

Growing Mid Wales

Opportunity grows here



Growing Mid Wales

Opportunity grows here

Contents

Foreword	3
Mid Wales Growth Deal	4
Our Strategic Growth Priorities	5
Mid Wales Transportation (TraCC)	6
Mid Wales Regional Skills Partnership (RSP)	7
Mid Wales Regional Engagement Team	8
The Mid Wales economy at a glance	9



Tyfu
Canolbarth Cymru
Growing
Mid Wales

Foreword



Councillor Bryan Davies
Leader of Ceredigion
County Council



**Councillor James
Gibson-Watt**
Leader of Powys County
Council

As Leaders of our respective Councils, and co-chairs of the Growing Mid Wales Partnership and the Growing Mid Wales Board, we are jointly committed to driving forward regional economic growth in partnership and ensuring much-needed focus on the challenges and opportunities of Mid Wales.

We are proud of the progress that has been made since Growing Mid Wales was first established in 2015. Local, regional and national stakeholders have demonstrated real commitment to working together collaboratively for a common purpose – to facilitate and accelerate economic growth via a single and ambitious vision for economic and employment growth in the region.

We are however in a continually challenging climate in many ways (economically, socially, environmentally) – and we need to be focused on ensuring that we support the businesses and residents of Mid Wales through the next chapter. It is vital that we focus on supporting economic recovery that is sustainable and for the long term.

We will continue to work locally and together regionally, from the work of the Mid Wales Skills Partnership, Regional Transport and the GMW Partnership to help identify and elevate the issues of strategic importance with Governments and our regional stakeholders.

It is also vitally important we leverage all available funding sources to both authorities locally alongside regional funds that we have collaborated historically on with EU funds, regeneration funding and the Growth Deal.

The Mid Wales Growth Deal is a big part of our regional collaboration, with the programmes and projects looking to generate an estimated regional economic boost of between £570 and £700 million over a 10 to 15 year period, as well as over 1,100 jobs.

The challenge for us, and our delivery partners will be to ensure that these ambitions are now supported to deliver positive impacts in our communities. We have known for a long time that opportunity grows here in Mid Wales, and now is the time to realise it.

MID WALES GROWTH DEAL

The Growth Deal is a long-term investment providing capital funding to support regionally significant economic infrastructure that drives private sector investment and stimulates growth. It is supported by a commitment of £110m from UK and Welsh Governments and aims to create long term jobs, increase productivity and play a key role in catalysing economic recovery and growth across the region.

Set within the broader Vision for Growing Mid Wales, the Growth Deal will contribute alongside a range of other strategies and investments from the public and private sector as part of a holistic approach to bring prosperity to the communities and businesses of the region. It is expected to run for several years and is being managed as a 'Portfolio' with an initial shortlisted set of programme and projects being developed that cover a range of investment proposals which align to the eight priority growth areas identified in the 'Vision'.

In addition, the programmes and projects supported by the Growth Deal will be expected to produce wider social and economic benefits, such as enhanced quality of life, business opportunities following the impact of COVID-19, decarbonisation in industry and consideration of climate change impacts.

The Portfolio will be reviewed annually to ensure that it continues to meet the needs of the region and to enable consideration of other proposals. For an initial discussion on proposals please contact your Local Authority economic development team.

For further information on the Growth Deal, please contact Cathy Martin, GMW Operations Manager cathy.martin@ceredigion.gov.uk

To create between

1,100 and
1,400

new jobs in Mid Wales
through the Growth Deal

by 2032.

To support a net additional GVA uplift of between

£570 million and
£700 million

for the Mid Wales Economy through the Growth Deal

by 2032.



To deliver a total
investment of up to

£400
million

in the Mid Wales Economy
through the Growth Deal

by 2032.

OUR STRATEGIC GROWTH PRIORITIES

“An enterprising and distinctive region delivering economic growth by innovation, skills, connectivity and more productive jobs supporting prosperous and bilingual communities”



MID WALES TRANSPORTATION (TraCC)

Trafnidiaeth Canolbarth Cymru (TraCC) - or Mid Wales Transportation - is a transport partnership made up of the three Mid Wales Local Authorities (Ceredigion, Gwynedd and Powys).

Since 2003, TraCC has bought together the highways and public transport functions of the three local authorities to provide specific regional solutions to local integrated transport issues. TraCC has also bought together key partner organisations to collectively discuss, develop and influence regional and national policy at a strategic level.

Reliable, resilient, sustainable and connected transport networks are fundamentally important to economic growth and communities in Mid Wales. Good quality infrastructure is vital in linking people up with opportunities, companies with markets and labour supply. The size, remoteness and the dispersed pattern of settlements in Mid Wales presents challenges in both the transport of goods and people.

Our aim is for an integrated and affordable regional transport system that facilitates economic growth, ensures access for all to services and opportunities, sustains and improves the quality of communities, and supports the transition to a low carbon future.

For further information, please contact Ann Elias, TraCC Regional Transport Plan Projects and Programmes Manager ann.elias@ceredigion.gov.uk

The region has

945 km (587 miles)

of Trunk and A roads connecting the region with North and South Wales and east to the West Midlands.

