



Towards 2040

The Powys  
Well-being Plan





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Welcome to the Powys Public Service Board's well-being plan, Towards 2040, one of the county's most important documents and one that will drive public service delivery for the future, outlining our hopes and aspirations for residents.

The Public Service Board (PSB) is a statutory strategic partnership established under the Well-being of Future Generations (Wales) Act 2015 to improve the economic, social, environmental and cultural well-being of Wales.

Working together we aim to improve well-being in Powys by taking a more co-ordinated and long-term approach to the issues that really matter to the people of the county. It is our plan for the Powys we want in 2040.

Our plan has already been subjected to extensive engagement with residents, businesses and organisations the length and breadth of the county. We could not produce a comprehensive plan without involving residents and we are grateful for all those who helped us with this so far.

The response of our communities was invaluable and helped identify four local objectives for our future well-being plan:

- People in Powys will experience a stable and thriving economy
- People in Powys will enjoy a sustainable and productive environment
- People in Powys will be healthy, socially motivated and responsible
- People in Powys will be connected by strong communities and a vibrant culture

The objectives will form the backbone of the board's work for the coming years and you will see them feature in individual organisational plans, as everyone involved in the partnership align their priorities for the future.

This is the start of a journey and we are committed to involving everyone along the way, the more the people of Powys are involved in shaping our plans the greater the impact on well-being in Powys.

We hope you enjoy reading our collective vision for the future and support our efforts in making Powys an even better place to live.

Cllr Rosemarie Harris  
Chair Powys Public Service Board



## Introduction to Towards 2040, Powys' Well-being Plan

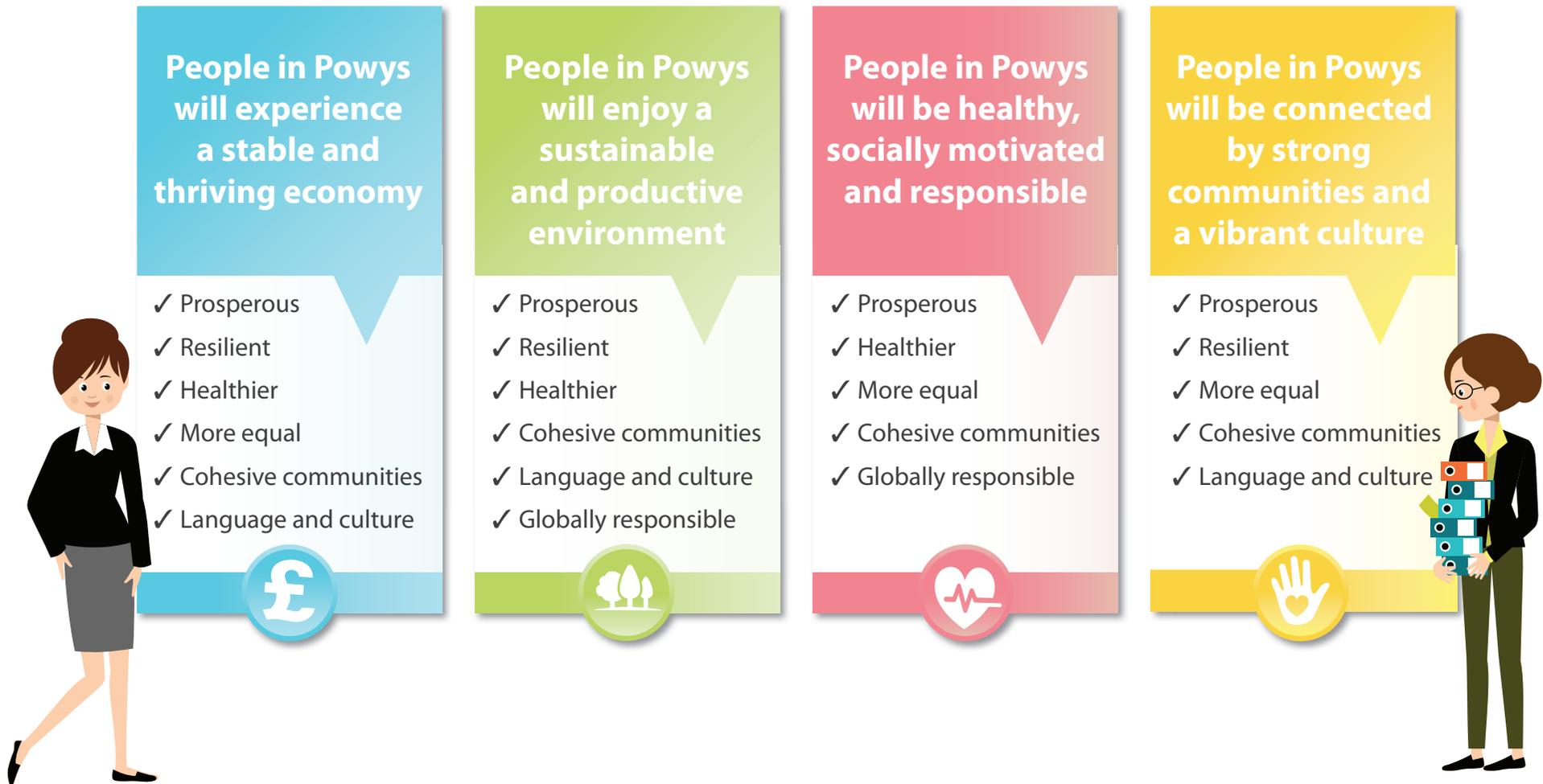
The Powys Well-being Plan, Towards 2040, has been developed to provide a long term vision of well-being in Powys. It sets the direction we plan to take, working with our residents, communities, town and community councils and others to promote and deliver well-being in Powys. The Powys Public Service Board is required under the Well-being of Future Generations (Wales) Act 2015 to develop the plan. Having this long-term plan for Powys will help us provide services either individually or together, in a collaborative and integrated way.

### We've developed the plan through:

- Careful consideration of the issues affecting Powys now and those which could affect well-being in the future. These issues are set out in the Well-being Assessment which you can read here <http://www.powys.gov.uk/en/corporate/find-out-about-consultations-in-powys/past-consultations/well-being-assessment-survey/>
- Using this information to identify some key areas we needed to investigate further and consider these in our response analysis work
- Listening to what you've told us during a number of engagement and consultations we've done as part of producing the assessment and the plan. <http://www.powys.gov.uk/en/community-development/sustainability-and-the-council/engagement-your-views-on-well-being/>
- Taking account of other engagements and consultations we have undertaken in the past.
- Considering the emerging Future Trends report produced by the Welsh Government and other forecasts about what the future might be like <http://gov.wales/statistics-and-research/future-trends/?lang=en>
- Considering the advice from the Future Generations Commissioner
- Applying our combined professional knowledge about delivering services in Powys.

In our vision for 2040 we have identified four local objectives to promote well-being in Powys. We have all committed to putting the vision at the heart of our work going forward. We have been mindful to ensure our efforts will support and maximise our contribution to the seven national well-being goals identified in the Act. More detailed information about the objectives and their contributions to the well-being goals can be found later in this plan.

**Fig 1: Our contribution to the 7 national well-being goals**



### **Continuous assessment of well-being in Powys**

The well-being assessment will continue to be developed and updated before being formally updated in 2020. Further research is needed to better understand what future pressures and opportunities may impact on our vision for 2040; such as what new skills will be needed and how climate change might affect life in Powys. Other issues and innovations are bound to emerge which will help us achieve the vision or make it harder, which is why we need to review the assessment, the vision and the plan on a regular basis to make sure we meet our local objectives.

