

WELCOME!

Welcome to the Summer 2020 issue of **The Regenerator**, the magazine of Powys County Council's Regeneration Team.

The Regeneration Team is home to **Grow in Powys** who promote and deliver the Council's regeneration and economic development projects to help support the local economy and improve the quality of life and attractiveness of Powys; **Arwain**, the EU and Welsh Government funded LEADER Programme in Powys, who support organisations to find innovative solutions to rural issues; **Mid Wales My Way** who promote and support tourism in Powys; and **Communities for Work+** who provide free support for people who are looking for work or to improve their job prospects.

In this issue you can find out about the progress on the **Mid Wales Growth Deal**, in addition to the plans for **Newtown's new Green Infrastructure project**.

Communities for Work+ tell us about the service they offer and how they have adapted to continue to support people safely during this time.

We also get to hear from Rachel Lewis and Katie Higginson on their new roles within the team.

Finally, if you're looking for a new adventure this year, have you thought about **champing**? Find out what it is, and an Arwain supported project that will soon be offering it, in Beili Du's article.



TOURISM RECOVERY MARKETING CAMPAIGN

A tourism recovery communications campaign using **#DiscoverPowysSafely** and the **Respect, Protect, Enjoy** strapline has been designed to encourage the safe return of visitors to Powys, and to extend the traditional summer tourism season into the autumn and winter in support of Powys' local businesses.

→ MORE ON PAGE 10



Respect
Protect
Enjoy

ARWAIN FUNDED PROJECTS RISE TO COVID'S CHALLENGES

Muddy Care and Dyfodol Cambrian Futures have faced Covid-19's considerable challenges, and with impressive and thoughtful innovation supported their participants, partners and businesses through this tricky time.

→ MORE ON PAGE 2



Funding

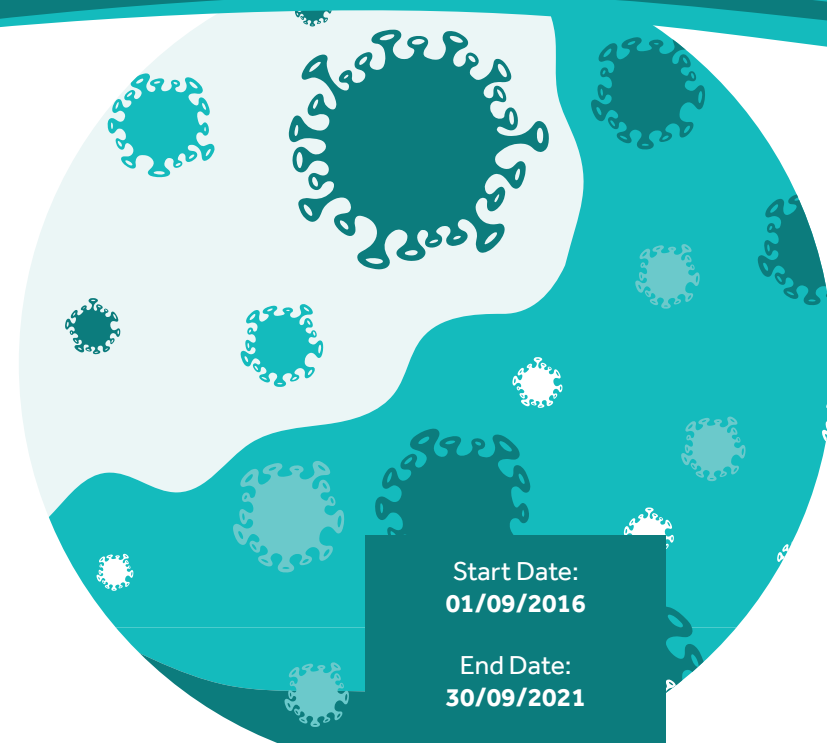
DYFODOL CAMBRIAN FUTURES PROVIDES COMPREHENSIVE SUPPORT TO LOCAL BUSINESSES DURING COVID-19

Despite the challenges facing so many tourism businesses as a direct result of the COVID-19 pandemic, the Cambrian Mountains Initiative's Dyfodol Cambrian Futures project has continued to support local businesses and communities. Funded via the Arwain LEADER Programme, the project has maintained its contact with as many businesses as possible.

