful read.”

Mick Waters, Chair of panel for 'Schooling re-imagined'

As well as looking at compulsory education, our report also considers the impact of automation and the changing world on work, producing an element of the 'journey towards a prosperous Wales' on “Skills for the Future: encouraging organisations to develop a skilled population, fit for future technological change.”

At this time, I was a member of the expert panel for the review of digital innovation, commissioned by Welsh Government. Chaired by Professor Phil Brown, the review informed my wider work on 'Skills for the Future' and I support the recommendations of the [final report](#), published in September 2019.



I continue to advise Welsh Government and Qualifications Wales as they implement the new curriculum for Wales and consider the method of assessment for pupils at age 16. The Education Minister has announced a review into 'Schooling Re-imagined', which provides an opportunity to consider how education and schools can have a wider impact on well-being for current and future generations.

Regarding post-compulsory education, the Commission for Tertiary Education and Research will be in place from 2022, providing a significant opportunity to develop a long-term vision and curriculum for post-16 learning and the skills system in Wales. Regional Skills Partnerships will require support to be reformed, taking a more future-focused and integrated approach with local public bodies and Public Services Boards, to set the ambition of the new Commission into reality.

In addition to this I have provided advice, support and encouragement to related bodies who are not covered by the Act but are important to driving progress in these areas. For example, I have:

- Provided advice to [Coleg Cambria](#) on embedding the Well-being of Future Generations Act in their work. They have now used this to develop a Future Generations Plan setting out how they will contribute to the well-being goals.
- Provided advice on the [Cardiff Capital Region City Deal Regional Skills Plan](#) and the employee skills survey. I highlighted the risks associated with their focus on five priority sectors, with little to no focus on things such as energy (as an example), despite the obvious direction of travel with decarbonisation targets.
- Provided advice and assistance to the [Swansea Bay City Deal](#), who have used my Future Generations Frameworks to design their investments, such as the Llanelli Well-being and Life Sciences Hub.
- Provided advice and support to the [Regional Centre of Expertise Wales](#) and the Welsh Universities' Future Generations Group, who have used the Act to create a 'hub of expertise' for education on sustainable development across eight universities in Wales so far.
- Provided support to [University of South Wales, Cardiff, Bangor and Swansea Universities](#) in the form of lectures for their students and as an honorary Fellow at both Cardiff Business School and University of Wales Trinity St Davids.
- Provided advice to business leaders on the Act through: a digital and future skills roundtable (hosted in collaboration with [PwC, Universities Wales and the Confederation of Business Industry Wales](#)); working with [Constructing Excellence in Wales](#) on a number of events, resulting in the construction sector asking to be the '45th body covered by the Act;' and working closely with [Business in the Community](#), promoting the Act through their membership.
- Provided contribution to the [Institute of Public Policy Research Scotland](#), framing the debate around the Act, on their recent report: "[A 21st century skills system for Wales?](#)"



I have also worked with the [National Academy for Education Leadership Wales](#), a small independent organisation established by Welsh Government to bring clarity and coherence to education leadership. As a result of my input, leaders have an understanding of the Act and how they can contribute, as this [blog](#) by an associate describes, and they have framed both of their 'calls to action' on the Act. The first published study asked 'How can leaders enable high quality professional learning opportunities that improve well-being and achieve better outcomes for all?'

And the second call to action is framed around a well-being goal: 'What is the role of educational leadership in realising the vision of a Wales of vibrant culture and thriving Welsh language?'

It is worth noting that of the 345 well-being objectives published in 2018 by public bodies and public services boards, 111 relate to skills and a workforce for the future – the highest number across my areas for change.

How has the Act already made a difference in 'skills for the future'?

- The new [Curriculum for Wales 2022](#) has been designed with well-being at its core and to help us, as a nation, contribute to the national well-being goals. Included in the curriculum framework guidance is encouragement that schools and other education settings apply the five ways of working and seek to contribute to the well-being goals. The curriculum also takes a long-term view, placing creativity, digital skills and problem-solving in high importance, as these are skills we are predicted to need in the future because they are difficult to automate.
- A number of educational schemes are in development or already in existence that have been based on the Act, aimed at teaching children and young people eco-literacy, sustainable development and skills for a future Wales. For example, the [Black Mountains College](#) in Powys, [Sector 39](#) also in Powys and [Cymbrogi Futures](#) in Pembrokeshire.
- Many schools and colleges in Wales have adopted the ways of working in the Act to contribute to the national well-being goals. For example, many schools have joined the [Eco-Schools](#) global programme and introduced initiatives such as rainwater capture, school gardens and carbon-saving initiatives; some schools recognise the impact of adversity experienced in childhood and have placed prevention at the centre of their ethos; and others have recognised the long-term skills needs and put creativity and communication first.
- The [Welsh Government-commissioned digital innovation review](#), 'Wales 4.0 Delivering Economic Transformation for a better future of work' (2019), recognises that the Act is the framework for developing Wales' economic and social response to the impact of technological change and automation, with recommendations aimed at Welsh Government to apply the Act and recognise the long-term skills needs of Wales.
- Further and higher education institutions are collaborating with public bodies, often through Public Services Boards, to provide opportunities for skills development and employment to local people.
- Many Welsh businesses have embraced the Act, employing local people, seeking to give back to their localities, reusing and repurposing materials, seeking to have low environmental impact, deriving their values and purpose from sustainability. [Bluestone National Park Resort](#) put it as simple as: "In short: try not to do anything today which our children will have to pay for tomorrow."



Shifting health spend towards prevention and keeping people well

Good health is one of the main building blocks of wellness and opportunity and enabling people to live as healthily as possible has benefits and connections across all of the well-being goals.

The majority of the Welsh Government budget is invested in the NHS, which largely focuses on treating people who are unwell, because of the pressures of demand and because the levers to keep people well are outside of the control of the NHS. The pressure on the NHS and the levels of ill health across our communities have been brought into sharp focus by the COVID 19 pandemic. Many services that support people's health are seeing disinvestment, for example, housing, community facilities, youth support (A Wales of Cohesive Communities), skills support and employment (A Prosperous Wales) and support for a healthy natural environment (A Resilient Wales).

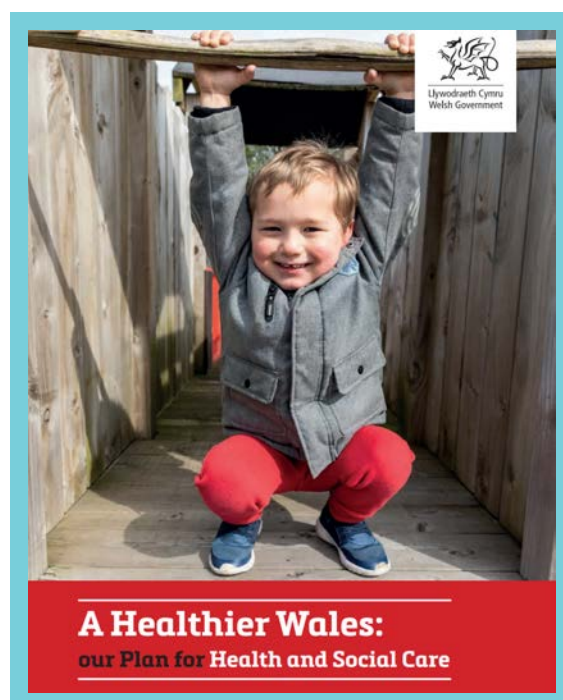
The increase in demand for health services is not sustainable and it's clear that it cannot continue, so there must be a shift to preventing illness and prioritising keeping people well. (Please see the Healthier Wales section in Chapter 3 for more information and my vision for a national wellness system, which is a new approach to shifting priority and resource to the services that keep people well.)

Countries across the world are grappling with the challenges of unhealthy and ageing populations. I want us to use our unique legislation in Wales to have an honest conversation about what different investment is needed to increase health and resilience across our population, and to embed prevention across services, and eventually reduce demand on the NHS and other acute services.

My advice to Welsh Government in this area has focused on how they can better align their management of the NHS to the long-term and preventative approaches that the Well-being of Future Generations Act aspires to create. I have provided advice on the [NHS Planning Framework](#) (which is the basis of Integrated Medium-Term Plans) and I am pleased that the guidance has progressed year on year in terms of how it reflects the Well-being of Future Generations Act. I have provided advice on the [Parliamentary Review of Health and Social Care](#) and the implementation of the resulting strategy [A Healthier Wales](#).

“The Office of Future Generations produced an excellent workshop for the recent event on ‘Supporting Long Term Planning’ in March 2019. The workshop produced a lively debate about where people saw themselves and others, and how this technique can be used easily in meetings and projects to achieve successful results. Having this workshop at the event proved to be a change and gave those who participated food for thought.”

Participant in Welsh Government event on long term planning in the NHS, March 2019



I have worked with health bodies and following my advice, Powys Teaching Health Board, Public Health Wales, Aneurin Bevan, Cwm Taf and Cardiff & Vale University Health Boards are showing evidence of embedding the Act through their [Integrated Medium-Term Plans \(IMTPs\)](#).

I have worked in partnership with [Public Health Wales](#) on a number of areas, including my Art of the Possible programme and our joint work on futures. I have also been engaged in the 'Building a Healthier Wales' work they are leading for Welsh Government.

A key message from my statutory monitoring and assessment of public bodies in 2019 is that the Welsh Government's approach to measuring and managing the performance of the NHS is frequently cited as a key barrier to change, not just for health bodies but for wider public services. I have advised the Government that they could do more to implement the Well-being of Future Generations Act by better aligning their performance measures, funding allocations and day to day interaction with health boards with the requirements of the Act.

There is a long history of vision and strategy documents that set out the case for the system shift to prevention, but we are not seeing this play out in reality. Since the Act came into force, there have been some positive shifts to more preventative approaches, some of which consider the wider determinants of health, but the scale and pace of change is too slow and pressures on the NHS and other acute services are a ticking timebomb for future generations.

It is for this reason that I am considering how best to use my powers to drive change at the scale and pace that is needed. I am collaborating with a group of organisations with relevant expertise including [The Health Foundation](#), [Bevan Commission](#), [Public Health Wales](#), [Welsh Local Government Association](#) and [Social Finance](#) to explore the most effective approach to take to ensure that Government adopts the national wellness system that I am calling for.

In addition to this I have provided advice, support and encouragement to related bodies who are not covered by the Act but are important to driving progress in these areas:

- Supported the work of the [2025 social prescribing network in North Wales](#)
- Supported the work of the [Bevan Commission](#), particularly their work on prudent healthcare and innovation
- Contributed to [The Health Foundation's](#) work in Wales, particularly in relation to the wider determinants of health and the role of local government
- Provided advice and support to health bodies not listed in the Act including [NHS Wales Shared Services Partnership](#) and [NHS Wales Infomatics Service](#)
- Supported [the Learned Society for Wales'](#) work on planetary health
- Supported the work of the [NHS Confederation for Wales](#), particularly in terms of highlighting examples of good practice in terms of the Well-being of Future Generations Act
- Worked with [Wales Council for Voluntary Action](#) to ensure the views of the voluntary sector are reflected in my work on health, including through the Third Sector Support Wales.



We can see the Act being implemented across public bodies and organisations throughout Wales, especially GPs moving to prescribe patients to use Nextbikes, encouraging a healthier lifestyle and championing prevention and a support for people moving from managed care to more local and community-based support, a cost-effective approach.

“[Your work] really brought home the value of the Future Generations Act and Commissioner. Very encouraging to see many of the things which we’ve been calling for in England already happening in Wales.”

The Health Foundation

How has the Act already made a difference in health?

- [Hywel Dda Health Board](#) have published their first long-term strategy (20 years). They have stated their main strength in relation to the Act has been the widespread commitment from Board level to grass-roots staff, and the recognition that achieving improvements in health and well-being needs to be ‘driven by emphasis on how we change culture and focus more on prevention, early intervention and community care to keep people well’. Hywel Dda are rightly proud of this which they believe “demonstrates how we are seeking to ‘live and breathe’ the principles of the Act in our everyday business”.
- [Swansea Bay University Health Board](#) are the first health board in Wales (and second in the UK) to achieve ‘green flag’ status at Glanrhyd Hospital. “The more we do, the more we think we can do”. They see the green flag status as a first step and are now looking at other green space opportunities, citing examples of Swansea’s Botanical Gardens and a sensory garden at Morriston Hospital.

- Their Annual Report states: “Since the Well-Being of Future Generations Act came into being, links have been forged with other bodies within Wales who are responsible for the stewardship of the natural environment.”
- [Aneurin Bevan Health Board](#) are detailing the habitat and geology of their sites and as per NHS Pollinator Friendly Estate guidance, have planted wildflowers.
- Although not a named body under legislation, [Welsh Ambulance Service NHS Trust](#) is also embracing and applying the well-being of future generations principles.
- [Bridgend](#) has local community co-ordinators to help people develop their strengths, well-being and resilience by making connections with local networks and resources. During 2017-18, they received 116 referrals. One aspect of their work has seen support for people moving from managed care to more local and community-based support, a cost-effective approach which released £216,000 of social-work time to support other demands.



Cross-cutting themes – budget and procurement



Finance and procurement are two of the corporate areas for change in the Statutory Guidance issued by Welsh Government on the implementation of the Act. Public bodies are expected to use the Act in these specific operational areas, and I have chosen to focus on these two because the power of the purse remains a key factor in the implementation of any policy. I have made some proactive interventions that seek to improve the systems of finance and decision-making which underpin public services, as in times of austerity and Brexit we need to ensure that every penny we spend maximises its contribution to all four dimensions of well-being.

I could see that decisions in these two areas were acting as barriers instead of being opportunities to help achieve the well-being goals particularly a **Resilient**, **Prosperous**, **Cohesive Communities**, a **Healthier** and a **Globally Responsible Wales**, as they should. (Please see Chapter 2 for more information.)

The Welsh Government budget is the single biggest decision (or set of decisions) that is taken by a public body in Wales each year. As well as determining how public services are funded, the budget process and decisions send important signals about priorities across our public services and shows whether those priorities are shifting to realise the aspirations of the Well-being of Future Generations Act.

I have monitored and assessed the draft budget over three consecutive years and provided advice to government and evidence to the National Assembly for Wales Finance Committee in 2017, [2018](#) and [2019](#). In that time, I have explored the links between the Welsh Government's well-being objectives, strategic and policy decisions, and the decisions outlined in the budget narrative, which was challenging because most officials only understand one part of the overall process. I have also specifically focused on the extent to which the budgets have shown progress in relation to investment in [prevention](#) and in [decarbonisation](#), as two key areas where change is needed.

In 2018, I advised and successfully agreed with the then Cabinet Secretary for Finance, Mark Drakeford AM a [definition of prevention](#). Whilst this will take a while to be fully understood across Government, I expect to see how the definition is informing spending decisions.



On decarbonisation, I published a [10 point plan](#) setting out how investment could enable Government to meet the Climate Emergency they declared, and I have advised that Welsh Government (and the bodies and programmes that it funds), should be doing more to analyse every aspect of its expenditure - especially capital spend - in terms of carbon impact and publish details on how this stacks up overall.

In 2019, as a result of my advice, Welsh Government published a [Budget Improvement Plan](#) which sets out what they think progress should look like in terms of the budget process aligning with the requirements of the Well-being of Future Generations Act.

There is huge potential to contribute to the well-being goals via the £6.1 billion which is currently spent by the public sector in Wales on [procurement](#). I have invested time to support the Welsh Government, but progress has been slow and disappointing. Despite some good examples, procurement policy and practice have not kept up with the new requirements under the Act and the extent to which Welsh Government and public bodies are developing contracts informed by the five ways of working and seven well-being goals is not consistent.

Working in partnership with [Cardiff University](#) in 2019, I have undertaken research to better understand this, working in collaboration with [Audit Wales](#), the [Welsh Council for Voluntary Action](#), [Wales Co-operative Centre](#), housing and procurement consultants. Although there is evidence across the board that public bodies are taking steps to apply the Act, the research has identified leadership involvement, resources and capacity, along with the complex landscape as challenges for procuring sustainably.

In March 2019, I triggered my first Section 20 Review into the procurement practices of nine public bodies in Wales. [Section 20 of the Act](#) gives me the power to conduct a Review into how public bodies are safeguarding the ability of future generations to meet their needs through the well-being duty and by taking account of the long-term impact of their decisions. A Section 20 Review is the strongest use of my powers under the legislation. In light of COVID-19, I have paused the Review and will reassess the situation in September 2020 once there is less strain on the capacity of public bodies.



Part 2 – My support to others in implementing the Act

To support others in the implementation of the Act and to promote the sustainable development principle, I have used my powers by:

- Providing advice and monitored progress towards public bodies' well-being objectives
- Creating resources to help with the application of the Act, working closely varied partners
- Responding to requests for advice and assistance from public bodies and other sectors
- Building a movement for change nationally and internationally as the implementation of the Act will require collaboration and hard work from all, beyond the public sector
- Monitoring progress towards well-being objectives and goals
- Leading by example and walking the talk myself, to learn with public bodies and demonstrate what can be done



Providing advice

An important strategic decision in terms of the advice that I give, has been to select who to advise within my limited resources, to ensure I have maximum impact, stay within the boundaries of my statutory powers, and drive most efficiently the change that I want to see.

