

# Scope

* **The Future of the cost of living in Swansea in 2040**
* **Sessions for Swansea and Neath Port Talbot Public Services Boards**
* **To inform Local Well-being Plan Development**

# Theme

Everyone is impacted and concerned about the current ‘cost of living’ crisis. But what do changes to the ‘cost of living’ mean for the long term?

Rightly our focus short term is on acute, short term implications like rising prices but what about the wider long term ‘cost’ to the economy and beyond?

What might the wider ‘cost’ of living be by 2040, in terms of our health, our planet, our society, our culture, our quality of life, our communities and quality of life?

Google defines ‘cost of living’ as

*‘the level of prices relating to a range of everyday items’.*

We chose to define ‘cost of living’ as the not only the economic price of living a good life in Swansea Bay’ but in terms of the long term environmental, social and cultural costs

# 3H Method Overview

The 3H method used in this workshop was developed by Bill Sharpe and his colleagues at H3 Uni and IFF (International Futures Forum).

* **What 3H does:** It’s a simple framework to help people have an effective conversation about what’s happening today, the future we want to create together, and the kinds of innovations that exist to help get us there.
* **What is it for?** 3H can be used in very intense ways to drive strategy, as well as in quick formats to get everyone onto the same page on a topic and to shift a group’s thinking.

The basic idea of Three Horizons is to pay attention to what patterns of life are in play, the ones that are repeating themselves every day. By a pattern we just mean the system that is in place that makes life the way it is. The model is essentially a graph that looks at how ‘dominant’ a way of working is and how that might change over time. The x axis is time, and the y axis is ‘patterns of life’.

**Horizon 1 - business as usual**

Horizon 1 is the current situation, the dominant pattern - or system - that is in place at any one time and represents business as usual. We rely on these patterns being stable and reliable. BUT as the world changes, business as usual begins to feel out of place or no longer fit for purpose. Eventually business as usual will be superseded by new ways of doing things. There may be some bits of the current way of doing things that are worth keeping in the future, H1 isn’t all negative.

**Horizon 3 - visionary future**

This is the pattern that will come into existence in the future and takes over from the existing first horizon pattern. We can already see small examples of horizon 3 in the present. Horizon 3 represents the visions that we hold and also the visionary people who hold them. Over time, this way of working becomes the new normal and almost everyone will be working this way.

Depending on where we are in a process of change, the third horizon might be a long way out or it might be just beginning to come into view.

**Horizon 2** **– Innovation**

Horizon 2 is the transition space, where innovations make the shift from Horizon 1 to Horizon 3. It’s the entrepreneurial space where people are trying out new things, they’re innovating in light of what's been happening in the past, responding to the stress of the first horizon and what’s no longer fit for purpose there and at the same time.

There are two types of innovations. H2+ innovations are those move on from Horizon 1 and make Horizon 3 more likely. On the other hand, H2- innovations are sustaining the Horizon 1 way of doing things.

One way to look at this is that when the process of change gets underway, at some point, the first horizon begins to show that it’s no longer completely in control of things and new innovative ways of doing things are beginning to emerge. Horizon 2 represents a period of transition and change, where everything is being reallocated and realigned and it’s only when we come out of it, that there will be a new normal and the new winners and losers will finally get established.

# Attendees

This October 2022 workshop was organised in collaboration with Neath Port Talbot Public Services Board. A diversity of representatives were invited from partners involved with each of the well-being objectives across sectors at a range of levels from frontline workers to Directors.

Approximately 25 attendees attended the morning long workshop which was followed by a networking lunch where attendees had the opportunity to interact with their Neath Port Talbot PSB colleagues attending a similar afternoon event.

Attendees represented organisations as diverse as Mumbles Community Council, Volcano Theatre, Chinese in Wales and Swansea Environmental Forum. Representatives from Swansea Council ranged from experts working in Education, Participation, Early years, and Poverty to the Local Development Plan and Planning teams. Officers from public services such as Public Health Wales, Swansea Bay University Health Board, West Glamorgan Regional Partnership Board and Natural Resources Wales also participated.