With over three hundred participants and nearly twenty communities involved, the project has signposted businesses to support organisations, assisted with queries regarding financial support and created a pan Cambrian Mountains ZOOM meeting.

Many tourism businesses welcomed the opportunity to air their fears and frustrations regarding the impact of COVID-19 on their business and ZOOM meetings allowed for a clear message to be relayed to local authority officers, as well as key Visit Wales colleagues. Feedback from the most recent ZOOM meetings indicated that those involved appreciated the opportunity to come together as one voice and that a collective representation was relayed to key decision makers.

In light of COVID-19, the Dyfodol Cambrian Futures project also sent out nearly 300 postcards to tourism businesses and project partners, with a reassuring message of hope and unity. Many businesses took to social media to say thank you for this thoughtful gesture.



Start Date:
01/09/2016

End Date:
30/09/2021

Total Project Cost:
£508,312.68

RDP Amount:
£406,344.94
(Powys 45%,
Ceredigion 30% and
Carmarthen 25%)

Match Funding
Amount:
£101,967.74

With much of the Cambrian Mountains 'closed' during lockdown, the project liaised with individuals, businesses and community groups to gather ideas and information related to the new 'pocket guide'. The guide is now on the way to the press and includes information about nature, heritage and trails opportunities in the Cambrian Mountains. People from across the area have contributed to this booklet, identifying must visit nature reserves and heritage sites, as well as providing eye-catching images. Look out for a copy of the guide on the project website soon.



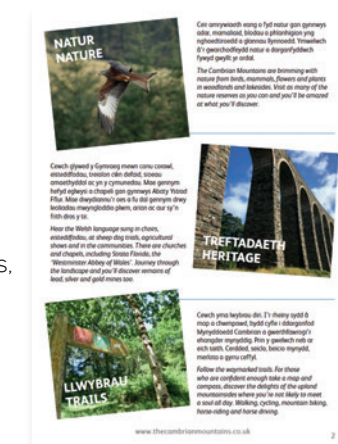
During the lockdown, tourism businesses were encouraged to dip into a library of images made available by the project team. These were images captured from across the last three years of the project including summit views, lakes, waterfalls, river valleys and woodlands. These key natural assets are the 'constant' in the Cambrian Mountains landscape and impact positively on the enjoyment of visitors to the region.



Making the most of local talent, the project has acquired a stock of Cambrian Mountains drone footage that it intends to develop into a short film. This stock, already filmed before lockdown, highlights the mind-blowing beauty of the area. It is hoped that businesses will use this short film to entice people to visit the Cambrian Mountains once again and appreciate how incredible this part of the world is.

The project stayed loyal to its commitment of four successive articles in the Ceredigion-based magazine EGO. The impact of COVID-19 meant that only online versions of the magazine were published. However, it appears that nearly 500,000 views of these articles have been achieved to date. Visit the project website to view the articles on heritage, trails, nature and dark skies.

The project now looks forward to working with businesses and communities to roll out the 'new' Gweithio Gyda'n Gilydd/Working Together element of the work plan. Exciting activities involving local producers and retailers, innovative development related to access and recreation, as well as the creation of multi-media promotional resources should encourage many in the tourism industry and confirm that the Cambrian Mountains Initiative remains committed to the future prosperity of the region.



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FIND OUT MORE

www.thecambrianmountains.co.uk
#cambrianmountains

www.facebook.com/VisitCambrianMountains/
www.twitter.com/VisitCambMtns
www.instagram.com/visit_cambrian_mountains/

For more information please contact:
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Funding

MUDDY CARE RISES TO COVID'S CHALLENGES

Muddy Care CIC has responded with care and thought during COVID-19.

