



MINUTES OF PEMBROKESHIRE PUBLIC SERVICES BOARD
Tuesday 24th September 2024 at 10.00am (Microsoft Teams meeting)

Present

Cllr Neil Prior	Cabinet Member for Communities, Corporate Improvement and the Well-being of Future Generations, PCC (Chair)
Iwan Thomas	Chief Executive Officer, PLANED
Ceri Jackson	MAWWFRS (left 11:16)
Christine Harley	HMPPS
Tegryn Jones	Chief Executive, PCNPA (left 10:54)
Philip Kloer	Interim Chief Executive, Hywel Dda UHB (left 11:42)
Ben Williams	Principal Public Health Practitioner, Hywel Dda UHB
Jessica Bickerton	Chief Executive, PAVS
Caroline Drayton	Operations Manager, NRW
Darren Thomas	Head of Infrastructure, PCC
Tom Moses	One Voice Wales
Rachel Wolfendale	Project Co-ordinator, Co-Production Wales
Barry Walters	Principal, Pembrokeshire College
Ardiana Gjini	Executive Director of Public Health, Hywel Dda UHB
Darren Mutter	Head of Children's Services, PCC (arr. 10:12)
Claire Germain	Deputy Director for Local Government Transformation and Partnerships, Welsh Government (arr. 10:36)

Support/secretariat

Lynne Richards	Corporate Partnerships Officer, PCC
Rachael Rimmer	Corporate Policy Support Officer, PCC

Apologies

Will Bramble	Chief Executive, PCC
Richard Brown	Assistant Chief Executive, PCC
Cllr. Jon Harvey	Leader, PCC
Mydrian Harries	MAWWFRS
Linda Jones	West Wales Regional Partnership Board
Cllr John Davies	PCC
Rhian Bennett	Senior Commissioning Manager, PCC
Alison Perry	Director of Commissioning, OPCC
Nick Evans	Corporate Policy and Partnerships Manager, PCC

The meeting commenced at 10:02am

1. Welcome and Apologies

NP welcomed everyone to the meeting. Apologies were received from those listed above.

2. Minutes of the last meeting / Action Log

The minutes of the last meeting were recorded as accurate, and all actions had been completed.

3. Well-being Plan 'Spotlight' session – Nature, Decarbonisation and Climate Change projects

DT introduced himself as the new Chair of the Nature, Decarbonisation and Climate (NDC) sub-group, having taken over from CD in July 2024. He noted that as part of his role within PCC, he is responsible for the net zero challenge, wider environment services, waste and construction.

DT noted that the project plan addresses three areas:

- **Biodiversity and the Nature Emergency** – This stream is led by the Pembrokeshire Nature Partnership (PNP), with Ant Rogers as the lead officer.
- **Climate Adaptation** – This stream is led by the Pembrokeshire Coastal Forum, with Tom Luddington as the lead officer.
- **Decarbonisation and Net Zero** – The lead officer for this stream is Dan West, the new Energy and Sustainability Team Manager for PCC.

At the last PSB meeting, a discussion was held around what the NDC sub-group needs to address moving forward. The main points coming out of this discussion were:

- The PSB placed a strong emphasis on continuing nature emergency work.
- Culture and behaviour change is important issue that needs to be confronted.
- The area of work being covered by these projects is wide and trying to achieve greater visibility and traction is difficult.
- The group need to look into the deliverability of work and focus on smaller projects that can help to evidence progress.
- The link between environment and communities work was seen as particularly important.
- There is a need to look at long term objectives and focus on how small-scale activity can feed into these.

DT gave an update about work ongoing in each of the three project areas:

Biodiversity and the Nature Emergency-

- There are a number of actions occurring within Biodiversity work, but most are being conducted on an individual level rather than collaboratively as a PSB. There is a need to identify what support the PSB can provide to help try and expand upon these actions.
- A Nature Recovery Action Plan (NRAP) has been produced but there is currently no delivery plan attached to this. There has been a lot of difficulty in trying to translate the existing strategy into a set of deliverable actions that can be monitored.
- The PSB had previously considered producing a delivery plan but there were concerns about how this would add value. DT noted that the development of a delivery plan could help to energise a collaborative working approach for the PSB.
- There may be an opportunity for the PSB to use land ownership across various organisations to help deliver nature projects in Pembrokeshire.

