



**Briefing paper**

October 2017

# Prosperity For All: The National Strategy

## 1. Introduction

In September 2016, Welsh Government launched its five-year Programme for Government, [Taking Wales Forward](#). The document set out how the Government intended to deliver more and better jobs through a stronger, fairer economy, improve and reform our public services, and build a united, connected and sustainable Wales. It made specific commitments to:

- Supporting business
- Childcare
- Housing
- Prosperity for All
- Successful, sustainable, rural communities
- Environment, community safety and tackling extremism

It outlined these commitments under the following four headings:

- Prosperous and secure
- Healthy and active
- Ambitious and learning
- United and connected

Now in September 2017, Welsh Government has launched [Prosperity For All: The National Strategy](#), which sets out in more detail how it will deliver those commitments within the long-term context of working within the wider Welsh public service to lay foundations towards achieving prosperity for all.

Alongside the national strategy Welsh Government has published a well-being statement explaining how the Future Generations Act has been used to support the development of the National Strategy and identify a single set of government objectives and steps.

This briefing paper looks at the detail of the Strategy that is most relevant to the third sector in Wales.

## 2. Working with the third sector

Welsh Government makes some clear statements about the commitment to working with the third sector to deliver the National Strategy:

Welsh Government recognises that *'public services and voluntary sector partners want to work together towards common objectives, to focus on the needs of people, at all stages of their lives and in all parts of Wales'* (p.4) and articulates the aspiration to *'build a sustainable relationship with the Voluntary Sector, based on the outcomes we all want to achieve for communities and the right funding model to deliver them'* (p. 20).

## 3. Cross-cutting priorities

The Strategy lists five cross-cutting priorities that Welsh Government believes have 'the greatest potential contribution to long-term prosperity and wellbeing' and to 'realise the full potential of the Wellbeing of Future Generations Act' The priorities are listed below, with highlights key areas of interest for the third sector:

### *Early years*

- Welsh Government plan to create ACE (Adverse Childhood Experiences) Aware public service, taking a preventative approach to avoid ACE's and improve resilience of children and young people
- Children First areas will be piloted to support the better integration of services and reduce the number of ACE's.

### *Housing*

- The Right to Buy and Right to Acquire schemes will end to protect social rented housing for those in need.
- The individual support needs of rough sleepers will be focused on, and earlier, more effective interventions delivered for those at risk of becoming homeless.

### *Social Care*

- Investment will be made in a new innovative care delivery model in the community to build a more diverse sustainable care sector in Wales.
- Help will be given to vulnerable adults who may need help to access services and engage in work, training, education and volunteering. Innovative funding models will be developed to ensure funding is available to meet social care needs.

- Welsh Government will “*expand the community health and social care workforce, with innovative new roles, such as ‘community connectors’ that support social prescribing and more formal partnerships with volunteers and the third sector*” (p. 14)

#### *Mental health*

- A pilot exploring how social prescribing can treat mental health conditions will be developed.
- School curriculums will be designed to place meaningful focus on wellbeing and developing the mental resilience of children and young people.
- Dementia support will be offered by a joint health service and local authority team, working with the family of the patient.

#### *Skills and employability*

- Tailored community outreach will be given to those facing multiple barriers to work.
- A common approach to identifying the needs of the individual as part of a new approach to employability will be developed.

## **4. The four headings**

The Strategy notes *‘a recognition that public services and voluntary sector partners want to work together towards common objectives, to focus on the needs of people, at all stages of their lives and in all parts of Wales’*. It highlights the Valleys Taskforce as a method of gaining understanding of what people want from public services and how to respond to barriers hindering those services, and states that the Taskforce is about supporting aspirations and delivering services ‘locally and seamlessly’ - messages that Welsh Government plan to deliver more widely as it enacts the Strategy.

It cites a variety of ‘levers’ that Welsh Government can use to deliver their goals. These levers include planning decisions, tax raising powers, and procurement.

#### *Prosperous and secure*

This section focuses on how people can be supported to develop their skills and secure employment, and supporting businesses to innovate and grow. Welsh Government commits to:

- Maximising the value of Welsh public service procurement to Wales.
- Developing a new employability plan for Wales, focusing on individuals’ needs and responsive to the skills needed in each part of the country.
- Ensuring the successor to EU Structural Funds is fully integrated with Welsh Government’s overall approach.

