

Luke Evans Takes to the Skies to Showcase Wales' Epic Seascapes

Available from today to preview online, the advert has been created to launch Visit Wales' 2018 Year of the Sea tourism campaign. It shows Evans flying a seaplane along Wales' outstanding coastline, showcasing the stunning scenery, sea-bound activities, and coastal wildlife.

Visit Wales' campaign film will make its TV debut on ITV on Christmas Day during the Victoria Christmas Special from 9.45pm and The Great British Bake Off Christmas Special on Christmas Day, which will air from 8.15 pm on Channel 4. The film will be shown in Wales on S4C and ITV Wales from 1-7 January.

Luke, who originally hails from Pontypool, starred as Gaston in one of this year's biggest grossing- the new Disney remake of Beauty and the Beast – before returning to his home country to film the ad.

Returning to the heart of Snowdonia, Evans pilots a classic seaplane, taking flight from Llyn Gwynant, around the award-winning coastline, before finally landing at sunset in Cardiff Bay.

He takes us through a mix of geographical, cultural and historical references celebrating the fact that Wales is the first country in the world to provide a dedicated footpath that runs the length of its coastline – all 870 miles of it.

He said of his involvement in Wales' Year of the Sea campaign:

“Being able to see Wales' coastline in this way was both an honour and privilege.

“We passed hundreds of beaches, harbours, inlets and islands – while spotting porpoises and bottlenose dolphins play in the distance – and saw people kayaking, paddleboarding and coasteering. There is just so much to do along Wales' coast.

“I have such fond memories spending holidays by the coast in Wales, and I try to get back here as often as I can. It offers complete respite from the hustle of everyday life and reminds me how lucky I was to grow up surrounded by such awe-inspiring scenery.”

Visit Wales' 2018 film follows up on Wales' Year of Legends story that began in 2017. Created by Wales/Amsterdam creative agency Smörgåsbord, it's a mini epic of discovery and adventure directed by Marc Evans (Hinterland, Safe House, Trauma) that offers a bird's eye view of the country's beautiful seascapes.

Actress Hannah Daniel provides the voiceover on the Welsh version of the TV advert. Hannah was born in Cardiff and is best known for her role as DS Sian Owens in Hinterland (BBC) and as Beca Matthews in the S4C drama series Gwaith Cartref. Hannah can currently be seen on S4C's latest Sunday night drama Un Bore Mercher playing Cerys Jones, with the English version Keeping Faith due on BBC in January 2018.

Minister for Tourism, Lord Elis-Thomas, said:

“Our Year of the Sea advert harnesses the best of Wales’s creative talent – bringing together our inspiring scenery with Hollywood actor Luke Evans, Hannah Daniel and production from our talented creative sector – it’s a showcase of a confident Wales which will be hook for people to find out more about what Wales has to offer during Year of the Sea 2018.”

This activity is part of a wider multi platform marketing campaign promoting Wales to the world as a 21st-century coastal destination during Year of the Sea. The film will be back on screens in March to coincide with St David’s day with extensive out of home advertising at Waterloo station in London – part of an integrated campaign of on and offline activity.

To see the campaign film’s TV debut, tune in to Victoria and the GBB0 ad break on Christmas Day. You can preview it from 22nd December on Visit Wales’ to see the campaign film’s TV debut, tune in to Victoria and the GBB0 ad break on Christmas Day. You can preview it from 22nd December.

View: [YouTube](#) (external link).

“Let’s all look after our elderly and vulnerable this Christmas” – Huw Irranca-Davies

In his Christmas message, the Minister praised social services staff and other volunteers across Wales for the care and support they provide some of the most vulnerable people, 24 hours a day 7 days a week.

Huw Irranca-Davies said:

“Being Wales’ social care minister really is a special privilege. Each and every day, I see and hear countless examples of staff in the social care sector going the extra mile to support children in care, the elderly, the disabled and the vulnerable in our

communities. On behalf of the Welsh Government, I want to say thank you to you all.

“As many of us prepare to spend Christmas with our families and friends, many people across Wales are set to spend it alone. But I know Wales is a caring country. As a society, we care about those less fortunate than ourselves.

“So I’m calling on people right across Wales to look after elderly family and neighbours, call in on them, and if you can, offer them the opportunity to join you and your family in celebrating Christmas.

“I hope you all have a happy Christmas, surrounded by people you care for, and by those who care for you. Let’s make sure those who don’t need to be alone, are not alone this Christmas.”

[Ground-breaking assessment of the care needs of people in Wales](#)

The new ground-breaking overview of the care and support needs of people across Wales gives an insight into the lives of people who may need care and support to help them lead the best lives they can.

In 2016, the Welsh Government changed the law that governs the way social services help people to lead fulfilled lives and achieve wellbeing, and protect people from abuse and neglect.

Under the Social Services and Well-being (Wales) Act, health boards and local authorities are required to jointly assess the care and support needs of people in their area. These population assessments also state what is available to meet people’s needs and what else needs to be done to prevent those needs from increasing or from arising in the first place. They look at a wide range of people and communities, from children and young people through to older age.

The National Population Assessment Report, which was commissioned by the Welsh Government and produced by Social Care Wales, brings together the main findings of the first population assessment reports published by the regional partnership boards earlier this year.

