Pembrokeshire Public Services Board
Bwrdd Gwasanaethau Cyhoeddus Sir Benfro

AGENDA

14th December 2021, 2.00pm – Teams meeting

1.   Welcome and apologies

2.   Minutes of last meeting / Action Log

3.   Draft Well-being Assessment (Nick Evans)

4.   PSB Climate Change Group update (Andrea Winterton/Darren Thomas)

5.   Pembrokeshire 2040 – Developing a long term vision for the County (Will Bramble)

6.   AOB

Date and time of next meeting: 25th January 2022, 10.00am

Pembrokeshire Public Services Board

Bwrdd Gwasanaethau Cyhoeddus Sir Benfro

AGENDA

<u>14 Rhagfyr 2021, 2.00pm – Cyfarfod Teams</u>

1. Croeso ac ymddiheuriadau

2. Cofnodion o'r cyfarfod diwethaf / Cofnod camau gweithredu

3. Asesiad Llesiant Drafft (Nick Evans)

4. Diweddariad Grŵp Newid Hinsawdd y Bwrdd Gwasanaethau Cyhoeddus (Andrea Winterton / Darren Thomas)

5. Sir Benfro 2040 – Datblygu gweledigaeth hirdymor i'r Sir (Will Bramble)

6. UFA

Dyddiad ac amser y cyfarfod nesaf: 25 Ionawr 2022, 10.00am

Pembrokeshire Public Services Board
Bwrdd Gwasanaethau Cyhoeddus Sir Benfro

MINUTES OF PEMBROKESHIRE PUBLIC SERVICES BOARD
Tuesday 21st September 2021 at 10.00am (Microsoft Teams meeting)

Present:

Tegryn Jones	Chief Executive, PCNPA (Chair)
Sue Leonard	Chief Officer, PAVS (Vice-Chair)
Will Bramble	Chief Executive, PCC
Dr Steven Jones (SPJ)	Director of Community Services, PCC
Anna Bird	Head of Strategic Partnership Development, Hywel Dda UHB (left 11.50am)
Cllr. Cris Tomos	Pembrokeshire County Council
Darren Thomas	Head of Infrastructure, PCC
Iwan Thomas	Chief Executive Officer, PLANED
Dr Barry Walters	Principal, Pembrokeshire College
Supt. Anthony Evans	Dyfed Powys Police
Alyson Phillips	Pembrokeshire Partnership Manager, DWP
Kevin Jones	Assistant Chief Fire Officer, M&WW FRS
Andrea Winterton	Marine Service Manager, Operations, NRW
Martyn Palfreman	Head of Regional Collaboration, WWCP
Elaine Lorton	County Director, Pembrokeshire, Hywel Dda UHB
Cllr. Elwyn Williams	Vice-Chair MAWW Fire Authority
Christine Harley	Head of Dyfed Powys Local Delivery Unit, HMPPS
Anna Malloy	Port of Milford Haven
Claire Germain	Deputy Director for Local Government Transformation and Partnerships, Welsh Government
Abi Marriot	PLANED
Ant Rogers	Biodiversity Implementation Officer, PCC (left 11.35am)

Support/Secretariat

Nick Evans	Corporate Policy and Partnerships Manager, PCC
Lynne Richards	Corporate Partnerships Officer, PCC
Carys Huntly	Regional Well-being Assessment Co-ordinator
Ieuan Rees	Graduate Trainee, PCC

Apologies

Jonathan Griffiths	Director of Social Care & Housing, PCC
Ros Jervis	Director of Public Health, HDUHB
Jemma Rees	Corporate Partnerships Support Officer, PCC
Philip Kloer	Executive Medical Director, Hywel Dda UHB
Alison Perry	Director of Commissioning, Dyfed Powys OPCC
Maria Battle	Chair, Hywel Dda UHB

The meeting commenced at 10.05am

1.   Welcome and Apologies

TJ welcomed Will Bramble, new Chief Executive of Pembrokeshire County Council and Claire Germain, the new Welsh Government representative, to their first PSB meeting.

Apologies were received from those listed above.

2.   Minutes of last meeting/Action Log

The minutes of the last meeting held on 22nd June 2021 were confirmed as an accurate record.

Action Log

SPJ provided an update in relation to poverty and applying to pilot universal basic income that he had raised at the last meeting.

He noted that a Notice of Motion around child poverty would be discussed by PCC's Cabinet on 4th October and that the draft paper mentioned setting up a number of structures to address wider issues, including working with PSB partners as well as a range of other organisations including the CAB. Bearing in mind the findings of a report last year that ranked Pembrokeshire as the worst place in the UK for child poverty, SPJ suggested that he provide an update on discussions from the Cabinet meeting at the next PSB meeting on 23rd November with a view to considering how the PSB could work together on the issue. CG offered to follow up on the progress of UBI bids.

LR for agenda

CG

All other actions had been completed or would be covered as part of the agenda.

3.   COP26 – SW Wales Regional Event update

DT outlined the background to COP26 and Pembrokeshire's involvement in hosting a regional event for the SW Wales region (Pembrokeshire, Carmarthenshire, NPT and Swansea) on Monday 8th November 2021 focusing on adaptation and resilience.

He noted that he was currently awaiting feedback from WG and that the event was still very much a work in progress. However, it would be a good opportunity to highlight Pembrokeshire's role in adaptation and resilience at a major regional conference, taking into account recent BBC reports on work due to take place at Newgale and the work of the Port Authority in developing hydrogen fuel. DT said that WG would be appointing an event organiser but his aim was to get as many PSB partners involved as possible, as there would be an opportunity to demonstrate that climate change is a cross-cutting issue where everyone has a role to play in working towards a solution.

DT would provide the slides used as part of his update for circulation and provide further updates and information on the event as appropriate.

DT

4.   Well-being Assessment

NE provided an overview of the report circulated to partners and an update on the progress of undertaking the assessment.

To date there had been 382 survey responses in Carmarthenshire, 263 in Ceredigion and 189 in Pembrokeshire, therefore he asked partners to continue to promote the survey to their stakeholders and especially to internal staff members. The PSB Engagement Group continued to work together on planning engagement sessions, including amending the engagement materials to support the involvement of specific groups, and a mapping document had been put together providing detail on which organisations were planning to hold engagement events. Partners were asked to take a look at this document to identify whether there were any gaps or specific groups that were not listed that should be targeted as part of the engagement process.

ALL

NE then provided an update on the work of the regional data group and on Gorwel, the digital information system developed by WriteMedia on behalf of the region. He noted that some elements of the system were now live with others still in the testing phase, therefore the Well-being Assessment would be drafted without using the new system but it would feature as part of ongoing work. A three-County event would be arranged as soon as the system was live to demonstrate the system to PSB members.

CH noted that she had undertaken a mapping exercise for each county to look at matching respondents to protected characteristic demographics and noted that within Pembrokeshire there were low responses so far for race; religion; men (75% of respondents to date have been female); and young people. LR noted that a number of events with young people were due to take place over the coming weeks which would hopefully improve the availability of data in this area.

MP referenced the regional work undertaken to align the Well-being Assessment with the Population Assessment being undertaken by the Regional Partnership Board and thanked colleagues for their help in joining up these two pieces of work.

SPJ asked whether data below county level would be used as part of the assessment. CH explained that she would be drafting a series of regional headlines where there were clear commonalities between counties, but that this would then be expanded down to locality areas within counties where data was available. NE noted that MSOAs would be used for this assessment and that the most appropriate data available would be used.

SL asked about the possibility of extending the survey closing date, however, NE noted that this may be difficult as Carmarthenshire were hosting the survey on behalf of the region. However, he agreed to raise it with regional colleagues at the next scheduled meeting on 30th September. SL also raised the question of extending the engagement period over a longer period of time, however, a deadline of March 2022 had been set to produce the final document due to Local Government Elections which were due to take place in May 2022 and resulting issues around purdah. NE also noted that WG had produced a draft version of the Future Trends report for PSBs to use in writing their assessments. The final version of the report was not due to be published until December 2021 however and therefore PSBs had been asked not to share the draft document.

NE

5.   Action Plan progress updates

Build links with relevant groups to support delivery of the Communities themed workstreams

SL said that Pembrokeshire was gaining a reputation throughout Wales for work with communities around health, social care well-being and preventions. Together for Change, the group involving PAVS, Planed and Solva Care were continuing to develop

their work around resourceful communities and were looking at different ways of undertaking research in communities based around action based experiential learning. SL offered to provide a more detailed update on the work at the next meeting.

<u>Build stronger links with town and community councils – Findings of the Pembrokeshire Community Covid Response Survey</u>

IT and AM provided a brief overview of the findings of the Planed Pembrokeshire Community Covid Response Survey, including an overview of the process and locations that had been targeted for engagement. IT said that they had experienced similar challenges regarding engagement with the survey as with the Well-being Assessment survey, with 300 respondents over 6 weeks.

<u>Pembrokeshire Sustainable Natural Capital Forum</u>

There was no additional update in addition to the written update circulated.

<u>Develop a shared approach to staff well-being across PSB partner organisations</u>

BW gave an overview of the workshop event held in June, which had been arranged so that PSB organisations could come together to share lessons learnt and best practice around how they are supporting the well-being of staff who are working from home, are furloughed or who at risk of redundancy. Also discussed were thoughts around how new staff could be supported going forward, including virtual employment support.

BW noted that what had emerged from the workshop was the need to look at future working practices and to ensure that there was a focus on putting well-being at the heart of future models of working. AP added that discussions in the workshop had illustrated how organisations had been able to support staff in different ways during a very challenging and difficult time. A report had been produced following the workshop and this had been circulated as part of the agenda pack. Now that the workshop had taken place this project was now complete.

<u>PSB Climate Change Group</u>

AW gave a brief overview of the meeting that had been held prior to the PSB meeting.

Terms of Reference had been agreed with some minor amendments and AW had been appointed as Chair with DT as vice-Chair. It had been agreed as part of the Terms of Reference that meetings would precede PSB meetings in the future and that decisions would be made at meetings and not passed to the full PSB, therefore it was important that all statutory partners were represented at senior level.

The outcome of the Community Regeneration Fund bid was still not known but partners had agreed to work to a Plan B if no decision was forthcoming by the end of the month. It had been recognised that the group would have to move forward without this decision in order for progress to be made.

<u>*New project* – Work with colleagues from the Pembrokeshire Nature Partnership to co-ordinate a PSB response to the nature emergency</u>

AR introduced his request for PSB support by adding some additional context to that circulated in his report, in particular around continued failed efforts to halt the decline in

biodiversity and how the environmental risks of habitat loss could have an impact on the economy. He also gave examples of two projects he had been involved in with PSB partners, the first involving planning 1300 trees a year on PCC land in partnership with Hywel Dda UHB to represent babies born in Pembrokeshire each year and the second involving use of the Fire Service's new rescue ladder to attach swift nesting boxes to Withybush Hospital.

Rather than set up a new group to lead on the Pembrokeshire response to the nature emergency, AR proposed that the Pembrokeshire PSB mandate the existing delivery mechanism of the Pembrokeshire Nature Partnership to lead on a response. He explained that the main means of co-ordinating action locally is the Nature Recovery Action Plan for Pembrokeshire. Part 1 sets the strategic context and outlines action themes aligned to Welsh Government policy, whereas Part 2 will consist of a set of themed action plans, one of which will be for public bodies, and it was this where PSB support was required. Many PSB partners were already represented on the Partnership but AR asked for named representatives from each organisation. PSB members were in agreement with this as a way forward and agreed to provide named contacts as requested.

ALL

AP gave a brief update on the transport meeting she had attended with colleagues from PCC, where issues around transport in relation to employment had been discussed. Messages had been distributed through various networks to employers experiencing difficulties in recruiting and retaining staff offering a number of possible solutions. An event was in the process of being planned for employers in the county for the end of October to bring together information about employability schemes and other relevant information to be supported by Business Wales and other business support groups. AP said that she would also be liaising with Visit Wales around recruitment issues in the hospitality industry. The event would be an opportunity for local businesses to discuss challenges likely to arise in 2022 and to access support to meet these challenges, including areas where they could work to meet these challenges themselves.

AP said that Bluestone had recently run a recruitment campaign through Job Centres and had been successful in recruiting 20 to 30 young people in roles. With regard to the Kickstart Scheme, she was aware that conversations had been taking place but there was no definitive decision on the scheme operating post-December 2021 at present. AP also updated partners on the young person's guarantee scheme and Careers Wales' Gateway role. She offered to provide an update on the October event and employer engagement at the next PSB meeting.

AP

6.   Draft PSB Annual Report 2020-21

LR explained that there was a requirement to produce reports annually on the activity of PSBs over the preceding 12 months. Within the draft report circulated an attempt had been made to capture some of the ways that PSB partners worked together during the pandemic and to note activity around the revised action plans, some of which linked into earlier discussions from the climate change meeting. A section about the review of the Pride in Pembrokeshire award had also been included and LR noted that it now had been officially relaunched with revised criteria linking it more closely to the current WB Plan with an email containing a link to the press release having been circulated yesterday. She suggested that if people were happy with the content the document could be finalised and submitted to WG and the Future Generations Commissioner's office.

SL asked whether comments could be made before final submission. LR said that reports were due by mid-October at the latest so asked for any comments on the report by the end of Monday 27th September.

ALL

7. AOB

SL noted that the Leader funding programme was due to come to an end soon and that there was still considerable uncertainty around the role of the local action group and where Pembrokeshire would feature in the suite of European funding replacements.

TJ suggested that the draft Well-being Assessment should form the main part of the next meeting and asked that the document be sent out as early as possible for comments prior to the meeting.

LR for agenda

The meeting ended at 11.55pm.

Pembrokeshire Public Services Board
Bwrdd Gwasanaethau Cyhoeddus Sir Benfro

COFNODION BWRDD GWASANAETHAU CYHOEDDUS SIR BENFRO
Dydd Mawrth 21 Medi 2021 am 10:00am (Cyfarfod ar Microsoft Teams)

Yn bresennol:

Tegryn Jones	Prif Weithredwr, APCAP (Cadeirydd)
Sue Leonard	Prif Swyddog, Cymdeithas Gwasanaethau Gwirfoddol Sir Benfro (Is-Gadeirydd)
Will Bramble	Prif Weithredwr, CSP
Dr Steven Jones (SPJ)	Cyfarwyddwr Gwasanaethau Cymunedol, CSP
Anna Bird	Pennaeth Datblygu Partneriaeth Strategol, BIP Hywel Dda (gadawodd am 11:50am)
Y Cyngh. Cris Tomos	Cyngor Sir Penfro
Darren Thomas	Pennaeth Seilwaith, CSP
Iwan Thomas	Prif Weithredwr, PLANED
Dr Barry Walters	Pennaeth, Coleg Sir Benfro
Yr UA Anthony Evans	Heddlu Dyfed Powys
Alyson Phillips	Rheolwr Partneriaeth Sir Benfro, Yr Adran Gwaith a Phensiynau
Kevin Jones	Prif Swyddog Tân Cynorthwyol, GTACGC
Andrea Winterton	Rheolwr Gwasanaeth Morol, Gweithrediadau, CNC
Martyn Palfreman	Pennaeth Cydweithio Rhanbarthol, PGGC
Elaine Lorton	Cyfarwyddwr Sirol, Sir Benfro, BIP Hywel Dda
Y Cyngh. Elwyn Williams	Is-Gadeirydd Awdurdod Tân CGC
Christine Harley	Pennaeth Uned Gyflawni Leol Dyfed Powys, GPaChEM
Anna Malloy	Porthladd Aberdaugleddau
Claire Germain	Dirprwy Gyfarwyddwr ar gyfer Trawsnewid a Phartneriaethau Llywodraeth Leol, Llywodraeth Cymru
Abi Marriot	PLANED
Ant Rogers	Swyddog Gweithredu Bioamrywiaeth, CSP (gadawodd am 11:35am)

Cymorth/Ysgrifenyddiaeth

Nick Evans	Rheolwr Polisi a Phartneriaethau Corfforaethol, CSP
Lynne Richards	Swyddog Partneriaethau Corfforaethol, CSP
Carys Huntly	Cydlynydd Asesiad Llesiant Rhanbarthol
Ieuan Rees	Hyfforddai Graddedig, CSP

Ymddiheuriadau

Jonathan Griffiths	Cyfarwyddwr Gofal Cymdeithasol a Thai, CSP
Ros Jervis	Cyfarwyddwr Iechyd y Cyhoedd, BIPHDd
Jemma Rees	Swyddog Cymorth Partneriaethau Corfforaethol, CSP
Philip Kloer	Cyfarwyddwr Meddygol Gweithredol, BIP Hywel Dda
Alison Perry	Cyfarwyddwr Comisiynu, SCHaTh Dyfed Powys
Maria Battle	Cadeirydd, BIP Hywel Dda

Dechreuodd y cyfarfod am 10:05am

1. Croeso ac Ymddiheuriadau

Fe wnaeth TJ groesawu Will Bramble, Prif Weithredwr newydd Cyngor Sir Penfro, a Claire Germain, cynrychiolydd newydd Llywodraeth Cymru, i'w cyfarfod BGC cyntaf.

Cafwyd ymddiheuriadau gan y rhai a restrir uchod.

2. Cofnodion y cyfarfod diwethaf/Log Gweithredu

Cadarnhawyd fod cofnodion y cyfarfod diwethaf a gynhaliwyd ar 22 Mehefin 2021 yn gywir.

Log Gweithredu

Darparodd SPJ ddiweddariad mewn perthynas â thlodi ac ymgeisio i dreialu incwm sylfaenol cyffredinol a godwyd ganddo yn y cyfarfod diwethaf.

Nododd y byddai Hysbysiad o Gynnig mewn perthynas â thlodi plant yn cael ei drafod gan Gabinet CSP ar 4 Hydref a bod y papur drafft yn crybwyll sefydlu nifer o strwythurau i fynd i'r afael â materion ehangach, gan gynnwys gweithio gyda phartneriaid y BGC yn ogystal ag ystod o sefydliadau eraill gan gynnwys CAB. Gan gofio canfyddiadau adroddiad y llynedd a oedd yn nodi mai Cyngor Sir Benfro oedd y lle gwaethaf yn y DU o ran tlodi plant, awgrymodd SPJ ei fod yn darparu diweddariad ar drafodaethau yng nghyfarfod y Cabinet yng nghyfarfod nesaf y BGC ar 23 Tachwedd gyda golwg ar ystyried sut y gallai'r BGC gydweithio ar y mater. Cynigiodd CG wneud gwaith dilynol o ran y cynnydd gyda chynigion Incwm Sylfaenol Cyffredinol.

LR ar gyfer yr agenda

CG

Roedd yr holl gamau gweithredu eraill wedi cael eu cwblhau neu byddent yn cael sylw fel rhan o'r agenda.

3. COP26 – Diweddariad ar Ddigwyddiad Rhanbarthol De Orllewin Cymru

Fe wnaeth DT amlinellu cefndir COP26 ac ymwneud Sir Benfro â chynnal digwyddiad rhanbarthol ar gyfer rhanbarth DO Cymru (Sir Benfro, Sir Gaerfyrddin, CNP ac Abertawe) ar ddydd Llun 8 Tachwedd 2021 a fyddai'n canolbwyntio ar addasu a chydnerthedd.

Nododd ei fod yn disgwyl adborth gan Lywodraeth Cymru ac mai gwaith ar y gweill oedd y digwyddiad i raddau helaeth. Fodd bynnag, byddai'n gyfle da i amlygu rôl Sir Benfro o ran addasu a chydnerthedd mewn cynhadledd ranbarthol bwysig, gan ystyried adroddiadau diweddar ar y BBC ar waith a oedd i fod i ddigwydd yn Niwgwl a gwaith yr Awdurdod Porthladd i ddatblygu tanwydd hydrogen. Dywedodd DT y byddai Llywodraeth Cymru'n penodi trefnydd digwyddiad ond mai ei nod ef oedd annog cymaint â phosibl o bartneriaid y BGC i fod yn rhan o'r digwyddiad, gan y byddai cyfle i ddangos bod y newid yn yr hinsawdd yn fater trawsbynciol lle mae gan bawb rôl o ran gweithio tuag at ddatrysiad.

Byddai DT yn darparu'r sleidiau a ddefnyddiwyd fel rhan o'i ddiweddariad i gael eu cylchredeg ac yn darparu diweddariadau pellach a gwybodaeth am y digwyddiad fel y bo'n briodol.

DT

4. Asesiad Llesiant

Darparodd NE drosolwg o'r adroddiad a gafodd ei gylchredeg i bartneriaid a diweddariad ar y cynnydd o ran gwneud yr asesiad.

Hyd yma roedd 382 o ymatebion i'r arolwg wedi bod yn Sir Gaerfyrddin, 263 yng Ngheredigion a 189 yn Sir Benfro, felly gofynnodd i bartneriaid barhau i hyrwyddo'r arolwg ymhlith eu rhanddeiliaid ac yn enwedig aelodau o staff mewnol. Roedd Grŵp Ymgysylltu'r BGC yn parhau i gydweithio ar gynllunio sesiynau ymgysylltu, gan gynnwys diwygio'r deunyddiau ymgysylltu i gefnogi'r ymwneud gan grwpiau penodol, a dogfen fapio a oedd wedi cael ei llunio ac a oedd yn darparu manylion pa sefydliadau oedd yn bwriadu cynnal digwyddiadau ymgysylltu. Gofynnwyd i'r partneriaid fwrw golwg ar y ddogfen hon i ganfod a oedd unrhyw fylchau neu grwpiau penodol nad oeddent wedi'u rhestru y dylid eu targedu fel rhan o'r broses ymgysylltu.

PAWB

Wedyn darparodd NE ddiweddariad ar waith y grŵp data rhanbarthol ac ar Gorwel, y system wybodaeth ddigidol a ddatblygwyd gan WriteMedia ar ran y rhanbarth. Nododd fod rhai elfennau o'r system bellach yn fyw a bod eraill yn dal yn y cam profi; felly byddai'r Asesiad Llesiant yn cael ei ddrafftio heb ddefnyddio'r system newydd ond byddai'n rhan o waith parhaus. Byddai digwyddiad rhwng tair Sir yn cael ei drefnu cyn gynted â bod y system yn fyw i ddangos y system i aelodau'r BGC.

Nododd CH ei bod hi wedi gwneud ymarfer mapio ar gyfer pob sir i geisio paru ymatebwyr â demograffeg nodweddion gwarchodedig a nododd, o fewn Sir Benfro, fod yr ymatebion yn isel hyd yma ar gyfer hil; crefydd; dynion (mae 75% o'r ymatebwyr hyd yma wedi bod yn fenywod); a phobl ifanc. Nododd LR fod nifer o ddigwyddiadau gyda phobl ifanc i fod i gael eu cynnal dros yr wythnosau nesaf a fyddai, gobeithio, yn gwella argaeledd data yn y maes hwn.

Cyfeiriodd MP at y gwaith rhanbarthol a oedd yn cael ei wneud i gysoni'r Asesiad Llesiant â'r Asesiad o'r Boblogaeth a oedd yn cael ei wneud gan y Bwrdd Partneriaeth Rhanbarthol a diolchodd i gydweithwyr am eu help i gydgysylltu'r ddau ddarn yma o waith.

Gofynnodd SPJ a fyddai data islaw lefel siroedd yn cael ei ddefnyddio fel rhan o'r asesiad. Eglurodd CH y byddai hi'n drafftio cyfres o benawdau rhanbarthol lle'r oedd agweddau a oedd yn amlwg yn gyffredin rhwng siroedd, ond y byddai hyn wedyn yn cael ei ehangu i lawr i ardaloedd lleol o fewn siroedd lle'r oedd data ar gael. Nododd NE y byddai Ardaloedd Cynnyrch Ehangach Haen Ganol yn cael eu defnyddio ar gyfer yr asesiad hwn ac y byddai'r data mwyaf priodol sydd ar gael yn cael ei ddefnyddio.

Gofynnodd SL am y posibilrwydd o estyniad ar ddyddiad cau'r arolwg; fodd bynnag, nododd NE y gallai hyn fod yn anodd gan mai Sir Gaerfyrddin oedd yn lletya'r arolwg ar ran y rhanbarth. Fodd bynnag, cytunodd i godi'r mater gyda chydweithwyr rhanbarthol yn y cyfarfod nesaf oedd wedi'i drefnu ar 30 Medi. Cododd SL y cwestiwn ynghylch rhoi estyniad ar y cyfnod ymgysylltu hefyd; fodd bynnag, roedd mis Mawrth 2022 wedi'i bennu fel terfyn amser i gynhyrchu dogfen derfynol oherwydd Etholiadau Llywodraeth Leol a oedd yn mynd i gael eu cynnal ym mis Mai 2022 a materion sy'n deillio o hynny mewn perthynas â'r cyfnod cyn yr etholiad. Nododd NE hefyd fod Llywodraeth Cymru wedi cynhyrchu fersiwn ddrafft o'r adroddiad Tueddiadau'r Dyfodol i Fyrddau Gwasanaethau Cyhoeddus ei defnyddio wrth ysgrifennu eu hasesiadau. Nid oedd fersiwn derfynol yr adroddiad yn mynd i gael ei chyhoeddi tan fis Rhagfyr 2021, serch hynny, ac felly roedd y Llywodraeth wedi gofyn i Fyrddau Gwasanaethau Cyhoeddus beidio â rhannu'r ddogfen ddrafft.

NE

5. Diweddariadau ar gynnydd gyda Chynlluniau Gweithredu

Adeiladu cysylltiadau â grwpiau perthnasol i gefnogi cyflwyno'r ffrydiau gwaith â thema Cymunedau

Dywedodd SL fod Sir Benfro'n ennill enw iddi ei hun ledled Cymru am waith gyda chymunedau mewn perthynas ag iechyd, gofal cymdeithasol, llesiant ac atal. Roedd Gyda'n Gilydd dros Newid, y grŵp sy'n cynnwys Cymdeithas Gwasanaethau Gwirfoddol Sir Benfro, PLANED a Gofal Solfach yn parhau i ddatblygu eu gwaith mewn perthynas â chymunedau dyfeisgar ac roeddent yn chwilio am ffyrdd gwahanol o gyflawni ymchwil mewn cymunedau yn seiliedig ar ddysgu trwy brofiadau yn seiliedig ar weithredu. Cynigiodd SL i ddarparu diweddariad manylach ar y gwaith yn y cyfarfod nesaf.

Adeiladu cysylltiadau cryfach â Chynghorau Tref a Chymuned – Canfyddiadau'r Arolwg o'r Ymateb Cymunedol i COVID yn Sir Benfro

Darparodd IT ac AM drosolwg o ganfyddiadau'r Arolwg gan PLANED o'r Ymateb Cymunedol i COVID yn Sir Benfro, gan gynnwys trosolwg o'r broses a'r lleoliadau a dargedwyd ar gyfer ymgysylltu. Dywedodd IT eu bod wedi profi heriau tebyg o ran ymgysylltu â'r arolwg i'r rhai a brofwyd gyda'r arolwg ar gyfer yr Asesiad Llesiant, gyda 300 o ymatebwyr dros 6 wythnos.

Fforwm Cyfalaf Naturiol Cynaliadwy Sir Benfro

Nid oedd diweddariad pellach yn ychwanegol at y diweddariad ysgrifenedig a oedd wedi cael ei gylchredeg.

Datblygu dull a rennir ar gyfer llesiant staff ar draws sefydliadau partner y Bwrdd Gwasanaethau Cyhoeddus

Rhoddodd BW drosolwg o'r digwyddiad gweithdy a gynhaliwyd ym mis Mehefin, a oedd wedi cael ei drefnu fel y gallai sefydliadau'r BGC ddod ynghyd i rannu gwersi a ddysgwyd ac arfer gorau o ran sut y maent yn cefnogi llesiant staff sy'n gweithio gartref, sydd ar Ffyrlo neu sy'n wynebu risg o golli eu swydd. Hefyd, trafodwyd meddyliau ynglŷn â sut ellid cefnogi staff newydd yn y dyfodol, gan gynnwys cymorth rhithwir gyda chyflogaeth.

Nododd BW mai'r hyn a ddaeth i'r amlwg o'r gweithdy oedd yr angen i fwrw golwg ar arferion gweithio yn y dyfodol ac i sicrhau bod ffocws ar wneud llesiant yn ganolog i fodelau gweithio yn y dyfodol. Ychwanegodd AP fod trafodaethau yn y gweithdy wedi dangos sut yr oedd sefydliadau wedi gallu cefnogi staff mewn gwahanol ffyrdd yn ystod amser a oedd yn gryn her ac yn anodd. Roedd adroddiad wedi cael ei lunio yn dilyn y gweithdy ac roedd hwn wedi cael ei gylchredeg fel rhan o becyn yr agenda. Yn awr bod y gweithdy wedi cael ei gynnal roedd y prosiect hwn bellach wedi'i gwblhau.

Grŵp y BGC ar y Newid yn yr Hinsawdd

Rhoddodd AW drosolwg byr o'r cyfarfod a gynhaliwyd cyn cyfarfod y BGC.

Roedd Cylch Gorchwyl wedi cael ei gytuno gyda rhai mân ddiwygiadau a phenodwyd AW yn Gadeirydd gyda DT fel Is-Gadeirydd. Cytunwyd fel rhan o'r Cylch Gorchwyl y byddai cyfarfodydd yn digwydd cyn cyfarfodydd y BGC yn y dyfodol ac y byddai penderfyniadau'n cael eu gwneud mewn cyfarfodydd ac na fyddent yn cael eu trosglwyddo i'r BGC llawn; felly roedd yn bwysig bod yr holl bartneriaid statudol yn cael eu cynrychioli ar lefel uwch swyddogion.

Roedd canlyniad y cynnig i'r Gronfa Adfywio Cymunedol yn dal yn anhysbys ond roedd partneriaid wedi cytuno i weithio ar Gynllun B pe na bai penderfyniad yn dod i law erbyn diwedd y mis. Cydnabuwyd y byddai'n rhaid i'r grŵp symud ymlaen heb y penderfyniad hwn er mwyn gallu gwneud cynnydd.

Prosiect newydd – <u>Gwaith gyda chydweithwyr o Bartneriaeth Natur Sir Benfro i gydlynu ymateb gan y BGC i'r argyfwng natur</u>

Cyflwynodd AR ei gais am gefnogaeth y BGC gan ychwanegu peth cyd-destun pellach at yr un a gafodd ei gylchredeg yn ei adroddiad, yn arbennig o ran ymdrechion aflwyddiannus parhaus i atal y dirywiad mewn bioamrywiaeth a sut y gallai risgiau amgylcheddol colli cynefinoedd gael effaith ar yr economi. Rhoddodd enghreifftiau hefyd o ddau brosiect yr oedd wedi bod yn rhan ohonynt gyda phartneriaid y BGC, y cyntaf yn cynnwys plannu 1300 o goed y flwyddyn ar dir CSP mewn partneriaeth gyda BIP Hywel Dda i gynrychioli babanod a enir yn Sir Benfro bob blwyddyn a'r ail yn cynnwys defnyddio ysgol achub newydd y Gwasanaeth Tân i osod blychau nythu ar gyfer gwenoliaid ar adeilad Ysbyty Llwyn Helyg.

Yn hytrach na sefydlu grŵp newydd i arwain ymateb Sir Benfro i'r argyfwng natur, cynigiodd AR fod BGC Sir Benfro'n rhoi mandad i fecanwaith cyflawni presennol Partneriaeth Natur Sir Benfro arwain yr ymateb. Eglurodd mai'r Cynllun Gweithredu Adfer Natur ar gyfer Sir Benfro yw'r prif fodd i gydlynu camau gweithredu'n lleol. Mae Rhan 1 yn nodi'r cyd-destun strategol ac yn nodi themâu gweithredu sy'n gyson â pholisi Llywodraeth Cymru, a bydd Rhan 2 ar y llaw arall yn cynnwys casgliad o gynlluniau gweithredu ar themâu penodol, y bydd un ohonynt ar gyfer cyrff cyhoeddus, a dyma ble'r oedd angen cefnogaeth y BGC. Roedd llawer o bartneriaid y BGC eisoes yn cael eu cynrychioli ar y Bartneriaeth ond gofynnodd AR am gynrychiolwyr a enwir o bob sefydliad. **PAWB** Roedd aelodau'r BGC yn cytuno â hyn fel ffordd ymlaen ac fe gytunon nhw i ddarparu cysylltiadau a enwir fel a ofynnwyd.

Rhoddodd AP ddiweddariad ar y cyfarfod trafnidiaeth yr oedd hi wedi bod ynddo gyda chydweithwyr o CSP, lle'r oedd materion o ran trafnidiaeth mewn perthynas â chyflogaeth wedi cael eu trafod. Roedd negeseuon wedi cael eu dosbarthu trwy amryw rwydweithiau i gyflogwyr a oedd yn profi anawsterau gyda recriwtio a chadw staff gan gynnig nifer o ddatrysiadau posibl. Roedd digwyddiad wrthi'n cael ei gynllunio i gyflogwyr yn y sir ar gyfer diwedd mis Hydref i ddwyn ynghyd wybodaeth am gynlluniau cyflogadwyedd a gwybodaeth berthnasol arall a hwnnw'n cael ei gefnogi gan Busnes Cymru a grwpiau cymorth busnes eraill. Dywedodd AP y byddai hi hefyd yn cynnal cyswllt â Croeso Cymru mewn perthynas â materion recriwtio yn y diwydiant lletygarwch. Byddai'r digwyddiad yn gyfle i fusnesau lleol drafod heriau sy'n debygol o godi yn 2022 ac i gael gafael ar gymorth i ymateb i'r heriau hyn, gan gynnwys meysydd lle gallent weithio i ymateb i'r heriau hyn eu hunain.

Dywedodd AP fod Bluestone wedi rhedeg ymgyrch recriwtio'n ddiweddar trwy'r Canolfannau Gwaith ac wedi llwyddo i recriwtio 20 i 30 o bobl ifanc mewn rolau. O ran y Cynllun Kickstart, roedd hi'n ymwybodol bod sgyrsiau wedi bod yn cael eu cynnal ond nid oedd penderfyniad terfynol o ran y cynllun yn gweithredu ar ôl mis Rhagfyr 2021 ar hyn o bryd. Rhoddodd AP ddiweddariad i'r partneriaid ar y cynllun gwarant person ifanc a rôl Gyrfa Cymru fel Porth hefyd. Cynigiodd ddarparu diweddariad ar y digwyddiad ym mis Hydref ac ar ymgysylltu â chyflogwyr yng nghyfarfod nesaf y BGC. **AP**

6.   Adroddiad Blynyddol Drafft y BGC 2020-21

Eglurodd LR fod gofyniad i gynhyrchu adroddiadau'n flynyddol ar weithgarwch Byrddau Gwasanaethau Lleol dros y 12 mis blaenorol. O fewn yr adroddiad drafft a oedd wedi cael ei gylchredeg roedd ymgais wedi cael ei wneud i gofnodi rhai o'r ffyrdd yr oedd partneriaid y BGC wedi bod yn cydweithio yn ystod y pandemig ac i nodi gweithgarwch mewn perthynas â chynlluniau gweithredu diwygiedig, yr oedd rhai ohonynt yn cysylltu â thrafodaethau cynharach o'r cyfarfod ar y newid yn yr hinsawdd. Roedd adran am yr adolygiad o'r wobr Balchder yn Sir Benfro wedi cael ei chynnwys hefyd a nododd LR ei bod bellach wedi ail-lansio'n swyddogol gyda meini prawf diwygiedig yn ei chysylltu'n agosach â'r Cynllun Llesiant cyfredol gan nodi bod neges e-bost yn cynnwys dolen i'r datganiad i'r wasg wedi cael ei chylchredeg ddoe. Awgrymodd, os oedd pobl yn hapus gyda'r cynnwys, y gallai'r ddogfen gael ei chwblhau a'i chyflwyno i Lywodraeth Cymru a swyddfa Comisiynydd Cenedlaethau'r Dyfodol.

Gofynnodd SL a ellid gwneud sylwadau cyn ei gyflwyno'n derfynol. Dywedodd LR fod yr adroddiadau i fod i gael eu cyflwyno erbyn canol mis Hydref ar yr hwyraf felly gofynnodd am unrhyw sylwadau ar yr adroddiad erbyn diwedd dydd Llun 27 Medi.

PAWB

7.   Unrhyw Fater Arall

Nododd SL fod y rhaglen ariannu LEADER yn dod i ben cyn bo hir a bod ansicrwydd sylweddol o hyd ynghylch rôl y grŵp gweithredu lleol a pha ddarpariaeth fyddai ar gyfer Sir Benfro yn y casgliad o raglenni ariannu i ddisodli'r rhaglenni Ewropeaidd.

Awgrymodd TJ y dylai'r brif ran o'r cyfarfod nesaf gael ei neilltuo i'r Asesiad Llesiant a gofynnodd fod y ddogfen yn cael ei hanfon allan mor gynnar â phosibl ar gyfer sylwadau cyn y cyfarfod.

LR ar gyfer yr agenda

Daeth y cyfarfod i ben am 11:55pm.

ACTION LOG **Pembrokeshire Public Services Board Meeting, Tuesday 21st September 2021** **Teams Meeting**		
Present	Tegryn Jones	Chief Executive, PCNPA (Chair)
	Sue Leonard	Chief Officer, PAVS (Vice-Chair)
	Will Bramble	Chief Executive, PCC
	Dr Steven Jones (SPJ)	Director of Community Services, PCC
	Anna Bird	Assistant Director - Strategic Partnerships, Diversity and Inclusion, Hywel Dda UHB (left 11.50am)
	Cllr. Cris Tomos	Pembrokeshire County Council
	Darren Thomas	Head of Infrastructure, PCC
	Iwan Thomas	Chief Executive Officer, PLANED
	Dr Barry Walters	Principal, Pembrokeshire College
	Supt. Anthony Evans	Dyfed Powys Police
	Alyson Phillips	Pembrokeshire Partnership Manager, DWP
	Kevin Jones	Assistant Chief Fire Officer, M&WW FRS
	Andrea Winterton	Marine Service Manager, Operations, NRW
	Martyn Palfreman	Head of Regional Collaboration, WWCP
	Elaine Lorton	County Director, Pembrokeshire, Hywel Dda UHB
	Cllr. Elwyn Williams	Chair MAWW Fire Authority
	Christine Harley	Head of Dyfed Powys Local Delivery Unit, HMPPS
	Anna Malloy	Port of Milford Haven
	Claire Germain	Deputy Director for Local Government Transformation and Partnerships, Welsh Government
	Abi Marriot	PLANED
	Ant Rogers	Biodiversity Implementation Officer, PCC (left 11.35am)
	Support/Secretariat	
	Nick Evans	Corporate Policy and Partnerships Manager, PCC
	Lynne Richards	Corporate Partnerships Officer, PCC
	Carys Huntly	Regional Well-being Assessment Co-ordinator

	Ieuen Rees	Graduate Trainee, PCC			
Apologies	Jonathan Griffiths Ros Jervis Jemma Rees Philip Kloer Alison Perry Maria Battle	Director of Social Care & Housing, PCC Director of Public Health, HDUHB Corporate Partnerships Support Officer, PCC Executive Medical Director, Hywel Dda UHB Director of Commissioning, Dyfed Powys OPCC Chair, Hywel Dda UHB			

No.	Action	Owner	Target Date	Resolution
1.	Provide an update on discussions on Child Poverty following the PCC Cabinet meeting on 4th October 2021	SPJ	Next meeting	On agenda
2.	Follow up on Universal Basic Income pilot bids	CG	asap	Update to be provided to SPJ
3.	Provide COP26 introductory slides for circulation to PSB partners	DT	asap	Circulated (date)
4.	Partners to continue to promote the Well-being Assessment survey to stakeholder groups and internal staff members	ALL	Asap	Update on agenda
5.	Raise possibility of extending the survey deadline beyond 8th October	NE	Next Regional PSB meeting	Update on agenda
6.	PSB members to provide names and contact details of representatives to contribute to the Pembrokeshire response to the nature emergency	ALL	asap	On agenda
7.	Provide an update on the October employer support event and employer engagement at the event	AP	Next meeting	On agenda
8.	Comments on Draft PSB Annual Report 2020-21 to be returned to LR by 27th September 2021	ALL	27-09-21	Report submitted to WG/FG on (date)

Pembrokeshire Public Services Board

Bwrdd Gwasanaethau Cyhoeddus Sir Benfro

Item 3

DATE OF MEETING	14 December 2021
REPORT TITLE	Draft Well-being Assessment
STATUS	For discussion and decision
PURPOSE	To agree a draft version of the Well-being Assessment for public consultation.
RECOMMENDATION(S)	1) That the PSB approves the draft Well-being Assessment for formal consultation. 2) That consultation on the document commence on Monday 10 January (subject to the completion of Welsh translation).
AUTHOR	Nick Evans, Corporate Policy and Partnerships Manager, PCC

Draft Well-being Assessment

Attached is the PSB's draft Well-being Assessment.

Subject to approval by the PSB, consultation on the assessment will start on Monday, 10 January and end at 12 noon on Friday, 18 February 2022. At the end of the consultation period, responses will be considered and incorporated where appropriate, prior to approval of a final version at the next PSB meeting on 15 March 2022.

Given the tight timescales involved, and that Welsh translation of the document needs to happen over the busy Christmas period, it is proposed that the PSB adopts the following approach in approving this version for consultation.

- That the PSB approves the draft version of the document as attached. Urgent or minor amendments and additions, or corrections for accuracy or typographical errors, can be incorporated immediately to this version prior to the start of consultation.

- Substantial amendments to the document or significant new contributions to be submitted and considered as part of the formal consultation.

- Further developments to the document to be included as part of, or as appendices to, the final version (as set out in the Next Steps section of the assessment):

  o Inclusion of more futures thinking following the publications of the final version of Welsh Government's Future Trends report which is anticipated shortly
  o Further development of our MSOA information
  o Completion and updating of some gaps in data and evidence
  o Inclusion of appropriate case studies.
  o Tidying up of some formatting and spacing issues to ensure the presentation of information is consistent
  o Collated list of links to key references and evidence sources

(Note: for reasons of managing the size of the agenda pack for PSB, only appendix 3 as referenced in the report, *Community Engagement Activity Summary Report*, is included with the draft assessment for consideration at the PSB meeting. Appendices 1 and 2 have already been considered and approved by the PSB. These will of course be included as part of the full range of documents made available as part of the consultation.)

Pembrokeshire

Well-being Assessment
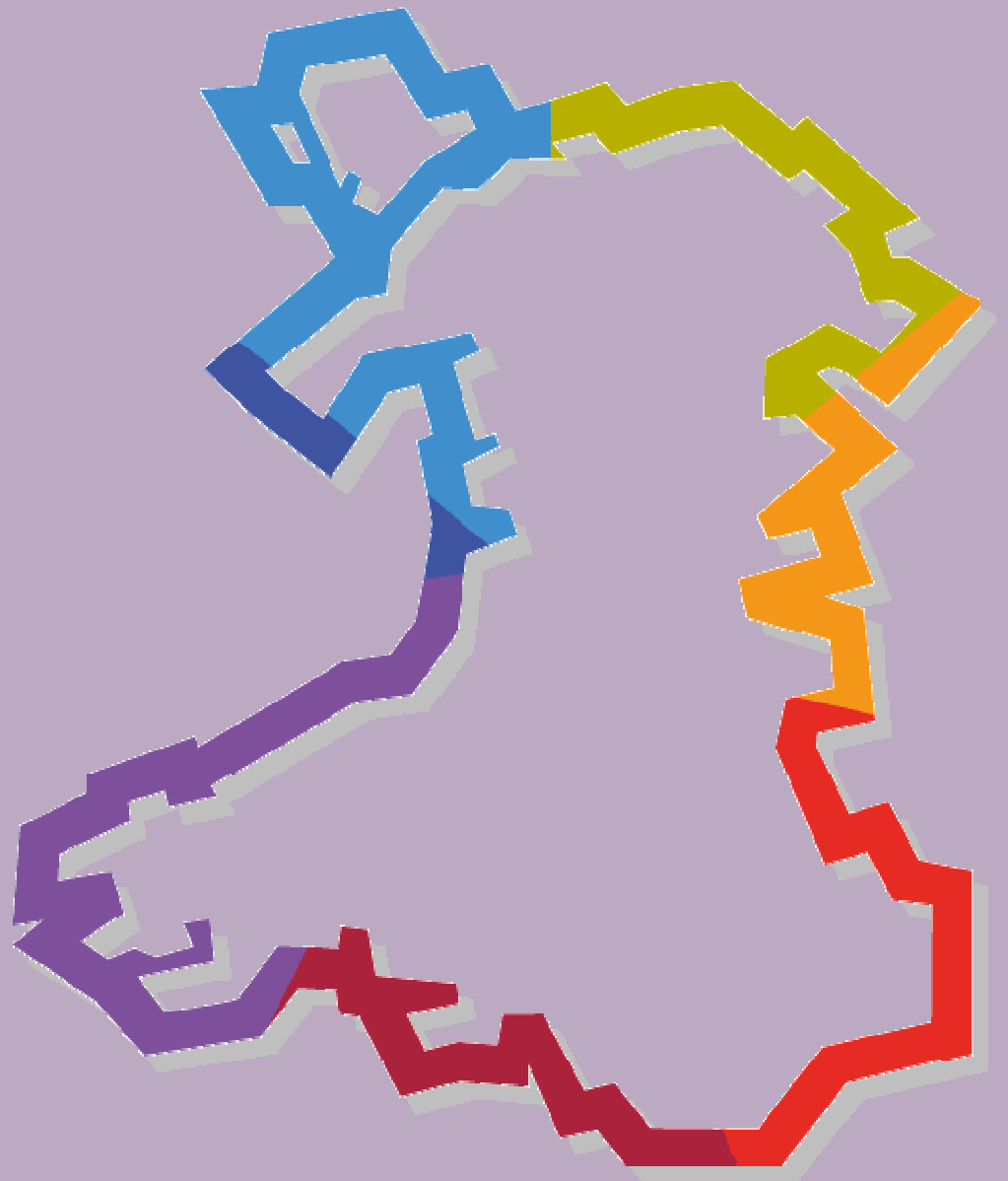
LLESIANT
CENEDLAETHAU'R DYFODOL
WELL-BEING OF
FUTURE GENERATIONS

Pembrokeshire Public Services Board
Bwrdd Gwasanaethau Cyhoeddus Sir Benfro

CONTENTS

FOREWORD

I am delighted to introduce the second Well-being Assessment for Pembrokeshire produced by Pembrokeshire's Public Services Board (PSB).

Pembrokeshire's PSB is a statutory partnership established through requirements set out in the Well-being of Future Generations (Wales) Act. The Act requires that key public and third sector organisations in each local authority area come together and form a PSB and work collaboratively to improve the economic, environmental, social and cultural well-being of its area and the communities which comprise the area.

The Well-being Assessment looks at the key issues for people and communities in Pembrokeshire, across all facets of well-being, through analysis of key data, information sources and research, engagement with citizens and stakeholders, and consideration of future trends.

The PSB is required to produce its next Well-being Plan by May 2023. The Well-being Assessment is a crucial part of this process in that it provides the evidence base which enables the PSB to identify, prioritise and agree the objectives for the next Well-being Plan, and the actions we think we should take to improve well-being in Pembrokeshire.

If you would like more information about the Well-being Assessment, Well-being Plan or more generally about PSB working, please contact Nick Evans, Corporate Policy and Partnerships Manager at nicholas.evans@pembrokeshire.gov.uk or visit the Pembrokeshire PSB web pages here: Public Services Board - Pembrokeshire County Council

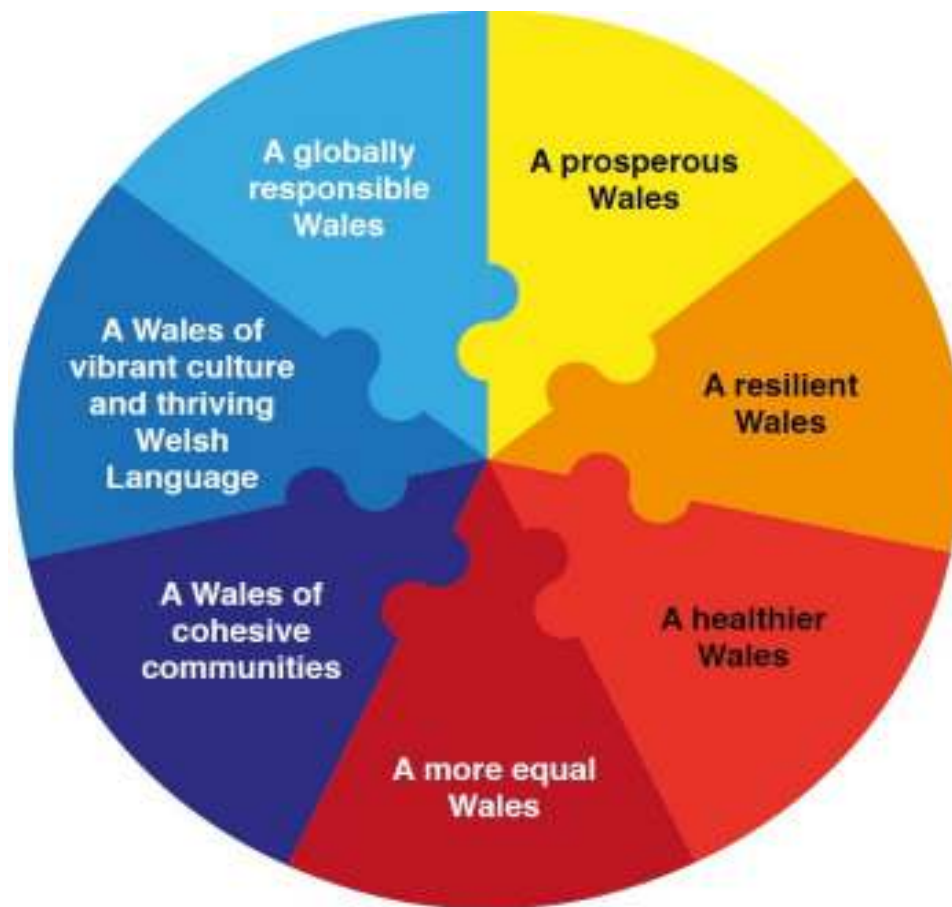Tegryn Jones

Chair of Pembrokeshire Public Services Board

Well-being of Future Generations (Wales) Act

The Well-being of Future Generations (Wales) Act 2015 is Welsh Government's flagship legislation designed to make Wales a better place to live. The Act establishes **7 national Well-being Goals** which set out the vision for what Wales aspires to look like now and in the future.

National Well-being Goal	Description
A PROSPEROUS WALES	An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.

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A RESILIENT WALES	A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).
A HEALTHIER WALES	A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.
A MORE EQUAL WALES	A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).
A WALES OF COHESIVE COMMUNITIES	Attractive, viable, safe and well-connected communities.
A WALES OF VIBRANT CULTURE AND THRIVING WELSH LANGUAGE	A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.
A GLOBALLY RESPONSIBLE WALES	A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

Public Services Board (PSB)

The Well-being of Future Generations Act requires that a PSB is established in each local authority area. As required under the Act, Pembrokeshire's PSB brings together key organisations to work collectively to improve the economic, environmental, social and cultural well-being of people and communities in the county.

While the focus of Pembrokeshire PSB's work is local, the national Well-being Goals provide the overarching framework for its work. By aligning local activity with these

Goals, the PSB can make a contribution to improving the well-being of Wales as a whole.

Pembrokeshire's PSB is comprised of senior representatives from the following organisations and sectors:

• Pembrokeshire County Council	• Hywel Dda University Health Board
• Mid and West Wales Fire and Rescue Service	• Natural Resources Wales
• Pembrokeshire Coast National Park Authority	• Dyfed-Powys Police
• Pembrokeshire Association of Voluntary Services	• Port of Milford Haven
• PLANED	• Pembrokeshire College
• Public Health Wales	• Police and Crime Commissioner
• Job Centre Plus	• National Probation Service
• Town and Community Councils	• Welsh Government

Sustainable Development

Sustainable development is the underlying key principle of the Well-being of Future Generations Act. One of the simplest ways of thinking about what this means in practice is that we should always look to work in ways which ensure that the needs of present generations are met without compromising the ability of future generations to meet their future needs.

A key feature of this approach is to demonstrate a commitment to what is known as 'the 5 ways of working' - also known as the 'Sustainable Development principle' - in all of the PSB's work, as set out below.

	Long term	The importance of balancing short-term needs with the needs to safeguard the ability to also meet long-term needs
	Integration	Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their objectives, or on the objectives of other public bodies
	Involvement	The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves
	Collaboration	Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives
	Prevention	How acting to prevent problems occurring or getting worse may help public bodies meet their objectives

What is the Well-being Assessment?

Put simply, the PSB is required to do three things under the Well-being of Future Generations Act:

- Produce a Well-being Assessment (once every 5 years)
- Produce a Well-being Plan (once every 5 years), which should set out Well-being Objectives and the actions the PSB will take to achieve them
- Produce an Annual Plan reporting on progress made to meet its Well-being Objectives

This is the second Well-being Assessment produced by the PSB since the introduction of the Act. Its purpose is to provide a clear picture of what matters to people in terms of individual and community well-being, considered through a broad lens of economic, environmental, social and cultural factors. It is informed by data,

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research and evidence gathering, from listening to people and stakeholders, and through consideration of future trends and the things which we can realistically project might happen tomorrow which we need to start planning for today.

In short, the Well-being Assessment is the evidence base for the Well-being Plan. This makes it an extremely important and valuable document as this is the starting point for the PSB in identifying and determining what it will do over the next 5 years to improve the well-being of people and communities in the county.

Producing the Well-being Assessment

General methodology

The Well-being Assessment has been produced through a collaborative approach at both a local and regional level. As was the case with the first assessment in 2017, Pembrokeshire PSB has worked closely with colleagues in Carmarthenshire and Ceredigion PSB's to plan and prepare the assessments in order to share resources and expertise, build capacity, and to provide a broadly consistent approach across the region, which is beneficial given the number of partners who are represented on more than one PSB.