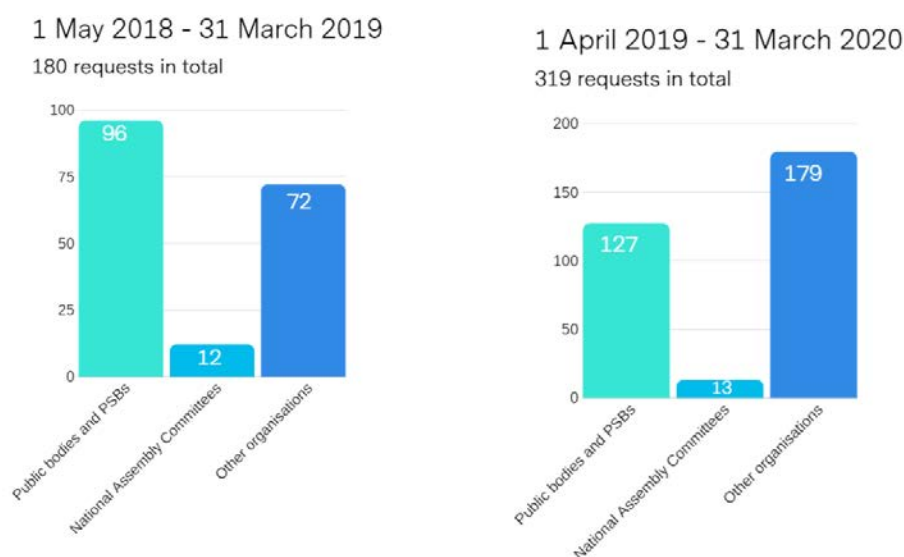
As well as providing advice on my areas of focus, I also respond to requests for advice and assistance. This is my reactive advice as opposed to my proactive advice (which I gave for example in relation to Transport and Skills in the last 12 months – and covered above). In responding to these many requests for support from organisations covered by the Act, other sectors and people across the globe, I am more selective and only respond to the requests meeting my criteria. On limited occasions, the Act requires that I give advice in specific circumstances as is the case with this report.

Requests for advice are assessed against these criteria:

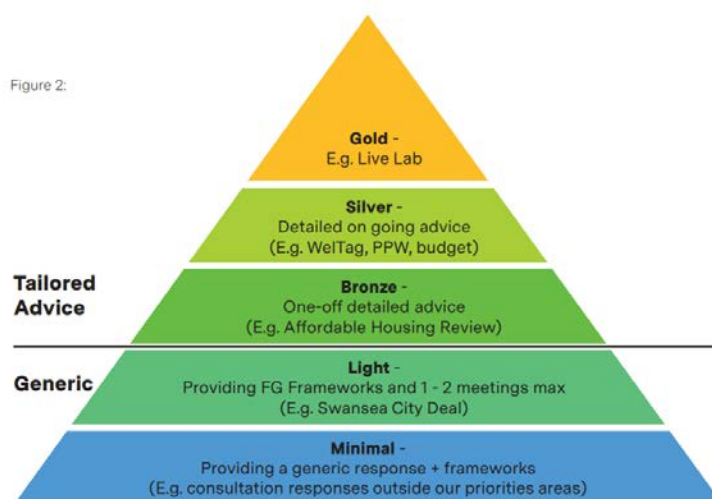
- Will this contribute to any outcome in the Roadmap (my annual work plan)?
- Is there a significant risk of us doing (or not doing) the work (in line with my strategic risk document)?
- To what extent could the request contribute to the achievement of the well-being goals, their definition, the sustainable development principle or the four dimensions of well-being?
- Can we resource the work?

In the last two years, I have received over 499 requests from public bodies, Public Services Boards, National Assembly Committees and other organisations. Some of these requests are still in progress and over a half of the requests were able to be supported through signposting to resources, adapting my own guidance or through face-to-face meetings. Sadly, given my capacity I have also had to decline 130 requests over the reporting period as I could not meet the demand or because the requests fell outside of my areas of focus.

The number of requests for my advice has increased dramatically over the years (see the diagram below as an example), and my priority has been to support the 19 Public Services Boards and 44 public bodies that come under the Act and in particular Welsh Government who set national policies that impact on everyone.



My responsive advice falls in two categories: generic advice and tailored advice.



Overall, within the last 2 years, I have given advice as follows:

- Public bodies and Public Services Boards: generic advice 116 times and tailored advice 33 times
- Other sectors (such as housing associations, professional bodies, universities, businesses and third sector organisations): generic advice 133 times and tailored advice 26 times

Generic Advice - Creating inspiring resources and guidance

To answer the majority of the requests that fall outside the remit of my criteria and to ensure the greatest number of people including the public bodies, Public Services Boards but also other sectors and individuals can find some of the help they need around the Act, I have been developing generic resources.

Future Generations Frameworks

In 2018, I included on my website a [Frequently Asked Questions](#) section I can refer people to and I have since designed three 'future generation frameworks' to help apply the Act to [Infrastructure Projects](#), [Service Design](#) and [Scrutiny](#).

These Frameworks have formed a key part of the responsive advice and it is encouraging to see how their use is growing and already bringing about procedural and practical change. For example, the [Vale of Glamorgan County Council](#) considered changes to day services and as a result of using my Framework for Service Design, realised that they needed to do far more involvement. [Cardiff Capital Region City Deal](#) used my Framework to appraise their 'Skills for the Future' proposal. This has resulted in climate change resilience, Welsh language and culture being included – which it was not before. And [Torfaen Council/Public Services Board](#) made a short film on my Framework for staff e-learning and induction.

They are also being used by community groups and businesses such as Halfren Dyfrdwy Severn Trent's new Welsh company who used the Framework as a core component of their business case to Ofwat.

"...the FG Framework is an ideal tool and will be used throughout the project at the centre of the Pontcysyllte World Heritage Site."

Plas Kynaston Canal Group

Alun from ARUP gives a testimonial on using our Future Generations Frameworks in his work



"I am really delighted to be using the Future Generations Framework in my work as a Cllr. I was already enthusiastic about it, but your workshop gave me the confidence to apply. It would be really useful to have the opportunity to explore how, as Cllrs, we need to apply the Act, in for example, Scrutiny meetings, council, task and Finish groups etc."

Cllr J Henshaw



The Frameworks have also been used by the following organisations, resulting in positive impacts:

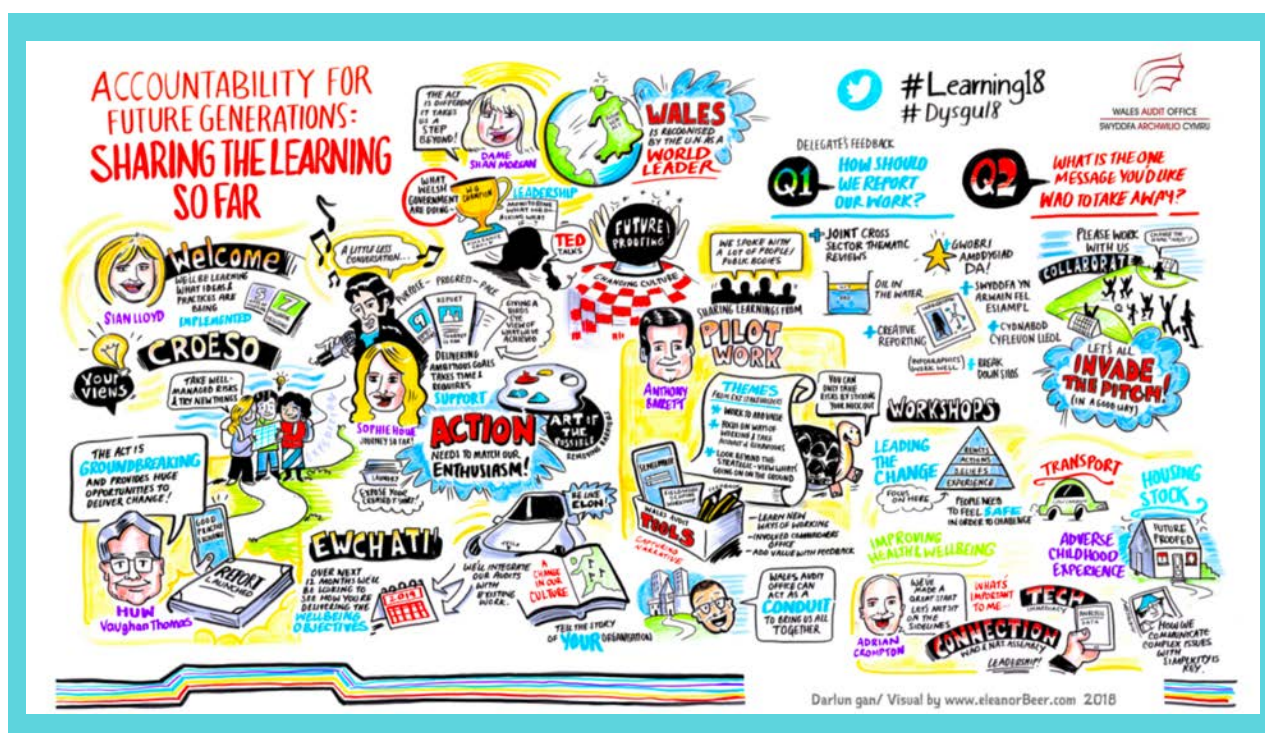
- [Swansea Bay City Region](#) on one of their projects (Llanelli Wellness and Life Science Village)
- [Cardiff Capital Region City Deal](#) to inform their City Deal Business Plan and the guidance they are issuing to potential schemes
- [Transport for Wales](#) in respect of the Metro system
- [Welsh Government](#) as part of their revised Welsh Transport Appraisal Guidance (WelTAG)
- [Isle of Anglesey County Council](#) to assess different options of improving the social, economic, environmental and cultural well-being of a large infrastructure project like Wylfa Newydd
- [Sport Wales](#) to inform their national conversation and vision. By providing this advice, we secured procedural change in how Sport Wales was going to go about this major piece of work

Art of the possible - Journeys towards each of the goals

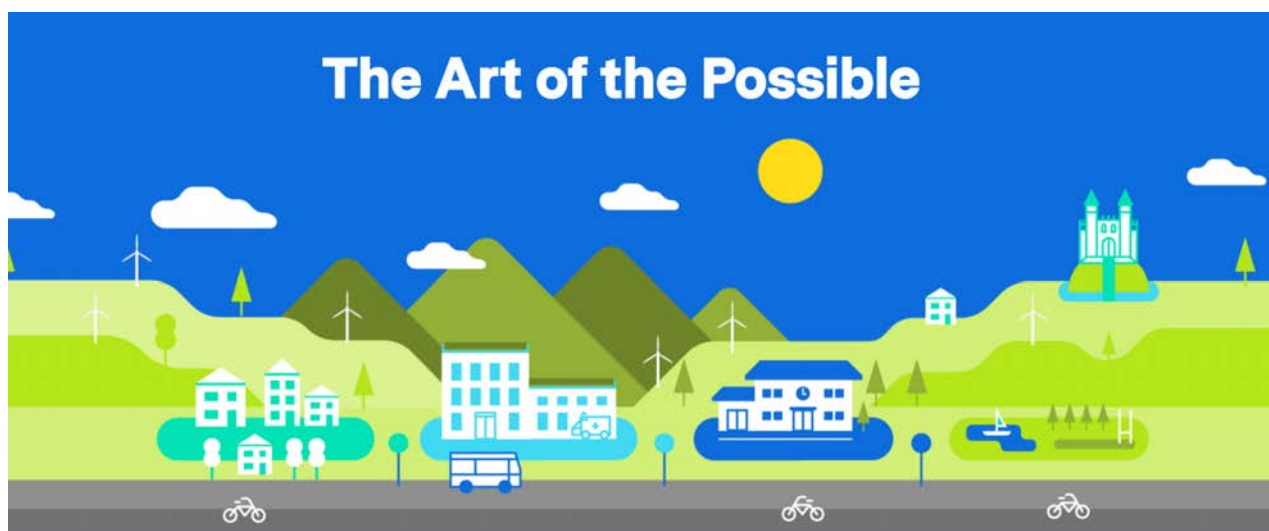
The Act requires a new way of thinking about how our public services are delivered to meet the vision set out by the Act. In the early years of my term, I made it a priority to develop a range of resources and guidance that would help in this respect.

In addition to my suite of 'Future Generations Frameworks' which were looking at the new types of processes we needed in place, the next set of resources I produced, my [Simple Changes and Journeys towards each of the goals](#), were more about the policy change we need to see alongside the process changes to be adopted – both fleshing out the vision in the Act.

I wanted to make sure public bodies would go beyond changing their policies to include warm words to them taking action on the ground.



My Art of the Possible programme drew on the collective intelligence of people and organisations across Wales to explain and explore the practical implications for public services of maximising their contribution to each of the well-being goals. It offers a menu of gradual actions from simple to ambitious that public bodies should take, which my office will monitor over time, and highlighted the interconnections between the goals. They also contained a body of good practice and further resources which public bodies can use to demonstrate how their behaviours and actions are in line with the Act. 82 Simple Changes were published in November 2018 and the full 'Journeys' followed in 2019.



The partners in my Art of the Possible Programme were:

- Arts Council of Wales - A Wales of Vibrant Culture and Thriving Welsh Language
- Fair Trade Wales & Hub Cymru Africa - A Globally Responsible Wales
- NHS Centre for Equality and Human Rights - A More Equal Wales
- Sport Wales - A Healthier Wales
- United Welsh - A Wales of Cohesive Communities
- Wales Cooperative Centre - A Prosperous Wales
- Wildlife Trusts Wales – A Resilient Wales
- Interlink RCT - Involvement



GIG Cymru
NHS
Wales



Hub Cymru Africa



Wales Co-operative Centre
Canolfan Cydweithredol Cymru



Cyngor Celfyddydau Cymru
Arts Council of Wales



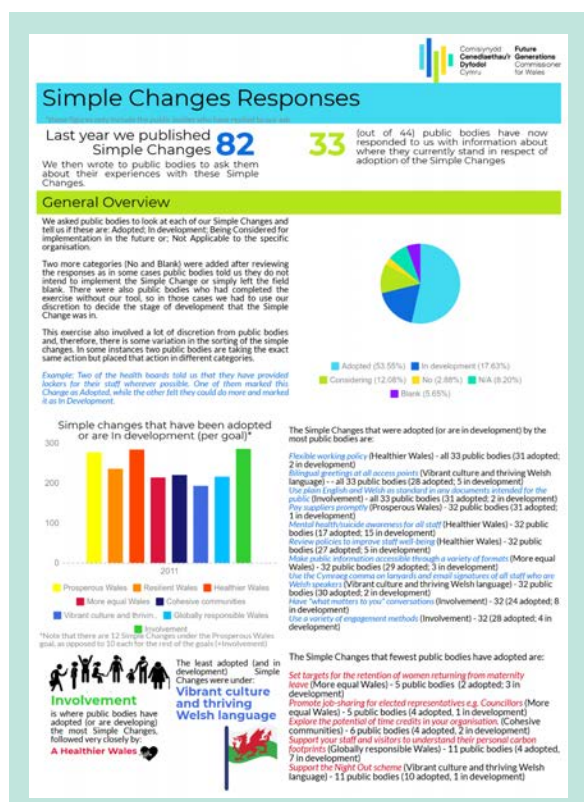
The vision and suggested actions within my guidance, and the insights gained from the wide engagement work, underpin this whole report, particularly Chapter 3.

My Art of the Possible programme has already resulted in changes across numerous public bodies.

In February 2019, I wrote to public bodies asking for an update with implementation of the Simple Changes. 30 out of the 44 public bodies subject to the Act responded. On average, 71% of the Simple Changes are already adopted or 'in development' across the 30 public bodies that replied.

Approximately 12% are being considered for implementation in the future.

The Simple Changes under 'Involvement' and A Healthier Wales are the ones most public bodies have taken up, whilst the actions under Vibrant culture and thriving Welsh language have the lowest rate of adoption, indicating that perhaps public bodies are still finding it hard to think about the cultural pillar of well-being.