When COVID-19 caused the outdoor rehabilitation programme to be temporarily suspended, Muddy Care responded with creativity and innovation. All the participants on the Muddy Care long-term mini pilot rehabilitation programme (LTMPRP) have significant chronic conditions; some of them fall into the shielding category, some live alone and some have very challenging times because of their chronic conditions.

The CEO of Muddy Care, Claire Lovell, immediately implemented a daily checking in system (active seven days a week) for all the participants on the LTMPRP, as well as a support system for staff. Having a chronic condition requires daily management and includes some very challenging periods, regardless of COVID. The CEO knew the Muddy Care community needed a remote support system in place until things stabilised. They went from operating five days a week to operating seven days a week from March 11 2020 to July 17th 2020, for a continuous 128 days.

The check in became increasingly important when;

- some participants developed COVID
- when participant hospital appointments were cancelled
- when participant hospital appointments occurred
- when participant mental health support services were either reduced or transferred to remote appointments
- and when the impacts of COVID lockdown were putting a significant strain on some participants

Individual additional procedures and protocols were carried out by staff for those participants who were highlighted as an amber or red, meaning they needed extra support from Muddy Care staff and in some cases, extra support and intervention from external medical and health organisations was instigated by Muddy Care. They had several ambers and reds recorded during the 128 days. On July 17th, 2020 their check-in rota was revised by the



participants and support was reduced, reacting proactively to the changing needs and wishes of the participants. It is still in place though, in a different and reduced format, but the Muddy Care community are frequently freely communicating with one another now, without any check in stimulus, which is so pleasing to observe. But they didn't just set up this daily check in system in response to COVID-19...

...They were looking at the learning theme of 'how can we serve' at the time they had to stop physical delivery of their outdoor education rehabilitation programme. They switched immediately to a distance learning mechanism and the participants took a lead on the COVID-19 project. The participants of the *Muddy Care* LTMPRP started to produce vlogs, blogs, diaries, poems and writings, offering support in the way of tools, advice and other mechanisms to help others with chronic conditions through this period of change. The participants requested they start a YouTube channel too as part of the project, which is growing in viewer numbers as they produce more vlogs. They have had several people contact them to say how the Muddy Care COVID educational participant project has helped them through these strange and challenging times, so their care has gone beyond that of their immediate participant community. Their COVID-19 project illustrates very effectively how important it is to serve others, particularly during challenging periods such as this. The project has been good for participant health and wellness too. Coincidentally, Harvard University have released during COVID, research that supports that volunteering and helping others has been found to be one of the most important factors in promoting good health and wellness. A link to their COVID – 19 project can be found here – www.muddycare.co.uk/muddy-covid

Start Date:
01/04/2019

End Date:
31/12/2020

Total Project Cost:
£95,000

RDP Amount:
£76,000

Match Funding
Amount:
£19,000

What has COVID meant for Muddy Care?

Adaptation (which they are very good at), an extremely busy period (their workload became significantly greater during COVID) and re-strategising with innovation and creativity, in order to respond to the impacts and needs of COVID effectively. Muddy Care CIC has proved that they are resilient and can react effectively and rapidly to changing situations. Their online presence is growing and will now be a fundamental part of their rehabilitation mediums in addition to their outdoor rehabilitation programmes and delivery mediums. They are also looking at ways they can support people with the long-term effects of COVID, as well as the wider chronic condition community, through the next 2-5 years, as COVID is not going away quickly. They have supported their community to the best of their ability, with the resources they have, and their community has expanded, as has their strategic plan.

They urge people with a chronic condition to visit their website and not to hesitate to contact them. There are a number of online tools and strategies on the website now, as a result of COVID, that can help the Welsh chronic condition community, regardless of where they live. Without the support of the Arwain LEADER Programme, the National Lottery and the Brecon Beacons National Park Authority (BBNPA), they would not have been able to help support this sector of the community through COVID. Their presence has been a life line to some and as they move forwards, they are putting in place additional support and educational mediums to help those with chronic conditions deal more effectively and healthily with the impacts of COVID, as well as those who are finding they have long term health impacts from COVID.