Climate Adaptation-

- A high-level Climate Adaptation Strategy has been funded and produced through the PSB. PCF are currently undergoing a piece of work to update progress against various actions coming out of this strategy.
- Good progress is being made in supporting sustainable communities along the coastline. A current project is helping communities in Amroth and Saundersfoot to adapt to climate change. However, communities have been finding this difficult to accept and do not fully understand the realistic solutions available to support them.
- Communities work needs to be rolled out further to address other areas, but support is needed from partner organisations who may be able to better engage with these communities. DT expressed that PCC is a large organisation with statutory responsibilities but is not in the best position to communicate these issues to communities. Partner organisations, such as PCF, could help to support the engagement of communities, which would also promote collaborative working within the PSB.

Decarbonisation and Net Zero-

- This project is becoming more regional as each local authority has developed a Local Area Energy Plan (LAEP), which feeds into a regional strategy.
- Dan West is enthusiastic about discussing the LAEP with the NDC sub-group and using this approach to pick up delivery actions that are needed for Pembrokeshire.
- The next NDC sub-group meeting will have a presentation on the LAEP.

DT discussed that he, NP and LR had a meeting with the Future Generations Commissioner on 30th July 2024, in which the following questions were discussed:

1. *What are we doing well in climate and nature?* – The development of a Climate Adaptation Strategy, NRAP and LAEP have been positive in Pembrokeshire. Pembrokeshire have also been doing well in recycling waste, and as an area are leading in coastal adaptation.
2. *What are the big problems in terms of meeting targets?* – Key problems in Pembrokeshire include a lack of capacity; a lack of agreement over what the key issues are; a lack of leadership at times; making sure there is the right representation on different groups; a lack of collaborative progress towards the nature emergency project; and a need to better energise community groups.
3. *Where can the FGC office focus efforts to help support us?*

NP invited attendees to ask questions regarding the environment themed projects. He expressed that the purpose of the PSB is to be open, honest and collaborative, and that it is good to be upfront about the difficult issues being faced.

TM expressed that there is enthusiasm for town and community councils in affected areas to get involved and proactively look for solutions to these issues. He noted that Together for Change are helping to deliver well-being action plans in communities, and they are looking forward to working collaboratively with different agencies to deliver these. TJ highlighted that it would be useful to see how organisations are performing across the PSB, so that partners can share knowledge on what is working well.

TJ noted that carbon literacy training seems to have stalled in recent months, and that this is something that could be rolled out across the PSB. DT clarified that a barrier has been that not all information can be shared freely between different organisations. He stated that the intention is for training to continue to be rolled out, but that discussions are underway to consider how to distribute this training and who the information can be shared with.

TJ and PK questioned whether issues producing a delivery plan for the NRAP are due to funding. TJ highlighted that there is some money in the nature recovery space at the

moment, and that it would be a shame if this work cannot be co-ordinated. DT confirmed that funding is an issue in delivering the NRAP, but that the PSB had previously expressed its unease about what this work is trying to achieve. He stated that if the work is supported by the PSB and taken forward, then there needs to be evidence that it will have value. PK questioned why grant funding is not being applied for and whether the PSB could work collaboratively or assign someone to work on this. DT expressed that Biodiversity is a specialist area, and that those with the knowledge to undertake this work do not have the capacity to do so.

TJ indicated that there seems to be a block within the PSB that is preventing work for the delivery plan to begin. He suggested that a one-off meeting could be arranged with key partners who feel that they may have the expertise to try and solve this issue. LR noted that the main block for this work is having the capacity to physically write a delivery plan. She expressed that this could be raised at a meeting of the Pembrokeshire Biodiversity Partnership, and that experts in the room could agree what needs to be delivered and what the main actions are, and that she would be happy to volunteer to attend this meeting and structure this information into a delivery plan. Members confirmed that this seemed like a suitable way to address the problem.

The following actions were agreed:

- Raise the issue of the delivery plan at a Pembrokeshire Biodiversity Partnership meeting in order to try and obtain some actions, and to note LR's offer to move this work forward **(DT)**
- PSB members to confirm with their organisations that the right people are attending Pembrokeshire Biodiversity Partnership meetings to ensure useful discussions can take place. **(ALL)**

For reference, DT briefly presented the action plan for the LAEP to the group. This exemplified how an action plan could be framed and how it may be delivered.

