

# Cymru Can Newsletter: Wrapping up 2025



## In this issue

- 
- *Appeal from Derek: Invest in health, not just sickness*

- [Responses to our Future Generations Report](#)
  - [Join our team - Leadership Academy Lead and ARAC](#)
  - [Culture Act for Cymru - join forum and exchange](#)
  - [You said - stakeholder survey results](#)
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*Diolch yn fawr to everyone we worked with this year, we look forward to continuing our work together in 2026.*

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Navigate through each section via the table of contents button (bottom right of the Sway).

## Appeal from Derek: Invest in health, not just sickness

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*Inequalities in Wales are widening and we're spending billions on short-term solutions.*

*We need a dramatic shift in the way we budget to prioritise prevention.*

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Every year Wales spends half its budget, more than £10bn, on treating symptoms instead of acting on the root causes of illness.

If we want to improve our health for the long-term, reduce inequalities and avoid our public bodies going bankrupt, [Welsh Government must increase investment in prevention and do more of what keeps us well](#).

Connected communities, clean air, fair jobs, accessible healthy food, and access to nature and green spaces are some of what keeps us well, while healthcare treats only a fraction of our health issues and gets half of Wales' budget.

We know prevention works.

Spending on prevention returns £14 for every pound invested and organisations across Wales are already embedding prevention approaches in how they work:

- [2025 Movement](#) is working to end avoidable health inequalities caused by social inequalities. In collaboration with Warm Wales, they are working with

GPs to identify and support people whose living conditions might be affecting their health by identifying early signs like chest infections and skin issues, and by asking the right questions regarding damp and heating costs.

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**"It helped with energy and warming our home, we received an electric blanket which helped to keep us warm, plus food bank support.**

**My fibromyalgia has improved, my stress has reduced and it's helped with warming our home."**

*Resident who was supported by 2025 Movement and Warm Wales*

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- Public Health Wales' all [Wales Diabetes Prevention Programme](#) has shown early signs of effectiveness in improving blood glucose control and reducing the risk of Type 2 diabetes, but is struggling to secure long term funding.
- Betsi Cadwaladr University Health Board in collaboration with [Actif North Wales](#) is tackling health inequalities and boosting physical activity through Actif Coordinators that worked with local people to understand what was getting in the way of keeping people active.

- [Welsh Veg in Schools](#) is increasing the number of vegetables our children are eating in their school lunches, improving their diets today and improving their food literacy for the future, while also supporting local farmers and growers.

The way Wales spends right now is a breach of future-proof planning and goes against the principles of the Well-being Future Generations Act to improve health equity for our current and future generations.

If we invest in the things that prevent poor quality of life, for the most deprived in our population especially, we can slash avoidable hospital admissions, free up beds and clinicians and extend our healthy life expectancy so we all live longer, healthier lives.

As we enter the new year, we know the choices we make today will define the health of people today and those not yet born.

**We must choose prevention and build a Wales where every community can thrive, not just survive.**

**Nadolig Llawen a Blwyddyn Newydd Dda i chi gyd.**

## Responses to our Future Generations Report

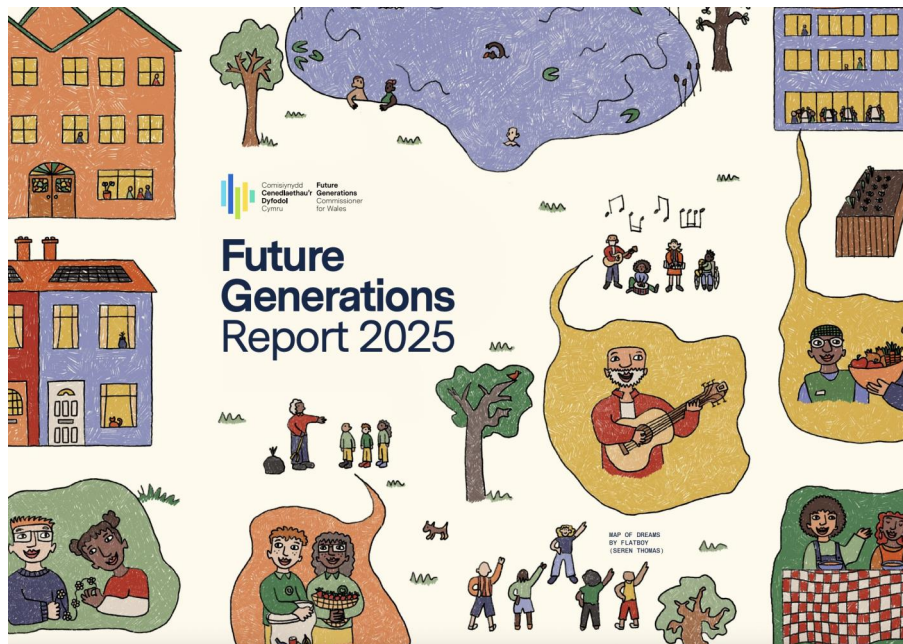
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*When I published my [Future Generations Report 2025](#) in April this year, I called on the Welsh public sector to improve our health, climate, economy, and culture through 50 specific and practical recommendations.*

*But publishing the report was just the beginning.*

*To bring the recommendations to life, I've been convening public bodies across Wales to share learning and break down common barriers to implementation.*

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1 - [Future Generations Report 2025](#)

**17 out of the 56 public bodies under the WFG Act are officially Real Living Wage employers, with more already on their way to accreditation.**

Recognising that people are their most important asset and how they spend their money matters, Monmouthshire County Council has achieved Real Living Wage accreditation, meaning both employees and suppliers they work with are paid a fair wage - improving morale and the local economy and reducing pressure on our pockets during the cost-of-living crisis.