Actions already taken by public bodies and others using my guidance and proposed actions are countless and examples include:

- **Cardiff Council** plans to build a solar farm that would generate **£21m of green energy** over a 35-year period.
- **Natural Resources Wales** encourages appropriate exchange of employees both within Natural Resources Wales and with other organisations. Through the **Torfaen Public Services Board**, they are contributing to the part-funding of an Academi Wales MSc secondee.
- **Pembrokeshire Coast National Park Authority** has published a **Green Infrastructure Action Plan** (which includes a guide and examples for green infrastructure) and developed a land use planning tool (part of a Nature Fund project at Castlemartin) to look at opportunities for connectivity.
- **National Museum Wales** has been involved in several community-focused schemes (like wildlife friendly gardens at St. Fagans developed by Hafal, the Wallich and Innovate Trust). The Graft Project at the National Waterfront Museum Swansea converted an unused space into a public garden, with horticulturally based courses for volunteers. At Big Pit the Coity Tip Trail was developed to provide short walks around an old waste tip from the Coity Pit, and to support wildlife, plants and natural habitats. Volunteers at the National Wool Museum created a natural dye garden and hold natural dyeing workshops. Research undertaken in natural sciences identifies the distribution of species in Wales, information which is disseminated to the public by a variety of means.



- [Powys Teaching Health Board](#) are looking to develop partnerships with charities and [Powys County Council](#) want to plant two trees for every tree fallen due to their activities.
- [Cardiff Council](#) are looking at ways to improve the health and well-being of employees. A number of policy documents relating to, for example, substance misuse, healthy eating and physical activity, menopause guidance have been created.
- [Public Health Wales](#) arranged a 'Lunch and Learn' session with Sanctuary Speakers to offer an introduction to the reality of seeking sanctuary in Wales and they are co-developing content for an e-learning module for all NHS Wales staff, which they hope will go 'live' later this year.
- [The Caerphilly 50+ Forum](#) has collaborated with the Parent Network on several projects, for example books for parents, children and grandparents through PETRA Publishing Community Interest Company and luncheon clubs.
- In [Carmarthenshire](#), the libraries work in partnership with schools and residential homes and day centres, making a centre hub to build better communities. The Education and Children's Services Department use an intergenerational approach in its work programmes like the School Holiday Enrichment Programme, supporting families and children during school vacations to cook healthy meals.

- The Substance Misuse Team have held 'Listening Events' with parents of disabled children together with young adults to understand what they need from the service.
- In [Rhondda Cynon Taf](#), Ferndale care home residents visit the school and share activities with children, who in turn visit the care home.
- [Pembrokeshire Coast National Park Authority](#) have established an intergenerational forum where the Pembrokeshire Youth Assembly and the Pembrokeshire 50+ Forum twice a year discuss issues such as dementia, mental health and falls awareness, and loneliness and isolation. Several day centres undertake regular sessions with local school children to hold joint sessions on history, cooking lessons and exchanges.
- [Powys Teaching Health Board](#) have a link with the Molo Health District in Kenya focused on improving maternal and new-born health.
- [Public Health Wales](#), together with [Oxfam](#), are delivering global citizenship training to Welsh health professionals.
- [South Wales Fire and Rescue Service](#) have, along with [University of South Wales](#), devised academic programmes for leaders within the organisation called the Pioneer and Challenge Programmes, which look at challenges facing the organisation and the public sector in Wales and beyond.

Thinking longer-term

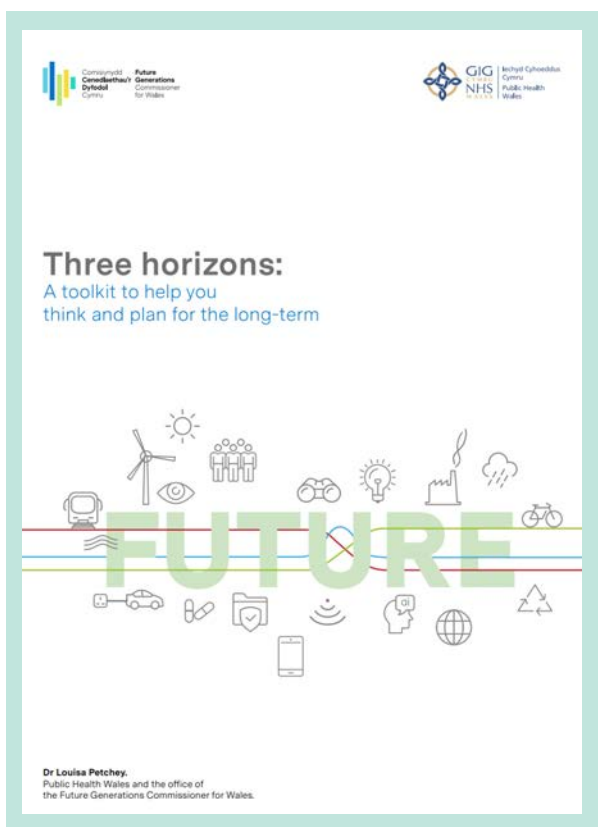
Helping public bodies to think long-term and embrace a futures perspective is core to my duties and to what public bodies and Public Services Board need to do under the Act. In 2019, I published a specific resource, the [Three Horizons Toolkit](#), in response to a growing interest within my office and public bodies to take a long-term approach and better understand future trends. The toolkit has been developed jointly with [Public Health Wales](#) to help public bodies make decisions that stand the test of time. It is based on a model developed by Bill Sharpe and the International Futures Forum.

'The Three Horizons' method helps public bodies to consider how they work towards a desired future and avoid taking actions which are 'business as usual' or which could be considered as the wrong type of innovation.

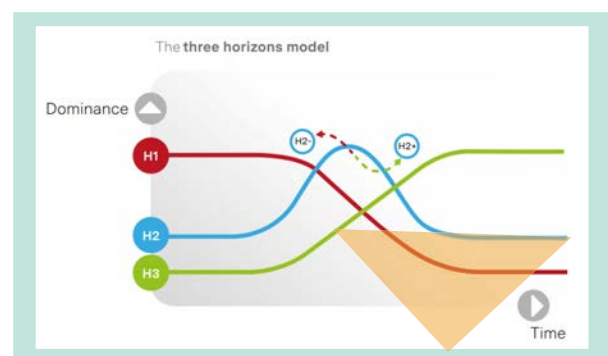
"Just wanted to thank you for the workshop this morning. I found it really useful. I felt the structure of the workshop worked well and showed a practical way of using the 3 horizons model. I will definitely be using this approach back in Newport."

Emma Wakeham, Newport Council

I have taken a 'learn through doing' approach to design this and have engaged with futures experts and practitioners from all over the world to learn about their work and its relevance for public services in Wales. Some of the people we have been involved made new connections with include the UK Government's Office for Science and Dr Claire Craig CBE, who used to head-up their futures department; Futuribles, a futures think-tank in France; Bill Sharpe and Graham Leicester from the International Futures Forum; and Cat Tully, Co-Founder, School Of International Futures.



In 2020 and beyond, my intention is to increase my work with with public bodies to help them use these resources, relentlessly working to inspire, advise and encourage public bodies to get Wales closer and closer to the achievement of the goals.



Tailored Advice

When queries are aligned with my internal criteria, I consider giving tailored advice which can range from a single tailored email to a full joint working exercise over several days called a Live Lab ([described in detail in Chapter 5 in the sections on housing and ACEs](#)).

The majority of my advice falls in the middle involving meeting an organisation several times and providing detailed advice on several drafts of a policy or proposal, like I have done in relation to planning, transport and housing to name a few areas.

The advice I have given to public bodies and Public Services Boards in my areas of focus includes:

- Provided advice to [Velindre NHS Trust](#) on embedding their well-being objectives
- Advised [Welsh Government](#) on the drafting of Planning Policy Wales, the National Development Framework and the Local Development Plan Manual
- Provided a challenge session to the [Affordable Housing Review Panel](#)
- Provided advice on the implementation of the [Welsh Government's](#) childcare offer including securing specific changes on provisions relating to relatives who are carers
- Provided detailed information, including information from our Live Labs; comments on Healthy Weight/Healthy Wales, the new curriculum and relevant examples from my Art of the Possible Journeys; to [Promoting Healthy Living Amongst Pupils at Neath Port Talbot Schools Task and Finish Group](#).

*Not an exhaustive list

This is only a sample list and the contents of my advice are described throughout the report and in the section above on my areas of focus.

In addition to tailored advice in my areas of focus, I have also given advice on many issues contributing to the achievement of the goals including:

- Provided training on my Future Generations Scrutiny Framework to [Blaenau Gwent, Torfaen, Monmouthshire, Cardiff, Vale of Glamorgan and Caerphilly councils](#)
- Contributed to the [Wales European Funding Office's Steering Group](#) on their new regional investment policy
- Advised [Sport Wales](#) on whether the steps in their well-being plan were compliant with their duties. I supported them to place the seven well-being goals at the core of their 'Vision for Sport in Wales', launched in 2018
- Contributed to the '[Snowdonia National Park Cynllun Eryri](#)' Management Plan – this was about getting social, economic, cultural and environmental well-being considered by the National Park and its partners
- Worked with [Welsh Government's Major Events Unit](#) to develop guidance on sustainable events and conferences, which is aligned with the requirements of the Act
- Explained the Act and its provisions to the [Fair Work Commission](#) and provided written evidence to their inquiry



- Contributed to the [Ministerial Advisory Board on the Foundational Economy](#) to support the Deputy Minister for Economy and Transport's work on supporting the foundational economy and grounded firms in Wales
- Met with [Welsh Government](#) and provided a written response on Wales' environmental principles following Brexit and how my role and the Well-being of Future Generations Act fit within that framework
- Carried out a Three Horizons workshop to enable thinking about the future for the [Cardiff City Region Graduate scheme](#)
- Provided advice via a workshop on the development of [Welsh Government's new Tourism Strategy](#)
- Facilitated [Welsh Government's membership of the Well-being Economy Alliance](#)
- Provided advice to [Tidal Bay Power](#) on embedding the Act in their proposals for the Swansea Bay Tidal Lagoon scheme
- Provided detailed advice to [Natural Resources Wales](#) on their new Public Participation Statement, following from my work with them in 2018 on ways to ensure that their work is clear, transparent and understandable to the public and there is clear evidence of how they take the Act into consideration in their decisions.

Extensive advice - Assisting public bodies through Live Labs

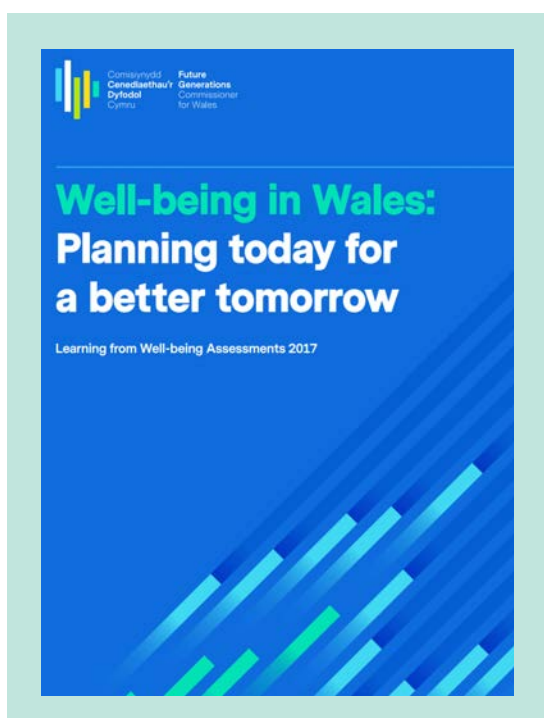
As part of responding to requests for assistance from public bodies that I have developed a model for extensive advice called a Live Lab.' This is my most detailed level of support I can offer which uses the Act, coupled with futures thinking and tools, to help public bodies explore the requirements of the Act, futures considerations and their consequences for developing new policies and practice.

I piloted my approach with Betsi Cadwaladr University Health Board in 2018 drawing on the contribution of external 'innovators'. The concept was further developed with Cwm Taff Public Service Board on the topic of Adverse Childhood Experiences in 2019 and refined further with Welsh Government's Housing Department to help them create a vision for housing within the context of wider place-making – as described in Chapter 4 and the sections above on ACEs and Housing.

Statutory Advice

In addition to the pro-active and responsive advice, the Act also requires that I give statutory advice in certain circumstances.

In 2017, I focused on delivering one of my specific duties under the Act to advise the new Public Services Boards. I took an early decision to provide individual feedback to each of the 19 Public Services Boards on their draft well-being assessments to ensure effective implementation of the Act from the start. I published an overall report on well-being assessments in July 2017, 'Well-being in Wales: planning today for a better tomorrow'.





Key findings and advice from this work were that:

- Public services boards took an important first step in the right direction
- Active leadership will continue to be important
- More work is needed to build a better understanding of people's lives which draws on day-to-day intelligence gathered by front-line services
- Public Services Boards need to equip themselves with the skills and expertise to better understand and respond to future trends
- The assessments should make connections between key issues and ask 'so what?' as a result of the available data
- Issues are often still being tackled in isolation.

This was followed in 2017-18 by individual advice to Public Services Boards on their well-being objectives and plans, which was designed to be helpful as well as challenging. Many of the points that I made drew on the insights gleaned from the work on my areas of focus, described above, and are echoed in the findings and recommendations in Chapters 2 and 4 of this report.

I have continued to provide support to Public Services Boards through on-going interactions and 'coaching'; development sessions delivered in partnership with Academi Wales, the Welsh Government and others; and a [tool](#) to help them think long-term.

Building a movement for change

A very important part of my strategy to help with the implementation of the Act and with the achieving of the national vision for Wales has been to build a movement for change which includes all sectors in Wales and the public, but also which reaches further than Wales.

First, nation-wide change needs to be cross-sectoral where a whole range of organisations and communities work together toward the vision in the Act. Different organisations are at different stages in their journeys. They have different views and practices around sustainable development and social responsibility in Wales. There are many beyond the public sector who have not yet considered the part they could play and the difference it could make, but there are some real champions too. I am seeking to be an honest broker and a connecting point between the different parts of society to help implement the Act further and deeper.

Partnership working

My Art of the possible Programme was a starting point in the development of many partnerships and collaborations over the reporting period. Over 250 organisations were involved in developing the journeys specific to each aspect of the goals and demonstrating how organisations not covered by the legislation are also embracing its vision and principles. A key feature of the programme has been to convene anyone with an interest and ideas about how we could practically achieve the goals, and this has been inspiring and encouraging to see.



I have continued to dedicate a lot of my time during the reporting period to building partnerships within the public, private and third sectors, where people champion the Wales' approach to sustainable development and drive the changes needed. Not just with public bodies (for example, [Public Health Wales](#), [Mid and West Wales Fire and Rescue](#), [Natural Resources Wales](#), the [Arts Council for Wales](#), [Sport Wales](#) and [Academi Wales](#)) but also with [Business in the Community](#), [United Welsh](#), [Wildlife Trusts Wales](#), [Interlink RCT](#), the [Wales Co-operative Centre](#), [Hwb Cymru Africa](#), [Construction Excellence in Wales](#) and [Cardiff University](#) to name but a few. These have been integral in helping me engage more widely and help good practice to travel. I have recently signed a memorandum of understanding with Cardiff University and the Wales Council for Voluntary Action which aims to provide opportunities for development and collaboration between my office and the voluntary sector and academia. I also host a voluntary sector roundtable twice a year to share my work and encourage dialogue and integration.

I have also participated in a series of workshops in partnership with the Welsh Local Government Association, engaging with over 300 new councillors. I managed to share and influence a new understanding and approach to decision-making, allowing councillors to be braver and feel more comfortable scrutinising officers.

Future Generations Leadership Academy

The need for strong and different leadership has emerged as a clear theme in my work and several recommendations of this Report relates to this. To address this issue, in December 2019, I launched my Future Generations Leadership Academy to ensure young leaders in Wales are progressively equipped with the necessary skills to face future challenges in our public services and beyond. We have a Memorandum of Understanding with each of the sponsoring bodies.

Future Generations Leadership Academy partners 2019-2020:

- ARUP
- BBC Cymru Wales
- National Assembly for Wales
- Natural Resources Wales
- Principality Building Society
- Public Health
- Wales Scouts Cymru
- South Wales Police and Crime Commissioner
- Transport for Wales
- University of South Wales
- Wales Millennium Centre
- Costain
- Celsa Steel
- Simply Do
- Uprising Cymru
- Academi Wales



Ensuring we have the right leadership skills is essential for us to succeed in delivering the Well-being of Future Generations Act. During the programme the participants will challenge current thinking and collaborate with experts and decision makers on the most pressing challenges and I hope they will spread their knowledge during their whole careers in Wales and beyond. The programme will promote cross-sector collaboration by enabling existing leaders in Wales to connect with and learn from the next generation of leaders. This first cohort has identified a specific challenge to focus their attention during the programme – ‘skills for the future’. They will work with experts and policy makers to offer ideas to public bodies on this area. The programme also uses reverse mentoring so that current leaders can be constructively challenged and benefit from direct knowledge, insight and experiences of the participants.



Advice and assistance beyond the public sector

In addition to public bodies and Public Services Boards, there has been a lot of demand for my advice and assistance from other sectors, organisations and people such as Chartered Institute of Highways, schools, universities, individuals to name a few. Just in the last two years I have given generic advice 133 times and tailored advice 26 times to people outside the public sector.