The regional Public Services Board/Regional Partnership Board (RPB) Lead Officers Network provided oversight of the process on behalf of the respective PSBs and the RPB, and planned and co-ordinated work to ensure a thorough and comprehensive approach towards producing the assessments. This involved establishing a number of sub-groups consisting of key stakeholders and experts to oversee specific elements of activity, such as:

- the Joint Methodology Sub Group
- the Regional Engagement Group & Survey Sub-Group
- the Regional Data Analysis & Writing Group

A Regional Joint Methodology Framework was developed to set out the general principles which would underpin the production of the assessments across the three counties. More information on this can be found at Appendix 1.

Similarly, a Regional Engagement and Consultation Framework was produced to establish a common approach to undertaking engagement and consultation at a regional level. More information on this can be found at Appendix 2.

While the common regional approach has proved valuable in establishing consistent principles and reducing duplication, it is still incumbent on each PSB to produce its own individual assessment and therefore flexibility is built into the process to ensure the specific local needs of PSBs can be met.

As an example of this, a Pembrokeshire PSB Engagement Group has been established to plan and deliver activities at a local level. This group is chaired by the vice-chair of the PSB and has strong representation from the third sector and other key stakeholders.

How is the assessment structured?

We have amended our approach following feedback we received from producing our first Well-being Assessment. At that time, we provided a brief synopsis of the broad themes of well-being, with the main body of the document focussed on individual life stages and how different facets of well-being influenced an individual's sense of well-being depending on where they were on their life journey. We then explored in a separate section the issue of future trends and what things will likely influence well-being looking on a longer term horizon.

Some of the feedback we received commented that this did not present the information in a fully integrated manner and that by focussing solely on life stages there was an insufficient focus on some of the broader population or community impacts of macro issues such as the environment, climate change, health and the economy and how these, and other issues, cut across all life stages and therefore need to be considered as such.

Having reflected on these comments we have decided to present our information in a more integrated way this time in an attempt to provide a fuller, more informed

picture of how elements of well-being can be considered at a whole population, community and individual level. To this end, we present the information as follows:

1. Contextual / scene-setting information

    * Pembrokeshire 'the place'
    * The impact of Covid-19
    * Poverty as a cross-cutting issue

These opening sections set the context for the assessment.

The first of these provides an understanding of 'place' and establishes the broad demographic and population profile and characteristics of the county.

The second of these recognises the impact the Covid-19 pandemic has had at a broad level in the county. The world is a very different place to what it looked like when we produced our first Well-being Assessment five years ago, and the pandemic has fundamentally changed the way we think, work, operate and plan for the future. It would be remiss not to highlight the impact this has had as we are, at the time of writing, still very much living in a Covid-19 world and will continue to do so for the foreseeable future.

The third section provides a spotlight on poverty in Pembrokeshire at a broad level. It has become apparent that the issue of poverty is more concerning than perhaps we have previously recognised and our understanding of poverty in Pembrokeshire is becoming more developed. Poverty is a clear cross-cutting issue and the seriousness of the current situation demands a specific focus. This section draws out some of the key messages which has prompted a re-think in our approach towards addressing the challenges presented by poverty, to the extent that we think it is too important an issue to wait until the production of our next Well-being Plan in 2023 to take action. Work is already underway to identify what the PSB can do collectively to tackle some of these issues with the intention that the PSB meeting scheduled for January 25 2021 will have a specific focus on poverty. We will update this assessment in the final version to take account of those discussions.

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2. Exploration of 'big themes'

As we move into the main body of the assessment, each section has a primary focus on a 'big theme' issue, with consideration of the whole population or community, but also draws out the particular impacts as we see them for certain life stages as appropriate. This level of analysis is more useful or applicable for some themes than others. Each section also incorporates the views of people received from our survey and engagement work as relevant to the theme, and also included consideration of any future trends or projections that we are aware of as it relates to a particular theme.

The 'big themes' we have focussed on are:

- Health
- Economy
- Housing
- Environment and climate change
- Education and learning
- Safe, cohesive and resilient communities
- Culture and leisure

Defining Community Areas

The Act requires the PSB to define specific community areas in Pembrokeshire as it is important we try and understand not only what well-being means to Pembrokeshire people as a whole but also to particular communities in Pembrokeshire. The PSB has flexibility to determine what these community areas should be though guidance suggests that they should be larger than ward level but not too large to render any community level analysis meaningless.

For our first assessment we adopted a pragmatic approach and identified 3 broad "Community Areas" based on a statistical geography known as Upper Super Output Areas (USOAs). Purely for the purposes of that exercise we named these 'Mid & North Pembrokeshire', 'Mid & West Pembrokeshire' and 'South Pembrokeshire'. At

the time we noted that the process had proved challenging as in less populated, more rural areas such as Pembrokeshire the underlying factors influencing well-being are often commonly shared across the area as a whole. The approach was useful in understanding some strong cultural and linguistic differences across the three areas but lacked the more granular understanding of some of the differences which might be identified through analysis at a lower level geography.

We committed to reviewing the approach as part of the first assessment and feedback we received emphasised the need to look at things differently. Accordingly the PSB has explored a number of potential candidate geographies to see which might be most useful based on the data that is available. While no one solution is perfect, the PSB agreed that on balance the most useful community geography to use is that of Mid Layer Super Output Areas (MSOAs).

Using this approach, there are 16 community areas in Pembrokeshire as highlighted on the map below in blue. There are benefits to using MSOAs in that they are designed to have a reasonably consistent population totals, which in the case of Pembrokeshire usually equates to around 7,000 people. This consistency in population size reduces unwanted statistical effects that result from geographies with varied population sizes such as Town and Community Councils. Notwithstanding this, there remain some disadvantages, with Haverfordwest split into north and south, Milford split between the town itself and Milford West, Hubberston and Hakin, and Pembroke town being split in two with each part incorporated into a broader area which includes some peripheral villages. The table below the map shows which towns or villages comprise each MSOA.

	FriendlyNm	Survey area	
W02000126	Northeast Pembrokeshire	North Pembrokeshire	Boncath Cilgerran Clydau Crymych Eglwyswrw Manordeifi Nevern St. Dogmaels
W02000127	Fishguard Area	North Pembrokeshire	Cwm Gwaun Dinas Cross Fishguard and Goodwick Newport Pencaer Puncheston Scleddau
W02000128	Northwest Pembrokeshire	North Pembrokeshire	Brawdy Hayscastle Letterston Llanrhian Mathry Solva

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			St. David's and the Cathedral Close Wolfscastle
W02000129	East Pembrokeshire	Rural and south coast	Ambleston Clynderwen Llandissilio West Maenclochog Mynachlog-Ddu New Moat Rudbaxton Spittal Wiston Uzmaston, Boulston and Slebech
W02000130	Haverfordwest North	Main town	Haverfordwest (pt)
W02000131	Haverfordwest South & Merlin's Bridge	Main town	Haverfordwest (pt) Merlin's Bridge
W02000132	Narberth Area	Rural and south coast	Lampeter Velfrey Llanddewi Velfrey Llawhaden Martletwy Narberth Templeton
W02000133	West Pembrokeshire	Rural and south coast	Camrose Dale Herbrandston Johnston Marloes and St. Brides Nolton and Roch St. Ishmael's The Havens Tiers Cross Walwyn's Castle
W02000134	Neyland Area	Rural and south coast	Burton Freystrop Hook Llangwm Llanstadwell Neyland Rosemarket
W02000135	Milford Haven East	Main town	Milford Haven (pt)
W02000136	Saundersfoot/Kilgetty Area	Rural and south coast	Amroth East Williamston Jeffreyston Kilgetty/Begelly Saundersfoot
W02000137	Milford Haven West	Main town	Milford Haven (pt)

W02000138	Pembroke Dock	Main town	Pembroke Dock
W02000139	Pembroke East & Carew	Split 50/50 Main town and Rural and south coast	Carew Cosheston Lamphey Manorbier Pembroke (pt)
W02000140	Pembroke West & Angle Peninsula	Split 50/50 Main town and Rural and south coast	Angle Hundleton Pembroke (pt) Stackpole and Castlemartin
W02000141	Tenby Area	Rural and south coast	Penally St. Florence St. Mary Out Liberty Tenby

Throughout the assessment these profiles have been used as Pembrokeshire's 'community areas' where the relevant data is available to support our understanding of the strengths and differences between areas within the county. It should be noted that data sets built on other geographies (be they regional, county or lower level) are used at various stages throughout the assessment to supplement this approach where data is not currently available at a MSOA level or where it makes more sense to present the data using a different profile.

We are in the process of developing a separate report on the MSOA profiles, which we will include in the final assessment.

Data and evidence gathering

Pembrokeshire's PSB worked with colleagues in Carmarthenshire and Ceredigion as part of the Regional Data Analysis and Writing group to understand well-being in the three counties. A wide range of local, regional and national sources were considered. PSB partners have also sourced and made available local level data to support our understanding of specific themes.

By working collaboratively across the West Wales region, we have also been able to identify cross-boundary well-being issues across the three PSB areas, such as climate change, child poverty and housing affordability. The identification of these regional issues will support regional well-being planning across West Wales following publication of the assessments in 2022.

It is worth highlighting some caveats when considering the data we have collected and used. The outcomes from the 2021 census will likely not be available until the middle of next year and therefore there are times when we are relying on census information from 2011. Such findings can only be seen as broadly indicative given the time which has lapsed since those figures were released.

The Covid-19 pandemic also presents some issues in terms of our understanding of data. Recent datasets reflect a particular moment in time and it is not yet clear the extent to which the pandemic has distorted these figures and whether we can expect these to be transitory or if they reflect deeper underlying factors. Similarly many datasets 'lag' with the reporting period often relating to a period of a number of years preceding the release of data. In such cases it is difficult to say with certainty what impact Covid will have had in terms of a contemporary position, other than to say its impact will generally have resulted in a situation having become worse.

Engagement and consultation

The views of our citizens and stakeholders are central to developing our understanding of well-being and what really matters to people. They hold equal, if not more, weight with the datasets we have available, as they reflect the lived experiences of people in the county and provide greater nuance and context than that simply offered through quantitative analysis of data.

In preparation for the engagement, workshops were held with regional PSB partners in May and June to explore their ideas on how to conduct the engagement and the actual content of the regional Well-being Survey and stakeholder events. The engagement activities were developed based on these views, some examples of which were the desire to include more open-ended questions in the Well-being Survey, run the Well-being Survey in September after the summer holidays and conduct a specific schools survey to record responses from younger people.

In line with the agreed joint methodology, engagement was undertaken in the following ways:

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- A joint regional engagement survey was developed and made available via partner website, and in hard copy format. As well as being available in English and Welsh, the survey was translated into Arabic, Polish, Romanian and Easy Read
- The survey was structured around the seven Well-being Goals. We asked four key questions under each goal: three key things; looking ahead what concerns you most; what would you consider doing to address the goal, and what support might you need to do this
- A separate, joint regional young people's engagement survey was also developed
- In addition to the joint regional engagement survey, an virtual ideas white board was set up at www.haveyoursay.pembrokeshire.gov.uk
- A joint regional engagement session toolkit, which could be used either for facilitated sessions or for self-run sessions with / by local groups was developed

Information was sent directly to Town & Community Council clerks, Council Members and made available to employees via the Intranet and direct email. It was also shared with those on the Council's 'Have your say' and MyAccount databases.

The Council's communications team issued two press releases to the local media on the 1st and 30th September. This information was also shared on partners' social media sites and in various partner newsletters and publications.

A summary report of all engagement activity can be found at appendix 3 and a full detailed is available electronically on request. Key headline findings from all of the engagement activity has been incorporated into relevant sections as appropriate.

Application of Sustainable Development Principle

As set out earlier, the PSB is required to apply the sustainable development principle to our planning and decision-making and we have adhered to the five ways of working throughout the delivery of this assessment. The table below provides examples of how and where this has been done, and how we will continue to do so.

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	Long term	- Forward planning undertaken by the well-established Regional PSB/RPB lead officers network - Development and roll-out of 'Gorwel' – this is a bespoke data information repository which has been commissioned by the 3 PSB's and is currently in the testing stage. In time this will support our understanding of gaps in our knowledge and data over the longer term - Horizon Scanning Training – will support the 3 PSBs with a greater understanding of future trends and projections and how to adequately plan for these - Well-being Survey – included questions on futures thinking based around the 7 national well-being goals
	Integration	- Structure of the assessment supports an integrated understanding of how issues affect people at a population, community and individual level; including consideration of future trends - Planned collective 'visioning' session for PSB partners looking at what kind of place we want Pembrokeshire to be in the year 2040; will support greater integration and alignment between the PSB's objectives and the objectives of individual partner organisations, creating a sense of shared purpose and direction
	Involvement	- Opportunities for the broad involvement of citizens and stakeholders in the development of this work through various routes - Establishment of Pembrokeshire Engagement Network - Plans to re-establish the Pembrokeshire Co-production Network to support the development of the Well-being Plan - Ongoing citizen engagement across the region currently being explored through the RPB, work which PSBs are contributing to so as to ensure that engagement becomes a built-in, continuous process rather than a one-off set-piece event
	Collaboration	- Assessment process planned and delivered through a strong collaborative approach at both a local and regional level, involving many key partners and stakeholders, including the RPB - Development of regional well-being survey across PSB partners - Collaboration with the RPB and Hywel Dda Health Board in the design of the survey to ensure questions included to support production of Population Assessment; removing duplication and creating closer alignment - Regional Well-being Co-ordinator in post to work across the 3 PSB areas supporting work to produce the assessment, utilising WG PSB funding
	Prevention	- Outcomes from assessment point to number of potential areas where preventative work can be undertaken, to be taken forward at either a local or regional level e.g. climate change, poverty, housing, accessibility - Working in partnership as a region making best use of resources and expertise, preventing opportunities for missing evidence, data gaps or lack of capacity

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This is Pembrokeshire's second Well-being Assessment. We will continue to improve the quality of the assessment over the next few months, in response to our formal consultation exercise, and as we undertake to strengthen areas where we know there are gaps in our current analysis. There are broader areas for improvement and deepening our understanding where we need to do more work.

It should be noted that the timing for producing a Well-being Assessment is set out in legislation, and therefore it should be viewed as presenting a picture at a precise moment in time. As such, and because of ongoing uncertainties presented by the ongoing Covid-19 pandemic and other factors, it is important that the findings from the assessment are reviewed and updated regularly to take into account new information which will emerge over the next few years, so that our response will always be the most appropriate.

Summary of Key Findings

The responses gathered from the various forms of engagement for the assessment have been looked at alongside analysis of various sources of data and research. Clear themes have been identified in our county which will allow us to target areas of need when we move from the assessment to planning phase over the course of the next year.

Pembrokeshire the Place

Pembrokeshire has an ageing population. It is expected that this will put a significant strain on our public services (particularly our local health service) and on our local labour market.

Welsh language use is increasing in the county.

Pembrokeshire is not a diverse place in terms of ethnicity.

Democratic representation in Pembrokeshire, particular within the Council is not diverse.

Young people's participation in democracy needs to be strengthened.

Broadband provision is crucial to the economic development of the county.

Public transport in rural areas is a barrier to accessing services and employment opportunities.

Covid-19

The Covid-19 pandemic is ongoing and creates uncertainty moving forward.

To date, vaccination rates in the county have been good.

Covid-19 has exacerbated issues such as mental health and loneliness.

Covid-19 has fundamentally changed the way we work.

Poverty

Child poverty rates in Pembrokeshire are unacceptable.

In-work poverty is an increasingly common problem.

The cost of living is rising across the UK, with more working families experiencing poverty.

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Economy

Job satisfaction for people living in Pembrokeshire is high.

In some sectors, the wages in Pembrokeshire are comparatively low in relation to our neighbouring counties.

Pembrokeshire's town centres need to adapt to changing retail patterns.

Tourism is a crucial part of Pembrokeshire's economy.

Realising Pembrokeshire's ambition to become the green energy capital of the UK.

Young people have told us that they are not confident that they will be able to live and work in Pembrokeshire in the future.

The importance of digital connectivity is a priority for carers and people with a disability.

The agricultural sector will need to adapt to changing environmental regulations and support mechanisms.

Accessible and affordable childcare can be a barrier to parents returning to work.

The longer-term impacts of Covid-19 and Brexit are yet to be fully understood.

Health and Social Care

From a survey of our residents, affordability and accessibility to leisure services can be a barrier to healthy behaviours.

Rates of smoking in Pembrokeshire are above the average in Wales.

Evidence points to an increase in hazardous and harmful alcohol consumption. We will need to monitor this trend as we come through the pandemic.

Parental drinking impacts on young people.

Rates of low birth weight babies have fallen and are lower than the Welsh average.

Childhood immunisation rates have been on a downward trend over the last several years.

Rates of diagnosis of dementia are projected to significantly increase over the coming years.

Population projections suggest that the number of people aged 80 or over will increase significantly by 2040.

There are year on year increases in the demand for domiciliary care packages.

The number of unpaid carers is increasing and likely underestimated by official figures.

Waiting lists for diagnostic and therapy services have increased significantly, this is likely due to the pandemic and will be monitored.

Housing

Availability and affordability of housing in Pembrokeshire is felt to be a barrier to staying in the county by young people.

There are a significant number of second homes in the county, particularly in rural areas.

There is a lack of affordable homes in the county.

The need for affordable homes is projected to increase.

We are seeing an increasing number of families presenting as homeless in the county.

The growing ageing population is and will continue to put pressure on the demand for specialist accommodation.

Environment

Climate change is the defining issue of our time. Climate change and the nature emergency cannot be considered separately.

Sustainable land management practices will have an impact due to the importance of agriculture in Pembrokeshire

A significant number of areas in Pembrokeshire are at risk of flooding.

Pembrokeshire has the highest recycling rates in Wales.

Survey respondents highlighted the importance of improving energy efficiency and using green energy sources.

Education

The pandemic has had a significant impact on young people's education.

Educational attainment for Pembrokeshire learners needs to improve, in particular for those on Free School Meals and those more able.

KEY REGIONAL WELL-BEING THEMES

The collaborative working we have undertaken during the production of this assessment with regional partners has given rise to a number of cross-boundary or regional issues affecting the whole of the West Wales Region. Pembrokeshire has regional partners in West Wales - Ceredigion and Carmarthenshire.

The Regional Data Group, responsible for the analysis and writing of this round of assessments, has identified the following key regional themes based on the data available, the results of the regional well-being survey and the findings of the stakeholder events conducted during the summer of 2021. The aim is to help clarify the collective challenges we face now and in the future.

West Wales Region

Ceredigion

Pembrokeshire

Carmarthenshire

Figure 1: Adapted from HDUHB document

Poverty and In-Work Poverty

Increase in Child Poverty

Population Change

Lower than average earnings

Affordable Housing

Rising living costs

Affordable & Accessible Childcare

Climate change

Increase in Dementia

Loss of biodiversity

Decrease in participation in arts, culture or heritage activities

Renewable energy capacity

Opportunities to use and promote the Welsh Language

Cultural Well-being ●

Environmental Well-being ●

Social Well-being ●

Economic Well-being ●

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We have used the *PSB Futures Impact/Certainty Matrix* to provide an indicative assessment of the main themes identified in the assessment. The aim is to provide context to the findings by providing an initial assessment based on the core data set and the engagement conducted during the summer of 2021. The matrix assesses the themes according to the level of **priority** and their **certainty** of

High impact on policy

Prioritise and act/ critical issue	Scenario plan / further research
●	●

The outcome is certain | | | **The outcome is uncertain**

| ● | ● |
| Park / maintain | Track / further monitoring |

Lower impact on policy
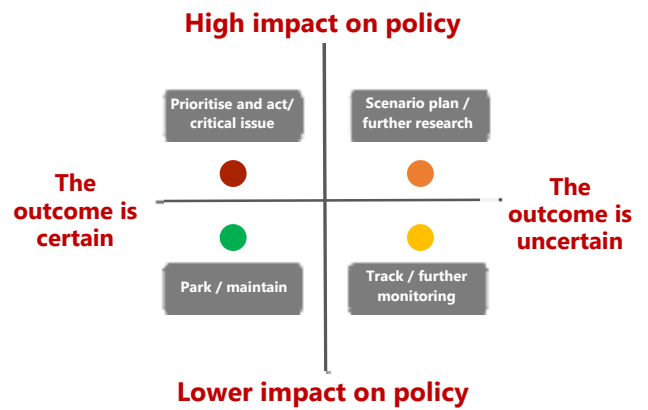
Description	Park or Maintain	Track/ Further monitoring	Scenario plan/ Further research	Prioritise/ Critical issue for area
Pembrokeshire the Place				
Pembrokeshire has an ageing population. It is expected that this will put a significant strain on our public services (particularly our local health service) and on our local labour market.			●	
Use of the Welsh language is increasing in the county.		●		
Pembrokeshire is not a diverse place in terms of ethnicity.		●		
Democratic membership in Pembrokeshire, particularly within the Council, is not diverse.				●
Young people's participation in democracy needs to be strengthened.			●	
Broadband provision is crucial to the economic development of the county.			●	
Public transport in rural areas is a barrier to accessing services and employment opportunities.				●
Covid-19				
The Covid-19 pandemic is ongoing, and we will continue to monitor the impacts on Pembrokeshire.		●		
To date, vaccination rates in the county have been good.		●		
Covid-19 has exacerbated issues such as mental health and loneliness.			●	
Covid-19 has fundamentally changed the way we work.			●	
Poverty				
Child poverty rates in Pembrokeshire are unacceptable.				●
In-work poverty is an increasingly common problem.				●

	Col 1	Col 2	Col 3	Col 4
The cost of living is rising across the UK, with more working families experiencing poverty.				🔴

Economy

	Col 1	Col 2	Col 3	Col 4
Job satisfaction for people living in Pembrokeshire is high.	🟢			
In some sectors, the wages in Pembrokeshire are comparatively low in relation to our neighbouring counties.			🟠	
Pembrokeshire's town centres need to adapt to the changing retail patterns.			🟠	
Tourism is a crucial part of Pembrokeshire's economy.		🟡		
Realising Pembrokeshire's ambition to become the green energy capital of the UK.			🟠	
Young people have told us that they are not confident that they will be able to live and work in Pembrokeshire in the future.			🟠	
The importance of digital connectivity is a priority for carers and people with a disability.			🟠	
The agricultural sector will need to adapt to changing environmental regulations and support mechanisms.			🟠	
Accessible and affordable childcare can be a barrier to parents returning to work.			🟠	
The longer-term impacts of Covid-19 and Brexit are yet to be fully understood.		🟡		

Health and Social Care

	Col 1	Col 2	Col 3	Col 4
From a survey of our residents affordability and accessibility to leisure services can be a barrier to healthy behaviours.		🟡		
Rates of smoking in Pembrokeshire are above the average in Wales.			🟠	
Evidence points to an increase in hazardous and harmful alcohol consumption. We will need to monitor this trend as we come through the pandemic.			🟠	
Parental drinking impacts on young people.			🟠	
Rates of low-birth-weight babies have fallen and are lower than the Welsh average.	🟢			
Childhood immunisation rates have been on a downward trend over the last several years.			🟠	
Rates of diagnosis of dementia are projected to significantly increase over the coming years.				🔴
Population projections suggest that the number of people aged 80 or over will increase significantly by 2040.			🟠	
The number of unpaid carers is increasing and likely underestimated by official figures.		🟡		
Waiting lists for diagnostic and therapy services have increased significantly, this is likely due to the pandemic and will be monitored.			🟠	

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Housing

Statement				
Availability and affordability of housing in Pembrokeshire is felt to be a barrier to staying in the county by young people.			🟠	
There are a significant number of second homes in the county, particularly in rural areas.			🟠	
There is a lack of affordable homes in the county.				🔴
The need for affordable homes is projected to increase.			🟠	
We are seeing an increasing number of families presenting as homeless in the county.				🔴
The growing ageing population is and will continue to put pressure on the demand for specialist accommodation.			🟠	

Environment

Statement				
Climate change is the defining issue of our time. Climate change and the nature emergency cannot be considered separately.				🔴
Sustainable land management practices will have an impact on Pembrokeshire's landscape.			🟠	
A significant number of areas in Pembrokeshire are at risk of flooding.			🟠	
Pembrokeshire has the highest recycling rates in Wales.	🟢			
Survey respondents highlighted the importance of improving energy efficiency and using green energy sources.		🟡		

Education

Statement				
The pandemic has had a significant impact on young people's education.			🟠	
Educational attainment for Pembrokeshire learners needs to improve, in particular for those on Free School Meals and those more able.				🔴
Although progress is being made, school reorganisation and surplus places remain an issue.		🟡		
There is an opportunity to increase skills levels especially through apprenticeships.			🟠	
There has been an increase in the number of Welsh medium schools in Pembrokeshire.		🟡		

Safe, Cohesive and Resilient Communities

Statement				
Pembrokeshire has low levels of crime and disorder compared to other areas in Wales.		🟡		
There is an increase in public order offences (committed via social media or other digital means) and violence against the person.			🟠	
There is an increase in antisocial behaviour, particularly in our main towns.			🟠	
Domestic abuse related crimes are increasing.				🔴

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There is an increase in drug abuse, particularly in our main towns.			🟠	
The response from Pembrokeshire's communities in relation to the pandemic was outstanding.	🟢			
Volunteering numbers in Pembrokeshire is increasing though the majority are over 65.		🟡		

Culture and Leisure

There is evidence that levels of health impacts our resident's ability to take part in cultural events.			🟠	
Public transport networks impact upon people's ability to attend arts and culture events.			🟠	
People who regularly attend arts and culture events report higher levels of well-being.	🟢			
Welsh language speakers report that the ability to use Welsh informally and in the workplace has a positive effect on their well-being.		🟡		
Pembrokeshire has the highest number of blue flag beaches and green coast awards in Wales.	🟢			
The presence of the National Park has a positive impact on the well-being of young people in the county, with many citing it as the best thing about Pembrokeshire.	🟢			

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PEMBROKESHIRE "THE PLACE"

Overview

Pembrokeshire is situated at the south-west tip of Wales and covers an area of approximately 1600 sq km. Its coastline is nationally recognised and has national park status. The coastal path is walkable from one end of the county to the other and is 186 miles long. Its beaches are renowned for the quality of bathing water, safety and accessibility. Away from the coast and beaches, land rises towards the Preseli hills in the north east of the county. Outside of the main towns, the county is comprised of many villages and hamlets and agricultural dominates the landscape. Milford Haven estuary is one of the deepest natural harbours in Britain and this natural advantage has led to it being the largest port in the UK for the import/export of energy products.

Pembrokeshire is a mainly rural county though about half of the population live in the main towns clustered around the Haven and its tidal estuary. Even within the larger towns, population sizes are relatively small and are not particularly densely populated.

Pembrokeshire has a unique history which differentiates it from other parts of Wales. South Pembrokeshire has Norman influences (and subsequently a large number or Norman churches) and the 'Landsker line' separates south Pembrokeshire from the north. This has resulted in specific differences within the county, many of which can still be seen in the present day, particularly culturally and around the use of the welsh language. The north of the county is much more similar from a cultural and language perspective to the rest of West Wales, with the south and southwest of the county being considered as 'anglicised' and commonly referred to as 'little England beyond Wales'.

Key population and demographic data

Age structure

The latest population estimate for Pembrokeshire is approximately 126,000 and based on the most recent (2018) Welsh Government projections our population will increase gradually over the next 20 years to around 130,000 (an increase of roughly 3%). The number of births is expected to increase at a negligible rate (1,056 to 1,080) while the numbers of deaths is expected to rise from around 1,628 to approximately 2,015 over a similar period, with the difference widening as time goes on. Any increase in the population therefore is entirely based on projected levels of in-migration.

The graph below shows the rate of projected population growth for Pembrokeshire compared with Wales as a whole. While it clearly shows Pembrokeshire population will increase, the population of Wales as a whole is expected to increase at a greater rate.

Comparisons of population growth: Pembrokeshire and Wales
Index 2018 =100
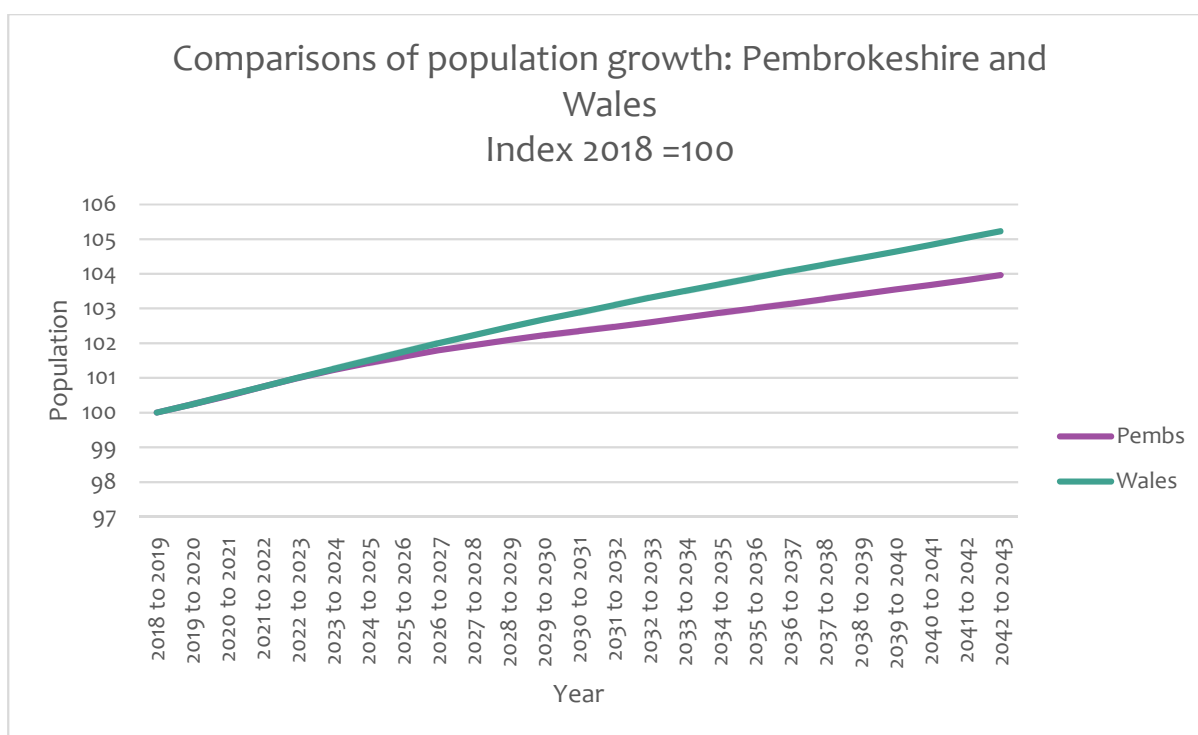
The age profile of the population shows significantly fewer 20-39 year olds and more people over the age of 55 than the UK as a whole. Historically this has been driven by significant out-migration of those aged 18-20 to seek higher education opportunities outside of Pembrokeshire. The most recent estimates suggest that there may now

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be net in-migration of young people to Pembrokeshire though we will need to wait until the publication of the 2021 census to understand this further.

Pembrokeshire has a relatively ageing population compared with the rest of the UK. Age structure and profile is an important consideration for provision of services in the county as it has a clear impact on how many people are in paid employment, the general population health, the number of younger people requiring school places, as well as the number of people with protected characteristics living in an area.

The table below shows that proportionately more younger people (0-19 & 20-34) tend to live in urban areas. By contrast people age 50+ are far more likely to live in rural areas and coastal towns and villages, and are less likely to live in main towns.

Historical analysis has shown that there is a slow, but long term trend towards proportionately fewer younger people living in rural areas.

Community	Age 0-19	Age 20-34	Age 35-49	Age 50-64	Age 65-79	Age 80+	Total
Northeast Pembrokeshire	19%	13%	15%	24%	22%	6%	8,474
Fishguard Area	20%	14%	15%	22%	22%	8%	10,090
Northwest Pembrokeshire	18%	16%	15%	23%	21%	7%	7,656
East Pembrokeshire	20%	14%	16%	23%	20%	8%	7,312
Haverfordwest North	26%	22%	18%	19%	11%	4%	7,193
Haverfordwest South & Merlin's Bridge	23%	17%	17%	20%	16%	7%	7,210
Narberth Area	19%	14%	15%	24%	21%	7%	6,925
West Pembrokeshire	20%	13%	15%	23%	21%	7%	8,475
Neyland Area	20%	13%	16%	24%	20%	7%	8,651
Milford Haven East	23%	18%	16%	20%	16%	6%	7,545
Saundersfoot/Kilgetty Area	18%	13%	13%	24%	23%	9%	8,562
Milford Haven West	25%	20%	16%	19%	14%	6%	7,693
Pembroke Dock	24%	20%	16%	20%	16%	5%	9,747
Pembroke East & Carew	18%	12%	15%	24%	24%	8%	7,742
Pembroke West & Angle Peninsula	24%	16%	16%	21%	17%	5%	7,432
Tenby Area	18%	13%	15%	22%	22%	10%	6,044
All Pembrokeshire	22%	16%	16%	23%	20%	7%	126,751

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Area in hectares and density

The following table shows the area, in hectares, of each community area and their population density. Population figures are taken from the 2011 Census. Compared with the rest of MSOAs in England and Wales, many of Pembrokeshire's communities are sparsely populated with half of the 16 areas in the 10% least densely populated areas in England and Wales. The most densely populated area in Pembrokeshire, Haverfordwest North, is still below the England and Wales median.

Community	Area (Hectares)	people per ha	Relative position to England and Wales
Northeast Pembrokeshire	28,531	0.29	10# decile
Fishguard Area	19,680	0.50	10# decile
Northwest Pembrokeshire	20,725	0.36	10# decile
East Pembrokeshire	22,977	0.29	10# decile
Haverfordwest North	402	17.27	6# decile
Haverfordwest South & Merlin's Bridge	991	7.02	8# decile
Narberth Area	15,502	0.42	10# decile
West Pembrokeshire	18,452	0.43	10# decile
Neyland Area	4,763	1.79	9# decile
Milford Haven East	908	7.62	8# decile
Saundersfoot/Kilgetty Area	7,103	1.20	9# decile
Milford Haven West	633	11.03	7# decile
Pembroke Dock	632	15.44	7# decile
Pembroke East & Carew	7,886	0.98	10# decile
Pembroke West & Angle Peninsula	10,008	0.70	10# decile
Tenby Area	2,681	2.39	9# decile
All Pembrokeshire	161,874	0.76	

Welsh language

The following information is taken from the 2011 Census which is remains the only source of information to allow ready comparison of communities across Wales. This shows that six of the 16 communities have relatively high proportions of people who have Welsh language skills compared with the rest of Wales. It also shows that Northeast Pembrokeshire is a real strong-hold of the Welsh language.

Since this time, information gathered from fieldwork for the 2021 Census suggests that the overall proportion of Welsh speakers in Pembrokeshire has increased.

In contrast with the rest of Wales, recent significant investment in Welsh medium language education has meant that welsh language skills have expanded rather than staying stable or contracting.

Community	No skills in Welsh	Can speak, read and write Welsh	Decile of Welsh MSOAs: No skills in Welsh	Decile of Welsh MSOAs: Can speak, read and write Welsh
Northeast Pembrokeshire	37%	43%	10 decile	1 decile
Fishguard Area	49%	27%	9 decile	2 decile
Northwest Pembrokeshire	53%	23%	9 decile	2 decile
East Pembrokeshire	56%	26%	9 decile	2 decile
Haverfordwest North	78%	10%	7 decile	4 decile
Haverfordwest South & Merlin's Bridge	78%	9%	7 decile	5 decile
Narberth Area	70%	15%	8 decile	3 decile
West Pembrokeshire	79%	9%	7 decile	5 decile
Neyland Area	82%	8%	5 decile	7 decile
Milford Haven East	86%	6%	2 decile	10 decile
Saundersfoot/Kilgetty Area	81%	8%	6 decile	6 decile
Milford Haven West	86%	6%	2 decile	9 decile
Pembroke Dock	85%	6%	4 decile	9 decile
Pembroke East & Carew	83%	8%	5 decile	7 decile
Pembroke West & Angle Peninsula	83%	7%	4 decile	8 decile
Tenby Area	82%	8%	5 decile	7 decile
All Pembrokeshire	82%	8%		

Equalities

In common with other predominantly rural Welsh Counties, Pembrokeshire is not a particularly diverse place in terms of ethnicity or other equality communities that are at higher risk of discrimination. The percentage of people who are from a Black, Asian and minority ethnic origin in 2021, based on the National Survey, is estimated at 1.3%, one of the lowest figures in Wales, though this is based on a small sample.

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Data from Pupil Level Annual School Census for 2021 shows that 3% of children aged over 5 are from a Black, Asian and minority ethnic origin, lower than the median average for Wales. Accurate statistics will be available from the 2021 Census, and we might reasonably anticipate that the percentage of people who are from a Black, Asian and minority ethnic origin will have increased. However, it is unlikely that Pembrokeshire's relative position will have changed significantly.

Compared with the rest of Wales, a comparatively high proportion of people in Pembrokeshire are from a Gypsy Traveller background and Pembrokeshire has one of the highest number of Traveller site pitches in Wales – 174 caravans in 2020 out of a total of 1,092 in Wales.

Data on Hate Crimes collated by Victim Support for Dyfed Powys suggests that a high proportion of incidents continue to relate to race.

We do not have reliable information on the proportion of the population that identify as Lesbian, Gay or Bi-sexual. Like many other Counties, there are a number of third sector organisations that focus on information, advice and support for this community. The accuracy of figures from the National Survey on the size of Pembrokeshire's LGB community is questionable. However, it is probable that the proportion of people living in Pembrokeshire who are LGB is lower than the national average. The 2021 Census will have information on sexuality. The sexual orientation question, which has not been asked in previous censuses, is voluntary and will only be asked of those aged 16 years and over.

Qualitative research suggests that for adults, whilst discrimination was an issue in the past, there has been a perceptible change in attitudes. However, incidents of hate crime relating to sexuality still occur in Pembrokeshire.

We do not have reliable figures for the number of people in the Trans community. However, we are aware of a local support group and members of it have attended our equalities forum (this includes membership of a wide range of public and third sector organisations).

Qualitative research was undertaken to look at community cohesion across south west & mid Wales in 2020. Focus groups with representatives of the following sectors of the community: Communities of Interest, Black, Asian and Minority Ethnic (BAME) communities; EU (non-Welsh) citizens; Rural and isolated; First language Welsh

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speakers; Gypsy / Traveller Communities; Syrian Refugees; LGBTQ+ people, disabled people and/or people with health conditions; young people.

The results of the consultation showed overall positive opinions towards the current community cohesion in Mid and South West Wales. 77% of the interviewees referred to community cohesion as good, rising to 92% if we include interviewees who referred to community cohesion as good but requiring improvement. However, when interviewees and participants to focus groups were asked to expand further and justify their position on community cohesion in Mid and South West Wales, they tended to recognise potential for improvement and were quick to identify what they at perceived as "tensions", or "problems".

Brexit is perceived as having a negative impact on community cohesion in Mid and South West Wales. Results from survey question about the impact of Brexit on community cohesion revealed that 63.7% of participants believe that the Brexit referendum has had a negative impact on community cohesion. Brexit was discussed and portrayed as having had a negative impact on community cohesion in 7 out of 10 of our focus groups. In our interviews, 61% of the interviewees described Brexit has having had a negative impact on community cohesion.

The consultation showed positive attitudes towards the impact of Covid-19 on community cohesion. However, qualitative feedback demonstrated concerns about the longevity of the positive impacts, with concerns around different rising negative impacts. 67.3% of survey respondents believed that community cohesion had either improved (40%) or not changed (27.3%) since the beginning of the pandemic. However, qualitative data showed that most people had concerns about positive impacts being short lived and revealed concerns about different risks and threat to community cohesion, such as an increasing socio-economic divide, increased exclusion of already marginalised communities, decrease in opportunities to socialise, resentment due to Covid-19 rules infringement, heightened tension with 'incomers', and increased aggressivity online towards certain communities.

The main effects of Brexit on community cohesion in Mid and South West Wales have been identified as:

- Insecurity around human rights post Brexit
- Increased feelings of insecurity around potential tensions after the withdrawal period
- Increased tension between people of differing political views
- Increased feelings of exclusion and an increased perception of a lack of personal safety due to an increase in racist and xenophobic rhetoric.

The main effects of Covid-19 lockdown on community cohesion in Mid and South West Wales have been identified as:

- An initial positive impact on community cohesion due to ability to participate more on a local level
- Increased feelings of insecurity around the future
- Increased exclusion of more vulnerable and isolated members of the community
- Increased tension between groups with previously tense relationships
- A compounded negative effect on community cohesion due to the combination of Brexit and the Covid-19 lockdown.

Elections

The Council considered a report on diversity in democracy at its 9 December 2021 meeting. This report is in the context of work to increase the diversity of people standing for public office in Pembrokeshire. There is a real risk that if the membership of Councils (including Town and Community Councils) does not reflect the diversity of the communities they serve, these bodies will become out of touch. This work is being undertaken in conjunction with Welsh Government and the Welsh Local Government Association.

Currently, Pembrokeshire County Council's membership does not reflect the communities it serves, particularly with respect to

- Gender (over 80% of members are men)
- Age (40% of members are aged between 55 and 64 and very few are aged under 45)
- Race – the Council has never had a councillor from a Black, Asian and minority ethnic background.
- Tenure (under 10% of members rent their home)

In addition, a relatively high proportion of seats were uncontested in elections held since the council's inception in 1995. In the last three elections, 20% of seats were

uncontested – though, in general, different seats were uncontested at each of these elections.

Engagement of young people

In May 2021, elections were held for both the Welsh Government as well as for Police and Crime Commissioners. The franchise for these two elections was different; 16 & 17 year olds as well as qualifying foreign nationals could vote in Welsh Government elections but not for the Police and Crime Commissioner elections.

Around 70% of the total number of votes cast at this election were made in person with the remainder by postal ballot. For those votes cast in person, the difference between the number of votes cast at the Welsh Government and Police and Crime Commissioner election is likely to closely mirror the number of 16 & 17 year olds that voted as there are few qualifying foreign national voters.

The poll verification figures show the numbers of votes cast for each election for each polling station. Each polling station's electoral register can be mapped with a reasonable degree of precision to MSOA areas. Mid Year estimates of single year of age are available for each MSOA allowing approximate turn-out rates for people who voted in person for each MSOA to be calculated. It should be stressed that these figures are estimates and the total number of 16 & 17 year olds in some communities is small so small discrepancies in the fit between polling stations and MSOAs can be amplified.

Community	Estimate % voted in person 18+	Estimate % voted in person 16 & 17
Northeast Pembrokeshire	45%	39%
Fishguard Area	36%	32%
Northwest Pembrokeshire	40%	34%
East Pembrokeshire	44%	61%
Haverfordwest North	24%	23%
Haverfordwest South & Merlin's Bridge	29%	24%
Narberth Area	39%	47%
West Pembrokeshire	37%	35%
Neyland Area	35%	22%
Milford Haven East	26%	13%
Saundersfoot/Kilgetty Area	36%	28%
Milford Haven West	25%	14%
Pembroke Dock	26%	16%
Pembroke East & Carew	40%	32%
Pembroke West & Angle Peninsula	30%	18%
Tenby Area	31%	32%
All Pembrokeshire	45%	39%

The figures indicate that the percentage of young people voting is a little lower than for those aged 18+, but not by a large margin. This is a more positive picture than commonly assumed.

The figures show that turnout in person tends to be lower in urban areas, especially in larger towns. In these communities the number of young people voting tends to be lower especially in Milford Haven and Pembroke Dock. By contrast in more rural areas, the proportion of 16 & 17 year olds voting is sometimes higher than for those aged 18+.

Accessibility

Broadband provision
Accessibility to services, including broadband, is a key issue in some communities in Pembrokeshire. One of the most important services when planning for the future is the availability of broadband as consistent and fast internet services have the

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potential for Pembrokeshire to overcome its relative peripherality. Whilst percentages will have changed (as will the expectations of how many Mb/s constitutes fast broadband) the table below shows that rural areas, especially the north of Pembrokeshire, were within the worst 5% for availability of fast broadband in Wales. Other communities have broadband availability that was within the top quartile for Wales.

The Council and its partners are investing in broadband via a number of separate streams. Without this investment, it is likely that rural areas in Pembrokeshire would continue to lag behind.

Community	% Unavailability of broadband at 30Mb/s	% rank unavailability
Northeast Pembrokeshire	26.4	5%
Fishguard Area	15.1	15%
Northwest Pembrokeshire	31	3%
East Pembrokeshire	32.7	2%
Haverfordwest North	1	73%
Haverfordwest South & Merlin's Bridge	3	52%
Narberth Area	27.8	4%
West Pembrokeshire	9.3	23%
Neyland Area	0.7	78%
Milford Haven East	3.8	45%
Saundersfoot/Kilgetty Area	20.2	10%
Milford Haven West	9.2	24%
Pembroke Dock	1.2	70%
Pembroke East & Carew	10.5	21%
Pembroke West & Angle Peninsula	16	14%
Tenby Area	3.8	45%

Transport

Pembrokeshire is a peripheral and rural area and there are no dual carriageways in the county. There are two ferry ports and services which both run to Rosslare, Ireland (the majority of traffic is freight). There are rail services to Pembroke Dock, Milford Haven (via Haverfordwest) and Fishguard but rail services are slow and rail connections within Pembrokeshire are limited.

Though the road network has improved to some degree in recent years, Pembrokeshire's accessibility to the rest of Wales and beyond remains a barrier to jobseekers and businesses, with knock-on effects to our well-being. There is evidence to suggest that despite Pembrokeshire's outstanding natural environment, and generally being seen as a great place to live and raise a family, working people and businesses are often reluctant to re-locate here. This impacts on the abilities of employers to fill specialist vacancies or to recruit people with sufficient skills. It is possible that this might change as a result of the pandemic as working practices continue to evolve, and as remote working becomes more embedded with a shift away from traditional office-based jobs requiring someone to live relatively close to their place of work. This itself brings a number of unknowns in terms of what the impact on Pembrokeshire may be and there are likely to be trade-offs along the way.

The table below, again taken from the WIMD source data, shows the average time taken to travel by public transport to three key public services. The map clearly demonstrates that for anyone living outside the larger towns accessing basic public services is a challenge, to the extent that people living in the more rural areas which are less served by public transport, return journey times of over an hour are fairly normal, despite the relatively short distances being travelled. This suggests that it is an issue of accessibility and availability of provision.

Community	Average public return travel time to a pharmacy (minutes)	Average public return travel time to a food shop (minutes)	Average public return travel time to a primary school (minutes)
Northeast Pembrokeshire	107	95	83
Fishguard Area	58	55	51
Northwest Pembrokeshire	77	66	61
East Pembrokeshire	122	111	83
Haverfordwest North	27	22	32
Haverfordwest South & Merlin's Bridge	31	24	25
Narberth Area	102	74	68
West Pembrokeshire	40	42	37
Neyland Area	28	20	31
Milford Haven East	27	20	27

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Saundersfoot/Kilgetty Area	82	72	83
Milford Haven West	56	48	50
Pembroke Dock	32	25	26
Pembroke East & Carew	86	64	46
Pembroke West & Angle Peninsula	64	61	53
Tenby Area	37	30	33

The map below shows the rank, in percentage terms for all 405 MSOAs in Wales of the average public return travel time to a primary school. A low percentage denotes a longer journey time. The map shows that, for even the communities with the lowest journey times in Pembrokeshire (Pembroke Dock and Haverfordwest south) these journey time are only around the median for Wales. All rural communities are well within the upper quartile for longer public transport journey times to a primary school.

Journey time maps for access to other services by public and private transport follow a similar pattern:

Rank, (% out of all 405 MSOAs in Wales) of the average public return travel time to a primary school. Low rank = long journey time
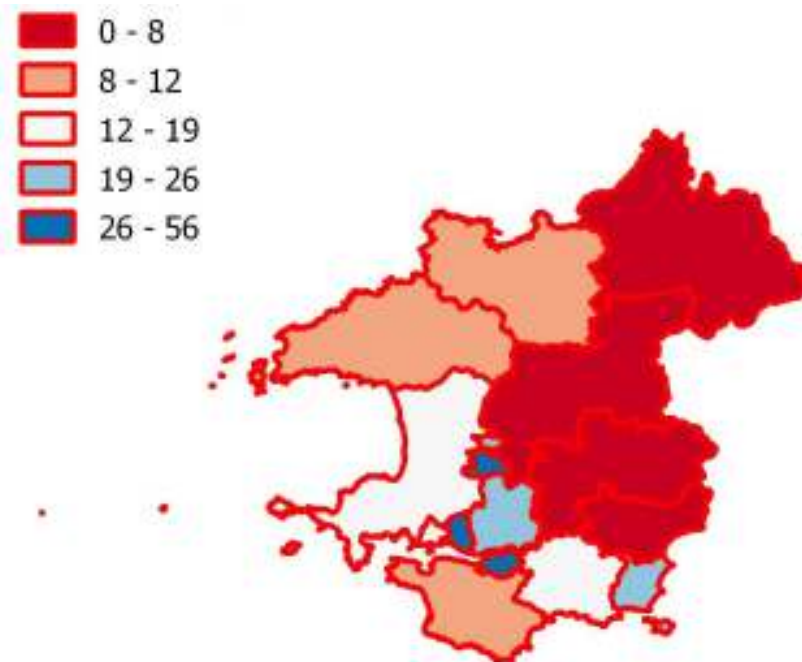
IMPACT OF COVID-19 IN PEMBROKESHIRE

Overview

The coronavirus pandemic can only be described as a seismic event, the impact of which is global. As a result, since March 2020 the lives of people living in Pembrokeshire has markedly changed, and will continue to change, for the foreseeable future. Many doubt that life will ever return to what it looked like before the pandemic started. It has affected almost every aspect of everyday life from health and education to the economy. As a result, people's well-being has been dramatically affected.

This purpose of this section of the assessment is provide a broad picture of how the pandemic has impacted on people and communities in Pembrokeshire. In this sense it is very much about scene-setting and establishing context for the assessment as a whole, recognising that since the pandemic is still ongoing much of what is discussed in the assessment in terms of other themes can only be considered with an understanding of this bigger picture. Many of these impacts will be explored in further detail in other sections of the assessment.

Covid Health Statistics (data as of 22/11/21)

As of 22nd November 2021, Wales had the second highest case rate of Covid in the UK at 15369.6 cases per 100,000. To date, Pembrokeshire has had a total of 12,923 cases of Covid, a rate of 10,833.1 cases per 100,000, which is the 5th lowest in Wales. Within the county, Cilgerran and Crymych have the lowest rates, with Milford Haven West having the highest.

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Covid case rates by MSOA
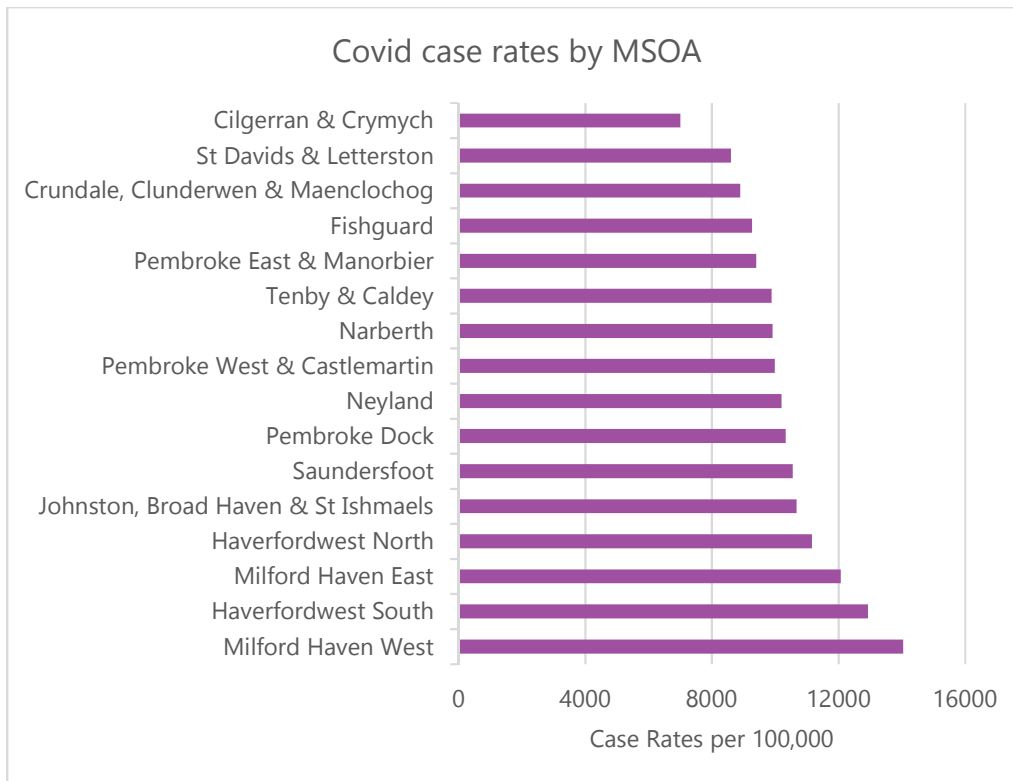
Wales has the highest death rate in the UK, averaging 274.5 per 100,000. There have been 219 deaths reported in Pembrokeshire, a rate of 172.8 per 100,000, which is also 4th lowest across Wales.

Pembrokeshire had the 6th highest number of people per 1000 who were placed onto the shielding list in Wales:

Age Category	Number	Proportion of population (per 1000)
All Ages	6010	47.8
Under 16	120	5.5
16-69	3235	40.2
70 and over	2655	111.6

The development of the Covid-19 vaccine became the turning point in 2021, where there was a reduction in hospitalisations and an easing of restrictions. The vaccines provide over 90% protection against symptomatic infection in adults over 50 and between 92-96% protections against hospitalisation. The uptake of the vaccine has been positive in Pembrokeshire with over 85% of the population being double vaccinated.