Find out more in our [Well-being Economy newsletter](#).

**You can now find a [‘Food for Our Future’](#), guidance for local authorities in Wales on how you can work with Local Food Partnerships and communities to improve their food systems. It’s been co-produced by my team and Food Sense Wales.**

To reduce the negative impact of unhealthy food and drink advertising on people’s health, particularly on young people and in communities facing barriers, Vale of Glamorgan Council has reworked its advertising in collaboration with Cardiff Council and Cardiff and Vale University Health Board to reduce the number of ads showing HFSS food and drinks.





2 - [Monmouthshire County Council's RLW accreditation](#)



3 - [Vale of Glamorgan Council's HFSS advertising ban](#)

**We've piloted a project with Hywel Dda University Health Board, two local authorities and one national body to map how they are currently investing in prevention and how we can shift investment upstream to primary prevention.**

We will be rolling this work out further and supporting more public bodies to map their preventative spend in 2026.

Find out more in our [Health and Well-being newsletter](#).

**In collaboration with Cymbrogi Futures, our [Hwb Dyfodol](#) has launched the [Futures Literacy module](#) on how to look long-term and shape our future.**

We have held more than 30 training sessions to support public bodies in planning long-term including Social Care Wales who are using a 2050 vision to guide their next strategy.

**Join us at our [Living the Future event](#) on 21 January 2026 in Aberystwyth for a day of futures thinking and exploring. Find more information on the [Cynnal Cymru website](#).**



Public bodies under the WFG Act have also been sharing written responses to the report's recommendations which my team and I are currently analysing - *we will be publishing a more in-depth summary of the responses in the new year.*

Positively, we are seeing high rates of public bodies already adopting and accepting my recommendations with some of the most accepted being around training on the WFG Act, creating a co-designed long-term vision and organisational plan, and including prevention as a core strategic objective in corporate strategies and planning.

47 out of the 56 public bodies under the WFG Act have shared their response to the report so far and we are following up with each organisation to ensure all 56 respond.

We are continuing to analyse the responses to understand and target where public bodies need support to implement the recommendations, and will keep bringing people together to show what's possible.

For more support on implementing the WFG Act and our recommendations, and to keep updated on our free training opportunities, [visit our website](#).

[Join our team— Leadership Academy Lead and ARAC](#)

We are looking for maternity cover for the Programme Lead of our [Future Generations Leadership Academy](#).

Salary £47,676 pro rata per annum

Part-time (approx. 4 days/30 hrs per week) until May 2027 (funding dependent)

Responsibilities include designing and delivering a leadership programme for young people, supporting an existing Alumni network and managing our Academy Support team member.

- **Closing date for applications: 16 January 2026**
- Expected interview date: 4 and 5 February 2026

[Apply for the Leadership Academy Programme Lead role on our website.](#)



We are also looking for two new people to join our [Audit, Risk & Assurance Committee \(ARAC\)](#) and support our work to accelerate positive change in Wales.

Remuneration: £270 per day plus expenses

Commitment: Approximately 4 meetings per year (online and in-person)

Term: Members are appointed for four years with possible reappointment.

Our current ARAC does not reflect the diversity of Wales. We are especially keen to change this and strongly encourage applications from people from racially diverse backgrounds, disabled people and younger people.

- **Closing date for applications: 22 January 2026**



- Interview date: 11 March 2026

[Apply and find more information on the role on our website.](#)

## Culture Act for Cymru – join forum and exchange

Culture has always been one of Wales' greatest strengths but participation is at [risk of becoming a postcode lottery](#).

We're launching a **Culture Act Green Paper**, developed in collaboration with the cultural sector and The Audience Agency, with options for Welsh Government on how Wales can shape a long-term, sustainable vision for culture.

We are publishing the paper at a **Culture Forum** on 25 February 2026 – [register to join the Forum](#).

To support collaboration across the cultural landscape we are also hosting a **Cymru Can Exchange** in March 2026 to bring public sector representatives and freelancers together.

- If you are public body representative, [complete this form](#).
- If you are a representative from the culture sector or a creative freelancer, [complete this form](#). A daily fee is provided for creative freelancers.

Deadline for applications is 12 noon, January 19 2026.

For more information on the Exchange, please email [jacob.ellis@futuregenerations.wales](mailto:jacob.ellis@futuregenerations.wales)



4 - Join our Culture Forum and launch of our Culture Act Green Paper



*5 - Apply to join our Cymru Can Exchange*

## You said – survey results

As we enter a new decade of the Well-being of Future Generations Act, I asked stakeholders from across Wales their perspectives around how they're engaging with the legislation and our team.

[213 responses to our survey](#) from local authorities, health boards, national bodies, the private and voluntary sectors, and individuals told us:

- Almost 80% have a good understanding of the WFG Act and 85% believe the WFG Act has had an impact on their work
- 86% have a positive outlook on my team and I, and 60% expressed positive views about the WFG Act including its inspirational value, strategic importance and role in shaping organisational culture and long-term thinking
- 30% noted concerns around the WFG Act and its implementation including lack of enforcement powers and how it can be seen as a tick box exercise and a bureaucratic barrier
- There was also a clear call for deeper embedding, more training, and stronger mechanisms to ensure the WFG Act's principles translate into meaningful change



Your feedback aligns with [our call for a review of the WFG Act](#) to ensure the legislation is having its intended impact and will influence our work programme in 2026 including expanding the reach of our training sessions, developing specific resources for different roles and working with those who require more targeted support including local elected members and Town and Community Councils.

Read the full stakeholder survey responses [on our website](#).

## 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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