FIND OUT MORE

Website:

www.muddycare.co.uk

YouTube:

www.youtube.com/channel/UCbBXUJGQN-W23dAw3Fdu3ow

Facebook:

www.facebook.com/MuddyCareCIC

Twitter:

www.twitter.com/MuddyCare

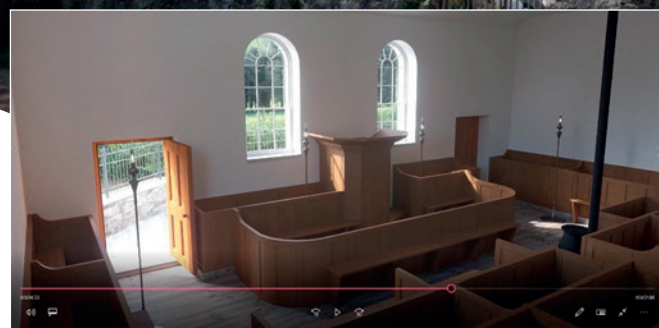
Instagram:

<https://www.instagram.com/muddycare/>

For more information please contact: Claire Lovell
07496 944945 info@muddycare.co.uk



Funding



Start Date:
01/07/2017

End Date:
31/05/2020

Total Project Cost:
£47,219.00

RDP Amount:
£37,430.00

Match Funding Amount:
£9,789.00

SUSTAINABLE NEW USE FOUND FOR BEILI DU CHAPEL

Beili Du is a redundant Grade II Listed Calvinistic Methodist chapel in the village of Pentre-bach, north of Sennybridge, which is now in the care of Addoldai Cymru. It is a rare surviving example of this type of combined chapel, stable and vestry. A grant from the Arwain LEADER programme has enabled them to explore sensitively developing and bilingually interpreting the chapel, with Griffiths Heritage Consultancy Ltd carrying out the feasibility work. The options developed were based on minimal works to the building and complied with possible funding options and strategic objectives (including Arwain). The aim was to find a sustainable new use for the vestry and stable which would be compatible with their requirements and purpose. It was decided that the lower floor stable area would become a gallery, with interpretation features for visitors on the chapel and the area, whilst the first-floor vestry and the chapel itself used as a 'champing' (chapel camping) facility.

The grant also enabled the Trust to work in partnership with the Royal Commission on the Ancient and Historic Monuments of Wales (RCAHMW) to develop innovative digital interpretation. The chapel was laser scanned and a "laser flythrough" was created by CUB3D. In the process of researching the history of the chapel they engaged extensively with the local community, the Methodist Revival and Babel Chapel, Mynydd Epynt. They have appointed Treehouse Media to produce a short film on this work, which will be available shortly.

www.welshchapel.org
www.addoldaicymru.org

Supporting Powys Veterans in Later Life



Veterans SHOULD NOT BE FORGOTTEN Powys

Are you aged 65+ and live in Powys?
Did you serve in any of the Armed Forces for one day or more?
Or are you a relative of a veteran?
Or associated with the Armed Forces?
Then please get in touch for a friendly chat to see how we can help.

Who is a 'veteran' in the UK?
Anyone who has served for at least one day in Her Majesty's Armed Forces (Regular or Reserve) or Merchant Mariners who have seen duty on legally defined military operations.

We need volunteers to help us reach more veterans and their families in Powys!

For more information, call **01686 623707**
email enquiries@acpowys.org.uk or visit www.agecymru.org.uk/powys
Registered charity number: 1174222



Business



VISION SHARED FOR THE MID WALES ECONOMY

The Leaders of the Growing Mid Wales Board have shared their vision for the Mid Wales economy and progressing the Mid Wales Growth Deal with the Welsh and UK Governments.