4. Well-being Plan Project updates

Strengthening Communities

A presentation on the Strengthening Communities project was circulated as part of the agenda pack for the meeting. NP provided an update on some of the work going on in this space:

- The Strengthening Communities sub-group continues to meet, with its last meeting being held at the beginning of September.
- There are a lot of actions happening in the volunteering space, and PAVS are leading on this with the support of other local organisations.
- A main concern for Strengthening Communities is that projects are supported by short term funding such as RIF (annual funding) and SPF (due to end in December 2024).
- Social enterprise work is being conducted by PAVS and PCC. A member's seminar has been held regarding myth busting to help local elected members be aware of activity going on in their area.
- Community asset transfer work is being led by PLANED and PCC.
- Community profiles and well-being plans are being led by Together for Change and PCC.

AG explained that the Strengthening Communities area of work will be addressed as part of the new the Shaping Places for Well-being Programme led by Public Health Wales. This will

help to bring approaches to improving health and well-being into a whole system approach. AG will discuss this programme with NP as the Chair of the PSB.

PK questioned how quickly the community profile work by Together For Change will develop, and if there is anything partners can do to support this. TM clarified that there is a challenging three-month timescale to pull together co-created community profiles and action plans, and that a stakeholder meeting was held to look at proposed project timeline. The aim is for this work to include a variety of different communities, including Welsh language, coastal, and urban communities. Whilst the plan is to look at around 3-5 communities over the three-month period, around 10 communities have expressed an interest in taking part.

PK asked for clarification on the approach to the Volunteering Strategy. JB confirmed that a sub-group is currently working on this, and PAVS is co-ordinating the work. She noted that the plan is to have a broad range of perspectives on the role of volunteers, and that a consultant has been engaged in this work who has expertise in volunteering outside of just a Pembrokeshire perspective. This will also link in with other work on volunteering passports and employee supported volunteering. JB added that the launch of this work is due to take place in Q1 of next year, and that this could be discussed further during the next meeting.

AG discussed that she has had previous conversations with PAVS on directing the employee volunteering scheme to align with the principle social model for health. She added that there have been some employer hurdles for the scheme, such as identifying what is considered volunteering and what should be paid for this work. AG noted that this could be a good opportunity to develop some joint definitions and agreements concerning issues that all organisations may face. PK agreed and stated that organisations need to consider how much time they would expect people to spend being active in communities and volunteering. He questioned whether volunteering will be utilised to create connected communities, or whether it will focus on gaps in provision and supporting people at home. PK noted that he is interested to hear the views of the expert consultant that has been brought in to look at volunteering work.

IT expressed that the PSB does not have the best visibility in communities, and that it needs to consider how it can communicate better with communities to show its impact. BW agreed and discussed that the PSB should have a way to measure the impact of all priority areas as a collective group. He highlighted that it would be good to get a framework in place to measure and demonstrate the impact of groups individually and as a collective, to help show the impact of the PSB as a whole. NP suggested that it is not as important for people be aware of the PSB as long as they can feel its impact. He expressed that if the PSB wants to be more public about its work, a conversation could be held outside of the meeting to begin forming a communications plan. TM added that there needs to be a way of pulling together positive news and information from different communities, so that people living in these communities are aware of work going on. He agreed that a communications plan could be a useful step to achieve this. AG noted that a communications plan is only useful if it actually helps to amplify the message of the PSB, and that it should not be considered if it won't add value to the group's work.

The following action was agreed:

- Organise a discussion with PSB partners to consider developing a communications plan for the PSB. **(LR)**

Poverty

DM gave an update on Poverty projects:

- The local authority is considering purchasing the LIFT platform. This low-income finance tracker (LIFT) will allow the pulling together of information about people's

income and benefits statements. The extraction of this information will help to target people who are not claiming benefits they are entitled to. DM noted that it would be useful to have the support of the PSB for this platform before it is proposed to SLT.