I have personally carried out hundreds of engagements and meeting where I provided direct advice to with leaders and front-line staff and individuals from across Wales and beyond. I have built understanding of the Act through many events, training sessions, workshops, conferences and focused sessions with boards.

A flavour of the advice I have given to other sectors includes:

- Worked with [Construction Excellence Wales](#) to develop a commitment for the construction industry to implement the Act - they would like the construction sector to become the 45th named body under the Act and are already championing innovative approaches in line with the Act
- Supported [Audit Wales](#) with their '[Review of Arrangements that Supported the Cardiff Capital Region City Deal's First Investment Decision](#)'. This prompted a recommendation that "the Well-being of Future Generations Act is considered throughout the project appraisal process rather than after the event"

- Gave evidence to the Commission on Justice on how the Act can facilitate new and innovative approaches to justice in Wales; the impacts of the adverse childhood experiences programme on the criminal justice system in Wales; what can be done differently to stop people from entering the criminal justice system; what can be done to improve the system; and how public bodies and Public Services Boards can engage more effectively with communities to deliver better outcomes for the people of Wales
- Supported early work with Circular Economy Wales to develop a mutual credit model based on the Sardex model in Sardinia. This has now received funding for development through the Government's Foundational Economy Challenge Fund
- Worked with the Welsh Rugby Union to develop their understanding of the Act and how they can make a contribution. As a result, the adverse childhood experiences Support Hub have developed an approach to better understand and act on adverse childhood experiences at a community level
- Provided letters of support to multiple projects that met my criteria, including TriosS' research into climate change; Cardiff University's research into the environmental impact of schools and their Economic and Social Research Council bid on well-being .

*This is not an exhaustive list



In Examples of impact include:

- [Pobl Group](#) has launched the [Pobl Academy](#), a two-year career development programme helping young people who may not have had the opportunity to build a career due to a range of common barriers. Through the Academy, Pobl can recruit people from more diverse backgrounds, build workforce that better reflects and understands the communities it serves and is helping young people into quality employment.
- The [Wales Council for Voluntary Action](#) have developed a comprehensive set of resources adapted for the third sector and community groups to encourage and support action on the Act.
- [Coleg Cambria](#) has a Future Generations Plan underpinned by the seven well-being goals. Jack Sargeant, Assembly Member for Alyn and Deeside has said “They clearly recognise the importance of the Act and the opportunities it presents.”
- [Welsh Health Specialised Services Committee](#), the [NHS Wales Shared Services Partnership](#) and [Welsh Ambulance Service NHS Trust](#) don’t fall under the Act but have shown tremendous enthusiasm for applying its principles.
- [Liverpool University](#) said that: “We found the idea of the Well-being of Future Generations Act and its implementation through the Commissioner particularly thought-provoking. Looking at internal issues through this lens will provide new insights as we develop our own policies and procedures”.
- [Kingspan Insulated Panels](#) has set itself a target of becoming a [Net Zero Energy company by 2020](#). It has already reached 75% of its target and its Holywell manufacturing site runs on 100% renewable energy. Supporting their contribution towards A Resilient Wales goal are other initiatives to maximise resource efficiency and send zero waste to landfill, all of which is also helping to increase manufacturing efficiency and profitability.
- Two Private Members bills mirroring our Act have been introduced in the Houses of Commons and Lords for a Well-being of Future Generations Act for the UK



International impact

The Well-being of Future Generations Act remains the only legislation of its type in the world by setting out a legal obligation to carry out sustainable development. It is regarded as a leading example for others by the United Nations.

I have been truly amazed and proud at the reaction of organisations, governments and individuals across the world towards the Well-being of Future Generations Act. It continues to inspire and impact change internationally.

Over the reporting period, my team and I have met with many government officials and international organisations to highlight the work Wales is doing in relation to well-being and sustainable development. I have learnt from others and shared our work to better assist public bodies here in Wales.

These are some of the examples of how I have raised the international profile of the Well-being of Future Generations Act:

Taking Wales to the World...

- Chaired (since 2017) the [Network of Institutions for Future Generations](#) - a body of similar commissioners or bodies with responsibilities for representing the needs of future generations across the globe.
- Addressed the [High-Level Political Forum](#) at the [United Nations](#) annually since 2018 to discuss the lessons we have learnt in Wales about 'leaving no one behind,' which I believe is a crucial principle to the Welsh legislation.
- Shared our unique approach with the [United Nations Special Envoy on Climate Change](#) and the [UN Special Youth Envoy](#).

- Delivered a key-note speech at the [World Government Summit](#) in [Dubai, United Arab Emirates](#) in 2019.
- Delivered a key-note speech via video to [The Fifth Global Conference of Young Parliamentarians](#) in Azerbaijan by invitation of the Inter-Parliamentary Union
- Taken a group of delegates from Wales for the first time to the [One Young World global forum](#). Our message was that we are the only country in the world to have legislated on behalf of future generations and that Wales values the views and ideas of our young leaders.
- In 2019, I addressed the [Organisation for Economic Cooperation and Development](#) 'Putting Well-being Metrics into Policy Action' conference in [Paris](#) to reflect on the various techniques and approaches on measuring well-being.
- Supported Welsh Government to prepare the Welsh response to the [UK's National Voluntary Review](#) highlighting the progress the UK is making toward achieving the Sustainable Development Goals. My office arranged and facilitated two successful [summits](#) in January in North and South Wales. The final document was presented to the [High-level Political Forum](#) in [New York](#) in July 2019 and we also worked with Welsh Government to produce a [Welsh Supplementary Report](#).



- In 2019, I addressed the [National Assembly Futures Institute](#) in South Korea to share the importance of thinking long-term. As a result of this engagement, I have furthered develop the foresight capacity in my office.
- [The Welsh Government International Relations Department](#) funded my office to enable participants of my Future Generations Leadership Academy to take part in [Wales Week Berlin](#) and [Wales Week Dublin](#) – to showcase the Well-being of Future Generations Act.
- My Director for Policy, Legislation and Innovation, Marie Brousseau-Navarro conducted a workshop for the Office of the Prime Minister and representatives of the [New Zealand Government](#) sharing our experience on futures and long-term thinking in the Act.

“The legislation is remarkable in terms of its breadth, its coverage and ambition. There’s nothing quite like it anywhere else in the world at this point. I am enormously impressed with the amount of work the Commissioner has done in a very short space of time to seek to give expression to the legislation and to make it work. I’m sure that Wales is going to be one of the lighthouses on the horizon that will be shining a beacon that will be of relevance to many other jurisdictions...”

Professor Jonathan Boston, Victoria University New Zealand



... And the World to Wales

- Welcomed organisations and individuals from several countries to Wales to share their learnings with me and my office, including [Olivier Cadic](#) (French Government Senator), [Peter McKinlay](#) (New Zealand Local Government Think Tank), [a delegation of Chinese Mayors](#), [Mark Ruskell](#) (MSP Scottish Green Party), [Joint Standing Committee on the Commissioner for Children and Young People](#) (Western Australian Parliamentary Committee).
- Presented to a selection of Foreign and Commonwealth Office Diplomats.
- My Director for Policy, Legislation and Innovation met with officials from the [French Parliament](#), the [French Ministry for Agriculture and from the Ministry from Ecological Transition](#), and [Les Futuribles](#) (a future thinktank advising public bodies and governments on futures methodology and research) in [Paris](#) to discuss and learn from their practices in relation to futures and future trends and to share our practice from Wales.

A summary of the impact of my international activities can be read [here](#). My international engagements are constantly reviewed. Where possible, I request virtual or digital attendance and I have successfully participated in a range of conferences and events this way.

I also explore sustainable transport and accommodation options when I travel. My carbon emissions are offset annually.



Monitoring progress towards public bodies' well-being objectives

An important part of my duty as Future Generations Commissioner is to “monitor and assess the extent to which well-being objectives set by public bodies are being met” (section 18 of the Act).

This duty seeks to ensure public bodies are moving closer to their objectives and in turn the well-being goals. Following the five ways of working and in order to promote change within the public bodies I set out a methodology which combined self-assessment and peer reviews. I worked with contractors and partners to develop my approach to statutory monitoring and assessing using [a self-reflection tool](#).

My assessment was followed by advice on how to improve both the content of the objectives and to meet them quicker and better. This advice underpins my findings and recommendations in all the chapters of this report.

As required by the Act, I have monitored and assessed how public bodies have been working towards a collective 345 objectives and many more steps under them. I analysed all of these objectives and countless steps and looked for common themes emerging. By December 2019, the number of objectives had reduced to 295 within public bodies. Monitoring and assessing progress and providing individual feedback to public bodies is no small task and I do not think Welsh Government or the Assembly anticipated this number of objectives and steps to be monitored when they set up my office and my budget. assessing using a self-reflection tool.

The result of my assessment of the year 2017-18, has shown for example that the majority of public bodies had stuck to their core business and not yet considered how they could maximise their contribution to the seven well-being goals (alone or with others).

Overwhelmingly, objectives had the tone of improving the economic and social well-being of localities, with little emphasis on the environment or culture. (See Chapters 2 and 3 for more information and recommendations).

My reflections on the purpose, progress and pace of meeting well-being objectives and my recommendations on what I expected to see in annual reports was set out in the report [Well-being in Wales: the journey so far](#), which was published in 2018 in parallel with a [commentary](#) from Audit Wales. Both reports collectively provided a snapshot in time and where we need to go.

My report set out 9 expectations for the annual reports, relating to:

1. Well-being objectives and goals
2. The Sustainable development principle
3. Looking ahead
4. Tracking progress
5. Applying and implementing the Act
6. Self-reflecting
7. Collaboration
8. Accountability
9. Making the annual reports clear



The result of many months of analysis was detailed, individualised feedback to each of the 44 public bodies and structured additional findings and ideas for change for each of the sectors subject to the duties of the Act (i.e. national public bodies covering Wales, local government, health sector, fire and rescue services and national Parks).

The overall findings were published in December 2019 in a report '[Progress towards the Well-being of Future Generations Act](#)' and can be summarised as:

- There are some excellent examples of innovation that the Act is bringing about across Wales. However, public bodies need to consider and present a more coherent picture of how the organisation is collectively maximising its contribution to the seven national well-being goals
- The Welsh Government has not sufficiently resourced the implementation of the Act
- Progress is being made towards meeting well-being objectives in some areas, but there is variation in how public bodies apply the Act
- More progress and pace are needed in the corporate areas for change
- The quality of objectives and steps set in 2017-18 did not always meet the aspirations and the requirements of the Act.



In discharging these duties, I have worked closely with the Auditor General for Wales. The current Auditor General, Adrian Crompton, is charged by the Act with examining how the five ways of working are being used by public bodies. The complementary nature of our duties, in addition to the ethos of the legislation have led us to collaborate and develop parallel and complementary strategies to discharge our functions.

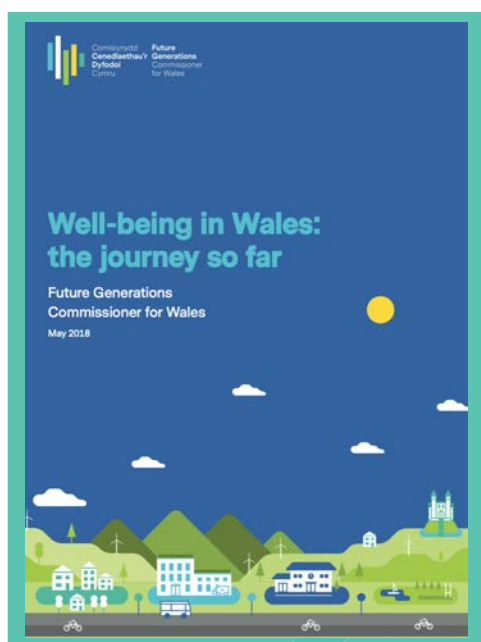
"In broad terms, the Auditor General must look at the way public bodies have planned and carried out their work, while the Commissioner must look at what they have achieved. The Commissioner and Auditor General can help by focusing on the right things, setting consistent expectations and not over-burdening public bodies with monitoring requirements. Both also have a role in promoting good practice and supporting improvement. Our two offices have worked together closely to try to achieve this, but we recognise more can be done. We will continue to strengthen the coordination of our work in the next period."

Audit Wales

It is paramount to us both that we do not send conflicting messages to public bodies and that we drive the consistent, deep and right changes towards the Wales we want. To this end, my Future Generations Report is published in parallel alongside "So, what's different? Findings from the Auditor General's Sustainable Development Principle Examinations.

Over time I, Audit Wales and the people of Wales will expect public bodies to be able to demonstrate how the Act is shaping everything they do. As we are now entering the fifth year of the legislation, we expect to see more public bodies adopting our advice and recommendations, moving towards making transformational change happen. The COVID-19 outbreak will prove challenging but also demonstrates the importance of having long-term strategies and a focus on prevention. As both our reports will be produced during the pandemic, we have both clearly set out that we did not expect an immediate response to these reports from public bodies and Public Services Boards until the crisis has passed.

Going forward, I will continue to work with the Auditor General for Wales to meet my duties and with the Audit Wales Good Practice Exchange to promote good practice and provide advice and assistance to public bodies.



How has my monitoring and assessing already made a difference?

- **South Wales Fire and Rescue Service** looked at strategic priorities and the goals, the five ways of working and seven corporate areas of change (outlined in the Statutory Guidance to the Act) in a different way this year. "The self-reflection tool has really helped us with this – with thinking differently."
- **Ceredigion County Council** are putting the questions from the self-reflection tool in their business planning processes. "The way we're setting up our annual report this year will be different because we've had this tool. It's been real learning"
- **Hywel Dda University Health Board** – said that the tool was initially viewed as 'another thing to do' but has actually "provided a really useful framework for looking at things".
- **Betsi Cadwaladr Health University Health Board** said that there was value in doing something like this again next year as it helped them to see where they were, and they can look back.
- **Sport Wales** said that "it prompted us to have honest discussions across the organisation about the progress that we've made. It provides a baseline that we can consider future progress against. We plan to use the tool on an ongoing basis as part of our quarterly business planning reporting".
- **Merthyr Tydfil County Borough Council's** corporate planning team said: "The expectations reframed our approach to our own annual report. For example, the style of reporting, including case-studies that cut across goals and demonstrate the five ways of working; the fact you've spelt out 'what you will need to do and what I expect to see;' and generally the provision of the advice and expectations."

Part 3 - Walking the talk and being the change that I want to see in others

This section is about my own organisational approach and how I have designed it to contribute to the achievement of the goals and use the ways of working in everything I do. Providing inspiration has been a focus for me in the setting up of my office and developing understanding amongst public bodies and others of the requirements of the Act.



To walk the talk on a **Prosperous Wales**, I have:

- Become a [real Living Wage](#) employer
- Committed to always have an apprentice. I have already supported two apprentices and provided opportunities to students through paid placements
- Given people opportunities to share and learn new skills through over 20 inward and outward secondments
- Worked with young people's homelessness charity to provide short-term experience sessions with young people furthest from employment
- Supported the development of skills within my organisation. 50 percent of my current staff team have now become ILM accredited coaches. In the past three years I have enabled the provision of more than ten group training opportunities and supported the majority of staff members and secondees with a variety of personal development opportunities
- Supported independent businesses to provide our digital contents or our catering for example, [Yogi Communications](#), [Celf Creative](#), [Cater Nature](#), [Bigmoose](#), [Women Connect First](#) and [Green Shoots Catering](#)
- Looked for ethical supply chains when sourcing goods and services for our office such as for my electricity supply and office cleaning contract
- Sourced our personal hygiene soaps from an independent business [Cole and Co](#) who makes it in their Cardiff site with Welsh ingredients
- Proposed an enhanced pay deal for lower paid staff and salaries of the people earning above £40k were top sliced and paid into a well-being pot
- Established a baseline for reporting travel, waste, electricity, water and gas in line with the UK Government's advice on measuring greenhouse gas emissions
- Encouraged the use of public transport and active travel - over three quarters of my team routinely travel to work by public transport or active travel
- Offset my emissions by making donations to relevant charities



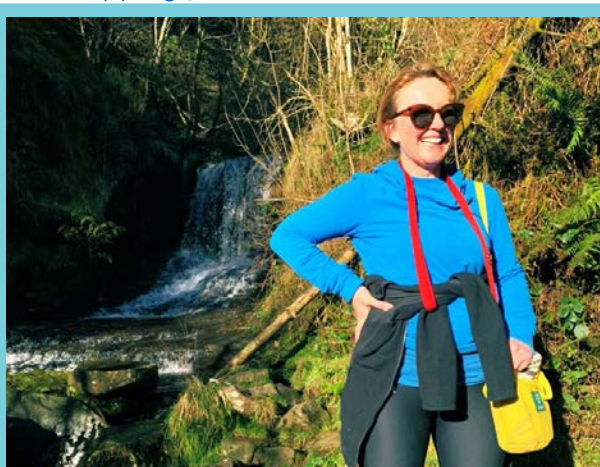
- Purchased a refurbished pool bike, providing space for cycle storage and establishing a scheme to support staff to lease [Ultra Low Emissions Vehicles](#) and loans for season tickets for public transport. In 2018-19 Car mileage decreased by 44% while business mileage from public transportation increased by 41%
- Had an 'Anytime Anywhere working' policy in place since day 1. This reduces team need to travel unnecessarily and supports work life balance
- 89% of my staff who responded to our internal survey used public transport (bus and train) and active travel (bike and walking) as their main mode of transport commuting to the office
- Switched to [Ecotricity](#), to provide us with 100% renewable energy
- Repurposed second-hand video conferencing equipment and regularly hold meetings via Skype, FaceTime and Microsoft Teams
- Composted and recycling office waste and encouraging paperless working
- Obtained most of my office furniture second hand from Welsh Government and local social enterprises. Any procured furniture was purchased in line with our policy value which is to 'consider value for money as the optimum combination of whole-of-life costs in terms of not only generating efficiency savings and good quality outcomes for the organisation, but also a benefit to society, the economy, and the environment, both now and in the future.'