# Well-being 12 steps

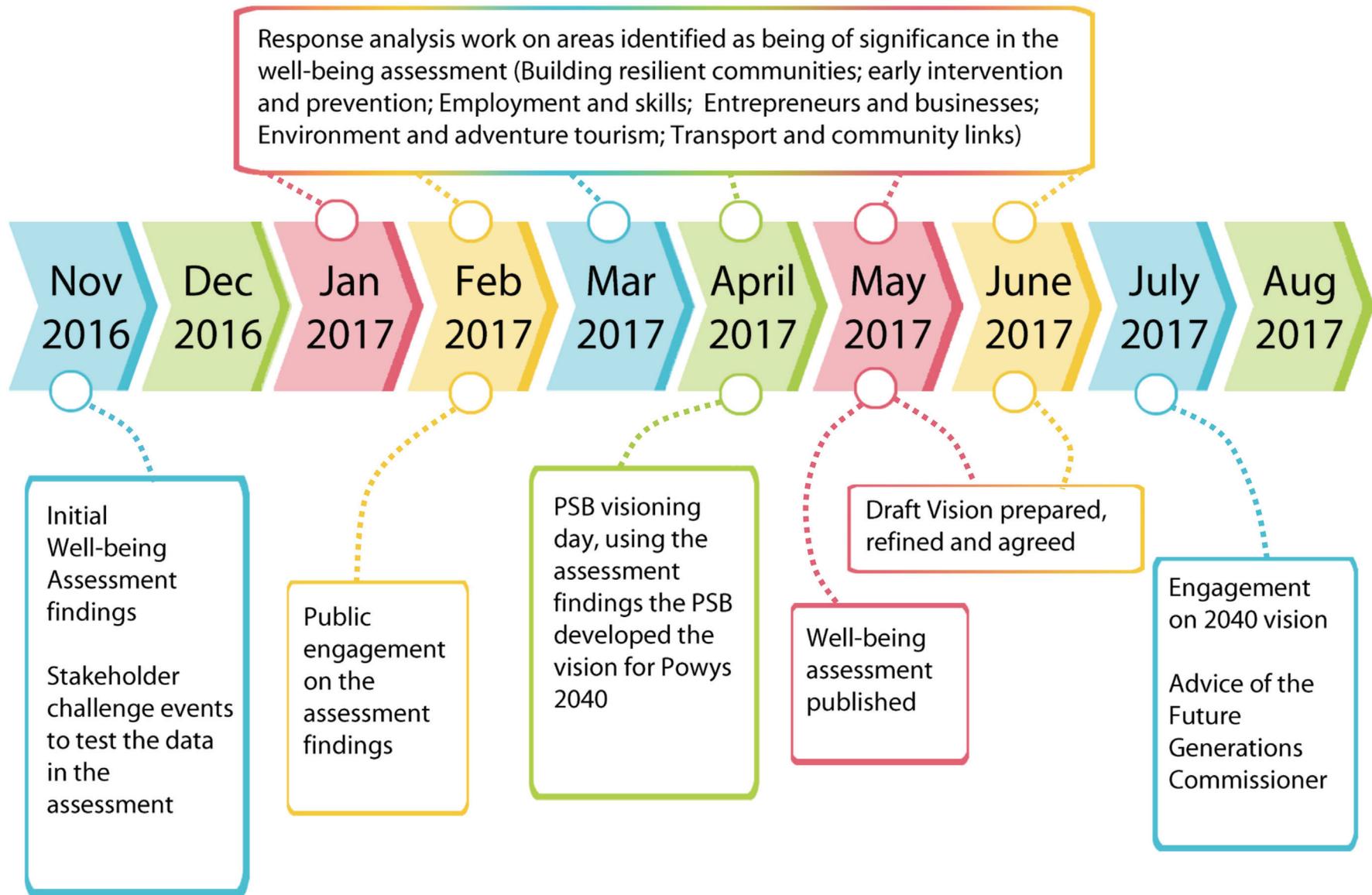


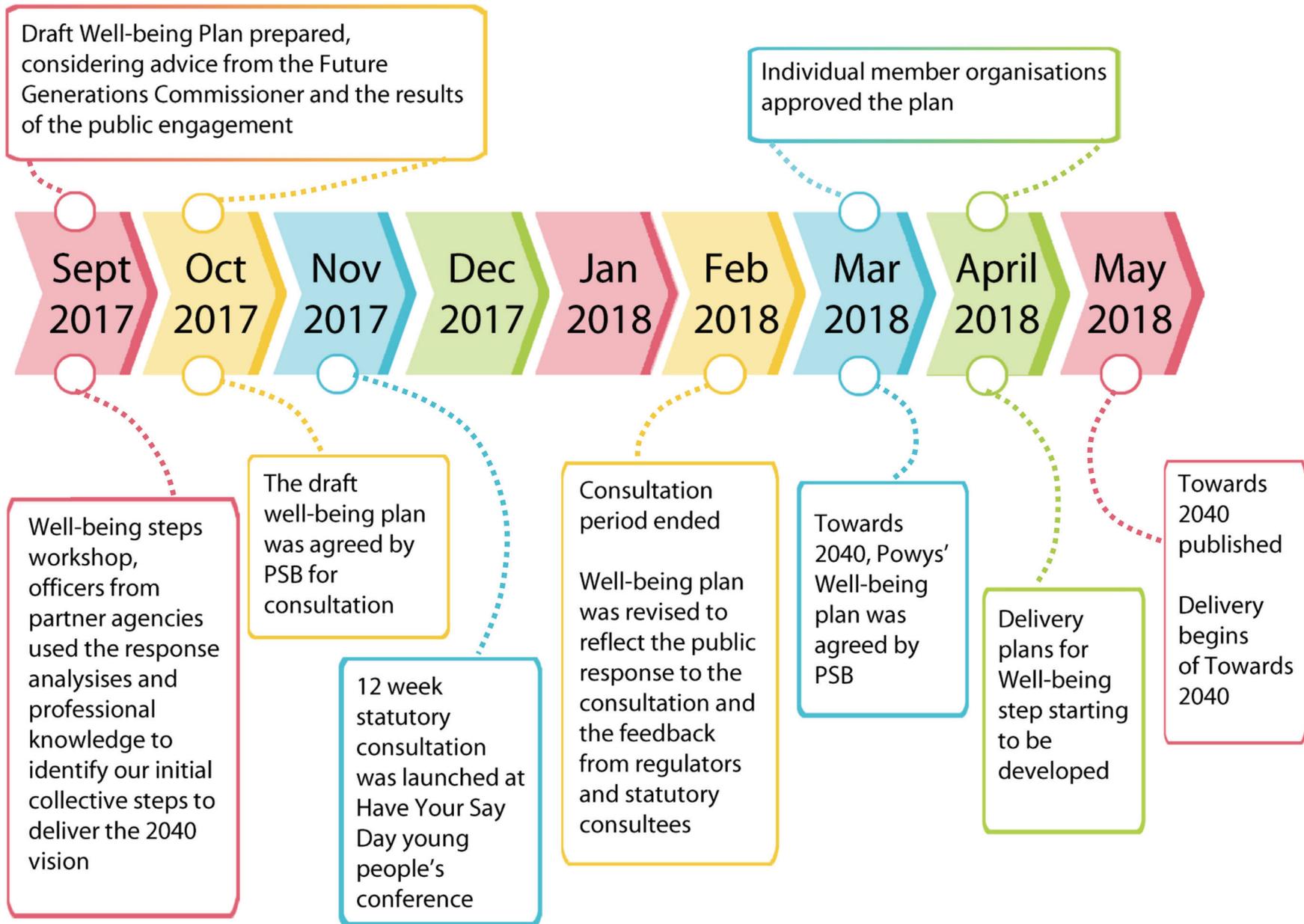
We have agreed an initial 12 well-being steps to deliver our local objectives in this first plan. These are collective steps, where we need to work together and enhance the work we're doing as individual organisations and communities. Again more detailed information about the steps is provided later in this plan.