Councillors Rosemarie Harris and Ellen ap Gwynn are the leaders of Powys County Council and Ceredigion County Council as well as the Growing Mid Wales Board. They shared their vision with the Welsh Government's Minister for Economy, Transport and North Wales, Ken Skates MS, Deputy Minister for Economy and Transport, Lee Waters MS and David TC Davies MP, Parliamentary Under-Secretary of State at the Office of the Secretary of State for Wales.

In constructive discussions during a virtual meeting on 11 June 2020, they discussed a range of concerns, from the impact of the current pandemic and ensuring the Growth Deal plays its part of the broader strategy, in recovering and growing the Mid Wales economy to the future.

In a joint statement, Councillors Harris and ap Gwynn said: "Our vision is ambitious, but achievable. We have worked closely with businesses across Mid Wales to put our vision together.

The Coronavirus pandemic has fundamentally affected our daily lives in a way that we have never seen. We are already seeing significant economic impacts globally, nationally and across Mid Wales.

Rather than pause the Growth Deal in order to understand this effect in more detail, it is imperative that we prepare the ground now, for the recovery that will inevitably need to follow.

It's an exciting step to be able to share our vision. Our plan is to use the Growth Deal to leverage further funding in partnership with both Governments, to support much needed

investment in the communities of the region, by providing good quality jobs, and significant and sustainable growth."

Work will now continue in earnest throughout the year to aim towards agreement of the Heads of Terms for the Growth Deal later in the year, before a Full Deal Agreement can be reached, once programme level business cases are in place.

Parliamentary Under-Secretary of State at the Office of the Secretary of State for Wales, David TC Davies MP said: "The Mid Wales Growth Deal will contribute to the recovery of the region following the coronavirus pandemic. By working closely with the people who live and work in mid Wales we can capitalise on the region's strengths and realise its full potential.

"I am encouraged by the progress that has already been made and look forward to seeing the development of projects that create jobs and economic growth." Welsh Government Deputy Minister for Economy, Lee Waters, said: "The Mid Wales Growth Deal has the potential to play an important part in the economic recovery of the region post-coronavirus and I'm pleased to see the progress made up to this point.

"Whilst an important milestone has been reached in setting out the vision and roadmap for a Growth Deal, further work is now needed to develop a programme of activities, which can clearly demonstrate what can be delivered across the region and the outcomes to be achieved. This will be critical in reaching a point where Governments and the region can agree Heads of Terms and determine funding.

"The Welsh Government remains committed to working closely and constructively with regional partners and the UK Government to explore how a Growth Deal can benefit the area and its residents."

The document that was submitted to the Welsh and UK Governments can be found at www.ceredigion.gov.uk/your-council/partnerships/growing-mid-wales/.

Business



'GROW NEWTOWN' PROJECT GETS THE GREEN LIGHT

A green infrastructure project is set to begin in Newtown following a funding boost from Welsh Government.

The 'Grow Newtown' project forms part of Welsh Government's Targeted Regeneration Investment Programme (TRIP), which supports economic regeneration and wider sustainable development.

Powys County Council in partnership with Newtown & Llanllwchaearn Town Council will deliver the project within Newtown's Town Centre.

Cllr James Evans, Cabinet Member for Economy, Housing and Regulatory Services, said: "I'm delighted that the council's funding application has been successful and that £500,000 in grant funding has been secured for this work.

"Along with Powys County Council's contribution of £240,000 and a further £20,000 contribution from Newtown & Llanllwchaearn Town Council, we can now make our exciting plans a reality.

"The focus will be on rejuvenating four areas within the town centre: Back Lane and High Street junction, High Street, Severn Square, and Gas Street Car Park.

"The funding will allow us to make much-needed improvements to these areas such as resurfacing works, enhancing green space and improving drainage.

"After an incredibly difficult few months responding to Covid-19, this is some encouraging news. We are doing everything we can to rebuild the local economy and this project will support that broader objective."

