

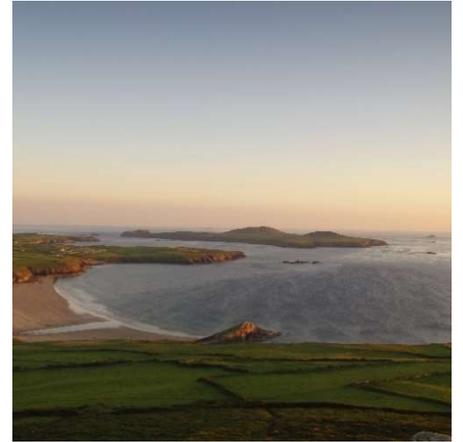


Pembrokeshire

Well-being Assessment

Executive Summary





Contact Us:

By Telephone:

By Email:

Status: Final Version

01437 775858

PSB@pembrokeshire.gov.uk

Approved by PSB: **15/03/22**

01437 776252

Publication date: **May 2022**

An **Easy Read Version** of this document is available upon request from Pembrokeshire County Council. Mae'r eitem hon ar gael yn Gymraeg hefyd / This item is also available in Welsh



**LLESIANT
CENEDLAETHAU'R DYFODOL
WELL-BEING OF
FUTURE GENERATIONS**

Pembrokeshire Public Services Board
Bwrdd Gwasanaethau Cyhoeddus Sir Benfro



CONTENTS

Foreword	4
Introduction	5
Executive Summary	10
Summary of Key findings	10
Key Regional Themes	15
Scoring Matrix	16
Next Steps	20

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](#)

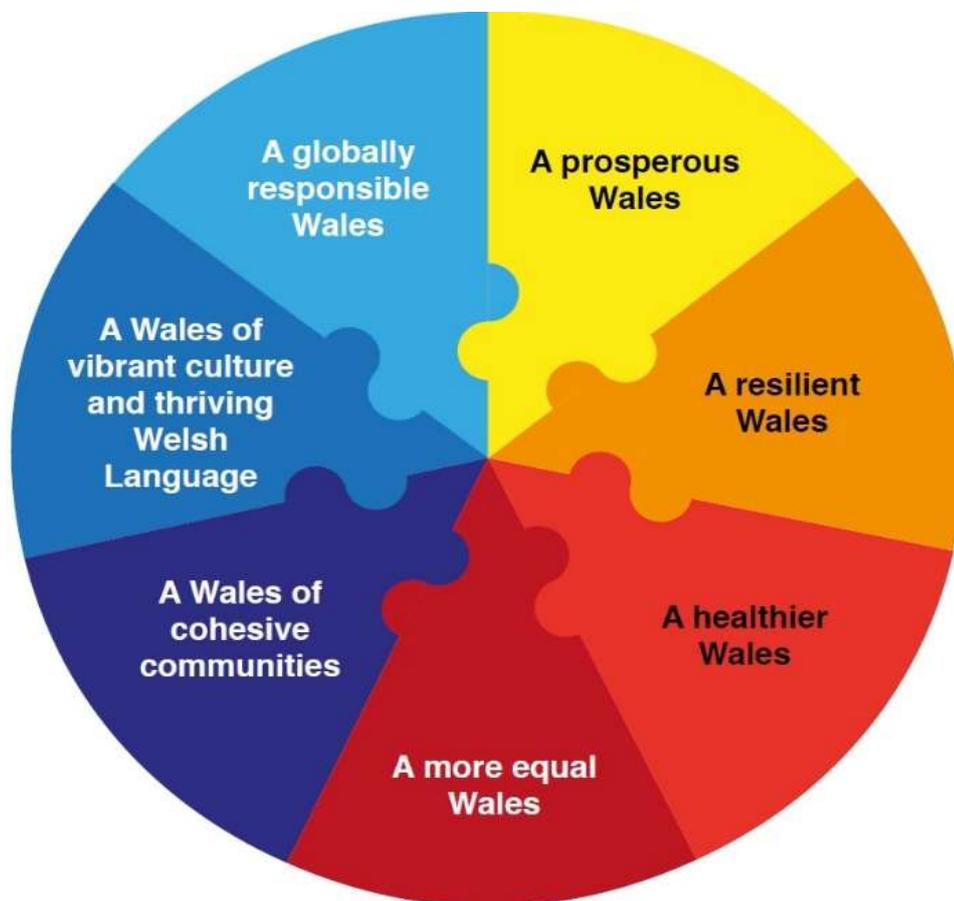
Tegryn Jones

Chair of Pembrokeshire Public Services Board

INTRODUCTION

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.
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:

- | | |
|--|--|
| <ul style="list-style-type: none">• Pembrokeshire County Council• Mid and West Wales Fire and Rescue Service• Pembrokeshire Coast National Park Authority• Pembrokeshire Association of Voluntary Services• PLANED• Public Health Wales• Job Centre Plus• Town and Community Councils | <ul style="list-style-type: none">• Hywel Dda University Health Board• Natural Resources Wales• Dyfed-Powys Police• Port of Milford Haven• Pembrokeshire College• Police and Crime Commissioner• National Probation Service• 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, 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.

