

PSB Step 9 – Adventure Tourism

Tourism is an identified workstream for the Mid Wales Growth Deal and wider regional economic development, unsurprisingly given it is a key foundational economy and sector for the Mid Wales region.

Interventions for the Growth Deal and regional vision will be looking at supporting the sector to gain investment to deliver transformational projects to facilitate an improved tourism and destination offer for the region. Projects will be developed in conjunction with the private sector and will seek to enhance and make best use of our regional identity and landscape. We have an abundance of resources which will likely see interventions and projects come forward which will strengthen and further develop our adventure tourism offer although it is too early at this stage to identify any projects in any detail outside of anecdotal or speculative ambition.

Work will be taken forward to undertake market research and engagement with key partners, stakeholders and businesses across the region over the coming months. The aim will be to identify targeted interventions which are investible, sustainable and underpin our regions unique identity and support our foundational economy to thrive.

Work is underway on developing the proposition document for the Growth Deal and the Economic Development Framework for Powys both of which are considering adventure tourism as key future interventions for the sector in Powys.

PSB Step 10 - Inward Investment

Work is ongoing developing areas of focus not only for the Mid Wales Growth Deal but also as a region moving forward. Inward investment will be pursued in a number of ways both directly and indirectly as a result of investment and development of interventions around specific themes.

Projects will require Welsh Government, UK Government, private and local authority investment and will be focused on stimulating economic development and growth as well as providing mechanisms to develop supply chains, cluster development and attraction of population, institutions and businesses into the region.

A proposition document for the region is in creation and will have a first draft early 2020 this will provide shape and vision for the region for investment via growth deal and other interventions moving forward. Once projects are further developed we will begin to understand the potential for inward investment and reduced migration from the region in more detail, although the actual measurable benefits won't be sought until projects are delivered moving into the medium to long term.