A representative from Newtown Town Council commented: "Newtown is well known as an industrious place which takes change and opportunity together and seems well placed in size, location, skills and services to do so.

"We have a role to act on behalf of the community and in providing additional funding, the town council is showing its support for the Grow Newtown project."

A project group, which will include representatives from the county council and town council, is being established to co-ordinate the work. Construction is set to begin towards the end of 2020 with completion due March 2021.



#DISCOVERPOWYS - TOURISM RECOVERY MARKETING CAMPAIGN

The Covid-19 pandemic has caused unprecedented disruption to the Powys visitor economy, which was worth £1.014 billion in 2019. We have already seen a major impact on the tourism and hospitality sector and a tourism recovery communications campaign has been designed to encourage the safe return of visitors to Powys, and to extend the traditional summer tourism season into the autumn and winter in support of Powys' local businesses.

Targeted marketing activity to support Powys tourism, event and hospitality businesses, as visitors return to Powys, will be critical to address the negative economic impacts of Covid-19:

- In the short term, these messages will focus on reassurance and visitor management, giving visitors the confidence that it is safe to return and ensuring that local communities view the return of visitors in a positive way. The short-term messages will emphasise safety, responsible tourism and ensuring measures to protect public health are followed.
- In our Summer Campaign messaging, we will use the #DiscoverPowysSafely and Respect, Protect, Enjoy straplines to reinforce these messages.
- This will be combined in the medium term with an outward facing UK consumer campaign to encourage visitors to rediscover Powys, extending the tourism season into the autumn and winter period, in support of businesses who have lost at least four months of trading in 2020.
- This Autumn Campaign will focus on highlighting Powys' key products and experiences, using the #DiscoverPowys and Rediscover Powys messages.

Learning from consumer research insights, we know that for potential visitors, trust and safety are critical drivers in their likelihood to travel away from their homes in the coming weeks and months. For many people connecting with the outdoors to enhance their mental wellbeing during the lockdown has been very important, and this will continue to be a motivating factor in their future holiday decisions.

Consumer research shows that people are most likely to visit places they already have a connection with. Powys attracts a high proportion of regular visitors - 74% of staying visitors questioned in the 2019 Visitor Survey had visited more than once in the last 3 years and 92% of day visitors had visited more than once in the last 12 months. It is likely these visitors will be more receptive to our future marketing campaigns encouraging them to rediscover Powys, a destination many are already familiar with.

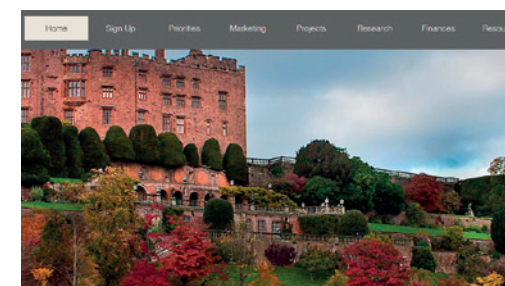
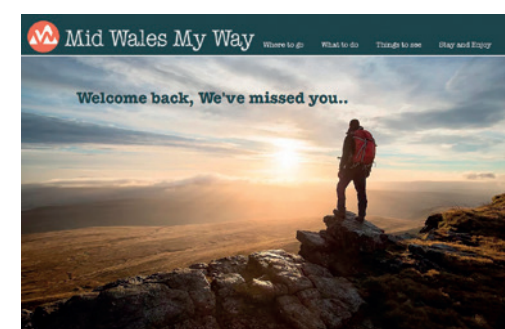


TOURISM BUSINESS SUPPORT

During the pandemic, Powys County Council tourism team has been providing regular updates to tourism businesses, and working with destination partners and tourism associations, to disseminate important messages about changing regulations/legislation, government support available, guidance for reopening, webinars and online training etc.