The event was opened by Keith Reid, Executive Director of Public Health and facilitated by Holly Butterworth of Natural Resources Wales.

# Workshop outputs

**Horizon 1- business as usual: What are the challenges we are currently seeing?**

* Cost of food and impact of importation, food bank use.
* Impact on dietary decisions i.e., pot noodle over using oven/ cooker.
* Increasing demands on grants and loans
* Choosing between heating and eating- basic needs are not being met (and the inequity in that).
* Cost of childcare prohibits admission to nurseries (unequally distributed).
* Cost of energy and insufficient housing.
* Cost of fuel (manual workers largely affected as they cannot remote work).
* Children attending school cold and hungry regularly.
* An objective to create ‘warm hubs’
* A lack of public service funding to appropriately meet care needs.
* Record profits in private sector.
* Seeking financial resource is a top priority over well-being, e.g., miserable but higher paid job.
* Choices are limited due to financial constraints.
* Upfront costs to change technology/ behaviour e.g., air frier.
* Sticking plaster interventions to issue.
* Lots of interventions from different organisations but not sufficiently joined up “it’s about the person”.
* Growing housing waiting lists e.g., Mumbles Airbnb issues- impacts on private rental affordability.
* Community unrest e.g., Mayhill- widening inequalities symptomatic of the current situation.
* Widening Health inequalities and decreasing life expectancy and healthy life expectancy e.g., East and West Swansea.
* Crisis for health and social care- drop in recruitment, aging workforce e.g., health visiting, midwifery not full employment.
* Drop in population (or not the growth we assumed)- gaps between births and deaths, migration falling.
* Workforce shortage areas- can’t afford to run private vehicles to get to work.
* Early years- problems for families, referrals for family support
* Isolation- fear of doing anything that costs money
* Planning (and other) consultations- not reaching vulnerable, underrepresented groups.
* Digitally excluded- Need to be in the community and be accessible. Even telephones can exclude people- lack of credit on mobile)
* Lack of advocacy- Additional Needs Support and only going to get worse in the climate we are in. Uneven distribution of support/ resources of services (ALN)
* Limited knowledge of what is available- even if you know what you are entitled to, services are not available.
* There is value in looking back/ to look back at decisions made back then and avoid making the same mistakes in the future. What do we need to avoid now.
* Living in denial- “we can sort it”- There is a danger of looking and dealing with the here and now and not thinking about the future. Strategies look at here and now, got to have where we are going and what is going on. Joined up nature of strategies, not KPIs- what it means for people is what is important
* Need to get the engagement right – this is key. Engage with individuals to ensure what we are doing is right and get from them what they want – Make what we have works. Work with what we got (additional groups, are these really needed?)
* Not a blame culture but then lack of accountability.
* Poor System design- need radical change. Cost of living is symptom of a broken system. People are getting left behind, right to own a home. The system does not work for everyone
* Access to GP / Dental surgeries worsening- basic Human Right- cannot meet the very basic needs – heating/ eating
* Mental Health & Mental Health in schools and accessing various services. Reduced access to culture- parks which help people connect.
* People seem to be kept segregated. Disconnect between those who have got and those who have not got (single parents of large families, the system is not designed to lift people up. Segregation of society/ groups. Access to funding based on need not separate.
* Gap between what we need to do and what we do- growing but environmental inequality due to access to resources.
* Loss of Natural Resources- over consumption and poor distribution of resources, increasing with population growth- seem to be wasting time which is a big worry
* Consider the price of inaction
* Denial culture of finite resources, we need to accept and deal with bigger picture. Speed of change, paradox oil finite, consumption increasing (old and slow) (new and fast reaction)
* Vast inequalities.
* No desire to be consulted on topics at a high level- immediate focus
* Generations experiencing/ not experiencing what we enjoyed
* Impact of COVID on access to basic services will still be playing catch up in 20 years.
* Apocalyptic fears vs survival short term
* Apocalyptic approach to hope