To walk the talk on a **Resilient Wales**, I have:

- I have no outdoor space but I have established a green wall in the office space through a small independent local company, [Eartha](#)
- Written a foreword in the Wildlife Trusts Wales' report on '[Green Infrastructure: a catalyst for the well-being of future generations of Wales](#)' which is hosted on my resources' webpage, and which my team regularly use, share and promote
- Provided detailed feedback on the environment and biodiversity to all 44 public bodies as part of my monitoring and assessing work
- Held outdoor and walking meetings. They keep us active, help our well-being and our connection to nature
- Introduced a volunteering policy where staff are able to take time out to share their skills with the community and bring understanding back into the office to inform our work. This includes involvement in local environmental initiatives. A member of my team also organises weekend walks with [bigmoose](#), using public transport to visit some of Wales' beautiful landscapes, learn about the natural environment and boost physical and mental health
- Promoted the '[Seismic Wales](#)' podcast of which a member of my team is one of the hosts. This focusses on local, community-based initiatives with a strong focus on the environment, e.g. episode 14 with '[Wildly Pip and dipping your toe in nature](#)'.





To walk the talk on a **Healthier Wales**, I have:

- Recognised the importance of a good work/ life balance for physical and mental health and introduced an 'anytime anywhere' approach to working hours. This has reduced our need to travel unnecessarily, allows us to spend quality time with our family and is highly dependent on trust in each other to deliver
- Established a staff well-being fund whereby members of my team can access up to £400 per year to support their well-being (this is funded by a voluntary sacrifice of salary increases by senior staff)
- Organised training for most of my staff to become [Mental Health First Aiders](#)
- Giving access to the office for Yoga classes for my staff and keeping them open to those who have led the organisation
- Provided fresh fruit from the local market for the whole team on a daily basis
- Signed-up to [Cardiff's Healthy Travel Charter](#) led by Cardiff Public Services Board
- Provided a bike maintenance and safer cycling course to encourage cycling to work
- Worked with my team to describe our 'Well-being Promise', identifying and implementing well-being initiatives that are important to us. We hold a 'well-being huddle' to review progress and have a range of initiatives that are thriving include a running club, early morning yoga (funded by the participants), an office choir and outdoor meetings
- Taken time to design distinctive spaces in our office for different activities as I recognise that the office environment has the potential to have a significant impact on the health and well-being of my team. These spaces each have their personality reflected in the choice of comfortable chair, bright colours, plants and pictures
- Provided lockers for staff so they can store their sports equipment to take part in exercise as part of their working day. These were procured from the [Ministry of Furniture](#) in Neath
- Purchased a large second-hand dining table from a charity shop to use in our kitchen space which has brought much benefit and enjoyment to all my team and visitors, providing a place where we often come together in small or large gatherings to work or eat healthy lunch
- We regularly hold walking meetings or have meetings in Bute Park
- Installed carbon monoxide air quality monitors in the office.
- We have recently introduced female sanitation products for our teams through [Hey Girls](#) who donate an equivalent amount to help girls or women in need.





To walk the talk on a **A More Equal Wales**, I have:

- Benchmarked my workforce diversity profile each year against the national statistics and I am proud of the diversity of my small Team. Whilst 76% of my current staff team describe themselves as White Welsh or White British, the remaining 24% represent four other distinct ethnicities including Black Asian and minority ethnic and other European Union countries
- Established an 'Anytime, Anywhere' working policy which not only helps to support the overall well-being of my team but also benefits working parents by helping them to meet work and caring responsibilities and reduce travelling costs
- Offered an enhanced package for maternity, paternity and adoption leave including six months full pay for maternity and adoption leave and 50% reduction of hours for full pay during the first month back.
- Involved under-represented groups through our newly developed People's Platform and events for Black Asian and minority ethnic stakeholders to ensure we capture the perspectives of people from all walks of life. [Diverse Cymru](#) and other under-represented groups have held events for us to feed into this report.
- Become a mentor for the [Women's Equality Network](#) mentoring two women – one of whom has gone on to work at No. 10 Downing Street and one who is now leading a national campaign to support homeless people and has just secured her first public appointment
- Created an accessibility fund for our [Future Generations Leadership Academy](#) to encourage participation from a wide range of backgrounds including those with disabilities or caring responsibilities.
- Worked with [Learning Disability Wales](#), [Royal National Institute for the Deaf](#) and [Royal National Institute of Blind People](#), I have sought to improve how we communicate my work and have used British Sign Language and Easy Read versions of my last two annual reports
- Arranged team training and development on [British Sign Language skills](#) and a [multi-faith tour](#)
- Held a programme of lunch-and-learns which offer my team knowledge and stories of lived experiences from initiatives such as [Hafal](#) (a mental health charity), [Purple Shoots](#) (provides funding to people who are excluded from other forms of finance apart from high cost options), the [British Deaf Association](#) and [Oasis Cardiff](#) (a charity that aims to help refugees and asylum seekers)
- Enhanced our special leave policy and our policy for supporting people experiencing domestic abuse
- I am trialling software to ensure my website is fully accessible for a range of impairments.





To walk the talk on a A Wales of Cohesive Communities, I have:

- Supported our charity of the year – [bigmoose](#) - a social enterprise whose mission is to 'leave the world better than we found it'
- Raised money to donate to homelessness charities, including the 'Tenner for Good' initiative'
- Opened up our office to other organisations for hot-desking or for meeting spaces
- Established a staff volunteering policy – staff have volunteered with [Welsh Women's Aid](#), [Scouts Cymru](#), [a homeless shelter park run](#), and [set up a walking club](#)
- Supported initiatives, such as [Beauty Bank](#) and [clothes swap](#), to raise funds for our charity and to provide toiletries for people who are homeless or fleeing abuse
- Established lunch-and-learn sessions to hear the real-life experiences of people for example domestic abuse victims and Fairtrade producers
- Become the first employer in Wales to offer paid domestic abuse leave to staff – [Welsh Government](#) and [Neath Port Talbot Council](#) and the [Children's Commissioner for Wales](#) have now followed our lead
- Established a clothing swap shop. We are in discussions with organisations on how we can work with them to provide clothing for people to help them into employment
- Developed a community engagement platform which set my areas of focus and led to a partnership with Interlink to establish a second version 'The People's Platform' which has continued to inform the work of the office and this report
- Worked with Welsh Government to diversify representation on my Advisory Panel to make it more representative of, and informed by, communities in Wales



leaving the world
better than we found it



To walk the talk on a **A Wales Vibrant Culture and Thriving Welsh Language**, I have:

- Encouraged Welsh to be spoken without inhibition in my office - about one third of my team are advanced or proficient in the Welsh language. Several team members attended a weekly advanced class to improve their written Welsh, vocabulary and confidence levels for two years and others are funded to undertake personal learning opportunities
- Appointed a Welsh Speaking Poet in Residence in 2019 in partnership with Literature Wales. [Rufus Mufasa](#) is an exciting up-and-coming bilingual performance poet who combines poetry with hip hop and rap
- The talented Welsh singer/song writer, [Kizzy Crawford](#), wrote a song in Welsh for us which we use as the holding track for our phone line
- Supported my Team to share reviews and information about cultural activities through social media platforms. Culture and language offer the softer skills required for the creative thinking of the future
- Spoken annually at the [Hay Literary Festival](#), [National](#) and [Urdd Eisteddfod](#) and have run activities with young people and other stakeholders
- Promoted Welsh culture and language on the global stage including the first to person to speak Welsh at the [United Nations High Level Political Forum](#), the [World Government Summit](#) and [One Young World](#).





To walk the talk on a **A Globally Responsible Wales**, I have:

- Introduced a Fairtrade honesty shop to the office to help staff and visitors learn about the vast array of goods that are available, and to support a local Fair Trade and ethical community interest company, [Fair Do's/Siopa Teg](#)
- Sourced toilet paper from [Who Gives a Crap](#) who help build toilets and improve sanitation in the developing world
- Banned single-use plastic cups from the office
- Used the diaspora community for catering for events for example [Women Connect First's World Cafe](#). Food brings cultures together.
- Used ethical suppliers where possible and minimised waste
- Supported [Public Health Wales](#) with the procurement of [Fairtrade](#) cotton t-Shirts for a conference on decarbonisation
- Sourced FGC branded bilingual Fairtrade organic cotton t-Shirts in partnership with [KoolSkools](#) who have been providing workshops to schools in Wales, including [Hafan Y Môr](#) and [Neyland](#) who have both switched to Fairtrade cotton school uniforms
- Encouraged others to contribute towards the United Nation's Sustainable Development Goals and worked with United Nations agencies and senior officials to promote Wales' unique approach.
- Welcomed [Jenipher Wettaka Sambazi](#) in 2020 from [Uganda](#), [Nimrod Wambette](#) in 2019 from [Uganda](#), [John Joseph](#) in 2018 from [India](#), who are [Fairtrade](#) producers to explain first-hand how Fairtrade works in practice and on the ground, with [Elen Jones](#) from Fair Trade Wales.



Chapter 7

Next steps



Chapter 7: Next Steps

The outbreak of the COVID-19 virus has been disruptive for the World and our society. It has also affected my plans for the launch of this report and for taking it forward.

As I set out at the beginning of this report, I will not be expecting public bodies to respond to it in the short term but will take stock regularly with the Auditor General when we can reasonably expect public bodies to be in a position to respond fully. In the meantime, I will be making it clear to government that while I do not expect a full response immediately they must put in place arrangements to ensure that the advice contained in this report is taken into account where new policies are being taken forward - in the short term too.

I do not see the development and publication of this report as an end in itself. It will be an important legacy on which the work of my office will be based going forward, for the rest of my term of office and beyond, until the publication of the next Future Generations Report. This report brings together all of the streams of work that my team and I have undertaken in the last four years: the evidence that we have collected, the advice I have given, and analysis undertaken to arrive at the findings, recommendations and ideas I have put forward.

It sets out the areas where the Welsh Government and other public bodies should focus in meeting the aspirations of the Act and should be used to guide the work of all public bodies now and when they come to review their well-being objectives.

I will use the contents of this report as a benchmark in the exercise of my monitoring and assessing duty, looking in particular at how my recommendations will be implemented.

The key findings will be used to focus the advice I will give public bodies and Public Services Boards as well as help me select the areas for potential review under my Section 20 powers. I will continue involving and engaging the people of Wales and the organisations which took part in the Our Future Wales conversation as well as the partners I have had over the years, and seek to expand this network further in the coming years.

In the months following publication of this report my focus will be on:

- Sharing its findings with the many organisations and champions who I have engaged with, to develop a movement for change around the Act. The support of organisations big and small, voluntary, private and public across Wales will be as important to taking forward my recommendations, as my own team.
- Helping public bodies embed my advice.
- Using the findings to bring together people from across Wales to provide ideas and leadership on how we can reform policy and services in light of the outbreak of COVID-19.
- Working with political parties to secure adoption of the recommendations in this report in their manifestos for the next Assembly Election.



Resources



Resources



Chapter 2 - Leadership and implementation of the Act: Changing our public sector culture



Future Generations Commissioner for Wales

- [Art of the Possible Journeys towards the well-being goals and involvement](#): I worked with a range of people to produce [simple changes](#) and journeys towards the well-being goals and involvement
- [Self-reflection tool](#): A series of scoring and questioning to help organisations reflect on progress towards their well-being objectives
- [Future Generations Framework for Projects](#).
- [Future Generations Framework for Service Design](#) (produced in collaboration with Welsh Government).
- [Future Generations Framework for Scrutiny](#).
- [Well-being in Wales: The journey so far](#) : You can read my analysis of the initial well-being objectives set by public bodies and my advice to them on reporting progress in this report, published in May 2018
- [Progress towards the Well-being of Future Generations Act](#): My overall findings on progress so far are in this report, published in December 2019
- [Three Horizons Toolkit: to help you think and plan long-term](#)



Other

- [Audit Wales Good Practice Exchange](#): Audit Wales have hosted several webinars, seminars and events to help public bodies implement the Act
- [Implementing the Sustainable Development Principle](#): Public Health Wales and Kingston University have produced a report on the five ways of working
- [Futures for Wales Report \(2018\)](#): In partnership with Public Health Wales, this report identifies tools and approaches for long-term planning
- [Forum for the Future](#)
- World Economic Forum: [Annual Global Risk Report](#)
- [International Futures Forum](#)
- What Works Well-being: [Wellbeing evidence at the heart of policy](#)
- Public Health Wales: [Making a Difference \(2016\)](#)
- Public Health Wales: [Making a Difference: Housing and Health a case for investment \(2019\)](#)
- [Co-Production Network Wales](#)
- [National Principles for Public Engagement Wales](#)
- [Data Cymru](#)



Chapter 2 - Leadership and implementation of the Act: The role of Welsh Government in implementing the Act

Future Generations Commissioner for Wales

- [Journey to Involvement](#)
- [Future Generations Framework](#)
- [Future Generations Framework for Scrutiny](#)
- [Future Generations Framework for service design](#)

Welsh Government

- [Future Trends Report](#)
- [Well-being of Wales 2019](#)
- [Prosperity for all: A Low Carbon Wales](#)
- [Welsh Government Annual Report 2019](#)

Other

- [Well-being evidence at the heart of policy](#)
- [New Zealand's Well-being Budget](#)



Chapter 2 - Spotlight on Procurement

Future Generations Commissioner for Wales

- [Future Generations Framework](#)
- [Future Generations Framework for Scrutiny](#)
- [Future Generations Framework for service design](#)

Welsh Government

- [Code of Practice Ethical Employment in Supply Chains](#)
- [Community Benefits - Delivering Maximum Value for the Welsh Pound - 2014](#)

Other

- [Wales Centre for Public Policy - Sustainable public procurement](#)
- [Wales Co-operative Centre. Social Value Forums Toolkit](#)
- [National Assembly for Wales Economy, Infrastructure and Skills Committee. Procurement in the Foundational Economy \(2020\)](#)



Chapter 3 - A Prosperous Wales

Future Generations Commissioner for Wales

- [Journey Towards a Prosperous Wales](#)
- [Future Generations Framework](#)
- [Future Generations Framework for Scrutiny](#)
- [Future Generations Framework for service design](#)

Welsh Government

- [Future Trends Report](#)
- [Well-being of Wales 2019](#)
- [Diversification and resilience of Welsh farming: prospects after Brexit](#)
- [Prosperity for all: A Low Carbon Wales](#)
- [Annual Report 2019](#)

Other

- [Reducing UK emissions – 2019 Progress Report to Parliament](#)
- Office of National Statistics UK Environmental Accounts: [Low Carbon and Renewable Energy Economy Survey](#)
- [Public Procurement in Wales](#)



Chapter 3 - A Resilient Wales

Future Generations Commissioner for Wales

- [Journey Towards a Resilient Wales](#)
- [Future Generations Framework](#)
- [Future Generations Framework for Scrutiny](#)
- [Future Generations Framework for service design](#)

Welsh Government

- [Future Trends Report](#)
- [Well-being of Wales 2019](#)
- [Marine Protected Area Network Management Framework for Wales](#)

Other

- [Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services](#)
- World Wide Fund for Nature: [Don't Forget Nature, say Welsh Public](#)
- World Economic Forum: [Global Risks Report 2020](#)
- [An evaluation of Cydcoed: The social and economic benefits of using trees and woodlands for community development in Wales.](#)
- Natural Resources Wales: [Area Statements](#)
- The Royal Society for the Protection of Birds: [State of Nature Report 2019](#)



Chapter 3 - A Healthier Wales

Future Generations Commissioner for Wales

- [Journey Towards a Healthier Wales](#)
- [Future Generations Framework](#)
- [Future Generations Framework for Scrutiny](#)
- [Future Generations Framework for service design](#)

Welsh Government

- [A Healthier Wales](#)
- [Well-being of Wales 2019](#)
- [Healthy Weight, Healthy Wales](#)
- ['Together for Mental Health Delivery Plan 2019-22](#)
- [Chief Medical Officer for Wales Annual Report 2018-19](#)
- [Welsh Government Annual Report 2019](#)

