



Cymru Can Newsletter: A Well-being Economy



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Appeal from Derek: Pay the Real Living Wage

Low pay is deepening the cost-of-living crisis for thousands of people across Wales.

We need our public sector to pay the Real Living Wage to reduce poverty and inequality.

Wales is in a growing cost-of-living crisis; more people are living in poverty, inequalities are widening, and our health is suffering.

But we can stop leaving our current and future generations out of pocket through a Real Living Wage.

In my [Future Generations Report 2025](#), published earlier this year, I've called on Welsh Government and public bodies to **become Real Living Wage accredited employers**; meaning they pay all their staff a wage that keeps up with the rising cost-of-living (currently £13.45 an hour) and have a plan for third party contracted staff.



1 - [Living Wage North Wales event](#)



2 - [Wellbeing of Economy Festival of Ideas](#)

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Positively, since April, two more councils and two more public bodies have become accredited with support from Cynnal Cymru – **Vale of Glamorgan and Monmouthshire, and MEDR and Qualifications Wales** – meaning that 17 out of the 56 public bodies under the Well-being of Future Generations Act are now Real Living Wage accredited.

The [first local authority in Wales to pay a Real Living Wage](#), **Cardiff** is the second city in the UK to achieve Living Wage City status and has uplifted thousands of people to a higher wage with an extra £100 million paid out to workers.

Our ongoing analysis of public bodies' responses to our Future Generations Report 2025 currently shows most public bodies accepting our recommendation around Real Living Wage

accreditation, with many already on their journey and in the process of achieving accreditation.

(For a full round-up of public bodies' progress against our recommendations, read the next edition coming mid-December).

"Cynnal Cymru believes a better future requires fairer and greener work. Our local authorities act as anchor institutions in their communities. They have the ability to make a real difference on the Living Wage, both to their own staff and in leadership in their supply chains.

Our accreditation team are delighted to welcome our fourth and fifth Living Wage local authorities, Monmouthshire and the Vale of Glamorgan, to the fold."

Cynnal Cymru's Chief Executive Simon Slater



3 - [Coaltown Coffee - Living Wage Wales](#)



But we are still lagging behind countries – there are currently more Real Living Wage employers in the City of Manchester than all organisations accredited across Wales.

With household budgets continuing to squeeze, now is the time for our public services to collaborate with businesses and social enterprises who are already leading the way to make larger scale changes across Wales.

The Principality Building Society and **Bluestone National Park Resort** in Pembrokeshire are accredited Real Living Wage employers that have reduced staff turnover and boosted the local economies.

Coaltown Coffee, **Fabulous Welshcakes** and **Ogi** have recently become accredited and have seen improvements in staff morale and job satisfaction.

Paying the Real Living Wage is a long-term investment in the future of Wales. It's not simply about improving economic outcomes, it's about transforming to an economy that works for people and planet, that reduces poverty and supports communities to thrive.

We need to put our money where our mouth is and pay people across Wales a fair wage. Our future generations depend on it.

Cymru Can in Action – Advocating for the WFG Act

Giving evidence in Senedd committees

In November, my team and I appeared before three Senedd Committees to discuss how Cymru Can act today for a better tomorrow.

I gave evidence to the [Equality and Social Justice Committee](#), who are scrutinising the Well-being of Future Generations Act in its tenth year.

- The WFG Act has had a positive impact so far, but lack of resources has meant system-wide change isn't always happening yet.
- We need accelerated progress through bold leadership, increasing capacity and bravery within public services, and better ways of tracking public bodies' and PSBs progress.
- I called for a full review of the WFG Act to strengthen its impact.
- The Committee will now take evidence from the Cabinet Secretary for Social Justice, Trefnydd and Chief Whip before reporting their findings and recommendations in Spring 2026.

- Diolch yn fawr to everyone who submitted written evidence and gave evidence to the Committee.

To safeguard cultural well-being in Wales, I called for a culture bill at the [Culture, Communications, Welsh Language, Sport, and International Relations Committee](#).

At the [Finance Committee](#), I called for more focus on prevention in budget setting. Through investing in the future, we can ensure better outcomes for the people of Wales and save public money.



5 - [Equality and Social Justice Committee](#)



As part of our Culture and Welsh Language mission, our team joined stakeholders in Tŷ Pawb, Wrexham to hear more about how the region is working together to cultivate culture and protect current and future generations' well-being.

Wrexham County Borough Council is bidding to become the [UK City of Culture 2029](#) and put culture at the heart of regeneration and civic life. Through collaboration with residents, artists, educators and young people, they are working to reflect the voices of their communities and create a vibrant and thriving city for current and future generations.