01	<p>Actively engage with residents, communities and key stakeholders to promote, shape and deliver our vision for 2040.</p>	07	<p>Develop a carbon positive strategy that maximises green energy production</p>
02	<p>Establish a simple and effective performance management framework to monitor progress in delivering the well-being steps and achieving the vision.</p>	08	<p>Develop a sustainable environment strategy</p>
03	<p>Work with and influence others to improve our transport infrastructure, our existing transport links and develop a sustainable and integrated approach for planning and delivery</p>	09	<p>Develop a strong brand to promote and attract inward investment into Powys</p>
04	<p>Work with and influence others to ensure improved digital infrastructure for Powys</p>	10	<p>Undertake market research and establish an effective infrastructure to support active enjoyment of the environment and adventure tourism.</p>
05	<p>Develop a joint approach to community resilience by co-ordinating existing support and building the skills and capacity within communities helping them do the things they can do for themselves</p>	11	<p>Implement more effective structures and processes that enable multiagency community focused response to wellbeing, early help and support.</p>
06	<p>Develop a holistic approach to skills and lifelong learning, which offers a range of formal and informal opportunities, including apprenticeships and traineeships</p>	12	<p>Develop our organisations' capacity to improve emotional health and well-being within all our communities</p>

Fig.2

**Fig 3: How we developed the Plan**





Full details of our engagement process can be found here: [Appendix 1](#)

## Well-being ↙ Local Objectives

**In 2040 people in Powys will experience a stable and thriving economy**

**Powys will be a prosperous county with a well educated and skilled local workforce where opportunities exist for all and everyone can reach their full potential, reducing poverty and deprivation. The county's own talent, together with innovators and entrepreneurs who are attracted to the county, invest in Powys and contribute to its success.**



### The Powys we want

- People will have a great work/life balance using the digital technologies that are available to all to work more flexibly and be connected worldwide
- A strong and stable economy will improve wages, reducing poverty and disadvantage and improving people's overall health and well-being
- Businesses will be successful with a skilled local workforce available to match the jobs on offer in Powys
- Investment in further and higher education will provide the everyday skills required to support our communities
- Our wealth of natural resources (land, wood and water) will be central to a thriving economy
- Powys will be seen as a pioneer in using our own natural resources to generate green energy and to build local timber framed homes, making good use of technological advances
- Powys will capitalise on sustainable business opportunities such as activity sports, adventure tourism, festivals and other land based businesses including agriculture
- Local businesses will win public sector contracts because of reduced red-tape
- Powys will be an exemplar for excellent health and care services working in partnership with and for its communities to improve well-being



## How achieving this local objective contributes to the well-being goals

**A prosperous Wales:** Our vision will enable a stable and thriving economy in Powys built on local skills and expertise which makes sustainable use of our natural environment and provides opportunities for good quality jobs which support local communities.

**A resilient Wales:** The economy will respect the environment, and its limits, while benefiting from the resources it offers directly, for example through forestry, and indirectly, for example by lessening the risk of flooding.

**A healthier Wales:** Our economy, where people have decent work and skills, will contribute positively to their physical, mental and emotional well-being. Specialist health and care services will enable people to stay healthy and productive for longer.

**More equal Wales:** The economy will support people of all abilities and backgrounds to achieve their potential, helping them out of poverty and valuing their contribution to our thriving communities.

**A Wales of cohesive communities:** The local economy will support people to live and work in their communities with excellent physical and digital links to business and the wider world.

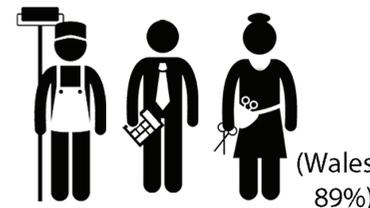
**A Wales of vibrant culture and Welsh language:** The economy will be supported by local sports, tourism and cultural activities making the best of Powys' unique attractions.

### Indicators of success (linked to the National indicators for Wales)

- Workplace based GVA per head
- Gross Disposable Household Income
- Total net economic impact of tourism earnings
- ONS Mid year population estimates

## What do we know about Economical Well-being in Powys?

93% of businesses are micro (less than 10 employees)



Powys has a below average number of people without any formal qualifications



0.9%  
Unemployment rate (Wales 2.1%)



Average full time weekly wage in Powys £470.00

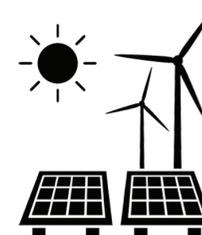


(Wales £505.00)



Tourism contributes £720 million in income per annum

The number of renewable energy projects is increasing



A quarter of Powys residents have jobs outside the County

Powys Well-being Assessment 2017

## Well-being Objective Two

People in Powys will enjoy a sustainable and productive environment

The Powys of 2040 will be recognised as a county that protects and enhances its existing environment and biodiversity, harnessing its natural resources to best effect. The environment will be vital to delivering economic and well-being benefits to residents and visitors. The importance of the natural environment will be understood with the benefits recognised as being essential for plants, wildlife and people alike.

### The Powys we want

- The nationally recognised Brecon Beacons National Park, Natural Resources Wales, and other visitor centres established in Powys will promote sustainable access to our unique environment
- The rights of way network will offer local residents and visitors a selection of safe circular walks and cycle routes opening up our beautiful countryside for all to enjoy
- People's health and well-being will improve as more residents take full advantage of the opportunities that exist to explore the countryside
- Our environment and way of life will attract people to move to Powys boosting our economy and population
- Our environment will be valued by residents and visitors for its beauty and the opportunities it offers
- Powys will be a centre of excellence for environmental research, sustainable and green technologies and renewable energy
- Jobs created in land use, forestry and sustainable housing, will provide choices for those seeking work and those looking to move into a more energy efficient home
- Powys will be an exporter of renewable energy through investment and development of locally owned solar panels, hydro and other schemes
- Powys will have a network of charging stations that supports the use of electric cars and vehicles
- The sustainable and resilient environment will support employment, improve biodiversity and help mitigate climate change, flooding and other natural events
- People will be aware of their interconnections with people in other countries



## How achieving this local objective contributes to the well-being goals

**A prosperous Wales:** We will use our environmental resources sustainably, supporting the local economy and providing skilled, well paid jobs. Renewables and energy efficiency will benefit the economy and efforts to reduce the impacts of climate change.

**A resilient Wales:** The environment will be rich and healthy, enhancing biodiversity and a healthy ecosystem. It will provide opportunities for businesses, such as tourism and farming, and to help improve our ability to deal with sudden weather events.

**A healthier Wales:** The environment will provide clean air and water as well as opportunities for exercise and social activities which enhance and improve physical and mental health and well-being.

**A Wales of cohesive communities:** The environment will continue to provide the backdrop to a range of community activities and provides opportunities for communities to take part in environmentally based schemes and activities.

**A Wales of vibrant culture and Welsh language:** The environment will support and promote local culture and heritage by protecting and valuing local sites.

**A globally responsible Wales:** The environment will make best use of its resources to reduce greenhouse gas emissions through initiatives like local energy and food production.

### Indicators of success (linked to the National indicators for Wales)

- Adults being physically active 5 times a week
- Estimated renewable energy generation MWh
- CO2 Emissions per capita
- Water quality (from WFD)

## What do we know about Environmental Well-being in Powys?

We have lots of energy inefficient homes



82% rated D-G on Energy Efficiency Rating



80 sites of special scientific interest

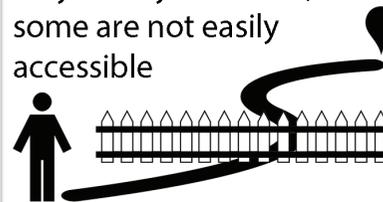
Powys has the largest road network in Wales and one of the largest in the UK



Several water sources are contaminated with pollutants



We have a lots of Rights of Way and cycle routes, but some are not easily accessible



Woodlands cover

15% of the county



Powys Well-being Assessment 2017

## Well-being ↙ Local Objectives

**People in Powys will be healthy, socially motivated and responsible**

**In 2040, Powys will be a welcoming, outward looking county where residents enjoy a sense of well-being, belonging and a good quality of life, where there is fairness and equality of opportunity for all and people can achieve what they want.**



### The Powys we want

- Residents will adopt healthy living habits and will be supported to take responsibility for their own mental and physical health and well-being
- Digital technologies will help people to connect with friends and loved ones, access information and advice, stay healthy and feel safe in their own homes and communities
- Advances in digital technologies will enable healthy living, making Powys a great place to live
- Growing numbers of residents will contribute to the well-being of their communities helping to provide companionship and reduce loneliness
- People will have more choice and will be able to access the type of homes they want. Advances in technology will ensure good access to housing that is affordable to live in
- More people will move to Powys recognising it as a great place to live and raise their families boosting our school pupil numbers and community capacity
- Children will enjoy a positive childhood experience and are ready to learn when they enter school
- Schools will offer pupils, of all abilities, a more flexible teaching approach ensuring everyone has the best possible school experience, achieves their potential and can move forward with their lives
- The college courses offered will be tailored to meet employment gaps so Powys businesses can employ home-grown talent wherever possible
- Other formal and informal learning opportunities will contribute to people's well-being, providing opportunities to socialise and enhance their self esteem
- Health and care initiatives will reduce ill health allowing people to re-connect and contribute in their communities



## How achieving this local objective contributes to the well-being goals

**A prosperous Wales:** Our society will have people with the skills and knowledge to get good quality jobs, have decent, affordable homes and will be connected to their communities and the work through excellent digital technology.