Other

- World Health Organisation: ['Healthy, prosperous lives for all: the European Health Equity Status Report' \(2019\)](#)
- Health Foundation: ['Shaping Health Futures', Health Foundation](#)
- World Economic Forum: ['Shaping the Future of Health and Healthcare'](#)
- ['Fair Society, Healthy Lives'](#)
- Bevan Commission: ['Measuring Health Outcomes'](#)
- Public Health Wales: ['Health and its determinants in Wales',](#)



Chapter 3 - A More Equal Wales



Future Generations Commissioner for Wales

- [Journey Towards a More Equal Wales](#)
- [Future Generations Framework](#)
- [Future Generations Framework for Scrutiny](#)
- [Future Generations Framework for service design](#)

Welsh Government

- [Future Trends Report](#)
- [Well-being of Wales 2019](#)

Other

- Joseph Rowntree Foundation: [Poverty in Wales 2018](#)
 - Bevan Foundation: [Poverty in Wales – a failure of devolution?](#)
 - Equality and Human Rights Commission: ['Is Wales Fairer? 2018'](#),
- 



Chapter 3 - A Wales of Cohesive Communities

Future Generations Commissioner for Wales

- [Journey to a Wales of Cohesive Communities](#)
- [Future Generations Framework](#)
- [Future Generations Framework for Scrutiny](#)
- [Future Generations Framework for service design](#)

Welsh Government

- [Well-being of Wales 2019](#)
- [Planning Policy Wales 10](#)
- [National Survey for Wales](#)

Other

- Auditor General for Wales: [Local Government Services to Rural Communities](#)
- Skyline: [Skyline Report](#)



Chapter 3 - A Wales of Vibrant Culture and Thriving Welsh Language

Future Generations Commissioner for Wales

- [Journey Towards A Wales of Vibrant Culture and Thriving Welsh Language](#)
- [Future Generations Framework](#)
- [Future Generations Framework for Scrutiny](#)
- [Future Generations Framework for service design](#)

Welsh Government

- [Cymraeg 2050: A million Welsh speakers](#)
- [Well-being of Wales 2019](#)
- Consultation document: [National policy on Welsh language transmission and use in families](#)
- [Wales and the Sustainable Development Goals](#): Supplementary report to the United Kingdom of Great Britain and Northern Ireland Voluntary National Review of progress towards the Sustainable Development Goals 2030
- [Creative Wales: Priorities for the Creative Industries in Wales](#)
- Cultural Strategy 2016: [Light Springs Through the Dark: A Vision for Culture in Wales](#)
- [Wales – A Play Friendly Country](#)
- [Exploring the relationship between culture and well-being](#)



Other

- The Welsh Language Commissioner's 5-year report: [The Position of the Welsh language](#)
- Chwarae Cymru's [toolkit](#) to help schools and local authorities in making school grounds available to local children out of teaching hours.
- The Centre for Alternative Technology's reports: [Zero Carbon Britain: Making it Happen](#) and [Zero Carbon Britain: Rising to the Climate Emergency](#)
- Arts Council for Wales: [Arts and Health in Wales](#)



Chapter 3 - A Globally Responsible Wales

Future Generations Commissioner for Wales

- [Journey Towards A Globally Responsible Wales](#)
- [Future Generations Framework](#)
- [Future Generations Framework for Scrutiny](#)
- [Future Generations Framework for service design](#)

Welsh Government

- [Future Trends Report](#)
- [Well-being of Wales 2019](#)



Chapter 4 - Setting good well-being objectives

Future Generations Commissioner for Wales

- [The journeys to well-being](#) (seven well-being goals and involvement)
- Future Generations Frameworks for [projects](#), [service design](#) and [scrutiny](#).
- [Three Horizons toolkit](#)
- [Self-reflection tool](#)
- [Well-being in Wales: planning today for a better tomorrow - our learning from the 2017 Well-being Assessments](#)
- [Well-being in Wales: the journey so far - our analysis of well-being objectives and advice on reporting progress](#)
- [Other resources](#)

Other

- Public Health Wales have a range of [excellent resources](#)
- [Audit Wales Good Practice Exchange](#) hold shared learning events, webinars and podcasts on topics common across public services



Chapter 5 - Land use planning and placemaking

Future Generations Commissioner for Wales

- [Future Generations Framework for Projects](#)
- [Future Generations Framework for Scrutiny](#)
- [Three Horizons Toolkit](#)
- [Art of the Possible Journeys towards the well-being goals and involvement](#)

Other

- Royal Town Planning Institute: [Value of Planning resources and toolkit](#)
- [Shape My Town tool](#)
- [My Square Mile tool](#)
- Public Health Wales: [Creating Healthier Places and Spaces for the Present and Future Generations](#)
- WHIASU [resources](#) and toolkit
- [I-tree tool](#)
- Wales Audit Office: [The effectiveness of local planning authorities in Wales](#)



Chapter 5 - Transport

Future Generations Commissioner for Wales

- [Transport fit for Future Generations Report](#)
- [Future Generations Framework](#)
- [Future Generations Framework for Scrutiny](#)
- [Future Generations Framework for service design](#)

Welsh Government

- [WG Future Trends Report](#)
- [WelTAG](#)
- [Planning Policy Wales](#)

Other

- Senedd Research: [Devolution 20 – Travel in Wales: Is there a revolution still to come?](#)
- Department for Transport: [Transport Statistics for Great Britain 2018](#)
- Senedd Research: [Research Briefing Air Quality](#)
- Natural Resources Wales: [State of Natural Resources Report \(2016\)](#)
- European Union Commission: [The Future of Road Transport](#)
- UK Government (Office of Science): [Future of Mobility – UK Government](#)



Chapter 5 - Housing

Future Generations Commissioner for Wales

- [Future Generations Framework](#)
- [Future Generations Framework for Scrutiny](#)
- [Future Generations Framework for service design](#)

Welsh Government

- [Future Trends Report](#)
- [Estimates of Housing Need in Wales by Tenure \(2018-based\)](#)
- [Prosperity for all: a low carbon Wales](#)
- [Independent Review of Affordable Housing Supply](#)
- [Better Homes, Better Wales, Better World: Decarbonising Existing Homes in Wales](#)

Other

- The Green Taskforce: [Accelerating Green Finance](#)
- The Intergenerational Commission: [A new generational contract](#)
- Wales Audit Office: [Housing Adaptations](#)
- Children's Commissioner for Wales: [Hidden Ambitions](#)
- Children's Commissioner for Wales: [Hidden Ambitions: a follow up](#)
- Public Policy Institute for Wales: [Housing for Older People in Wales](#)
- Institute of Welsh Affairs: [Looking at the Future of Housing in Wales](#)
- Climate Change Commission: [UK housing: Fit for the future?](#)



Chapter 5 - Decarbonisation

Future Generations Commissioner for Wales

- [Ten Point Plan to fund Wales' Climate emergency](#)
- [Future Generations Framework](#)
- [Future Generations Framework for Scrutiny](#)
- [Future Generations Framework for service design](#)

Welsh Government

- [Future Trends Report](#)
- [Prosperity for All: Low Carbon Wales \(2019\)](#)

Other

- [UK Committee on Climate Change: Net Zero Report \(2019\)](#)
- [Centre for Alternative Technology \(CAT\) - Zero Carbon Britain](#)
- [Institute of Welsh Affairs - Re-energising Wales](#)
- [The C40 Knowledge Hub - cutting-edge insights and practical resources from leading climate cities.](#)
- [Cities 100 Report – 100 global cities leading on climate action](#)



Chapter 5 - Skills for the future

Future Generations Commissioner for Wales

- [Education fit for the Future in Wales](#)
- [Journey to a Prosperous Wales](#) including
 - [Skills for the future: encouraging organisations to develop a skilled population, fit for future technological change](#)

Welsh Government

- [Review of Digital Innovation Report](#)

Other

- [IPPR A 21st century skills system for Wales report](#)



Chapter 5 - Adverse Childhood Experiences

Future Generations Commissioner for Wales

- [Future Generations Framework](#)
- [Future Generations Framework for Scrutiny](#)
- [Future Generations Framework for service design](#)

Welsh Government

- [Future Trends Report](#)

Other

- Public Health Wales: [Adverse Childhood Experiences and their impact on health-harming behaviours in the Welsh adult population](#)
- Estyn: [Knowing your children – supporting pupils with adverse childhood experiences](#)
- [ACE Aware Wales webinar with GPEx](#)
- [Cymru Well Wales: The ACE Skills and Knowledge Framework](#)
- [Cymru Well Wales: The First 1000 Days in Cardiff](#)
- [Public Health Wales: ACEs files](#)





Annexe 1

Involvement

This annexe complements Chapter 5, that describes my work and strategy to promote the sustainable development principle and to help Wales achieve the national well-being goals by 2050, as the Act requires.

This supplement describes my involvement strategy and gives a flavour of what I learnt from applying this way of working. I hope it will also help inspire public bodies, Public Services Boards and anyone who wants to involve people in their work and help us achieve the well-being vision for Wales.

Why involvement matters

Involvement is at the heart of the Well-being of Future Generations Act. It is one of the statutory five ways of working. I want to lead by example and have sought to engage people in the production of this report as I do in all of my workstreams, and I have dedicated significant resource for this.

To deliver on the aspirations of the Well-being of Future Generations Act, I believe a national vision must be collectively supported. I want to build on the success of 'The Wales We Want' conversations in 2014, where communities across the country took ownership for involvement, raising their voices and feeding in their views; forming the foundations of the legislation.

As a small organisation with a vast remit, involving people from across Wales and cross-sector is a big task. I am constantly seeking to improve my reach and my techniques. I keep under review the effectiveness of the different methods that I have used, and challenge my team about whether a particular approach is the right one.

I have been mindful of finding ways to engage with vulnerable groups, and I would be keen to hear any feedback or suggestions for particular involvement approaches you would like to share with me. The engagement my team and I have undertaken over the past three years has been a continuation of 'The Wales We Want' movement.

We have given experts, organisations, groups and individuals across all sectors in Wales the opportunity to get involved with my work and to debate the issues that matter to them.

We have worked to support and inform a collective view of what we need and want, producing something akin to a manifesto for the future to help shape the debate as we prepare for local and national elections.

While there is a thank-you section contained within each chapter for those who have given a significant amount of time to help shape this report, I would like to take this opportunity to thank every person, over 5,000 of them, who have engaged with my work since 2017. I have sought the views from the different communities who form the fabric of our society in Wales, and I have drawn on their views in my work and to develop this report. I look forward to continuing to work with many people in the future to achieve what we want for Our Future Wales.



What the Act requires me to do

Under the Well-being of Future Generations Act, I have a statutory duty to consult with the following stakeholders during the relevant period leading to the publication of the Future Generations Report:

- My Advisory Panel
- Representatives of the voluntary sector
- Business representatives
- Each public body
- Trade Unions
- Representatives of persons resident in each local authority in Wales
- Any other person the Commissioner considers is taking steps (or wishes to) that may contribute to the goals
- Any other person the Commissioner considers appropriate to ensure economic, social, environmental and cultural interests are represented.

I wanted to go above and beyond my statutory duty to ‘consult’ people, to ensure that my findings and recommendations were shaped by a wide range of views of people truly involved in my work.

I am on a long journey to find and connect with those based in Wales and further afield who are making sustainability a reality, and constantly strengthen my involvement of the organisations and people of Wales.

Building on my existing involvement

Involvement requires being open to influence from, rather than just being informed by, the views of people and stakeholders.

Involvement approaches work most effectively with people when they’re at earlier stages of policy design or decision-making, such as through helping to identify issues and potential solutions.



This is why in 2017, I undertook a large piece of work, engaging with academics, stakeholders, experts, and the public to identify my areas of focus. These areas are where I have dedicated my office resource.

My team and I wanted to reach out as far as possible to build on the engagement we have already undertaken with public bodies (leaders and frontline staff), community groups, businesses and individuals to strengthen our initial involvement. I decided to use as many ways as possible to involve people and to be flexible in order to use all of the ways of working and meet people where they are.

During the reporting period, I have also drawn on the views of people through:

- The extensive engagement with over 250 stakeholders undertaken via the Art of the Possible partnership to co-create a set of resources on how public bodies can implement the well-being goals (2018)
- Over 639 letters that members of the public and their representatives have sent to me
- Numerous meetings, workshops, roundtables and events that my team and I are frequently invited to take part in
- Detailed involvement with over 4,400 stakeholders in specific pieces of my work including Adverse Childhood Experiences, health system change, transport, housing, land use planning, procurement and decarbonisation
- Regular conversations with public bodies and Public Services Boards and attendance of their networking events, as well as attending the network events relating to my areas of focus
- Meetings with officers across the 44 public bodies responsible for implementing the Act
- Interviews and meetings with chief executives and officers of all 44 public bodies and chairs of Public Services Boards on their draft well-being assessments and plans, and their progress meeting their well-being objectives
- My first round of statutory monitoring and assessing
- Established strategic partnerships and secured over 20 secondments with organisations such as Constructing Excellence in Wales, South Wales Police and Crime Commissioner, and the Mid and West Fire and Rescue Service
- Digital opportunities such as the purpose-built 'People's Platform', Twitter chats, Instagram Survey, webinars and 'Waffle' breakfast webinars
- Views gathered for my pieces of work, including my reports on [transport](#) or [education](#), which canvassed views from a wide range of people.

This approach has enabled me to take account of the wide views of public bodies, stakeholders and the public.

I drew on the information and intelligence shared with me, to assist in setting advice on my areas of focus and for the production of this report. To account for these views, each section of the report details 'People's Perception' which has been taken from the analysis of critical issues and ideas raised through engaging with over 5,000 people.

Quotes from people and organisations are dotted throughout this report to illustrate statements that have been made to reflect the ways involvement, whether formal or informal, has shaped the report's content. Reports that have been shared to inform the work are also referenced.

Within my involvement strategy, and in line with the holistic concepts set out in the Act, I have walked the talk by integrating this work with the other ways of working:





Collaboration

The challenges facing current and future generations are complex. Therefore, as a small organisation, I must collaborate with others, to extend my reach as far as possible, and benefit from, and share the expertise outside of my immediate team.

This has included working with key networks and using other organisations' events, such as the Urdd Eisteddfod and Hay Festival to gather views. I also work closely with my statutory Advisory Panel, which includes the other statutory commissioners, the Chief Medical Officer, a business representative, Wales TUC, Natural Resources Wales and the Welsh Council for Voluntary Action.



Prevention

As a 'guardian for the interests of future generations', I must prevent problems arising for both current and future generations by tackling the root causes of the challenges ahead.

Involvement is key in identifying these challenges and in giving me a practical and fresh perspective to shaping services that we need now and in the future. Hearing from others has enabled me to sense-check priorities along with the findings and recommendations in this report.



Long term

I have taken a long-term approach to involvement. The conversation started in 2017 to set my areas of focus and will continue over the years to come. I recognise that what is important to people is not static and that true involvement requires ongoing conversation.

This is why I conduct regular involvement activities on my specific workstreams and set up the second iteration of SenseMaker (the People's Platform), allowing us to track shifts in opinion.






Integration

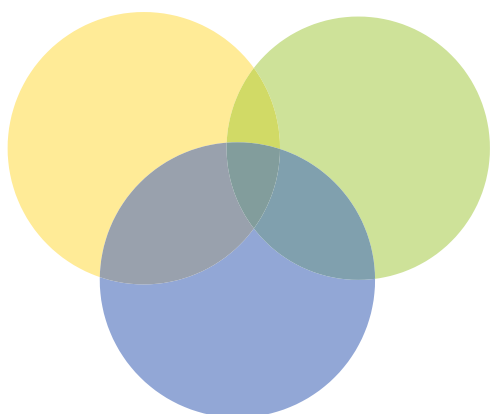
I include involvement in all areas of my work and have drawn on a wide range of sources in the drafting of the Future Generations report. While I have identified areas of focus, I have encouraged people to talk about what matters to them, using open questions and allowing them to direct the narrative, which has naturally shown the integration between key themes people have raised with me. It has also enabled me to gain a diverse range of perspectives across the content of the report, such as the views from cultural organisations on transport. This has also helped to ensure that my recommendations are cross-sectoral and maximise contribution towards all of the well-being goals, are relevant to public bodies and Public Services Boards' well-being objectives and go beyond my areas of focus which are more specific to my work.



Involvement activities for the Report

For the Future Generations Report, specific involvement activities were carried out in three phases which helped us gather the necessary information. Firstly, in relation to general sentiment on the ground about people's perspective of their own well-being and that of the nation, then views and ideas to shape my specific chapters and finally views on my draft recommendations.

-  1. What is your view?
-  2. What is your view on our priority areas?
-  3. Testing and Recommendations



To produce this first Future Generations Report, I have used the following specific and additional methods of involvement:

Our Future Wales

I have created a national campaign to inform the Future Generations Report 2020. This was launched in March 2019, as a national conversation to inform and develop 'a collective manifesto for the future generations of Wales'.