It found:

- People living in Wales (26%) are more likely to have a limiting long-standing illness or disability than other regions of Great Britain

- 1 in 4 adults experience mental health problems in their lifetime
- 1 in 10 children have a diagnosable mental health problem
- 1 in 5 young people in Wales report low life satisfaction
- 17% of adults report feeling lonely
- Nearly half of adults in Wales experienced Adverse Childhood Experiences (ACEs), while 41% of adults in Wales who suffered four or more ACEs are now living with low mental well-being
- An estimated 1 in 4 people in a general hospital ward have dementia
- 75% of carers in Wales are concerned about the impact of caring on their health over the next year
- 1 in 3 people over 80 will have sight or hearing loss
- 9 in 10 prisoners have a diagnosable mental health and/or substance misuse problem.

Minister for Children and Social Care, Huw Irranca-Davies said:

“For the very first time, we now have an extremely useful overview of the care and support needs across Wales.

“Based on what people have said, as well as what the research and data tells us, the report gives us significant insight into the lives of people who may need care and support to help them lead the best lives they can.

“The implementation of the Social Services and Well-being Act is revolutionising the way care is delivered throughout Wales. Together with the more detailed regional population assessments, this national report will help the NHS, social services and other partners to shape policy and service delivery to provide people with the care and support they need, when they need it.”

[Wales leading the way for End of Life Care](#)

The report details the achievements made against the End of Life Care Delivery Plan and the Welsh Government’s continued commitment to improving the services for those who need it in Wales.

Healthcare professionals have received training on guidance to implement the care decisions of patients, and utilising advance care plans to support people to die in their preferred place. This has helped to increase of the number of people registered on the palliative care register, which has increased by 69% since 2011-12.

As a result, more people are able to die in the place of their choice – either at home, or in a care home, reducing the number of people who have died in hospital from 60% to 55% since 2010.

This has resulted in a range of associated benefits to those needing palliative care, including fewer inappropriate and unwanted medical treatments and hospital admission in the last weeks, days and hours of life, and allowing patients to remain in a familiar environment and be close to family and friends.

Palliative care services for children and young people have also improved, with access to care available 24/7 following improvements made to the workforce available. An interim arrangement is now in place, meaning that clinicians across Wales have access to out of hours specialist paediatric palliative medicine advice from three specialist consultants.

The Health Secretary, Vaughan Gething said;

“As a result of advances in modern medicine, more people are living longer with terminal illnesses. It is therefore vital that healthcare professionals continue to discuss patients’ and their loved ones’ needs. This will ensure effective systems are in place to allow more people to receive care and to die in their preferred place.

“The quality of care provided to a dying patient has a lasting effect on families and carers. I’m proud that this report highlights the work healthcare professionals are doing in Wales to help people in their final months, weeks or days.”

Director of Policy at Marie Curie, Simon Jones said;

“The continued focus on improving and investing in the care and support people in Wales get at the end of their lives is something that we should all be rightly proud of. Wales remains the only nation in the United Kingdom with a plan which focusses on delivery of services and then reports on progress against that plan.

“We welcomed the refresh of the delivery plan earlier this year that included an emphasis on ensuring that everyone has access to quality care regardless of who they are or where they live.”

Lord Elis-Thomas keen to harness Swansea City of Culture energy

The strength of the bid, coupled with the numerous opportunities during 2018's Year of the Sea means this is a time of real opportunity for Swansea. The Minister was keen to make clear his commitment to continuing to work with partners from across the region to ensure the energy, confidence and passion which was so evident in the run up to the 2021 decision continues and bears fruit.

Lord Elis-Thomas said:

"From museums and galleries to beaches and foods, I've been fortunate enough today to sample a small cross section of the world class, diverse offering Swansea has to offer visitors from all over the world.

"After meeting business owners, councillors and members of the extremely talented Swansea 2021 bid team, I'm clearer than ever that the region has all the ingredients to be very optimistic about the coming years, both in further enhancing its unique offering and driving up visitor numbers. I've been very encouraged by initial talks today, ascertaining what their culture and tourism priorities are for the city.

"It is testament not only to the bid team but to the city as a whole that the drive, confidence and passion remains plain to see. This is a city ready to capitalise on the opportunities of the future and that is something I'm determined to support in any way I can.

"One such opportunity will be during next year's Year of the Sea, the third of our hugely successful themed year approach to promoting tourism in Wales. With such a unique coastal offering, internationally recognised beaches and landscapes and an increasingly diverse food and drink offering, there is much reason for optimism for the Swansea region during 2018 and beyond."

Cllr Rob Stewart, Swansea Council Leader, said:

"Despite being pipped at the post to the UK City of Culture 2021 title, we are confident that we had a credible bid, with feedback

from the judges confirming the quality and ability of all the shortlisted cities to deliver an outstanding year of culture.

“We are primed to deliver a truly transformational vision and programme for Wales to demonstrate how culture is a key means for lifting pride, ambition, profile and reputation for inward investment; galvanising the support of businesses and cross-sector working to tackle poverty, while increasing cohesion, connectivity and wellbeing.

“We always had a plan if we missed out on the UK City of Culture 2021 title, so the Minister’s visit has given the team the opportunity to discuss the next steps for culture in Swansea and Wales as we continue to be a city that celebrates and welcomes talent.

“Major projects like the digital indoor arena forming part of the Swansea Central development will also still be going ahead, with construction due to start late next year, and the Year of the Sea tourism theme in 2018 gives a major opportunity to further boost a thriving tourism industry that’s already worth more than £400 million a year to Swansea Bay’s economy.”