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Vaccination Priority Groups	2 Dose Uptake	Booster Uptake
Aged 18+	85.7%	25.7%
Aged 50+	92.8%	39.9%
Aged 80+	95%	72.1%
Care Home Residents	96.1%	55.5%
Aged 16-69 who are extremely clinically vulnerable	95%	33.6%

Mental Health

Covid has had direct and indirect impacts on our health and one of these has been on mental health. The pandemic has resulted in reports of increased anxiety, depression, loneliness and isolation. Reduced physical activity and increased alcohol consumption are associated with individuals who are vulnerable to Covid, with worsening mental health seen with those most affected by the virus. Mental health issues in Wales almost tripled during the first lockdown compared to pre-pandemic levels, increasing from 11.7% to 28.1% of the population. Mental health issues increased as unemployment increased, with young people experiencing the largest deterioration. The gap between mental well-being in women and men increased from 9.9% to 14.1%, with women experiencing a greater decline in their mental health than men.

There was a significant increase in people reporting feelings of isolation and loneliness, not just from within the ageing population but also high levels being reported from younger people. In Hywel Dda, there has been an increase of 72% in demand for SilverCloud Wales, an online therapy service.

There is a strong link between poverty, mental ill health and suicide and Pembrokeshire has one of the highest rates of child poverty in Wales.

Economy

Jobs are one of the most important factors for individual wellbeing, being the 21st and 22nd Welsh national indicators for wellbeing. Covid will result in changes to the economy in Pembrokeshire in the short, medium and long term.

Covid has exacerbated the inequalities experienced by the population, with a significant impact on those living in poverty. The pandemic hit low paid workers

particularly hard in sectors such as accommodation and the food and beverage sector, of which Pembrokeshire has a particularly high proportion. The loss of earnings has led to mounting debts with some people being unable to pay rent, mortgage or bills.

Covid has had a huge impact on the economy in Pembrokeshire, particularly due to 20.6% of jobs being within the hospitality and retail services (above the Wales average of 17.6%), both of which experienced lengthy closures. To date, 18,700 jobs have been put on furlough since the scheme started and Pembrokeshire was regularly one of the highest counties for uptake of the scheme. In March 2021, the highest number of jobs on furlough were found in food and accommodation services at 3,130 jobs, but this had dropped to 260 jobs by September 2021. The lowest number of jobs on furlough in March 2021 was in the agriculture, forestry and fishing, mining and quarrying, energy production and supply and water supply, sewerage and waste categories with 70 jobs on furlough. The lowest number of jobs on furlough in September 2021 was in the health and social work category, at a total of 50 jobs.

Number of Jobs on CJRS
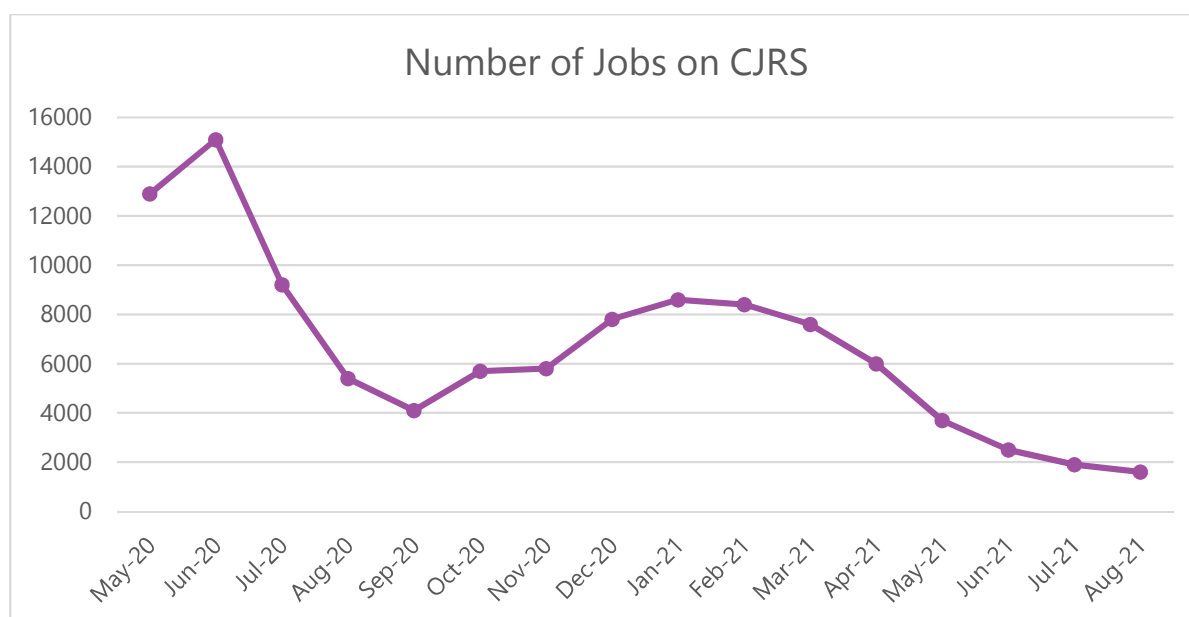
Pembrokeshire now has one of the lowest claimant to job rates in Wales, which may be partly due to furlough allowing workers time to reflect on their career options and not wanting to return to low paid, unsecure work with antisocial hours.

Working practices

Welsh Government have set a target of having 30% of the workforce in Wales to work from home. Pre-Covid, only 4% of jobs in Wales were work from home whereas in the first lockdown it was 37%. Remote working has been linked to an improvement in levels of well-being due to increased flexibility and reduced commuting. According to ONS data, in 2020 72% of workers in Pembrokeshire had never worked from home, which was significantly higher than the UK average of 64%.

Proportion of Work from Home in Pembrokeshire

- Never
- Mainly
- Recently
- Occasionally

72%
14%
8%
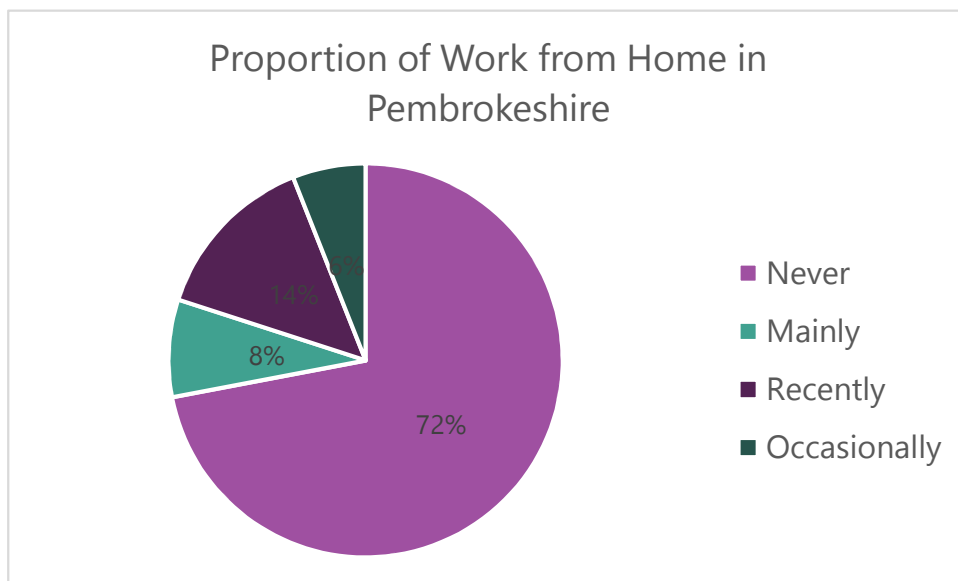
Town centres have been significantly affected by the pandemic, with retail and hospitality closed for long periods of time, and the shift to work from home has resulted in a significant reduction in footfall. There is a potential for a reduction in demand for office space, further impacting urban businesses and with the potential to undermine efforts to revitalise town centres. The move to remote working may create increased demand for local cafes and shops away from town centres, benefiting local communities and facilitating business start-ups. Haverhub in Haverfordwest is one of the first local remote working hubs in a pilot scheme funded by Welsh Government as part of the development a remote working strategy, which may counter some of the issues faced by the town centre. The purpose of the hubs are:

- allow people to work nearer to where they live
- allow individuals to work together in their local community
- provide a space for those who cannot or do not want to work from home

Digital Infrastructure

For both businesses and individuals, access to the internet is essential, particularly during Covid to allow people to work from home and to stay connected socially to reduce the feeling of isolation. According to the National Survey for Wales 2021, in Pembrokeshire 9% of households say they have no access to the internet. Over 88% of households and businesses have access to superfast broadband (30mbps) but only 6.5% of premises are able to access ultrafast (100mbps). 2.5% of households are only able to access speeds of up to 2mbps, which limits productivity and connectivity. Feedback received as part of our well-being survey suggested that digital connectivity was highly valued by those who are disabled and carers, which may be due to the shift to online consultations by NHS services during Covid. Digital infrastructure was highlighted as a concern in a number of responses to our survey including community cohesion, prosperity and health.

Tourism

In 2019, Visit Pembrokeshire reported the estimated value provided by the tourism to the county was £590 million. While tourism had been initially impacted by lockdown and restrictions in 2020 and 2021, since July Pembrokeshire has experienced higher than typical visitor numbers. In 2021, South west Wales had 55% of accommodation providers receive more bookings than normal during May half term, and 77% of accommodation being fully booked for August. The longer-term impacts are not known as yet as despite the increase in visitor numbers, 48% of accommodation in Wales reported a drop in profits of at least 20% over the last 2 years. As travel to other destinations abroad become less restrictive, we could expect to see visitor numbers decline further as options for holiday destinations increase once again.

Housing

Long term, the increased risk of job losses may exacerbate the already significant need for affordable housing in Pembrokeshire. Due to the increase in the flexibility in home working, many people are looking to relocate to other areas to have more space and better living conditions. As a desirable area to live, between September 2020 and 2021, house prices in Pembrokeshire have increased by 11.1% due to demand. Affordable housing opportunities and the increase in the number of

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second homes in the areas were identified as some of the most important factors for well-being and an area of greatest concern for the people of Pembrokeshire in the well-being survey.

Environment

Due to the rural nature of the area, Pembrokeshire did not experience the marked reduction in pollution as urban areas, though Covid has had an impact on the local environment. The reduction in tourism allowed for the recovery of natural spaces such as the coast path that suffers from erosion of footpaths. From responses to the well-being survey, residents of Pembrokeshire said that access to nature and green spaces played a particularly important part in their well-being.

Education

Covid has intensified some of the educational inequalities that children suffer. Children and young people have faced an enormous amount of disruption and uncertainty within their education over the last 2 years. Data from Quals Wales shows in 2021, the highest levels of top grades were awarded at GCSE and A-level since 2008/09, but this may not be fully reflective of what children and young people experienced during the pandemic and the effect it will have on them in their future education.

Many children faced digital exclusion, particularly due to poverty, limiting their ability to access education. Entering into higher education, many students may now have gaps in their learning due to the disruption. Some children with special educational needs were not able to attend their usual setting for education, and though they received support through online or phone sessions, this format was not suitable for all children. Parental input in supporting learning was key during the school closures, presenting a range of challenges for example to families where parents work, therefore being unable to provide as much support as those who do not, impacting on the quality of learning. Blended learning may present a positive opportunity through increased opportunities and ability to collaborate with other schools.

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POVERTY

Overview

This section is intended to present a spotlight on poverty in Pembrokeshire in terms of the situation as we know it and some of the challenges we need to tackle.

Understanding poverty is a complex issue, with differing definitions and measures often used to determine poverty, and with the causes and factors which create the conditions of poverty impossible to reduce to one single factor. Some of these are explored in more contextual detail in other sections such as Economy, Housing and Health. This is a complex area where no one response is likely to be adequate and it requires a holistic, co-ordinated approach to try and tackle it.

Creating a fair and just society is a major policy objective for Welsh Government and within this reducing the impact of poverty and eradicating child poverty are priorities. There are a number of drivers put in place by Welsh Government to support the anti-poverty agenda such as the Socio-economic Duty (commenced March 2021) which is designed to deliver better outcomes for those who experience socio-economic disadvantage. Similarly, one of the seven national Well-being Goals set out in the Well-being of Future Generations Act is "A More Equal Wales" which envisages a society that enables people to meet their potential no matter their socio-economic background or circumstances.

There is a common misconception that Pembrokeshire is an affluent county, and while this might be true in certain areas, there are significant pockets of deprivation particularly in our larger towns and in some of our more rural areas. Pembrokeshire is subject to the same macro influences, both at a national and global level, as any other area, which makes tackling the issue effectively at a local level extremely challenging. This is complicated further by our location, peripherality and rurality, since traditionally poverty has been viewed (and with interventions and solutions developed) through a lens of urban deprivation within larger towns and cities. Urban poverty is easily recognisable through specific geographic concentrations of deprivation where low-income levels, unemployment and demand for social housing and welfare are obvious. Rural poverty is often 'hidden' due to population dispersion, with the result that the poverty of smaller communities is lost in the relative affluence of the broader area.

Some of the contextual and more nuanced issues are explored in subsequent sections of the assessment. However, recent data presents a concerning picture around some of the challenges Pembrokeshire faces, and it is likely the case that the focus on poverty in the county in recent years has not been sufficient. To this end, the Council is already exploring opportunities to create a whole-Pembrokeshire partnership response to the problem, and the PSB meeting on 25 January 2022 has been set aside to have a specific focus on the matter.

In short, it is too important an issue to wait until the completion of this assessment process and the production of the Well-being Plan in May 2023, to seek to address it.

Factors that point to poverty being an issue in Pembrokeshire

It should be noted that several measures traditionally used to assess levels of poverty are often subject to significant 'lag' which means that reporting periods for data does not always equate to the period when that data is made available. Similarly, precise figures for what seem to be the same reported issue can also differ depending on the metrics used as a means of measurement, since there is no universal definition of 'poverty' nor a common agreement as to how it should be measured.

Notwithstanding this, given the impacts of the Covid-19 pandemic since March 2020, and the fact that the full impact of Brexit is yet to be totally understood, it is fair to assume that the situation, particular from an economic and health perspective, will not have improved in this intervening period.

Child poverty rates

Child poverty cannot be disassociated from poverty in general. It is a symptom of broader problems and issues caused by poverty and how it impacts on families. The contributing factors leading to child poverty are varied and include unemployment, working households on low incomes, under-employment, families with caring responsibilities or health issues, housing costs (social and privately rented), and the availability of childcare.

The effects of poverty can impact on a number of areas of children's lives starting from birth. Children born into low-income households are more likely to be born at a lower birth weight, suffer from chronic diseases and obesity, have issues with their cognitive development and with mental health, and perform less well than their

peers in school. In the long term this can impact on opportunities and health later in life and ultimately, life expectancy.

A report released in October 2020 by the End Child Poverty coalition using research which modelled DWP data, found that Pembrokeshire had the highest child poverty rate in Wales (once housing costs have been taken into account) with 31.4% of children judged to be living in poverty (a total of 4,376 children).

Local Authority	Child Poverty rate (AHC) 2018/19	% change since 2015
Pembrokeshire	31.3%	1.2%
Blaenau Gwent	31.2%	1.1%
Newport	30.7%	-0.3%
Ceredigion	30.3%	1.7%
Merthyr Tydfil	30.0%	-0.4%
Rhondda Cynon Taff	29.7%	-0.4%
Isle of Anglesey	29.4%	-0.5%
Powys	29.3%	0.7%
Carmarthenshire	29.3%	0.1%
Cardiff	29.0%	-1.5%

The Department for Work and Pensions publishes annual data on the number and Percentage of Children (Aged Under 16) living in relative low income families, by Ward. The most recent data shows that for 2018/19 that 28 of Pembrokeshire's 60 Wards have a relative child poverty rate within the top 20% for Wards in Great Britain and that 8 of these are within the top 10% in Great Britain.

Comparative Child Poverty: Pembrokeshire compared with the rest of Great Britain
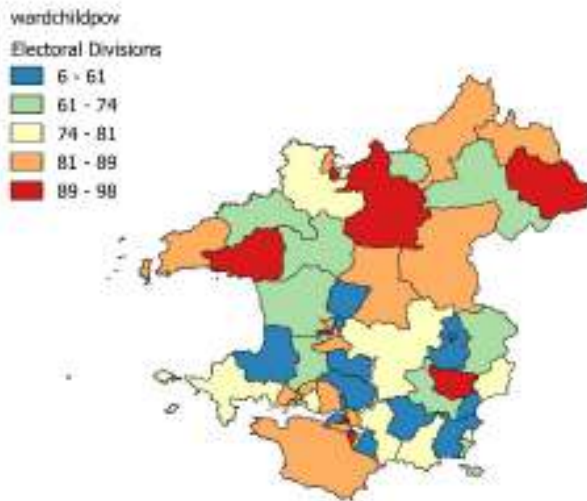
The map shows relative child poverty in Pembrokeshire for 2018/19 compared with the other 8,627 Wards in Great Britain. Figures are before housing costs. The map divides our 60 Wards into quintiles.

The map shows that although child poverty compared with the rest of GB is high in parts of Pembroke and Pembroke Dock, some of our most rural areas, such as significant swathes in NE and NW Pembrokeshire, are also in the top 20% across GB.
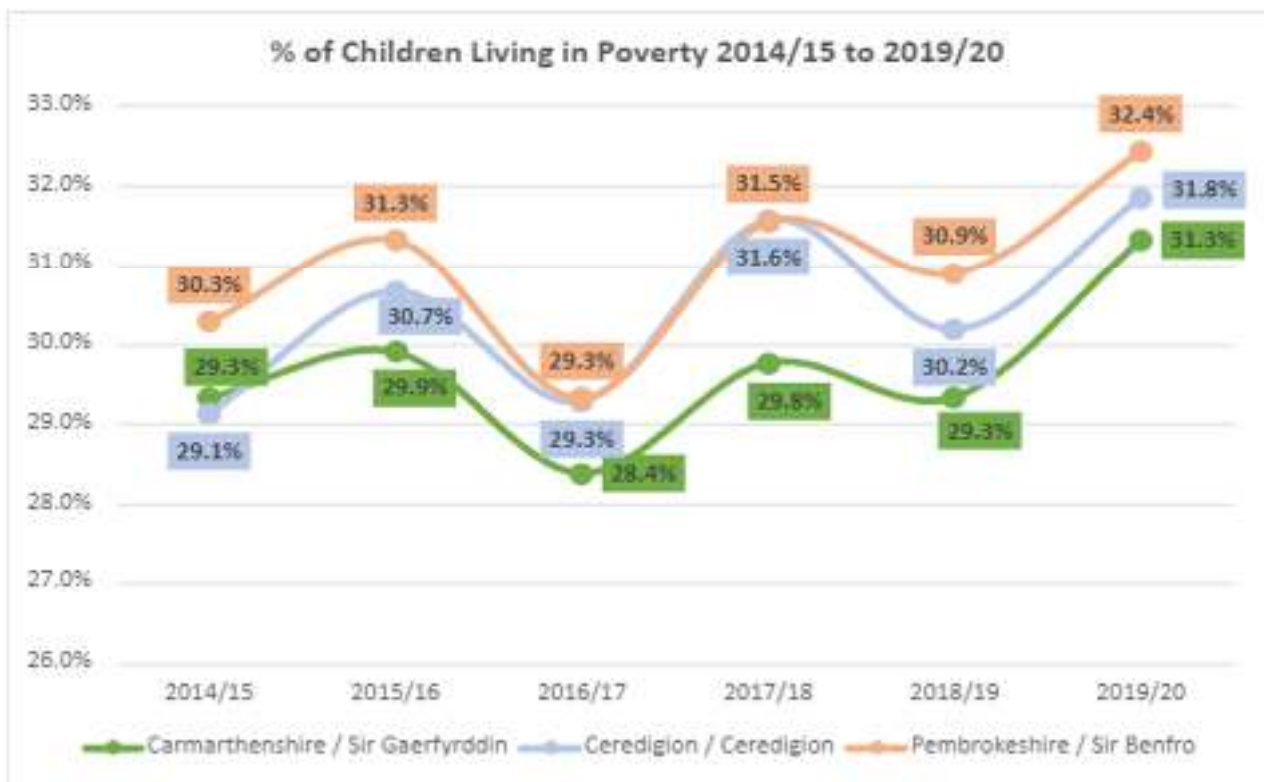
The number of young people eligible for free school meals (eFSM) increased sharply as a result of Covid-19's impact on the economy. This has been exacerbated by the end of the furlough scheme and the end of the uplift in Universal Credit.

Since 2019 pupils who are eligible for free school meals have continued to receive these even if they no longer meet the free school meal eligibility criteria. These as described in the table below as 'transitional'. The final column in the table below shows the percentage of young people who are eligible for free school meals plus those with transitional protection.

The data below is taken from the January 2021 Pupil Level Annual School Census (PLASC). Families have to apply for free school meals and we know that not all families do so. Therefore the figures for eFSM take-up within MSOA areas as presented below are likely to be under reported. As could be expected, there are significant numbers of eFSM pupils located within our larger towns and urban areas. However, there are discrepancies between the figure below and those presented above in terms of the rates of childhood poverty we see in some of our more rural areas.

Community	Not eFSM	eFSM	Total	% eFSM	% eFSM plus transitional
Northeast Pembrokeshire	766	51	817	6.20	8.90
Fishguard Area	1108	178	1286	13.80	19.10
Northwest Pembrokeshire	771	105	876	12.00	15.10
East Pembrokeshire	830	75	905	8.30	9.90
Haverfordwest North	920	254	1174	21.60	27.80
Haverfordwest South & Merlin's Bridge	997	230	1227	18.70	24.10
Narberth Area	574	39	613	6.40	8.20
West Pembrokeshire	965	118	1083	10.90	13.60
Neyland Area	1108	122	1230	9.90	13.60
Milford Haven East	905	251	1156	21.70	31.10

Saundersfoot/Kilget ty Area	819	94	913	10.30	13.10
Milford Haven West	1031	278	1309	21.20	29.30
Pembroke Dock	1213	388	1601	24.20	31.40
Pembroke East & Carew	942	82	1024	8.00	11.70
Pembroke West & Angle Peninsula	958	283	1241	22.80	29.10
Tenby Area	631	68	699	9.70	11.60

In December 2019 Estyn carried out an inspection of Pembrokeshire County Council's Education Department. One of the four recommendations in their report was that the authority should 'Improve the outcomes for all groups of learners, including those that are eligible for free school meals and those that are more able'. At key stage 4, the achievement of Pembrokeshire pupils eligible for free school meals is below expectations in comparison with that of their counterparts across Wales.

Looking forward, it should be noted that the recent Co-operation Agreement (between the Labour government in the Welsh Assembly and Plaid Cymru) set out the intention to extend FSM eligibility to all primary school children. While this is a welcome initiative in terms of child health and well-being, it also means that the effectiveness of using eFSM as a proxy for child poverty will be reduced in the future. Other data sets will continue to describe poverty overall, and partners will need to consider how new data that can be cross-tabulated with attainment, attendance and ALN, can be developed.

Economic data

- Between October 2019 and October 2020, 76.6% of working age (16-64) adults in Pembrokeshire were economically active (76.2% Wales) 23.3% were economically inactive (23.8% Wales)
- There are approximately 6,000 workless households in Pembrokeshire, which equates to 16.4% of households. This is above the UK figure of 13.6%.
- Median hourly pay in Pembrokeshire for full time employment is £14.07, compared to a Wales figure of £14.40, and a UK figure of 15.65
- The number of claimants in Pembrokeshire in receipt of Universal Credit is steadily increasing. The latest figures suggest that 9292 claimants in Pembrokeshire in receipt of Universal Credit compared to a figure of in 2019, and 8134 in 2020.

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- The latest figures for the number of children in Pembrokeshire living in relative low income households (before housing costs and having claimed one or more of Universal Credit, Tax Credits or Housing Benefit) was 21% in 2018-19
- The most recent figures show that Pembrokeshire has the highest percentage of children living in workless households in Wales at 20.2%, against a Wales average of 12.6%

Housing and homelessness

Data from the Council's Housing Section shows that there has been a clear increase in housing need over the past 12 to 18 months, demonstrated by the numbers on the social housing list operated through the Choice Homes programme. The increase in the number of people waiting for 2 bedroom houses indicates that there is an increase in families looking for accommodation in the social housing sector – at the end of 2019 there were 907 people on the waiting list for a 2 bedroom property and by the end of February 2021 this had risen to 1172. The total number of people currently on the waiting list is 4713.

Changes in national policy and guidance introduced at the start of the Covid pandemic has resulted in a large increase in homeless applications and duties placed on the Council to provide interim temporary accommodation whilst suitable and affordable accommodation is found. As of October 2021, 189 households had been placed in temporary accommodation compared with 51 in December 2019. This situation is likely to continue due to the shortage of social housing and affordable private sector rentals in the housing market.

Rent and Council Tax arrears

Pembrokeshire currently has the highest level of Council house rent arrears in Wales, although our rent levels are the lowest of the social housing providers in the county. In February 2020 the level of rent arrears was £987,275 but at the end of February 2021 this had risen to £1,472,318, an increase of almost half a million pounds. By comparison the rate of collection of Council Tax in February 2020 was 95.57% and in February 2021 was 93.04%, a difference of around 2.5%. In terms of the outstanding Council Tax debt at the end of February 2021 there was a difference of just over £5m between the amount collected and amount due. *These figures will be updated for the final version of the WBA.*

A PROSPEROUS WALES	A RESILIENT WALES	A HEALTHIER WALES	A MORE EQUAL WALES	A WALES OF COHESIVE COMMUNITIES	A WALES OF VIBRANT CULTURE AND THRIVING WELSH LANGUAGE	A GLOBALLY RESPONSIBLE WALES
✓	✓		✓			✓

Overview

Economic well-being underpins the well-being of the community as a whole. This goes beyond income and is also about identity, self-esteem and social networks.

People spend around a third of their waking hours at work, so quality of work and whether people enjoy work is a major component of overall well-being. The National Survey has found that the percentage of people moderately or very satisfied with their jobs in Pembrokeshire for two out of the past three years was around 90%, one of the highest figures in Wales. Satisfaction with their job translates to overall satisfaction with Pembrokeshire as a place to live of around 90%, within the upper quartile for authorities in Wales.

Earnings through working life are a major influence on income for people who are above working age and retired. If Pembrokeshire is to guard against the risk of poverty in future then people being well-paid enough to save, as well as covering the cost of the day-to-day is vital.

The availability of career opportunities will influence whether Pembrokeshire's young people choose to stay in the county. Evidence shows that in the past many more young people leave Pembrokeshire than come here to work (though the most recent figures suggest that this trend has slowed or possibly reversed). In this way, our economy makes an indelible mark on the shape of our communities and what they will look like in the future.

The economy crosses over into all the other themes in this assessment and some examples follow.

- The economy also drives demographic change; this is perhaps its single biggest impact as this shapes Pembrokeshire's communities.
- The links between the economy and poverty are inextricably linked. In turn poverty drives many of the health inequalities that we need to tackle. In a similar way self, cohesive and resilient communities are underpinned by a strong economy.

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- Inequalities in health are linked to economic activity. The economy contributes to people's sense of identity and self-worth as well as their income.
- New and refurbished housing relies on construction which is a major employer within Pembrokeshire.
- Economic well-being relies on the skills developed through education and learning.
- Pembrokeshire's economy has contributed to climate change; from coal to oil and gas, fossil fuels have always been part of our industry but through the Milford Haven Energy Kingdom project our economy is now helping to mitigate its impacts.
- The economy (through agriculture) has shaped Pembrokeshire's environment and landscapes into those that we cherish today, providing rich habitats for both plants and animals.
- Our historic landscapes, which form part of our culture, are often former industrial settings; such as Porthgain, Stepaside Iron Works, or the Royal Dockyard in Pembroke Dock.

Scene setting

The physical geography of Pembrokeshire has shaped our economy. Our coast-line and proximity to the Celtic Sea and Ireland mean Pembrokeshire is on trans-European freight routes. Deep water ports have enabled the petro-chemical sector to develop. These same physical assets mean that Pembrokeshire is well-placed to play a pivotal role in the green energy revolution. Our outstanding natural environment is the backbone of a £585m tourism industry.

Pembrokeshire is peripheral to the rest of Wales' and the UK's economy and relatively poor connectivity via the road and rail network has hindered some economic development. Fast broadband provision is improving though many rural communities (or parts of them) do not have access to this. Pembrokeshire has good energy infrastructure – port facilities, high pressure gas pipelines and connections onto the 400kV and 132kV electricity networks.

Whilst Pembrokeshire has good quality further education via Pembrokeshire College (as well as through some sixth forms), Pembrokeshire does not have a University and has a limited higher education offer.

Analysis of data

Much of the granular data on how our economy compares with the rest of Wales and the UK come from the 2011 Census which is now out of date. Further information is

available from large scale surveys, however, the accuracy at a Pembrokeshire level is less precise.

A further caveat to note is that the Covid-19 pandemic has had a huge impact on the economy and there is a risk that the following information describes how the economy used to work rather than how it will work in future.

There are a number of existing profiles. These include the Pembrokeshire Economic Development Strategy and Action Plan 2016-2021 which was commissioned from PACEC (considered by Cabinet 31 October 2016). More information can be found via this link http://mgenglish.pembrokeshire.gov.uk/mgConvert2PDF.aspx?ID=38151

Businesses

Business size
The total number of businesses in Wales in 2019 was 4,990 and the equivalent rate per 10,000 people was 696.6, the third highest in Wales.

Pembrokeshire has a high proportion of small and micro-businesses. For instance over 80% of tourism businesses are micro-businesses employing fewer than 10 people.

Business formation rates
Business formation rates and survival rates are a key measure of how well the economy is performing. The following table shows the number of new businesses formed in the past five years for neighbouring local authorities. The figures show that the number of new businesses formed each year was higher in 2019 and 2020 than it was in 2016 and 2017. A surprising statistic is that, despite the uncertainty caused by the pandemic, the number of new businesses changed little in 2020 in Pembrokeshire and in neighbouring authorities.

Authority	2016	2017	2018	2019	2020
Powys	460	420	405	405	425
Ceredigion	235	220	185	230	200
Pembrokeshire	455	410	700	510	500
Carmarthenshire	665	625	605	605	720

Based on 2017 data, the business survival rates for new businesses formed in that year are higher than the Welsh average and around the upper quartile for Wales.

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Area	Births	1-year survival	1-year per cent	2-year survival	2-year per cent	3-year survival	3-year per cent
Pembrokeshire	410	380	92.7	305	74.4	255	62.2
Wales	12,705	11,495	90.5	9,200	72.4	6,835	53.8
United Kingdom	375,605	334,790	89.1	260,135	69.3	200,390	53.4

Business demography, UK: 2019" Office for National Statistics. Online: https://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/bulletins/businessdemography/2019. R

Sector analysis

The table that follow shows that sectors that people in employment work in, taken from the Business Register and Employment Survey for 2020. This shows that accommodation and food services is the single largest sector and is also large compared with the rest of Wales. Health is a large sector, but its relative size is around the Welsh average. Compared with the rest of Wales, agriculture, transport and arts are relatively large sectors, but compared with accommodation and health, employ relatively few people.

Sector	Number	Percent	Relative position comparison to Wales
1 : Agriculture, forestry & fishing (A)	4000	8.7%	High
2 : Mining, quarrying & utilities (B,D and E)	800	1.7%	Average
3 : Manufacturing (C)	3000	6.5%	Low
4 : Construction (F)	3500	7.6%	High
5 : Motor trades (Part G)	800	1.7%	Below average
6 : Wholesale (Part G)	1250	2.7%	Above average
7 : Retail (Part G)	4500	9.8%	Average
8 : Transport & storage (inc postal) (H)	2500	5.4%	High
9 : Accommodation & food services (I)	8000	17.4%	Very high
10 : Information & communication (J)	500	1.1%	Very low
11 : Financial & insurance (K)	300	0.7%	Low
12 : Property (L)	700	1.5%	Below average
13 : Professional, scientific & technical (M)	2000	4.3%	Average
14 : Business administration & support services (N)	2500	5.4%	Below average
15 : Public administration & defence (O)	2500	5.4%	Low
16 : Education (P)	4000	8.7%	Average

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17 : Health (Q)	7000	15.2%	Average
18 : Arts, entertainment, recreation & other services (R,S,T and U)	2250	4.9%	High

Sector focus: Retail and town centres

Town centres are one of the most visible parts of the economy. They are often the foundation of the communities across the county. We been working through a partnership approach for over a decade to re-invigorate centres. The key outputs for this work have been a series of town centre masterplans. The partners involved in this work includes the Council, Town and Community Councils, third sector and business organisations and key public organisations such as the Port of Milford Haven. Inevitably, the impact and pace of work that these plans have catalysed has varied.

In general, Pembrokeshire's larger town centres have found it more difficult to adapt to changing retail patterns (such as the growth in out-of-town and more recently internet shopping) than town centres in other local authorities across Wales. This has resulted in higher than average vacancy rates. By comparison UK High Street Average is 12.9%, and Wales High Street 15.8% for 2019.

Town	% vacant A class 2019	% vacant A class 2020	Change in vacancy
Fishguard	17	19	+2%
Haverfordwest	17	21	+4%
Milford Haven	19	22	+3%
Milford Marina	13	33	+20% (total 8 vacant units)
Narberth	9	11	+2%
Pembroke	9	15	+6%
Pembroke Dock	25	24	-1%** (against the trend)

Internet sales as a percentage of total retail sales across the UK for October 2021 was 26.3%, a little lower than October 2020's figure of 29%, but much higher than the October 2019 figure of 19.1%. These figures tend to be seasonal with a pronounced peak for each years' November figures.

It is clear that town centres in main towns will not regenerate through the private sector alone and without support from the wider public sector. The need for this is investment is recognised in the Council's Recovery and Regeneration Strategy.

Sector focus: Tourism

Pembrokeshire's tourism industry is the single largest sector in Pembrokeshire's economy. Pre-pandemic, there were 4.2m visits a year (2m day visits). Worth around £585m in 2019, this support over 11,600 Full Time Equivalent jobs (2019 figures).

Partners re-shaped how Pembrokeshire has supported tourism through the creation of a Destination Management Partnership, the type of structure that is used in Cornwall and other counties with a large tourism industry to maximise the benefits of the industry and reduce duplication in efforts to support it. The vision partners wish to achieve is *One Pembrokeshire – a place of landscape culture and adventure*.

Tourism industry provides a large number of jobs that can be accessed with entry-level skills. Whilst career pathways exist in the sector (and strategies contain plans to build on these pathways), many jobs within the sector remain relatively low paid with seasonal peaks and troughs in demand for labour.

Whilst tourism in Pembrokeshire has many strengths such as a strong destination brand, good access to its natural environment, a range of accommodation and a good range of adventure activities and events, there are weaknesses that still need to be addressed. These include stubborn seasonality, a more limited rainy day/off season offer than other locations, as well as pressure on tourism hot-spots which can result in a negative impact on the environment. The Pembrokeshire Destination Management Plan 2020-2025 has an action plan to maximise opportunities and grow the sector in a sustainable way.

The recent UK wide upsurge in demand for 'stay-cations' had led to rapid growth in tourism. As if often found with rapid change processes, the impact of a surge in tourism has not been entirely positive, for instance it is exacerbating problems within our housing market.

Sector focus: Energy

Although directly employing relatively few people compared with Accommodation, Pembrokeshire has a nationally significant energy sector that adds a significant amount of value. Two LNG terminals have the capacity to import and store 25% of

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the UK's annual national gas use, a vital asset that reduces the UK's dependence on Russian controlled gas imports. Pembroke has one of the largest oil refineries in Europe as well as large storage sites. Pembroke Power Station is a modern and efficient 2GW facility and is Wales' only large scale power generation plant.

Sector focus: public sector

Compared with other local authorities, Pembrokeshire has a roughly average number of jobs that are employed within the public sector though there are a much larger number of jobs that are funded through public sector spend, particularly the independent social care sector which is commissioned by both the NHS and Pembrokeshire County Council. Trends in both the specialisation and regionalisation of public sector services have the potential to shrink some public sector jobs in Pembrokeshire to the benefit of more centrally-located counties.

Sector focus: food and agriculture

Although a relatively small part of the overall size of the economy, Pembrokeshire has a relatively high number of people employed in agriculture, either directly or indirectly. We anticipate that within the next ten years, there will be a significant change within agriculture as a result of Brexit and changes to trade relationships as well as changes to the system of agricultural subsidy in line with Welsh Government's recent White Paper. By value, Wales' fisheries economy is only worth about £45m through Pembrokeshire has a significant share of the valuable shellfish catch.

The Pembrokeshire Food Park is an example of how the Council and partners are investing in projects to increase the value of agricultural produce from Pembrokeshire, retaining this value within the county to enable local businesses to thrive.

Labour force

Age of workforce

The following data is taken from the 2011 Census but is illustrative of the make up of the workforce. Just over four in ten adults are economically inactive. However, many of these people continue to 'work' in the sense that they are doing activities that have a clear economic value: carers, and volunteers are just two examples.

Age category	Economically active: Total	Economically active: In employment: Total	Economically active: In employment: Employee: Total	Economically active: In employment: Self-employed: Total	Economically active: Unemployed (including full-time students)	Economically inactive
All categories: Age 16 and over	58%	55%	42%	12%	4%	42%
Age 16 to 24	67%	56%	53%	3%	11%	33%
Age 25 to 34	84%	78%	67%	11%	7%	16%
Age 35 to 49	85%	81%	64%	17%	4%	15%
Age 50 to 64	66%	64%	45%	19%	3%	34%
Age 65 and over	12%	12%	6%	6%	0%	88%

Looking to the future, as the state pension age rises, it is reasonable to assume that there will be more older people who remain economically active and part of the formal work-force.

Self employment

Pembrokeshire has high levels of self-employment. This is often viewed as positive and a sign of greater entrepreneurship. However, not everyone who is self-employed is so out of choice

The number of people who are self-employed, including the sector they work in can be estimated from the Business Register and Employment Survey. This data suggests that the number of people who are self-employed in 2018 - 2020 was 5,000, about 10% of the total number of employees, a 25% reduction in the number compared with the previous three years' figure of around 6,700. The biggest single reduction is in the number of self-employed people in the Agriculture, forestry & fishing sector (where numbers have dropped by more than a third).

The proportion of people who are self-employed has dropped across Wales and as a result Pembrokeshire has generally has the third rate of self-employment in Wales over the past six years.

Hours worked

About 60% of employees (i.e. this does not include people who are self-employed) worked full time for their employer in Pembrokeshire in 2020. Full time work is defined as more than 30 hours a week. Data from ASHE shows very little variation in

the number of hours worked per week. Pembrokeshire's 2021 figure of 37.0 hours is the same as Welsh median; though the differences in hours worked between all 22 authorities is not statistically significant.

Unemployment

The Covid-19 pandemic has had a significant impact on Pembrokeshire's economy. In April 2020, the claimant count rate (a proxy measure of unemployment) doubled as a result of the lockdown. The percentage increase in numbers was fairly consistent across age groups. However, the unemployment rate for young people was significantly higher than that for other age groups pre-pandemic, and despite falling to near pre-pandemic level, young people's unemployment remains higher than for other age groups.

Claimant Count for Pembrokeshire for different age groups
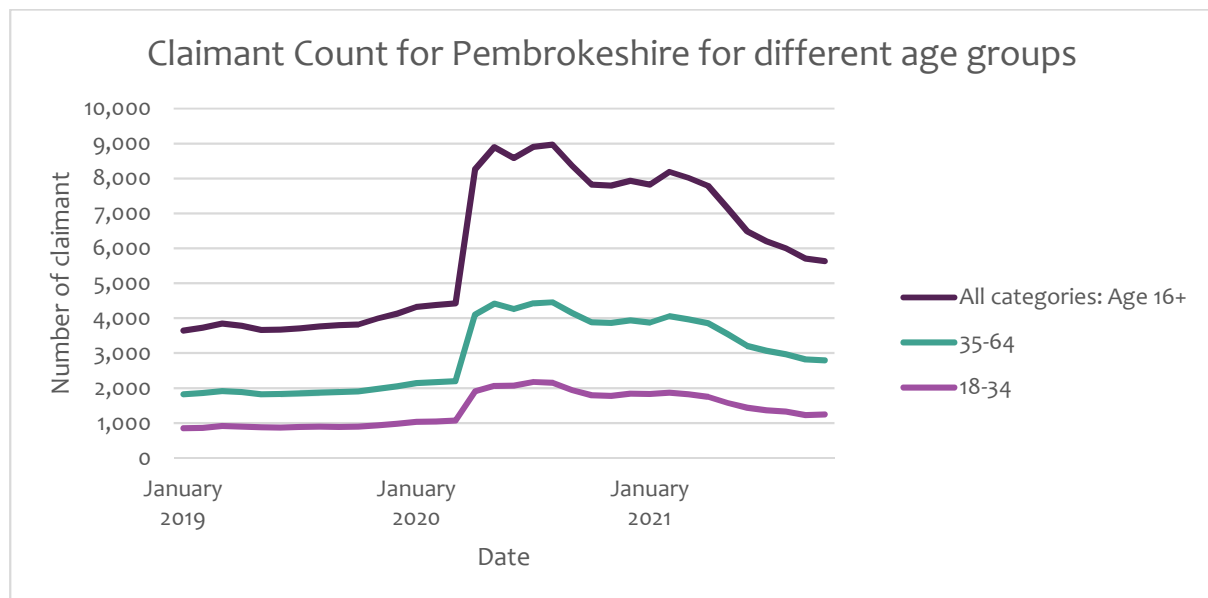
Schemes to support both self-employed people and employees who could not work because of the pandemic and were furloughed were gradually wound down and came to an end by November 2021. It is still a little too early to see how removing this support will impact on unemployment. It is further complicated by Pembrokeshire's seasonal pattern of unemployment – rates tend to rise throughout the winter and peak in January.

Average pay

In 2020, the gross weekly pay for full-time workers in Pembrokeshire was £504.80, one of the lowest figures in Wales. Someone whose weekly pay was at the 25

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percentile for Pembrokeshire only earnt £403.40 per week, about the median compared with other Welsh council areas. 2020 figures were in line with previous years.

2021 pay figures differ. Median pay was £568.80 an increase of 14% compared with 2020, a much faster increase than that seen across the rest of Wales. Rather than median pay being amongst the lowest in Wales it is now around the average. The 25 percentile only increased to £425.10, a 5% from 2020 to 2021. 2021 was a very unusual year for Pembrokeshire's economy and it is too early to say whether wages in general will continue to be around the Welsh average or whether they will drop back.

Skills

In general, skills levels in Pembrokeshire are similar to the rest of Wales. In 2019, about 8% of Pembrokeshire adults have no formal qualifications (7.7% for Wales) and 37% of Pembrokeshire adults have a qualification equivalent to NVQ4 (39% across Wales).

The Regional Skills Partnership has identified areas in which skills across the region need to improve.   These are listed below

- Advanced Materials, Manufacturing and Energy. A key focus is on STEM learning pathways
- Construction Industry; curriculum development careers advice and guidance.
- Creative Industries and ICT ensuring that course content and delivery mechanisms meets the needs of employers.
- Food and Land-based effectively promotion of the sector and develop further education provision within the food manufacturing sector.
- Financial & Professional Services. A closer working relationship between the industry and providers to ensure that course content and delivery mechanisms meet the needs of employers.
- Health & Social Care. Training to ensure eligibility for registration, and a targeted campaign to train the meet the demand for care and support at home.
- Leisure, Tourism & Retail. To ensure that education leavers are equipped with the work readiness and basic skills to make a valid contribution to individual organisations and the sector as a whole.

Young people

Evidence from the young people's survey is that young people are not confident that, without positive change, they will be able to pursue their life ambitions without moving away from Pembrokeshire.

Data from Careers Wales indicates that the percentage of Year 11 students who do not go into education, employment in Pembrokeshire of 1.5% is around the average for Welsh authorities. The equivalent figure for Year 13 pupils for 2019 was 2.4%, better than the Welsh average

There is limited access to higher education institutes within Pembrokeshire though there are links with Trinity St Davids which has campuses in Carmarthen and Lampeter and energy projects are making links to Swansea University. Over time, different ways of accessing higher education, e.g. more on-line learning may erode this competitive disadvantage. Nonetheless, a university attracts

Adulthood

Many of the statistics in this section are most relevant to working age people and in order to avoid repetition, these have not been repeated.

Ageing well

About one in ten older people are economically active, and the vast majority rely on savings throughout their lifetime (e.g. occupational pension) or state support. In Pembrokeshire, a significant part of government spending is channelled through the Department of Work and Pensions and this influences local spending power. In 2018/19, the most recent year for which figures are available, annual DWP spend was estimated at £403m, £234.8m of which was spent on the basic state pension. To put this figure into context, the net revenue expenditure of Pembrokeshire County Council in 2018/19 was £218m.

It is worth noting that many older people, whilst classified as economically inactive, continue to make a valuable contribution to their communities and wider society. Different ways of thinking about economics for instance, those which underpin the Well-being of Future Generations Act, place much more importance on capturing the value generated by people (arguably mislabelled) as economically inactive.

Current and future welfare policies, combined with changes to occupational pensions (few final salary schemes are open to new outside the public sector) and growing

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inequalities in wealth (e.g. the ability to buy a house) will determine the spending power of tomorrow's pensioners. It is possible that the current UK wide increase in pensioner poverty amongst people who rent or are from an ethnic minority will affect many older people.

Responding to trends

The economy is much more dynamic than other policy areas and relatively small interventions by the public sector can lever in much larger private sector contribution to shape the local economy. This can be by providing necessary infrastructure or catalysing growth. There a number of mechanisms through which regeneration is on-going such as Enterprise Zones in the Haven waterway (but also at Trecwn and around Haverfordwest airport), and Swansea Bay City Deal.

The regional agenda is important for the economy; corporate joint committees have a powers in this area and their inception has re-energised regional working.
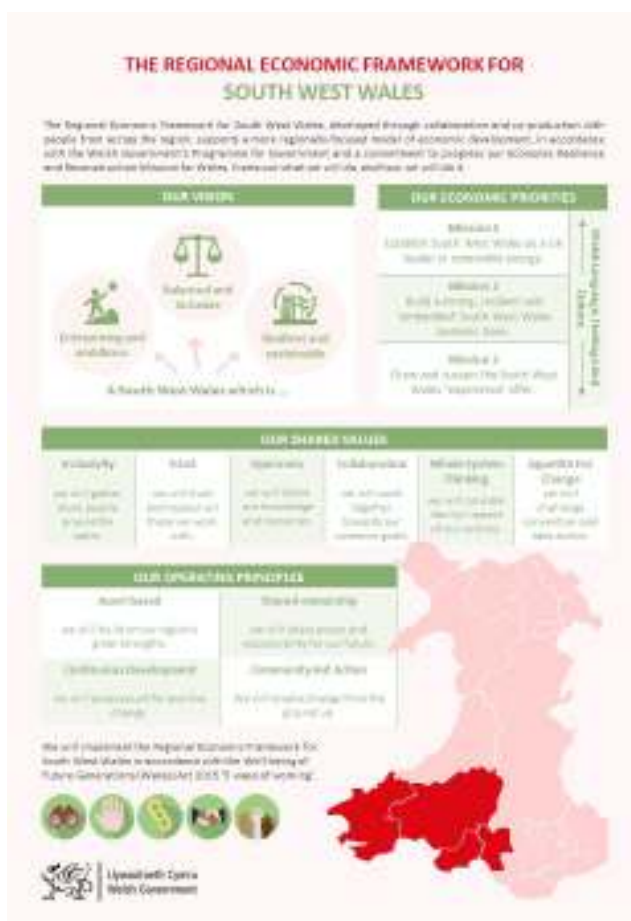
Through the Regional Economic Framework partners across the South West Wales region will work collectively as a region, and embrace the ways of working set out in the Wellbeing of Future Generations (Wales) Act 2015. Actions include:

- build a stronger, greener regional economy as we make maximum progress towards decarbonisation
- further develop and deliver the three 'Missions' (These are to: establish south west Wales as a UK leader in renewable energy and the net zero economy; build a strong, resilient and embedded business base; grow and sustain the 'south west Wales experience' offer) and priority actions captured in the south west Wales regional economic development plan
- work collaboratively with the Regional Skills Partnership to develop the right skills for a future workforce,

- promote and champion the south west Wales region as an area with economic opportunities, an ambitious attractive place to live, for skilled and well-paid employment and to encourage investment

The framework will be supported by a more detailed regional economic development plan.

Responding to the decline in town centres

The functions and purpose of successful town centres has been moving from retail to one which provides an attractive experience and services underpinned by high quality retail. There are a number of interventions to support town centres which PSB partners are supporting. The Council's Recovery and Regeneration Strategy recognises the importance of place and investment is focussed on Haverfordwest and Pembroke South Quay. Projects in Haverfordwest are centred on the river, such as improvements to the Riverside Shopping Centre, the Western Quayside, replacing the car park and bus station and replacing it with a transport interchange as well as ambitious plans for Haverfordwest Castle. Together these will create a coherent and attractive town centre, a virtuous circle that will generate further investment. The Port of Milford Haven's masterplan for Milford Waterfront is levering in investment such as the Tŷ Hotel.

The need for town centre support has been recognised by both Welsh Government and the UK Government through specific grants and regeneration programmes. Information on current Welsh Government support such as the Targeted Regeneration Investment Programmes is on its website https://gov.wales/support-improve-town-centres. The Levelling Up Fund is an example of UK Government support.

Responding to Energy opportunities

There are a number of complementary projects that are positioning Pembrokeshire as a centre of green energy. The map taken from *Future Wales* which is Welsh Government's key spatial plan up until 2040 recognises the importance of Milford Haven for energy.

Swansea Bay City Deal project is one of the main frameworks though which this investment is being enabled. Within this the Pembroke Dock Marine project will create:

A proposed Marine Energy Test Area (META) - a series of areas along the waterway where developers can test devices at an early stage of development. Delivered by Wave Hub Limited, the Pembrokeshire Wave Energy Demonstration Zone is an array scale consented and grid connected site targeting wave and floating wind technologies.

Delivered by the Port of Milford Haven, the proposed Pembroke Dock Infrastructure (PDI) is to create large open plan fabrication and laydown areas and land to sea transition space to suit to the needs of modern industry. This will enable the existing capacity to work to economies of scale, which is not currently possible. The first part of this £60m project which could create 1,800 high skilled year-round jobs started in December 2021.

Delivered by ORE Catapult, the proposed Marine Energy Engineering Centre of Excellence (MEECE) aspires to become a place where specialist knowledge, resource, experience and capacity can be shared between existing and future developers

In addition, the Homes as Power Stations project aims to deliver smart, low carbon, energy-efficient homes through a co-ordinated approach across the City Region. The

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project will facilitate the delivery of a programme of new build developments, the retro-fitting of existing buildings and local supply chain development support.

This is a fast moving area and opportunities are being created rapidly, for instance additional investment of £20m per year into tidal energy was announced by Welsh Government in early December. This reinforces the key points with the Economic development peer review that Pembrokeshire needs to ensure it has the capacity to make the most of these opportunities.

Outcomes from the survey

Main survey

The survey asked people what they valued most about a prosperous community. The issues that were flagged up most frequently were affordable housing and a good transport network rather than issues such as a stable economy, green economy and digital connectivity. Issues that related to a fairer economy such as a living wage, access to training and further education and sufficient and affordable childcare were mentioned relatively infrequently.

Not all groups expressed the same views on priorities on the economy. Digital connectivity was more highly valued by those who were disabled, carers and those who currently had a household income of £45K or more per annum.

When asked about concerns about prosperity in future, again lack of affordable housing was the top issue. However, lack of suitable job opportunities and talent drain to other areas were the second and third highest priorities, with lack of affordable transport fourth.

Respondents were asked what they would consider doing to improve economic circumstances. Supporting local business (which was most popular by some margin), undertaking a qualification or training and creating jobs and employment for local people were the three things that people were most likely to consider doing to improve their own or their community's economic circumstances.

The final question was around what support needs to be in place to improve economic circumstances. More job creation and employment for local people, help for existing businesses and funding or employer support to undertake qualification

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or additional training were the three things that those responding indicated would be the most valuable types of support.

Tentative conclusions that might be drawn are those people who answered the survey are relatively content with the current state of Pembrokeshire's economy and that more are concerned with housing and connectivity issues than with the economy per se. However, the survey suggests that the more that people look to the future, the more likely they are concerned with the future prospects for good quality jobs and the need for support for training.

Youth survey

Highlights from the youth survey that are relevant to the economy include:

- 60% of the young people strongly agreed or agreed that they wanted to stay living in their local area
- 59% of the young people strongly agreed or agreed that knew what type of job they wanted to do when they were older
- 37% of the young people strongly agreed or agreed that they could do the type of job they wanted to in their local area
- 50% of the young people strongly agreed or agreed that things were improving in their local area, about three times higher than the 15% of young people who disagreed or strongly disagreed with this statement.

In conclusion, comments from young people are largely positive. However, despite 60% wanting to remain in their local area, only 37% thought that they could find the job they want within their local community.

Other engagement

Both the main survey and the youth survey picked up sustainability and climate change issues. The need to develop the economy in sustainable ways was the main theme of the feedback from sessions held by Pembrokeshire Nature Partnership, Pembrokeshire Association of Voluntary Services (PAVS) and Together for Change.