- Set out a ‘low carbon pathway’ providing clarity and certainty for action and investment around the low carbon economy, setting targets for 2020, 2030 and 2040.

### *Healthy and active*

Here, Welsh Government discusses how health and wellbeing can affect prosperity, and outlines plans to shift approach from treatment towards prevention and early intervention. It notes that the third sector, alongside other sectors, NHS and government, can help create an environment where good health is seen as ‘a natural asset for everyone’, and that Welsh Government will aim to join up services and root them in communities.

Welsh Government commits to:

- Building on the work of the Parliamentary Review into Health and Social Care by further integration and publishing a long-term plan for the NHS and social care.
- Shifting health and care services away from hospitals and into communities, and move the emphasis from treating illness to wellbeing.
- Ensuring organisations delivering health and care services pool budgets and commission jointly.
- Developing innovative, community approaches to encouraging active lifestyles and improve nutrition through the Wellbeing Bond.
- Building on primary care clusters working across service providers to tailor public services to local needs and improve access to services.
- Expanding the community health and social care workforce with ‘innovative new roles’ such as community connectors and more formal partnerships with the third sector and volunteers.

### *Ambitious and learning*

This part looks at the need for creative, highly skilled and adaptable people, and Welsh Government’s plans to focus on building ambition; supporting young people to fulfil their potential; encouraging lifelong learning, and equipping everyone with the right skills ‘for a changing world’. They commit to:

- Introducing a new model of Community Learning Centres, which will provide services in childcare, parenting support, family learning and access to facilities, built around the school day.
- Working with the third sector, educational establishments, business and industry to expand the network of Code Clubs around Wales.

### *United and connected*

Lastly, Welsh Government focusses on the role of communities and how people can be supported to participate in and shape their local environment. It looks at transport,

infrastructure, digital technology, community cohesiveness and more. They commit to:

- Working with communities to help maintain local facilities, such as pubs, libraries and museums, and to assist communities to take ownership of assets in their area.
- Identifying opportunities for more people to volunteer, and work with WCVA and the sector on the rollout of a unified volunteering programme, Volunteering Wales
- Promoting and facilitating the use of Welsh and improve planning of Welsh language provision.
- Building the capacity of communities to support better health and wellbeing, using approaches such as social prescribing.
- Ensuring schools take on the role of community hubs, offering community activities and services.
- Building a sustainable relationship with the third sector, 'based on the outcomes we want to achieve for communities and the right funding model to deliver them'.
- Improving how Welsh Government works with community groups and the police to develop safer communities
- Working with the third sector, community groups and local services to counter extremism and hate crime.
- Pressing the UK Government to prioritise full access to the European Single Market and work with UK Government to promote Wales' interests in EU negotiations.

## 5. Some reactions to the Strategy

**Stuart Ropke, Chief Executive Officer, Community Housing Cymru:** 'We agree that providing secure, affordable housing is the strongest basis for supporting vulnerable individuals to overcome mental health and substance misuse issues. Supporting People funding is vital to provide and fund quality housing-related support services to enable vulnerable people to live independently at home for as long as they wish or are able to do so.'

More [here](#).

**Steve Brooks, National Director, Sustrans Cymru:** 'The new strategy identifies walking and cycling as an area that's key to Wales' future prosperity and the wellbeing of its people. The first key test will be this autumn's Budget. Allocating more of the transport budget to walking and cycling for example will provide greater returns for other areas like economic development and public health.'

More [here](#).

**Derek Walker, Chief Executive, Wales Coop Centre:** ‘The proposal for a new economic contract between business and government could see businesses expected to do more to create a fairer society in return for Government’s support. I would expect the social businesses we work with will welcome this proposal.’

More [here](#).

**Janet Jones, Fundraising Standards Board Wales Policy Unit Chair:** ‘The commitment to focusing on regionally-focused model of economic development is welcome in so far as it would enable each part of Wales to focus on its own strengths and regional identity when assessing economic development opportunities.’

More [here](#).