While businesses within the tourism sector have been busy preparing themselves to reopen, we too have been busy behind the scenes refreshing our trade and visitor websites, ensuring we have the most up to date information easily accessible online.

www.midwalesmyway.com
<https://www.tourismpowys.com/>



We have also played an important role in advising businesses about the new schemes that have come into place over the last few weeks to provide reassurance and confidence to visitors who wish to come to Wales.

These include:

The 'We're Good To Go' Scheme

"We're Good To Go" is the official UK mark to signal that a tourism and hospitality business has worked hard to follow Government and industry COVID-19 guidelines and has a process in place to maintain cleanliness and aid social distancing.



Addo – the Wales Visitor Promise

Make your promise to Wales. Addo means to promise. To pledge. To vow. As we prepare to explore Wales, let's make a promise together to care for each other, care for our communities and care for this epic land.



The Eat Out to Help Out Scheme

A UK government sponsored scheme to encourage people to eat out during the summer holiday period. From 3rd to 31st August, get a 50% discount when you eat in at restaurants that are registered with the Eat Out to Help Out Scheme.



#SupportLocalPowys Campaign

A social media campaign led by the Council's communications team and supported by the tourism marketing team to encourage local people to shop local, spend time locally and support local businesses and high streets throughout Powys, to aid the county's economic recovery.



Funding

LOOKING FOR SUPPORT TO GET INTO EMPLOYMENT? THE COMMUNITIES FOR WORK+ PROGRAMME MAY BE ABLE TO HELP!

Powys County Council's Regeneration Team is currently delivering the "Communities 4 Work+" programme which aims to support people into work and to improve their employability prospects. The programme is funded by the Welsh Government and funding is currently secured up to the end of March 2021.

Who can we support? (Anyone who is):

- A resident in Powys aged 16+
- Registered unemployed or economically inactive
- In "in work poverty" (in a low paid, low skilled job(s) and/or working limited hours)

How can we help?

Two Employment Mentors working across Powys are providing 1-1 mentoring support tailored to the needs of each participant.

We can provide support with:

- Confidence building
- Employability skills, including help with CV writing, job applications and interview preparation
- Sourcing work placements and volunteering opportunities
- Funding for training for specific qualifications such as Construction Skills Certification Scheme (CSCS), Food Hygiene, Security Industry Authority (SIA)
- Finding suitable job opportunities

Achievements for the period August 2018 – June 2020:

- 188** Participants supported (enrolled onto the programme)
- 50** Job entries (all were 16+ hours and 49 were permanent jobs)
- 39** Participants have completed vocational training courses

Covid-19 impact:

Prior to Covid-19, support to participants was usually face-to-face, with meetings held at convenient locations, e.g. cafes, libraries. We are still able to support participants, both new and existing however, this is currently over the phone, through email or video call.

Redundancies are affecting many people in Powys and we are working closely with the Department for Work and Pensions (DWP) and Welsh Government as part of a joined up approach to support affected individuals.

Contact details:

jobsupport@powys.gov.uk
07976 864528 (North Powys)
07976 864529 (Mid & South Powys)



Staff



RACHEL LEWIS

Job title:

LEADER Animator

Overview of Job:

My role as LEADER Animator includes monitoring some of the projects, ensuring they remain within their budget and are achieving the outcomes they set in their initial application form, as well as being there to answer any queries which they have along the way.

What was your previous role?

My previous job role was the RDP Assistant for this programme. I am currently on a 12 month secondment to the Animator role to cover maternity leave.

What hobbies do you have?

I enjoy socialising and eating out with my friends and family. I have a two year old daughter who loves to be outside! Most of my time outside of work involves keeping her entertained, this includes going on little adventures, seeing what animals we can spot on the farm, jumping in muddy puddles and playing outside in the garden.

What do you hope to bring to your role?

I hope that my organisational skills will ensure that all projects I am responsible for will submit their claim paperwork and performance indicators evidence within the appropriate timeframes. I also hope that projects will feel they have a smooth change to their new Animator, as being involved within the programme for just over 12 months already has set me up with some of the knowledge needed for the LEADER Animator role.