These findings suggest that communities are willing to change their buying habits or get involved with organisations in the third or community sector to meet future needs.
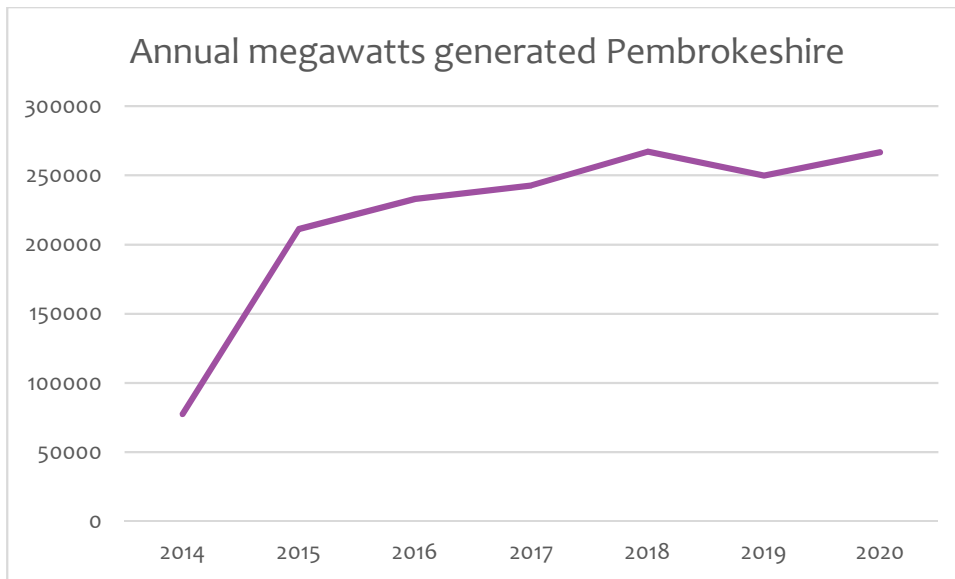
Future trends and projections

All future trends have a high degree of uncertainty as social, technological and environmental changes interact.

Availability of well-paid and rewarding work is a 'pull' factor for migration. However, the strength of the bond between home and work location may be one of the biggest unknown factors as the PSB considers its next Well-being Plan. To date, most people live close to where they work – e.g. 95% of PCC employees live in Pembrokeshire, but the type of changes in working practices which have emerged through the Covid-19 pandemic has the potential to significantly change this. There is a possibility that people who currently live in other areas choose to relocate to Pembrokeshire, drawn by its high quality natural environment, as home-working continues to become more and more embedded as an acceptable working arrangement.

The future shape of Pembrokeshire's economy has clear cross-links with future environmental trends and our response to climate change. There is potentially a once in a generation opportunity to establish itself as a national centre for generating and distributing green energy, for instance by using hydrogen as a vector and has been highlighted in the most recent Economic Development Peer Review commissioned by the Council. There is also a risk that as global dependence on fossil fuels wanes that Pembrokeshire's petrochemical industry will contract.

Graph below shows the increase in renewable energy generated in Pembrokeshire in the past six years. Since 2014, the amount of renewable energy generated across the UK has increased by 100% with a 200% increase in off-shore wind generation, which in 2020, was the single largest method of generating renewable energy. As demand for low carbon electricity increases (eg as a result of petrol and diesel cars being phased out) it is inevitable that there will be a requirement to further increase the proportion of green electricity generated as well as increasing the total quantity of green electricity produced.

Annual megawatts generated Pembrokeshire

A line chart titled "Annual megawatts generated Pembrokeshire" showing data from 2014 to 2020. The y-axis ranges from 0 to 300000. Values rise from approximately 75000 in 2014 to about 210000 in 2015, 230000 in 2016, 242000 in 2017, 267000 in 2018, dipping to 250000 in 2019, and rising to 265000 in 2020.

It is likely that there will be major opportunities for off-shore wind close to Pembrokeshire. In November 2021, The Crown Estate published further detail on its plans for floating wind leasing in the Celtic Sea, confirming its ambition to unlock up to 4GW of new clean energy capacity in England and Wales and help establish a new industrial sector for the UK.

For agriculture, we can expect that in future, subsidy mechanisms will focus on sustainable land management and on the 'public goods' delivered by agriculture rather than being tied to food production and/or the area of land farmed. It is clear that there is growing interest in local and sustainable food production and this is likely to have a positive impact on carbon emissions and resilience. What is less clear is the extent to which changes to agriculture will change what Pembrokeshire's landscapes look like or the landscape's relationship with local communities. Companies purchasing farmland to use for tree planting for their own carbon off-setting is an example of where UK wide policies may have a significant local impact.

Impact of Covid-19 and Brexit into the longer term

The longer term impact of Covid-19 is difficult to forecast especially as Covid-19 coincided with Brexit and it is possible that new, more transmissible variants of Covid-19 will emerge. As at December 2021, the following points hold:

The initial fears about the impact of the Covid-19 pandemic on the UK and global economy, such as a substantial increase in unemployment, would appear to be a too

pessimistic based upon a summary of forecasts published by HM Treasury in Oct 2021.

- UK GDP growth of 7% is forecast for 2021 followed by 5% for 2022
- Unemployment across the UK, measured using the Labour Force Survey is expected to be 5% at Q4 for 2021 falling to 4.6% by Q4 2022
- Inflation using CPI as a measure, whilst still low by historic standards is expected to be around 3.5% for 2021 is expected to reduce to 2.7% by 2022

Figure 1: While output in all sectors is below February 2020 levels, the index of services is closest to its pre-pandemic level

Monthly gross domestic product (GDP) and components index, seasonally adjusted, UK, February 2020 to August 2021
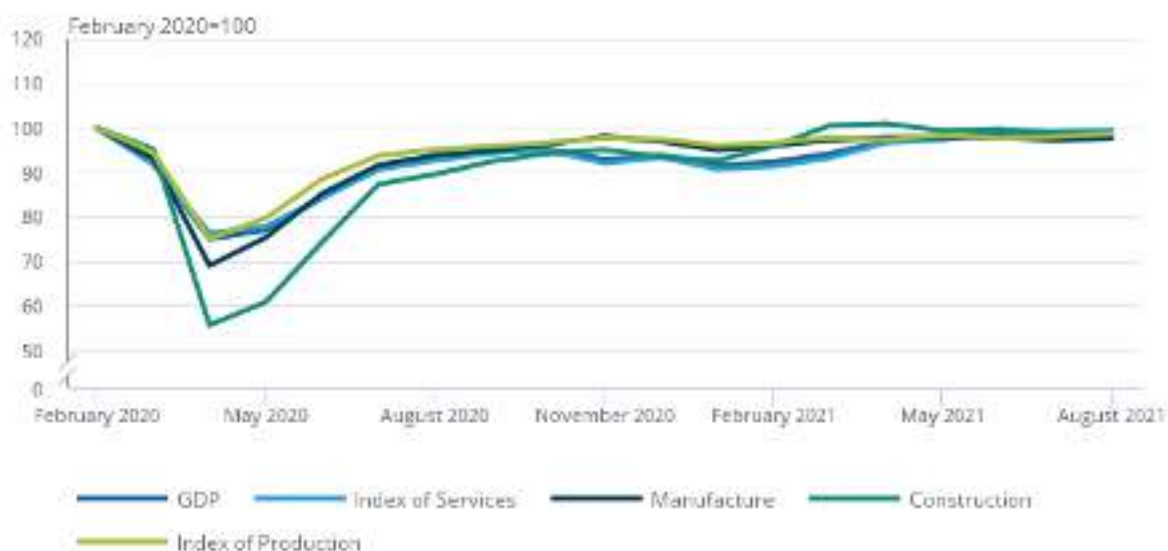
Source: Office for National Statistics - Monthly GDP

It is also becoming ever-more clear, just as with previous major pandemics, Covid-19 is likely to continue be a major public health issue into the medium and longer term. This is turn is likely to have continuing impacts on the economy. For instances, social distancing requirements in manufacturing components in Asia is effecting the supply of key components.

The Covid-19 pandemic has resulted in levels of public borrowing unseen outside of war-time. This will impact on both the economy and the public finances into the longer term.
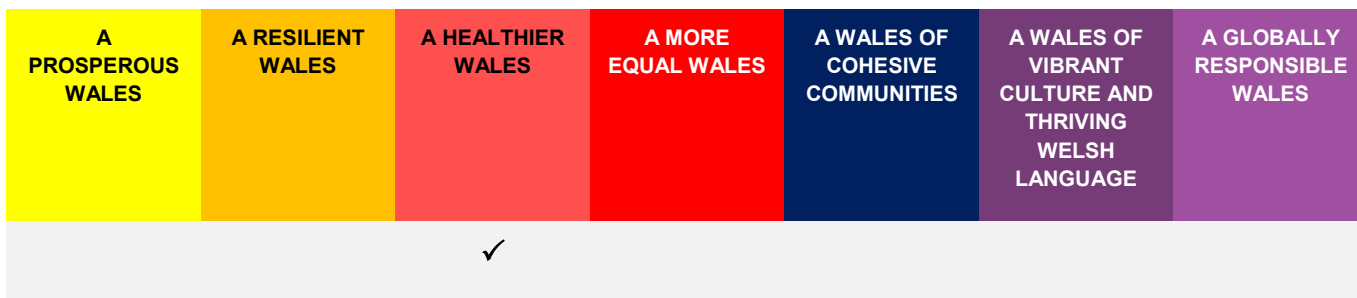
The long term impact of Brexit is difficult to discern especially as both Covid-19 and Brexit have impacted on the same key factors:

- Transitional arrangements. The UK Government's intention is to negotiate new trade deals. However, this takes time and transitional arrangements are in place.
- Labour market shortages. Net migration to the UK was 38k at its lowest level in 2020 for many years. A combination of Covid-19 travel restrictions and work restrictions have led to a considerable reduction in workers from EU succession countries at a time when some sector were expanding.
- Interruption to transport and logistics. Additional transport bureaucracy, combined with labour market issues and issues within the sector itself have strained supply chains.

A PROSPEROUS WALES	A RESILIENT WALES	A HEALTHIER WALES	A MORE EQUAL WALES	A WALES OF COHESIVE COMMUNITIES	A WALES OF VIBRANT CULTURE AND THRIVING WELSH LANGUAGE	A GLOBALLY RESPONSIBLE WALES
		✓				

Overview

Living a healthy and active life and avoiding behaviour which is harmful to our health are the most important things we can do to improve health outcomes, however, our health is influenced by a wide range of factors. As individuals, we have a certain biological and genetic make-up and this determines to some degree how 'healthy' we will be in life. We all make lifestyle choices, both positive and negative, which influence our well-being.

There are also broader factors which can affect our health, such as the behaviours we engage in, where we live, how much money we have and the levels of support or care we receive from family, friends or professionals. These are often referred to as wider determinants of health and can create health inequity, where opportunities for achieving healthy well-being are not the same for everyone. Some of the factors which create health inequity are preventable or can be mitigated through effective intervention measures. We know, for example, the strong link which exists between socio-economic deprivation and poor health outcomes. We also know that people in rural communities without access to transport are more at risk from social isolation, which can impact on physical and mental health.

Population Needs Assessment

The West Wales Care Partnership has recently produced its most recent Population Needs Assessment (a requirement under the Social Services and Well-being Act 2014) which provides a high-level strategic analysis of care and support needs, including the support needs of carers, across the region. It assesses the extent to which those needs are currently being met and identifies where further improvement and development is needed to ensure that individuals get the services they need and are supported in living fulfilled lives.

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As with our last Well-being Assessment, we co-ordinated activity with colleagues in health and social care to ensure public engagement work for both assessments was aligned relating to health and well-being.

While the Population Needs Assessment meets a separate statutory requirement, it will also be an integral part of the wider agenda of assessing the state of well-being in Pembrokeshire and therefore its findings will be a key consideration for us in our future planning to improve well-being.

Key determinants of health

Social, economic and environmental factors are wider determinants of health which can have an impact upon people's physical and mental health. Differences in these factors between groups of people can lead to inequality and influence our health and well-being.

Public Health Wales's Wider Determinants of Health Unit, established in 2019, notes that these include;

- money and resources
- our level of education and skills
- availability of good, fair work
- the quality and security of our housing
- our surroundings

These elements are all linked. A good level of education means people are able to find higher paid work, afford better housing and have more money to spend on buying healthy nutrient rich food. Unemployment, however, means a lack of income and resources, which can affect people's ability to maintain a balanced diet and influences the quality of the housing they can afford to live in. These factors in turn can influence the healthy or unhealthy behaviours we engage in, affecting our overall physical and mental health.

Healthy behaviours

Healthy behaviours are those that that can be seen to have a positive effect on our health. This includes making sure that we eat a balanced diet which is low in fat and sugar, contains plenty of fruit and vegetables, includes wholegrain rather than refined starchy foods, and which includes two portions of oily fish per week.

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Another behaviour that can positively affect our health is to make sure we get plenty of exercise. Data from the most recently National Survey for Wales undertaken in 2019-20 showed that 32% of adults ages 16+ participated in a sporting activity three times a week or more. Types of activity included walking, gym or fitness classes, swimming, running and jogging, cycling and football. The ability to take part in some of these activities, such as swimming and gym or fitness classes, was significantly affected during the pandemic as fitness and leisure centres were forced to close. Prior to the pandemic, the number of visits to Pembrokeshire Leisure Centres recorded in 2019-20 was 1,250,628 and with centres closed for the majority of 2020—21 the number of total visits dropped to 221,663. Since the re-opening of Leisure Centres in May 2021 the number of visits has almost halved compared to 2019-20 figures, with total visits up to the end of October 2021 standing at 313,443.


Visits to Pembrokeshire Leisure Centres
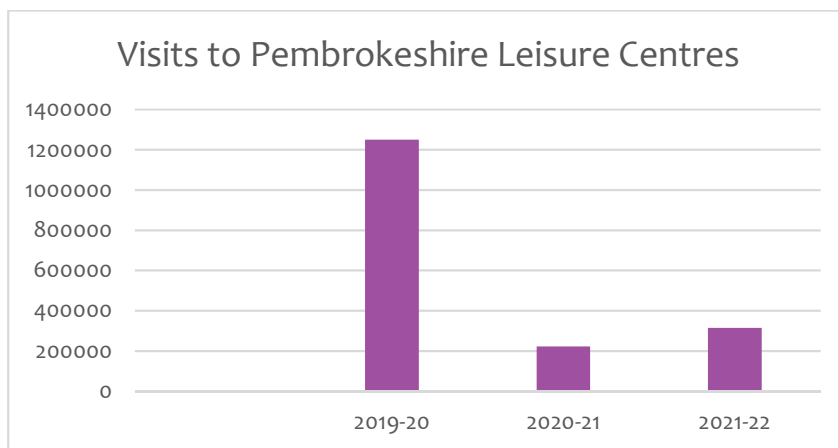
Anecdotal evidence suggests that more people took up activities such as walking, jogging or cycling on a regular basis during the pandemic, or increased their activity levels in these areas. This may have been due to people wanting to increase their fitness levels, because of Leisure Centre and Gym closures, or as an antidote to lockdown boredom, as exercise was one of the few reasons why people were permitted to leave their homes. It is unclear, however, whether the increases in these types of activity will be maintained now that restrictions have eased.

Behaviours that can negatively affect health

Just as healthy behaviours have a positive impact on our health, other behaviours we engage in and the choices we make, can have a negative impact, which can also have an effect on those around us.

According to Ash Wales, smoking is the leading factor of preventable death, with data from 2019 showing that the rate of smokers in Wales was 17%, or 440,000 of the adult population. Data from the Public Health Wales Observatory in 2019 shows that Pembrokeshire has the highest rate of smoking prevalence in the Hywel Dda region, with a rate of 20.3% of the population over the age of 16 who are smokers.

Smoking prevalence adult population aged 16+ (2019)
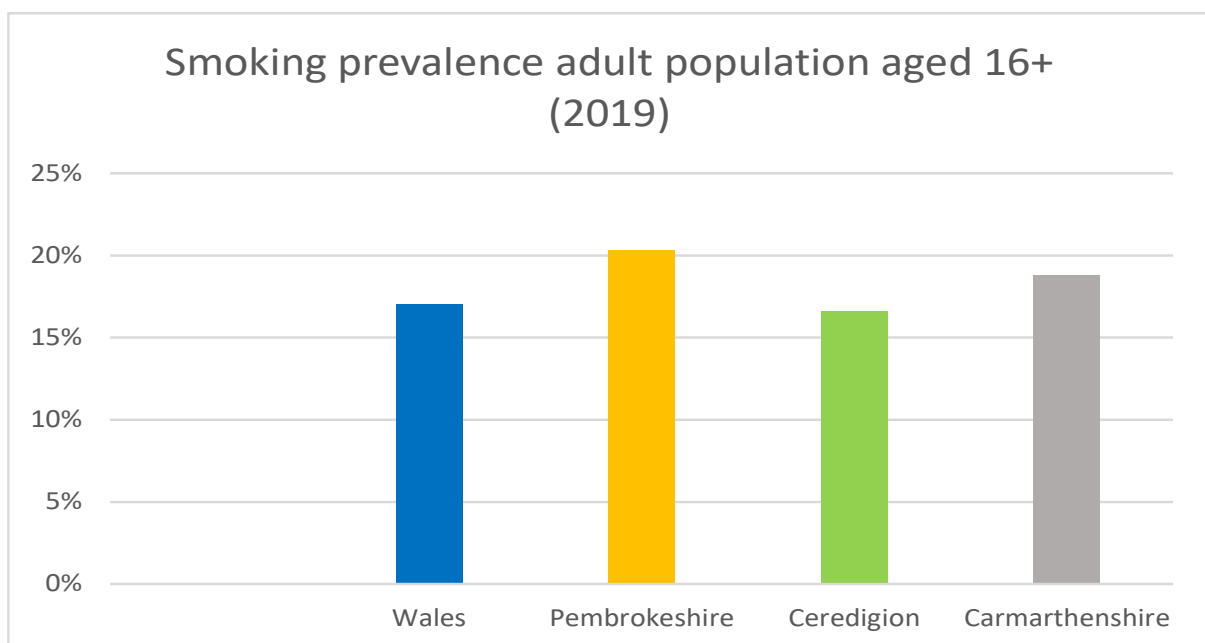
Data is not available on a community level throughout Pembrokeshire, however, information from Hywel Dda UHB does show that there is some correlation between areas of deprivation and smoking rates, with Pembroke Dock and Neyland having a smoking rate of between 23 and 27%. More community level data would enable better targeting of smoking cessation services to areas where smoking rates are highest, although hospital and community based smoking cessation services are provided across the Hywel Dda region to support quit attempts and provide access to nicotine replacement therapy (NRT). At time of writing, Welsh Government were in the process of consulting on their long term tobacco control strategy with the aim

of making Wales a smoke-free nation by 2030, which will mean achieving a smoking prevalence of 5% or less by this date. This is an ambitious target, but if achieved will have a significant impact upon the health of the nation as a whole.

NICE describes harmful drinking as a pattern of alcohol consumption that causes health problems directly related to alcohol. The misuse of alcohol can harm health in a number of ways, leading to chronic health problems, cancers, mental health issues, accidents and poisoning. Like tobacco, those at risk of harm from the misuse of alcohol come from all levels of society, ages and levels of prosperity. Self-reported data from Public Health Wales shows that 20% do not drink any alcohol at all, 58% drink up to the recommended 14 units per week, 19% drink over this guidance amount and 3% report drinking to hazardous levels. In Pembrokeshire, data from Public Health Wales in 2019 showed that 66.6% of the population were moderate drinkers, 17% were hazardous drinkers and 2.2% were harmful drinkers. This information comes from self-reported data so must be considered with a degree of concern as it will not reflect the true issues. There are issues around the public's understanding of units and often this is under-reported when people are disclosing how much they drink.

Data also shows that rates of hospital admissions for alcohol related conditions for adults in Pembrokeshire in 2019-20 were 267.8 per 100,000 a decrease of 9% on 2018-19 figures and a 24% change since 2015-16. However, during the Covid-19 pandemic there has been a reported increase in numbers of individuals accessing the Alcohol Liasion Services across each of the four main hospital sites in Hywel Dda. In addition, the age profile of individuals seeking support with significant alcohol related health issues has decreased, with an increase in those in the 40 plus age group now seeking support. This is also reflected in the profile of those accessing drug and alcohol services.

Drug misuse relates to the illegal use of banned or prescription only substances, which have a negative impact on health and can lead to dependence and other harmful behaviours. Long-term use of drugs can also lead to tolerance, which can in turn lead to overdose which in some incidences can be fatal. The number of individuals admitted to hospital with conditions related to use of illicit drugs has continued to rise over recent years. In Pembrokeshire, figures for drug-related

deaths in 2018 and 2019 were 5 for each year but this increased to 11 in 2020. Of these deaths the majority were male and occurred in more deprived urban areas.

Pembrokeshire also recorded 16 non-fatal overdoses during 2020, again the majority of which occurred in more deprived urban areas. There is anecdotal evidence that some harmful behaviours increased during the Covid-19 pandemic. For example, it is known that Dyfed Powys Police were successful in removing street dealers and county lines operations during the lockdowns which meant that many people had to buy from unknown sources, or even from the dark web which meant that they could not be sure what they were taking. Accessing illegal drugs in this way leads to increased risk and increased harm.

In Hywel Dda during 2018-19 the majority of referrals for alcohol misuse were for those aged 50 plus and there was also an increase in the numbers of referrals for those over 70 years of age. Primary substance referrals in Hywel Dda for the same period related to use of heroin, cannabis and cocaine.

As a result of the pandemic and a number of national and regional lockdowns being enforced in Wales during the 2020 – 21 financial year, Pembrokeshire saw a reduction in both the number of referrals received and the number of assessment completed for drug and alcohol issues compared with the figures for 2019-20. Between 1st April 2020 – 31st March 2021 Pembrokeshire received a total of 893 referrals which showed an 4.2% reduction on the 932 referrals received during 2019 - 20. During the same period Pembrokeshire completed 627 assessments, indicating a 15% reduction on the 738 assessment completed during same period the previous year.

Of the 627 assessments completed during this period 362 (57.7%) were for problematic drinking, 264 (42.1%) were for problematic drug use and 1 (0.2%) was unknown. This split is similar to previous years with alcohol use usually achieving a slightly higher percentage of assessments than drug use during the year, however the split recorded in 2020-21 was noticeably wider than usual due to a 4.8% increase seen in the number of assessments completed for problematic alcohol use.

During the period 1st April 2020 – 31st March 2021, services in Pembrokeshire received 41 referrals for young people with drug and alcohol issues aged under 18, a 35.9% drop on the 64 referrals received for the same period in 2019-20. During the same reporting period Pembrokeshire completed 28 young person assessments,

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which was a 47.2% reduction on the 53 assessment completed in 2019 – 20.   The reductions in referrals and assessments were a direct result of the Covid-19 pandemic and the introduction of national/regional lockdowns and school closures. This had a huge impact on Young Person services due to schools and colleges being one of the main referral sources, as well as access to young people being significantly reduced due to the lockdown restrictions.

However, there is strong anecdotal evidence that an increase in parental drinking during lockdown has impacted on young people and there has been an increase in young people accessing support for this. In addition, other risk taking behaviour appears to have increased, in particular reported vaping amongst young people in Pembrokeshire is increasing and there is evidence this is more widespread than those who traditionally smoked cigarettes.

Mental health

One of the biggest impacts on mental health is loneliness. Certain life events can lead to people feeling lonelier, such as bereavement or job loss, and certain groups are more likely to experience loneliness than others, such as single parents or those whose incomes prevent them from involvement in a range of social activities. For those suffering from anxiety, depression or low self-esteem, loneliness can lead to people cutting themselves off from social contact, which in turn increases their sense of loneliness and isolation.

A recent Data Insight report from the Wales Centre for Public Policy focusing on individuals and based on data collected from three years of results from the National Survey for Wales (2016-17 to 2019-20) showed that there is a relationship between health, levels of loneliness and socio-economic background.   Those reporting very bad general health reported higher levels of loneliness (42%) compared to those who described themselves as having a fair level of general health (23%). Other findings from the report were;

- Over 65s in very bad health are lonelier than those aged 75+. 50% of those aged under 65 with very bad general health reported feeling lonely compared to 24% of those aged 75+
- Among those in fair health, younger people report feeling lonelier – 46.9% of 16-24 year olds and 37.6% of 25-44 year olds reported being lonely, compared to 12.3% of those aged 75%

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- How deprived an area is also correlates to health and loneliness; the most deprived areas of Wales were lonelier than the least deprived.
- The highest levels of loneliness were found in younger single households with or without children or in those from an ethnic minority background.

A report by the Welsh Government in 2019 noted that for young people leaving care, poor physical health was often caused by poor mental health and that organisations working with these groups felt that timely access to talking therapies was vital in tackling mental ill health. Younger LGBTQ+ people were also more likely to experience mental health issues than non LGBTQ+ young people, often as a result of bullying and not feeling able to talk openly about their issues.

In May 2020, the mental health charity Mind spoke to 675 people about the toll that the pandemic was taking on their mental health and found that in the previous 2 weeks nearly a quarter of people that had tried to access mental health services had been unable to access them. Many did not even attempt to access services, as they were concerned that their issues were not important enough compared to the wider crisis. An article published by the Senedd in May 2021 on the key challenged and opportunities for improving mental health and well-being in Wales noted that the mental health of some groups had been disproportionately affected by the pandemic. This included those with already existing mental health needs who may have been unable to access services, NHS and frontline workers, people on low incomes, and Black, Asian and minority ethnic groups. Some services were delivered virtually during the pandemic, but for those who were digitally excluded and without access to broadband, this would also have prevented them from accessing help.

# Physical health

Low Birth Weight
Babies born with a low birth weight (under 2500g) can encounter health and social disadvantage not only in childhood but also in adult life. In 2020, there were 46 low weight live births (children weighing less than 2500g at birth) in the county. This accounted for 4.7% of all live births and was lower than the Welsh average of 6.1%. These figures show an improvement from 2015 figures, with 63 low weight live births, an average of 5.4% of live births.
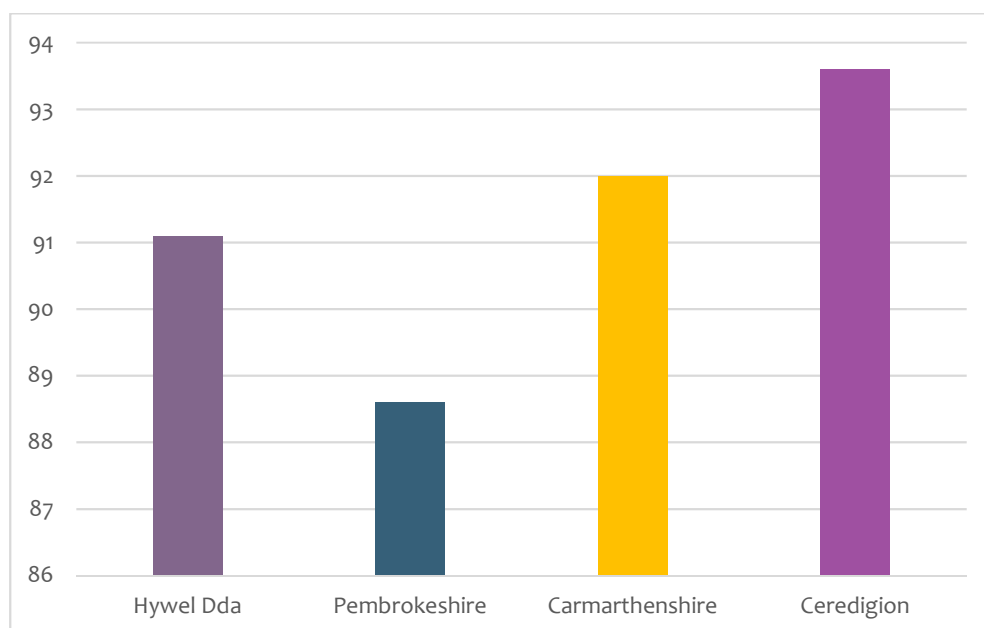
Childhood Immunisations

Immunisation not only protects children against serious disease but has a role to play in preventing future generations from contracting preventable diseases. It is important for as many children as possible to participate in immunisation programmes as the more people are immunised against a disease the harder it is for that disease to be passed on to others in the community who may be more vulnerable. Therefore, the target uptake rate for childhood vaccine uptake is 95%.

The overall vaccination uptake rate for the 4 in 1 preschool booster in Hywel Dda for children reaching their 5th birthday between 1st April 2019 and 31st March 2020 was 86.7%. In Pembrokeshire this figure was 84.8%, below the rates seen in Carmarthenshire (86.5%) and Ceredigion (91%). The update of second MMR vaccination doses in Pembrokeshire also lagged behind both Carmarthenshire (92%) and Ceredigion (93.6%) at 88.6%.

4 in 1 preschool booster uptake rates in %for children reaching their 5th birthday between 01-04-19 and 31-03-20

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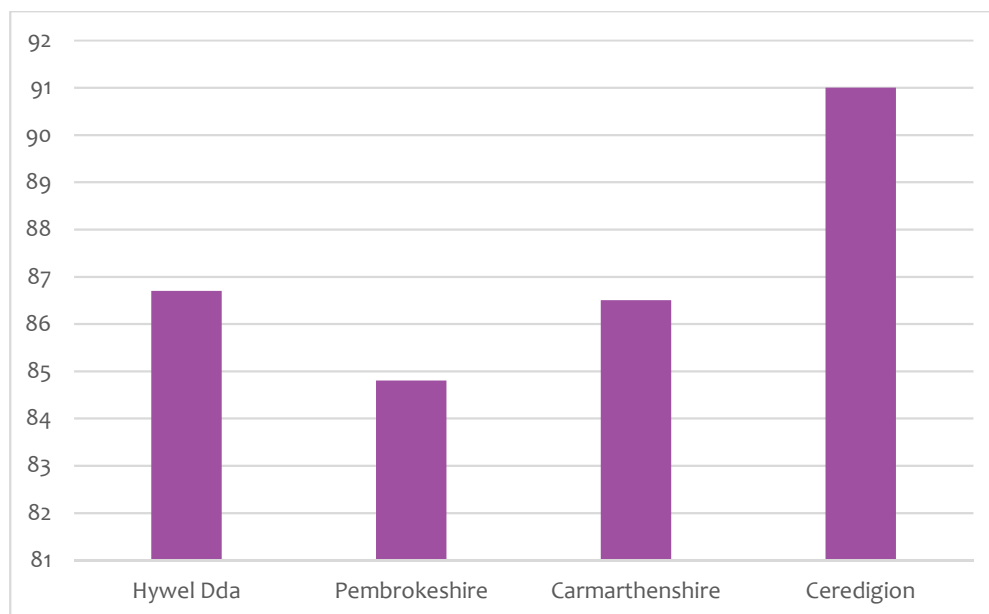
2nd dose MMR uptake rates in % for children reaching their 5th birthday between 01-04-19 and 31-03-20

It is unclear whether the vaccination uptake rate in Pembrokeshire changed in 2020-21 as data is not available, however, it is clear from the 2019-20 data that there is a need to improve childhood immunisation uptake rates within the county with the aim of meeting the target level of 95%.

Obesity

Data from Public Health Wales for 2019 showed that 24.5% of children aged 4 -5 years in Pembrokeshire were overweight or obese, slightly under the Wales rate of 26.4%. Data also shows that there is a link to deprivation, with an obesity prevalence of 14.2% in that age group in the most deprived areas, and 8.2% in the least deprived areas.

There are also links between being a healthy weight and levels of fruit and vegetable consumption. Data produced by the Public Health Wales Observatory shows that in 2016-17 Pembrokeshire adults consumed just over the Wales average (23.8%) with an average 28.3% of adults eating at least 5 portions of fruit and vegetables a day. Almost 60% of adults in Wales are classed as obese, with the figure for Pembrokeshire being 24%. Wales also has the highest rate of maternal obesity in the UK with 6.5% of expectant mothers having a BMI of 35+.

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Dementia

Dementia is a syndrome (a group of related symptoms) that manifest when the brain is damaged by injury or disease. As dementia progresses, it leads to progressive impairments in memory, thinking and behaviour, which negatively impact a person's ability to function and carry out everyday activities. For a diagnosis to be made, there needs to be a recognisable change in the persons usual mental functioning, with a cognitive decline that can't be explained by normal aging. Dementia has significant impact on the individual, caregivers and relationships in general.

Dementia can be caused by a number of different conditions affecting the brain, including Alzheimer's disease and vascular dementia. The most common cause of dementia is Alzheimer's disease, a neurodegenerative disorder. Usually, dementia presents in those aged over 65, but can also rarely present in those aged below 65, where it is called young-onset dementia. As the incidence of dementia is strongly linked with age, it is inevitable that we will see an increase in dementia associated with the aging population.

It is estimated that currently dementia affects 1 in 6 people over the age of 80 in the UK. In West Wales records suggest that dementia affects 1 in 10 of those over 85, however, Alzheimer's Research estimates a diagnosis rate of only 53% across Wales, which could account for the lower-than-expected prevalence. 62% of those diagnosed with dementia in West Wales are women, partly due to the increased life expectancy of women. Nearly 50% of the female dementia patients are over 85 years old, compared with 36% of male patients. This equates to 45% of people with dementia that are also over 85 years old, and as highlighted above, this population will continue to grow across West Wales. Recent studies show that although dementia prevalence is not increasing substantially, due to an increased life expectancy and better outcomes for care, prevalence will continue to increase

Looking ahead, the elderly population in West Wales is set to increase, meaning that:

- By 2025 the population of over 65s is likely to increase by 6% (over 80s by 11%).
- By 2040 the population of over 65s is likely to increase by 27% (over 80s by 55%).
- Over 65s currently make up a quarter of the population. In five years over 65s will make up 26.8% of the population and by 2040 nearly a third of the population will be made up of over 65s, with the over 80s becoming over 10% (from just over 6% currently)

Social Care

Social Care services have been at the forefront of the response to the Covid-19 crisis, not only through collaborative work with partners in Health and the third sector, but in maintaining the provision of core services.

The most recent data around adult service provision from the Director of Social Services Annual Report 2020-21 shows that although the service is managing demand in terms of numbers, indications are that cases are becoming more complex. This is supported by the fact that there has been a significant increase in the number of people accessing residential care with nursing support, which is measured by the number of bed nights of care provided per year.

The largest percentage increase in bed nights is related to temporary stays. These are not classed as respite but are beds which are commissioned on a temporary basis for a variety of reasons e.g. for reablement, assessments, intermediate care to support people to discharge from acute hospital beds, or for people awaiting domiciliary packages of care. The proportion of temporary bed nights to total bed nights was 3.5% during both 2018/19 and 2019/20. This proportion had increased to 6.7% in 2020/21 indicating a greater use of temporary beds in relation to permanent beds. The number of bed nights for temporary beds has risen by 93% over the last 3 years from 8,241 in 2018/19 to 17,793 in 2020/21. Some of this increase may be related to the availability of suitable workforce numbers to deliver domiciliary care.

An increase in more complex cases, coupled with an increase in demand for temporary beds will have a significant impact upon Social Care budgets. The age profile for Pembrokeshire shows an increase in the number of older adults in the county over the next several years, which is likely to impact on these budgets even further.

In relation to domiciliary care, at the start of lockdown in March 2020, approximately 75 packages of care were cancelled by families wishing to provide care directly to avoid the risk of registered care agencies coming into the home. More recently the requirement for domiciliary care has risen steadily and there are approximately 60 people waiting for packages of care at any one time. This is still less than pre-Covid levels however, when the service regularly saw up to 90 people waiting for the delivery of a domiciliary care package.

Workforce issues are also of concern, with recruitment issues leading to a lack of domiciliary care workers. This is impacting upon the number of delayed transfers of care, where people are unable to leave hospital due to packages of care not being in place to support them at home. Workers to support reablement, short-term care at home to help people recover after being discharged from hospital, are also in short supply. Staff shortages in both these areas can have knock on effects on health care in general if hospitals are unable to release beds by discharging patients safely back into the community. The service is currently looking at innovative ways to recruit and retain carers. This includes the on-going development of the directly managed domiciliary service and bringing the Direct Payment service under the direct control of the Local Authority. Whether issues with current workforce levels can be improved will have a profound impact on healthcare provision in the county over the coming years.

Carers

Census data published in 2011 estimated that there were over 47,000 unpaid Carers in the Hywel Dda area and it is expected that when the new 2021 Census data is published that the number self-identifying as Carers will have increased. Given the overall population demographics and the future trend of a rising elderly population the number of Carers is predicted to increase. 8,483 unpaid Carers were known to GP practices in Pembrokeshire on 31st March 2020 and within twelve months this had increased by over 2,000 (25%). As a result of the roll-out of the vaccination programme, by May 2021 a further 3,000 unpaid Carers had self-identified, an overall increase of over 5,500 unpaid Carers (64%) during the course of the past 15 months.

Recent research by Carer's UK in 2020 explored Carers' experiences during the pandemic finding that more than a two-thirds (78%) of unpaid Carers reported that the needs of the person they care for have increased. Unsurprisingly, from a Carer perspective during the pandemic their caring role has impacted both physical and mental health, with 64% identifying a worsening of their mental health in particular.

Throughout the last year, digital exclusion has presented a barrier for many carers, including young carers, especially due to the lack of regular support as service models changed due to the pandemic. One of these barriers included a lack of access to broadband at home, with young people using up their data allowances whilst being unable to leave their homes and being unable to keep in contact with friends.

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Broadband would traditionally have been accessed whilst at school or college, or generally out and about, but lockdown restrictions prevented them from doing this. At the end of Carers week in June 2020, all young carers on the Local Authority's register were provided with a voucher enabling them to purchase additional data, music or a book, in order to support their wellbeing. This was repeated for Christmas 2020, along with a Christmas hamper and gifts. Furthermore, through Digital Community Wales, 20 young carers have been provided with laptops to support them to undertake education, connect with young carers services and maintain friendships.

Carers in Pembrokeshire seem to have generally managed well during lockdown however, as traditionally they will have had plans in place to manage their own responsibilities alongside their caring responsibilities, meaning they have an in-built resilience. However, given the length of the pandemic and impact on services that often provide carers with regular breaks, for example, the closure of day centres, some are experiencing poorer well-being and increased isolation. Wherever this has been identified, services and support are being provided to assist them in the most appropriate manner.

Survey and Engagement outcomes

Respondents to the Well-being Assessment Survey said that feeling healthy and happy, having access to health and care services as close to home as possible or available through technology and being able to enjoy nature and access outdoor and green spaces, were the three things that they valued most highly in relation to physical health and / or mental well-being.

Looking ahead over the next 10 years and being able to stay physically and mentally healthy, not having access to healthcare or other support as close to home as possible or available through technology, not being able to spend time outdoors or in nature and green spaces and not being able to take regular exercise were the three things that concerned people the most.

Those over the age of 65 had particular concerns around being able to help themselves in the future and knowing where to get support if they are unable to help themselves. Having access to transport which is affordable and reliable was also important to this age group, especially those living in rural or south coast areas of

the county, which links to issues with public transport infrastructure within the county. Access to affordable and reliable transport was also of concern to carers. Access to support for themselves when unwell and a lack of support to help care for a family member as an unpaid carer were also issues raised by carers, perhaps reflecting current workforce issues within the health and care sector. Disabled respondents highlighted concerns about having to go to different places or speak to different people to get the support they need.

Of those responding to the Youth Survey, 70% strongly agreed or agreed that their life was going well. Narrative responses from young people show that 'friends' were felt to have the most significant impact on their well-being but 'family', 'dogs', 'school', 'play' and other pets were also very important.

In addition, we received a wide range of comments on health and social care in response to other questions within the survey and from sessions that were held by Pembrokeshire Association of Voluntary Services (PAVS), Together for Change, Carer Providers Forum, Day Opportunities Provider Forum, Dementia Providers Forum and the Living with Dementia Forum. Much of the feedback focused on current service provision and the additional challenges posed by providing services in rural areas, including digital access and access to transport. Improvements in NHS dental services, GP services and mental health support were also a common theme.

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Looking ahead, when asked what people could do to improve their own physical and or mental well-being, 54% of respondents said that increasing exercise, staying fit or keeping active was important, along with staying connected or socialising with friends, family or community groups (18%) and accessing green spaces (15%). In order to do these things, greater availability of, or access to, leisure and exercise classes that are appropriate, affordable or free was seen as the most popular way forward alongside improved access to healthcare services (including primary care, secondary care, mental health services and dental services) and getting involved with local community groups, activities or courses. Walking, cycling and riding routes or areas that are safe and well maintained were also considered to be important, as well as improved public transport.

Youth / Adulthood

Pembrokeshire has the highest rate of smoking prevalence in the Hywel Dda region, with a rate of 20.3% of the population over the age of 16 who are smokers

Adulthood

Increase in those in the 40 plus age group seeking support for alcohol related issues since the start of the pandemic

Ageing well

Predicted increase in the rate of dementia in over 65s as a result of an aging population

Significant increase in the number of people accessing residential care with nursing support. The age profile for Pembrokeshire shows an increase in the number of older adults in the county over the next several years, which is likely to impact on Social Care budgets

Population demographics and the future trend of a rising elderly population the number of Carers is predicted to increase

Respondents to the WBA survey over the age of 65 had particular concerns around being able to help themselves in the future and knowing where to get support if they are unable to help themselves. Having access to transport which is affordable and reliable was also important to this age group, especially those living in rural or south coast areas of the county

Future trends and projections

Recent figures show a significant increase in waiting list numbers due to necessary restrictions imposed by the pandemic. This is likely to not only have an effect on the physical health outcomes of those waiting for treatment and those waiting for assessment, but also on the mental health of these individuals. The effects on mental health will be due to a number of issues including the realities of pain management for conditions that worsen whilst treatment is awaited and anxiety experienced by those awaiting assessment who do not yet know what their health outcomes or treatment is likely to be.

The most recent figures show that the waiting list for diagnostic and therapy services at Withybush General Hospital has increased from 3,797 in August 2020 to 6,959 in August 2021.

The prevalence of adults who are overweight or obese in Wales in also increasing, which will continue to have significant impacts on health and well-being. If current rates continue, it is estimated that 64% of adults in Wales will be overweight or obese by 2030.

An aging population and associated increasing prevalence of certain diseases, chronic health conditions and complex care needs will likely see demand for health and social care increase, at a time where there are fewer people of working age to fund these services. Unpaid care, which is disproportionately taken up women, may become more important if adaptations to current services cannot be provided and subsequent social and economic problems might arise from this. The success of the economy will become increasingly tied to the ability of older workers being able to continue to work for longer.

There will be challenges in supporting people to live well into their older age, and in supporting healthier and longer working lives, to ensure people are economically productive for longer. This will also contribute to improved health and well-being and helping people to continue to be happier and healthier into their older years.

Inequalities in life expectancy and healthy life expectancy will continue to exist for those living in more deprived areas. There is a relationship between the level of self-

A PROSPEROUS WALES	A RESILIENT WALES	A HEALTHIER WALES	A MORE EQUAL WALES	A WALES OF COHESIVE COMMUNITIES	A WALES OF VIBRANT CULTURE AND THRIVING WELSH LANGUAGE	A GLOBALLY RESPONSIBLE WALES
✓		✓	✓			

Overview

Housing is a key factor in the overall well-being of residents in Pembrokeshire. Poor, unsuitable or unreasonably priced housing can lead to financial and/or mental health pressures on residents as well as the associated physical health risks such as respiratory conditions.

Aside from the standard of the housing and the impacts that can have upon people's health and well-being, the health of the local housing market can also have a significant effect. A healthy housing market, from a well-being perspective, is one in which the average price of a house is affordable to the average income earner in the locality, as well as there being a reasonable choice in terms of location and access to services, education, employment and other associated factors.

From a well-being perspective, a healthy rental market is one in the which the average rent falls into the category of a living rent, where the tenant is not charged above and beyond what they can afford to pay whilst still maintaining a decent standard of living. Other important factors include there being an appropriate range of choice in terms of size and location of a dwelling in the rental market. An unhealthy overall housing market is one in which local people earning the average salary are unable to purchase a property in their locality that is appropriately priced in relation to the local median salary, or are unable to rent a property whilst still being able to afford other basic necessities such as food and household bills.

Some focus must be given to the impact of housing upon the local environment and its contribution to global warming in addition to the direct impact inefficient homes have on those living in them. Both of these issues have an effect upon the current and future well-being of Pembrokeshire residents.

The Welsh Government have set the target for all new build homes for social rent and existing social housing stock and homes of all those living in fuel poverty to be

EPC (insulation and fuel efficiency) rating A by 2030, which, if achieved, will dramatically decrease the carbon emissions associated with housing and lift people out of fuel poverty. The effects of climate change will have an extremely detrimental effect on the long term well-being of Pembrokeshire residents, with the impact of rising sea levels and increased frequency of extreme weather events being felt already by many communities in the county. An example of such is the coastal flooding in Newgale.

Local housing market

Two main drivers of the housing market are the resident population and the local labour market. Analysis of the stock of housing allows an understanding of the current market balance and existing occupation patterns. The 2019-based household estimates published by the Welsh Government indicated that the number of households in Pembrokeshire has increased by 3.4% since 2014, reaching 56,123 households in 2019. This compares to the national growth in the number of households of 3.2% over the same period. When looking at the makeup of a household current data shows that there are more couple households without children, and fewer couple households with children. This is in line with what we know about the change in population in Pembrokeshire.

Income

Income has a direct effect on the level of choice a household has when determining its future accommodation. The mean earned gross income for full-time employees resident in Pembrokeshire in 2020 was £31,829 according to the ONS Annual Survey of Hours and Earnings. In comparison, the national average was £31,897. In Pembrokeshire there is a relatively large difference between higher earners and lower earners (in comparison with nationally).
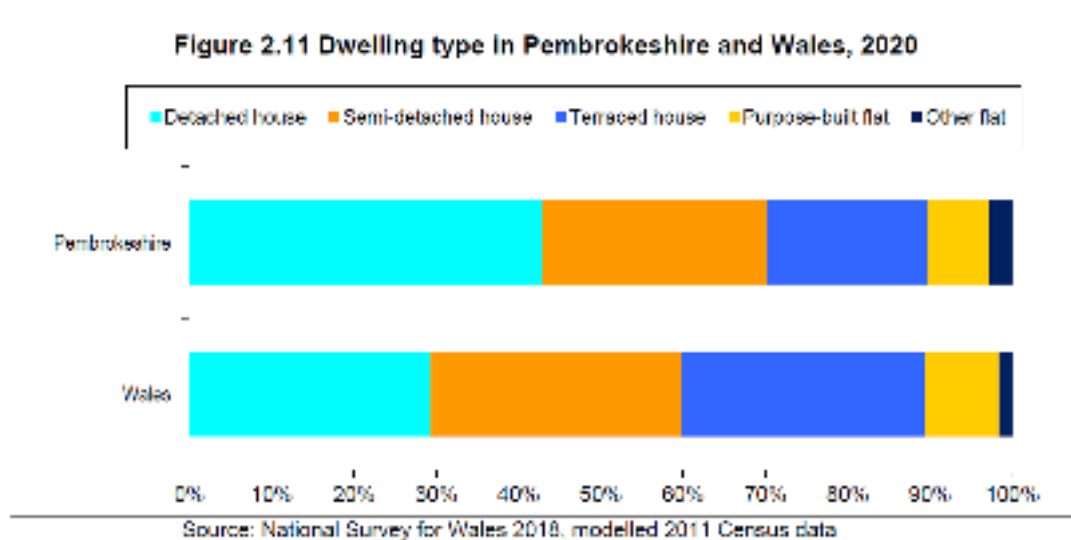
Housing stock

The latest dwelling stock estimates from the Welsh Government indicate that there were 63,034 dwellings in Pembrokeshire in 2020, and that, over the last five years, the number of dwellings had increased by 2.4%, or almost 1,500 properties. In comparison, the dwelling stock in Wales increased by 2.2% between 2015 and 2020. Analysis of the data held by the Welsh Government on the application of Council Tax to dwellings indicates that, in 2020, 2.7% of dwellings in Pembrokeshire were long-

term empty properties. This is notably higher than the figure recorded for Wales as a whole (1.8%). The same data source indicates that 6.8% of dwellings in Pembrokeshire were classified as chargeable second homes, markedly higher than the national figure (1.8%) reflecting the impact of location on the housing market. Disparity between densely populated areas such as Haverfordwest and the coastal strip in terms of house prices.
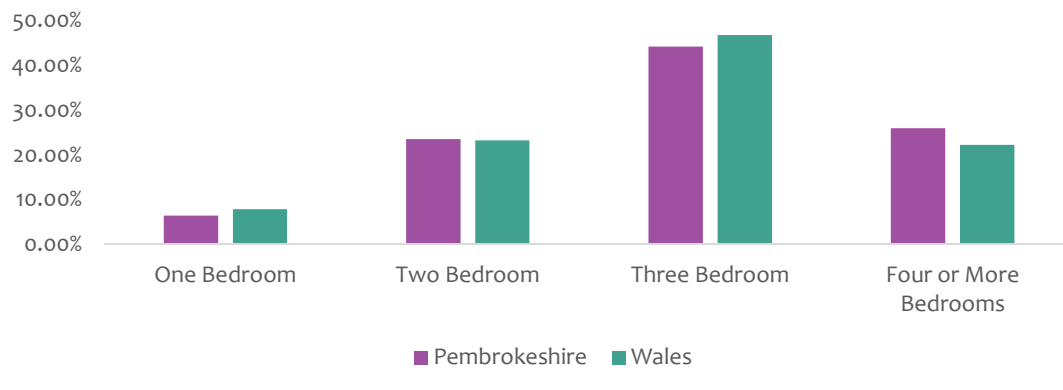
Types of Accommodation

The figure below compares the type of accommodation in Pembrokeshire in 2020 with that recorded for Wales. Pembrokeshire contains more detached dwellings than the national average. The county contains notably fewer terraced houses than is found across Wales. The most common property type in Pembrokeshire is detached houses followed by semi-detached dwellings.

Figure 2.11 Dwelling type in Pembrokeshire and Wales, 2020

Source: National Survey for Wales 2018, modelled 2011 Census data

The graph below details the size of the stock of properties; Pembrokeshire has a greater proportion of larger homes (homes with 4 or more bedrooms) and fewer smaller dwellings (one bedroom) than Wales as a whole. Overall, some 44.2% of all dwellings in Pembrokeshire have three bedrooms.
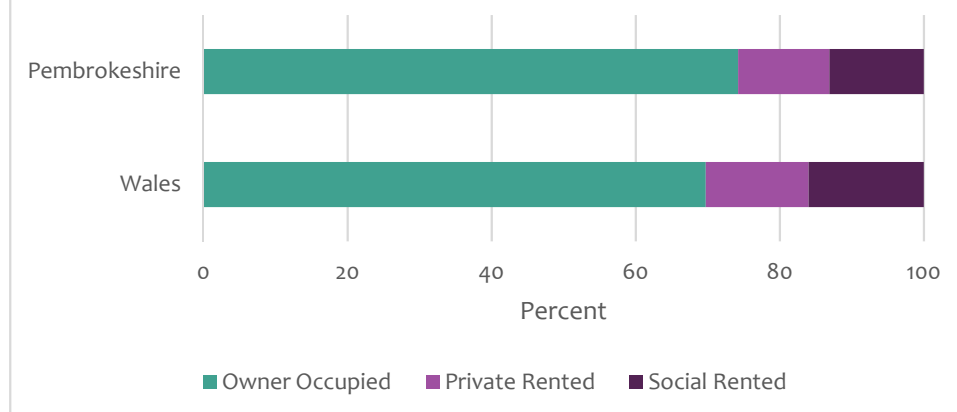
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Size of dwelling stock in the Pembrokeshire and Wales, 2020

The private rental market is characterised by a shortage of rental properties that go off-market very quickly, and at prices often above the average affordable rent for most people. The figure below compares the tenure of households in Pembrokeshire in 2020 with that recorded for Wales. The data indicates that 48.1% of households in the county are owner-occupiers without a mortgage, compared to 40.1% nationally. The proportion of owner-occupiers with a mortgage in Pembrokeshire (25.0%) is however lower than the national average (29.7%). Some 14.5% of households in Pembrokeshire are resident in the Social Rented sector, lower than the figure for Wales (16.0%). Finally, some 12.4% of households in Pembrokeshire live in private rented accommodation, compared to 14.3% in Wales.

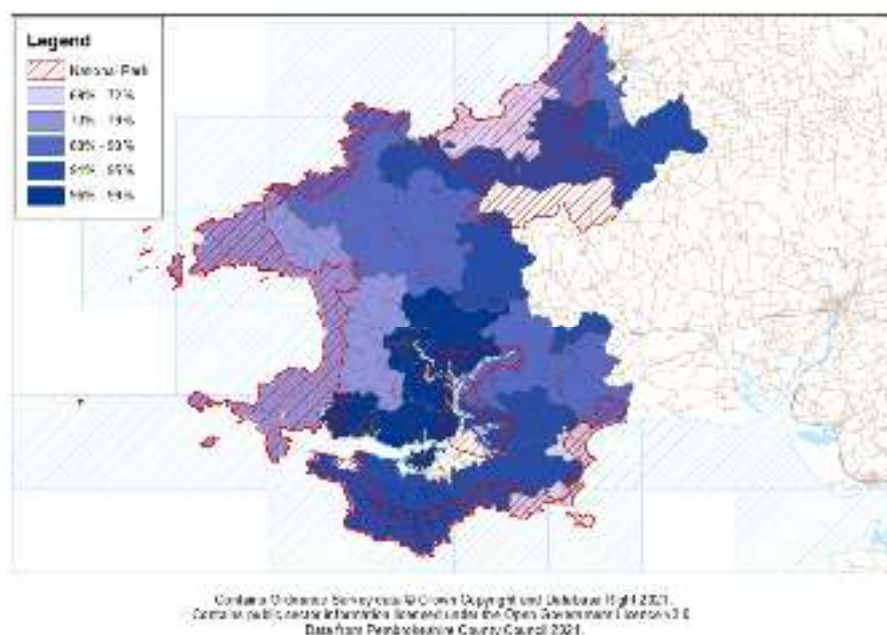## Tenure profile in Pembrokeshire and Wales, 2020

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Impact of second homes

As noted in the housing stock section above Pembrokeshire has significantly more empty properties and those classified as chargeable second homes compared to the Welsh average. When considering the proportion of housing stock unavailable for use Pembrokeshire has the second highest percentage of any Local Authority in Wales. According to the report *Second homes: Developing new policies in Wales* in Mid-2020 some 9.2% of the housing stock was unavailable for use. These are not evenly distributed across the county, with coastal areas that are typically tourist hotspots particularly hard hit.