**A healthier Wales:** Everyone will have choices that lead to healthier lives, people will feel supported and connected to health and care providers. Children will have a great start in life and everyone will feel supported by their community.

**A more equal Wales:** Everyone will be valued and have the opportunity to reach their potential through a range of training and learning opportunities and better digital and physical support.

**A Wales of cohesive communities:** People will feel safe and connected. Volunteering and contributing to your community will be highly valued. People will stay healthier for longer and will be able to contribute to their communities in a range of ways.

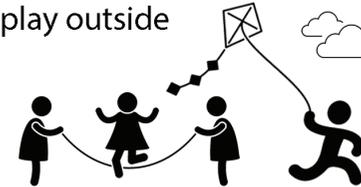
**A globally responsible Wales:** Services will be provided locally, either by the public sector or by communities themselves, reducing the need to travel.

### Indicators of success (Linked to the National indicators for Wales)

- Number of healthy lifestyle behaviours
- Young persons "Not in Education, Employment, or Training".
- Satisfaction with broadband connectivity
- Whether residents do any voluntary work in the local community

## What do we know about Social Well-being in Powys?

**81%** agreed that Powys is a safe place for children to play outside



As the elderly population increases there will be a higher demand for suitable accommodation



**58%** adults are obese



**20%** smoke



**24%** binge drink at least once a week



Adults report significantly higher levels of emotional wellbeing than the rest of Wales

Approximately **850** people supported by domiciliary care



**80%** of people in Powys feel part of their community



(72% Wales)

Powys Well-being Assessment 2017

## Well-being Local Objectives

**People in Powys will be connected by strong communities and a vibrant culture**

**The Powys of 2040 will be a county founded on strong and resilient communities who innovate and create local solutions. Powys will build on its reputation as a county offering a culturally diverse range of activities and events to suit all tastes and reflects the importance of the Welsh language.**

### **The Powys we want**

- Strong, safe, connected communities, supported by common interest groups, will continue to be a key feature of life in Powys
- Powys communities will be proactive in recognising and pursuing opportunities to provide the services they need, boosting resident well-being as a result
- Working in partnership, communities will have developed their own bespoke arrangements and solutions for delivering the services they want or need
- Community hubs will exist across the county offering residents a mix of services all under one roof, reducing the need for people to travel to several places
- Public services will share resources and more support will be provided to help common interest groups
- Some unused public buildings will be given a new lease of life by communities working together to develop new services based on their specific needs
- The arts and music scenes will expand in Powys offering residents and visitors far more choice in terms of festivals, events and activities which will boost community cohesion and the Powys pound
- The Welsh language will be promoted and celebrated as an important aspect of the county's identity. People will find it easy to access opportunities to learn and use the language
- Social enterprises, small and medium sized enterprises (SMEs) and charities will play a vital role in delivering services locally, supporting the local economy



## How achieving this local objective contributes to the well-being goals

**A prosperous Wales:** Our communities will have services and activities available locally, supporting local businesses, social enterprises, SMEs, charities and community groups. This will support local skills and jobs and keep more of money in the local economy.

**A resilient Wales:** Our communities will respect and value the environment and will make use of the opportunities it offers, such as for festival venues.

**A more equal Wales:** Our diverse cultures will be celebrated and everyone will feel welcome and part of their community. Support and services will be accessible to all.

**A Wales of cohesive communities:** Our communities will support all those living in them, using local buildings, as community hubs, to provide services locally, reducing the need to travel, and will work with others for the benefit of all.

**A Wales of vibrant culture and thriving Welsh language:** Our communities will support and promote Welsh language and culture seeing them integral to our society. Cultural activities will contribute to the local economy and sense of place.

### Indicators of success (Linked to the National indicators for Wales)

- People who feel the community can influence or contribute to decisions affecting it
- Percentage of people satisfied with local area as a place to live
- Percentage of residents that say they or a family member participate (either regularly or sometimes) in local community events and activities
- Participation in arts events, visits to libraries
- Percentage of adults who speak Welsh daily and can speak more than just a few words by age and year
- Number of third sector organisations

## What do we know about Culture and Community Well-being in Powys?

18.6%  
of the  
people  
speak  
Welsh



Over 4,000 voluntary  
groups



18 Libraries



98 Schools



16 Leisure Centres



10 Community  
Hospitals



4 Theatres



18 Fire Stations



14 Police Stations



4 Museums

Older people  
want to remain in  
their own home  
and be a part of  
the community  
for as long as  
possible



We have the  
lowest rate of  
recorded crimes  
across Wales



(Dyfed Powys Police)

Powys Well-being Assessment 2017

## Well-being Steps

In setting our long term vision, we understand that we need to do things differently, in partnership with each other and our communities. We also appreciate that it isn't possible to do everything straight away and each step will have a different timescale for development and delivery. This will allow enough time to involve the right people and consider the right things to do to achieve what we want. Each of the PSB partners have a role in ensuring the Powys we want in 2040. When we're working on how to deliver these steps we will make use of the Future Generations Commissioner's Framework to ensure we consider all aspects of the Well-being of Future Generations (Wales) Act.

Set out below are the 12 well-being steps that we will concentrate on in this first plan to contribute to our four well-being objectives. They have been chosen because these are the areas our response analyses identified as having a significant impact on well-being, particularly in the future. They're also the areas we feel we can make the biggest difference by developing solutions together, rather than as individual organisations which will be supported by our own individual plans. We know these first steps will not address all aspects of the 2040 vision but they are the ones where we feel we can work together to make the most difference to people in Powys.

This doesn't mean that other aspects of the vision will be forgotten or overlooked; they will be for later plans, when we know more about how best to address them. We need to consider what our neighbours are doing, how this could help us to deliver the vision and whether we can work with them to get better solutions for our communities. This approach also lets us take into account changes and new developments as they come along, updating our actions accordingly.

We want to draw on the knowledge and expertise of our residents, communities, business and staff in developing these solutions and improving the well-being of Powys for everyone's benefit. By involving you in this way, we can agree the best way to deliver these activities together. The insights and views you've given us over the past few months have been used to shape these steps and will continue to inform the way the steps are delivered.

01

## The PSB will:

### Promote the work of the PSB

These steps underpin the plan and are about improving the way we work together. They are already underway.

### Actively engage with residents, communities and key stakeholders to promote, shape and deliver our vision for 2040.

Our vision is ambitious and it can't be achieved without the help of others. We will need the contribution of businesses, communities, third sector organisations, colleges and others to improve well-being in Powys and achieve our vision for the future Powys. As a PSB we need to be enthusiastic about the vision and what it will achieve and promote that whenever we're dealing with stakeholders. We will use the vision as a golden thread when talking to other organisations and ensure that all those we work with are aware of the vision and what the PSB is doing to make it a reality. The PSB will use the vision to underpin the way we work in Powys.

02

### Establish a simple and effective performance management framework to monitor progress in delivering the well-being steps and achieving the vision.

We need to know if what we're doing is making the differences we want. The PSB will create a transparent way of assessing the effectiveness of our well-being steps, as they are being developed, in achieving the vision so that everyone can see the progress that's being made.



## Joint activities

These are the areas where we feel that by organisations, communities and individual co-operating, we can start making the changes needed to achieve the 2040 vision. We will be working with others to develop the detailed actions under each step. Each activity will be allocated to a member of the PSB who will coordinate development and delivery of that step.

03

### Work with and influence others to improve our transport infrastructure, our existing transport links and develop a sustainable and integrated approach for planning and delivery

The rural nature of Powys means that frequent travel is inevitable whether for work or leisure and being able to get around Powys and beyond, easily and safely underpins the 2040 vision. There are cycle routes and bus services available however they are not as connected, convenient or safe as they could be. People can find themselves isolated because they are no longer able to drive due to age or ill health. The public sector in Powys provides a lot of transport within the county and there are opportunities to improve the way we do this, potentially making better use of what we have, including community transport, and providing additional benefits to our communities. The PSB will work collectively to make the case for Powys with national and regional government for investment in transport including the provision of electric charging points and refuelling points for emerging fuels. This step will contribute to the 2040 vision by:



**Economy:** This will underpin economic development in the county, enabling people to work and gain new skills.



**Environment:** The rights of way network will offer local residents and visitors a selection of safe circular walks and cycle routes opening up our beautiful countryside for all to enjoy; Powys will have a network of charging stations that supports the use of electric cars and vehicles



**Social:** This will underpin social well-being in the county allowing people to access the services they need and remain connected.



