



MINUTES OF PEMBROKESHIRE PUBLIC SERVICES BOARD
Tuesday 26th November 2024 10.00am (MS Teams)

Present:

Cllr. Neil Prior	Cabinet Member for Communities, Corporate Improvement and the Well-being of Future Generations, PCC (Chair)
Jessica Bickerton	Chief Executive Officer, PAVS
Darren Mutter	Head of Children's Services, PCC
Ch.Insp. Christine Fraser	Partnerships Lead (Pembrokeshire/Ceredigion), Dyfed Powys Police (left 10.55am)
Iwan Thomas	Chief Executive, PLANED
Mydrian Harries	Assistant Chief Fire Officer, MAWWFRS
Caroline James	Director of Finance, Pembrokeshire College
Ben Williams	Principal Public Health Practitioner, Hywel Dda UHB
Claire Germain	Deputy Director for Local Government Transformation and Partnerships, Welsh Government
Mandy Williams	Co-Pro Wales
Tegryn Jones	Chief Executive, PCNPA (arr. 10.35am)

Support/Secretariat:

Nick Evans	Corporate Policy and Partnerships Manager, PCC
Lynne Richards	Corporate Partnerships Officer, PCC
Amy Richmond-Jones	Engagement, Planning and Performance Manager, MAWWFRS

Apologies:

Will Bramble	Chief Executive, PCC
Richard Brown	Assistant Chief Executive, PCC
Cllr Jon Harvey	Leader, PCC
Rhian Bennett	Senior Commissioning Manager, PCC
Caroline Drayton	Operations Manager, NRW
Barry Walters	Principal, Pembrokeshire College
Phil Kloer	Chief Executive Officer, Hywel Dda UHB
Darren Thomas	Head of Infrastructure, PCC
Alison Perry	Director of Commissioning, OPCC
Tom Moses	One Voice Wales
Bruce Bolam	Deputy Director of Public Health, Hywel Dda UHB
Ardiana Gjini	Executive Director of Public Health, Hywel Dda UHB
Linda Jones	West Wales Regional Partnership Board
Anna Malloy	Port of Milford Haven

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

Actions

	Action	Resolution
1	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	NDC meeting has not been held since last PSB meeting so unclear whether this has been discussed with the group's biodiversity lead
2	PSB members to confirm within their organisations that the right people are attending Pembrokeshire Biodiversity Partnership meetings to ensure useful discussions can take place	As above
3	Organise a discussion with interested partners to consider developing a communications plan for the PSB	See below
4	Attempt to rearrange the cancelled Poverty Group meeting for some time in October	Meeting not held in October, but meetings scheduled for December and January
5	Discuss suggested changes to the TOR with NP/NE outside of the meeting and make necessary amendments	Meeting held to discuss amendments and updated ToR circulated to PSB partners
6	Create a Doodle poll with equivalent PSB dates for next year and circulate this to partners for feedback	Dates for PSB meetings in 2025 have been circulated

Action 3 - Organise a discussion with interested partners to consider developing a communications plan for the PSB

A meeting was held with the Chair, TJ, IT, JB, NE and LR on 8th November. Development of a Communications Plan for the PSB was discussed, however, it was agreed that resource was an issue. Instead, it was agreed that PSB should work together to promote significant events or to request involvement from communities if the following four principles are met;

- There is a positive message
- There is an audience / it is in the public interest
- The PSB needs assistance to achieve a goal (a call to action is required)
- Partners are able to provide resource to support

The minutes of the last meeting held on 24th September 2024 were agreed as an accurate record.

3. Well-being Plan ‘Spotlight’ session – Poverty project

DM presented the slides circulated to partners as part of the agenda pack. He introduced the context and background to the LIFT platform, developed by Policy in Practice and outlined the benefits of the platform, in terms of increasing the income of those entitled to benefits they were currently not claiming. DM noted that there will also potentially be wider benefits to both the local economy and the Local Authority as people's well-being increases and debts decrease due to additional income.