Similar to 'the Wales We Want' conversations, which ran for two years preceding the Act, Our Future Wales encouraged people to start their own conversations in their local areas, with resources to support this. These resources were designed to help people identify issues and complete our surveys, including the People's Platform.

The People's Platform

The People's Platform is an online tool using a programme called 'Sensemaker' which was designed by Cognitive Edge. It has been described as the first example of distributed ethnography by a leading anthropologist in the British Government, and the software represents a radically new approach to narrative research.

Using Sensemaker adapted for this phase of involvement on our report has enabled us to gather people's stories in a quantitative and qualitative way.

People's Platform responses related mainly to:

Communities

36% of responses, in particular, were concerns of lack of community spirit, how to keep people in communities, build cohesion and resilience.

Climate change

32% of responses mostly referred to pollution, and the loss of biodiversity, calling for decarbonisation, appreciation and protection of our natural environment and ecosystems. However, it would be difficult to separate this from 'biodiversity and nature' (26%), and I must also recognise cross over with others such as 'water quality' (18%) as many narratives are attributed to several categories.



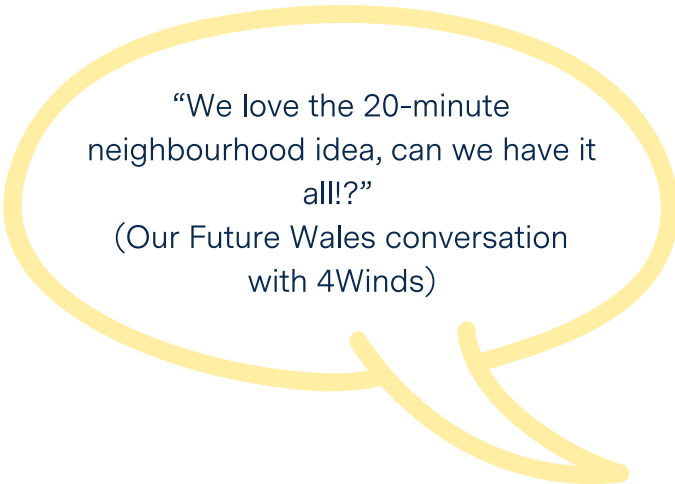
Mental Health

34% of responses, describing it as a health issue but also in relation to communities, education/jobs and biodiversity/access to green space. This saw an increase in comparison to responses in 2017, and was seen as an increasing priority in what people were concerned about for the future.

Education and skills

Likewise, while 31% of responses were categorised as 'education and skills', many narratives were attributed to several categories including 'jobs' (30%); 'businesses' (19%); 'poverty' (23%); 'mental health' and 'communities' (as above). Concerns include whether the curriculum is providing young people with 'skills for life' and the future, alongside asking for prosperous local jobs.

NB. Respondents categorised their answers themselves, which is a key feature of SenseMaker to avoid bias in the analysis of the data. Most responses and narratives have cross-cutting themes, and therefore the percentages throughout the report are indicative but not mutually exclusive.



"We love the 20-minute neighbourhood idea, can we have it all!?"
(Our Future Wales conversation with 4Winds)

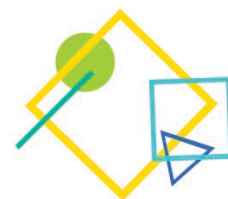
Big Ideas campaign

Alongside #OurFutureWales, I launched an online campaign calling for innovative ideas or examples people wanted to propose for inclusion in the report. Sixty-six big ideas were sent to me and were tested during events and roundtables as they came in. I also held sessions called 'ideas parties' with the Wales Young Farmers Club and the National Federation of Women's Institutes in Wales, which both provided strong rural context. The proposed big ideas were varied. They were categorised as examples found internationally, here in Wales and ones which were newly formed.

They include;

- Organisations such as Transport for Wales and Constructing Excellence in Wales should become voluntary public bodies under the Act
- Establishing a Welsh Green Investment Fund and
- Adopting Melbourne's 20-minute neighbourhoods.

While some examples of Big Ideas have been included in this Report, I will be producing a 'Manifesto for the Future on Wales' later this year, which will outline more of these ideas that I would like to see included in party manifestos for the next Assembly Election.



Syniadau Arloesol
Big Ideas



"A more integrated community as in days gone by. I don't hanker for the past, we have to move forward, but we have moved forward in entirely the wrong direction. People still need human contact, and this is so difficult as we age and are probably left alone in our homes. We must change the way our communities work on many levels."

"Mental health in the workplace. Male suicide is extremely high within the construction industry. I'm concerned that what we're currently doing isn't enough."

"I care about the mental health of children in schools. From bullying to exam stress, I believe more can be done to support children as they go through school."

"Losing nature is a clear sign that our environment isn't healthy and is a critical challenge that must be prioritised. Already, it has begun to affect our lives and will only get worse unless we take action. The Future Generations Commissioner has an important role in ensuring that protecting and restoring our natural environment is high up on the political agenda and to help remind public bodies of their responsibilities to the natural environment."

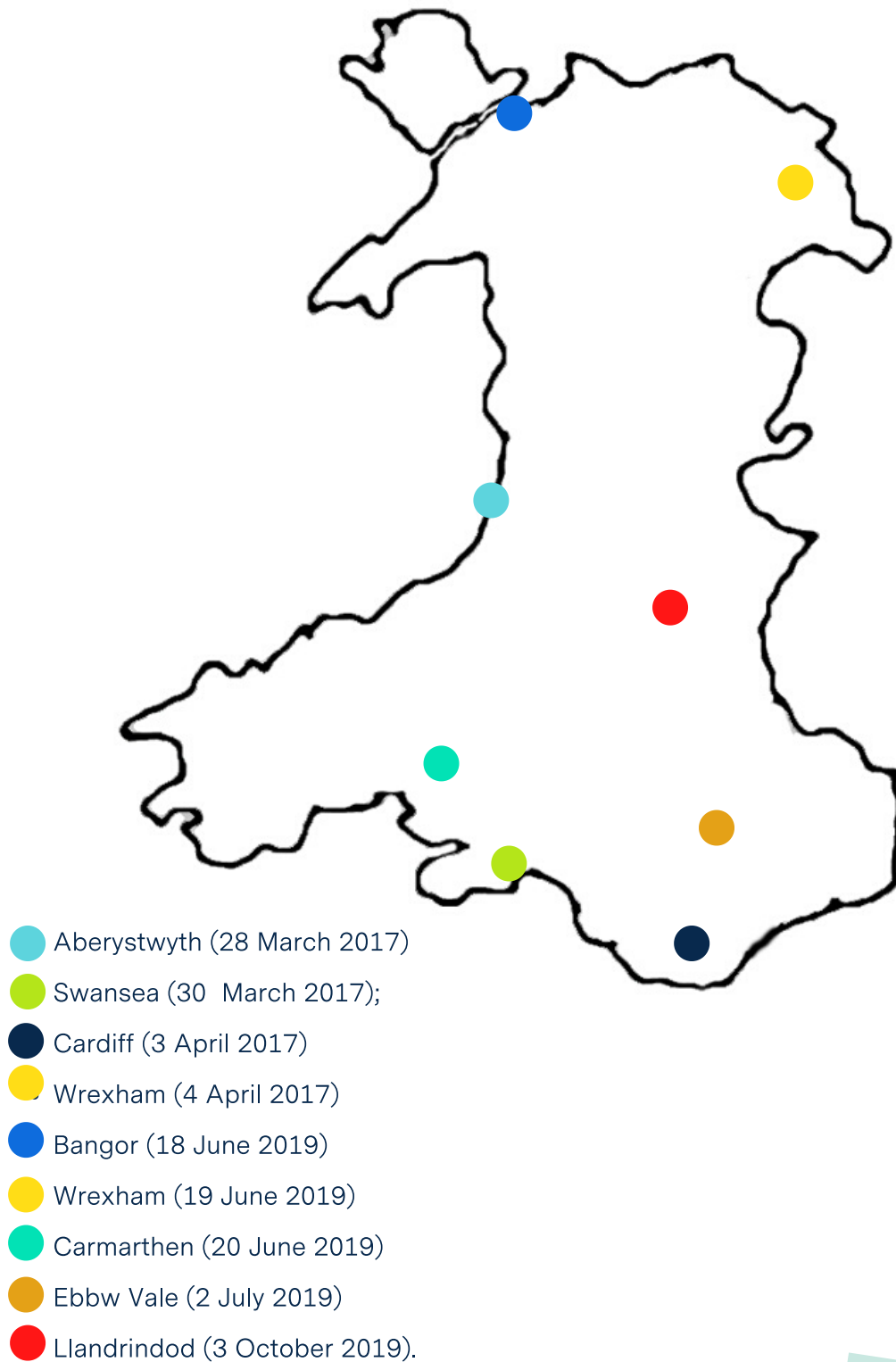
"We (western societies) are currently living in a way that is bound to leave our planet unable to sustain human life as we think of it. Not only are we causing the extinction of a multitude of species, we are sacrificing our future human generations for the sake of luxuries that do not even enrich our lives in any meaningful way. The government is not addressing this adequately."

"I think people will be happier and healthier if they are living in a healthier natural environment, have meaningful employment and are involved in their communities."



Regional stakeholder Our Future Wales events

In addition to the four regional sessions I held in 2017 as part of involving people in setting my areas of focus, and the engagement I have done across Wales over the last four years, in 2019 I held five regional sessions in different communities in Wales to help shape my report.



In total, 168 people attended in 2017, and 174 people attended in 2019, from the local community including town and community councils, public bodies, voluntary sector, and the private sector. Holding these events across Wales enabled me to understand the similarities and differences in priorities and concerns.

Common themes from these events were:

Climate change

A proposed idea of "education through projects like Pembrokeshire Eco Champions – all public bodies should have one".

Mental Health

The need to act preventively and have timely access to services.

Disconnect of communities

People felt they weren't as involved with their communities anymore, and neighbours no longer know each other. Wrexham shared that they are trying to tackle this through setting up a 'well-being' hub in the village which will be attached to the doctor's surgery but run and managed by volunteers; it will be self-sustaining with a community café and meeting space.

Education and skills

Concern that children aren't being educated for future jobs and the feeling that people in rural areas have fewer opportunities than those in urban areas. Attendees in Ebbw Vale were the only group to raise the lack of engagement of young people with the democratic process.

Equality and poverty

Period poverty and the gender pay gap were raised as concerns alongside lack of representation





Climate Change

“We have a climate and ecological emergency.”

Ebbw Vale

“More tree planting to mitigate for climate change and alternative land use and sustainable products.”

Carmarthen

“Amount of plastics, environment/pollution and potential harm to health and animals/fish.”

Bangor

“No local amenities are increased to support the community and lack of green space impacts on physical and mental health.”

Ebbw Vale

“Use ‘well-being’ term more – wider well-being rather than focus only on term ‘mental health’ – in schools.”

Wrexham

“More help needed to reach to reach individuals suffering with mental health issues.”

Llandrindod



Mental Health

“Future employees to speak to education providers re skills needed, ie. automation – what robots can do.”

Bangor

“Powys is a beautiful rural county, but rurality also presents lots of challenges: delivery of services, retaining our young work-force.”

Llandrindod

“It’s a green valley now, but there are no jobs.”

Ebbw Vale



Education




Roundtables and meetings

I have regularly held roundtables and meetings with experts and key partners to shape the report and test the findings and recommendations with umbrella organisations and in specific parts of the report – for example on procurement, health, and skills. In addition to this, I held specific roundtable meetings with over 87 representatives of different groups and sectors, such as:


- Black Asian and minority ethnic roundtable, including Race Alliance Wales, Women Connect First, Show Racism the Red Card, and Cardiff University (Gateway Project)
- Trade Union roundtable, including Royal College of Nursing, NASUWT Wales - the Teachers' Union, Undeb Cenedlaethol Athrawon Cymru and the National Farmers Union
- Voluntary sector roundtable, organised in partnership with the Wales Council for Voluntary Action. Representatives included Children in Wales, Wales Environment Link, Age Alliance Wales, Citizens Advice Cymru
- Culture and Welsh Language roundtable, including Eisteddfod, Literature Wales, Artis Community Cymuned, National Museum Wales
- Skills workshops in Cardiff and London engaging with experts from across a range of sectors on skills for the future
- 'Imagining the Future' on transport, using the International Future Forum's 'Three Horizons' model for long-term thinking. These had a dual purpose to also build awareness and capacity in the attendees of how to use this model themselves, as well as to help me capture views and ideas. I would like to thank Louisa Petchey (my futures lead as part of a shared post with Public Health Wales) and Hannah Johnson, our Academi Wales Graduate, for their organisation and delivery of the workshop.

Common themes from roundtables were:

- The social, economic and physical environments of people such as the benefits of access to cultural and green spaces alongside the need for strong communities and prosperous employment
- A focus on corporate processes such as funding difficulties, including decisions being made based on monetary value
- Gaps in data measurements, such as how this captures/represents different communities and how outcomes are measured
- The need for more diversity within our thinking and representation within organisations, especially in relation to culture and equality
- Concern as to whether education is providing the 'right' skills and workforce planning.



"Cultural and heritage work, isn't integrated into other work, they shouldn't be in their own boxes, the value of that work should be seen as valuable to other elements of work as well, affects funding, funding is the first to go possibly as not seen the value of that."



"Diversity needed in planning teams and leadership, especially in placemaking teams – someone needs to understand the importance of communities."





Pop-up conversations

I held ‘pop-up conversations’, going where people already are, including conferences, public places and workplaces, to enable people who we may not otherwise have reached to contribute to the conversation. I also encourage my staff generally to undertake both individual and group volunteering, allowing time off for volunteering activities. My staff undertook further conversations with the groups they volunteer with to help me better understand lived experience, alongside conversations with groups such as Parents Voices Wales.

For example, my team went to

- Public places including Morrisons Colwyn Bay, Sainsbury’s Gorseinon, Waterfront Medical Centre
- Events and conferences such as Bridgend College Freshers Fayre, Olympage
- Places of work and community services such as a Transport for Wales’ full team meeting and 4Winds centre
- Groups my office volunteers with, such as Women’s Aid Rhondda Cynon Taf and the Tavistock Institute.

These sessions were designed to help people fill in our People’s Platform Survey, and their views are analysed in that section.

“The reality of operating in rural, sparsely populated areas or areas with fewer public transport connections makes it more difficult for people to access their local leisure and cultural facilities. We know that this impacts the most disadvantaged of our society the most, and will, in turn, widen health inequalities.”

Community Leisure UK

Written submissions to Our Future Wales

More traditional ways were also used in my involvement, and alongside utilising my usual public correspondence, I have received written submissions to Our Future Wales to help identify general sentiment and issues which matter to them now, and in the future.

Respondents included:

- Public bodies such as Natural Resources Wales and Neath Port Talbot Public Services Board
- Voluntary sector organisations including the Community Transport Association, Children in Wales, Co-operatives and Mutuels Wales, and Community Leisure UK.

Common themes from these submissions were:

- Tackling inequality, especially in the face of challenges such as Welfare Reform and reduction in budgets
- The importance of an integrated transport network in helping ensure equality of access to services and facilities especially in relation to leisure, supporting health and well-being.

“Natural Resources Wales have spoken to the users of our visitor sites over a number of years and found that one of the main barriers to participation can be public transport links. We believe that jointly influencing Local Authorities over matters such as rural public transport as well as doing as much as we can to ‘sell’ the benefits of going outdoors to everyone in Wales is key to help improve the well-being of current and future generations.”

Natural Resources Wales



Written submissions to the draft report

In shaping the draft chapters and recommendations, my office has regularly shared specific draft sections of the report with stakeholders with a particular interest or knowledge in the subject matter. In order to broaden involvement in this phase, I also shared draft versions of the report through key stakeholders and their networks such as Wales Council for Voluntary Action, the Welsh Local Government Association, my advisory panel and the Future Generations Leadership Academy to sense check and test the contents of my chapters and draft recommendations.

The majority of responses I received included:

- Those with interest in the environment and sustainability, including Natural Resources Wales, World Wild Fund for Nature, Woodland Trust, Marine Conservation Society, Wildlife Trusts Wales and the Royal Society for the Protection of Birds
- Those with expertise in the area of equality and diversity, such as Race Alliance Wales, Cytun Cymru, Samaritans, University of Liverpool, Guide Dogs Cymru, and a member of our Future Generations Leaders Academy who works for Royal National Institute of Blind People.

Their comments:

- Showed where they supported, and also challenged sections of the report, proposing inclusions such as including ‘blue space’ with ‘green space’
- Shared views on how the sector has received Welsh Government's policies, e.g. the ‘Enabling Natural Resources and Well-being in Wales’ grant, and Welsh Government’s commitment to developing a Race Equality Strategy
- Evidence including the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services report and Samaritans Cymru report “Exclusion from School in Wales - The Hidden Cost”.

“Race Alliance Wales welcomes and supports, in principle, the Race Equality Strategy that has been confirmed Welsh Government will be developing and looks forward to accessible consultation on its content.”