EXECUTIVE SUMMARY

Summary of Key Findings

The responses gathered from the various forms of engagement for the assessment have been considered 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 in context

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

Welsh language use is increasing in the county.

Pembrokeshire is amongst the least ethnically diverse areas in Wales.

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

Pembrokeshire has an ageing population, which will have impacts on public services and the local labour market.

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, loneliness and health inequalities.

Covid-19 has fundamentally changed the way some of us 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.

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.

Evidence points to an increase in parental drinking having an impact 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 and the nature emergency are the defining issues of our time. Climate change and the nature emergency cannot be considered separately.

Sustainable management of our land and soils is vital for food production, storing carbon, reducing flood risk and improving air and water quality.

Climate change will increase the significant number of properties, communities, infrastructure and key services at risk of flooding.

Pollutants, in particular nitrate, phosphorus and sediments, are having a detrimental impact on water quality, habitats and species diversity.

Pembrokeshire's valuable habitats and species store carbon, reduce flood risk, help prevent coastal erosion and maintain healthy soils.

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.

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

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.

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 work place has a positive effect on their well-being.

Pembrokeshire has the highest number of blue flag beaches and green coast awards in Wales.

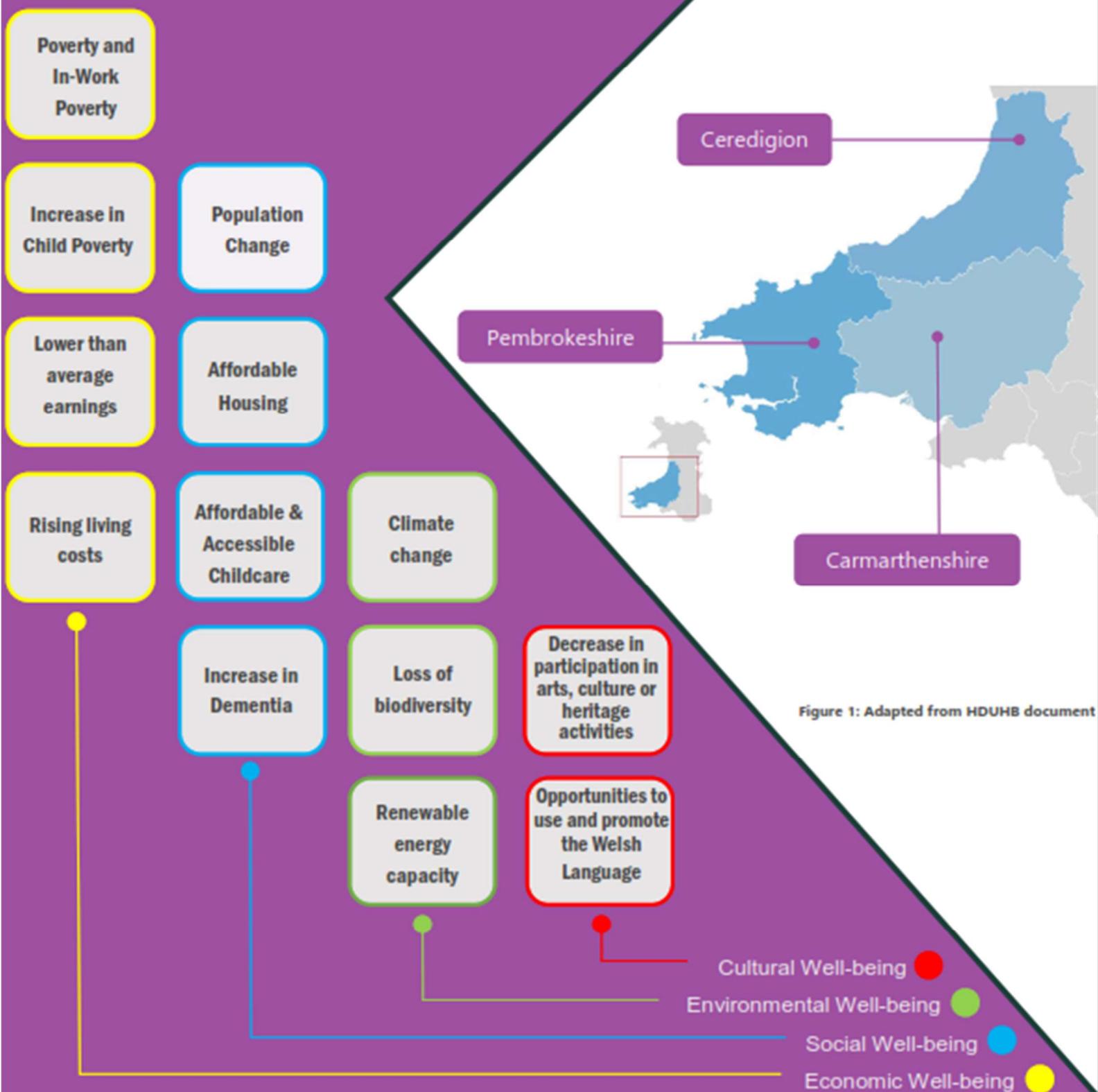
The presence of the National Park has a positive impact on the well-being of young people in the county, with many citing it as the best thing about Pembrokeshire.