**Culture and community:** Strong, safe, connected communities, supported by common interest groups, will continue to be a key feature of life in Powys; Working in partnership, communities will have developed their own bespoke arrangements and solutions for delivering the services they want or need; Social enterprises, SMEs and charities will play a vital role in delivering services locally, supporting the local economy.

## Work with and influence others to improve digital infrastructure

Broadband and mobile phone connections are becoming increasingly important as ways of accessing services, information and entertainment as well as allowing people to work more flexibly, have a better work life balance and contribute to their communities. We know there are parts of Powys where this access is limited or absent and understand the importance of this infrastructure to the achievement of our vision for Powys. However much of the responsibility for this lies outside of Powys, with government and businesses, but where we can help ourselves we will. We will use our collective voice to lobby national and regional governments, as well as private providers where appropriate, to get good quality internet and mobile phone provision across all of Powys.

This step will contribute to the 2040 vision by:



**Economy:** People will have a great work/life balance using the digital technologies that are available to all to work more flexibly and be connected worldwide; This will underpin economic development in the county, enabling people to work and gain new skills with less need to travel.



**Social:** Digital technologies will help people to connect with friends and loved ones, access information and advice, stay healthy and feel safe in their own homes and communities; Advances in digital technologies will enable healthy living, making Powys a great place to live; Health and care initiatives will reduce ill health allowing people to re-connect and contribute in their communities.



**Culture and community:** Powys communities will be proactive in recognising and pursuing opportunities to provide the services they need, boosting resident well-being as a result; Working in partnership, communities will have developed their own bespoke arrangements and solutions for delivering the services they want or need; Public services will share resources and more support will be provided to help common interest groups; Social enterprises, SMEs and charities will play a vital role in delivering services locally, supporting the local economy.

## Develop a joint approach to community resilience by co-ordinating existing support and building the skills and capacity within communities helping them do the things they can do for themselves

Our communities are one of our biggest strengths, where people feel connected to their neighbours. The availability, expectations and delivery of public services is likely to change in the future and our communities are more likely to become the first place residents go for help and support. We want to ensure that our communities remain strong, friendly, supportive places that all residents feel able to contribute to, or receive from, as they need. This step will contribute to the 2040 vision by:



**Economy:** being an exemplar for health and care services working with communities to improve well-being.



**Environment:** People's health and well-being will improve as more residents take full advantage of the opportunities that exist to explore the countryside.



**Social:** Residents will adopt healthy living habits and will be supported to take responsibility for their own mental and physical health and well-being; Digital technologies will help people to connect with friends and loved ones, access information and advice, stay healthy and feel safe in their own homes and communities; Growing numbers of residents will contribute to the well-being of their communities helping to provide companionship and reduce loneliness; Health and care initiatives will reduce ill health allowing people to re-connect and contribute in their communities.



**Culture and community:** Strong, safe, connected communities, supported by common interest groups, will continue to be a key feature of life in Powys; Powys communities will be proactive in recognising and pursuing opportunities to provide the services they need, boosting resident well-being as a result; Working in partnership, communities will have developed their own bespoke arrangements and solutions for delivering the services they want or need; Some unused public buildings will be given a new lease of life by communities working together to develop new services based on their specific needs.

## Develop a holistic approach to skills and lifelong learning which offers a range of formal and informal opportunities, including apprenticeships and traineeships

Studying at university or college isn't the only way to gain the skills needed for work and the organisations and businesses of the future will need skilled people to work in them. We could provide opportunities for specialist training to meet those needs enabling young people to continue to live in Powys and widening their career prospects. We could attract people to the county by being a centre of excellence for health care, environmental work or renewables, possibly creating a higher education establishment in Powys. We also want to develop opportunities across the county that will support learners, of whatever age or ability, whether retraining or learning for fun - combating loneliness and isolation. This will also help the economy, building on existing sectors and developing new ones where Powys can be at the forefront of innovation. This step will contribute to the 2040 vision by:

- 
**Economy:** Businesses will be successful with a skilled local workforce available to match the jobs on offer in Powys; Investment in further and higher education will provide the everyday skills required to support our communities; Powys will be seen as a pioneer in using our own natural resources to generate green energy and to build local timber framed homes, making good use of technological advances.
- 
**Environment:** Powys will be a centre of excellence for environmental research, sustainable and green technologies and renewable energy.
- 
**Social:** More people will move to Powys recognising it as a great place to live and raise their families boosting our school pupil numbers and community capacity; Children will enjoy a positive childhood experience and are ready to learn when they enter school; Schools will offer pupils, of all abilities, a more flexible teaching approach ensuring everyone has the best possible school experience, achieves their potential and can move forward with their lives; The college courses offered will be tailored to meet employment gaps so Powys businesses can employ home-grown talent wherever possible; Other formal and informal learning opportunities will contribute to people's well-being, providing opportunities to socialise and enhance their self-esteem.
- 
**Culture and community:** Working in partnership, communities will have developed their own bespoke arrangements and solutions for delivering the services they want or need; The Welsh language will be promoted and celebrated as an important aspect of the county's identity. People will find it easy to access opportunities to learn and use the language.

## Develop a carbon positive energy strategy that maximises green energy production

Powys has an abundance of potential renewable energy sources. As well as providing green energy this can also provide jobs, skills and financial benefits which will contribute to making our communities more resilient. The diverse nature of renewable opportunities could support research and skills development, with Powys becoming a centre of excellence in the renewable energy field. By contributing to a greener energy infrastructure we would also be helping to mitigate the impacts of potentially damaging climate change in Powys and beyond. This step will contribute to the 2040 vision by:



**Economy:** Businesses will be successful with a skilled local workforce available to match the jobs on offer in Powys; Our wealth of natural resources (land, wood and water) will be central to a thriving economy; Powys will be seen as a pioneer in using our own natural resources to generate green energy and to build local timber framed homes, making good use of technological advances.



**Environment:** Powys will be a centre of excellence for environmental research, sustainable and green technologies and renewable energy; Jobs created in land use, forestry and sustainable housing, will provide choices for those seeking work and those looking to move into a more energy efficient home ; Powys will be an exporter of renewable energy through investment and development of locally owned solar panels, hydro and other schemes; Powys will have a network of charging stations that supports the use of electric cars and vehicles.



**Culture and community:** Powys communities will be proactive in recognising and pursuing opportunities to provide the services they need, boosting resident well-being as a result.



## Develop a sustainable environment strategy: by strengthening activity to deliver the sustainable management of Powys' natural resources through coordinated conservation work and actions underpinning the Nature Recovery Plan and Natural Resources Wales Area Statement(s)

Our environment is fundamental in sustaining life be it through food production, the supply of water, the biodiverse habitats and species which enable natural processes to function, or for our physical and mental health and well-being. We want to ensure that Powys' diverse natural environments are in good condition and are able to withstand pressures including climate change in years to come. The quality of Powys's natural environment sustains the local economy through a vibrant agricultural sector, forestry and through tourism but is also precious in its own right through all of the life it supports and for the natural landscapes we enjoy. We will need to work with land owners and managers, conservation organisations, communities and volunteers to identify how best to conserve and enhance Powys' natural resources and environment for future residents and visitors. This step will contribute to the 2040 vision by:



**Economy:** Our wealth of natural resources (land, wood and water) will be central to a thriving economy; Powys will be seen as a pioneer in using our own natural resources to generate green energy and to build local timber framed homes, making good use of technological advances; Powys will capitalise on sustainable business opportunities such as activity sports, adventure tourism, festivals and other land based businesses including agriculture.



**Environment:** The nationally recognised Brecon Beacons National Park, Natural Resources Wales, and other visitor centres established in Powys will promote sustainable access to our unique environment; The rights of way network will offer local residents and visitors a selection of safe circular walks and cycle routes opening up our beautiful countryside for all to enjoy; Our green environment and way of life will attract people to move to Powys boosting our economy and population; Powys will be a centre of excellence for environmental research, sustainable and green technologies and renewable energy; The sustainable and resilient environment will support employment, improve biodiversity and help mitigate climate change, flooding and other natural events.