**Horizon 3- visionary future: What is the future we’d like to see in 2040?**

**Early Years**

* Improved system from cradle to grave
* Fully integrated public services- fighting with not against e.g., a single service supporting families (how we fund public services).
* Understanding ‘the service user’ experience- longer term.
* Schools encouraging all kids to be the best they can be
* Social responsibility to help out others not be selfish, good societal values

**Climate Change and Nature Recovery**

* As a society we are driven by social values. Life isn’t focused on consumerism- no throw-away society.
* Change in how ‘growth’ and ‘wealth’ is measured.
* A publicly owned and integrated transport service, with better connectivity (e.g. the Gower) and safe cycling routes.
* Air quality is improving and there’s a decline in fine particles (PM 2.5)
* Exceeded 2030 CO2 targets.
* Swansea Bay is greener, and biodiversity is increased.
* Recycle and reusing, circular economy is default.
* Reduction in energy demand.
* Council housing energy efficient stock (new build and retro fitting).
* We have energy efficiency
* Housing work to be globally responsible and have sustainable mindset.
* Greener place (automatic places for people to mix)
* Preparedness for climate change, energy security via renewables- make radical changes that are needed re: Climate change to ensure our survival
* Genuine involvement/ genuine questioning
* Steady state economy

**Strong Communities**

* Increased community farming
* Everyone has access and can use Wi Fi
* Community owned energy
* Improved self-sufficiency at individual and community level.
* Eradicate wealth inequality.
* Improved community spirit and collaboration
* Initial consideration of what happens beyond 2040
* Understanding individuals need (not necessarily targeting areas of deprivation e.g., schools. Capital investment to upgrade infrastructure.
* Use of residential property for living, not commercial gain e.g., controlling the proportion let.
* Supporting less well-performing services- how we drive up variation/ less ‘sticking plasters.
* More effective local governance system- including community councils.
* More secure long-term funding of services, and a fairer tax system.
* Development of a 4-day working week as standard (less hours same pay)
* Welsh language- increasing demands and provision available to all, needs to be more valued.
* Aspire to live in good communities, enjoy a long and healthy life
* For society to have a more realistic approach to life (rather than setting up to fail in many cases i.e., becoming a footballer, star / president etc)

**Live well, age well**

* Stress reduced and wellbeing
* Healthy life expectancy increased across all population groups
* Technology is a tool to improve health and wellbeing
* Fairer access to good quality services e.g., health education, it shouldn’t matter where you live.
* Eradicating the extreme poverty
* People can get on the property ladder
* Access to more than basic needs as cannot change culture while poor
* Have food security, get appt with GP/ Dentist and for houses to be built in sustainable ways.
* Information control is power- power of well-off vs power magnified by the media
* All individuals are involved in making decisions because it affects all- give everyone the voice.
* For the Future Generations and Equality requirements to be implemented in the ways it should be.
* Reducing the gap so all can have better access to services, less inequality
* Not accept the unacceptable
* Poorer people to be resilient to the significant changes that will be inevitable.
* Lots of places for people to connect via culture, good spaces for communities to meet and connect
* Community led transport, access to shared transport
* Achieve equality (so all have enough)
* Build enough affordable homes so people can get on the ladder
* Remove extreme poverty
* Ensure people can access food / jobs to prevent migration.
* Start to question, rather than just going with it- soon trickle down

