

Mission	Recommendation	Public Bodies and Public Service Boards	Welsh Government
Implementation and Impact	1. Welsh Government should commit to a post-legislative review of the Well-being of Future Generations Act to strengthen its impact and to prepare for updates to the United Nations Sustainable Development Goals in 2030. This review should include a public dialogue to engage people across Cymru in shaping the future of well-being policy.		✓
Implementation and Impact	2. Welsh Government must assess and streamline partnership structures to reduce complexity and improve coordination across Wales.		✓
Implementation and Impact	3. Welsh Government should ensure the responsibility of implementing the Well-being of Future Generations Act remains with the Prif Weinidog / First Minister.		✓
Implementation and Impact	4. Public bodies must ensure that staff responsible for corporate areas of change understand the WFG Act in a way that improves the quality and consistency of implementation through mandatory training and capacity development.	✓	✓
Implementation and Impact	5. Public bodies must increase engagement with the public to build trust, strengthen consensus, and bridge the gap between policymaking and citizens.	✓	✓
Climate and Nature mission	6. Welsh Government should introduce a headline statutory target for nature's recovery by 2050 in primary legislation by 2026, with further targets reflecting the Global Biodiversity Framework in secondary legislation, a clear plan of action and long-term funding arrangements.		✓
Climate and Nature mission	7. Using our land wisely matters more than ever. Following its next 5-year review of A Future Wales, Welsh Government should develop an integrated land and marine use framework that balances commitments to restore nature, support food production, improve climate resilience and deliver new housing and infrastructure. The framework should be accompanied by guidance and toolkits to support local decision-making.		✓

Climate and Nature mission	8. Building on the investment in nutrient management boards and existing coastal and river forums, Welsh Government should expand their catchment remit as trusted decision-makers in river restoration. These partnerships should bring together a diverse range of stakeholders to co-create shared action plans, while enabling regulators such as Natural Resources Wales to work more collaboratively and drive positive, long-term change.		✓
Climate and Nature mission	9. Within the next Government term, legislation is needed to give Natural Resources Wales the same regulatory powers as its English counterpart, including the authority to issue civil sanctions, such as stop orders and fines for polluting activities.		✓
Climate and Nature mission	10. Welsh Government should establish an expert and cross-sector team, to support public bodies in preparing investment-ready proposals that can attract private sector finance for nature recovery and net zero, ensuring alignment with sustainable investment principles.		✓
Climate and Nature mission	11. Welsh Revenue Authority should be tasked with ringfencing environmental fines and charges to directly fund climate and nature action.		✓
Climate and Nature mission	12. From 2025, public bodies must prioritise climate resilience, net benefit for biodiversity, and pesticide reduction in how they manage their estates, including their buildings, tenant farms, parks, roadside verges and other land assets.	✓	✓
Climate and Nature mission	13. Local renewable energy, including community and publicly owned energy has a pivotal role to play in achieving net zero. There is a need for more resourcing and support nationally. Public sector organisations should increase their collaboration with local energy projects by releasing land for joint ventures and committing to purchasing the electricity.	✓	✓
Climate and Nature mission	14. Climate resilience and adaptation must become a core public service priority. By the end of 2027, Public Services Boards should assess climate risks for their communities, updating their findings every five years as part of their well-being assessments. Public bodies must integrate these findings into their corporate and strategic planning.	✓	✓

Climate and Nature mission	15. The public sector must become deforestation-free by 2028, ensuring supply chains do not contribute to global deforestation, habitat loss or human rights violations, including child labour and the abuse of Indigenous Peoples' rights.	✓	✓
Health and Well-being mission	16. Welsh Government should commit Wales to becoming a Marmot nation, adapting the Marmot model with tailored principles aligned with the Well-being of Future Generations Act, to help reduce inequalities and improve the well-being of our population.		✓
Health and Well-being mission	17. Welsh Government and the NHS Executive should ensure prevention is embedded at the start of all clinical pathways, with performance measures adjusted to reflect this shift.		✓
Health and Well-being mission	18. Welsh Government should develop a plan to halt the rise in obesity within five years, reverse it within ten and create a Wales that supports healthy weight by default by 2035, reducing inequalities.		✓
Health and Well-being mission	19. Public bodies and Public Services Boards should work together, along with the private and voluntary sectors, to implement the social model of health, placemaking and/or the Marmot principles to improve action on the wider determinants and reduce inequalities in their areas.	✓	
Health and Well-being mission	20. Public bodies should include prevention as a core strategic objective in corporate strategies and planning.	✓	✓
Health and Well-being mission	21. Public bodies and Public Services Boards should use the Public Services Boards' well-being assessments and Regional Partnership Board population needs assessment to identify the most significant inequalities in their populations and develop targeted plans to close the equity gap in health outcomes.	✓	
Culture and Welsh Language mission	22. Welsh Government should introduce a Culture Bill to the Seventh Senedd Term (2026 - 2030), to make culture a statutory requirement for public bodies. This will strengthen the role of culture in national well-being and ensure culture receives the recognition and investment it deserves.		✓
Culture and Welsh Language mission	23. Welsh Government should commit to a Community Right to Buy Act to empower communities to take ownership of valued local buildings, land, and community assets, ensuring they remain at the heart of thriving communities.		✓