**Social:** Residents will adopt healthy living habits and will be supported to take responsibility for their own mental and physical health and well-being; People will have more choice and will be able to access the type of homes they want. Advances in technology will ensure good access to housing that is affordable to live in; More people will move to Powys recognising it as a great place to live and raise their families boosting our school pupil numbers and community capacity; Children will

enjoy a positive childhood experience and are ready to learn when they enter school; Other formal and informal learning opportunities will contribute to people's well-being, providing opportunities to socialise and enhance their self esteem; Health and care initiatives will reduce ill health allowing people to re-connect and contribute in their communities.



**Culture and communities:** Working in partnership, communities will have developed their own bespoke arrangements and solutions for delivering the services they want or need; The arts and music scenes will expand in Powys offering residents and visitors far more choice in terms of festivals, events and activities which will boost community cohesion and the Powys pound; Social enterprises, small and medium sized enterprises (SMEs) and charities will play a vital role in delivering services locally, supporting the local economy.



## Undertake market research and establish an effective infrastructure to support active enjoyment of the environment and adventure tourism

Our environment is one of our biggest assets providing opportunities for a range of outdoor activities, from walking to potholing, kayaking to climbing. We want to make the most of our assets and take advantages of those opportunities. Tourism is also a big part of the local economy which offers opportunities for growth, through increased visitor spend and by creating new activities and attractions. We will need to work with businesses, existing ones and those just starting up, to identify the best options for creating new activities and attractions in Powys. This step will contribute to the 2040 vision by:



**Economy:** People will have a great work/life balance using the digital technologies that are available to all to work more flexibly and be connected worldwide; Our wealth of natural resources (land, wood and water) will be central to a thriving economy; Powys will capitalise on sustainable business opportunities such as activity sports, adventure tourism, festivals and other land based businesses including agriculture.



**Environment:** The nationally recognised Brecon Beacons National Park, Natural Resources Wales, and other visitor centres established in Powys will promote sustainable access to our unique environment; The rights of way network will offer local residents and visitors a selection of safe circular walks and cycle routes opening up our beautiful countryside for all to enjoy; Our environment will be valued by residents and visitors for its beauty and the opportunities it offers.



**Culture and community:** Powys communities will be proactive in recognising and pursuing opportunities to provide the services they need, boosting resident well-being as a result; Working in partnership, communities will have developed their own bespoke arrangements and solutions for delivering the services they want or need; Some unused public buildings will be given a new lease of life by communities working together to develop new services based on their specific needs.

## Develop a strong brand to promote and attract inward investment into Powys

Powys has some unique attractions, amazing landscapes, safe and welcoming communities and space to breathe. We also have a thriving food and festival market. If Powys is to be the place we want it to be in 2040 we need to promote Powys and its businesses, in Wales and beyond, so that businesses chose to invest here because they can get a premium for their products and people chose to live and work here. This step will contribute to the 2040 vision by:



**Economy:** Businesses will be successful with a skilled local workforce available to match the jobs on offer in Powys; Powys will capitalise on sustainable business opportunities such as activity sports, adventure tourism, festivals and other land based businesses including agriculture.



**Environment:** The nationally recognised Brecon Beacons National Park, Natural Resources Wales, and other visitor centres established in Powys will promote sustainable access to our unique environment; Our green environment and way of life will attract people to move to Powys boosting our economy and population; Our environment will be valued by residents and visitors for its beauty and the opportunities it offers; Jobs created in land use, forestry and sustainable housing, will provide choices for those seeking work and those looking to move into a more energy efficient home.



**Social:** Advances in digital technologies will enable healthy living, making Powys a great place to live; More people will move to Powys recognising it as a great place to live and raise their families boosting our school pupil numbers and community capacity.



**Culture and community:** The arts and music scenes will expand in Powys offering residents and visitors far more choice in terms of festivals, events and activities which will boost community cohesion and the Powys pound; The Welsh language will be promoted and celebrated as an important aspect of the county's identity. People will find it easy to access opportunities to learn and use the language; Social enterprises, SMEs and charities will play a vital role in delivering services locally, supporting the local economy.

## PSB Collective Action – Signposted to Regional Partnership Board for consideration in Joint Area Plan

These are activities that we feel are best included in the emerging Joint Area Plan. They will still be part of the well-being plan but will be delivered through the Joint Area Plan and help to deliver the Health and Care Strategy. The Joint Area Plan will be delivering on many of the health and social care aspects of well-being in Powys, including the safeguarding of vulnerable people, prevention, action on adverse childhood experiences and the needs of carers. More detailed information is available in the Joint Area Plan – Delivering the Vision.

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### Implement more effective structures and processes that enable multiagency community focused response to wellbeing, early help and support

We all want to continue living in our own homes for as long as possible. However we may need help to do so, whether informally from friends and neighbours or more formal support such as domiciliary care. Many people who live in Powys receive services from a range of departments and organisations. We want to work together across organisations, partners and specialisms to make it easier for you to access the most appropriate support for your needs by whoever is best placed to do that. This step will contribute to the 2040 vision by:



**Economy:** A strong and stable economy will improve wages, reducing poverty and disadvantage and improving people's overall health and well-being; Powys will be an exemplar for excellent health and care services working in partnership with and for its communities to improve well-being.



**Environment:** People's health and well-being will improve as more residents take full advantage of the opportunities that exist to explore the countryside; The sustainable and resilient environment will support employment, improve biodiversity and help mitigate climate change, flooding and other natural events.



**Social:** Residents will adopt healthy living habits and will be supported to take responsibility for their own mental and physical health and well-being; Digital technologies will help people to connect with friends and loved ones, access information and advice, stay healthy and feel safe in their own homes and communities; Advances in digital technologies will enable healthy living, making Powys a great place to live; Growing numbers of residents will contribute to the well-being of their

communities helping to provide companionship and reduce loneliness; People will have more choice and will be able to access the type of homes they want. Advances in technology will ensure good access to housing that is affordable to live in; Other formal and informal learning opportunities will contribute to people's well-being, providing opportunities to socialise and enhance their self-esteem; Health and care initiatives will reduce ill health allowing people to re-connect and contribute in their communities.



**Culture and community:** Strong, safe, connected communities, supported by common interest groups, will continue to be a key feature of life in Powys; Powys communities will be proactive in recognising and pursuing opportunities to provide the services they need, boosting resident well-being as a result; Working in partnership, communities will have developed their own bespoke arrangements and solutions for delivering the services they want or need; Community hubs will exist across the county offering residents a mix of services all under one roof, reducing the need for people to travel to several places; Some unused public buildings will be given a new lease of life by communities working together to develop new services based on their specific needs; Social enterprises, SMEs and charities will play a vital role in delivering services locally, supporting the local economy.



## Develop our organisations' capacity to improve emotional health and well-being within all our communities

Emotional health is as important to well-being as physical health. However mental and emotional ill health is not as obvious sometimes as physical illness. The public sector in Powys employs a lot of people and we want to give them the skills to support each other, their families, friends, their neighbours and communities. We already have strong and supportive communities and we feel that promoting emotional well-being will make them even better places to live. This step will contribute to the 2040 vision by:



**Economy:** A strong and stable economy will improve wages, reducing poverty and disadvantage and improving people's overall health and well-being; Powys will be an exemplar for excellent health and care services working in partnership with and for its communities to improve well-being.



**Environment:** People's health and well-being will improve as more residents take full advantage of the opportunities that exist to explore the countryside.