With a focus on placemaking, [Tŷ Pawb](#) is Wrexham's multi-award winning, cultural community resource that is improving community cohesion and well-being, supporting the local economy and spotlighting artists and creatives.

Wrexham University is embedding the WFG Act's principles into their work, including their [Civic Mission](#) and integration with Wrexham and Flintshire Public Services Board on [Movement 2025](#) and Children's University.

[North East Wales Multicultural HUB](#) champions Wrexham's diversity and brings people together through cultural music, dance food and art activities.

Food for Our Future: guidance for local authorities

Our current food system is failing us.

- One in three households are facing food insecurity and are skipping meals
- Obesity rates are increasing with one in three children starting school above a healthy weight
- Our food habits rely heavily on imported food which is contributing towards nature loss and global deforestation

But with urgent action, we can change this and ensure more people can access sustainable, healthy and affordable food.

In our [Future Generations Report 2025](#) I recommended that each local authority develop a local food resilience plan in collaboration with Local Food Partnerships and Public Services Boards to change our food system for the better.

In collaboration with [Food Sense Wales](#), we have [co-produced guidance for local authorities in Wales](#) with good practice, case studies and resources around the food-related policies our councils can control and influence and how they can work with communities to improve local food systems.

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Some of the inspiring case studies included in the guidance:

- **Welsh Veg in Schools project** is using organic vegetables from local growers in primary school meals to support the local economy and ensure more children are eating healthy food.
 - Hear from pupils at **Ysgol y Dderi** in Ceredigion on the project in their podcast, [Welsh Veg Voices](#).
- **Blaenau Gwent CBC** is using Community Asset Transfers to utilise more public land for food growing and established [Terence Gardens in Brynmawr](#), which is being used as a growing space for the community to come together and support their mental well-being.
- **Monmouthshire Council** have co-designed a [global deforestation-free school menu with Size of Wales and schoolchildren](#), and **Carmarthenshire Council** have created a [Future Generations School Meal menu](#) which aims to reduce the carbon footprint of its school meals by 80% and reduce food waste.



6 - [Welsh Veg in Schools](#)

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- **Ceredigion's Local Nature Partnership** has created a network of community gardens across Ceredigion with sessions to support mental health, increase use of Welsh and learn horticultural practices.

- **Swansea Bay University Health Board's [patient food ordering app trial](#)** led to 6,000 fewer wasted meals in 10 months while improving patient experience and expanding meal choices.

From how we buy, grow, and eat our food, it is critical that we improve our food system for future generations.

Read **[Food for Our Future: How Local Authorities Can Shape Better Food Systems in Wales](#)** on our website.

Get involved – community support and free training

Gwneud – join a new youth-led network

Created by alumni of our [Future Generations Leadership Academy](#), **Gwneud** is a youth-led network aiming to turn collaboration from talk into delivery.

Through bringing people from across sectors, roles and regions together, Gwneud is focused on empowering young people to create measurable change and support delivery of the WFG Act.

[Sign up via their website](#) to join the network, receive regular updates, and hear about upcoming events.



7 - [Gwneud - Wales' youth-led collaboration platform](#)

Futures Literacy Module – Cymbrogi

To make Wales the most future literate nation in the world, we've developed the Futures Literacy Module in collaboration with **Cymbrogi**.

Made to support young people in designing their own futures and developing the skills and confidence to think long-term, the module explores what 'futures thinking' means and how to build resilience and creativity in uncertain times.

Training for teachers on delivering the module is also being planned – *more details in the new year*.

Find the [module on Cymbrogi's website](#) and more resources on how to think long-term [on our website](#).

Understanding the Act training – 10 February 2026

Our Understanding the Act sessions have reached more than 350 people from across the public, private, and voluntary sectors who want to learn how to implement the WFG Act to create practical change.

[Sign up to join](#) our next free online training session on **10 February 2026, 1.30pm - 4.00pm** (register by 27 January 2026) and find more information on [our website](#).

Hwb Dyfodol – long-term training

Do you want to know more about how to think long-term and apply futures techniques to your work? Join our in-person training session **in North Wales on 9 December 2025**.

[Register now through our online form](#).



8 - [Understanding the Act training](#)

Putting the Act into practice - Welsh Government training

Hear the latest behavioural science you can apply now in practical and effective ways, with Welsh Government's free top-up sessions on the WFG Act.

[Sign up via their website.](#)

- 11 December 2025, 14:00 - 15:30
- 15 January 2026, 14:00 - 15:30
- 12 February 2026, 14:00 - 15:30
- 10 March 2026, 15:00 - 16:30

You can also read their new manual for applying the WFG Act: [Building culture for co-production.](#)

Contact us

Want to catch up on previous issues of the newsletter? You can find them on our website [here.](#)

For more information get in contact here:

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