



Growing Mid Wales

July 2024

Welcome to the July edition of the Growing Mid Wales newsletter.

This month, we're excited to share key updates and initiatives aimed at fostering regional growth.

Highlights include the UK Government's renewed commitment to boost the Mid Wales economy, the unveiling of the updated Employment & Skills Plan at the Royal Welsh Show, and insights into Local Area Energy Plans.

Learn about the Economic Advisory Group's collaborative efforts, the advancements in Digital Wales, and the final call to participate in the Supporting Enterprise survey. Additionally, get to know Lily Else, our Project Support Officer, and catch up on other news and events shaping our region.

Helping to grow opportunity in Mid Wales,

The Growing Mid Wales team

[Cover: Skills Partnership Unveils Update to their Employment & Skills Plan at Royal Welsh Show]

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Re-affirming UK Government commitments to grow the Mid Wales economy

On Monday, 22nd July at the Royal Welsh Showground, Dame Nia Griffith DBE MP, Parliamentary Under-Secretary of State at the Wales Office, met with Councillor James Gibson-Watt, Leader of Powys County Council, and Councillor Bryan Davies, Leader of Ceredigion County Council, to discuss progress being made to grow the Mid Wales economy.

To view the full story, visit our news page: www.growingmidwales.co.uk/article/16826/Re-affirming-UK-Government-commitments-to-grow-the-Mid-Wales-economy



1 - (L-R) Councillor Bryan Davies, Leader of Ceredigion County Council, Dame Nia Griffith DBE MP, Parliamentary Under-Secretary of State at the Wales Office, and Councillor James Gibson-Watt, Leader of Powys County Council, The Royal Welsh Showground.

Skills Partnership Unveils Update to their Employment & Skills Plan at Royal Welsh Show

On 22nd July at the Royal Welsh Show, the Mid Wales Regional Skills Partnership (RSP) unveiled its update to the Employment and Skills Plan 2022-2025. It addresses the region's evolving employment and skills needs, reflecting sector growth and economic demands.



2 - (L-R) Councillor Bryan Davies, Leader of Ceredigion County Council, Emma Thomas, Chair of the Mid Wales Regional Skills Partnership, and Councillor James Gibson-Watt, Royal Welsh Show

The updated plan incorporates new labour market intelligence and qualitative data, providing accurate growth forecasts for Powys and Ceredigion. The RSP collaborated with business-led cluster groups to gather industry-specific insights, ensuring the plan meets the Mid Wales economy's current and future demands.

The updated plan highlights key growth areas up to 2028, including a 6% increase in the construction and advanced manufacturing sectors, a 9% rise in food and drink production, and a 4% growth in the digital sector. It also emphasizes the importance of skills linked to Net Zero and energy, highlighting emerging workforce requirements.

The Mid Wales RSP encourages stakeholders, businesses, and the community to explore the comprehensive Employment and Skills Plan on the Growing Mid Wales site:

www.growingmidwales.co.uk/midwaleskillspartnership

To view the full story, visit our news page: <https://www.growingmidwales.co.uk/article/16828/Skills-Partnership-Unveils-Update-to-their-Employment--Skills-Plan-at-Royal-Welsh-Show>

Getting to know more about the Local Area Energy Plans



On Wednesday 24 July at the Royal Welsh Show, our Regional Energy Lead, Dr Gemma Delafield, was on hand at a drop-in session on Local Area Energy Plans. It was an opportunity for the general public and local businesses to find out more about the plans, the current picture on energy and transport across the region, and how we can decarbonise both homes and businesses across Mid Wales.

Many people got to try building a sustainable house from scratch through a virtual reality programme. The programme was provided by the University of Wales Trinity Saint David's CWIC's Construction Virtual Environment Resource Training experience. This innovative initiative utilises virtual reality to provide immersive training that mimics real situations in construction, enhancing skills and knowledge for a sustainable future.

Both Ceredigion and Powys County Councils have recently endorsed their respective Local Area Energy Plans (LAEPs). These plans, co-created with various stakeholders and funded by the Welsh Government, set out how both local areas can transition to a net zero energy system by 2050.

For more information on the LAEPs, visit: www.growingmidwales.co.uk/Energy+NetZero



Economic Advisory Group Collaborates to Boost Regional Development

Existing and new members of the Growing Mid Wales Economic Advisory Group (EAG) recently met for the first time with the Leaders of Ceredigion and Powys County councils at the Elan Valley visitor centre to discuss the strategic initiatives of the Mid Wales Growth Deal and collaborate on advancing the region's economic growth.

Steve Lesbirel, Chair of the EAG said, "We now have a full group consisting of entrepreneurial industry leaders and we look forward together with a passion to help drive the Mid Wales economy forward. Our group plays a key role in providing a strategic and constructive challenge to strengthen proposals and advise on new opportunities for the Growing Mid Wales Board to consider."

Read the full article [here](#).



3 - L-R) Councillor Bryan Davies, Leader of Ceredigion County Council; Steve Lesbirel, Chair of the EAG, and Councillor James Gibson-Watt, Leader of Powys County Council.