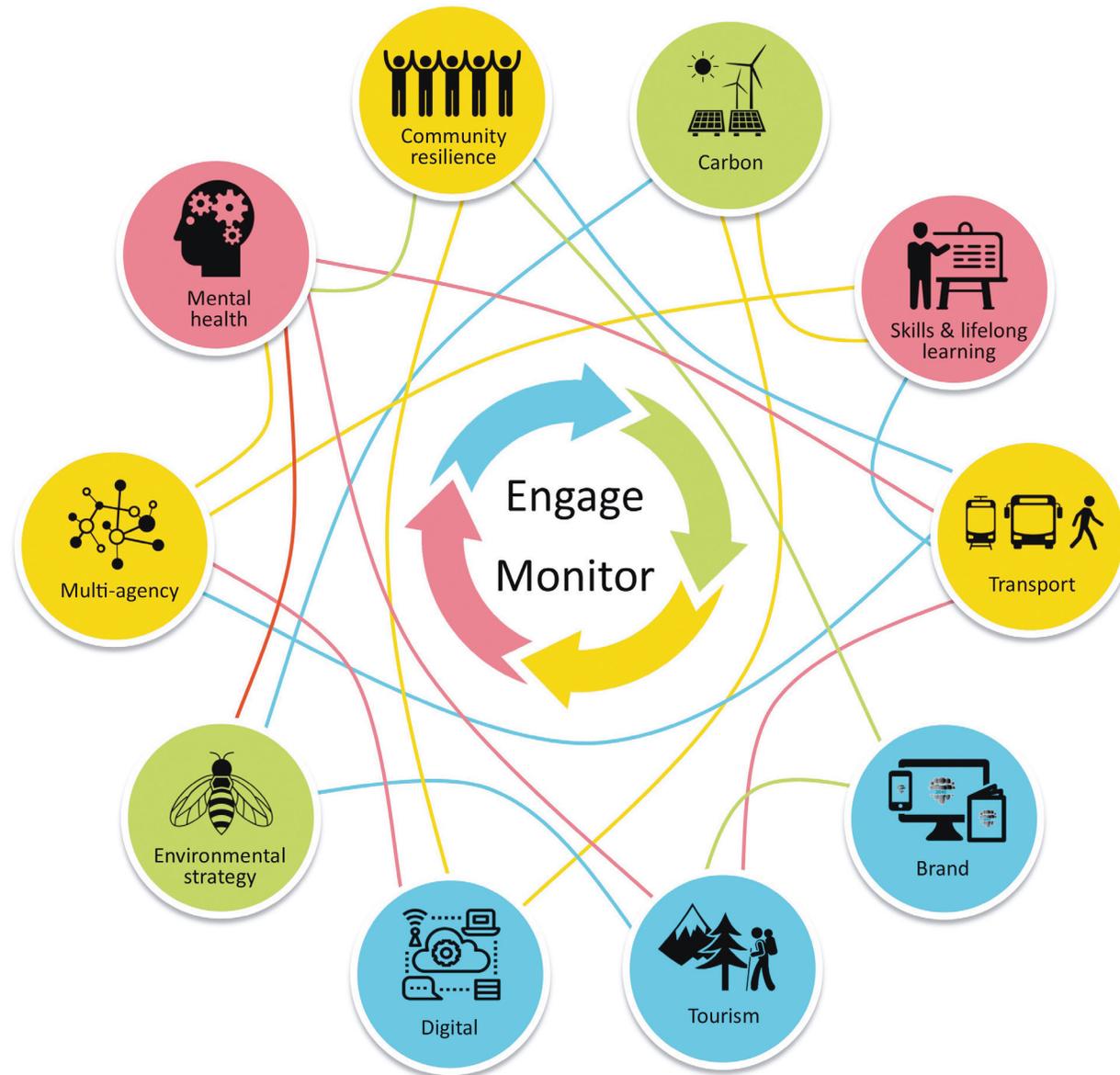


**Social:** Residents will adopt healthy living habits and will be supported to take responsibility for their own mental and physical health and well-being; Growing numbers of residents will contribute to the well-being of their communities helping to provide companionship and reduce loneliness; Other formal and informal learning opportunities will contribute to people's well-being, providing opportunities to socialise and enhance their self-esteem.



**Culture and community:** Strong, safe, connected communities, supported by common interest groups, will continue to be a key feature of life in Powys; Working in partnership, communities will have developed their own bespoke arrangements and solutions for delivering the services they want or need; Community hubs will exist across the county offering residents a mix of services all under one roof, reducing the need for people to travel to several places.

None of these steps can be delivered in isolation and will each have an impact on the others. For example, better digital infrastructure will help with providing better care for those who need it; improved public transport will encourage tourism. The PSB will make sure that we make the most of those links and opportunities and challenge ourselves, and others, when things get in the way of doing what we've agreed we will.



## Working towards shared outcomes

### The Golden Thread

To successfully deliver Towards 2040 we will need to involve all our stakeholders, not just the members of the PSB.

In developing the vision for 2040 we considered a range of things, including our own organisations' plans. The actions included in Towards 2040 are those which we need to take collectively rather than individually. There are things individual organisations are already doing that contribute to the vision of Powys in 2040 and this plan is not about replacing the requirements placed on organisations already. This plan is about collaborative and integrated action to improve the well-being of Powys.

We have adopted a golden thread (Fig 4) which demonstrates how all our plans and strategies work together to achieve our shared vision for improving the economic, social, environmental, cultural and community well-being of Powys. As our own plans are revised the golden thread will be used to guide our own work further aligning them to the collective vision.

Across our organisations, this means:

- A shared understanding and shared 'buy-in' to Towards 2040, its objectives and values and embedding them in strategies, policies and plans for delivery
- What we **think**, what we **say** and what we **do** all line up.

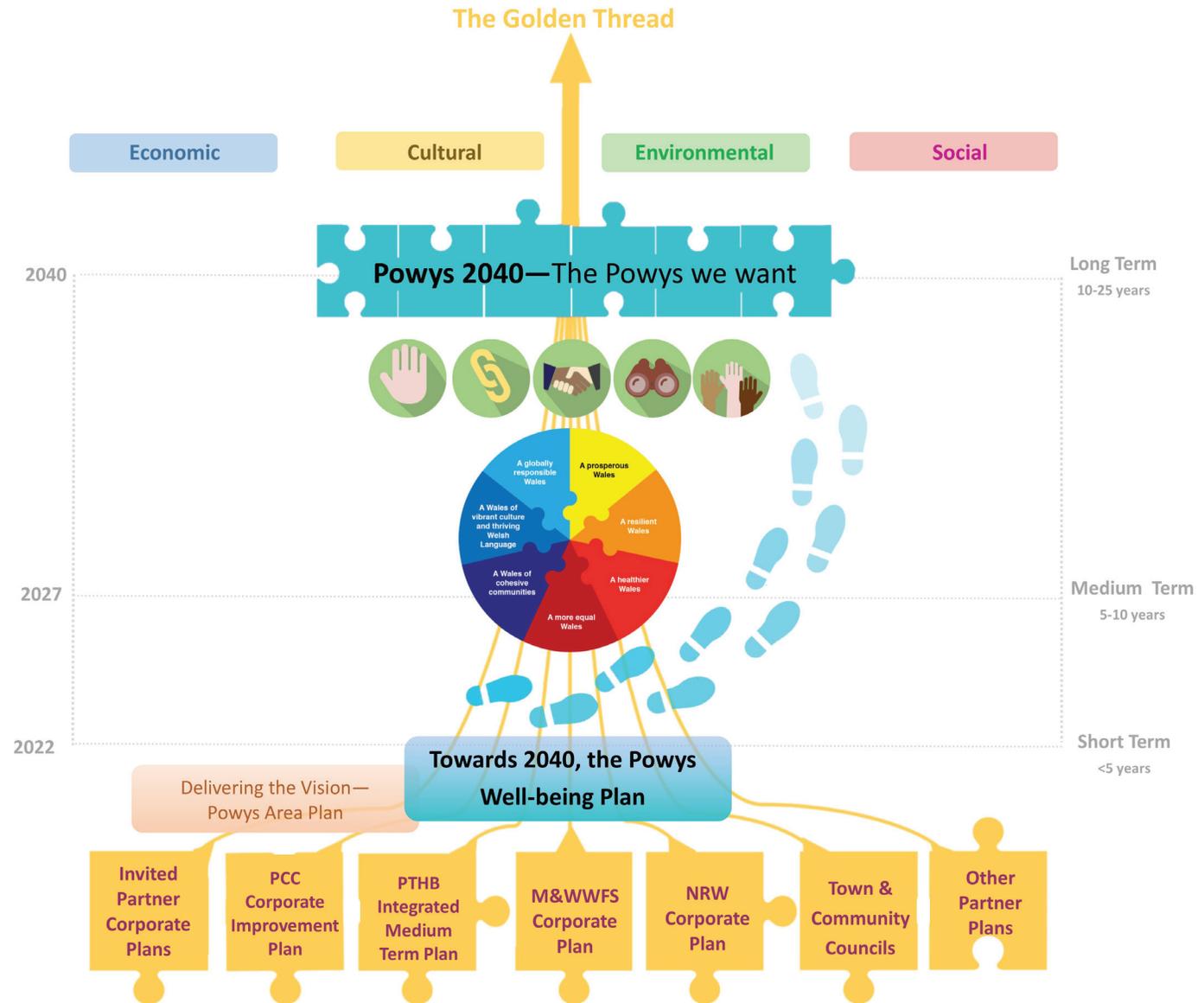


Fig 4

## The Five Ways of Working

The Well-being of Future Generations (Wales) Act 2015 sets out a sustainable development principle which means that organisations

**“... must act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.”**

The Act introduced five ways of working to help guide the changes expected:



### Long term

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

This is why we developed the 2040 vision – to provide a common understanding of a future Powys which we can all contribute to. With this long term focus we can consider how what we do now will impact on the future and how we can influence our future while being able to modify our actions in light of new discoveries, innovations or challenges.