The process would start by focusing on a campaign around entitlement to pension credit. DM said that using a staggered approach to target one benefit at a time would be necessary in order to manage the potential volume of demand that would follow mail-outs. He also said that he had linked with the local Older Person's group to make them aware of the campaign, and they had suggested mailing letters in white envelopes rather than brown, which some associate with bills and may therefore ignore.

CG said that the WLGA were currently running a pilot project to consider the efficacy of tools such as LIFT and the benefits to local authorities. She would link with DM outside the meeting to discuss this further.

CJ asked how the software had been adapted for use in Wales, as EMA was not available in England. She also noted the potential for scammers to be made aware of campaigns and take advantage of them. DM said that the software had been adapted for use in Wales as it was currently also being used by RCT Council. Safeguards were also in place to try and prevent scammers taking advantage of potential new benefit applicants.

JB asked about the capacity of the team to manage the additional workload, and whether there would be tie-in with other agencies who might be able to offer assistance, such as Citizens Advice. She also said that it would be important to keep the PAVS Community Connectors aware of developments. NP also asked about resource for the project, and whether there was a role for the PSB. DM noted that resource had been found internally to support rollout of the campaigns. He also said that he was aware the Citizens Advice were no longer accepting referrals due to capacity issues, which was another reason to stagger campaigns. The role for PSB members would be to raise awareness so that people were aware that they may be contacted. DM said that information would be developed to raise awareness amongst PSB partners, their staff and customers, which might also prompt people to proactivity look into their own entitlement to benefits. From a practical point of view, the process would have to be PCC led due to information sharing agreements in place with DWP.

NP said that he was keen to explore further through the Poverty Working Group how wider PSB partners could support the process. DM suggested that the Working Group could develop a communications strategy and assign tasks to PSB partners through the group. NP said that he would be keen to attend a Working Group meeting to take part in these discussions.

4. Well-being Project updates

Strengthening Communities

NP said that he was encouraged by recent progress, and noted that at the next PSB meeting a session would be held on the Most Significant Change process for the work of the Strengthening Communities group.

JB noted that the Volunteering Strategy was nearing final draft stage and that the final strategy would be launched in March (currently scheduled for 19th). A workshop entitled 'Understanding Today's Volunteering Landscape' would also be available for those who were interested. Further information would be circulated when a date was arranged.

Nature, Decarbonisation and Climate Change

There were no queries about the NDC Group update.

5. Future Generations Commissioner's Office Ways of Working Journey Checker – discussion

NE outlined the background to this agenda item, noting that all public bodies subject to the WBFG Act had been asked if they were willing to use the tool to check their progress, the outcomes of which would be used in the Future Generations Commissioner's 5 year report to be released next year.

He said that the tool would take a significant amount of work to complete so was not something that could be tackled during a scheduled PSB meeting. He also noted that there were a lot of newer PSB members and the tool required historical knowledge in order to be completed successfully. NE said that a colleague in the PCC Policy Team had attempted to complete the tool and had found the process onerous.

NP said that in principle completing the tool could be useful, but asked that Dan Shaw in the PCC Policy Team email his thoughts on completing the tool to NP for him to consider this further.

6. AOB

NP noted that Derek Walker, the Future Generations Commissioner, would be attending a round table discussion event at Pembrokeshire Coastal Forum's offices in Pembroke Dock on 4th December. Discussions are likely to include;

- Innovative/ Nature Finance
- Climate Adaptation and engaging our communities
- The Celtic Sea opportunity for our region and Wales
- Green skills
- Outdoor health & social prescribing

The invitation had been forwarded to the leads on Decarbonisation and Biodiversity from the PSB's Nature, Decarbonisation and Climate Change Group.

The meeting ended at 11.27am.

Action Log

No.	Pg.	Action	Target date	Owner	Resolution
1	3	Extend invitation to NP to attend next meeting of Poverty Group re: LIFT platform and involvement of PSB partners	Next PG meeting	LR	Completed
2	4	Circulate further information and date of 'Understanding Today's Volunteering Landscape' workshop when available	When received	LR	Completed
3	4	Circulate information on completion of FGC's Ways of Working Journey Checker tool to NP to consider	ASAP	NE/DS	Completed