Percent of homes available for use across Pembrokeshire

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Data from Pembrokeshire County Council 2021.

Second homes in Pembrokeshire have had a two-pronged detrimental effect on housing and communities Pembrokeshire. Firstly, second homes have dramatically inflated house prices along the coastal strip in Pembrokeshire, particularly in areas such as the Ty ddewi peninsula, Newport/Trefdreath and Dale. This has resulted in many local people being unable to afford to buy or indeed to rent in their home towns or the immediate locality. As a direct result many of these communities are significantly depleted of residents and economic activity especially outside of the spring and summer months. In terms of the statutory requirement to protect the welsh language, these communities (particularly north of the 'Landsker line') have been negatively depleted in terms of welsh language proficiency and use.

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The recent increase of the second homes council tax premium is likely to have a number of effects on housing in Pembrokeshire. Firstly, we will likely see a number of second homes become businesses and thus switching to business rates. We may see a small number of second homes come back onto the market due to their owners being either unable or unwilling to pay the increased council tax premium. However, the premium will not deter those with the means and willingness to pay it both in terms of keeping their second homes and in terms of buying a second home in the county.

With revenue from the council tax premium increase it is likely we may see a number of empty homes and properties come back into use through the use of empty homes renovation grants and loans.

Affordable homes

An affordable home is defined by the Welsh government as, "housing where there are secure mechanisms in place to ensure that it is accessible to those who cannot afford market housing, both on first occupation and for subsequent occupiers, [... or where there are] secure arrangements in place to ensure the recycling of capital receipts to provide replacement affordable housing".

The private rented sector in particular has seen rising rents above and beyond wage inflation in Pembrokeshire which has placed a number of vulnerable households in a situation where they have large amount of pressure on their personal finances as a result. This can lead to a household becoming unable to afford a private rent and forced into the social rented sector, which has limited numbers of properties available for social rent, which then can push people into homelessness. The impact this has on well-being is substantial as financial pressures have been reliably linked to increased chance of developing long term mental health conditions.

The table below shows the average property price by dwelling type in 2020 in Pembrokeshire, and Wales as a whole as presented by the Land Registry. The data indicates that the overall average property price in Pembrokeshire is 6.5% higher than the national figure. The data also shows that detached and semi-detached houses in the county are cheaper than their national equivalents, however flats and terraced houses in Pembrokeshire are typically more expensive than the national figures.

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Dwelling Type	Pembrokeshire		Wales	
	Average Price	Percent of Sales	Average Price	Percent of Sales
Detached	£277,378	44	£286,107	30.2
Semi-Detached	£166,467	24.6	£176,562	30.2
Terraced	£138,942	24.8	£138,248	33.1
Flats	£143,630	6.7	£136,810	6.5
Overall Average	£206,895	100	£194,324	100
Mixed adjusted overall average price	£189,315		£194,324	

The mean property price in Pembrokeshire has risen by 15.5% between 2015 and 2020 compared to an increase of 17.4% nationally. The number of sales in Pembrokeshire over this period has fallen by 43.1% compared to a decrease of 43.9% in Wales.

The table below shows the average private rents by dwelling size in 2019 in Pembrokeshire, and Wales as recorded by the Rent Officers Wales. The data indicates that the overall average rental price in Pembrokeshire is 9.4% lower than the national figure. The data also shows that whilst one, two and four bedroom rents are notably cheaper than the national figures, three bedroom rents are quite similar to their national equivalent. The mix adjusted average rent indicates that equivalent properties in Pembrokeshire are around 10.2% lower than those found nationally.

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Dwelling Size	Pembrokeshire		Wales	
	Number of Sales	Average Price	Number of Sales	Average Price
One Bedroom	268	£390	5,215	£468
Two Bedroom	669	£477	13,507	£549
Three Bedroom	633	£580	11,941	£598
Four Bedroom	145	£704	2,238	£856
Overall Average Rent	1,715	£521	32,901	£575
Mixed adjusted overall average price		£516		£575

The mean rents in Pembrokeshire have fallen by 2.0% between 2014 and 2019 compared to an increase of 8.2% nationally. The number of lettings in Pembrokeshire over this period has grown by 34.8% compared to a rise of 26.2% in Wales.

The cost of Social Rented accommodation by dwelling size in Pembrokeshire can be obtained from the Welsh Government. The table below illustrates the cost of Social Rented dwellings in Pembrokeshire. The costs are significantly below those for private rented housing, particularly for larger homes, indicating a significant gap between the Social Rented and market sectors.

Table 3: Price per month of Social Rented dwellings

Bedrooms	Average Cost
One	£317
Two	£355
Three	£378
Four	£485

The data indicates that 48.6% of lone parent households in Pembrokeshire would be unable to afford market housing (if they were to move home now). Single person households are also relatively unlikely to be able to afford, whilst couple households without children are most likely to be able to afford market housing in the county.

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Theoretical affordability of market housing: Proportion of households unable to afford both entry-level private rent and entry-level home ownership.
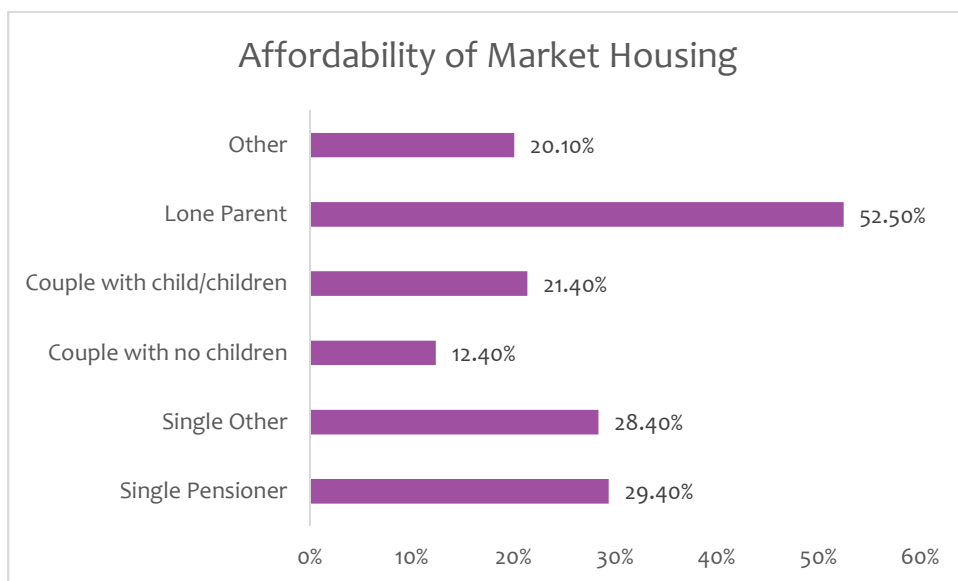
In 2014 the Welsh Government published *'Getting Started with Your Local Housing Market Assessment: A Step by Step Guide'* (referred to subsequently as the SbS Guide) which sets out how affordable housing need should be calculated. It details a quantitative approach to calculating affordable housing need, which can be applied consistently across the local authorities of Wales.

The table below details the results of this exercise carried out as part of the Pembrokeshire Local Housing Market Assessment 2021:

Table 4: Affordable Housing Needs Projection

Stage in Calculation	Location		
	National Park	Non-National Park	All of Pembrokeshire
Stage 1: Current need for affordable housing	101	463	564
Stage 2: Newly arising affordable housing need	16	48	64
Stage 3: Newly arising need from existing household	17	184	201
Total affordable housing need (sum of stages 1-3)	134	694	829

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| Stage 4: Supply of affordable housing | 94 | 517 | 611 |
| Stage 5: Total need for affordable housing | 40 | 177 | 217 |

It should be noted that this need for 217 affordable homes per year represents 73.3% of the projected annual household growth in Pembrokeshire between 2020 and 2025 (a figure of 297 as identified in table 4.3). The figure of 40 affordable homes per year recorded in the National Park area represents 74.0% of the projected annual household growth in this part of the county between 2020 and 2025. The annual need for 177 affordable homes in the non-National Park part of Pembrokeshire represents 73.2% of the projected annual household there.

Social housing

Social housing in Pembrokeshire is, like the rest of the housing sector, under significant strain due in large part to the same pressures: a lack of new builds, and rising prices and rents which force people to turn to public sector housing.

The Welsh governments target of having all social housing up to EPC Rating A (the second highest rating possible) by 2030 will be an extremely difficult and expensive task in Pembrokeshire due to the age of much of the stock in the county, and according to the Ministry of Housing, Communities and Local Government just under half of the county's social housing remains ungraded (Ministry of Housing, Communities and Local Government, 2020).

The need for additional affordable housing has been well documented in the Pembrokeshire Local Housing Market Assessment. The map below shows the estimated increase in need for social rented housing by 2033 over the 2020 base.
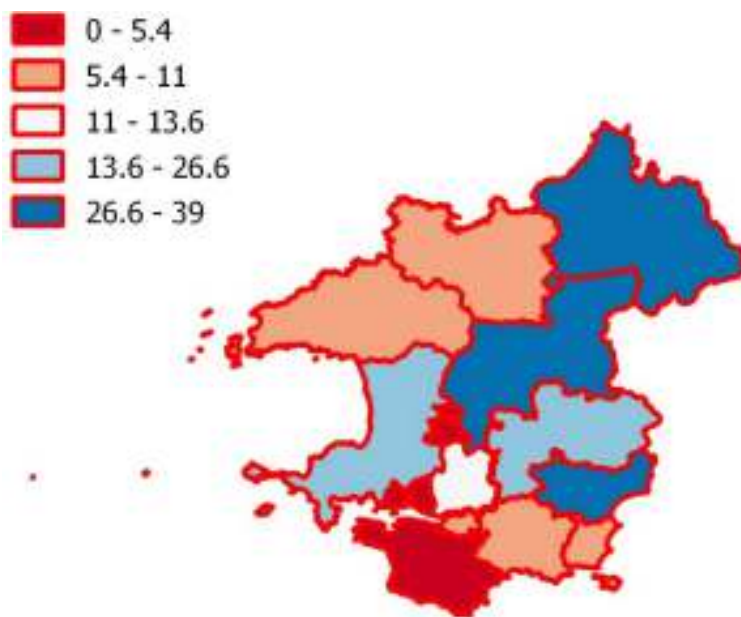

Figure 2: Percentage increase in social housing 2020 – 2033 estimated to meet need

This demand is concentrated largely in urban areas of the county with towns like Haverfordwest and Milford Haven having two of the largest levels of demand in terms of raw numbers

The data in this area very clearly shows that the county is facing an acute set of challenges around social housing with no easy solutions. As with other areas of the housing sector in Pembrokeshire these challenges are connected to a number of national drivers such as the pandemic and macro-economic challenges. There are Pembrokeshire and Wales's specific challenges such as second homes, a lack of housing construction and significant planning restrictions that are driving pressures in this area.

Homelessness

Homelessness is a complex and cross cutting issue. People become homeless for a number of reasons and being a homeless person does not necessarily mean that you are sleeping rough. Many homeless people are staying with friends and family 'sofa surfing', or staying in hostels and B&B's. This is often referred to as hidden homelessness.

Homelessness, particularly hidden homelessness, is on the increase in the county due in large part to increasing private rents beyond wages inflation and increased scarcity of private rented housing. There is also significant pressure on the building sector to build more social housing which has been compounded by a number of factors such as phosphate pollutions addition to planning law, the pandemic, supply chain issues and a lack of contractors willing to build in Pembrokeshire.

In November 2020 the Council purchased a number of homeless pods designed to house single rough sleepers or couples made from recycled shipping containers. While these containers are far from a desirable end state in tackling homelessness in the county they do provide safe, habitable, temporary accommodation that houses individuals whilst longer term housing solutions can be found.

The latest data from Welsh government tells us that 50-70 in every 10,000 households in the county are either homeless or threatened with homelessness. This is significantly above the Welsh average and reflects the scale and nature of the pressures in the housing sector in Pembrokeshire. Welsh Government has a stated policy intention to end homelessness in Wales, by putting a statutory duty on local authorities to provide social housing and short term solutions to those presenting as homeless.

In the period after the series of national lockdowns in 2020 and early 2021 we have seen a rising number of people presenting as homeless in the county and also a marked increase in latter half of the year following the end of furlough and the removal of the £20 a month uplift in universal credit.

Due to a number of factors such as rising inflation (and associated increases in the cost of living), economic uncertainty and the sluggish local and national housing markets, it is likely that levels of homelessness may stay at their current levels or indeed increase if there is not an effective intervention.

Housing and the climate

Housing and the climate/ environment have a three way effect between each other and people's well-being. Housing both built and in construction has a significant impact on its local environment and on climate change globally, however this can be somewhat mitigated through greener building practices such as using building

materials that have a lower carbon footprint, retrofitting existing homes with
insulation and more energy efficient utilities.

New beginnings

Adequate housing has a large impact upon our first years. Housing insecurity causes
parents distress and can put some people off starting a family in the first place. Birth
rates in Pembrokeshire are falling, an aging population is continued to be projected
in Pembrokeshire with outward migration being a large factor.

Childhood

A stable household is incredibly important to the foundations of a family. Homes that
are good quality, cheap to heat and close to amenities such as schools, leisure
centres and parks are desirable for families.

Youth

The price and availability of houses in Pembrokeshire means that young people are
often priced out the marketplace in the county. This is supported by figures that
show a strong outward migration of residents in this age bracket.

ENGAGEMENT RESPONSE

A response from our regional survey details the affect that the housing market is having on the
well-being of young people in Pembrokeshire.

"It makes me so, so sad to have to move away from my people and my home to be able to start
a life. We as two working (young) people in Pembrokeshire have no prospect of buying a home.
We have not been able to start a family because we cannot find a home, the whole situation of
financially being a young person in Pembrokeshire is very damaging for mental well-being."

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Adulthood

Adults and families are struggling to find adequate housing in their local communities and some are feeling priced out of their homes areas.

ENGAGEMENT RESPONSE

A response from our regional survey details the affect that the housing market is having on the Welsh language, communities and residents of Pembrokeshire.

"I know of several Welsh speaking Pembrokeshire families not able to return to Wales due to house prices/ or on the point of leaving due to house prices. They are all in work, but despite this, our local house prices are now prohibitive. WE ourselves, though 3rd time buyers and in our 50s are having to think about moving away, as we run a land business, and the prices are too high."

Ageing well

The population of over 65s in Pembrokeshire is set to grow significantly in the coming 25 years. As such there will be an impact in the housing needs over this period, particularly for specialist accommodation. According to the latest data, there are 2,034 units of Sheltered Housing for older people in Pembrokeshire currently, alongside 224 Enhanced Sheltered/ Extracare units. It is worth noting that some 57.8% of the Sheltered Housing for older people is in the affordable sector as is 57.1% of the Enhanced Sheltered/ Extracare units.

Type of Specialist Accommodation	Tenure	2020	Profile 2033	Additional units required
Sheltered housing for older people	Market	859	1,141	282
	Affordable	1,175	1,302	127
	Total	2,034	2,443	**409**
Enhanced Sheltered/ Extra care housing	Market	96	157	61
	Affordable	128	188	60
	Total	224	345	**121**
All specialist accommodation for older person households	Market	955	1,298	343
	Affordable	1,303	1,490	187
	Total	2,258	2,788	**530**

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The requirement for 530 additional specialist units for older person households represents 13.0% of the total household growth in Pembrokeshire for the period 2020 to 2033. The actual numbers and type of specialist accommodation needed may depend on changes in patterns of demand and expectations.

Suitable housing for those with differing needs is a concern for Pembrokeshire residents when they look towards the future. 'Continued cuts to public services', 'not enough housing to meet different needs' and 'people thinking the lives of those who are different from them being less valuable than their own' were the three things that concerned people most about living in a society which strives to be equal for all**. 68%** of survey respondents stated that they were concerned about the levels of housing available to meet differing needs.

In summary, the housing sector within Pembrokeshire like many parts of the UK faces a number of acute cross-cutting, interconnected challenges such as, limited supply of homes, rising house prices, rising fuel costs and a lack of social housing as well as the threat of coastal erosion and flooding to a number of its coastal communities and subsequently the housing stock in those communities. These challenges are having a significant negative impact upon the well-being of all age groups in Pembrokeshire.

There are number of factors that relate to how this current set of circumstances arose, such as the number of second homes in certain communities, disruption to the construction sector during the pandemic, a lack of housebuilding since the turn of the century, changes to planning regulations, a lack of contractors, in migration driving an increase in house prices due to the market becoming more competitive. In the private rented sector we have also seen a growth in the conversion of what were previously homes available for private rental into year round or seasonal holiday lets. The lack of construction and wider availability has also impacted the availability of long term rentals available on the market.

In addition many homes within the county are poorly insulated which has a number of negative knock-on effects to people's health. For example, a poorly insulated

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home can lead to increased heating costs in the winter leading to an increased risk of fuel poverty, as well as an increased risk of individuals developing respiratory conditions due to the presence of mould and damp. Poorly insulated homes also have a larger effect on climate change as more fuel must be burnt in order to keep them warm and fit for human habitation.

Finally, in the Well-being survey, under the well-being goals of a more prosperous Pembrokeshire and a more equal Pembrokeshire, the lack of affordable housing was the number one and two concerns of the respondents to each respective goal thus supporting our understanding presented by the evidence that the current housing situation in the county is having a significant negative impact on the well-being of residents.

A PROSPEROUS WALES	A RESILIENT WALES	A HEALTHIER WALES	A MORE EQUAL WALES	A WALES OF COHESIVE COMMUNITIES	A WALES OF VIBRANT CULTURE AND THRIVING WELSH LANGUAGE	A GLOBALLY RESPONSIBLE WALES
	✓					✓
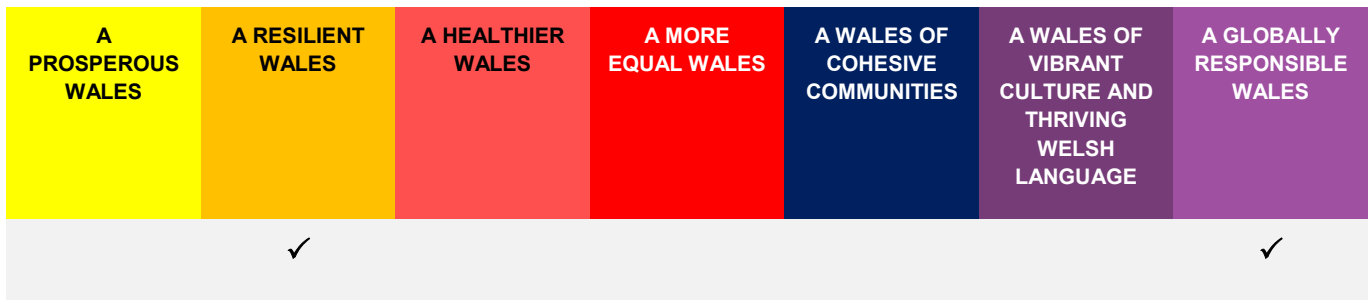
Overview

The natural environment is a huge part of what makes our county such a special place to live and work, it is our most precious inheritance but addressing the climate and nature emergencies presents us with one of the greatest challenges of our time. Both climate crisis and loss of biodiversity are interwoven challenges which cannot be solved in isolation. Climate change places our habitats and wildlife at risk, but if helped to recover, healthy natural habitats can store carbon, reduce flood risk, help prevent coastal erosion, improve people's health and wellbeing, as well as maintain healthy soils, clean water and the pollinators needed for our crops – and therefore sustain us.

Natural resources are essential for the air we breathe, the water we drink and the food we eat. They give us energy, prosperity and security; they protect us and make us healthier and our lives better.

The way we interact with our Natural Resources is vital to the social, economic and cultural well-being of people living in Pembrokeshire today and the generations to come. We need to manage our natural resources sustainably because natural resources that are healthy and thriving are also healthier for people, their communities and for the economy.

Natural Resources are defined by the Environment Act 2016 as:

- Animals, plants and other organisms
- Air, water and soil
- Minerals
- Geological features and processes
- Physiographical features
- Climatic features and processes

Natural Resources Wales (NRW)

Natural Resources Wales are a government sponsored body, they are responsible for looking after natural resources and what they provide for Wales: to help reduce the risk to people and properties of flooding and pollution; to look after special places for well-being, wildlife and timber; and to work with others to help them to manage the resources sustainably. Areas of focus for Natural Resources Wales in the South West Region, which includes Pembrokeshire are:

South West Area Statement	Link to Well-being Goals
Ensuring sustainable land management	A Globally Responsible Wales A Prosperous Wales A Resilient Wales
Reversing the decline of, and enhancing, biodiversity	A Globally Responsible Wales A Prosperous Wales A Resilient Wales
Reducing health inequalities	A Healthier Wales A More Equal Wales A Wales of Cohesive Communities
Cross-cutting theme: Mitigating and adapting to a changing climate	A Globally Responsible Wales A Prosperous Wales A More Equal Wales

Marine Area Statement	Link to Well-being Goals
Building Resilience of marine ecosystems	A Globally Responsible Wales A Resilient Wales A Prosperous Wales
Nature-based solutions and adaptations at the coast	A Globally Responsible Wales A Resilient Wales A Prosperous Wales
Making the most of marine planning	A Globally Responsible Wales A Resilient Wales A Prosperous Wales

NRW published the second State of Natural Resources Report (SoNaRR2020) last year, in this they assess to what extent Wales is achieving the Sustainable Management of Natural Resources (SMNR). **Error! Reference source not found.** details the four long term aims of the SMNR and how they are interlinked. SoNaRR2020 concludes that Wales – and by extension all Local Authorities– are not yet meeting the four long-term aims of SMNR.

The four aims and the linkages of sustainable management of natural resources.
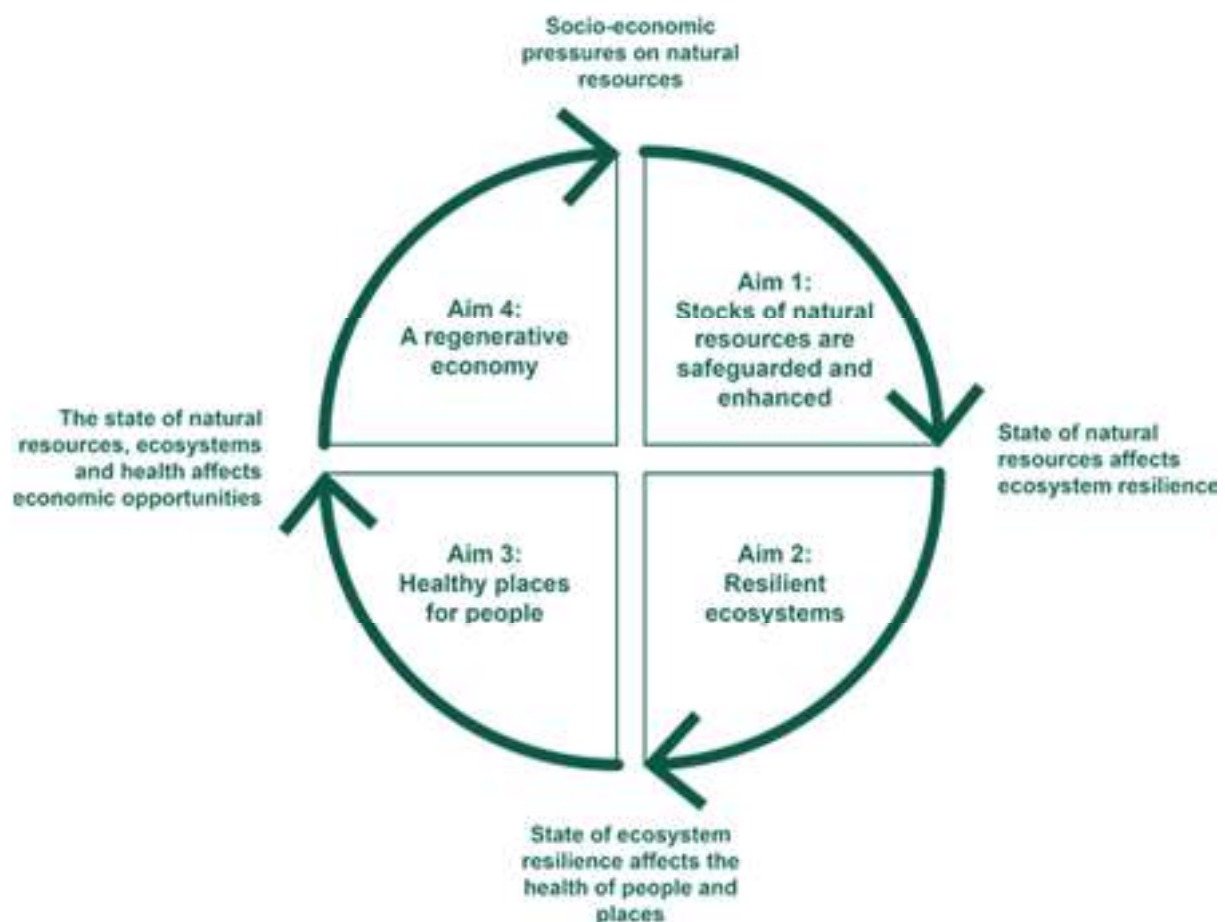
To make Wales's use of natural resources more sustainable, we need transformational change to our:

- **Food** – The global food system has a significant impact on the environment. Land use is identified by the UN IPBES report (2019) as one of the big drivers of the nature emergency. Emissions of pollutants, depletion of resources, biodiversity loss and ecosystem degradation are consequences of the current food system in Wales and beyond.

The environment is a priority for the young people in Pembrokeshire. 59% of the young people who responded to our youth survey strongly agreed or agreed that they felt connected to their local environment. 82% strongly agreed or agreed that the future of the environment was very important.

- **Energy** - The global energy system is one of the main drivers of the climate emergency. Wales's current energy production and consumption creates many pressures for ecosystems and public health here and across the planet. Wales needs to increase its use of renewable and sustainable energy sources, reducing the current dependence on harmful fossil fuels.

- **Transport** - The transport system has an impact on ecosystems and health. Urban transport contributes to carbon emissions, air and water pollution, noise pollution and the social and economic effects of congestion or lack of transport opportunities.

Natural Environment

Land Use

Managing land sustainably can deliver a range of environmental and wellbeing benefits including; reducing flood risk, improving recreation opportunities, improving ecological diversity, improving water and air quality while producing sustainable high quality local food.

Soil

Soil is an incredibly valuable and finite natural resource. It:

- Supports food production
- Stores and filters water, supporting crops and potentially helping to reduce flood and drought risks and protect water quality
- As the largest store of organic carbon on our planet, soils are important for regulating the climate and for climate change
- Provides a habitat for a vast array of organisms with 25% of all known species residing in soils. It further supports biodiversity by allowing plants to grow and habitats to develop in different soil types.

Across Wales there has been a decline in the organic matter, plant and animal life living in the soil, leading to a reduced quality and function. The majority of carbon in

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the terrestrial environment is stored in soils rather than vegetation. Soil erosion is being made worse by the change of land use and inappropriate land management. The most immediate pressure on the current pattern of land use is the uncertainty posed by Brexit. Soils in the built environment can provide the same range of services as in any other environment, but soil can also be degraded and destroyed by construction of buildings and infrastructure. Undamaged soils and Sustainable Drainage Schemes (SuDs) schemes are important to reduce flooding, improve water quality, mitigate habitat loss and provide more outdoor recreation and education opportunities.

Managing soils sustainably is becoming ever more important because society exerts pressure on soils. These pressures include climate change, land use change and land management which lead more directly to threats like pollution, sealing by infrastructure, soil compaction and erosion. The biggest threat to soils is climate change. Soils with high organic content and with good soil structure will be more resilient and therefore better able to retain and store more water for plant growth.

Extreme weather events such as more intense rainfall, prolonged periods of dry and cold weather, and more extreme and frequent flooding events are likely to increase in future due to climate change. More intense rainfall increases the challenge of preventing soil erosion and run-off emphasising the importance of appropriate soil husbandry and land management to prevent an increased risk of flooding, pollution and the risk of landslides.

Agriculture is a dominant land use in Pembrokeshire. Sustainable land management is hugely important for farmers, the environment, the local economy, our culture and communities. Intensive agricultural practices can damage soil structure (e.g. through compaction, the creation of fine seed beds or reducing the levels of organic matter and biological activity), which may then contribute to water pollution from soils/sediments and nutrients. This also has a negative impact on the ecological status of rivers, coastal and estuarial waters in the county.

Woodland as a percentage of area, local authority districts, UK, 2019
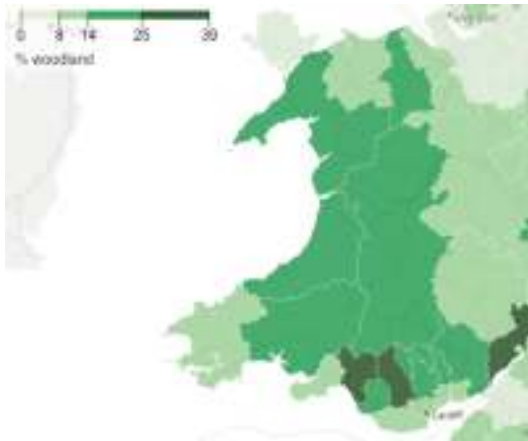
Tree Cover

The prescence of trees is vital to communities, they improve air quality, store carbon, provide habitats and improve the well-being of people. Regionally, Pembrokeshire has the least tree cover at 10%, with Ceredigion and Carmarthenshire having 15% and 17% respectively.

Pembrokeshire has one of the lowest urban canopy cover percentages of any local authority area in Wales. The woodland that there is in the county comprises of sparse small woodland blocks in the rolling agricultural landscape with plantation forest and native woodland remnants in the steep valleys.

ENGAGEMENT RESPONSE

From the regional survey a strong theme raised by local people was of that surrounding agriculture and local food. 80% of survey respondents would consider using locally sourced food when asked "What would you consider doing to improve your local environment? To support this 58% of respondents would like to see more advertising of local food businesses. Several comments were made about making more food produced in Pembrokeshire available to local people:

"Sourcing food locally would significantly improve the community's environmental impact. Supporting or facilitating our local food producers to be able to deliver this would make a significant difference. Educating our children that sourcing locally as opposed to restricting diets would also go a long way to reinforcing good behaviours."

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The majority of woodland is privately owned and managed. The WGWE is very diverse with an increasing representation of native species. Tree health is a particular issue for all woodland in Wales. Phytophthora Ramorum and Hymneoscyphus Fraxinaeus have affected larch and ash trees in the area.

The majority of the WGWE in Pembrokeshire is designated as ancient woodland and will be restored to predominantly native broadleaf over time. This contrasts with the conifer plantation forests of Carmarthenshire and Neath Port Talbot.

Location of trees in Pembrokeshire, taken from the National Forest Inventory

There are Significant networks of woodland habitats around the Daucleddau estuary and Cleddau river valleys and also around Fishguard and the Gwaun Valley, forming the North Pembrokeshire Woodlands SAC, notable for lichen assemblages and bat communities. Overall Pembrokeshire woodlands are in a stable condition with opportunities to improve woodland habitat connectivity. Future prospects for the native woodland in Pembrokeshire are good with an extensive network of native woodland alongside the rivers and streams in the heart of the county and opportunities to join up and extend this woodland area.

Pembrokeshire provides ample opportunity for new planting but it is essential that **the right trees are planted in the right places for the right reasons** to ensure that existing valuable habitats are not lost.

Hedges and Edges

Species-rich hedgerows with mature hedgerow trees are also a significant landscape and historic feature across much of the county. They can be important habitats for butterflies, moths, birds and small mammals. They are important cultural features in the landscape. Hedgerows act as windbreaks, help prevent soil loss, reduce flooding and link habitats. However, the current condition of hedgerows in the county is very

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variable - some have been restored/replanted in recent years, but others have been removed or continue to decline through lack of appropriate management. Today we also see the impact of ash dieback disease on our hedgerow trees.

Bogs and Peatlands

The extent of bog habitats has also shown a significant decline through time. Bog habitats are now scarce in the county, isolated within the wider agricultural landscape. They have been drained, planted on or lost to development.
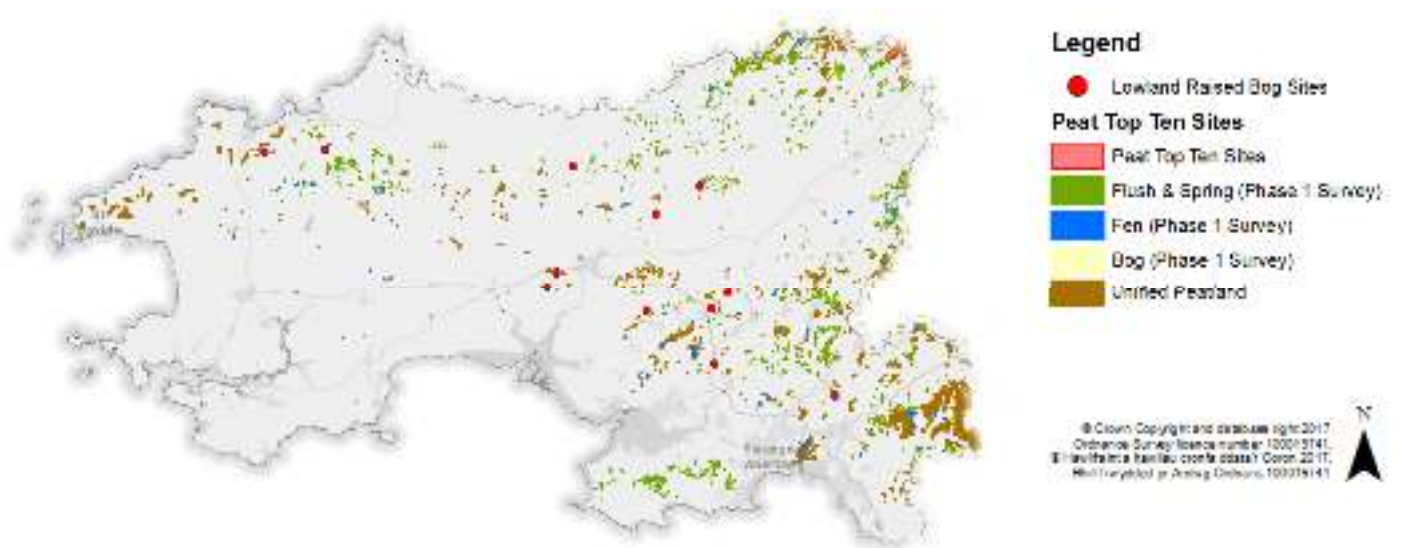
Air Quality

Clean air is a critical natural resource and is essential in protecting not only human health, but also Wales's natural and built environment. Air pollution affects both urban and rural areas. No levels of air pollution are 'safe'. Although air pollution from industry and transport has declined in recent decades, nitrogen-containing air pollutants continue to cause significant environmental harm whereas previously emissions of sulphur caused widespread acidification of water resources and damaged trees and forest soils.

Air quality monitoring in Wales is primarily undertaken by Local Authorities and, through several national networks, managed by the Welsh Government.

Poor air quality in the UK is estimated to cause 40,000 early deaths annually (Air Quality Expert Group, 2020), with 2,000 deaths in Wales alone, which amounts to 6% of total deaths (Public Health Wales, 2016) This was demonstrated during the Covid-19 pandemic where lockdown restrictions affected energy use, emissions and some

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air pollutants across the UK. Initial assessments suggest a reduction in nitrogen oxide (NOx), including NO2 emissions in urban areas during lockdowns, as a result of lower traffic volumes (Clean Air Advisory Panel, 2020). This and the associated reduction in traffic noise is likely to have had a positive impact on well-being. A growing body of evidence indicates that the impact of air pollution goes beyond physical health and can impact on human well-being due to people's personal connections to the richness of their natural environment. SONaRR 2020 states that the effects of air pollution disproportionately affect those in deprived areas.

Particulate Matter

Particulate matter (PM) consists of a mixture of solid particles and liquid droplets found in the air. A primary PM is directly emitted from source, a secondary PM can form in the atmosphere due to chemical reactions between pollutant gases. Overall figures for the region are lower than World Health Organisation (WHO) guidelines. Non-exhaust road transport emissions, domestic and industrial emissions contribute to the local peaks in urban areas. Domestic wood and coal burning also make a significant contribution. The size of the PM and length of exposure are key factors in the potential of adverse health conditions and determine where the impact will be on the body. Small particles less than 2.5µm in diameter pose the greatest problems because they can get deep into the lungs and bloodstream leading to respiratory problems. When exposure to PM reduces lung function, it also reduces the ability of people to access nature and benefit from it; as a result, this also reduces their quality of life. There is extensive evidence to show that long term exposure to PM increases mortality and morbidity from cardiovascular and respiratory diseases. PM has also been classified as carcinogenic to humans and causing lung cancer.

Particulate matter under 10µm – taken from National Atmospheric Emissions Inventory

Particulate matter under 2.5µm – taken from National Atmospheric Emissions Inventory

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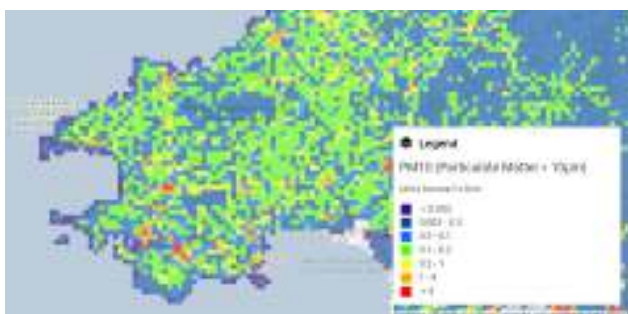
Air Quality Management Areas

Local authorities are responsible to declare Air Quality Management Areas (AGMAs) if national air quality objectives are not likely to be met. Across the region (Carmarthenshire, Ceredigion and Pembrokeshire) there are five active AQMAs: two in Pembrokeshire, none in Ceredigion and three in Carmarthenshire (see Table 5).

Local Authority	AQMA Name	Pollutants	Date Declared
Carmarthenshire County Council	Llandeilo AQMA	Nitrogen dioxide NO_2	11/11/2011
Carmarthenshire County Council	Llanelli AQMA	Nitrogen dioxide NO_2	02/08/2016
Carmarthenshire County Council	Carmarthen AQMA	Nitrogen dioxide NO_2	02/08/2016
Pembrokeshire Council	AQMA No. 1 2012	Nitrogen dioxide NO_2	06/07/2012
Pembrokeshire Council	AQMA No. 2 2012	Nitrogen dioxide NO_2	06/07/2012

Table 5 AQMAs in the Carmarthenshire, Ceredigion and Pembrokeshire region

Ammonia

Nitrogen is an important nutrient for plant growth and food production but excess can be emitted to the air as ammonia (NH3) from agriculture and waste management and re-deposited onto soils and plants, and into freshwater bodies. The impact of nitrogen, in particular ammonia pollution, is significant with 88% of sensitive habitats being damaged by high concentrations of nitrogen. More than half of Wales now experiences ammonia concentrations that are too high for lichen- and bryophyte-rich ecosystems to function properly; these include ancient woodland, bog, heathland and acid grassland (See **Error! Reference source not found.**). In Wales, emissions of ammonia
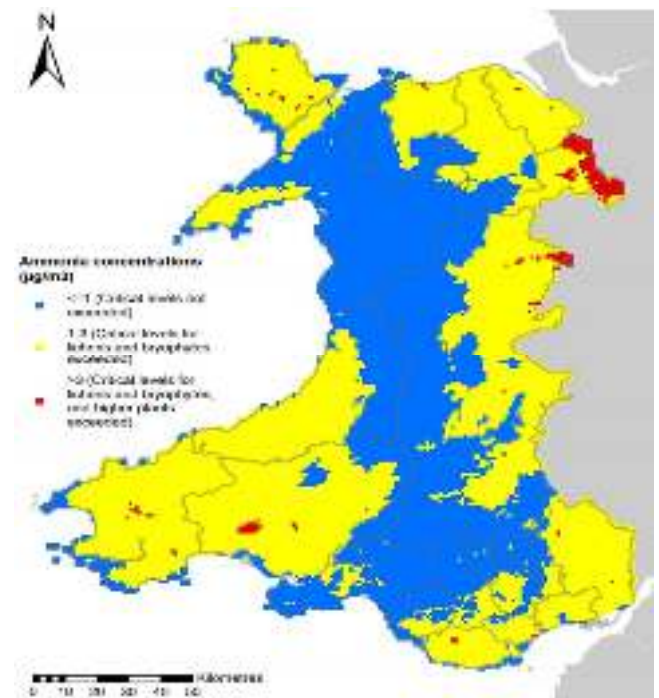
Ammonia concentrations across Wales

were estimated at 25kt in 2012, with agriculture contributing 85% of the total, and 52% of agricultural emissions derived from cattle manure management alone. Concentrations are likely to increase unless measures to control agricultural emissions are implemented. Ammonia emissions can transform in the atmosphere and contribute to increased levels of particulate matter and ozone causing harm to human health. Agriculturally-dominated and sparsely populated counties like Pembrokeshire, Carmarthenshire and Ceredigion have an important role to play – and arguably a responsibility for – mitigating any negative impacts of agricultural emission on the wellbeing of people across the country. A key concern identified in SoNaRR 2020 "are the localised impacts of new ammonia sources associated with the rapid expansion of intensive poultry developments". (Aazem and Bareham, 2015 cited in SoNaRR 2020).

Actions Going Forward

Measures to combat air pollution, for example GI, can help transform urban and rural spaces by improving enjoyment and promoting positive behavioural changes. In addition, the cultural services imparted by ecosystems often depend on nitrogen-

sensitive biodiversity, for example, in flower-rich meadows or lichen-draped woodlands.

The Welsh Government is committed to building healthier communities and better environments. Clean air has a central role in creating the right conditions for better health, well-being and greater physical activity in Wales. In September 2017, the Welsh Government published its national strategy, Prosperity for All, which sets out a cross-government commitment to reducing emissions and delivering vital improvements in air quality through planning, infrastructure, regulation, and health communication measures.

The existing vegetation in Wales takes up a significant amount of air pollutants. Restoring land cover and changing land use practice to maximise the regulating provision of the ecosystems can further reduce air pollutants. Studies have shown that this approach could be more beneficial than traditional abatement technologies and can be especially effective in combination.

Encouraging the use of the cleanest modes of transport for freight and passengers, active travel and the creation of urban green space, are likely to be key in reducing emissions in the future.

Expansion of the air quality monitoring network in Wales, in both the urban and rural environment would help strengthen our evidence and reliance on computer modelling, to better understand the scale and impact of key pollutants such as ammonia on the environment. Better data sharing as a result of new legislation, especially within the agricultural sector, will also allow us to target our interventions and policy to ensure pollution can be minimised.

Wildfires

Wildfires continue to be a problem across Wales with 15,576 grassfires between 2015 –2020. In the same period there were 4947 grassfires in the Mid and West Wales Fire and Rescue service area.

Deliberate grass, woodland and crop fires recorded by MSOA 2016-21

Total incidents of deliberate grass, woodland or crop fire by fiscal year
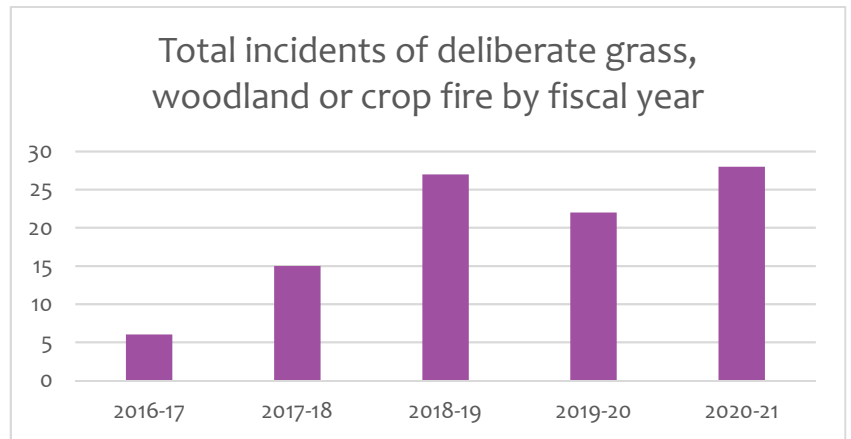
Deliberate grass fires reported my Mid and West Wales Fire and Rescue Service

In Pembrokeshire the areas most affected by deliberate wildfires are: Pembroke Dock, and Milford Haven. These are shown in blue on the graph of Pembrokeshire in Figure 8. Incidents of wildfires in our county have been relatively low, seeing an increase from 2016 and staying stable over the last 3 years.

The environmental harm caused by arson is significant, it can damage or destroy:

- Habitats, vulnerable plants, wildlife and grazing.
- Properties and historic features.
- Alter the physical structure, composition and hydrology of the soil.
- Affect water quality.
- Affect Air quality and potentially cause traffic accidents.
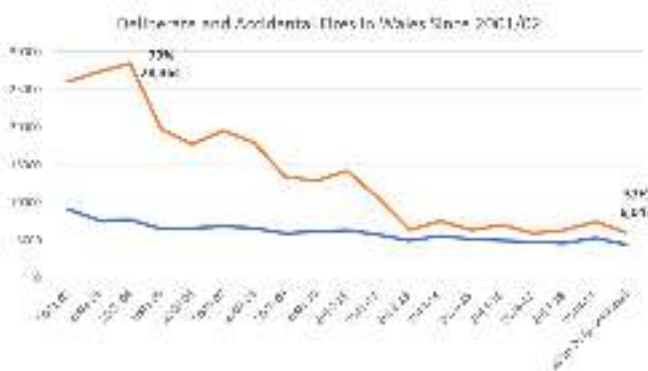
Long-term trend of grass fires in Wales

Smoke from wildfires carries small particulates that pose a danger to human health, as detailed above. To combat the setting of deliberate wildfires in Wales an all Wales task force has been created, Operation Dawns Glaw. When looking at the all Wales figures from 2001/2 there has been a significant improvement in both deliberate and accidental grassfires.

Flood Risk

Flooding cause's significant damage and distress to those who live in areas affected. Floods are one of the most common environmental emergencies; with widespread

and long-lasting health, environmental and financial impacts affecting homes and businesses and can significantly disrupt the normal functioning of whole communities. From a health perspective, quite often the worst affected are the most vulnerable in society.

Nearly 3000 properties in Pembrokeshire are currently at some level of flood risk from river or surface water flooding or coastal inundation. 1632 properties are at low risk, 418 at medium risk and 769 at high risk. Climate change will increase the number of properties, infrastructure and key services at risk of flooding. Places which do not currently flood will become at risk of flooding and those already known to be at risk will see the level of that risk become greater.

Extreme weather events will become more common; events such as the 2020 storms will increase the level and frequency of flooding. Three key climate change impacts relative to flood risk are extreme rainfall events, river flood flows and sea level rise.

NRW Communities at Risk Register (CaRR) identifies the 5 Pembrokeshire communities most at risk (i.e. combined tidal, pluvial and fluvial scores).

CaRR 'community' name	Top 5 communities Max score ranking (undefended) (CaRR 2019)
Haverfordwest	1
Pembroke	2
Tenby	3
Fishguard	4
St. Dogmaels	5

Shoreline Management

 Climate change is predicted to cause a rise in sea levels, which together with predicted changes in storm intensities and increased wave action may pose further risk to exposed coastal areas and communities such as Amroth, Saundersfoot, Little Haven and Newgale

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Shoreline management plans (SMPs) identify risks from flooding and coastal erosion, opportunities to maintain and improve the environment by managing these risks, and set out where we should continue to defend the coastline or where it would be more sustainable to adapt over time.

Coastal adaptation will be required where there is a change of policy option over the SMP time periods or epochs, i.e. short term (Epoch 1 0-20 years), medium term (Epoch 2 20-50 years) and long term (Epoch 3 50-100 years); for example a change in policy option from 'Hold The Line' (HTL) to 'No Active Intervention' (NAI) or 'Managed Realignment' (MR), to deliver a more sustainable and resilient coastline to help manage and mitigate future flood and coastal erosion risks.

Hold the line

No active intervention

Managed realignment

**Coastal Management Plan,
20 year timescale**

Where No Active Intervention (NAI) is proposed, consideration will need to be given to how this is undertaken. Locations that are expected to remain defended will need to consider nature based solutions to improve environmental resilience and deliver wider benefits across the well-being goals.

Water Quality and Health

Our rivers, lakes, groundwater, estuaries, coasts and seas provide us with important natural benefits, many of which contribute to the well-being of local communities and the wider population. These benefits include:

- Providing clean fresh water for people to drink, for industry and for agriculture
- Clean rivers and seas for recreation, relaxation and enjoyment
- Income generation from business and industry, tourism, energy production, angling and commercial sea and shell fisheries
- Supporting resilient terrestrial and marine ecosystems and habitats
- Providing seafood (fish and shellfish) and for crop growth

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By working together to improve and maintain the management and quality of our water resources we can deliver benefits for the environment, the local economy, health and quality of life.

There are a number of significant factors having an impact upon our waterways in Pembrokeshire. Water quality is being affected by pollution from nitrates, phosphorus and sediments from agriculture and sewage. Artificial structures and changes to river channels and banks pose barriers to fish and disruption of natural habitats. Invasive species are widespread, including Japanese knotweed and Himalayan balsam and there is an increasing demand for water.

Nutrient concentrations in Welsh rivers and globally are a widespread problem and Pembrokeshire is no exception. Pollutants, in particular nitrate, phosphorus and sediments, are having a detrimental impact on water quality.

In this predominantly rural county diffuse pollution from agricultural sources is contributing to water quality failures, both in terms of water chemistry, but also dependent ecological indicators. The problem is exacerbated by continuous sewage and storm sewage overflow discharges from water industry sources.

To assess Water Framework Directive (WFD) compliance, NRW assess the condition of water bodies through monitoring, which produces an overall classification. The current classification or status for each water body is shown
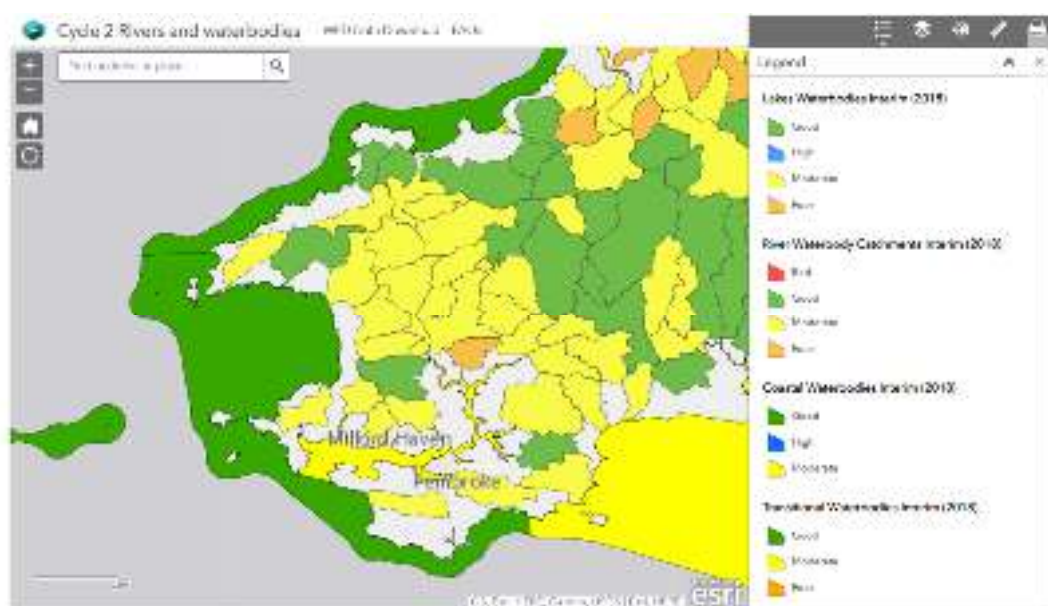
Classification of water bodies in Pembrokeshire taken from Water Watch Wales

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A decreasing proportion of water bodies are achieving the required Water Framework Directive (WFD) Good Ecological Status (GES), with more deteriorating than improving, over the longer term.

The overall proportion of non-tidal water bodies at GES within Pembrokeshire (30% of the 69 waterbodies) is significantly lower than the average for Wales (40%).

Along with work to tackle nutrient and sediment pollution, addressing and improving fish passage is a key issue to address to see improvement in a small number of water bodies, such as Pembroke River quality.

Continued efforts to reduce water quality impacts from drainage misconnections and from storm sewage discharges is required in urban areas.

Most of the tidal water bodies (termed transitional) within Pembrokeshire are currently failing for dissolved inorganic nitrogen and, in some cases, related biological indicators such as diatoms and/or macroalgae (seaweed). In addition to detrimental ecological impacts this can also cause problems for recreation users of the Milford Haven Waterway and commercial fishing operations. Continuous sewage discharges and diffuse pollution from agriculture and rural land management are the predominant issues identified. Levels of certain chemical contaminants including Tributyltin (TBT) and Mercury (thought to be due to atmospheric deposition) have also been recorded as above statutory guidelines in tidal waters.

Compliance Assessment of Welsh River Special Area of Conservation (SACs) against Phosphorus Targets in 2021 found 67% of waterbodies within the Cleddau River SAC, including every water body of the Western Cleddau, failed to meet target phosphate levels. This has significant implications for any proposed new development within the catchment because any new development that might result in an increase in the amount of phosphate within the SAC must be able to demonstrate that it will at least not add to, or it will reduce, phosphate levels in the receiving waterbody.