2

railway corridors serve the region -
Cambrian Main line and the Heart of Wales line.



Image courtesy Colas Rail & SARPA

MID WALES REGIONAL SKILLS PARTNERSHIP (RSP)

The Mid Wales Regional Skills Partnership (RSP) sits under the wider Growing Mid Wales banner. Primarily a business-led partnership, it works with business leaders and stakeholders across the region to understand the skills provision and labour market needs in order to drive investment that meets the requirements of both employers and workforce. The RSP supports the Welsh Government's key strategies and policy areas by providing a regional perspective. This includes baseline data for further education planning using employer led intelligence and labour market information (LMI) data.

The RSP bridges the gap between education and regeneration in the hope of creating a strong and vibrant economy underpinned by innovation, growth and a capable workforce. The RSP Board, established by the Local Authorities of Ceredigion and Powys, looks at key areas to drive economic growth and investment in the right skills.

The forward work programme for the RSP includes:

- **Three Year Employment and Skills Plan 2022-25**
The Plan will identify key sectors, skills and employment priorities for the region, aligned to regional economic plans, including Growth Deals.
- **National Occupational Standards (NOS)**
Ensuring the NOS remains up-to-date and meet the needs of employers and sectors in the region.
- **Further Education and Apprenticeships**
Identification of up to five priority sectors and their skills requirements to inform the further education bodies for the development of apprenticeships for the academic year 2023-2024.
- **Welsh Language**
Analysis and identification of needs within specific and key sectors to enable the education and training sector to plan and respond effectively to employer demands.

For further information, please contact Aggie Caesar-Homden, Mid Wales RSP Partnership Manager aggie.caesar-homden@powys.gov.uk

95,400

people in employment in Mid Wales, with economic activity rates in line with Welsh and UK averages, driven by high levels of self-employment.

Mid Wales contains **12,660** VAT registered businesses. The business base has a very high proportion of micro businesses, more than

95 % with less than **10** employees.

Levels of unemployment in the region are comparatively low at

3.9 %

in January 2022, almost half that of Wales and the UK, and the region has seen a bigger improvement in unemployment numbers compared to Wales since 2001.



MID WALES REGIONAL ENGAGEMENT TEAM

The Mid Wales Regional Engagement Team (RET) is one of four regional engagement teams across Wales set up to ensure EU funding proposals meet existing and future opportunities and investments in the region. Working across all sectors, the Mid Wales RET ensures the effective participation and success of EU funded investments, adding value to existing and planned investments with established and emerging regional and thematic activities and opportunities.

The RET team also provide an ongoing regional point of reference and advice to internal and external stakeholders in ensuring the achievement of results across the region, aligned to the region's strategic ambitions and vision.

The team delivers the strategy, planning and engagement functions to deliver the Vision for Mid Wales. In terms of engagement, in addition to facilitating cross-sector engagement across the region to ensure alignment of activity with the region's strategic ambitions, the Mid Wales RET manages and co-ordinates the activity of the Growing Mid Wales Partnership and promotes partnership working.

The Growing Mid Wales Partnership is a broad and inclusive regional economic partnership comprising of representatives from the public, private and third sector. The partnership seeks to represent the region's interests and priorities for improvements to our economy and provide regional leadership on the economic vision for Mid Wales.

For further information, please contact Claire Miles, Mid Wales Regional Engagement Team Manager claire.miles@ceredigion.gov.uk

Under the current EU funding programmes

3,040

enterprises have been assisted and

1,630

enterprises created to date in Mid Wales

5,050

jobs have been created in supported enterprises under the current programme

To date, the current EU funded Programmes in Mid Wales have assisted over

3,260 participants into work,

1,350 into further learning and

13,195 have gained a qualification.



Image courtesy AberInnovation

THE MID WALES ECONOMY AT A GLANCE



Notable Strengths

- Agriculture
- Food & Drink
- Tourism
- Higher-Value Manufacturing
- Defence & Security Assets

Generating:

- £3.6bn GVA annually
- £17,509 GVA per head

- 205,000 people
- 95,400 employed
- % employed > Welsh average

- Home to two Universities (Aberystwyth and UWTSU)
- Home to the Centre for Alternative Technology (also offering HE courses)
- More than 95% of Aberystwyth's research is internationally recognised
- Educational attainment at Level 2 is 7.5% higher than the Welsh average
- 38.8% residents with NVQ4+

- 6966 km² of land (39% of Wales)
- 7.25m visitors attracted annually to the region's outstanding natural and cultural landscapes



Tyfu
Canolbarth Cymru
Growing
Mid Wales

Contact:

-  growingmidwales@ceredigion.gov.uk
-  twitter.com/GrowingMidWales
-  www.growingmid.wales
-  www.linkedin.com/company/growing-mid-wales



UNDEB EWRGFEAID
EUROPEAN UNION



Llywodraeth Cymru
Welsh Government

**Cronfeydd Strwythurol a
Buddsoddi Ewropeaidd**
**European Structural
and Investment Funds**