**Horizon 2- innovation: What innovations are currently seeing?**

* Consultations in community engagement/ planning can be perceived as H- when in person or + when online focused.
* Estate rationalisation- positive benefits but also negative? e.g less local housing offices. This impacts on digitally excluded people.
* Digitalisation’ as a + and -, challenges engaging with the digitally excluded.
* Unanticipated consequences e.g., Spotify- impact on musicians, screen time
* Land use – different demands-housing renewables, food production, biodiversity, flood plains
* Change of leadership- council housing, more homes in generation- if housing is not future proof- housing of mixed nature pepper pot throughout sites so affordable housing is not a ghetto
* Active travel- train and buses that encourage people to use.
* Placemaking- multifunctional space- that are open to flexibility
* Local growing in Communities – room to grow- Green Infrastructure is a win win
* Electric cars won’t change long term problem
* Scooters safety issues- shared paths
* Flexible working
* More cohesive working between individuals

**H2- Examples**

* Websites/ apps for resale e.g Vinted, Gumtree etc, still consumerism.
* Hiring items such as tools but it’s costly
* Creating ‘warm hubs’
* Food banks
* Advice for starting new business & community venture is capitalism not socially driven.
* Provision of housing if it isn’t future proof with renewable energy
* Electric cars- impact on climate, does not address congestion, continuing car culture, shared use of paths

**H2+ Examples**

* Human rights city bid (Swansea).
* Circular economy in industry is gaining momentum- “waste is poor engineering”.
* Community owned power (renewable energy).
* Basic income for LAC children
* Universal Basic income
* Improvements in carbon reduction and management,
* Community kitchen Mumbles
* Clydach community garden (gardening and landscaping skills).
* Working towards regional framework for volunteering,
* The library of things & play library.
* 4 day working week trial
* Community supported agriculture (scale, affordability and distribution).
* WG investment in community hubs
* Green infrastructure teams in place
* Sustainable procurement and social value.
* Men’s sheds- resource development and wellbeing support
* Home working
* The positive use of social media to create a green movement
* Greater initiatives for increasing biodiversity
* Moving towards a wellbeing economy
* Joining up services at the right level for communities. What do communities see? (Try not to define communities/ allow them to self-define)
* Greater integration and location of services, then encouraging pooled budgets.
* “Understanding needs” tools for individuals rather than areas-based approach e.g., in terms of entitlement. e.g., flying start.
* Understanding needs- knowing what you know- need for intermediate stage e.g., asylum seeker project? “Better welcome to Swansea”.
* Development of hubs- although this needs balance in terms of how it works e.g. once a month coming together
* ‘Single point of contact’- better signposting to support (e.g via single entry point’.
* Potential for local area coordination to be transformational. (i.e doesn’t reduce service demand).
* More focus on prevention related activity- will there be a need for social services in future?
* Nationalisation of certain things/ needs (Police/ NHS/ Social Services/ Transport/ Energy/ Food) Human Rights City
* Community growing space- functions serving a number of benefits
* Active Travel (15-minute spaces/ neighbourhoods) placemaking.
* 4 day working week
* Young people and next generation innovation in the curriculum and culture change.
* Innovation and curiosity in the curriculum.

**Next steps**

The ‘cost of living’ as the most pressing issue of the day will impact the development of our objectives and the steps we take. The findings from this workshop help Swansea PSB understand the issue as fully as possible in a long-term context. We will use this analysis alongside a range of other techniques to feed directly into the process of developing our Local Well-being Plan. We hope it will help inspire partners to suggest creative steps with a long-term focus addressing this cross cutting issue.

# Further resources

1. [Resource Library](https://resources.h3uni.org/) created by Bill Sharpe. Contains tutorials and facilitation guides for Three Horizons.
2. [Three Horizons Toolkit](https://phw.nhs.wales/news/future-proof-your-planning-with-easy-to-use-tool/three-horizons-toolkit/three-horizons-toolkit/) developed by Future Generations Commissioners Office and Public Health Wales.
3. Short intro: 7 min [Video](https://www.youtube.com/watch?v=_5KfRQJqpPU) of Kate Raworth introducing Three Horizons.
4. Long intro: 30 min [Video](https://www.youtube.com/watch?v=tHRyNnwiGz0) of Bill introducing Three Horizons in-person.