

A shared vision for our economy

Regional Economic
Frameworks for Mid Wales
and South West Wales



Activities for Groups

Working together, the Welsh Government and regional partners of Mid Wales and South West Wales are inviting people to join them in establishing a shared vision for our economies...

Introduction for Facilitators

Why we want your help

The economies of Mid Wales and South West Wales are intrinsically connected with each and every aspect of life in the region.

As we look to the future therefore, and consider both the long-term economic development of the region, as well as its short-term post-Covid-19 reset and recovery, it is essential that all have their say, and that all voices are heard.

The creation of Regional Economic Frameworks for Mid Wales and South West Wales are key to this. These are formal structures around which the economy of the region can grow and develop. They will set out not just what we must do, but how we must do it. They will focus not only on the decisions we must make, but the ways in which we must go about making them. And they will set out the roles and responsibilities we all have to take if our future vision is to be realised.

This will only be possible if we work together. Our Regional Economic Frameworks must be co-created, and ultimately co-owned, by those whose lives they will impact upon: each and every one of us. This approach builds upon the foundations of the Welsh Government's nationwide Economic Action Plan '[Prosperity for All](#)', which outlines the basis for a stronger regional voice in Wales' economic development, and the [Wellbeing of Future Generations Act](#) which requires public bodies in Wales to think about the long-term impact of their decisions and to work better with people, communities and each other.

This work is being undertaken by the Welsh Government and regional partners of Mid Wales and South West Wales in partnership with the [Co-production Network for Wales](#) and [Cazbah](#).

A detailed introduction to the work, and the economies of Mid and South West Wales can be found in '[Towards A Regional Economic Framework – Stakeholder Engagement and Participation Document](#)'.

Introduction for Facilitators

What's in this guide?

In this guide, you will find all of the resources you need in order for your group members to help us to create our shared vision for the region's economy and the Regional Economic Frameworks which will support it.

This includes:

- **Discussion guides:** split into 'nice and simple', and 'get into the detail' levels.
- **Worksheets:** to support the delivery of discussions.
- **A feedback template:** allowing you to share your group's thoughts, feelings and ideas quickly and easily.
- **Links:** to further information and useful resources.

Activities are split into four themes:

1. Our vision
2. Working Together
3. Challenges and Opportunities
4. What matters most.

Each discussion can be completed in 15 minutes, as a group, or self-directed. Please facilitate this discussion in a way which feels interesting and appropriate to your group. No activities are mandatory in order to participate.

Any questions regarding these activities, and the development of Regional Economic Frameworks for Mid Wales and South West Wales should be directed to midandsouthwest@ref.cymru.



N.B. All activities take into consideration that they may need to be offered as self-directed tasks, and that you may be working in smaller groups than normal, and/or remotely.

Feedback

Your Home. Your Vision

Feedback is provided in the form of a simple set of questions..

All discussions are designed to support groups in answering these questions. The questions address:

- i. Visions for the economy of Mid Wales and South West Wales.
- ii. What will make working together easier in the region.
- iii. The greatest challenge in the region.
- iv. The greatest opportunity in the region.
- v. The top priority in the region.

If required, a simple feedback template is provided overleaf.

Sending us your feedback

- Feedback can be shared by sending answers to the feedback questions (either scans or photos) as WORD, PDF, JPG or PNG files to midandsouthwest@REF.cymru.
- Please include the **name of your group** in the subject line.

Any additional information you wish to share with us can equally, be shared as PDF, JPG or PNG files to the same address. All information shared will directly contribute to the final development of Regional Economic Frameworks for Mid Wales and South West Wales.

Additional ways to get involved

- For people over the age of 13, in addition to participating in these activities, they can contribute directly to the development of the Regional Economic Frameworks at midandsouthwest.commonplace.is.
- A series of live virtual events will also be taking place in October. For more information and to express interest in taking part contact midandsouthwest@REF.cymru

Feedback

Key Questions

What should our vision for the economies of Mid Wales and South West Wales be?

What will make working together throughout Mid Wales and South West Wales easier?

What is the greatest opportunity for our economies?

What is the greatest challenge for our economies?

What should our top priority be?

Please feel free to use these questions as a guide, but provide feedback in the format, and to the level of detail, which is most appropriate for your group.

Discussion 1

Our Vision

Nice and Simple

- Refer to Worksheets 1 and 2 for a general introduction to Regional Economic Frameworks, and the key terms associated with them.
- Ask the group what they imagine and hope the place they live will be like in the future and for future generations.
- Referring to Worksheet 3, reflect on the 'vision statements' of different organisations from around the world.
- Discuss the different 'vision statements' which Mid Wales and South West Wales could adopt.
- Conduct a vote to choose the group's 'shared vision'.

Get into the detail

- Refer to "[Towards A Regional Economic Framework – Stakeholder Engagement and Participation Document](#)" for a detailed introduction to the economies of Mid Wales and South West Wales.
- Referring to Worksheet 3, reflect on the 'vision statements' of different organisations.
- Ask participants to imagine that Mid Wales and South West Wales was a company.
 - i. What would its vision statement be?
 - ii. What would its company motto be?
 - iii. What would its logo be?
 - iv. How would it treat its staff?
 - v. How would it treat its customers?
 - vi. How would it treat the environment?

Discussion 2

Working Together

Nice and Simple

- Ask participants to reflect on times when they have found working in teams easy, and times when they have found it hard.
- Reflect on how rules can help teams to work together.
- Ask participants to offer suggestions of rules which might make it easier for everyone in Mid Wales and South West Wales to work together.