Culture and Welsh Language mission	24. The next Welsh Government should appoint a Cabinet Secretary for Culture, Arts and Sport.		✓
Culture and Welsh Language mission	25. All public bodies in Wales should develop a clear plan to increase the internal use of Welsh within public bodies. This will allow staff to live their working lives increasingly through the medium of Welsh, fostering a stronger bilingual culture in the workplace.	✓	✓
Culture and Welsh Language mission	26. All public bodies and Public Services Boards should sign up to Placemaking Wales Charter and integrate its principles into their work.	✓	
Culture and Welsh Language mission	27. All public bodies should produce an organisational volunteering strategy in partnership with employees and the voluntary sector to boost volunteering across the country.	✓	✓
Well-being Economy mission	28. Welsh Government should identify key sectors where the private sector falls short in implementing the Real Living Wage – and develop plans to implement the Real Living Wage with businesses in these sectors.		✓
Well-being Economy mission	29. The Welsh Government should ensure all businesses receiving Welsh Government support meet a standard set of commitments aligned to the Well-being of Future Generations Act. This should include Real Living Wage accreditation as a baseline requirement.		✓
Well-being Economy mission	30. Welsh Government should set a target to double the size of the social business sector in Wales by 2035 and continue support to Social Business Wales and Social Investment Cymru to achieve this.		✓
Well-being Economy mission	31. Welsh Government should work with the wider public sector to launch a Co-operative Development Hub and support social enterprises in expanding into public and private sector supply chains.		✓
Well-being Economy mission	32. Welsh Government should urgently develop an action plan by 2027 to ensure Wales has the skills to achieve a just transition to a low carbon well-being economy, and at the same time improve post-16 educational outcomes and reduce inequalities.		✓
Well-being Economy mission	33. Welsh Government should establish a commission to examine artificial intelligence's impact across public services, workforce planning, and digital infrastructure, and set out a clear national direction for ethical and responsible artificial intelligence deployment.		✓

Well-being Economy mission	34. Welsh Government's economic mission and all four regional economic strategies of Corporate Joint Committees must fully embed the Well-being of Future Generations Act as the framework for designing economic development strategies and in implementing and measuring progress.	✓	✓
Well-being Economy mission	35. By 2027 all public sector organisations must commit to a plan on how they will achieve Real Living Wage accreditation.	✓	
Well-being Economy mission	36. Welsh Government and public bodies should ensure every community in Wales has access to a local repair and re-use hub by 2035.	✓	✓
Food	37. The next Welsh Government should develop a national food resilience plan to ensure equal access to local, affordable, healthy, and sustainable diets. Food and diets should be integrated into the duties, goals, and indicators of the Well-being of Future Generations Act.		✓
Food	38. Welsh Government should expand Free School Meals to all children up to age 16, ensuring every child in Wales, including children from households with no recourse to public funds, have access to healthy and sustainable food at school.		✓
Food	39. Welsh Government should scale up the Nutrition Skills for Life programme across all schools in Wales, ensuring that every child leaves school food literate, with the skills and knowledge to maintain a healthy and sustainable diet.		✓
Food	40. Each Local Authority should develop a local food resilience plan in collaboration with Local Food ☐☐	✓	✓
Food	41. Welsh Government and Local Authorities should ensure all free school meals contain at least two portions of locally and sustainably produced seasonal vegetables. Local Authorities should join the Welsh Veg in Schools programme to build resilient local horticulture supply chains.	✓	✓
Food	42. All public bodies should reduce or eliminate the provision of food groups which can be categorised as both 1) Ultra-Processed Foods (UPF) and also 2) high in fat, salt and sugar (HFSS) from their premises, such as schools, hospitals, leisure centres and care homes. Public bodies should ban the advertising and promotion of these food groups from all publicly owned advertising and marketing spaces.	✓	✓

Food	43. Welsh Government, Local Authorities and Health Boards should collaborate to introduce a Welsh fresh fruit and vegetable voucher scheme for low-income households, helping families afford nutritious food while supporting local food growers.	✓	✓
Budget	44. Welsh Government should ring-fence funding for prevention which increases over time.		✓
Budget	45. Welsh Government should bring forward the budget setting process and produce multi-year funding settlement.		✓
Budget	46. Public bodies must set their annual budgets against the national well-being indicators of Cymru (following similar models in the Republic of Ireland and the City of Strasbourg).	✓	✓
Budget	47. Public bodies should use the agreed definition of prevention between Welsh Government and my office to map their preventative spend and invest progressively more upstream towards primary prevention.	✓	✓
The Future is Now	48. Welsh Government should develop a vision and plan for the Welsh public sector workforce of the future, identifying the skills needed to deliver services effectively in a changing world.		✓
The Future is Now	49. Every public body should create a long-term vision and plan for the future of each organisation, co-designed with partners and communities.	✓	✓
The Future is Now	50. Each public body should appoint a Futures Champion to engage with the Hwb Dyfodol, embedding futures thinking across their organisation.	✓	✓