- Colleagues in Citizens Advice have been successful in their application to the Child Poverty Innovation Fund. They have been awarded £25,000 to follow up on recommendations that were raised in poverty research from last year.
- The lived experience group development has slowed down due to changes in personnel in Co-Production Wales and PAVS. However, an outline terms of reference has been developed and DM will ask colleagues to prioritise this work to get the group set up.
- The Poverty group meeting for September was cancelled due to a high number of apologies. Another meeting is scheduled for December, but the group is aiming to re-schedule the cancelled meeting to October. DM added that poverty work is ongoing and is not dependent on whether meetings take place.
- DM is looking into developing a football and rugby boot recycling scheme, as this was pledged at the Poverty Summit back in February. The aim is for parents to donate boots to the scheme which will help people to save money and promote recycling. The pilot for the programme was successful, but the scheme paused due to a lack of resource. DM is linking with Sports Pembrokeshire and Baby Bank colleagues to help try and get this scheme restarted.
- The People Power Project, operated out of Citizens Advice, has helped maximise benefit income for over 40 people in the first 5 months of this year. Over the 5 months, around £106,000 was claimed through this project, helping to support those living on the brink of poverty. The new LIFT platform will help to escalate this work further if it is approved.

NP emphasised the importance of holding regular sub-group meetings for the three workstreams of the PSB, and encouraged the Poverty group to re-schedule their cancelled meeting.

AG questioned whether the new LIFT platform would help to support individuals with skills development, signposting or alerts to help ensure people are getting the help they need. DM confirmed that the outline plan would include reference to this.

The following action was agreed:

- Attempt to rearrange the cancelled Poverty Group meeting for some time in October (DM)

5. Review Terms of Reference

The Terms of Reference (TOR) were recirculated to the group for the benefit of new members of the PSB. LR stated that if anyone had suggestions of what could be amended in the TOR, to let her know. She added that she will edit the TOR to reflect that PLANED are now responsible for publishing the minutes of the PSB.

NP suggested that the TOR should reflect the principle of the gold, silver and bronze groups more clearly. PK agreed that the setup of the PSB is key to how it operates, and that there may be an opportunity to look at what other PSB's have done and learn from this. CG expressed that she had a meeting the following day where she would try to raise this and see if there are any examples.

JB discussed that the TOR does not capture how the PSB works together and shares resources to deliver transformative change. She added that the 10-year anniversary of the

Wellbeing of Future Generations Act is coming up in 2025, and that the TOR should reflect how the PSB makes progress against this legislation.

TM questioned whether there is scope to consider bringing the public into PSB discussion. LR clarified that the TOR already allows for the public to attend meetings and ask questions with the permission of the Chair, and that those working in communities are free to promote this opportunity. RW noted that Ceredigion PSB recently invited members of the public to a meeting to discuss an agenda point surrounding the closure of a visitor centre. NP asserted that Ceredigion's example feels like more of an organisational matter that could not be solved by the PSB. CG and AG clarified that in these situations, the PSB would be able to address the wider ramifications and how to approach the delivery of services to minimise impacts on communities. LR highlighted that this approach would risk members of the public questioning organisations on their day-to-day work, which falls outside of the scope of the PSB. NP agreed and added that the best way to involve the public is through bronze sub-groups of the PSB.

The following action was agreed:

- Discuss suggested changes to the TOR with NP/NE outside of the meeting and make necessary amendments **(LR)**

6. Discussion – 2025 meetings

LR stated that she has a list of dates for PSB meetings for 2025, but that she would like some feedback on whether these will cause issues for members. She noted that moving meetings so that they fall on other weekdays could cause issues for different partners. It was highlighted that moving meetings to a Wednesday would cause conflicts for PCC, NRW and Hywel Dda, and so this should not be considered.

The following action was agreed:

- Create a Doodle poll with equivalent PSB dates for next year and circulate this to partners for feedback. **(LR)**

7. AOB

There was no other business.

The meeting ended at 11:56

Action Log

No.	Pg.	Action	Target date	Owner	Resolution
1	4	Raise the issue of the delivery plan at a Pembrokeshire Biodiversity Partnership meeting in order to try and obtain some actions, and to note LR's offer to move this work forward	Next meeting	DT	
2	4	PSB members to confirm within their organisations that the right people are attending Pembrokeshire Biodiversity Partnership meetings to ensure useful discussions can take place	asap	All	
3	5	Organise a discussion with interested partners to consider developing a communications plan for the PSB.	By next meeting	LR	Completed
4	6	Attempt to rearrange the cancelled Poverty Group meeting for some time in October	asap	DM	
4	7	Discuss suggested changes to the TOR with NP/NE outside of the meeting and make necessary amendments	By next meeting	LR/NP/NE	Completed
5	7	Create a Doodle poll with equivalent PSB dates for next year and circulate this to partners for feedback.	asap	LR	Completed