Bathing Waters

In Pembrokeshire we are lucky to be able to swim and enjoy recreation in some of the cleanest waters in the UK. This is similar for our neighbours in Ceredigion and Carmarthenshire. 27 of the 29 bathing waters in Pembrokeshire have achieved the highest 'excellent' status, the other two were awarded 'good' status.

Pollution Incidents

Pembrokeshire had 302 confirmed incidents between 2016 and 2020, 89% were low impact and 11% high impact. In 107 of the total number of confirmed incidents agricultural materials and waste was the main type of pollutant followed by 52 incidents caused by sewage. Approximately 15% of incidents from agricultural sources and 3 % from water industry sources had a high impact.

Number of confirmed environmental pollution incidents, taken from the Wales Environment Pollution Incidents Interactive Map
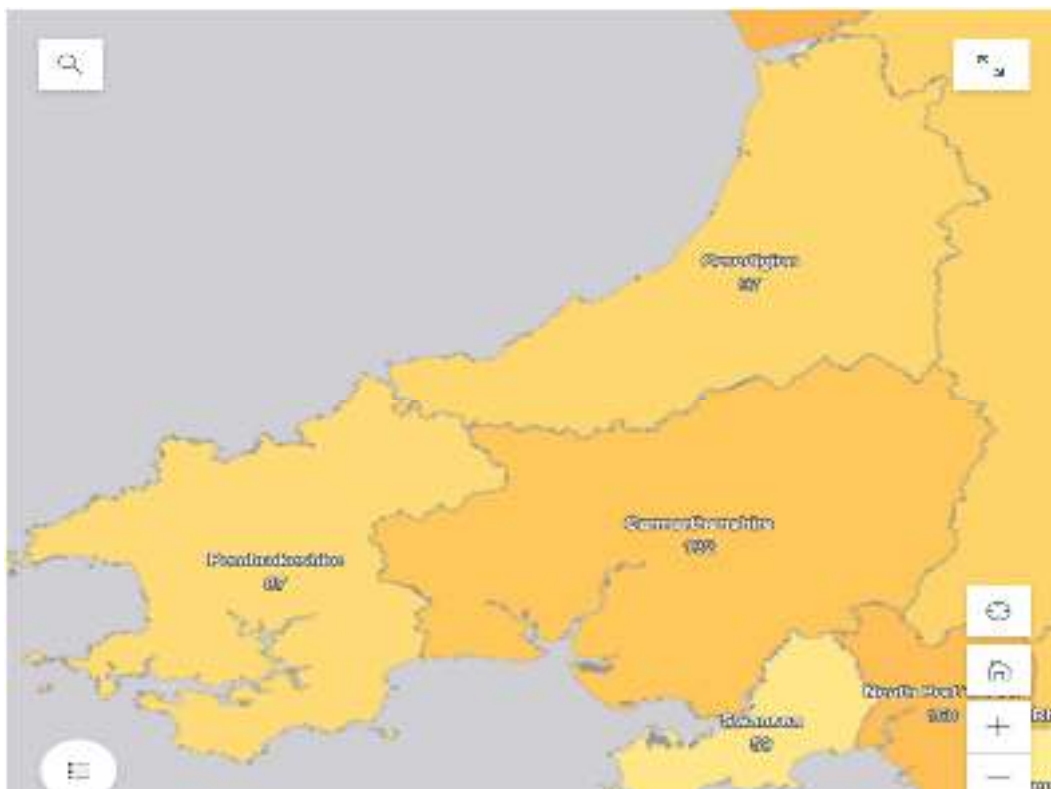
Water resources
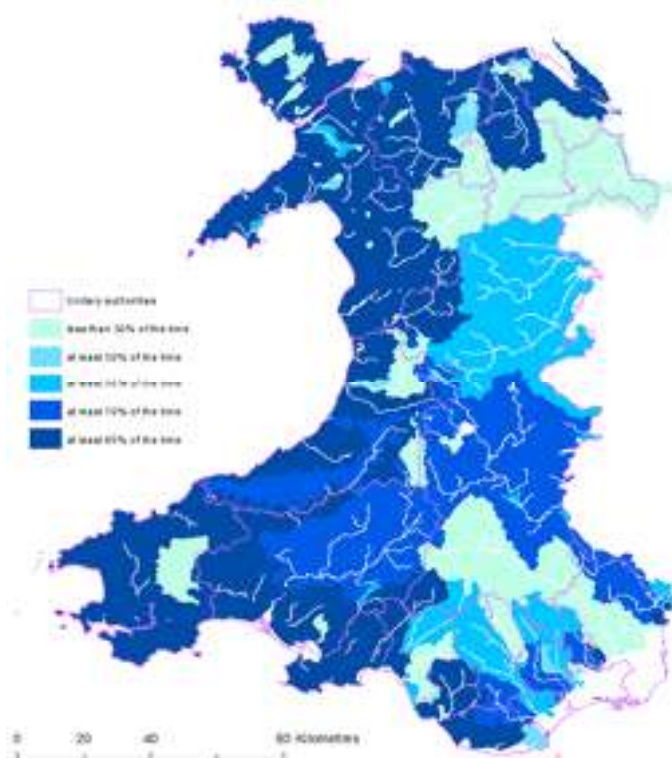
The demand for water must be balanced with the importance of protecting water resources for a healthy environment. Water is taken from rivers in Pembrokeshire for public water supply, agriculture, industry, power generation and amenity uses. Within Pembrokeshire there isn't a big surplus of water available for future additional use. This is because most of the water 'available' is already licensed for use, particularly at low flows. The Eastern and Western Cleddau catchments provide most of Pembrokeshire's public water supply. As these rivers are designated SACs and therefore afforded a high level of environmental protection, there is potential conflict with the demand for water.

Demand for water is increasing as the local population increases and tourism numbers increase. The impacts of Covid led to an even greater increase in tourist numbers but whether this increase will continue in future is unknown. Water resources will come under increased pressure in the future, impacting the ecosystems, people and businesses which rely upon them.

Actions that we can take to improve the current situation are:

- Help people to understand where their water comes from why we need to use it wisely to avoid wasteful practices and do more to improve water efficiency.
- Water Resource Management Planning by Dwr Cymru/Welsh Water to ensure that there is enough water to supply consumers under future climate and population scenarios.

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Waste and Recycling

Living in a 'disposable' society where waste is continually generated increases pressure on the use of our natural resources. Once waste is generated it requires treatment at facilities that require land, consume energy and water and produce emissions to the environment. If waste is not handled and treated properly it can be harmful to ecosystems, biodiversity and the well-being of the population.

Wales is transitioning to a high recycling nation which is a necessary component of a circular and regenerative economy. However, more needs to be done to prevent waste from being generated if we are to achieve zero waste and one planet living. The pace of becoming a high recycling nation must be matched with the provision of suitable waste facilities and end markets for materials, particularly for material streams that are currently difficult to recycle.

Percentage of all waste recycled

Residents in Pembrokeshire have continued to improve upon their excellent recycling rates. Pembrokeshire currently has the highest rate of combined waste reuse, recycling or composting in Wales at over 70%. The Welsh government target for recycling rates will be increasing from the current rate of 64% to 70% in 2024. Pembrokeshire is one of four counties in Wales currently exceeding a 70% rate in advance of this change, alongside neighbouring Ceredigion.

ENGAGEMENT RESPONSES

When responding to the regional survey a majority of residents in Pembrokeshire stated that they would recycle more and reduce waste when asked "What would you consider doing to improve your local environment?. Around half (55%) would like recycling in the county to be made easier.

Recycle more	75%
Reduce waste	74%

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It is currently not clear what the impact of Covid-19 has had on recycling rates and caution should be given to making comparisons to previous years However, the picture in Pembrokeshire is cause for optimism.

ENGAGEMENT RESPONSE

A comment from an engagement held by the Pembrokeshire Nature Partnership details the importance of ecosystem resilience:

"Resilience goal is overarching. Without a healthy, functioning environment no other goals are possible. It is the keystone piece. Natural capital is the building block from which ALL other capital is made. It must be used sustainably."

Ecosystem Resilience

Ecosystem resilience is the capacity of ecosystems to deal with disturbances, either by resisting them, recovering from them, or adapting to them, whilst retaining their ability to deliver services and benefits now and in the future. Disturbances include (but are not limited to): habitat and species loss and deterioration; climate change; pollution and invasive non-native species.

Healthy and resilient ecosystems that are resistant to threats and disturbances provide benefits including:

- Clean air and water
- Provision of food
- Ability to adapt to climate change and extreme weather events e.g. flood prevention
- Store carbon ('green' and 'blue') to mitigate the impacts of climate change
- Protected habitats, biodiversity and landscapes for their intrinsic value and associated improved health and well-being
- Economic from tourism, recreation and enjoyment of landscapes and iconic species such as seabirds and seals

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Work that can be done to improve the ecosystem resilience in our county starts with the development of an understanding of value of the natural environment and recognise biodiversity as an asset. Biodiversity underpins the social and economic systems we rely on in Wales and despite a more integrated policy framework, we struggle to find ways to measure it as an economic asset. Clear information is needed to show where declines in biodiversity and other natural resources are leading to impacts on wellbeing. Developing this understanding and bringing that understanding into decision making will be a critical step in building future ecosystem resilience.

The county has an extensive network of 'designated' (protected) sites; As well as the Pembrokeshire Coast National Park, Pembrokeshire has 77 Sites of Special Scientific Interest (SSSIs), 10 Special Areas of Conservation (SACs), 4 Special Protection Areas (SPAs) and 1 Marine Conservation Zone (MCZ) – Skomer. These designations cover and protect marine, terrestrial and freshwater habitats and the species dependant on them.

Pembrokeshire's important semi-natural habitats include woodland, semi-natural grassland, heathland, rivers, wetlands and coastal habitats.

The rich mosaic of habitats are especially noted for:-

- The range and diversity of marine habitats and species e.g. grey seals, maerl (type of seaweed) habitats and the largest native oyster beds in Wales
- Iconic seacliff landscape with coastal grasslands and maritime heaths
- The extent of unimproved neutral grassland on the Castlemartin peninsular
- The extensive heaths and commons of the Preseli Hills SAC
- Significant examples of upland and lowland oak woodlands
- The eastern and Western Cleddau Rivers SAC and the Pembrokeshire Marine SAC

There are a number of pressures which impact upon these valuable habitats and the ecosystems they support. These include: development – leading to incremental loss and fragmentation of habitats reducing genetic diversity, intensification of agriculture (e.g. agri-pesticide use impacting pollinators, damage to peripheral habitats like hedges, nutrient and sediment pollution e.g. elevated phosphate in SAC rivers), impacts of non-native species and disease, increased recreation and

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inappropriate land use and lack of management such as grazing. Climate change is likely to further exacerbate these pressures.

The majority of Pembrokeshire's terrestrial, freshwater and marine, protected sites are in unknown or unfavourable condition, which means that although they are still of immense ecological value, they could be improved.

Pembrokeshire Marine SAC is considered to be one of the best areas in the UK for large shallow inlets and bays, estuaries, reefs and grey seals. Also supporting Atlantic salt meadows, mud and salt flats, coastal lagoons and sandbanks. Several SAC features, including grey seals and Allis Shad, are in favourable condition but 10 of the 15 features are in an unfavourable condition, including estuaries, mudflats and sandflats.

Otters are in favourable condition in the Afonydd Cleddau SAC. Brook and river Lamprey are in unfavourable – recovering condition but other features for which it is designated (Sea Lamprey, Bullhead, Alluvial forest, Active Raised Bog and water courses with the Ranunculion fluitantis and Callitricho-Batrachion vegetation) are unfavourable-unclassified as there is insufficient information to fully assess them.

Typical of national trends, the Eastern and Western Cleddau rivers are currently classified as 'At risk', and the Nevern 'Probably at risk' for both salmon and Sea Trout populations with Sea Trout particularly badly impacted by the effects of intensive agriculture.

Climate Change

Climate change is a cross-cutting issue, it is happening now, it is affecting our wellbeing and will impact the wellbeing of future generations. By the 2050s in Wales: Annual temperatures are projected to rise by 1.2°C Summer rainfall is expected to decrease by around 15% Winter rainfall is projected to rise by 6% and Sea level is projected to rise by 22 cm. There is clear evidence of climate change in Wales, e.g. increase in mean daily temperatures, reduction in air frosts, and increase in storm events. This is predicted to have a range of impacts not only directly on health and

well-being but also on habitats and species such as a decline in native species, changes in migration patterns and increases in invasive species. In addition, the State of Natural Resources Report identified the potential for increased coastal erosion, affecting beaches, intertidal areas and other coastal features which could have a significant impact along our extensive coastline.

Any climate change policies need to be integrated with policies for biodiversity. A climate emergency is a biodiversity emergency. Climate change mitigations can exacerbate the biodiversity crisis so there is always a need for them to be considered together.

Further emphasis should be given to the role of nature recovery in both mitigating and adapting to climate change, recognising the significance of these two interrelated challenges. By putting nature into recovery, we can tackle climate change. Thriving habitats, both terrestrial and marine, can safely lock up vast amounts of carbon, while providing other vital benefits that help us adapt to our future climate, such as flood prevention, clean water and improved health and well-being.

In 2021, the UK Climate Change Committee (www.theccc.org.uk) released the third independent assessment of UK Climate Risk. The Summary for Wales identifies the following risks as high magnitude, requiring action now:

- The impact of climate change on the natural environment (terrestrial, freshwater, coastal and marine, forests and agriculture)

- Increases in the range, quantities and negative consequences of pests, pathogens and invasive non-native species

- More frequent flooding and coastal erosion, leading to: (a) damage to coastal businesses; (b) increased severity and frequency of flooding to homes and communities; and (c) damage to infrastructure services (energy, transport, water supplies and ICT)

- The impact of high temperatures, high winds and lightning on the transport network

- The impact of high temperatures on people's health and wellbeing

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- Extreme weather events causing disruption of health and social care services

- Changes in temperature, precipitation, groundwater and other landscape changes causing damage to cultural heritage assets

- International impacts of climate change (e.g., food availability, safety and security, risks to international law/governance) that could affect the UK through disruption of trade routes, supply chains and public health.

Carbon Dioxide

Total CO₂ Emissions per Capita
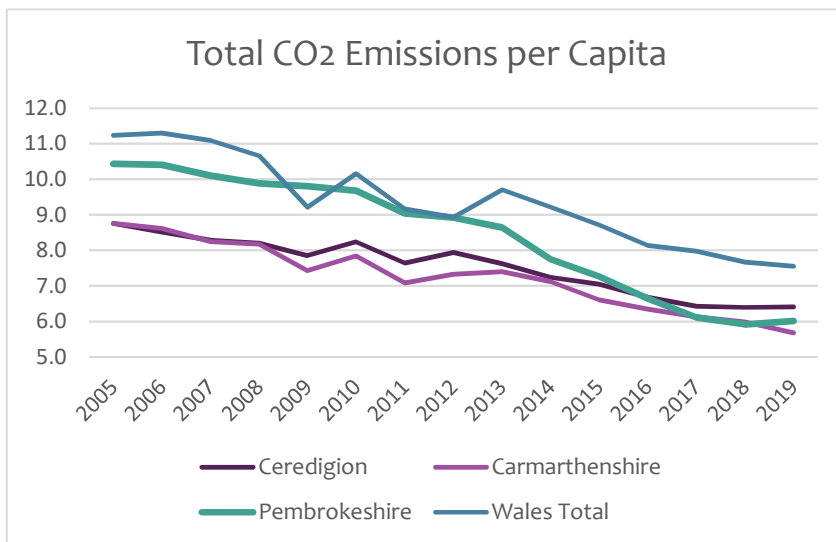
Carbon dioxide emissions do not directly pose the same health risks as other gases, such as carbon monoxide. However, impacts of high carbon dioxide emissions are felt globally through climate change; in turn creating a large impact on the health and well-being of people.

CO₂ Emissions by Industry

The CO2 emissions per capita in Pembrokeshire are reducing, following the same pattern as seen in Ceredigion, Carmarthenshire and across Wales. The gap between the difference in emissions between the three main sources, industry, commercial and transport has narrowed. Transport is now the leading source of emissions in Pembrokeshire, emissions from industry have risen in the past year.

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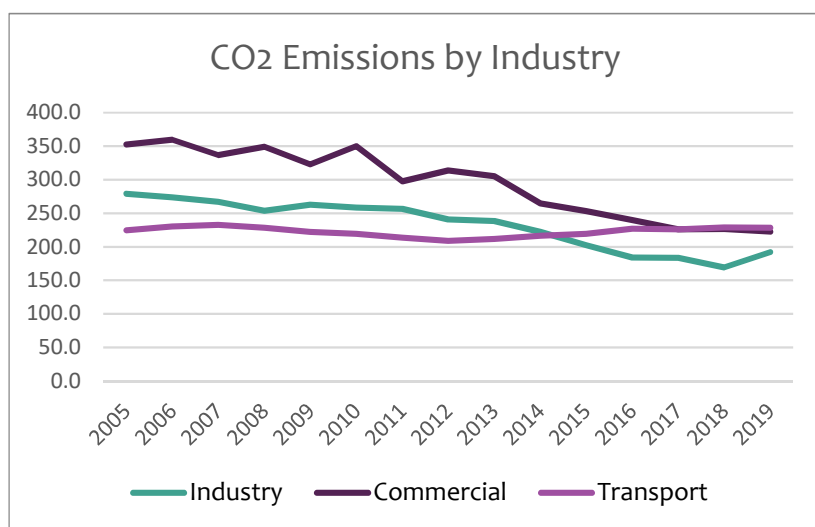
Renewable Energy Generation

TOTAL RENEWABLE ELECTRICITY GENERATION (MWh)

Legend: Carmarthenshire — Ceredigion — Pembrokeshire
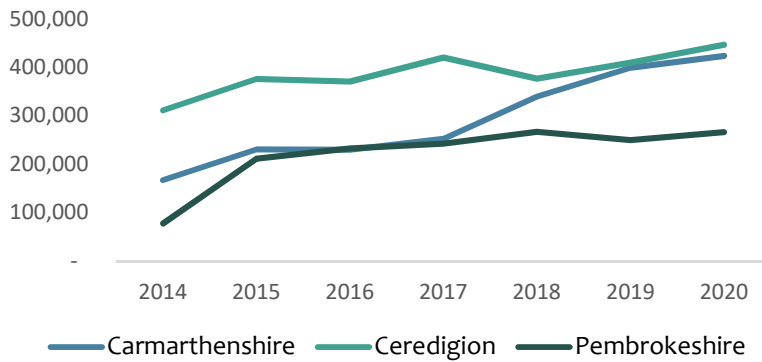
The capacity and generation of renewable electricity has been increasing in Pembrokeshire, the wider region, and across Wales in recent years.

As of 2020 there were 4247 renewable energy sites in Pembrokeshire, a significant increase from the 2620 sites present in 2014. Of these, photovoltaics generated the most electricity in 2020, followed by on shore wind farms.

TOTAL RENEWABLE ENERGY SITES

Data points: 2,620 (2014); 3,422 (2015); 3,686 (2016); 3,762 (2017); 3,836 (2018); 4,074 (2019); 4,247 (2020)

RENEWABLE ELECTRICTY GENERATED (MWh) IN 2020

Category	MWh
Photovoltaics	189,714
Onshore Wind	68,470
Hydro	1,329
Anaerobic…	0
Landfill Gas	5,875
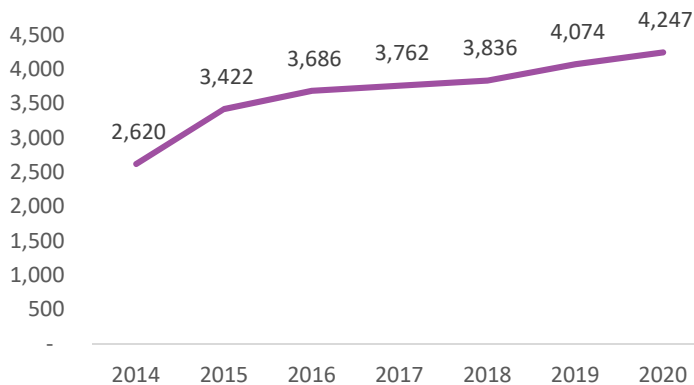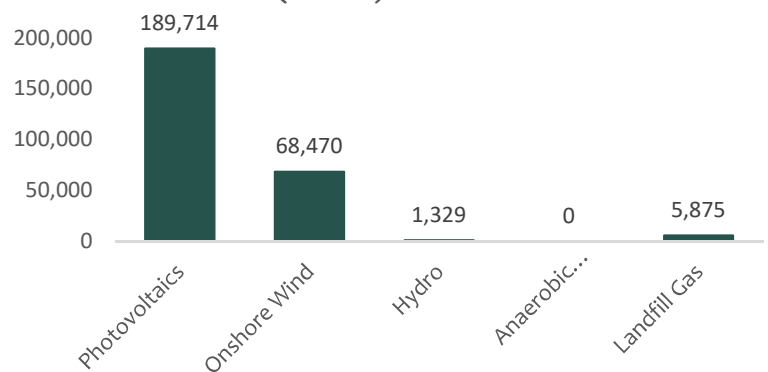
ENGAGEMENT RESPONSE

54% of respondents to the regional survey stated that ability to adapt and be resilient to climate change was one of their top concerns about their local environment when looking to the future.

There are a number of opportunities for taking action to address the impacts of climate change:-

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We need to transform our energy system - Making buildings energy efficient and low carbon is one example of reducing overall energy use, and therefore greenhouse gas emissions, whilst also helping towards the behavioural changes needed in society to address many of the issues faced. Encouraging the local generation of energy and promoting demand management and energy efficiency are also important to effect change. Pembrokeshire has the highest concentration of wave resource in Wales equating to an indicative capacity of up to 5.6 GW providing a significant opportunity for development of the industry. Pembrokeshire County Council is leading the way in renewable energy with a collaborative £4.5 million project exploring the vital role hydrogen could play in a decarbonised energy future.

We need to transform our transport system - SoNaRR 2020 recommends considering actions in the social sphere, driving change in how and why people travel or transport things. This could include building on the change of lifestyle we all experienced during the Covid-19 pandemic - More working from home, limited travel, people staying local for holidays and recreation and encouraging the purchase of local produce to reduce transport costs. Improving active travel routes, enabling the switch to electric vehicles and embracing global energy transition based on a hydrogen economy can all play a part.

We need to transform our Food System – Increasing food production through sustainable farming practices which will include low carbon management practices, increased biodiversity-friendly management practices, new incentives and regulatory mechanisms, altered diets and reducing food waste will all help to make a more efficient food system.

Removing carbon from the atmosphere and maintaining long-term storage of it (sequestration), for example through peatland restoration, increased tree cover in the right places with the right species and supporting projects to increase 'blue carbon' storage within the marine environment is vitally important.

As a society, we need to address our over-use of resources and its impact in Wales and globally. Our society relies on ecosystems as a source of natural resources and to dispose of wastes and emissions. Wales's global footprint makes it clear that our systems of production and consumption are putting too much pressure on the environment. We need to reduce our use of natural resources and the pollution and

waste we generate, in order to have an economy which regenerates ecosystems, instead of degenerating them.

When asked "What would you consider doing to improve your local environment?" over half of regional survey respondents stated that they would "improve energy efficiency and purchase green / renewable energy" or "use renewable energy". A suggestion of a move from fossil fuels to a renewable energy industry was raised in several engagement responses. A quote taken from a session held by Pembrokeshire Nature Partnership stated:

"Engineering can transfer from fossil fuels in the Haven to the renewable sector. Prospects of Renewable Energy – skilled well paid jobs. Jobs in environmental management and agriculture"

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A PROSPEROUS WALES	A RESILIENT WALES	A HEALTHIER WALES	A MORE EQUAL WALES	A WALES OF COHESIVE COMMUNITIES	A WALES OF VIBRANT CULTURE AND THRIVING WELSH LANGUAGE	A GLOBALLY RESPONSIBLE WALES
✓			✓		✓	

Overview

Education and learning is a key issue for the PSB as it underpins other themes. Without basic skills such as literacy and numeracy, citizens can be excluded from many aspects of society. The skills acquired in school and college underpin the economy. As the new curriculum demonstrates, education and learning and inextricably linked to culture and self-expression. Education and learning is important in its own right and ultimately, it is part of what it is to be human and is part of the fabric of society.

Learning and maintaining the capacity to learn enables people to continue to engage with their families and community and for people to maintain their independence. The increased use of digital communication and the need to learn how to use these technologies is a case in point.

Some PSB partners have a particular role in formal education services, such as Pembrokeshire County Council and Pembrokeshire College, and these organisations, as well as third sector organisation such as PAVS and PLANED have a role in delivering lifelong learning. All PSB partners have a role as employers for workforce training, particularly for apprenticeships. Education and learning should not be pigeon-holed as the responsibility of one or two PSB partners.

Further education is provided by Pembrokeshire College and its Estyn inspection found that the college's performance was good with excellent prospects for improvement. The college has expanded and there are 2,000 full-time and 13,000 part-time learners and apprentices split between two campuses (the MITEC centre is focused on engineering). Through Work-Based Learning (WBL) Apprenticeships and Traineeships, the college is working with more than 3,500 employers.

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As noted in the economy section, there is a limited higher education offer within the county. Pembrokeshire College offers a range of higher education courses in conjunction with other institutions such as Trinity St Davids and Swansea University, many of which are targeted at known schools shortages, such as engineering, and health and social care. Over time, there has been a steady increase in on-line learning opportunities (the Open University was established over 50 years ago) and it is possible that Covid-19 will result in a permanent shift towards on-line learning. If so, the impact of the relative lack of higher education institutes within Pembrokeshire may wane.

For formal education services, further education services provided by Pembrokeshire College are rated good by Estyn, and there are many examples of good schools (for instance Ysgol y Preseli in Crymych has been ranked the fourth best state secondary school by the Sunday Times Parent Power schools guide). However, Estyn's December 2019 LEA inspection found that there despite strong strategic direction, under performance had not always been dealt with robustly. It also found that whilst there had been improvement from previous inspections, consistency of improvement remained an issue.

Since Estyn's 2019 Inspection, there have been a six of inspections of schools (including one secondary school) that required some degree of follow up. In all cases, these have been removed from lists of schools that require significant improvement of review. Routine inspections of schools such as Gynradd Llandudoch assessed the school as good. Whilst there is no room for complacency, these inspections provide externally validated evidence of the progress schools are making to improve.

The Covid-19 pandemic coincided with implementing the Estyn Post Inspection Action Plan. The initial lockdown was extremely disruptive to schools and colleges and schools necessarily focussed on providing a safe environment for learning. One of the adjustments made was that public examinations were replaced by teacher assessments for GCSE and A levels and these are not comparable with previous years.

A complicating factor to measuring progress is that Welsh Government had already changed how it collated examination results, making it more difficult to draw comparisons between local authorities or to make generalised assessments of education and learning across broad areas. As a result, the analysis of data section,

which draws on the Public Services Board well-being assessment core dataset uses data from a time at which we know improvement was needed. However, this remains the most recent data and in future the PSB will need to rely on more qualitative assessments on the progress which is being made.

Since the last Well-being Assessment, the new national curriculum has been agreed. This will be implemented over the next year and places much more emphasis on young people having a broad range of skills as well as developing a sense of place. Another important development is changes to how young people with Additional Learning Needs are supported.

Covid-19 has interrupted young people's learning especially those young people on low incomes or with additional learning needs. Covid-19 has also been a stressful time, limiting opportunities for social interaction and straining people's mental health. This too is likely to have an impact on learning. On a more positive note, it has also tested new digital ways of delivering education and learning.

Analysis of data

School provision
The range and type of schools in Pembrokeshire from September 2021 is shown below.

Age Range	Secondary	Community Primary	Voluntary Controlled	Voluntary Aided	Special	Total
3 – 11		32	10	6		49
3 – 16	1			1		2
3 - 19					1	1
4 – 11		3		1		3
11 - 16	1					1
11 - 19	4		1			5
	6	35	11	8	1	61

There is a considerable variation in the size of primary schools which have capacity to offer places to about 10,250 pupils. The largest primary school has almost 700 pupils, the smallest only 21 with the median average being around 125 and the upper quartile around 230. The 25% largest primary schools provide just over half of

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the 9,525 places taken up. There are approximately 750 surplus places for primary schools.

The vast majority of primary schools offer nursery provision. Access to childcare is key in addressing gender inequalities in the workplace (see life stages analysis).

Pembrokeshire's two middle schools offer 1,075 places (one of these, Caer Ellen is Welsh medium).

There is variation in the size of the six secondary schools in Pembrokeshire. The largest has 1,620 on roll, the smallest around 525 and the median size is around 900. There are about 5,960 secondary students on roll whereas the capacity is just over 7,000.

Post sixteen education is delivered within the framework of a Memorandum of Understanding with Pembrokeshire College. The aim of this is greater collaboration between Schools and the College to minimise duplication and maximise the offer of courses to students. Since the last assessment, the number of school sixth forms has (following extensive debate) been reduced as the number of learners meant sixth forms were not viable. Campus 6 at Pembrokeshire College offers a wide range of A levels and vocational equivalents such as Extended Diplomas.

Pembrokeshire's well-regarded Special school, Portfield, caters for children and young people with severe, profound and complex learning difficulties in the age range 3 -19 years. The whole spectrum of children's needs are supported through the involvement of many professionals.

Learning Resource Centres provide additional support for young people with additional learning needs (e.g. autism) with the aim of supporting young people to reach their potential within a mainstream school setting. Eight are based at primary schools providing 160 places. There are currently three centres for secondary age children, with a proposal to expand this to four, providing capacity to meet the needs of 92 learners.

Whilst not a school it its own right (as young people remain on the roll of their own school) there is also a pupil referral unit which provides intensive support for children and young people with Behavioural, Emotional and Social difficulties.

Schools provide more than education; they are community hubs in their own right and decisions to open, close or merge schools are taken very carefully (Council has opted to make these decisions itself rather than delegate them to the Executive). The Council has a school re-organisation policy that aims to match the number of school places to the number of children in an area and, over the past decades, there has been a steady reduction in the number of schools. Factors include:

- a fall in the number of young people of school age,
- changing locations of where pupils live; in general, this is towards main towns and away from rural areas
- the need to update school buildings and provide learning environments that are fit for the future. The successful C21st schools programme has seen well over £100m invested in new or re-furbished school buildings and more projects are either on site or are planned.
- the educational advantages of federating or merging small schools, such as reducing the number of head teachers with significant teaching requirements.

Pembrokeshire has bucked the national trend by increasing the amount of Welsh medium provision. The Welsh in Education Strategic Plan for the period 2022 – 2031 is currently in draft and will be agreed in early 2022. The expansion of Welsh medium provision is a priority within this plan, and is required in order to meet challenging Welsh Government targets.

Location of pupils and need

The table below is summarised from the January 2021 Pupil Level Annual School Census and shows how many pupils (of all ages) live in Pembrokeshire and the communities that they live in. It also shows how many children have been identified by their families as entitled to free school meals.

It is not straight-forward to tie back the number of pupils living in communities to the number of people living there as some schools have sixth forms; others do not as well as inaccuracies in population estimates. Communities that are close to education provision in other counties (e.g. Whitland School or Cardigan school) such as Northeast Pembrokeshire, Saundersfoot/Kilgetty area and Tenby area have a lower proportion of pupils attending Pembrokeshire schools compared with those that are further from the border

Community	Pupils not entitled to FSM	Pupils entitled to FSM	Total number of pupils	% entitled to FSM
Northeast Pembrokeshire	766	51	817	6.2
Fishguard Area	1108	178	1286	13.8
Northwest Pembrokeshire	771	105	876	12.0
East Pembrokeshire	830	75	905	8.3
Haverfordwest North	920	254	1174	21.6
Haverfordwest South & Merlin's Bridge	997	230	1227	18.7
Narberth Area	574	39	613	6.4
West Pembrokeshire	965	118	1083	10.9
Neyland Area	1108	122	1230	9.9
Milford Haven East	905	251	1156	21.7
Saundersfoot/Kilgetty Area	819	94	913	10.3
Milford Haven West	1031	278	1309	21.2
Pembroke Dock	1213	388	1601	24.2
Pembroke East & Carew	942	82	1024	8.0
Pembroke West & Angle Peninsula	958	283	1241	22.8
Tenby Area	631	68	699	9.7

Free school meals is covered in more detail in the poverty section. It is worth noting that only those pupils who apply for free school meals are counted in this list; other measures of childhood poverty do not contain this distortion.

There is a wide variation in the percentage who are entitled to free school meals with much higher proportions in the main towns, or communities that cover part of a main town such as Pembroke West & Angle Peninsula

In addition to those entitled to free school meals, in January 2021, a further 830 pupils received free school meals via transitional arrangements. Following the co-

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operation agreement between the Labour and Plaid group in the Senedd, all primary school children will be entitled to a free school meal.

Educational outcomes

The Flying Start programme supports children and their families who live in communities with relatively high levels of deprivation. The percentage of Flying Start children reaching or exceeding their developmental milestones at 3 years in Pembrokeshire in 2015 was 54%, which dropped to 46% in 2016, the most recent published figures. The figure for 2016 was a little below the median average, whereas 2015's figure was at the upper quartile.

For GCSE results, the percentage of pupils aged 15 who achieved Level 2 threshold including a GCSE grade A*-C in English or Welsh first language and Mathematics for 2015 to 2017 (the last year that results were measured in this way) was at the Welsh median average; the actual percentage figure dropped from 59% to 55% to 54% for each year respectively. However, education results tend to be influenced by levels of deprivation. Given the relative levels of poverty in Pembrokeshire at this time, compared with the rest of Wales, results might have been expected to be higher.

The following is part of the Welsh Index of Multiple Deprivation underlying data set and shows another measure of GCSE performance based on where pupils live. This shows a considerable variation in outcomes from Northeast Pembrokeshire and East Pembrokeshire which are well within the upper quartile for Wales to Pembroke Dock which is very low compared with other MSOAs

Community	Key Stage 4 average point score	Percentile rank: Key Stage 4 average point score
Northeast Pembrokeshire	128	20
Fishguard Area	121	40
Northwest Pembrokeshire	126	26
East Pembrokeshire	131	13
Haverfordwest North	117	54
Haverfordwest South & Merlin's Bridge	111	77
Narberth Area	123	35
West Pembrokeshire	120	44

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Neyland Area	108	86
Milford Haven East	107	88
Saundersfoot/Kilgetty Area	130	16
Milford Haven West	121	40
Pembroke Dock	98	98
Pembroke East & Carew	122	38
Pembroke West & Angle Peninsula	102	95
Tenby Area	119	47

The impact of young people leaving school without achieving literacy and numeracy qualifications has impacted on other parts of the education system. Estyn's 2017 report on Pembrokeshire College noted "More than half of the college's learners enter the college without either a GCSE grade C in English or Welsh, or in mathematics. Those learners taking discrete classes to improve their English and mathematics generally make solid progress from their starting points. The rates at which learners achieve their Essential Skills Wales qualifications are good, and show an improving trend."

The Council has a particular responsibility to people in care. In 2016, the most recent figures we have available, no 16 year olds left care with no qualifications and this has tended to be the norm in previous years.

Child poverty, as measured by entitlement to school meals impacts on attainment. The figures below are taken from a 2019 report and do not necessarily reflect the most up-to-date position. Nonetheless, they are indicative of the generalised impact of poverty on attainment. The section on responding to trends gives further details on addressing the attainment gap and this is arguably the key point.

- The Foundation Phase Indicator for eFSM has declined from 81.2% in 2015 to 67% in 2019; the FPI eFSM gap, has increased from 9.8% in 14/15 to 18.5% in 18/19.
- The KS2 CSI for eFSM increased from 73.7% in 16/17 to 77.5% in 18/19; the eFSM KS2 gap has decreased from 18.6% in 16/17 to 13% in 18/19.
- The KS3 CSI for eFSM reduced from 70.3% in 16/17 to 66.7% in 18/19; the eFSM KS3 gap declined from 22.1% in 16/17 to 21.2% in 18/19.
- The KS4 Capped 9 Points Score for eFSM declined from 273.4 in 16/17 to 255.1 in 18/19; the gap has increased from 84.8 to 91.4 between 16/17 and 18/19.
- The KS4 L2i eFSM decreased from 30.3% in 16/17 to 20.5% in 18/19; the gap has increased from 30.7 to 32.7 between 16/17 and 18/19.

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- The attendance of Primary eFSM learners in 18/19 was 92.8%, with a 3 yr. average of 92.82%. eFSM attendance is equal to, or higher than national averages since 15/16 (18/19 comparator not available).
- Secondary eFSM (88.7% in 18/19) attendance has been lower than national averages since 13/14 (18/19 comparator not available).

A level results across Pembrokeshire generally compare well with the national average (the college and many school sixth forms). More data on the core results will be available in the final assessment.

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Higher education

The table below, part of the Welsh Index of Multiple Deprivation underlying data set shows the percentage of leavers who go onto higher education in 2019. This shows a very wide variation in the likelihood of young people embarking on higher level skills courses, ranging from 12.2% in Milford (99% of MSOAs had proportions of young people entering higher education that were higher than this) though to 37.6% in Saundersfoot/Kilgetty, well within the upper quartile for Wales.

Community	Key Stage 4 leavers entering Higher Education (%)	Percentile rank: Key Stage 4 leavers entering Higher Education (%)
Northeast Pembrokeshire	31.3	43
Fishguard Area	25.5	71
Northwest Pembrokeshire	26.9	63
East Pembrokeshire	31.8	42
Haverfordwest North	22.3	81
Haverfordwest South & Merlin's Bridge	20.3	86
Narberth Area	28	58
West Pembrokeshire	24.7	74
Neyland Area	17.9	92
Milford Haven East	12.2	99
Saundersfoot/Kilgetty Area	37.6	18
Milford Haven West	29.3	52
Pembroke Dock	19	90
Pembroke East & Carew	34.9	27
Pembroke West & Angle Peninsula	25.8	68
Tenby Area	32.4	39

Adult learning

Learning Pembrokeshire provide a range of courses for different audiences. These include essential skills and ESOL, key to meeting reducing inequalities and ensuring that people can participate in society. A variety of courses are offered to support Welsh learners.

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Courses are offered to support employers / sectors such as food safety and food allergen management for catering and personal licensing. Others are for general interest / leisure courses such as yoga, Tai Chi and Pilates, and arts courses. Digital courses are provided to support employment e.g. ECDL as well as ones focussed on digital literacy / basic IT skills

PAVS offers a training programme to support the sector (for instance on funding and on responsibilities of being a trustee) as well as courses with a broader applicability, for instance for safeguarding as well as digital training. There is a dedicated area on their website. PLANED offer a range of digital media courses as well.

It is worth nothing that there is a wide range of informal learning through community groups most of which happens organically and with little input from the public sector. Some of these groups are supported by projects run by PSB partners. For instance PLANED's 'Echoes of the past' provides a local welcome to local heritage. Pembrokeshire's local history groups offer well-researched insights into centuries of heritage which have shaped its landscape and people.

People interact in different ways for education and learning depending on how old they are. For young people, education and learning takes up a significant proportion of their lives and their well-being will reflect their experience of school and how it nurtures them. For other people, education and training may be linked to gaining workbased skills. For older people, education and learning may be an end in itself; a way of meeting.

New beginnings

For the youngest age group (and their parents and carers), nursery provision is key. The quality of provision is inspected by Estyn. The following information is taken from the conclusions of the Childcare sufficiency audit. This flags up gaps in provision especially in rural areas and for parents that need provision outside of core hours.

- Day Nursery provision is situated in the main towns within Pembrokeshire.
- Full day care is accessible to parents from 8:00am to 18:00pm, per day, Monday to Friday.
- Highest usage is part-time.
- 0-2 year old highest usage of places.
- Vacancies in full day nursery during school holidays.

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- Vacancies high for before school, after school and wrap around.
- There is limited provision in rural areas of the county.
- One Welsh medium day nursery in the county, providing 41 places. 19
- 2 year olds attend the most sessions, both during term time and school holidays.
- Day Nurseries provide care for children up to the age of 12 years, however no children this age attend.
- There is no flexibility for working parents if you work outside the core hours 08:00am – 18:00pm. Day Nurseries only accessible during this time.

Younger people

The implications for school age people are commented on throughout the education and learning section.

Youth and Adulthood

The growth in apprenticeships offers an alternative way to high skilled jobs rather than the academic graduate route. Continued education and learning may become more relevant to working age people as the nature of work changes and jobs change.

Ageing well

As the state retirement age has increased (and may increase further) and with more people working up until this age, there will be a continued need for lifelong learning. Rather than older people engaging with 'leisure' courses, there may be a need for greater vocational training for older people, who in the past, may have left the labour market.

Responding to trends

School provision

A paper on Planning School Places was considered by Schools and Learning Overview & Scrutiny Committee on 30 September 2021 (Link https://mgenglish.pembrokeshire.gov.uk/documents/s62763/OS%20Planning%20Place%20-%20Sept%202021%201.pdf) This sets out detailed demographic trends and puts it into the context of other factors such as building condition.

The table below summarises the complex issues within the report and proposes objectives and indicative actions:

Objectives	What this might involve:
Improve Standards	• Reduce the number of headteachers with a significant teaching commitment
More Federations	
Extend Welsh medium provision	• Reduction in the number of schools
Sustainable education community	• Removal of VC status from PCC owned faith schools
Better quality buildings	• Reduce the number of schools in 'poor' condition
	• Further extend 3-16 / 3-19 provision

Educational outcomes

A new strategy for Education is in development. The strategy runs till 2027 and its vision is to make *Pembrokeshire a great place to grow, learn and live*. The introduction of the draft sets out the challenge ahead "Pembrokeshire has made some improvements in recent years. We are clear that more remains to be done to ensure that Pembrokeshire is a great place to grow, learn and live. We need to bring about a shift in focus to enable schools to lead improvement across the system, moving away from a culture of dependency, and encouraging innovation in teaching and leadership."

Progress against the Estyn Post Inspection Action Plan continues to be monitored by as sub group of the Schools and Learning Overview & Scrutiny Committee. The following diagram summaries the objectives that have been set (in blue) whilst the words within the circle highlight the culture that leaders wish to engender.

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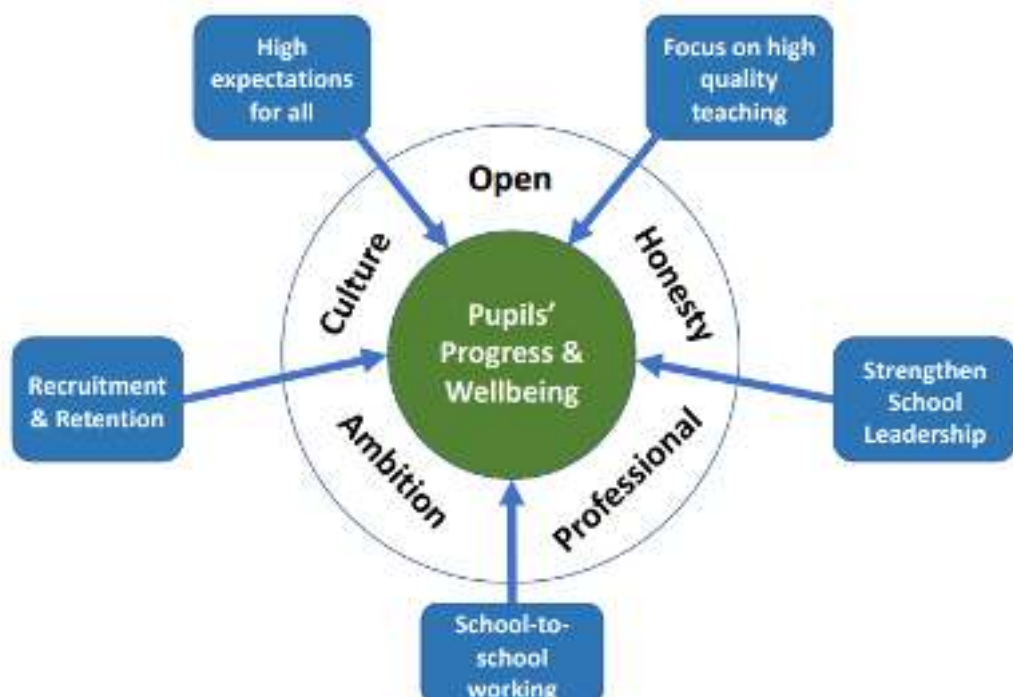
Estyn held an improvement conference in November 2021. The findings of this visit will be fed into the final version of this assessment.

The body which offers supports school improvement ERW which operated over a six county footprint (South West Wales + Mid Wales) has been wound up and a new body Partneriaeth created which covers Pembrokeshire, Carmarthenshire and Swansea. It is clear that the future of school improvement work is likely to be regional delivery. School improvement is one of the four Corporate Joint Committee functions (though to date this has not been commenced).

There are specific projects in place to address the attainment gap between those who are and who are not entitled to free school meals. The Raising Attainment for Disadvantaged Youngsters (RADY) will be rolled out in all schools along with a roll out for Peer Tutoring for eFSM pupils. This follows on from work in previous years, for instance critically evaluating the use of pupil deprivation grant to ensure it is focussed on projects that will address this issue.

Outcomes from survey

There is a limited amount of information in the surveys and engagement work on education and learning.

Main survey

Access to training and further education was one of the ten options respondents were asked to rank that they valued in a prosperous economy. Access to training and education was ranked 9th, about half the number of mentions of the top three items.

The survey report contains comments on education and these are replicated below:

- "Better schools might encourage well-qualified people to apply for jobs here where there are shortages. More research is needed into why it is difficult to attract good applicants for some jobs such as GPs."
- "Very unhappy with the new PSE curriculum coming in 2022. Again the Welsh Government did not listen to the people and the consultation was done so quietly and not covered by the media."
- "I would like local schools to be more outdoor based and adapt to integrate the needs of children with additional needs better."

Other comments around education include the opportunities for using the outdoors as a learning environment, and promoting land-based careers such as agriculture. A few comments were also made about the need for investment in school sports facilities, especially 4G pitches.

Schools and colleges featured in the questions about a vibrant community and thriving Welsh language. Only 40 out of the total 1,038 mentions were for lack of Welsh education schools / colleges, one of the lowest ranked answers. In a similar way, the number of mentions for "Support your children through Welsh medium education" and "More information on the benefits of Welsh medium education" were ranked much lower than other answers.

Some of the comments made about the Welsh language argued for greater Welsh medium provision whilst other respondents were less positive about more Welsh medium education:

- "I am a Welsh speaker, our children attend a Welsh medium school, noting the above question (what would you consider doing to help...) we watch TV programmes in Welsh without sub-titles."
- "More Welsh opportunities in mainstream schooling not just in Welsh medium schools! Welsh should be encouraged in all schools not just in 1st language schools.

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- "English medium schools should be available to all students in Wales as at the moment equality and fairness on that front is disappearing"

The metadata for the survey asked whether respondents volunteered. Of the 28 people volunteering with organisations supporting young people, 10 of the mentions were school based (e.g. Governor) emphasising both the important role that volunteers play in schools as well as the way in which school's governance structures are part of wider structures for civic society.

Youth survey

School plays a large part in young people's lives. School mentioned 35 times in "What is best about your community" and 78 times in "Three things made you smile this week" emphasising the positive view that young people have about schools.

Future trends

Demographic change

Education and learning will need to respond to demographic change. This is a complex area and it is also an area that the PSB can influence; land use planning policies such as the number, type and location of new housing, housing policies, policies to promote fast broadband and the attractiveness of home working and policies around economic development can influence demographic change and therefore the future demand for formal education services.

Without a co-ordinated initiatives to attract younger people and their dependents, it is likely that the number of school aged children within Pembrokeshire will continue to fall.

Future skills needs

The skills required in near future are commented on in the Economy section in the part that describes the work of the Regional Learning Partnership. Over the long term this list will also be shaped by:

- Decarbonisation and growth in the green economy. This is not limited to skills for engineering; there is also likely to be demand for environmental and agricultural skills
- Continuing demand for health and social care skills
- The growth in automation. This is likely to reduce demand for lower skilled jobs, particularly in administration. Over time, automation may reduce or

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change demand for higher skilled professional jobs. The implication of this is that people will need to develop broad-based competencies, be flexible and continue to invest in their own skills base.

Reports published by the Future Generations Commissioner are clear that how the skills agenda is also important:

- Learning to be created and delivered in partnership with businesses, charities and other organisations across Wales.
- Assessments should be broad based and should be centred around pupils not testing
- any future approach to skills must address equality issues and should be just.

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SAFE, COHESIVE & RESILIENT COMMUNITIES

A PROSPEROUS WALES	A RESILIENT WALES	A HEALTHIER WALES	A MORE EQUAL WALES	A WALES OF COHESIVE COMMUNITIES	A WALES OF VIBRANT CULTURE AND THRIVING WELSH LANGUAGE	A GLOBALLY RESPONSIBLE WALES
	✓			✓		
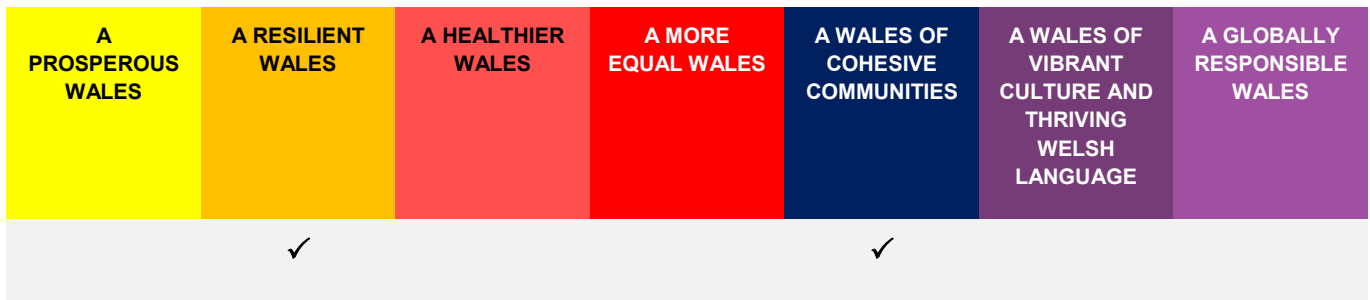
Overview

An individual's perception of whether they live in a safe community, and feel safe in that community, has a significant impact on their feeling of general well-being. People's feelings of safety are affected by their experiences and perceptions of crime and this in turn has an impact upon how cohesive or connected that community feels to them. Alongside this, the resilience of a community, and its ability to deal with challenges that affect the lives of its residents, can affect feelings of well-being. Being an active member of a vibrant community, for example through being a member of a local group or through volunteering, can enhance feelings of well-being and belonging, so that individuals feel more connected to their community and invested in its future.

Community Safety

Crime and disorder

Patterns of crime have been influenced by the pandemic, with falls in some types of crime and increases in others. The Crime Survey for England and Wales, undertaken by the Office for National Statistics (ONS), shows a 32% increase in fraud incidents in the year ending June 2021, whereas many areas have shown a reduction in theft and robbery due to the majority of people staying at home. However, the impact of the pandemic on how the survey was conducted mean that questions regarding some crimes, particularly domestic abuse and sexual assault, have not been included in the latest survey.

Pembrokeshire is one of the safest places to live in the UK and has very low levels of crime and disorder compared to other areas of Wales. Total levels of recorded crime

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for Pembrokeshire in 2020-21 were 9,162. The graph below shows comparisons of crime volumes and offence types in Pembrokeshire for the last three years;
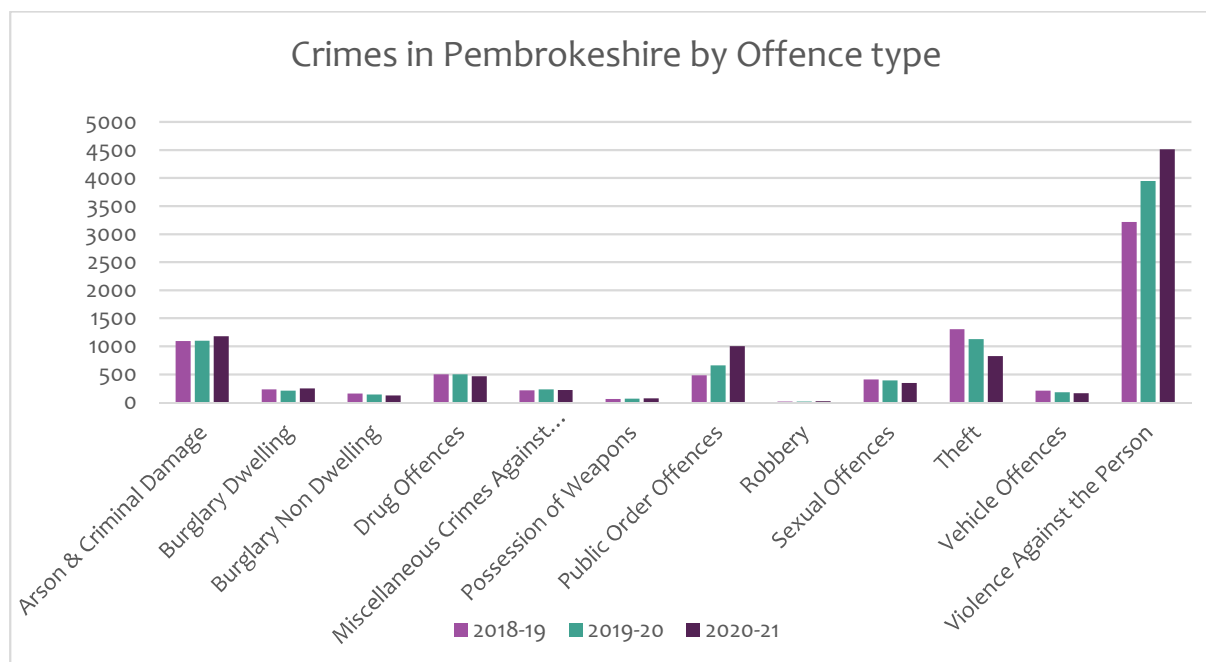
The data shows increases over the past three years in public order offences and violence against the person and a significant decrease in theft, which is in line with the results of the Crime Survey for England and Wales undertaken earlier this year. Figures for 2020-21 show that over a quarter of violence against the person offences in the Haverfordwest North area were alcohol related with around a third of public order offences in the same area also being alcohol related. Certain areas within the county have higher percentages of public order offences committed via social media or digital means, rather than in person. The highest percentages were recorded in Tenby (6.67% of total public order offences), Saundersfoot/Kilgetty area (5%) and Pembroke East and Carew (4.55%), most likely related to issues associated with the housing of asylum seekers in Penally.