### Prevention

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

We want to work together to understand and tackle some of the underlying issues that affect people's lives in Powys and reduce the chance of those things happening. For example the environment in Powys can support healthy lifestyles, reducing health care costs; good internet and mobile signal can reduce feelings of loneliness and increase business opportunities.



### **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.

The PSB and Towards 2040 provide a framework for the public sector, and others, in Powys demonstrating where activities are taking place and reducing duplication. We have looked at our individual plans and considered where there is overlap and similarities and used this to inform the plan. As we update our plans using the golden thread our work will become more integrated and aligned.



### **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.

The PSB will be working together and with partners, businesses and communities to deliver Towards 2040. The plan is built on doing more together than what we could do alone and working together on the same things rather than each organisation doing a similar thing in their own way. There may also be opportunities to work with organisations beyond our borders to help us achieve our aims.



### **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.

We have been committed to talking to you about the development of the objectives and steps in Towards 2040 throughout the process. We feel that you have a real contribution to make in achieving the vision and we will continue to engage and involve you in the future.

## The Well-being of Future Generations (Wales) Act 2015

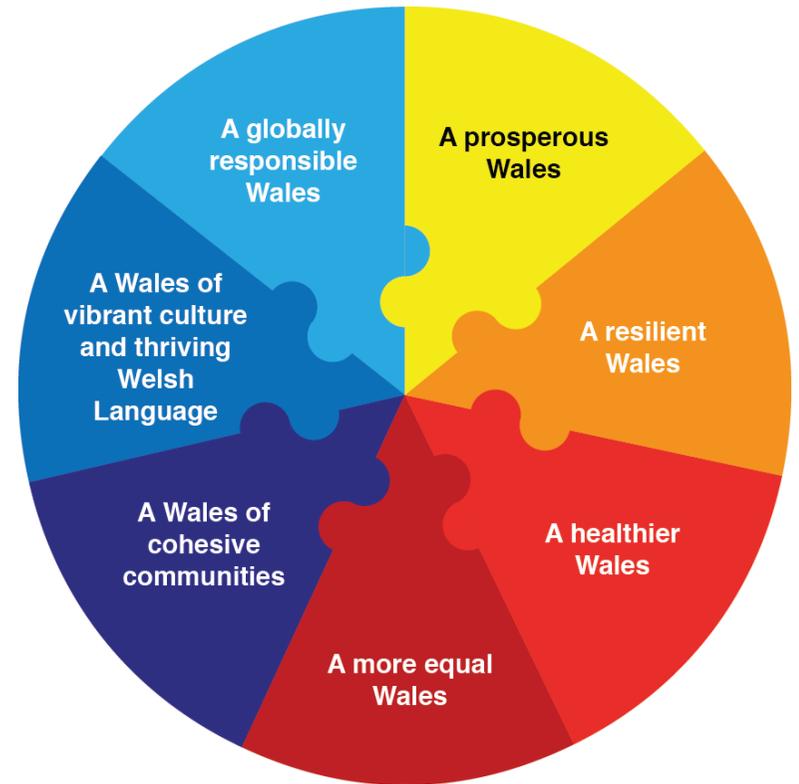
The Well-being of Future Generations Act gives us the ambition, permission and legal obligation to improve our economic, social, environmental and cultural well-being.

The Act requires public bodies in Wales to think about the long-term impact of their decisions, to work better with people, communities and each other, and to prevent persistent problems such as poverty, health inequalities and climate change.

The Act, unique to Wales, is attracting interest from countries across the world as it offers a huge opportunity to make a long-lasting, positive change to current and future generations.

The Well-being of Future Generations Act defines Sustainable Development in Wales as:

**“The process of improving the economic, social, environmental and cultural well-being of Wales by taking action, in accordance with the sustainable development principle, aimed at achieving the well-being goals.”**



## The Well-being Goals

### **A prosperous Wales**

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.

### **A resilient Wales**

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).

### **A healthier Wales**

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.

### **A more equal Wales**

A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic circumstances).

### **A Wales of cohesive communities**

Attractive, viable, safe and well-connected communities.

### **A Wales of vibrant culture and Welsh language**

A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, sports and recreation.

### **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 Powys Public Service Board

The Act establishes Public Service Boards in each local authority area. They are required to work together to assess the state of well-being locally, set objectives and produce a plan designed to improve economic, social, environmental and cultural well-being in their local area. These objectives should be set using the five ways of working and should maximise the contribution to the well-being goals. When developing the work programmes for the steps the PSB will consider the Future Generations Framework to ensure that all aspects of the Well-being of Future Generations (Wales) Act have been considered.

As individual organisations, the members of the PSB are subject to a range of legislation and regulations, such as the Equalities Act (2010), the Welsh Language Standards and the UN Convention on the Rights of the Child. We will continue to take into consideration when developing and delivering the steps and vision.

Our town and community councils have a role to play in contributing to the local well-being plan. We have encouraged them to be involved in the process of developing the plan, particularly the four that have a specific duty under the Well-being of Future Generations (Wales) Act; Brecon, Newtown, Welshpool and Ystradgynlais. They will all be important partners in delivering the well-being steps at a local level. The Powys Public Service Board is made up of the following members.

### Statutory Members



<b>Name</b>	<b>Role</b>	<b>Organisation</b>
Cllr Rosemarie Harris	Leader	Powys County Council (PSB Chair)
Vivienne Harpwood	Chair	Powys Teaching Health Board (PSB Vice Chair)
Martin Cox	Head of Operations Mid	Natural Resource Wales
Cllr Rowland Rees Evans	Chair	Mid and West Wales Fire and Rescue Service
David Powell	Acting Chief Executive	Powys County Council
Carol Shillabeer	Chief Executive	Powys Teaching Health Board
Kevin Jones	Director of Resources	Mid and West Wales Fire Service
Martin Nosworthy	Chair	Powys Association of Voluntary Organisations
Carl Cooper	Chief Executive	Powys Association of Voluntary Organisations
Dafydd Llewelyn	Police and Crime Commissioner	Dyfed Powys Police
Rhiannon Ivens	Chief Inspector – Partnerships	Dyfed Powys Police
Julian Atkins	Chief Executive	Brecon Beacons National Park Authority
Prys Davies	Head of Decarbonisation & Energy	Welsh Government
Ella Rabaiotti	Head of Local Delivery Unit	Wales Community Rehabilitation Company

## Contact Us

Thank you for taking an interest in our plan. Your views and ideas on the delivery of our vision are important to us. If you would like to propose any new ideas, have any questions or would like any further information please get in touch with us.

**lsb@powys.gov.uk 01597 826165**

Brecon Beacons National Park Authority

**<http://www.beacons-mpa.gov.uk>**

Dyfed Powys Police

**[www.dyfed-powys.police.uk](http://www.dyfed-powys.police.uk)**

Dyfed Powys Police and Crime Commissioner

**<http://www.dyfedpowys-pcc.org.uk/en/>**

Mid and West Wales Fire and Rescue Service

**[www.mawwfire.gov.uk](http://www.mawwfire.gov.uk)**

Natural Resources Wales

**<https://naturalresources.wales>**

Powys Association of Voluntary Organisations

**[www.pavo.org.uk](http://www.pavo.org.uk)**

Powys County Council

**[www.powys.gov.uk](http://www.powys.gov.uk)**

Powys Teaching Health Board

**[www.powysthb.wales.nhs.uk](http://www.powysthb.wales.nhs.uk)**

Wales Community Rehabilitation Company

**<http://walescrp.co.uk>**

Welsh Government

**<http://gov.wales>**