KEY REGIONAL WELL-BEING THEMES

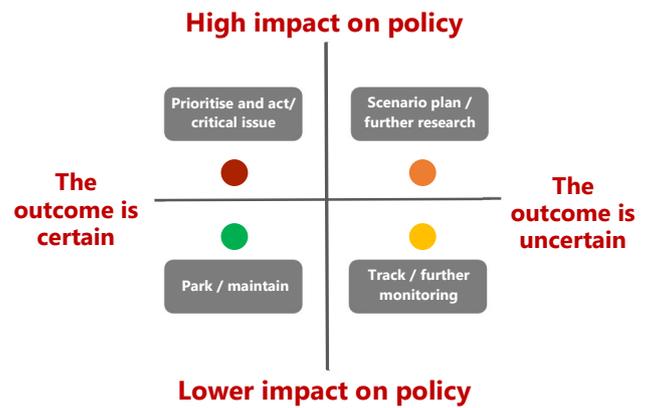
The collaborative working we have undertaken during the production of this assessment with regional partners has given rise to a number of cross-boundary or regional issues affecting the whole of the West Wales Region. Pembrokeshire has regional partners in West Wales - Ceredigion and Carmarthenshire.

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



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 happening, as defined in the sample to the right.



Description	Park or Maintain	Track/ Further monitoring	Scenario plan/ Further research	Prioritise/ Critical issue for area
Pembrokeshire in context				
Young people's participation in democracy needs to be strengthened.			●	
Use of the Welsh language is increasing in the county.	●			
Pembrokeshire is amongst the least ethnically diverse areas in Wales.		●		
Democratic membership in Pembrokeshire, particularly within the Council, is not diverse.				●
Pembrokeshire has an ageing population which will have impacts on public services and the local labour market			●	
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, loneliness and health inequalities.			●	
Covid-19 has fundamentally changed the way some of us 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.				●

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 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

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.			●	
Evidence points to an increase in parental drinking having an impact 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.			●	

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 and the nature emergency are the defining issues of our time. Climate change and the nature emergency cannot be considered separately.				●
Sustainable management of our land and soils is vital for food production, storing carbon, reducing flood risk and improving air and water quality.			●	
Climate change will increase the significant number of properties, communities, infrastructure and key services at risk of flooding.			●	
Pollutants, in particular nitrate, phosphorus and sediments, are having a detrimental impact on water quality, habitats and species diversity.			●	
Pembrokeshire's valuable habitats and species store carbon, reduce flood risk, help prevent coastal erosion and maintain healthy soils.			●	
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.				●
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				
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.				●
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.	●			

NEXT STEPS

This Well-being Assessment provides the evidence base for us to work with people in Pembrokeshire – people and communities, front-line staff who are at the forefront of service delivery, partners and key stakeholders - to identify the PSB's priorities for the next 5 years, and to ensure we work collaboratively to improve well-being now and in the future.

These priorities, and the actions we will take to achieve them, will be expressed in the next iteration of the Well-being Plan, which we will publish by May 2023. We will work together using an integrated partnership approach to develop innovative and co-produced solutions to achieve outcomes which contribute to the national Well-being Goals and to meet our requirements under the Well-being of Future Generations Act.

The PSB has committed to using the findings from this Assessment to develop a "Pembrokeshire 2040" vision which will establish a sense of collective purpose and shared direction which all partners in the county will work towards over the long term. This vision, and the outcome statements supporting it, will establish the type of place we want Pembrokeshire to become, so that we can start planning today for what we want the county to look like in the future.

Planning for this is currently under development, however we are keen that this piece of work will provide an opportunity for everyone to be involved by way of specific scenario planning and futures thinking workshops for key stakeholder and community groups, and broader citizen engagement activities. The end goal is that the "Pembrokeshire 2040" vision exercise will ultimately provide the overarching framework through which the PSB can establish its own Well-being Objectives to support the development of the Well-being Plan, as well as providing the longer term priorities for the county which partner organisations can align with in their own forward planning processes. It is anticipated that this work will take place between April and June, with the vision and Well-being Objectives being established by early summer.

We will revisit the assessment on a regular basis as we move forward as part of a programme of ongoing engagement and involvement with our citizens and communities. We will refresh our data when appropriate to ensure our evidence base

is reliable and robust and a platform from which we can develop long term, preventative solutions to the key factors which influence the well-being of people in Pembrokeshire.

Central to this will be the newly developed "Gorwel" ("Horizon" in English) data and engagement platform, as it will support facilitating this engagement by providing improved opportunities for people and communities to feed back their experiences of well-being in Pembrokeshire, alongside the challenges they face and what matters most to them. It will also provide PSBs and interested parties with up to date data on well-being. The aim is to facilitate an ongoing dialogue with the people of Pembrokeshire, and strengthen our understanding of well-being issues over the coming years.

We will also continue to work with the West Wales Regional Partnership Board to ensure that the Well-being Plan addresses relevant issues identified within the Population Assessment of care and support needs in the region and create synergy with the Area Plan that will be produced over the same timescale.