Race Alliance Wales

“This is a significant document with a lot of excellent material within it. It could do with, perhaps, a little more emphasis on disability in some places.”

Guide Dogs Cymru

“Through our expertise, we can see some concerning gaps around environmental limits, nature and Goal 2 and believe for the Future Generations Commissioner to be robust it needs to take more account of these issues. We have suggested amendments in support of addressing this gap.”

World Wildlife Fund for Nature (WWF)



Survey about my draft recommendations

I decided to make my draft findings and recommendations publicly available for comment in a 'you said, we did' approach.

The COVID-19 outbreak meant that I did this through an online survey rather than through drop-in involvement days, for people to tell us whether we had accurately reflected what they had told us and whether they thought what I proposed going forward would make a positive impact on the issues raised. My team layered out the vision, listed our analysis of people's perceptions and asked respondents to score of likeliness of my recommendations to address their issues.

Considering the unprecedented situation, I was extremely pleased to receive such considered and comprehensive feedback. Although the survey could be completed anonymously, several respondents identified themselves as a 'community champion', specific professional bodies or charities. Their feedback has influenced the wording of, and also which recommendations have been taken forward into the final report.

The top recommendations people supported were:

- Transport - Allocate at least 50% of capital transport spend on improving bus and train services (80%)
- Housing - Welsh Government to ensure all grant funding provided for housing in Wales is spent in line with the framework of the Future Generations Act (89%)
- Skills for the Future - Require Regional Skills Partnerships to develop insight and plans that demonstrate how they are applying the Act (76%)
- Adverse Childhood Experiences - Provide appropriate funding for a co-ordinated whole-system approach across the public sector (81%)
- Land Use Planning and Placemaking - Change the presumption in favour of development by a need to demonstrate how proposed developments will improve the social, cultural, environmental and economic well-being of the area to be granted planning permission (91%).

The top recommendation people chose was 'Changing funding arrangements across sectors and services to encourage collaboration to keep people well and reduce demand' (94%), as per the section on A Healthier Wales in Chapter 3, reflecting an area which I also consider needs specific and concerted action from Welsh Government. ([see section on A Healthier Wales in Chapter 3](#))



Working with others

I have been keen to maximise our reach to involve as many people as possible, and most importantly, people and groups representing the diversity of our communities. I have as far as possible used the reach of other organisations to gather views.

It would be impossible to accurately reflect the variety of intelligence this has given me. The diversity of expert views, from lived experience to academic has been invaluable in informing this report. However, a flavour of the groups I have worked with and their feedback is detailed below. Alongside this, views can be read as quotes and references throughout the report.

Alongside the above, I have worked with:

- Organisations and networks that have helped inform my work since 2017, such as my joint working with Audit Wales or The Equality and Human Rights Commission. Their resources are referenced throughout the report; for example, the Equality and Human Rights Commission 'Is Wales Fairer? (2018)' report
- Varied forums my office attends for public bodies, voluntary and private sectors including Public Services Board Co-ordinator and National Public Body Network meetings; Sustainable Development Co-ordinators' Cymru Plus; as well as the national and local forums relevant to my areas of focus including Constructing Excellence in Wales - Construction for Future Generations Leadership Forum
- Umbrella and membership bodies who circulated information and my surveys through their own networks, for example One Voice Wales, Wales Council for Voluntary Action, the Welsh Local Government Association, Business in the Community and many more
- Annual conferences and internal meetings and events of particular organisations, such as One Voice Wales, Disability Wales, Race Alliance Wales, Stonewall Cymru, Gwent Citizens Panel, Age Cymru, 4theRegion and Wales Real Food And Farming Conference, which in itself enabled me to reach over 200 people. I would like to thank all those organisations for their support and help to reach out further for the production of this report
- The partners and participants of my Future Generations Leadership Academy. [\(see details in the My Focus chapter\)](#)

“There needs to be a culture of disability rights. Let’s work together to make the social model a reality.”

Rhian Davies – Chief Executive of Disability Wales at the Disability Wales Conference

“There are currently 23,000 empty properties in Wales. Well-being must require somewhere to live.”

Cllr. Geoff Simpson, Llanfair Community Council at One Voice Wales Vale and Bridgend larger council meeting

“We need physical spaces and face to face dialogue to rediscover how to communicate about difficult subjects, to gracefully disagree, how to spend me with each other, learn, exchange and (god forbid) change our mind and understand each other better.”

GWLAD Festival





My Advisory Panel

Since its creation in 2017, members of my Advisory Panel have continually provided me with their expertise, alongside joint work between our offices within specific areas of work, joint letters and press releases. Some of the ways they have supported the development of my report are:



I have used The Children's Commissioner's Beth Nesa and Beth Nawr published in 2016 and 2019, and our jointly produced "Right Way" framework

Natural Resources Wales has highlighted the relevance of the interim State of Natural Resources Report and Welsh Government's Natural Resources Policy



The Older People's Commissioner flagged the 'State of the Nation' ageing in Wales trend data

The Welsh Language Commissioner shared their own five-year report on the position of the Welsh language alongside case studies



Wales Trade TUC noted the links to be made to the Fair Work Commission and shared with me their response to the Welsh Government consultation on 'A more equal Wales: strengthening social partnership white paper

Wales Council for Voluntary Action advised on several voluntary organisations which could contribute to the report, co-hosting a roundtable and sharing my draft chapters with their members for comment



The Chief Medical Officer provided context on the pressure the health system was under, before COVID-19.

Voluntary Sector

In addition to involving voluntary sector organisations on specific parts of this report and through regional events and roundtables, as detailed above, I have agreed on a Memorandum of Understanding with the Wales Council for Voluntary Action and engaged with several organisations.

A flavour of other ways I have engaged them with the work of my office includes:

- My lunch-and-learns with Hafal, British Deaf Association, Purple Shoots, Cymdeithas yr Iaith, Pedal Power, a Fairtrade producer and a domestic abuse survivor
- Organisations involved in in-depth contributions to the report such as Diverse Cymru, World Wide Fund for Nature, Samaritans, Sustrans, MIND Cymru, the Health Foundation and the Wales Council for Voluntary Action
- Organisations involved in the development of the Art of the Possible journeys, of which five voluntary sector partners were seconded to my office to deliver the programmes and engaged with hundreds of voluntary organisations to develop practical guidance on implementing the goals. This work forms the basis of the recommendations on each of the goals;
- Organisations participating in specific programmes such as the Future Generations Leadership Academy which includes participants from the Scouts and the Royal National Institute of Blind People.
- Membership organisations such as Wales Young Farmers Clubs and the National Federation of Women's Institutes

“60% of time spent on applying to grants is wasted. Charities spend 1.1. million on applying for grants and 63% failure rate. Is it fair for public established groups to go through the same process as ad-hoc organisations?”

Local Access Forum

Some of the key themes raised with me by this sector have been:

- The difficulty caused by short-term and reducing levels of funding; that despite the valuable work this sector provides, which has been especially highlighted during the COVID-19 crisis. They often feel that they are not perceived as equal to that of the statutory sector;
- The climate and nature emergency, from a range of organisations including the Ogmore Valley Olympage group who were concerned about what climate change would mean for their grandchildren and great-grandchildren, to Extinction Rebellion and GreenNet;
- That inequality that can still exist, in recruitment, employment and policy processes, delivery of services and education, and in our communities.



Young People

With a remit set out in Law to be ‘the guardian of the interests of future generations in Wales’, I wanted to make sure that young people across Wales are part of creating the future that we want to live in.

To reach out to new audiences and young people, in particular, I recruited a poet in residence to communicate my work and issues. Culture is important as one of the dimensions of well-being, outlined in the definition of the sustainable development principle. I have been excited by how Rufus Mufasa, my first Poet in Residence, has been able to share my work at various conferences and events creatively. Her work appears throughout chapters of this report.



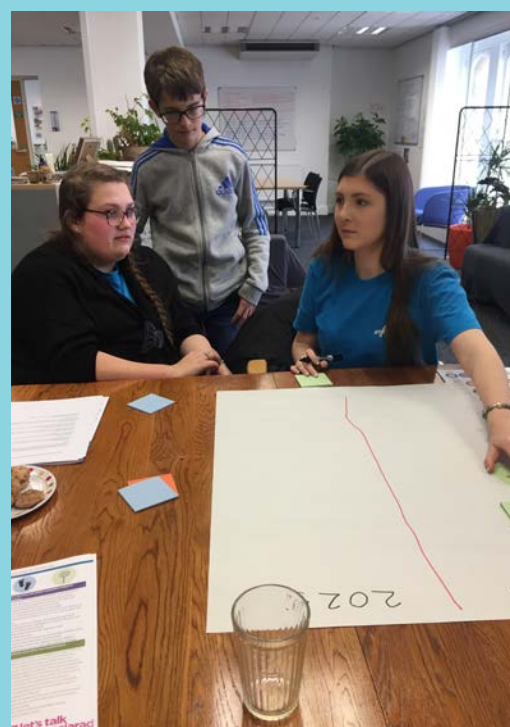
Some of the outcomes of this has been:

- 16% of responses to the People’s Platform were people aged under 25
- Written responses to Our Future Wales
- Young people have raised with me their concerns regarding the climate and nature emergency, especially concerning single use plastics. They also raised issues regarding mental health, in general, and in relation to the pressures of education
- The Instagram survey on skills for the future received over 150 responses. The main findings showed: 79% of respondents agreed that “exams don’t really or/don’t at all” measure ability and knowledge. 90% agreed with the statement “teachers prepare you for exams, not for life.”



Some of my involvement with young people includes:

- Our Future Wales, by creating a schools pack for young people to engage in the conversation, and encouraging young people to complete the 'People's Platform.' I also received comments on my report from participants of the Future Generations Leadership Academy. I was especially pleased to see young people attending my wider Our Future Wales events
- Meeting with young people, such as the Royal Society for the Protection of Birds Youth representatives, who gave me their 'wish book', Merthyr Youth Ambassadors and Youth Vale Ambassadors to challenge me on my areas of work, and Atlantic College students to discuss future challenges in particular climate change
- Directly through schools, including Ysgol Blaengwrach; Ysgol Fochriw; Neyland Community School; Coleg Cambria and a number of West Wales schools through a Global Goals speed dating event at the National Botanical Gardens. In 2017 I delivered a World's Largest Lesson webinar with the Children's Commissioner and in 2019 chaired a Mock COP with over 15 schools
- Attending conferences and events such as One Young World, where I met with International Youth Ambassadors. I addressed the Future Leaders Network Wales launch with over 200 young people, and also joined the Scouts National Jamboree
- Involving young people within my areas of focus, by hosting a 'Young People's Roundtable' and an 'Intergenerational Roundtable on Skills'
- I have hosted a total of 17 young adults and school-age young people on a variety of unpaid and short-term paid work experience placements. In August 2019, two post-GCSE work experience students devised an Instagram survey asking young people their views on education and qualifications in Wales.



Conversations with business

I would like to say a big thank-you to Dr Gaynor Lloyd-Davies, who was initially seconded to my team from BT to work on the Art of the Possible programme and subsequently worked with me on involving business. Working with BITC Cymru, we were able to reach out to the businesses.

We first surveyed 54 businesses of all shapes and sizes, from Anglesey Sea Zoo to AECOM.

We wanted to gain a deeper understanding of what matters to them, the challenges and barriers they face and any big ideas for things which could make a difference to doing business in Wales. I held four conversations in early 2020 where the hosts - Acorn Training and Recruitment, Castell Howell, Bluestone and MSPARC/ Menter Mon - gathered together over 80 partners and representatives from their supply chain to share their views.

I also undertook telephone conversations with ten companies, who chose to set-up, collaborate and do business in Wales, with the help of Welsh Government's SMART Innovation team.

Business representative bodies like the Confederation of British Industry, the Federation of Small Businesses, the Farmers' Union Wales and National Farmers Union, also contributed to my thinking and views.



Input during these sessions was extremely varied, from:

- Micro businesses and entrepreneurs such as AJ Rees Butcher, Tregroes Waffles, From our Farm, and Anglesey Builders
- Social enterprises such as Cwmni Bro, the North Wales Dragons, and VC Gallery, Shared Impact
- Major employers in rural Wales such as Bluestone and Castell Howell, Orange Box
- Organisations who work across Wales such as Acorn Recruitment, Wales and West Utilities
- Industry representatives such as Tata Steel and Rockwool
- Organisations representing businesses, such as Federation of Small Businesses and Confederation of British Industry
- Others who have an interest and expertise in business such as trade unions, journalists, universities and representatives from the public sector such as the North Wales Economic Ambition Board.

Common themes from these conversations centred around:

- The challenges of procurement systems such as inconsistency in tendering processes;
- How competing strategies can provide disadvantages for local and rural businesses;
- The lowest price is seen as driving decision-making and calendar-driven budgets;
- How certain industries are 'demonised' in Wales, e.g. steel & gas production and farming, when there is an opportunity to get together around opportunities for carbon reduction and bring money into Wales as has been done in Scotland;
- Concern as to whether people will have the 'right skills' from new technology to communication.



Elected representatives

In 2019, I wrote to all Assembly Members, including Ministers, and to Assembly Committees sharing information on Our Future Wales. I asked them to share with me the issues their constituents were concerned about and any solutions they may have to improve their lives and their communities. I also asked for their views and reports they thought we should bring to the attention of public bodies.

Several Assembly Members have encouraged their constituents to engage with the national conversation.

In November 2018, I also held a briefing event at the House of Commons and House of Lords to share my work with Members of Parliament and Members of the House of Lords.

53% of Welsh Government Ministers responded to my letter, including:

- Mark Drakeford, First Minister of Wales
- Lesley Griffiths, Minister for Environment, Energy and Rural Affairs
- Kirsty Williams, Minister for Education
- Dafydd Elis-Thomas, Deputy Minister for Culture, Sport and Tourism
- Jane Hutt, Deputy Minister and Chief Whip
- Ken Skates, Minister for Economy, Transport and North Wales
- Rebecca Evans, Minister for Finance and Trefnydd
- Eluned Morgan, Minister for International Relations and the Welsh Language.

They shared with me:

- The contributions their portfolios had made in meeting the well-being goals, such as new investments to support decarbonisation and details of the preventative assessment of Community Facilities Programme;
- Challenges such as the frustration of the UK Government failing to commence a spending review;
- Future plans, including the National Forest and a commitment to setting up Creative Wales to support the growth of the creative industries sector in Wales.

41% of National Assembly Committees also responded, their membership represents 51% of Assembly Members.

They included:

- National Assembly Equality, Local Government and Communities Committee
- National Assembly Public Accounts Committee
- National Assembly Climate Change, Environment and Rural Affairs Committee
- National Assembly Economy Infrastructure and Skills Committee
- National Assembly Health, Social Care and Sports Committee.

I am also grateful to the Welsh Local Government Association and One Voice Wales who allowed me and my team to join their meetings and events. The perspectives of local councillors contributed to my thinking and views.



They shared with me:

- Areas they would like attention drawn to, for example, how is the climate emergency driving the way Welsh Government policy is set
- Their learning, including 'Scrutiny of Health and Social Services Draft Budget 2019-20'
- Specific inquiries they had and are planning to undertake including 'Inquiry into Welsh Government's draft National Development Framework'
- Recommendations they have made to Welsh Government.



Where Next

Once more, I would like to thank everyone who interacted with my office and myself through all these activities, and I hope they will enjoy reading this feedback, alongside how this reflects throughout the report as a whole.

The publication of the report is not the end of the line. It will form the basis of my work programme going forward. I look forward to continuing to engage and draw on the views of people across Wales so that we can, collectively, improve the economic, social, environmental and cultural well-being of Wales and achieve the national vision for 2050, as set out in the goals of the Well-being of Future Generations Act 2015.

If you would like to be a part of this movement for change, or have any involvement methods or experiences you would like to share with me, [please contact my office](#).



In Our Future Wales, Welsh Government should invest more in sport due to its variety of amazing benefits and the Welsh Government should consult with Sport Wales Young Ambassadors with these decisions. ▲▲

Jonathon, Sport Wales Young Ambassador



In Our Future Wales we want to be able to ride our bikes on the road whenever we want to. ▲▲

Dan and Ellie, Cardiff



In Our Future Wales, I want public bodies to work closer together to benefit every person in Wales. ▲▲

Alicja, Newport (Tai Pawb)



In Our Future Wales, we want more people to get involved with running to help in their communities, for example doing running litter picks, running to help schools, running to help older people... the list goes on! - They can do this by running with GoodGym Cardiff and The Vale. ▲▲

Ben, Cardiff



In Our Future Wales I want public bodies to facilitate the increase in numbers of community growing spaces and their full utilisation. We have many allotment sites which are ready made to incorporate community gardens and derelict plots in built up areas which are easily transformed. ▲▲

Carol, Cardiff





Comisiynydd
**Cenedlaethau'r
Dyfodol**
Cymru

**Future
Generations**
Commissioner
for Wales