Although theft offences overall reduced in 2020-21, some types of theft increased, in particular shoplifting, which made up a significant proportion of total theft offences in some areas (Pembroke Dock, Milford Haven West and Haverfordwest North). Changes to recording practices occurred in May 2017 with all crimes now being recorded at point of contact. This has increased recording accuracy and as a result recorded crime volumes have increased.

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Across the region, there have also been increases in Public Order offences over the last three years and increases in Violence against the Person offences, apart from in Ceredigion in 2020-21 where there was a slight decrease in the numbers recorded. With regard to crime rates per 1,000 population, Pembrokeshire's crime rate is close to that of Carmarthenshire, even though there is a considerable difference in estimated population for each county (ONS data puts mid-year 2020 estimates at 126,751 in Pembrokeshire and 190,073 for Carmarthenshire). It is unclear why this is the case, although elements such as demographics may be having an impact.

No. of crimes per 1,000 population 2020-21

County	Crimes per 1,000
Pembrokeshire	65.5
Carmarthenshire	64.1
Ceredgion	55.9
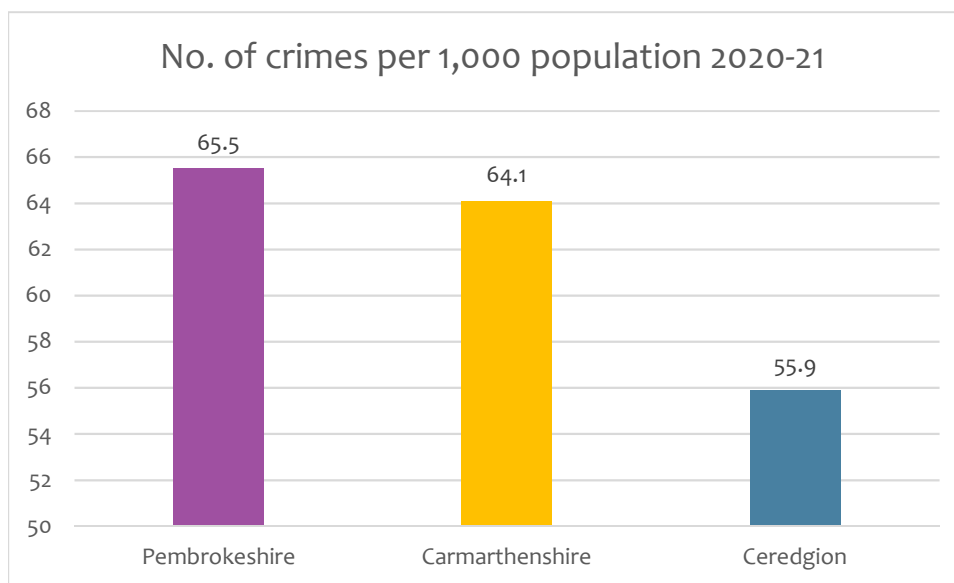
According to data gathered through the National Survey for Wales in 2018-19, 89% of people in Pembrokeshire reported feeling safe at home, walking in their local area or travelling. Survey results for the first part of 2021 (April to June) show that this figure has dropped to 81%.

Safer Pembrokeshire is the Community Safety Partnership for Pembrokeshire and is responsible for ensuring that partners work together to keep people safe in the county. Prior to the start of the pandemic in early 2020 work was ongoing to update the Community Safety Strategy for Pembrokeshire. Although it was not possible to complete this work due to the pandemic, a crime and disorder survey was undertaken in May 2021 to gauge people's perceptions and experiences of crime as a basis from which to reconsider a revised strategy. However, the number of respondents to the survey was low and the partnership has therefore agreed to re-

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run the survey in early 2022 supported by a more focused publicity and communication plan, in an effort to increase the response rate and raise awareness.

In February 2021 it was agreed that the PSB would receive regular updates around community safety and cohesion from the Community Safety Partnership. This was due to an increase in community safety and community cohesion issues related directly and indirectly to the Covid-19 pandemic, which affected a number of communities across Pembrokeshire in various ways, as well as impacting on the resources of a number of PSB partners.

Pembrokeshire has experienced considerable pressures during school holiday periods over the last two years, mainly due to an increase in people holidaying in the UK because of travel restrictions imposed during the pandemic. This led to incidences of anti-social behaviour (ASB) in several popular holiday locations associated with large groups gathering and individuals not adhering to social distancing requirements in shops and hospitality venues. Issues associated with 'fly camping' have also been an issue, with people having camped illegally in tents and motorhomes dumping the contents of chemical toilets and litter near these locations. Since lockdown and travel restrictions have eased incidences environmental damage caused by 'fly camping' has eased.

Anti-social behaviour is more of an issue within certain areas of the county, particularly in relation to Covid-19 rules and restrictions and linked to second home ownership, but reports increased across all areas of the county during 2020-21. Anti-social behaviour is an issue that has been directly attributed to large gatherings of young people, although it can often be the case that ASB is being perceived as taking place when this is not actually the case. For this reason work is ongoing within the local authority to provide safe spaces for young people to gather and socialise, thereby reducing the perception of ASB attributed to young people gathering in groups.

ASB reports by MSOA/Year

Legend: 2019-20, 2020-21

Categories: East Pembrokeshire, Fishguard area, Haverfordwest North, Haverfordwest South &…, Milford Haven East, Milford Haven West, Narberth area, Neyland area, North East Pembrokeshire, North West Pembrokeshire, Pembroke Dock, Pembroke East and Carew, Pembroke West & Angle…, Saundersfoot/Kilgetty area, Tenby area, West Pembrokeshire

VAWDASV

Violence against women, domestic abuse and sexual violence (VAWDASV) has far-reaching consequences for families, children, communities and society as a whole. The cross-government definition of domestic violence and abuse is: '*Any incident or pattern of incidents of controlling, coercive or threatening behaviour, violence or abuse between those aged 16 or over who are, or have been, intimate partners or family members regardless of gender or sexuality. The abuse can encompass, but is not limited to the following types of abuse:*

- psychological
- physical
- sexual
- financial
- emotional

The Mid and West Wales VAWDASV Strategy aims to embed Violence against Women, Domestic Abuse and Sexual Violence as "everyone's business" within work and day-to-day life. Violence against Women, Domestic Abuse and Sexual Violence is a cross cutting theme that requires all areas of public policy to address and to shape and improve the delivery of services for those affected.

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With the exception of controlling or coercive behaviour, domestic abuse is not a specific criminal offence and therefore offences that are domestic abuse-related will be recorded under the respective offence that has been committed, for example, assault with injury. Police are however required to flag when an offence is domestic abuse-related and report this data to the Home Office.

Data from the ONS supplied by the Home Office on Police recorded crime shows that the number of domestic abuse related crime in Dyfed Powys has increased year on year since 2015-16. The graph below shows the total number of domestic abuse related crimes in the Dyfed Powys region from Year Ending March 2016 to Year Ending March 2020;

Total no. of domestic abuse related crimes Dyfed Powys April 2015 - March 2020
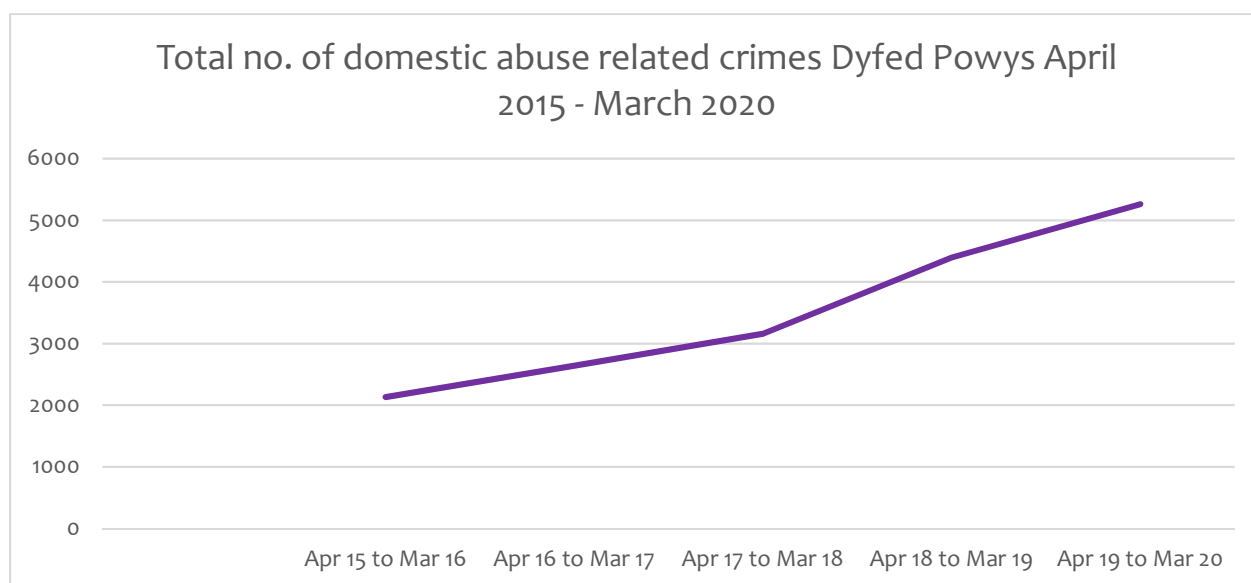
The latest data from Stats Wales provided by Local Authorities showed that in Pembrokeshire in 2018-19 there were 151 cases of alleged domestic abuse against males and 225 cases of alleged domestic abuse against females.

Reports to specialist domestic abuse services from those experiencing abuse in the home increased significantly during lockdown due to stay at home advice, preventing victims from leaving their homes. Independent Domestic Violence Advocates (IDVAs) help people living in fear of domestic abuse. They help to keep

victims safe by giving them a voice and work in partnership with many other agencies. Where the risk of harm is high they work with victims to make their homes safe or help them find somewhere safe to stay. The help provided by IDVAs covers many areas of the victim's life, for example, it could mean helping the victim's children to life safely and well or helping victims through the Court system.   The Dyfed-Powys Police and Crime Commissioner along with the four local authorities in the area commission the IDVA service in Dyfed Powys.

Since the start of the pandemic there was an increase in the numbers of individuals needing support from IDVAs. At the start of the first lockdown, numbers dropped as restrictions made seeking help harder, however, this changed when restrictions lifted when numbers soared.

The graphs below show figures for individuals referred to the service between 2019-2020 and the first two quarters of 2021-22;

IDVA - Number of New Victim Referrals 2019-2021

IDVA - Number of New Victim Referrals 2019-22 by County

Legend: Carmarthenshire, Pembrokeshire, Powys, Ceredigion
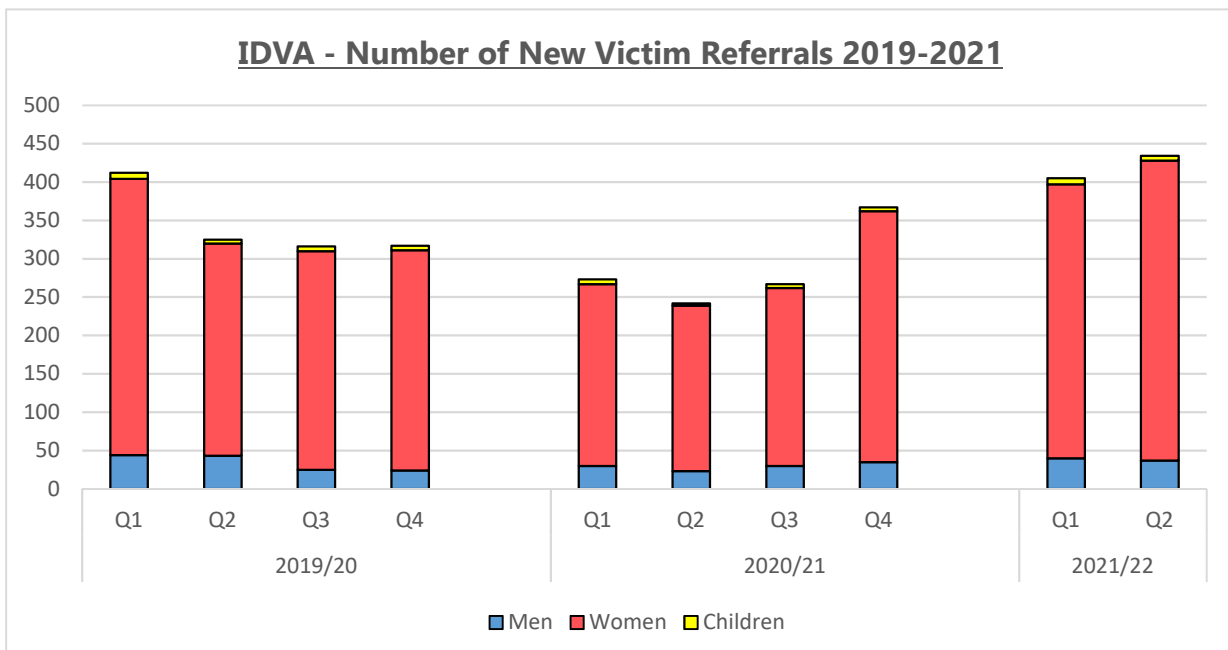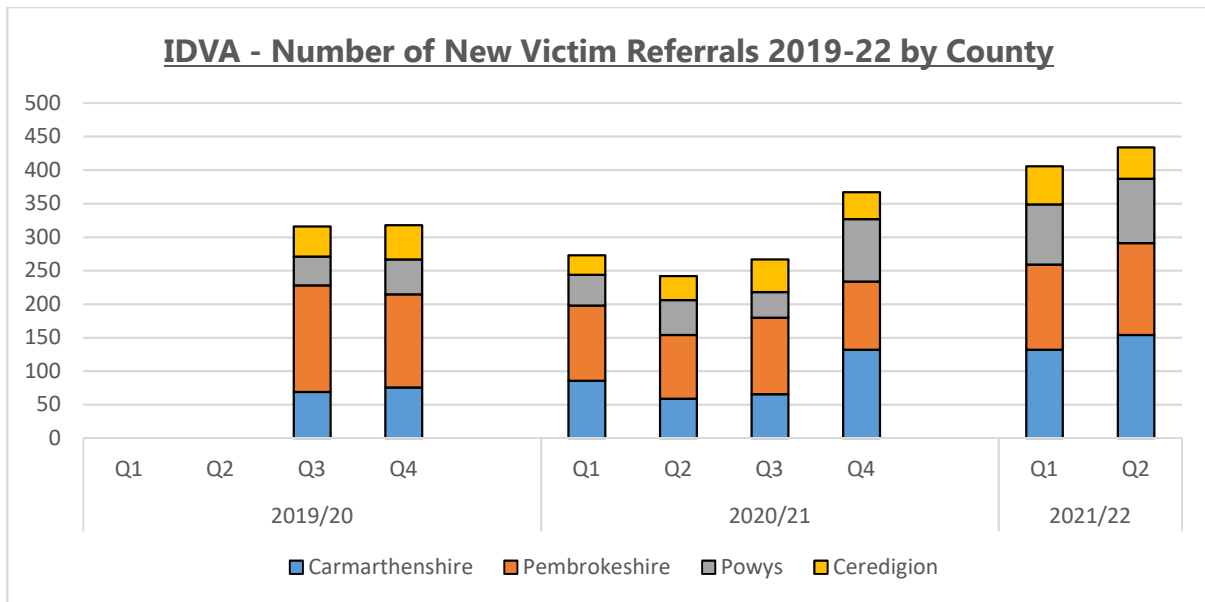
Hafan Cymru is a non-profit organisation that provides housing related support across Wales, including for those experiencing, or at risk of, domestic abuse. In response to the impacts of the pandemic on young people witnessing domestic abuse in the home, Hafan Cymru has set up a Children and Young People's Well-being Project in the area for those in the 5 – 18 age group. With schools closed for a considerable amount of time children and young people experiencing the negative effects of domestic abuse in the home were without 'safe spaces' to retreat to and unable to connect with friends and peers in the same ways as they would have done. The project offers structured activities to provide an outlet for enjoyment or expression and a range of tools are used to help young people to open up about feelings or worries.

Substance Misuse

Drug and alcohol misuse can have a range of adverse effects on outcomes for individuals and the communities in which they live.

Responsibility for planning and commissioning substance misuse services in Wales rests with Area Planning Boards. In the Hywel Dda region the statutory partners who are required to make sure that there is a local plan in place to tackle substance misuse are;

- Hywel Dda University Health Board
- Local Authorities (Ceredigion/Pembrokeshire/Carmarthenshire)

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- Dyfed Powys Police
- National Probation Service
- Fire Service

Service providers across the region work with closely with criminal justice and other services in order to reduce criminal activity caused by substance misuse.

Data from Dyfed Powys Police shows that the highest number of drug related offences were recorded in Haverfordwest South and Merlins Bridge, Pembroke Dock and Haverfordwest North, with the majority of these relating to Class B drug offences (Class B drugs include amphetamines, barbiturates, cannabis and dihydrocodeine).
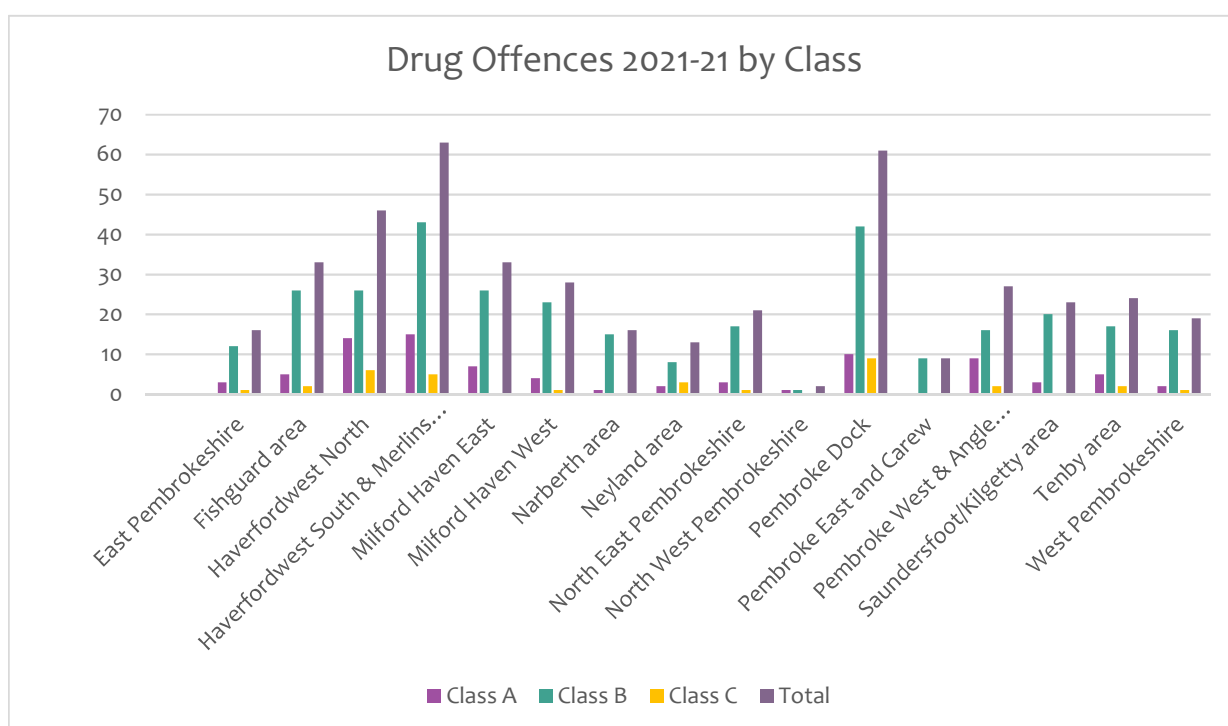
Fires and Road Safety

Mid and West Wales Fire and rescue data shows that there was an increase in deliberate fires in 2020-21 to 108, up from 74 recorded in 2019-20. The majority of these were reported in Pembroke Dock (23), Pembroke West and Castlemartin (15) and Milford Haven West (13). Within these figures, most fires were related to the

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burning of refuse outdoors, grassland or woodland fires or other outdoor fires on land or within outdoor buildings.   Accidental fires reduced in most areas in 2020-21, however, dwelling fires and vehicle fires were the most prevalent during this period.

Data from Stats Wales Service also shows that the number of road traffic collisions attended reduced by almost half from 2019-20 to 2020-21, this probably being due to Covid restrictions which meant that people were only permitted to drive for essential reasons and only within the county. Data shows that there were 164 road accidents in Pembrokeshire in 2020, with 132 slight injuries, 31 serious injuries and one death. This figure was down from 246 in 2019 (169 slight injuries, 71 serious, 6 deaths). Again this reduction in reported injuries is most likely due to stay at home advice and Covid rules which restricted movement by vehicle. Engagement, training and interactions to promote road safety are carried out by MAWWFRS through a combination of proactive and reactive work.

Community Cohesion

Community cohesion important in providing a sense of feeling safe in a community. National Survey results for 2018-19 showed that overall, people who agreed that they felt a sense of belonging to the local area were more likely to feel safe in that local area, compared with people who did not. In addition, people who agreed that those from different backgrounds get on well together in their local area were found to be more likely to feel safe in the local area, compared to those who did not.

Data from the National Survey for Wales 2018-19 show that the following factors are linked to people agreeing that their local area has a sense of community:

- Being older.
- Having high mental well-being.
- Feeling safe in different situations (e.g. walking in the area after dark).
- Being satisfied with the local area as a place to live.
- Having a good understanding of what the local councillor does for the community.
- Feeling able to influence decisions affecting the local area.
- Feeling satisfied with the availability of local services and facilities.

Overall, 52% of adults agreed that there was a sense of community in their local area.

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In Pembrokeshire, residents responding to the National Survey for Wales reported high levels of satisfaction with their local area, with 90% reporting that they were satisfied in 2016-17 and 2018-19 and 92% reporting that they were very satisfied or fairly satisfied in the first part of 2021. Regarding feeling that their area had a sense of community, including feeling a sense of belonging, that people from different backgrounds get on well and that people treat each other with respect, survey results from 2018-19 show that 62% of Pembrokeshire residents felt that their area had a sense of community. This figure may well have increased due to the numerous community initiatives that developed during the pandemic, however, data is not recorded to a local authority level for the first part of 2021.

Community Cohesion in Pembrokeshire linked to extremism, in particular far right extremism, was an issue that came to the fore in 2020 following a decision by the Home Office to house 234 asylum seekers in the former Penally MOD Camp. For a short time, Pembrokeshire became a target for members of far right groups seeking to capitalise on the decision to house the asylum seekers in the county in order to further their own agenda. The resources of the local authority, Dyfed Powys Police and a number of other agencies were significantly impacted, however, they worked closely with the asylum seekers and local community to foster positive relationships and target those responsible for committing crimes both online via social media and whilst protesting at the site. However, there were positive outcomes to the decision, as it led to the creation of a local county of Sanctuary movement, helping refugees and asylum seekers. Training around countering far right extremism has recently been held for professionals in the region by Small Steps, a company that employs former right wing group members to deliver their training programmes. This training focused on raising awareness, identification of signs and symbols and the tactics used by far right members to build support for their cause and how counter narratives can be used to reduce the appeal of far right extremism to vulnerable individuals who may be targeted by such groups. Following closure of the asylum camp, Pembrokeshire has seen a noticeable reduction in right wing activity together with a reduction in reports related to race hate incidents.

Hate crime relates to incidences where people are targeted for abuse because they identify with one or more of the following:

- disability
- race or ethnicity
- religion or belief (which includes non-belief)
- sexual orientation
- gender identity

Over the past 2 years information submitted to the Cohesion Team by Victim Support evidence that hate crime is relatively low in Pembrokeshire. Over this period Victim Support has received an average of 12 hate crime referrals per month. The majority relate to race issues averaging 8 reports, followed by sexual orientation, disability and religion. The latter three groups average a single number of reports each per month.

During the past year the Cohesion Team have introduced a Weekly Community Tension Monitoring Meeting, bringing together numerous Public and Third sector Organisations in order to understand tensions and issues emerging with Pembrokeshire. Tension monitoring has been a very effective method of testing the temperature within communities and has helped identify issues early on, and enabled partners to put in place plans to mitigate any tensions before they develop into bigger concerns. Tension monitoring over the last twelve months have included looking at trends in Hate Crime, Protest Groups, Covid-19 and Anti Vaccine related concerns together with low level ASB management.

Campaigns such as Hate Crime Awareness Week which takes place every year in October are important to raise awareness of hate crime and how to report it. Much work goes on during the week to share messaging and information about local and online events and work in Schools. Throughout the year, training, coordinated by WLGA, takes place in schools across the county on hate crime awareness.

Community Resilience

A community with a strong volunteer presence and community network is likely to be more resilient to challenges and better placed to respond to them, whether these challenges are due to environmental issues or where residents require help to access services, for example.

The emergence of Covid-19 and the ensuing lockdown established the importance of volunteers in supporting our communities. In late March 2020 the Pembrokeshire Community Hub was established, a partnership between Pembrokeshire County

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Council, Pembrokeshire Association of Voluntary Services (PAVS), Hywel Dda University Health Board, and Delta Wellbeing, a company that utilises technology enabled care to support ongoing independence. The Hub provided a single point of access for people who were shielding or self-isolating, or those experiencing other issues who needed some additional support with things such as shopping or collecting prescriptions, for example. The Hub received and responded to around 8,300 telephone calls over the initial lockdown period and it has subsequently been agreed to establish the Pembrokeshire Community Hub as a permanent element of community infrastructure.

One of the challenges moving forward is how to embed the principles underpinning the Hub concept into everyday working in order to support and enable the future sustainability and resilience of communities in Pembrokeshire and to promote the wellbeing, independence and social inclusion of people across the county. A project group is currently working on developing delivery plans that will support this approach and to mitigate the short, medium and long-term impacts of the crisis. This work will ensure that Pembrokeshire emerges stronger from the current crisis and is well prepared in the event of any future crisis.

Data shows that the volunteer demographic changed during the first lockdown, with a significantly higher percentage of 'work age' (26-65) volunteers registering, many of whom mentioned they had been furloughed, were working part-time, or had spare time as other things they were involved with had closed (such as sports groups etc.). Numbers in this age range have fluctuated but have remained higher than pre-March 2020.   There was also a reduction in enquiries from young people under 25 during the first lockdown but more enquiries from people over 66, many who were not able to undertake their normal volunteering role as places such as charity shops closed. Since the start of 2021 there has been an increase in enquiries from those under 25 especially school/ college students looking to volunteer in health/ hospital environment due to future career aspirations.

Age range of volunteers (%)

To Feb 2020

- 0-18: 6%
- 19-25: 22%
- 26-45: 36%
- 46-65: 32%
- 66+: 4%
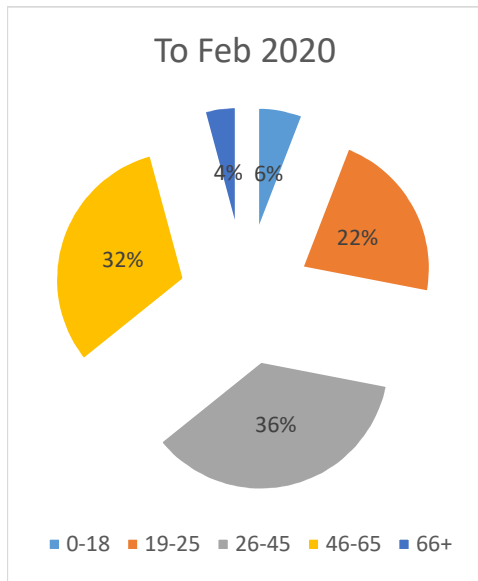
Age range of volunteers prior to first lockdown

Mar-Jul 20

- 0-18: 2%
- 19-25: 10%
- 26-45: 28%
- 46-65: 53%
- 66+: 7%
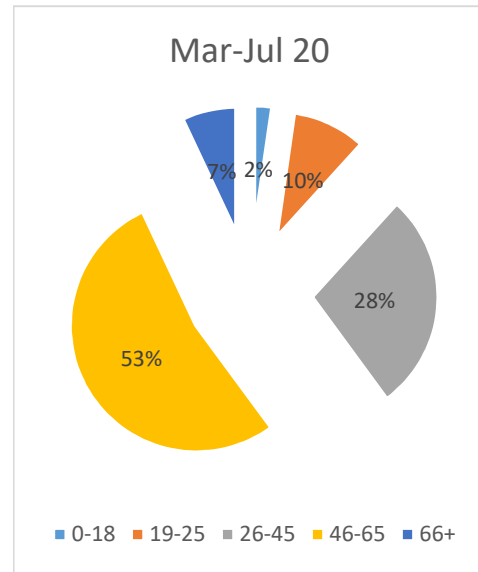
Age range of volunteers during March to July 2020

Aug20-Mar21

- 0-18: 7%
- 19-25: 13%
- 26-45: 26%
- 46-65: 45%
- 66+: 9%
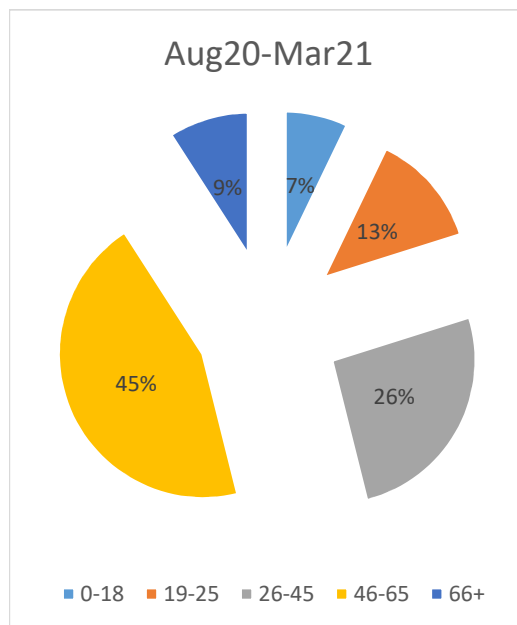
Age range of volunteers August 2020 to March 2021

Around 96 informal community-led support groups came into being to help their neighbours during the Covid crisis. A number of these groups continue to operate and come together as the Pembrokeshire Community Support Network, facilitated by PAVS. The number of voluntary sector organisations in Pembrokeshire registered

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with the Wales Council for Voluntary Action (WCVA) as of June 2021 was 2695. The largest number of these organisations, just over 17%, were organisations delivering activities directly into communities. Data from the National Survey for Wales from 2019 shows that Pembrokeshire had one of the highest rates of volunteers in Wales at 31.2%. This is likely to have increased as a direct consequence of the pandemic and the establishment of the Pembrokeshire Community Hub.

Survey and Engagement outcomes

Community Safety

Pembrokeshire's Community Safety Partnership undertook a survey between March - May 2021 focused on people's experiences and perceptions of crime. Although there was a low number of respondents to the survey (92), 62% of respondents either agreed or strongly agreed with the statement that levels of anti-social behaviour in their area had increased over the last 12 months. Further work is needed to identify both the areas these concerns related to and the particular issues that lead to incidences of ASB.

When asked about how safe they felt in their community over the last 12 months, 49% of respondents said that they felt less safe than they did a year ago. The top five concerns identified by respondents about issues of concern in their area were; people using or dealing drugs; speeding and other motoring offences; acquisitive crime - burglary/theft/robbery; online fraud (including romance fraud); and finally, violence without injury (verbal arguments, pushing and shoving). However, 74% of respondents their local area was a welcoming place to live and visit and 71% said it was a tolerant place to live and visit

Community Cohesion

In March 2021 a report was produced on behalf of the Mid and West Wales Community Cohesion Team reviewing the status of community cohesion in Mid and South West Wales. Background work for the report included focus groups with representatives of the following sectors of the community: Communities of Interest, Black, Asian and Minority Ethnic (BAME) communities; EU (non-Welsh) citizens; Rural and isolated; First language Welsh speakers; Gypsy / Traveller Communities; Syrian Refugees; LGBTQ+ people, disabled people and/or people with health conditions; young people.

The results of the consultation showed overall positive opinions towards the current levels of community cohesion in Mid and South West Wales, with 77% referring to community cohesion as good. This rose to 92% when the responses of those who referred to community cohesion as good but requiring improvement were included. Brexit was perceived as having had a negative impact on community cohesion in Mid and South West Wales. Results from survey question about the impact of Brexit on community cohesion revealed that 63.7% of participants believed that the Brexit referendum has had a negative impact on community cohesion.

The consultation showed positive attitudes towards the impact of Covid-19 on community cohesion, however, qualitative feedback demonstrated concerns about the longevity of the positive impacts and increase of negative impacts. 67.3% of survey respondents believed that community cohesion had either improved (40%) or not changed (27.3%) since the beginning of the pandemic. However, the qualitative data showed that most people had concerns about positive impacts being short lived, with concerns about different risks and threat to community cohesion, such as an increasing socio-economic divide, increased exclusion of already marginalised communities, decrease in opportunities to socialise and resentment due to Covid-19 rules infringement.

The main barriers to community cohesion identified by participants during the consultation were;

- Lack of access to travel, public services, and a decline in community venues and public places.
- Lack of efficient communication about opportunities for community engagement, and a lack of awareness around available services to the community.
- Lack of funding from public bodies, and a dependency and reliance on third sector organisations as another barrier to community cohesion.
- Important stigmas towards some communities such as LGBTQ+ communities, Gypsies/Travellers, refugee communities, young people, etc.), with references to the role of the media.
- Challenge of language barrier especially in regards to access to online information and online services.

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Several trends around suggestions on what could be done to improve community cohesion were identified during the consultation:

- Informal community activities and get together: This was described as an important way to promote cultural diversity and inclusion, especially due to the rural nature of the area. Suggestions often referred to small-scale community events, promoting intergenerational mixing, and working towards the normalisation of participation in local community events.
- Improving access to transport and services.
- Giving a bigger voice to the community: consultation with the local community which leads to tangible actions, and more representation and involvement of the community in the design and implementation of policies and programmes.

Some of the main high level findings from the Well-being Assessment Survey and corresponding Youth Survey highlighted a number of concerns from Pembrokeshire residents, particularly among those over 65, disabled respondents and those in minority ethnic groups;

'Feeling safe in my community', 'People in my local area treating each other with respect' and 'Feeling safe in my home' were the three things, which people valued most highly in relation to the community that they lived in. 'Feeling part of my community' was more important by those who lived in North Pembrokeshire and those who were aged 65 or over.
'Community resources being closed down', 'Lack of investment in our community' and 'The voice of the local communities not being heard' were the three things that concerned people most about community cohesion looking forward, with 'The voice of the local communities not being heard' being much more of a concern to disabled respondents.
With regard to reporting suspicious activity, those who lived in North Pembrokeshire, who were aged 65 or over or from minority ethnic groups were less likely to report suspicious activity when they see it. Those who lived in main towns were more likely to report suspicious activity.
More information on how to report a crime, hate crime or anti-social behaviour was considered more important by those who were disabled and those from a minority ethnic group.
'More funding for local groups', 'More information on community groups' and 'More information on well-being services' were the three types of support that people felt would be most valuable in encouraging them to take steps to help achieve cohesion in their community.
The results of the youth survey showed that 60% of young people strongly agreed or agreed that they felt part of their community.

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We also received a wide range of comments regarding infrastructure related to community cohesion. The largest number of these related to the need to improve public transportation services and there were also comments on the transport infrastructure, particular in relation to the provision of safe routes for cycling and walking.

Community Resilience

A number of people who responded to the survey noted that they volunteered in more than one capacity for a wide range of hours each month. Volunteers ranged from trustees or board members of community projects, those providing support to children's or young people's groups, cultural or heritage related volunteering, volunteering for faith groups or sports clubs, working with environmental groups or charities or sitting on local town or community councils. The main barrier to volunteering expressed by respondents was the lack of time available, particularly for those of working age.

Results from the Well-being Assessment survey regarding what people would consider doing to help achieve good community cohesion in their neighbourhood revealed that those aged 65 or over, from minority ethnic groups or those who spoke Welsh were more likely to consider taking positive and practical action to improve their community. Joining a community or volunteer group was less important to people overall, but those living in North Pembrokeshire and those who speak Welsh were more likely to do this. The lowest number of responses was from those who considered that taking part in local democracy would help to achieve community cohesion.

The value attached to connectedness within communities was high, especially in responses from those groups working directly with and in communities. The importance of feeling well connected and the need to improve information about how people can get involved was considered especially important.

__Relationships and connectedness__ increase wellbeing more than wealth. Meaningful social connection is vital for wellbeing. Helping people feel useful and valued is priceless - the mental health issues that arise from feeling useless are many and varied. People have so much knowledge to share. Rural communities are much better connected emotionally than major towns. They depend on each other and help each other. They meet in the village pub for a chat.

A PROSPEROUS WALES	A RESILIENT WALES	A HEALTHIER WALES	A MORE EQUAL WALES	A WALES OF COHESIVE COMMUNITIES	A WALES OF VIBRANT CULTURE AND THRIVING WELSH LANGUAGE	A GLOBALLY RESPONSIBLE WALES
		✓	✓		✓	
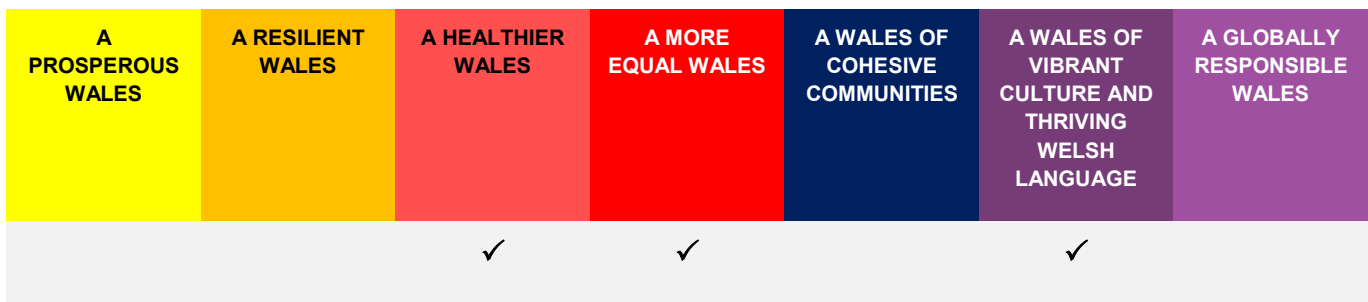
Overview

Culture is closely related to our natural and physical environment and has a strong connection to many sources of well-being such as learning, sharing, good physical and mental health, self-fulfilment, self-expression and self-worth. It is a necessary part of both individual overall well-being and people's perception of being part of a community. It plays an important part in the vibrancy, connectivity and cohesiveness of a place. For individuals to thrive they need to have access to cultural events, be able to engage with each other in shared experiences and feel part of a shared community. Similarly, participating in cultural events is an important part of individual development and fulfilment and spans all age groups, bringing positive experiences and growth through all life stages, from the earliest childhood memories in school right through to being an active member of a community in retirement. Central to this for many people in Pembrokeshire is through the use of the Welsh language, whether in daily life as a fluent and active user, or as a Welsh learner who wants to become more grounded and aware of the heritage and culture of Pembrokeshire.

Culture and the arts

Pembrokeshire has a number of popular arts and culture venues across the county as well as great restaurants and sport facilities. The Torch Theatre, Theatre Gwaun and Queens Hall are home to a wide range of events and activities from comedy and drama to music and pantomimes, and there are many libraries spread across the county. Pembrokeshire is also well-furnished with a rich and diverse arts scene. Oriel y Parc, Tenby Museum and Art Gallery, the Haverfordwest Town Museum and the Waterfront Gallery in Haverfordwest are hosts to exhibitions from local artists and craft workers. There are six leisure centres in the county along with many grass root sports clubs providing opportunities for active participation across our towns and

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villages. The Council also has numerous maps available as part of Active Travel, which help people find routes to integrate sport into their everyday lives and commute.

Pembrokeshire has a wealth of historic environment features including over 2500 listed buildings, 531 Scheduled Monuments and 9 Historic Landscapes. Most of the historic environment within the county is accessible to the public, so both locals and visitors can interact and form a relationship with Pembrokeshire's past. The physical heritage as well as the oral tradition and memories of the historic environment plays an important role in the formation and affirmation of personal, regional, national and spiritual identity. The historic environment is more than a representative of a past culture, it also represents a present culture that is very much alive. Pembrokeshire is home to many culturally significant landmarks and buildings such as St David's Cathedral, Pentre Ifan and Pembroke Castle. Additionally the Pembrokeshire Coastal Path is a notable part of the county's heritage and provides a wonderful opportunity to enjoy the beauty of Pembrokeshire for residents and tourists alike.

A somewhat unique characteristic of Pembrokeshire's geography and history is the Landsker Line which separates North and South Pembrokeshire which has had a significant impact on the use of the Welsh language in the county and people's ability to be able to use Welsh in their everyday lives. The recent expansion of Welsh medium education within many traditional non-Welsh speaking areas of the county will likely have a positive effect on this as learning the language becomes more commonplace.

Creative Industries in South West and Mid Wales

Generally, the impact of the pandemic has been significant for the vast majority of businesses with financial challenges and a severe drop in trade and demand for services exacerbated by the affected by lockdowns. In Wales only 11% of eligible employees in arts, entertainment and recreation received furlough payments, and while this is higher than most regions in the UK, it points to the importance of volunteers in ensuring that many local groups can be sustained. In 2019, 31.8% of people volunteered (which is one of the highest in Wales) with the majority of volunteers being retirees. This cohort are likely to be more cautious about group activities during the pandemic and also vulnerable to broader impacts such as shielding or caring for other ageing relatives or friends.

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The impact of the pandemic on consumer behaviour and the rate at which venues will re-open and events will begin again makes it very difficult for the sector to plan effectively, particularly given the amount of uncertainty at present and the possibility of future lockdowns or restrictions. This clearly has knock-on impacts on staffing levels and recruitment. The workforce is characterised by a high proportion of self-employment and therefore the majority of these respondents indicated that they have not furloughed staff.

A concern for the sector is the loss of talented and highly skilled staff who will be unavailable when the sector fully re-opens due to having sought alternative employment and greater certainty elsewhere. This could have devastating effects for a sector which was an important economic driver prior to the pandemic, and could have resulting negative impacts on people's well-being if they are no longer able to enjoy the various types of rich cultural activities which were available before.

Libraries

Libraries are an integral part of bringing a community together, personal development and education. Pembrokeshire refreshed both its user surveys in March 2019, as part of its annual consultation with users. Results demonstrate both consistently high levels of satisfaction with the service, and the positive impact of the library on people's lives, and survey findings are closely analysed to identify trends and areas for improvement. Pembrokeshire continues to meet the target for easy access to service points, with 13 branches (and a mobile library service) serving its dispersed population.

Libraries have been greatly affected by Covid and particular so during lockdowns. The number of visitors reduced following the introduction of social distancing rules and limited or on occasions no seating areas available. The Order & Collect service meant that the community was able to use the library even during limited capacity. The survey about the service suggested that 30.8% of people felt more connected to the community through the service. Just over half respondents contacted the library by phone and 34% by the online order form. This shows the importance of providing a variety of contact methods to meet the needs of library members and to make contacting the library as easy and convenient as possible.

Library visiting numbers have improved since the roll-out of the vaccination programme and as people have become more comfortable with social distancing

measures. Between April and October 2021 there were 46807 visitors through the doors, which suggests that people are feeling safer physically visiting the library at this point.

There is evidence that library staff play an important role in broadening people's enjoyment of reading. The majority of respondents to the library service survey suggested that many people (70%) preferred a member of staff to select the particular titles for them from a list of genres they liked to read, such as crime, thrillers or romance, and of this group, 95% have been introduced to new authors and 87% have been encouraged to read a book they would not have chosen for themselves.

Cultural events
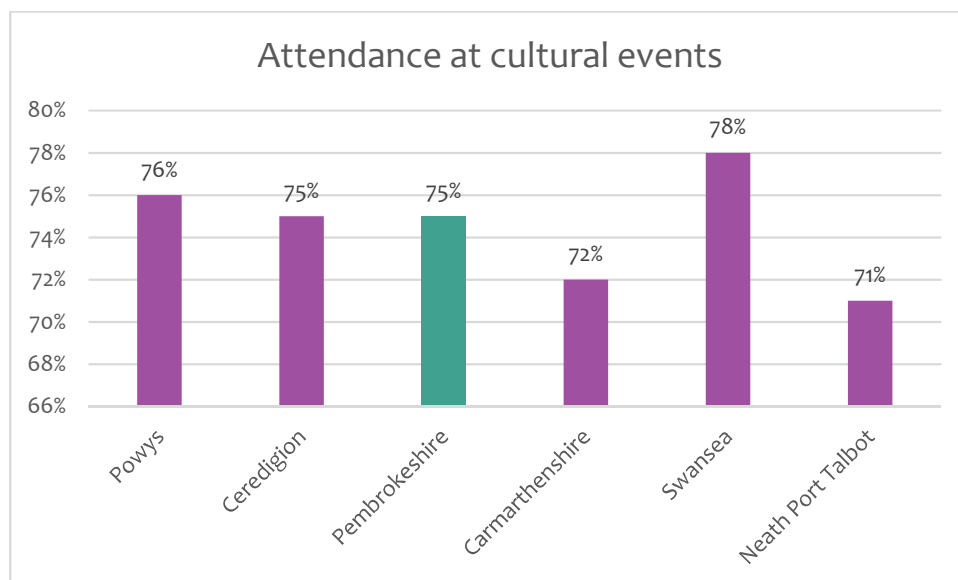
Attendance and participation in cultural events is important for health, well-being and education. It is crucial that there is sufficient focus on making events accessible and helping the public to be able to attend and take part in cultural events as we start to slowly shift towards living with the pandemic. The following information was collected before 2020 and it is important that in the recovery of the cultural sector is emphasised for the overall well-being of the population.

Many factors can enable or limit access to cultural events, such as:

- Age (more likely to attend if aged 25-34)

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- Deprivation (more likely to attend if living in the least deprived 20% of areas)
- Access to car
- Education level
- Access/use of internet
- Health: 47% of those who described their general health as being bad or very bad attended arts events three times a year, compared with 81% of people who felt in good or very good health.
- Well-being: Those who attend arts, culture and heritage events are more likely to have high satisfaction with life: 85% of this group said they were satisfied with life, compared with 74% of those who do not attend such events. They are also less likely to feel lonely.
- Education: Those with higher levels of qualifications are more likely to attend – 88% of those with a degree or equivalent attended or participated in cultural activities three times a year, compared with 45% of those with no qualifications.

Adults from households with children aged 5 to 10 years were more likely to visit the theatre (42% vs 36% of those with no children), combined arts events (34% vs 22%), heritage sites (68% vs 63%), museums and galleries (47% vs 39%) and libraries (40% vs 27%). Those providing small to moderate amounts of unpaid care to other adults were also more likely than non-carers to attend arts events (66% vs 61%), heritage sites (195 vs 17%) and libraries (32% vs 30%) suggesting that sharing activities with others may be an important driver for engagement.

Welsh Language

Being able to use Welsh in everyday life has a significant impact on the overall wellbeing of Welsh-speaking individuals and communities. . It is important that those who wish to use the Welsh language in their everyday lives are able to do so without barriers for an individual's sense of self-identity, culture and connection with our heritage to be enhanced. A broad and diverse range of Welsh cultural events and experiences is the best way to engage as many people as possible is using the Welsh language.

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	% of people 3+ who can speak Welsh (ONS 2011)	% of people who speak Welsh daily and can speak more than just a few words of Welsh (2018)	% of people who speak Welsh daily and can speak more than just a few words of Welsh (2019)
Ceredigion	47.4	32.6	36.1
Powys	18.6	7.9	8.5
Pembrokeshire	19.3	9.2	10.2
Carmarthenshire	43.9	29.8	30.4
Wales	19	11	10.4

In 2019 the percentage of people who can speak Welsh in the county reduced from previous years and numbers are lower than in our neighbouring counties of Ceredigion and Carmarthenshire.

% of people who speak Welsh daily and can speak more than just a few words of Welsh
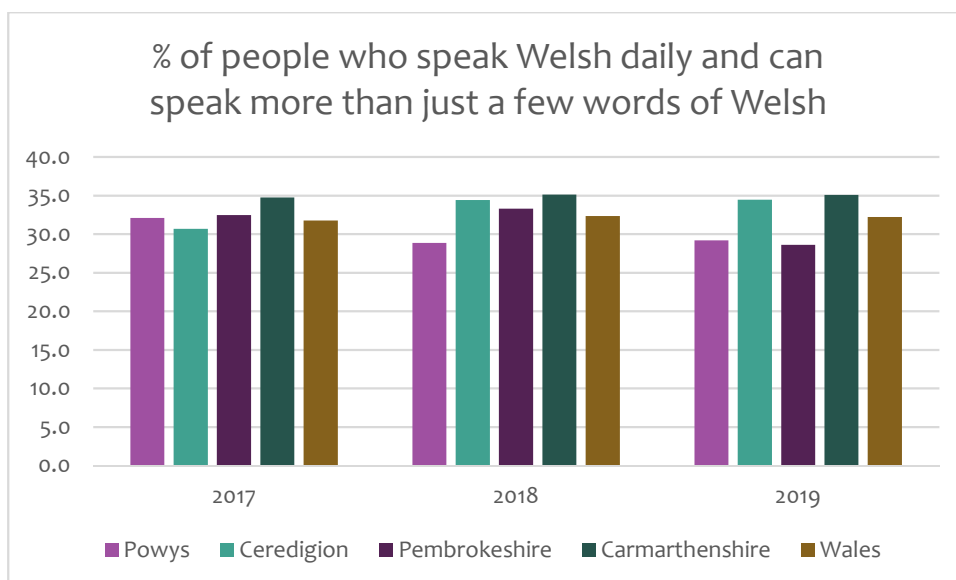
Nature and sport

The Pembrokeshire Coastal Path covers 186 miles (299 km). From St Dogmaels in the north to Amroth in the south, the trail covers almost every kind of maritime landscape from steep limestone cliffs, undulating red sandstone bays, volcanic headlands, beaches, estuaries and flooded glacial valleys. Lying almost entirely within the Pembrokeshire Coast National Park, the trail displays an array of coastal flowers and bird life, as well as evidence of human activity from Neolithic times to the present. The path is an accessible way for the community to spend time in nature and stay active. It also brings visitors and offers a fertile ground for educational programmes for all ages.

The bathing water quality in Pembrokeshire is high, with 29 of its beaches recognised as complying with the necessary standards in 2021, 27 of which were judged to be excellent. Similarly, Pembrokeshire has 11 beaches recognised under the Blue Flag scheme which is a hallmark of high quality of bathing water, cleanliness, safety and activities across beaches, and is used as a standard across the globe. An associated measure is that of the Green Coast Award, which again focuses on high water quality and high environmental standards and 7 beautiful, untouched, rugged beaches that line so much of Pembrokeshire are recognised under this scheme. Pembrokeshire has been awarded the most Blue Flags and Green Coast Awards in Wales.   Overall, the exceptional quality of many of beaches are vitally important to the local economy, valued by residents and tourists alike, and a source of pride for many people who live here and value the natural beauty and landscape.

Access to the Coast provides many opportunities for volunteering and taking part in various activities. Locals can join surfing, walking and sports clubs as well as volunteer to take part in nature projects. 3,810 trees have been planted between 2019 and 2021 alone. These activities offer intergenerational cooperation and helps to build a cohesive community.

In Wales, most forest sites and national nature reserves managed by Natural Resources Wales (NRW) saw a 90% reduction in visits during the first lockdown in March to June 2020, but a substantial rebound during the more open summer season from July to September, with visitor numbers at some sites almost doubling compared to previous years. Pembrokeshire specific figures are not available, but 40% of adults reported that they spent more time outside and 35% reported not to have visited a natural site in the last 14 days (The People and Nature Survey for England April-June 2020).

The % of people participating in sporting activities three or more times a week in Pembrokeshire was below the Wales average in 2019.

% of people participating in sporting activities three or more times a week

	2017	2018	2019
■ Powys	32.1	28.8	29.2
■ Ceredigion	30.7	34.4	34.4
■ Pembrokeshire	32.5	33.3	28.6
■ Carmarthenshire	34.7	35.1	35.1
■ Wales	31.8	32.3	32.2

■ Powys　■ Ceredigion　■ Pembrokeshire　■ Carmarthenshire　■ Wales
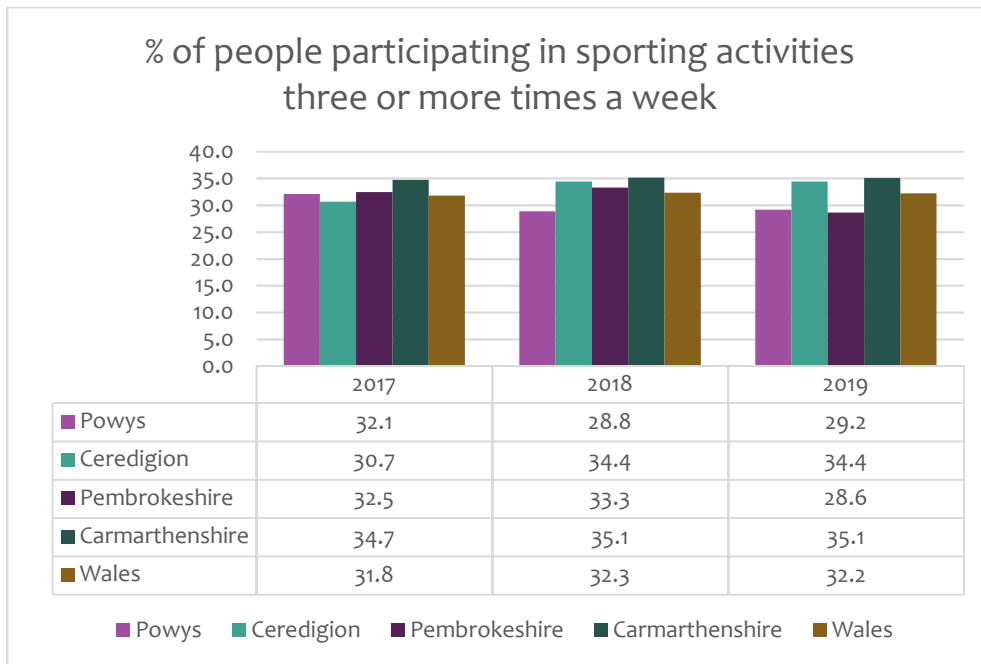
80% of pupils participated in sport in a community club in 2017 (Wales 80%). Pembs LA are ranked 12th in Wales (Data from the National School Sport Survey). IT is important to note that this number will be different after the Pandemic due to lockdowns, rules around social distancing and parents being more cautious.