Get into the detail

- Ask participants to share examples of when they have worked as part of a team.
- Reflect on the rules which are used in different contexts to help make working as a team easier.
- Ask participants to suggest rules which could make working as a team easier for everyone across Mid and South West Wales, to support the region's economies.
- Select a 'golden rule' for Mid Wales and South West Wales.
- N.B. The 'Paris Agreement, can provides an interesting case study of a rule to facilitate team working at international scales (and its mixed results) > <https://www.worldwildlife.org/pages/paris-climate-agreement>

Discussion 3

Challenges and Opportunities

Nice and simple

- Ask participants to consider and discuss what challenges and opportunities they have faced as a group.
- Reflect on the challenges and opportunities which exist in the places where they live. Are these the same challenges and opportunities that the group have faced?
- Using Worksheet 4, reflect on different facts about Mid and South West Wales. Is each a challenge or an opportunity?
- Conduct a vote to identify the greatest challenge, and greatest opportunity, in the region.

Get into the detail

- Referring to "Towards A Regional Economic Framework – Stakeholder Engagement and Participation Document" (*pages 16 and 17 for Mid Wales, or 22 and 23 for South West Wales*) display the strengths, weaknesses, opportunities and threats in the region's economy to participants.
- Give each a score, with:
 - a. - 10 points for the biggest threat / weakness
 - b. +10 points for the biggest strength / opportunity
 - c. 0 points for something which is neutral.
- Add up for scores for each point and create a list from the biggest threats/weakness to the biggest strengths/opportunities for the area.
- Reflect on any challenges and opportunities which are absent from this list. How would they be scored?

Discussion 4

What Matters Most

Nice and simple

Ask participants "what is important to you, and why".

Reflect on the things which are most important to the group, relating to: where they live, their culture and heritage, their community, the environment.

- Ask participants out of all of the things we've talked about, what matters most, and why?

Get into the detail

- Ask participants to consider the following four goals:
 1. Reducing income inequality.
 2. Creating more competitive businesses.
 3. The transition to a zero-carbon economy.
 4. Building healthy and sustainable communities.
- Reflect on which of these four goals is the highest priority.
- Does anything else matter as much, or more, than these 4?

Worksheet 1

What is a Regional Economic Framework?

A **region** is a particular place ...

- The regions of Mid Wales and South West Wales includes Powys, Ceredigion, Pembrokeshire, Carmarthenshire, Swansea and Neath Port Talbot.
- Over 900,000 people live here (and lots of them speak Welsh).
- It has lots of countryside and coastline, as well as towns and cities.

An **economy** is a system of how money is made and used.

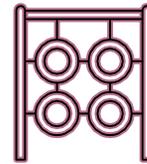
- The jobs we have, the things we buy and sell, and the new things which are built and made in our region, depend on our economy.

A **framework** is like a climbing frame ...

- It can make climbing easier.
- It can help you climb higher.
- It can help more people to climb at once.

BUT

- Different types of climbing frame let you climb in different ways.
- So the way the climbing frame is build (it's structure) makes a difference.



A **Regional Economic Framework** is a structure which helps the economy of a region. Regional Economic Frameworks are currently being made for Mid Wales and South West Wales.

Worksheet 2

Glossary of key terms

Economic Action Plan	A plan for how an economy will be managed, grown or developed. The Welsh Government's Economic Action Plan is called 'Prosperity for All'.
Economy	The system of how money is made and used within a particular country or region.
Framework	A structure that supports something built on or around it.
Regional Economic Framework	A structure to support the management, growth or development of the economy of a region. Regional economic frameworks are currently being developed for Mid Wales and South West Wales.
Stakeholder	A person or group that has a direct interest in a decision-making process.
Vision Statement	A short sentence or paragraph which succinctly communicates the goal or purpose of a company, organisation or group which can help people come together to work towards the same goal.
Wellbeing of Future Generations Act	A piece of Welsh Government legislation about improving the social, economic, environmental and cultural wellbeing of Wales. It will make public bodies in Wales listed in the Act think more about the long-term, work better with people and communities and each other, look to prevent problems and take a more joined-up approach.

Worksheet 3

Examples of company vision statements

- **IKEA:** "To create a better everyday life for many people"
- **Nike:** "Bring inspiration and innovation to every athlete in the world (if you have a body, you are an athlete)"
- **McDonalds:** "To be the best quick service restaurant experience"
- **Oxfam:** "A world without poverty"
- **Patagonia:** "Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis."
- **Tesla:** "To accelerate the world's transition to sustainable energy."
- **TED:** "To spread ideas"
- **Alzheimer's Association:** "A world without Alzheimer's"
- **Harvard University:** ""To develop leaders who will one day make a global difference."
- **Disney:** "To make people happy"

Worksheet 4

Challenges and Opportunities

In Mid Wales and South West Wales ...

We have beautiful coastlines and countryside

We have amazing history, heritage, language and culture

Some people have to move away to find jobs

Lots of people come to visit and have holidays

We make, farm and grow lots of different things

Some people can't access the internet

Sometimes it can be hard to travel from one place to another

Lots of people get a good education

Some places don't have as many people living in them as they used to

Some people don't have enough money for all the things they need

These statements are derived from the document - "Towards A Regional Economic Framework – Stakeholder Engagement and Participation Document".

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