Take a closer look at the backgrounds and business experiences of the group on the Growing Mid Wales website: www.growingmid.wales/EAG



4 - Economic Advisory Group members

Digital Wales

Our [Digital Programme](#) Manager, Dave Owen attended a chat at the Royal Welsh Show on digital infrastructure in Wales with UK Government, network providers and other Welsh Growth Deal Digital Programme leads. They highlighted significant regional improvements, thanks to collaboration with UK and Welsh Governments, and the ongoing progress of our Digital Programme. Exciting times for Wales' digital future!



Supporting Enterprise survey

Last few days to take part!

Our Sites and Premises Programme survey is open until **09 August** to better understand the future growth plans of businesses across the region and their need for commercial premises.

The survey also aims to identify the need for funding intervention in the local commercial sites and property market. Responses to the survey will enable Growing Mid Wales (GMW), who manage the Mid Wales Growth Deal, to consider a variety of options of support, which could help businesses achieve their development goals.

GMW wishes to gather as many responses as possible so the data received can be analysed to understand the demand for support. GMW will then work with Welsh and UK Governments to review and scope options.

Take part now: <https://bit.ly/SupportingEnterpriseSurvey>



Supporting Enterprise Business Needs Survey

Do you need support to expand
commercial premises?

Complete this survey to help us understand
the future growth plans of local businesses
and their need for commercial premises.



Meet the Team

Lily Else

Support Officer - Mid Wales Regional Skills Partnership

Project



When did you start with the team?

I started with the team in January 2023.

Prior to joining the RSP, I worked for Powys County Council supporting the Covid Test, Trace and Protect team.

Can you tell us more about your role?

As a Project Support Officer, I support our Project Officer and Employer Engagement Officer to deliver the objectives of the RSP, which involves continuous collaboration and coordination. More specifically, my role involves the gathering and analysis of labour market intelligence (LMI) to support the work of the RSP.

What are your current priorities?

My current priorities are continuing to establish a good basis of LMI to support the work of the team. This means staying aware of developments in the region and frequent communication within the team. I've recently been working on coordinating focus groups of learners in the region to gain an understanding of their perspective towards careers guidance currently offered, contributing to the updated Employment and Skills Plan and our recent Royal Welsh Show event.

What developments have you seen over the years?

Since joining the team, I've seen significant development and growth. We have established cluster groups, developing a new website, and raised the profile of the RSP among businesses and

stakeholder organisations in the region. We can be more targeted in our work and have built stronger links to businesses in the region, which is reflected in our new Employment and Skills Plan update.

What's been your biggest achievement?

This is tricky as much of my work is providing behind the scenes support and achievements are very much a team effort. Recently, I gained a qualification in Project Management – that's a pretty big achievement and I'm looking forward to putting the knowledge gained to good use in this role. Outside of work, surviving my post-graduate degree!

One word that sums up the Growing Mid Wales Team:

Connected. Our work is not siloed and integration, both across the RSP and GMW teams and with organisations outside of GMW, is what makes us successful.

Other news

Barriers, Attitudes, and Exercise: Exploring Active Transport in Middle Aged Adults in Semi-Rural and Rural Areas

This study explores exercise habits and active transport use in semi-rural and rural areas. 🚲

<https://app.onlinesurveys.jisc.ac.uk/s/aber/exercise-active-transport>

* The inclusion criteria is being aged in your 40s and 50s and living in either a semi-rural or rural location.

Deadline 5 August.

Influence of attitudes and utility-related factors on commuting choices of semi-rural Welsh residents

A project team, from Aberystwyth University, is recruiting residents of semi-rural areas of Ceredigion, between 25-60 years old, to participate in a research study, looking at the extent to which affective and utility-related factors influence decisions of semi-rural residents on transport choices, as well as how could behaviour change science contribute to encouraging use of public transportation by residents.

The study will consist of an about hour long online interview conducted on Microsoft Teams, which will be recorded for the purpose of transcription. You will be asked a series of questions about your commuting/travelling habits and your opinions on how could public transportation in Wales could be improved.

If you are interested in finding out more, please email the researcher Marianna Kowalewska at mzk@aber.ac.uk to request a copy of the study information.

Keep up to Date

Need to catch up on what's been discussed in our meetings? Here's a reminder of where you can find the minutes for the following meetings:

- All minutes relating to the Growing Mid Wales Board are hosted on Powys County Council [website](#).

- Papers relating to the Growing Mid Wales Partnership can be found on our [website](#).

Keep up to date with Growing Mid Wales news, developments on activity and organisations we support by following our Twitter, LinkedIn pages and YouTube channel:

<https://twitter.com/growingmidwales>

www.linkedin.com/company/growing-mid-wales

<https://www.youtube.com/@TCC-GMW>

We're eager to reach out to as many organisations and businesses across Mid Wales as possible. You can make this possible by following, liking and sharing our pages.

Disclaimer: As a Growing Mid Wales Stakeholder you receive these emails so that we can share news and information with you on a regular basis. You can inform us if you no longer wish to receive these emails by emailing growingmidwales@ceredigion.gov.uk.