Participation in a club outside of school
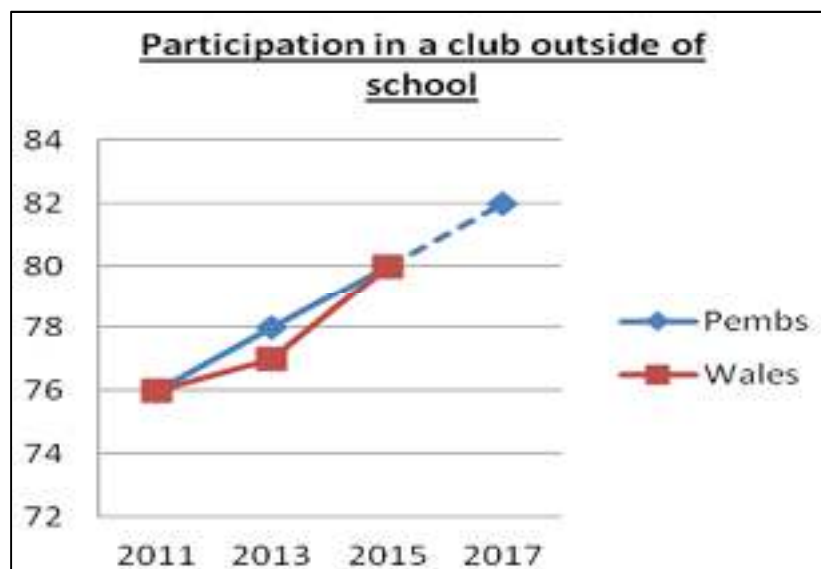
Survey and Engagement outcomes

The results of our survey showed that locally produced food festivals / events and history and heritage were most important to people with regard to culture in Pembrokeshire.

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As well as events held within communities, twice-yearly food festivals are held in Haverfordwest town centre, which showcases the work of local and regional food producers. Although postponed in 2019 due to the pandemic, the festival is due to come back in December 2021. Also held in Haverfordwest town centre, the weekly outdoor farmers market offers customers a chance to buy locally produced products and produce direct from local suppliers and has been running for over 20 years. Pembrokeshire Fish Week runs over several days in the summer and is co-ordinated by Pembrokeshire County Council and supported by a number of organisations including the Port of Milford Haven. The event focuses on the county's first-class seafood, spectacular coastline, award winning beaches, and fascinating maritime heritage. Again the event has been postponed over the pandemic but it is hoped that it can be brought back in 2022.

For Welsh speakers, our survey showed that having the opportunity to use the language was more important to those living in the North of the county, which statistically has the highest proportion of Welsh speakers in the county. In terms of contributions to culture, Welsh speakers also identified that opportunities to use Welsh informally and in the workplace were important.

When asked what they would consider doing to help achieve a vibrant community with a thriving Welsh language, the majority of respondents to the survey said that visiting a local museum or other heritage establishment, the introduction of schemes to support young people to live and work locally, and learning to improve Welsh language skills were most important.   Those who lived in main towns were more likely to find a local sport or community club to join or volunteer for, possibly because these types of clubs are more established in urban areas.

The majority of responses to the survey noted that opportunities to learn and improve skills, the availability of more information on local community groups, and good transport links to arts and culture venues were the three areas of support that people felt would contribute most strongly towards a vibrant local culture and thriving Welsh language. Good transport links were especially important to those over the age of 65 and for carers.

63% of young people who responded to the young people's version of the survey strongly agreed or agreed that there were activities available locally that they were interested in taking part in

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A number of specific comments were received about leisure centre provision, based mainly around access to leisure centres in terms of class times and centre opening times and concerns about the cost of classes. Comments about access to green spaces and outdoor exercise equipment and outdoor play spaces, alongside safe cycling routes, were also received.

Being able to access museums, libraries and cultural events is important across every life stage.

Having the arts in young people's lives is essential; we know that intuitively. Parents sing to their babies, dance with their toddlers, and occupy children with crayons and paper. To be able to involve a child in activities is essential for their development. There is some evidence that the experiences young children have in museums may shape their thinking, values, aspirations, artistic appreciation, understanding of science, and identities throughout their lives. Pembrokeshire offers many museums and immersive experiences on the Coastal Path and at Heritage sites for families and people of all ages. One of the challenges is to introduce museum, early childhood and public policy professionals to each other so that they can:

1) recognize their shared goals
2) understand the resources and learning environments available in museums that can benefit young children
3) join forces to articulate indicators of success
4) conduct rigorous research studies to advance knowledge and produce evidence of the immediate and lifelong value of museum learning for our youngest children

For young people and adults one of the biggest challenges is that they are unable to afford the house prices in their local area. Especially with the lack of Higher Education institutes in the county most young people leave to study and then unable to afford to move back and buy a property. This results in a lower number of professionals who would be able to help the cultural industry thrive.

Pembrokeshire County Council does offer apprenticeship opportunities as part of the Welsh Futureworks scheme. Many small businesses also train and help young people through traineeships and apprenticeships. These types of jobs were

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disproportionately affected by Covid, as they are less likely to qualify for furlough and businesses are less likely to keep them on when financially struggling.

The role of volunteers in supporting and sustaining cultural activities in the county cannot be underestimated. For example, in Haverfordwest Town Museum they lever in 1,500 volunteers a year. Volunteering for a museum, for charities and Arts venues helps to bring different generations together. Milford Haven Museum is entirely volunteer run, providing the community with a valuable place to get experience as a young person and to feel part of the community as a retired person.

The results of our survey did not show any particular impact on any specific life stages, apart from the importance of good transport links which was important to those aged over 65. Instead, being able to get involved in the culture and heritage of an area is important to everyone in terms of supporting the well-being of individuals and communities.

The Wales Centre for Public Policy notes that participation in cultural events is generally higher for families with children (aged 5 to 10 years), with those over the age of 75 less likely to participate. Their research also found that those that attend cultural events regularly are more likely to have higher levels of well-being. They also note that those with their own personal transport are more likely to attend cultural events, highlighting the importance of a strong transport infrastructure which supports cultural well-being.

Future Trends

The Wales Centre for Public Policy also highlights the impact of the Covid-19 pandemic, on the arts, culture and heritage sectors. Lockdown restrictions have meant that many venues and events have been shut or postponed for long periods of time, with some likely to have closed permanently. Cinemas and other venues have now largely re-opened in the county, although it is difficult to predict what the long-term impacts on these cultural elements will be in terms of returning footfall and future resilience. Widening access to culture and the Welsh language across the county may help to support future development and provide opportunities to measure well-being and identify any future concerns.

Culture and the arts have strong connections to people's sense of well-being. Traditionally culture is related to identity, social cohesion and integration, sense of belonging to a community and place, and the protection and enhancement of cultural diversity. The various arts and culture venues across the county are essential to the well-being of the people in Pembrokeshire. The restaurants, food and accommodation venues help cultural events to find a place and to cater the needs of locals in many different ways; they offer a place for the community to come together, actively use Welsh in an informal setting and accommodate tourists, who help Pembrokeshire culture thrive.

Both the Pandemic and Brexit will have effects on tourism and the local communities that is hard to fully understand at this, given the seismic nature of both events. Despite the negative effects of lockdowns and lower numbers of foreign tourism many venues were able to reopen and make up some of the losses over the Summer 2021. Volunteers and the local community has helped each other through initiatives like the HaverHub. It helped organise food deliveries for vulnerable people and volunteers in the local area. And now it has a range of groups, events and art exhibitions to help the community thrive. They also continue to offer volunteering opportunities. Another exciting project to be launched soon is Pembrokeshire Inspired, which is a digital project where local events can be shared under the relevant categories by venues or participants.

Next steps

This is a draft version of the Well-being Assessment. This document will now be subject to formal public consultation in early 2022.

We will continue to work on strengthening the document over the next couple of months prior to approval of a final version, which is anticipated to happen in March 2022.

Changes will be made in response to the feedback we receive as part of the formal consultation period as appropriate, and also to improve the document through focusing on areas for improvement as indicated below:

- Inclusion of more futures thinking following the publications of the final version of Welsh Government's Future Trends report which is anticipated shortly
- Further development of our MSOA information
- Completion and updating of some gaps in data and evidence
- Inclusion of appropriate case studies
- Tidying up of some formatting and spacing issues to ensure the presentation of information is consistent
- Collated list of links to key references and evidence sources

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Pembrokeshire Well-being Assessment
Community Engagement Activity

Summary Report

Contents:

What's this report about?

Each local authority area in Wales has a public services board. The boards are statutory, strategic partnerships which aim to improve the social, economic, environmental and cultural well-being of Wales. They are made up of a number of public service providers including councils, health boards, fire authorities and Natural Resources Wales. The Pembrokeshire Public Service Boards also includes the Pembrokeshire Coast National Park Authority and third sector organisations including the Pembrokeshire Association of Voluntary Services and Pembrokeshire Local Action Network for Enterprise and Development (PLANED).

Each public services board in Wales has a duty to periodically undertaken an assessment of local well-being and to produce a well-being plan, which sets out how partners will work with local people and communities to improve social, economic, environmental and cultural well-being.

In early 2021 public service boards in Pembrokeshire, Carmarthenshire and Ceredigion agreed a joint methodology for the development of the second editions of their respective well-being assessments and well-being plans. A copy of the joint methodology is attached as Appendix 1.

In addition, a Pembrokeshire Engagement & Co-production Group was established to assist with the undertaking of engagement work within Pembrokeshire. As well as representatives from Pembrokeshire Public Services Board partners, the group also included a number of representatives from other organisations including xxx

This report details the outcomes of engagement work undertaken during August – October 2021, in preparation of the well-being assessment.

We structured the engagement material around the seven Well-being Goals of the Well-being of Future Generations Act, and the feedback is presented under these headings.

How did we engage with Pembrokeshire communities?

In line with the agreed joint methodology, engagement was undertaken in the following ways:

> ▪ A joint regional engagement survey was developed and made available via partner website, and in hard copy format. As well as being available in English and Welsh, the survey was translated into Arabic, Polish, Romanian and Easy Read

> The survey was structured around the seven Well-being Goals.

> We asked four key questions under each goal: three key things; looking ahead what concerns you most; what would you consider doing to address the goal, and what support might you need to do this

> ▪ A separate, joint regional young people's engagement survey was also developed

> ▪ In addition to the joint regional engagement survey, an virtual ideas white board was set up at www.haveyoursay.pembrokeshire.gov.uk

> ▪ An joint regional engagement session toolkit, which could be used either for facilitated sessions or for self-run sessions with / by local groups was developed

Information was sent directly to Town & Community Council clerks, Council Members and made available to employees via the Intranet and direct email. It was also shared with those on the Council's haveyoursay and MyAccount databases.

The Council's communications team issued two press releases to the local media on the 1st and 30th September. This information was also shared on partners' social media sites and in various partner newsletters and publications.

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Who Took Part in the Engagement?

Regional Survey

▪ Across the region, just over 1,300 people completed the survey

▪ 320 of these indicated that they lived in Pembrokeshire

▪ We have divided these responses into three geographic groups: North Pembrokeshire 100 responses, Main Towns (Haverfordwest, Milford Haven, Pembroke Dock and Pembroke) 79 responses and Rural and South Coast 134 responses

▪ We had very few responses from young people to the regional survey. We divided the responses that we did receive into two age groups: we had 243 responses from those aged 25 – 64 and 68 responses from those aged 65 or over

▪ We had 237 responses from women, 76 from men and 5 from people who indicated that they preferred to use another term to describe their sex. We had one response from someone who was expecting a baby and one who was on maternity leave

▪ We had 291 responses from those who said that their gender was the same as had been assigned at birth and 22 who said that it wasn't

▪ We had 287 responses from those who described themselves as heterosexual / straight, 7 from those who said they were bisexual, 3 from gay women / lesbians, 2 from gay men and 2 from people who preferred to use other terms to describe their sexual orientation

▪ We had 193 responses from those who said that they were married, 62 who said they were single, 20 who were divorced / separated, 13 who were widowed and 12 were in a civil partnership

▪ We had 54 responses from people who described themselves as disabled

▪ We had 75 responses from people who said they were carers

▪ We had 296 responses from those who described their ethnicity as White (Welsh, English, Scottish, Irish or British) and 15 who said they were from other ethnic groups. Of these 11 were Other White (including Gypsy or Irish Traveller) and 2 were from mixed / multiple ethnic groups. One person said they were half Lebanese and one that they were Cymro

▪ We had 155 responses who said that they were Christians (all denominations), 142 who said they had no religion, 2 Buddhists and 7 who described themselves as having other religious beliefs (humanist, independent, Jehovah's Witness, two pagans, Quaker and a spiritualist in nature)

▪ We had 92 responses from those who indicated that their annual household income was in excess of £45K per annum, 79 who said their household income was between £15K - £30K per annum, 78 who said their household income was between £30K - £45K and 31 who said their annual household income was £15k or under per annum

▪ We had 89 responses from those who indicated that they could understand spoken Welsh, 52 who said they could read Welsh, 51 who said they could speak Welsh and 44 who said they could write Welsh

▪ We had 139 response from those who said that they volunteered.

Were there differences in response across the three geographic areas?

North Pembrokeshire

Demographic	% in overall sample	% in North Pembs Group	Difference
Age 65 or over	21%	30%	▲ 9%
Speak Welsh	16%	25%	▲ 9%
Be a volunteer	44%	53%	▲ 9%
Be a carer	24%	27%	▲ 3%
Household income of £15K or under pa	9%	12%	▲ 3%
Household income £15K - £30K pa	25%	10%	▼ 15%

▪ Those who responded from North Pembrokeshire were more likely to be aged 65 or over, speak Welsh, be a volunteer and to be a carer. There was greater polarisation of annual household income levels, with a slightly higher number from the £15K and under bracket and less from the £15K - £30K bracket (than for the sample as a whole)

Main Towns

Demographic	% in overall sample	% in Main Towns Group	Difference
Age 25 – 64	76%	89%	▲ 13%
Household income £15K - £30K pa	25%	29%	▲ 4%
Be a carer	24%	20%	▼ 4%
Household income £30K - £45K pa	25%	19%	▼ 6%
Age 65+	21%	10%	▼ 11%
Be a volunteer	53%	37%	▼ 16%

▪ Those who responded form the main towns (Haverfordwest, Milford Haven, Pembroke Dock and Pembroke) were more likely to be aged 25 – 64 and to have an annual household income of between £15K - £30K. They were slightly less likely to be a carer and have an annual household income of between £30K - £45K. They were much less likely to be aged 65 or over and to be a volunteer (than for the sample as a whole)

Rural and South Coast

Demographic	% in overall sample	% in Main Towns Group	Difference
Household income £30K - £45K pa	25%	30%	▲ 5%
Household income of £15K or under pa	9%	7%	▼ 2%
Be a carer	24%	20%	▼ 4%
Speak Welsh	16%	11%	▼ 4%

▪ Those who responded from rural and south coast areas were more likely to have an annual household income of between £30K - £45K. They were less likely to have a household income of £15K or under, be a carer or be able to speak Welsh (than the sample as a whole)

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Ideas Board – we have included the ideas that were posted on the online ideas board in the 'Comments' section under each theme.

Young People's Survey – the young people's survey was distributed to Youth Clubs, youth workers in schools and was featured in the education newsletter Wythnos Nesaf. Pembrokeshire College distributed copies as part of its welcome / enrolment process. We received 979 responses We have included responses to the various questions under the relevant theme.

Sessions – sessions were run with / by the following: Befriending Provider Forum; Carers & Provider Forum; Children & Families Network; Community Safety Partnership; Day Opportunities Provider Forum ; Dementia Provider Forum; Living with Dementia Forum; Older People's Network; Pembrokeshire Association of Voluntary Services (PAVS); Pembrokeshire County Council members; Pembrokeshire Nature Partnership; Pembrokeshire Youth Assembly, and Together for Change (TfC). We have included responses for the sessions under the relevant theme.

Volunteering

A number of people volunteered in more than one capacity.

Volunteer in relation to:	Number
Health / social care / sporting / fitness / access	32
Support for children and young people's activities	28
Chairmanship / Board Member / Trustee / Councillor	26
Environmental Initiative	25
Other	23
Venue / Event / Heritage	12
Faith Group	9
Total	155
Comments re: barriers to getting involved / volunteering etc (predominantly time / family / caring responsibilities)	21
Express interest in getting more involved	12

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What developments would local people like to be part of?

▪ Local communities (including our main towns) being supported to bring people of all ages, backgrounds and abilities together to take action on projects of mutual interest and benefit, which address:

> ▪ Climate change (including access to land, recreational green spaces, growing and planting)
>
> ▪ Population changes (increase in no. of older people, out migration of young)
>
> ▪ Connectivity (transportation, digital and social)
>
> ▪ A lack of affordable, appropriately adapted and energy efficient housing

▪ The agricultural sector being encouraged to adopt more sustainable practices, which help to address climate change and increase the viability of more local supply chains

▪ The tourism sector being encouraged to adopt more sustainable practices, which help to address seasonality, impacts on the local environment and reduce dependence on short-term property lets

▪ There are increased opportunities for more rewarding employment and volunteering opportunities linked to all of the above

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A PROSPEROUS PEMBROKESHIRE

"An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work."

Which three things do you value the most in a prosperous community?

1. **Affordable housing opportunities**
2. **A good transport network**
3. **Stable income**

Digital connectivity was more highly valued by those who were disabled, carers and those who currently had a household income of £45K or more per annum.

A variety of employment opportunities were more highly valued by those who currently had a household income in excess of £45K and those who spoke Welsh.

A living wage was more highly valued by those who were disabled and those who currently had a household income of £15K or less per annum.

A greener economy was more highly valued among those who spoke Welsh.

Those from minority ethnic groups valued a variety of employment opportunities, a living wage and sufficient and affordable childcare more highly and valued affordable housing opportunities, a good transport network and a greener economy less highly than the overall sample.

Looking ahead, what concerns you the most about prosperity in the county?

1. **A lack of affordable housing**
2. **Suitable job opportunities**
3. **'Talent drain' to other areas / countries**

Those who living in rural and South Coast areas were more concerned about **lack of training and skills** that fit the needs of the local economy job market, as were those who were disabled.

Those who had a household income of between £30K - £45K per annum were more concerned about **digital infrastructure**.

Those from minority ethnic groups were less concerned about the 'talent drain'.

What would you consider doing to improve your own or your community's economic circumstances?

1. **Supporting local business**
2. **Undertaking a qualification or training and creating jobs**
3. **Employment for local people**

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There were no notable differences across equality groups.

What support would need to be in place to do those things?

1. **More job creation and employment for local people**
2. **Help for existing businesses**
3. **Funding or employer support to undertake qualification or additional training**

There were no notable differences across equality groups.

What did young people say?

▪ 60% of the young people strongly agreed or agreed that they wanted to stay living in their local area

▪ 59% of the young people strongly agreed or agreed that knew what type of job they wanted to do when they were older

▪ 37% of the young people strongly agreed or agreed that they could do the type of job they wanted to in their local area

▪ 50% of the young people strongly agreed or agreed that things were improving in their local area

Comments and feedback on a Prosperous Pembrokeshire

Nature of comments	Number
Comments on Income / Funding	13
General Comments	10
Comments on sustainable development of tourism, inc provision for motorhomes	7
Comments on education	4
Comment on own skills / abilities	3
Total	37

▪ The need to develop the economy in sustainable ways was the main theme of the feedback on a prosperous Pembrokeshire from sessions held by Pembrokeshire Nature Partnership, Pembrokeshire Association of Voluntary Services (PAVS) and Together for Change.

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A RESILIENT PEMBROKESHIRE

"A county which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change."

Which three things do you value most about your local environment?

1. **Access to nature and green spaces**
2. **Beaches**
3. **Wildlife**

Those in North Pembrokeshire, aged 65 or over and had a household income of between £30K - £45K per annum valued **clean air** more highly.

Carers valued the **sustainable production of food** more highly. Beaches were less valued by those in North Pembrokeshire, those aged 65 or over and those who spoke Welsh.

Those in minority ethnic groups valued **landscape and views**, and the sustainable production of food more highly, and wildlife less highly, than the sample as a whole.

Looking ahead, what concerns you most about your local environment?

1. **Littering / fly-tipping**
2. **Effects on wildlife**
3. **Ability to adapt and be resilient to climate change**

Those who lived in North Pembrokeshire were more concerned about the **loss of biodiversity** and less concerned about how to protect natural resources.

Those who were aged 65 or over were more concerned about **how to protect natural resources** and **how to reduce waste and improve recycling**, but less concerned about littering / fly-tipping and the effects on wildlife.

Those who were disabled were also more concerned about how to reduce waste and improve recycling and less concerned about littering / fly-tipping.

Those who were carers were more concerned about the loss of biodiversity and **soil and land pollution**.

Those who living in main towns were less concerned about how to reduce waste and improve recycling.

Those who lived in rural and south coast areas were less concerned about the ability to adapt and be resilient to climate change.

Those who had a household income of £15K or under per annum were more concerned about **extreme weather events** and how to protect natural resources but less concerned about littering / fly-tipping.

Those who had household incomes of between £15K - £30K were more concerned about how to protect natural resources, loss of biodiversity and soil and land pollution.

Those with an annual household income of £30K - £45K per annum were more concerned about how to reduce waste and improve recycling.

Those who had a household income of £45K or more per annum and those who spoke Welsh were more concerned about the loss of biodiversity.

Welsh speakers and those from minority ethnic groups were less concerned about how to protect natural resources.

Those with household incomes of £45K or over and those form minority ethnic groups were also less concerned about reducing waste and improving recycling.

What would you consider doing to improve your local environment?

1. **Use locally produced food**
2. **Recycle more**
3. **Reduce waste**

Those who lived in main towns were more likely to consider **picking up litter** and less likely to consider growing fruit and vegetables and using public transport.

Those who lived in rural and south coast areas, those with a household income of £45K or more per annum, and those who speak Welsh, were more likely to **consider improving energy efficiency** and **purchasing green / renewable energy** and less likely to consider purchasing environmentally friendly products.

Those aged 65 or over, those who were disabled and those from minority ethnic groups were also all more likely to consider improving energy efficiency and purchasing green / renewable energy.

Those from minority ethnic groups were also more likely to consider **using vehicles less** and **cycling more**, but less likely to grow fruit and vegetables or create a wildflower garden.

Those with a household income of £15K or under were more likely to consider **using water more efficient** but less likely to grow fruit and vegetables and to walk more.

Those with a household income of between £15K - £30K per annum were less likely to consider improving energy efficiency and purchasing green / renewable energy, and those with a household income of between £30K - £45K were more likely to consider **using renewable energy**.

What support would need to be in place to do these things?

1. **More advertising of local food businesses**
2. **Recycling is made easier**
3. **Greater awareness of renewable energy in the area**

Affordable sustainable transport was considered more valuable by those aged 65+, those who were disabled, those from minority ethnic groups and those with an annual household income of £30k or under per annum but it was considered less valuable by those who were carers.

Increased awareness of environmental issues was considered more valuable by those who were disabled, those with a household income of £15K per annum and those who spoke Welsh.

Greater awareness of renewable energy was considered less valuable by those with a household income of £15K or under per annum.

More routes for connecting towns / villages were considered less valuable by those aged 65 or over, those who were disabled and those with a household income of between £15K - £30K per annum.

What did young people say?

▪ 59% of the young people strongly agreed or agreed that they felt connected to their local environment

▪ 82% of the young people strongly agreed or agreed that the future of the environment was very important

A word cloud of narrative responses from young people shows that 'litter' was also their predominant concern but 'people', 'nothing', 'drugs' and 'pollution' also featured strongly.

Comments and feedback on a resilient Pembrokeshire

Nature of comment	Number
Suggestions re: Community Growing and Environmental Projects	27
Land use / water quality / agriculture / local produce	18
Biodiversity / flora etc	11
Total	56

▪ In addition we received feedback from sessions held by Pembrokeshire Nature Partnership and Together for Change, and a written submission from the North Pembrokeshire Access to Nature & Well-being Group Response – all highlighting opportunities to address threats to the natural environment through the adoption more sustainable management and farming practices.

A MORE EQUAL PEMBROKESHIRE

"A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic circumstances."

Which three things do you value the most about living in a society, which strives to be equal for all?

1. **What I choose to do not being determined by my age, sex, gender, race, background, belief and whether I am / am not disabled**
2. **Living in a community where I do not feel unsafe because of my age, sex, gender, race, background, belief or disability / non-disability**
3. **Being able to express myself freely**

'Any concerns I have about unfair treatment being acted upon' was the most important thing for those from minority ethnic groups. It was also more important for those with household incomes of £15K or less per annum.

'Having the same rights as others who may be of different ages, sexes, gender, race, backgrounds, beliefs and who may / may not be disabled' was the most important thing for carers.

'Having equal access to public services as everyone else' was more important for those who spoke Welsh and those with a household income of £45K per annum or more.

'Receiving the same pay as others who work in the an equivalent role as me' was more important for those with a household income of between £15K and £30K per annum.

'Being accepted for who I am' was more important for those in North Pembrokeshire, main towns, those aged 25 – 64 and across all household income groups.

'Being able to express myself freely' was the most important thing for those who lived in main towns but it was less important for those who lived in rural and south coast areas, those aged 25 – 64, carers, those in minority ethnic groups and those with a household income of £15K or more per annum.

'Living in a community where I do not feel unsafe because of my age, sex, gender, race, background, belief or disability / non-disability' was less important to those who lived in main towns and those from minority ethnic groups.

'What I choose to do not being determined by my age, sex, gender, race, background, belief and whether I am / am not disabled' was less important for those who spoke Welsh.

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Looking ahead, what concerns you most about your community being fairer for everyone?

1. **Continued cuts to public services**
2. **Not enough housing to meet different needs**
3. **People thinking the lives of those who are different from them being less valuable than their own**

'People not being able to live in a community where they feel safe' was more of a concern for those aged 65 or over and those who were disabled.

'Concerns raised about inequality not being acted upon' was more of concern for those from minority ethnic groups and those with a household income of £30K or under per annum. It was less of a concern for those who were disabled and those with a household income of between £30K - £45K per annum.

'People thinking that disability is a medical problem' was more of concern for those who lived in main towns, those who were aged 65 or over and those who were disabled.

'People thinking the lives of those who are different from them being less valuable than their own' was less of a concern for those aged 65 or over and those with a household income of under £30K per annum.

 'A lack of affordable public transport on which everyone feels safe to travel' was less of a concern for those who lived in main towns and those who spoke Welsh.

What would you consider doing to help makes things fairer for everyone in your community?

1. **Report a hate crime**
2. **Raise a concern about unfair treatment**
3. **Talk to someone from a different background, belief and / or who is a disabled person**

Those who lived in North Pembrokeshire were more likely '**to find out information about people from different backgrounds, beliefs and / or are disabled'** and **'campaign for equality, diversity or inclusion'** and less likely to 'talk to someone from a different background, belief and / or who is a disabled person'.

Those with a household income of £15K or under per annum were more likely to **'find out information about people from different backgrounds, beliefs and / or are disabled.'**

What support would need to be in place to do these things?

1. **Availability of accurate information**
2. **Being confident that raising concerns of unfair treatment / reporting a hate crime would not have negative consequences for me or my family**
3. **Being able to tell when information is accurate and when it isn't**

'Opportunities to meet a wider range of people within your community' was seen as the most important thing for those who had a household income of £30K - £45K per annum. It was also more important for those with a household income of £45K or over per annum.

'Know how to go about raising concerns about unfair treatment / report a hate crime' was most important for those from minority ethnic groups and more important for those who lived in main towns and those with a household income of between £30K - £45K per annum.

'Information on organisations that already exist and how to get involved' was more important for those from minority ethnic groups and those who spoke Welsh. **'Information about setting up or supporting a campaign'** was also more important for those from ethnic minority groups.

'Availability of accurate information' was less important for those who lived in main towns, those who were disabled, those from a minority ethnic group, those with a household income of £15K or under per annum and those with a household income of between £30K - £45K per annum.

'Being able to tell when information is accurate and when it isn't' was less important for those from a minority ethnic group and those with a household income of £30K or over per annum.

Comments and feedback on a More Equal Pembrokeshire

▪ We received a wide range of comments on the theme of a more equal Pembrokeshire. These included reference to age based inequalities, increased fears for safety linked to protected characteristics (LGBQT+ and female), public service support in relation to anti-social behaviour and improved disabled access.

A HEALTHIER PEMBROKESHIRE

"A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood."

Which three things do you value the most in relation to your physical health and / or mental well-being?

1. **Feeling healthy and happy**
2. **Having access to health and care services when I need them as close as possible to home or available through technology'**
3. **Being able to enjoy nature and access outdoor and green spaces**

'Having access to transport which is affordable and reliable' was more important to those who lived in rural and south coast areas, those who were aged 65 or over, those who were disabled and those with a household income of £30K or under per annum.

'Getting the support I need, when I don't feel well' was more important for those who were disabled.

'Being able to help myself' was more important for those who were aged 65, over or those who were disabled and those with a household income of £15K or under per annum. It was less important for those with a household income of between £30K - £45K per annum.

'Being able to help others around me' was more important for those who were aged 65, those who were carers and those with a household income of £15K or under per annum. It was less important for those with a household income of between £15K - £30K per annum and those who spoke Welsh.

'Living in an area which makes me feel safe and secure' was more important for those who were aged 65 or over, who were disabled, those with a household income of between £15K - £30K per annum, and those who spoke Welsh.

'Getting the support I need, when I need it, to help me when I can't look after myself' was more important for those from an minority ethnic group and those who had a household income of between £30K - £45K per annum.

'Being able to access exercise opportunities' was more important for those who with a household income of between £15K - £30K per annum.

'Being able to socialise with my family and friends' was more important for those who were carers.

'Having enough money to buy the things I need' was more important for those with a household income of £15K or under per annum but less important to those who were carers, those with a household income of £45K or over and those who spoke Welsh.

'Being able to make the changes I want in my life' was more important for those with a household income of £45K or over per annum.

'Feeling part of my community' was less important to those who lived in main towns or rural or south coast areas, as well as those aged 25 – 64, who were disabled and those with a household income of between £15K - £45K per annum.

'Having a job and regular source of income' and 'Having a healthy work / life balance' were less important for those aged 65, over or those who were disabled and those with a household income of £15K or under per annum. 'Having a healthy work / life balance' was less important for those from a minority ethnic group.

'Having a nice place to live' was less important for those who were disabled, those who were carers and those with a household income of between £15K - £30K per annum.

Thinking ahead over the next ten years, what concerns you the most about being able to stay physically and / or mentally well?

1. **Not having access to healthcare or other support that I need, as close to home as possible or available through technology**
2. **Not being able to spend time outdoors or in nature and green spaces**
3. **Not being able to take regular exercise**

'Having to go to different places and / or talk to different people to get the support I need' was more of a concern for those who were disabled.

'Not knowing where to go to get support when I'm not well and can't look after myself' was more of a concern for those who were aged 65 or over and those who were carers.

'Not being supported to help me to keep caring for a family member as an unpaid carer' was more of a concern for those who were carers and those with a household income of between £15K - £30K per annum.

'Not having a secure home or place to live' was more of a concern for those who lived in North Pembrokeshire, those who were disabled and those with a household income of £30K or under per annum.

'Living in a local area that doesn't feel safe or a welcoming place to live' was more of a concern for those who lived in a main town, those who were disabled and those from a minority ethnic group.

'Not being able to stay living in my own home' was more of a concern for those aged 65 or over and those with a household income of £15K or under per annum and less of a concern for those who were aged 25 – 64.

'Not knowing people in my community and feeling lonely e.g. family living far away' was less of a concern for those living in main towns, those who were disabled and those who were carers. It was more of a concern for those from a minority ethnic group.

'Not being able to take regular exercise' was less of a concern for those with a household income of £15K or under per annum.

'Not being able to access groups or clubs to continue my hobbies and interests' was less of concern for those from ethnic minority groups.

What did young people say?

▪ 70% of the young people strongly agreed or agreed that their life was going well
▪ 61% of the young people strongly agreed or agreed that they're life was going well

A word cloud of narrative responses from young people shows that 'friends' were felt to have the most significant impact on their well-being but 'family', 'dogs', 'school', 'play' and other pets were also very important.

Comments and feedback on a healthier Pembrokeshire

Hywel Dda University undertook analysis of the comments given in response to questions 35 & 36.

Looking ahead, what could you do to improve your own physical and / or mental well-being?

54% of these answered increasing exercise, staying fit or keeping active.

18% commented on staying connected or socialising with friends, family or community groups with text including "…keeping in touch with friends and family…", "…meeting up with friends" and "…meet more local people".

Getting outdoors or accessing green spaces was mentioned by 15% of those living in Pembrokeshire who gave a text answer for question 35, with answers such as "…spend more time outdoors", "…getting out into the countryside…" and "access green spaces…".

11% answered a better or healthy "work/life balance".

This was followed by improving or maintaining a healthy diet (9%) and looking after own wellbeing (e.g. self-care, self-help) at 7%.

What, if anything, would need to be in place for you to do these things?

17% of these respondents commented a greater availability of or access to leisure and exercise classes that are appropriate, affordable or free. Comments included "more varied times of exercise classes at leisure centres, later times in the evening… for those who work…", "leisure centre to be affordable to local people …", "more swimming pools…" and "free gym/classes".

15% commented on improved or improved access to healthcare services (including primary care, secondary care, mental health services and dental services).

Local community groups, activities or courses were mentioned by 12% of those answering this question who lived in Pembrokeshire such as "access to groups for women in their 30's and 40's…" and "…access to local groups and activities…".

Access to and good quality of green and outdoor space was mentioned by 10% including "easily accessible green spaces without parking charges", "more open green spaces…" and "…improved access to green spaces and beaches for those with a physical disability".

This was followed by walking, cycling and riding routes or areas that are safe and well maintained (8%) and improved public transport or help with transport at 8%

Other Comments and Feedback on a Healthier Pembrokeshire

In addition, we received a wide range of comments on health and social care in response to other questions within the survey and from sessions that were held by Pembrokeshire Association of Voluntary Services (PAVS), Together for Change, Carer Providers Forum, Day Opportunities Provider Forum, Dementia Providers Forum and the Living with Dementia Forum.

Much of the feedback focused on current service provision and the additional challenges posed by providing services in rural areas, including digital access / transport etc Improvements in NHS dental, GP services and mental health support were also a common theme.

A PEMBROKESHIRE OF COHESIVE COMMUNITIES

"Attractive, safe, viable and well-connected."

Which three things do you value the most in relation to the community that you live in?

1. **Feeling safe in my community**
2. **People in my local area treating each other with respect**
3. **Feeling safe in my home**

'Feeling part of my community' was more important by those who lived in North Pembrokeshire and those who were aged 65 or over.

'Feeling safe in my home' was more important to those living in main towns but less important to those aged 65 or over.

'People in my local area treating each other with respect' was less important to those with a household income of £45K or over.

Looking ahead, what concerns you most about community cohesion?

1. **Community resources being closed down**
2. **Lack of investment in our community**
3. **The voice of the local communities not being heard**

'The voice of the local communities not being heard' was much more of a concern to those who were disabled.

What would you consider doing to help achieve good community cohesion in your neighbourhood?

1. **Check in on your neighbours**
2. **Use my skills / knowledge / experience to help others in my community**
3. **Take part in community events'**

Those aged 65 or over, those from minority ethnic groups and those who spoke Welsh were more likely to consider **'take positive and practical action to improve my community'**.

Those who lived in North Pembrokeshire and those who spoke Welsh were more likely to **'join a community / volunteer group'**. Those with a household income of between £15K - £30K per annum were less likely to.

Those who were disabled were more likely to **'appreciate and positively value the diversity of people's background and circumstances'**.

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Those who lived in North Pembrokeshire, those who were aged 65 or over and those from minority ethnic groups were less likely to, 'report suspicious activity when you see it'. Those who lived in main towns, those with a household income of between £15K - £45K per annum and those who spoke Welsh were more likely to **report suspicious activity**.

Those who lived in main towns, those who were disabled and those with a household income of £15K or under per annum were less likely to, 'take part in community events'. Those with a household income of between £30K - £45K per annum and those who spoke Welsh were more likely to **take part in community events**.

Those who spoke Welsh were also more like to, **'take part in local democracy.'**

Those who had a household income of £15K or under were more likely to **'challenge negative stereotyping'.**

Those who lived in main towns were less likely to, 'use my skills / knowledge / experience to help others in my community'.

What support would need to be in place to do these things?

1. **More funding for local groups**
2. **More information on community groups**
3. **More information on well-being services**

'More information on how to report a crime / hate crime / anti-social behaviour' was considered more important by those who were disabled, those from a minority ethnic group and those with a household income of £15K or under per annum.

'Digital platforms that help link people in communities' were considered more important in North Pembrokeshire and by those with a household income of £45K or over per annum.

'More information on community groups' was considered less important by those who were disabled, those who were carers and those with a household income of £15K or under per annum.

'More information on well-being services' was considered less important by those in xx geo area and by those with a household income of £45K or over per annum.

What did young people say?

▪ 60% of young people strongly agreed or agreed that they felt part of their community.

Comments and Feedback on Community Cohesion (Housing)

Nature of comment	Number
Suggestions for measures to tackle growth of second homes / holiday lets	18
Impact of Second Homes / Holiday Lets on Communities	17
Importance of appropriate housing for well-being	10
Balancing need for housing with the need to protect the environment	8
Other General Comments on Housing	7
Total	90

▪ We received a wide range of comments on housing, including descriptions of the impacts of second homes / holiday lets on communities, suggestions to tackle growth of second homes / holiday lets, the importance of appropriate housing to well-being and achieving a balance between the need for housing and the need to protect the environment.

We received feedback on similar themes from sessions held by the Pembrokeshire Association of Voluntary Services (PAVS), the Pembrokeshire Nature Partnership and Together for Change.

Comments and Feedback on Community Cohesion (Infrastructure)

Nature of comment	Number
Comments on need to improve public transportation services	30
Comments on traffic and parking problems, as well as the need to improve disabled access and provide accessible public toilets	14
Comments on transport infrastructure especially safe routes for cycling and walking	13
Comments on need to improve digital infrastructure	6
Comments on littering / cleanliness	5
Total	68

▪ We received a wide range of comments on community infrastructure. The largest number related to the need to improve public transportation services. There were also comments on the transport infrastructure, particular in relation to the provision of safe route for cycling and walking. There were also comments on problems associated with traffic and parking, and the need to improve disabled access and public toilets. Digital infrastructure and littering / cleanliness were also a concern for some.

In addition we received feedback on similar themes from sessions held by the Pembrokeshire Association of Voluntary Services (PAVS), the Pembrokeshire Nature Partnership and Together for Change.

Comments and Feedback on Community Cohesion (Well Connected)

Nature of comment	Number
Comments on the importance of feeling well connected and the need to improve information about how people can get involved	34
Importance of community support	18
Total	52

▪ In addition, we received feedback on similar themes from the Pembrokeshire Association of Voluntary Services (PAVS), Together for Change, the Befriending Providers Forum, the Children & Families Network and the Older People's Network.

A PEMBROKESHIRE OF VIBRANT CULTURE

AND THRIVING WELSH LANGUAGE

"A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation."

Which three things do you value the most in relation to your County's vibrant culture and thriving Welsh language?

1. **Locally produced food**
2. **Local festivals / events**
3. **Heritage / history**

'Being able to use the Welsh language' was the most important thing for those who spoke Welsh and it was more important for those who lived in North Pembrokeshire than for the sample as a whole. **Traditions** were more important for those who had a household income of £45K or over per annum.

Arts / theatre / cinema were less important for those who lived in North Pembrokeshire, those who were disabled, those who had a household income of £45K or over per annum, and those who spoke Welsh.

Traditions were less important for those who were disabled and sports were less important for those from an minority ethnic group.

Looking ahead, what concerns you most about your county's vibrant community and thriving Welsh language?

1. **House prices being unaffordable for local people**
2. **Young people moving out of the local area / Wales for study / work**
3. **Funding**

There were no notable differences across equality groups.

What would you consider doing to help achieve a vibrant community with a thriving Welsh language?

1. **Visiting a local museum or other heritage establishment,**
2. **Schemes to support young people to live and work locally,**
3. **Learn to improve Welsh language skills**

Those who lived in rural and south coast areas and those who lived in main towns were less likely to 'take part in cultural performance events'. Those who lived in main towns were more likely to **'find a local sport / community club to join or volunteer'.**

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What support would need to be in place to do these things?

1. **Opportunities to learn and improve my skills**
2. **More information on local community groups**
3. **Good transport links to arts and culture venues**

'Good transport links' was the most important thing for those aged 65 or over, those who were carers, those from a minority ethnic group and those with a household income of £15K or under. They were less important for those who spoke Welsh.

'Opportunities to use Welsh informally' was the most important thing for Welsh speakers and it was more important for those with a household income of £15K or under. **'Opportunities to use Welsh in the workplace'** were also more important for those who spoke Welsh.

'Links to volunteering opportunities' were more important for those aged 65 or over.

Opportunities to learn and improve my skills were less important for those aged 65 or over and for those with a household income of £15K or under.

What did young people say?

▪ 63% of young people strongly agreed or agreed that there were activities available that they were interested in taking part in.

A word cloud of narrative responses from young people suggests that their concerns were very similar to those of adults with 'people' was the most significant thing about their local communities to them. The 'beach', 'friends', 'park', 'local', 'school' and 'nature' were also prominent.

Comments and Feedback on a Pembrokeshire of Vibrant Culture & Thriving Welsh Language

Nature of comment	Number
Comments on accessibility / cost of local leisure facilities	26
Increase facilities for outdoor recreation / exercise	21
Comments re: Welsh Language	28
Total	75

▪ In addition, we received feedback from sessions held from the Pembrokeshire Nature Partnership, Pembrokeshire Association of Voluntary Services (PAVS) and Together for Change on outdoor recreational access.

A GLOBALLY RESPONSIBLE PEMBROKESHIRE

"A county which, when doing anything to improve the economic, social, environmental and cultural well-being of Pembrokeshire, takes account of whether doing such a thing may make a positive contribution to global well-being."

Which three things do you value the most in your county's global responsibility?

1. **Managing our land and water for better resilience in a changing climate**
2. **Working towards ensuring our supply chains are fair, ethical and sustainable**
3. **Homes becoming more energy efficient**

'Supporting sustainable behaviour' and **'we provide support to asylum seekers and refugees'** were more important for those with a household income of £45K or over per annum. 'Managing our land and water for better resilience in a changing climate' and 'homes becoming more energy efficient' were less important for this group.

'Education is inclusive and equitable' was more important for those who spoke Welsh.

'Working towards ensuring our supply chains are fair, ethical and sustainable' was less important for those who lived in main towns.

Looking ahead, what concerns you the most about your county's global responsibility?

1. **Families are facing food poverty and are concerned about affording food**
2. **Sustainable economic growth and good jobs**
3. **There is a lack of understanding of what being globally responsible means**

'Insufficient activity to mitigate and adapt to climate change' were more important for those who lived in North Pembrokeshire, those aged 65 or over and those with a household income of £45K or over per annum, but less important for those who were disabled.

'Our key natural resources are being depleted faster than they can be replenished' was more important for those who lived in rural and south coast areas. 'Sustainable economic growth and good jobs' was less important for those in this area.

'Climate emergency' was joint most important for those from minority ethnic groups and more important for those who lived in North Pembrokeshire.

'There is a lack of understanding of what being globally responsible means' was most important for those with a household income of between £30K - £45K per annum. This was less important to those who lived in North Pembrokeshire, those who were aged 65 or over, those who were carers, those from ethnic minority groups, those who had a household income of £45K or over per annum and those who spoke Welsh.

What could you do to help your community be globally responsible?

1. **Reduce consumption, reuse items, recycle waste**
2. **Support local producers and short local supply chains**
3. **Source renewable energy**

Those with a household income of £15K - £30K per annum were more like to **'buy Fairtrade'**.

Those with who lived in main times and those with a household income of £30K - £45K per annum were more like to **'Get involved in initiatives such as Go Green Day or Earth Hour'**.

Those from minority ethnic groups were less like to 'volunteer in environmental or community-based projects'.

What support would need to be in place to do these things?

1. **Information on sourcing local food and resources**
2. **Information on sourcing renewable energy / green energy, community energy opportunity and energy from waste possibilities**
3. **Information on decarbonisation and the circular economy**

'Opportunities to become involved' were more important for those who were aged 65 or over and those from minority ethnic groups.

'Ideas on alternative ways to travel' were more important for carers but less important for those with a household income of £15K or under per annum or those who spoke Welsh.

'Workplace projects and training' were more important for those who lived in main towns, those from minority ethnic groups and those with a household income of £15K or under per annum.

'Information on decarbonisation and the circular economy' was less important for those who were carers and those from minority ethnic groups.

'Information on sourcing renewable energy / green energy, community energy opportunity and energy from waste possibilities' were less important for minority ethnic groups.

WHAT DID YOUNG PEOPLE SAY?

A word cloud of narrative responses from young people shows that their number one global concerns is the Covid-19 pandemic, with 'pollution', 'climate change', 'global warming' and 'plastic' also appearing prominently.

Comments and feedback on a globally responsible Pembrokeshire

Nature of comment	Number
General comments on climate change	3
Comments on renewable energy	5
Perceived higher costs of eco-friendly options	6
Encourage Re-Use	6
Extend range of opportunities to recycle	11
Total	31

Item 4

DATE OF MEETING	14th December 2021
REPORT TITLE	PSB Climate Change Group update
STATUS	Verbal update - for information
PURPOSE	To receive a verbal update on discussions held at the last meeting on 23rd November 2021 and on the successful Community Renewal Bid to develop and Pembrokeshire Climate Adaptation Strategy
RECOMMENDATION(S)	That the PSB notes progress to date
AUTHOR	n/a

Item 5

DATE OF MEETING	14 December 2021
REPORT TITLE	**Pembrokeshire 2040: Developing a long term vision for the County**
STATUS	For discussion and agreement
PURPOSE	To outline proposals to work as a partnership to develop a long term vision for Pembrokeshire
RECOMMENDATION(S)	1. That the PSB considers the proposal 2. That PSB partners sign-up to a joint visioning exercise which can support the development of the next Well-being Plan for Pembrokeshire.
AUTHOR	Will Bramble, Chief Executive, PCC

Pembrokeshire 2040: Developing a long term vision for the County

<u>Background</u>

The County Council is reviewing its approach to corporate planning following the arrival of its new Chief Executive, the findings from a number of external peer reviews (Corporate Peer Challenge, Economy Peer Challenge and Communications review), the forthcoming Local Government elections and the Covid-19 pandemic.

The emerging view is that we are currently in an opportune 'strategic moment in time', where a confluence of social, economic, environmental, technological, legislative and political factors, when taken as a whole, point to the need for a wide ranging and long term review of what Pembrokeshire 'is', and what it should 'become' and to take this opportunity to plan for and shape what the County will look like in 2040.

The last 18 months could be characterised as a seismic event, suggesting that incremental change managed on a 'business as usual' approach may no longer be appropriate. In a Pembrokeshire context, macro impacts as well as county specific challenges are becoming more evident and are drawn out in the findings of the draft Well-being Assessment **(see item 3 on agenda)**:

- Economic change: the recent Centre for Progressive Policy report examining the economic vulnerability of local economies in the UK identifies Pembrokeshire as 'extremely economically vulnerable' (one of 37 local authority areas that are reliant on high emitting industries likely to be impacted by transition to net zero. ('Leaving no place behind in the race to net zero' Centre for Progressive Policy, Nov 21)

- Housing market: Pembrokeshire has the second highest number of Second Homes in Wales and has witnessed the highest house price increase in the UK over the last 12 months – 23.9% (ONS) These trends are impacting on the livelihoods of local families, communities and future generations ('Second Homes: Developing new policies in Wales', Dr Simon Brooks, 2021)

- Homelessness: changes in WG policy and guidance introduced at the start of the Covid pandemic has resulted in a large increase in homeless applications and duties placed on the Council to provide interim temporary accommodation whilst suitable and affordable accommodation is found. As of October 2021, 189 households had been placed in temporary accommodation compared with 51 in December 2019. This situation is likely to continue due to the shortage of social housing and affordable private sector rentals in the housing market.

- Social Care: Pembrokeshire has an increasingly ageing population which brings significant pressures in terms of providing appropriate and necessary care and support to some of our most vulnerable population

- Poverty: child poverty rates are currently amongst the highest in Wales, with the full impact of the pandemic likely yet to have been felt

- Education: attainment outcomes for school-age learners in Pembrokeshire have been too variable for a number of years; the most recent Estyn inspection (Dec 2019) highlighted the need to improve outcomes for all learners, particular those eligible for free school meals and those more able; the Council is working towards a longer term

plan (2027) to realise the type of quality school environment Pembrokeshire learners should expect as part of their education

- Climate change: Welsh Government has set a target for Wales to become a net zero carbon country by 2050 (and exploring the feasibility of bringing this forward to 2035); within that context the Council has declared a Climate Change Emergency and has stated its ambition to reach net zero carbon by 2030

- Covid-19: the world will not return to what it looked like prior to the pandemic; the assets and strengths of our communities, the impact on jobs and changes to working practices, and how we approach supporting the health and well-being of people and communities, have and will continue to change and evolve as we shift to adapt to a post-pandemic world

- Energy: As home to the UK's biggest energy port, with mature infrastructure, energy lines of communication, a well-developed grid and huge untapped sustainable energy potential, Pembrokeshire is at a strategic crossroads defined by both risk and opportunity.

Way Forward

There is a clear opportunity for greater collaboration in this space across all PSB partners by aligning the Council's need to develop its longer term vision for the place with the PSB's duty to produce its next Well-being Plan in the next 12 months. The aim is to create a common purpose around what we all want Pembrokeshire to look like in the longer term.

The existing Well-being Plan has provided a helpful analysis and roadmap for the key issues (challenges and opportunities) facing the County over a 5 year period. One of the weaknesses of current PSB working however is that at times the Board inevitably becomes drawn to short terms issues dealing with the 'here and now' and day to day rather than having a real sense of shared purpose and understanding around longer term aspirations of 'place' and directing effort and resources towards that end state.

The goal should be to establish a vision and set of outcomes that describe the 'future state', and provide a framework to enable corporate and partnership planning (and budgeting) to be better integrated. As a peripheral county with a very distinctive and unique identity, the concept of a 'One Pembrokeshire' prospectus i.e. long term approach to integrated planning, was initially considered by the former Local Service Board (LSB) back in 2015.

The Council is of the view that for a 'Pembrokeshire 2040' vision to be truly informed and meaningful it must be objective and grounded not only in the evidence, but with the needs, opinions and ambitions of citizens, communities and wider stakeholders taken into account and contributing to the process.

The Council has been considering how best to approach this work and is clear that the PSB is central to this, both in terms of the contributions partners can make from a 'place-shaping' perspective and in terms of the statutory responsibility for the Well-Being assessment and the Well-Being Plan.

If successful, a 'Pembrokeshire 2040' vision has the potential to provide a foundation to ensure all partners in Pembrokeshire are working from a common understanding and towards a common purpose, enabling better outcomes and opportunities for people and communities in the county.

Building on previous work, an indicative framework and timetable for progressing a '2040' vision could look like:

January / February 2022	Workshop session to agree key components of the '2040 vision' (see Appendix 1 as a 'starter for ten')
February / March 2022	Workshop session to draft 2040 'outcome statements' for key components
March 2022	Reality check/evidence base review of 'outcome statements' (using findings from the Well-being Assessment)
April 2022	Workshop to refine 'outcome statements' and agree draft vision statement
May / June 2022	Consultation on draft 'Pembrokeshire 2040 vision and outcome statements'
Summer 2022	PSB approve 'Pembrokeshire 2040 vision' (Version 1)

From September onwards the new '2040 vision' would form the basis for the PSB establishing the foundation Well-being Objectives on which the next Well-being Plan can be developed, as well as supporting PSB partner organisations' own corporate planning processes for 2023/24 and the medium term.

Recommendations

1. That the PSB discuss and consider the proposal
2. That PSB partners sign-up to a joint visioning exercise towards 'Pembrokeshire 2040' which supports the development of the next Well-being Plan for Pembrokeshire

Appendix 1

Example list of areas of focus for developing outcome statements to underpin Pembrokeshire 2040 vision

- Economy
- Health
- Care
- Education and learning
- Environment
- Climate change
- Housing and homelessness
- 'Safe and secure'
- Poverty
- Transport
- Connectivity
- Infrastructure
- Communities
- Rural services
- Town centres
- Leisure and culture
- Social justice and equality
- Tourism and visitors
- Citizenship and democracy