What challenges do you expect to come across?

As I took over the role in the middle of the Covid-19 pandemic, we have not been able to meet with project staff face to face. This has and will continue to have impacts on gathering the right information and ensuring that it has been signed correctly in accordance to Welsh Government Standards.

Email: rachel.lewis3@powys.gov.uk

Tel: 01597 826 721



KATIE HIGGINSON

Job title:

RDP Programme Assistant

Overview of Job:

I'll be supporting the Arwain team to deliver the LEADER funding. As well as the day to day tasks, this will include putting together The Regenerator and creating content for social media.

What was your previous role?

I was a Telehealth Facilitator in the Health Board, working on projects that introduced technology into healthcare in Powys.

What hobbies do you have?

I like walking and discovering new places, especially if there's a geocache involved. Yoga, looking after my animals, and playing boardgames with friends at the Gaming Hub in Llandrindod (modern boardgames are much better than ones like Monopoly, trust me!).

What do you hope to bring to your role?

My past experience and hopefully some good ideas. I always like to be inventive and find new and better ways to do things.

What challenges do you expect to come across?

This is my first job within the Council so there will be new systems to learn, but I'm lucky that Rachel, who was in this role previously, is still within the team so hopefully I'll be able to get into the swing of things pretty quickly.

Fun fact:

When I was working backstage in Theatr Brycheiniog Uri Gellar bent a spoon I'd got from the kitchen right in front of me before the show. He signed it and gave it to me - it was still behind the bar last time I checked!

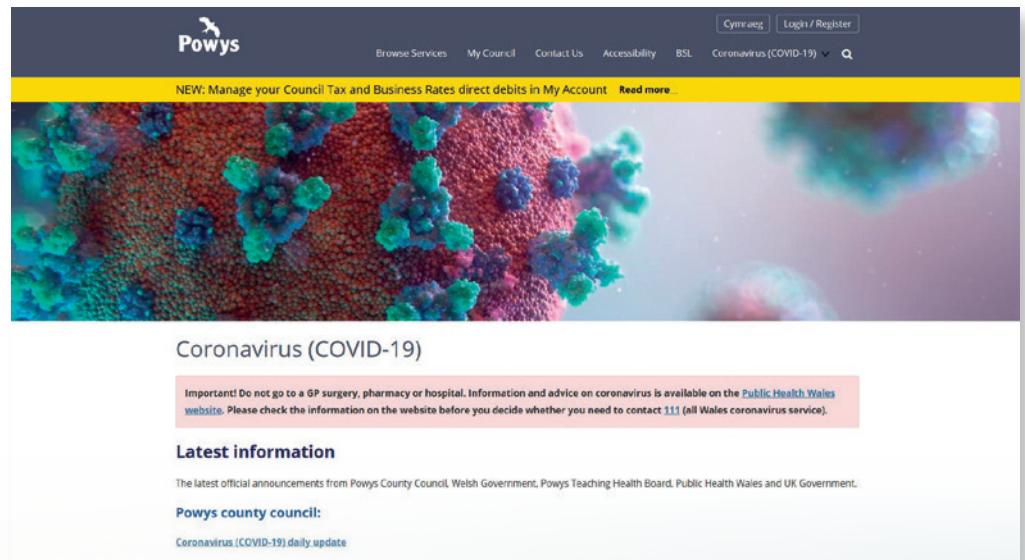
Email: katie.higginson@powys.gov.uk

Tel: 01597 82 72 10

Funding

POWYS COUNTY COUNCIL'S CORONAVIRUS SUPPORT

Information on all of the Council's Coronavirus support, including a comprehensive list of the latest support and guidance for businesses can be found at - <https://en.powys.gov.uk/coronavirus>





Contact

The Arwain Team

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www.arwain.wales

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The Regeneration Team

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 growinpowys

 @GrowInPowys

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