

## Wellbeing Region Sector Forum



06/07/2021

| 12:00 - 2:00

| Online via Zoom

### Attendees:

- Anna - RCS Wales
- Adam West - Coastal Housing
- Lee and Shanti - Colombo Design Studio
- Jeremy Martineau - North Pembrokeshire Trade & Tourism
- Ronan Ruddy - Local Area Coordinator
- Emily Bacon - Swansea University
- Hayley T Wheeler - Hayley T Wheeler LTD
- Rhian Hughes - Money & Pensions Services
- Leon Murnieeks - Wellbeing Through Work
- Robert Alexander - EEESafe & LocalitEE
- Helen Grey - Natural Resources Wales
- Kerry Pillai
- Perth AU AI Connolly

- **RR:** Interested in the geographic variety who still share an interest in the region.
- **RA:** All concerned for well being from different areas of focus and ways to build a wellbeing economy. De-growth is something to consider.
- **JM:** Wellbeing network for over 200 businesses. The aim is to get them working across their sectors rather than in narrow silos. We haven't defined well being narrowly, but broadly. There's a range of businesses delivering well being awareness in different ways.
- **RH:** Financial wellbeing is important, as it impacts mental and physical wellbeing as well. It's important to consider general well being. We can build financial wellbeing by providing access to guidance and advice.
- **LB:** Design is a key component of wellbeing. Design considerations can impact the wellbeing of people in their day to day life. e.g. The width of pavements and accessibility.
- **Anna:** Forging networks with SMEs in Pembrokeshire, Carmarthenshire and Ceredigion. Offering free training and consultation to SMEs. Encouraging a peer support model in the workplace and building a culture of support. The more we can talk about wellbeing, work and how it will change in the future.
- **Hayley:** We're looking after future generations as well as our own generations. If we can teach everybody the skills and knowledge to look after themselves, that will have a positive impact on society and our world. A programme that Bangor University will do a study on.
- **HG:** The big thing for us is how ecosystems impact wellbeing. We need to be connected with and support the natural environments to become a resilient society. NRW conducted [a report called SoNaRR](#), which looks at the state of our natural resources. The key findings show we are not doing enough to support our ecosystems.
- **JM:** It's easy to get into the what and the how, but it's also important to look at the "why". Wellbeing is a new term for an old notion of "happiness". Make contact with faith groups for new insights and perspectives.

### **5 Year Exercise:**

It's 5 years in the future, and South West Wales is famous as "THE WELLBEING REGION" of the UK. What's different, what does that look like - in communities, in workplaces, and/or in our tourism offer? Describe what you see (your vision of what you would love to see)

- **JM:** Community councils exercising independent responsibility, instead of it being done somewhere else.
- Hydrogen-powered trains. Tourism would be a clear career path.

- All employees would be stakeholders in the enterprise. 10% of our workplace would be working from home.
- **Hayley:** Clear definition of wellbeing across all of the areas. We would have that clarity nobody would have. We don't have all of these areas if we don't have people.
- **Zoe:** The well-being region would be getting away from that high tech super fast system. We would have clean, green energy, locally sourced food. Home-grown place that you'd want to come to for a new feel. Schools would be different, more life skills taught. Strong communities.
- **RR:** 4 day working week, more work/life balance.
- **LB:** Wales could be an area where circular economy isn't a question. Affordable, accessible to everyone. Nobody would be left behind, all are welcome. Inclusive design is everywhere.
- **Shanti:** Access to holistic healthcare. Not only reactive healthcare, but preventative. Teaching health and life skills from the outset and how you can maintain your own health and body. Feeling of support, expansion, the vibe of the region. Preserving the areas of natural beauty. 4 day working week.
- **RA:** Community: Happier and thriving. Materials are at least 95% reused. Health service would be improved. Each community has its own social network. Community owned apps. Moved to a micro-business model. Capturing everyone's interest and propagating connections.
- **HG:** Active travel routes are connected by inspiration stations, Incredible Edible schemes, nature corridors. Regenerative business. Business and tourism would actively regenerate nature through their work. No cars, net-zero carbon, zero waste. EV transport. Free public transport across the region.
- **LM:** Not working to live, but living to work. Sickness and absence would be at a low. People would enjoy going into work. Unemployment at an all time low. Massive training opportunities and apprenticeships. More transport links across South Wales. Tourism would depend more on public transport. More Community Supported Agriculture schemes, linked to communities, hospitals, schools.
- **AW:** An economic model measurement alternative to GDP. Tourism cannot compete with or displace communities. Less second homes. Ensure that food production is resilient and local. 4 day working weeks are optional, providing people the choice.
- **DL:** Empowered local communities. Local solutions. Local people feel that they have the power to solve problems. Strong sense of local connection. New systems of exchange, unhooking from global money systems. Community food growing, the ability to repair things. Education system to build confidence and resilience from a young age.

- **Anna:** Talent is kept in the region. Professional growth is kept within the region.
- **KP:** Diverse, safe spaces and communities that are truly inclusive with proper investment and community voices being heard. Proper investment and infrastructure to protect jobs and natural resources. So much has changed over the last 16 months so not rushing back to "normal"- have proper conversations with teams and offer real flexibility in working. Would love to see trials of basic universal income a success and in place. Community hubs that bring together Art, Culture and information. Growing spaces. Wellbeing spaces, exploration spaces. Urban playgrounds/natural playgrounds that allow citizens to be truly physical within their environment parkour/skateboarding - not prescribed "wellbeing". A place where innovators/idea people/creators are really valued.

### What Can We Do?

- **JM:** A manifesto, not a political document but a document that shows the vision to local changemakers. A call to action.
- **ZA:** We need to amplify the voices around the table.
- **HG:** Getting organisations to sign up and agree to a set of principles that can be implemented within their spaces. E.g. Healthy travel charter. How do we kickstart this change?

### Next Steps/Actions:

#### Guests were invited to a number of events:

- [Chambers Wales: Re-imagining the workplace - 20th July, 10:30 -11:30](#)
- [Wellbeing Economy Alliance Wales - 8th July](#)

#### Connections:

- Lee requested a freelance HR person on behalf of his father's SME.

### Resources & References

- [Natural Resources Wales: SoNaRR Report 2020](#)
- [Wellbeing Economy Alliance Wales](#)
- [Inspiration Station at Llyn Llech Owain country park: Nature Based Work Hub](#)
- [EEESafe Holistic Model Video](#)
- [Swansea Local Area Coordination](#)