

Pembrokeshire Public Services Board
Bwrdd Gwasanaethau Cyhoeddus Sir Benfro



MINUTES OF PEMBROKESHIRE PUBLIC SERVICES BOARD
Tuesday 4th February 2025 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)
Darren Thomas	Head of Infrastructure, PCC (left 14:52)
Philip Kloer	Chief Executive Officer, Hywel Dda UHB
Bruce Bolam	Deputy Director of Public Health, Hywel Dda UHB
Caroline Drayton	Operations Manager, NRW
Ch. Insp. Christina Fraser	Partnerships Lead (Pembrokeshire/Ceredigion), Dyfed Powys Police
Claire Germain	Deputy Director for Local Government Transformation and Partnerships, Welsh Government
Iwan Thomas	Chief Executive, PLANED
Jessica Bickerton	Chief Executive Officer, PAVS
Mezz Lewis	Co-production Wales (left 15:18)
Mydrian Harries	Assistant Chief Fire Officer, MAWWFRS
Tegyrn Jones	Chief Executive, PCNPA
Jessica Thomas	Dyfed Powys Police (left 15:10)
Barry Walters	Principal, Pembrokeshire College
Anna Malloy	Communications and Marketing Director, Port of Milford Haven
Tom Sawyer	Chief Executive, Port of Milford Haven (arr. 14:10)

In attendance for item 5

Michael Gray	Director of Social Care and Housing, PCC
Rhian Bennett	Senior Commissioning Manager, PCC
Jessie Buchanan	Director, Together for Change

Support/secretariat

Nick Evans	Corporate Policy and Partnerships Manager, PCC
Rachael Rimmer	Corporate Policy Support Officer, PCC
Amy Richmond Jones	Engagement, Planning and Performance Manager, MAWWFRS

Apologies

Will Bramble	Chief Executive, PCC
Richard Brown	Assistant Chief Executive, PCC
Darren Mutter	Head of Children's Services, PCC
David Thomas	One Voice Wales
Tom Moses	One Voice Wales
Mandy Williams	Co-Production Wales
Linda Jones	West Wales Regional Partnership Board
Cllr John Davies	PCC
Alison Perry	Director of Commissioning, OPCC

The meeting commenced at 14:02

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 agreed as accurate. All actions had been completed. NE asked for clarity on an action from an earlier meeting that had not yet been addressed:

- *Raise the issue of the delivery plan at a Pembrokeshire Biodiversity Partnership meeting in order to try and obtain some actions, and note LR's offer to move this work forward* – DT confirmed that there had been some movement in regard to this action, and this would be addressed under the 'Nature, Decarbonisation and Climate Change' update.

3. Well-being Plan Project updates

Poverty

JW discussed that the People Power Project is underway, conducted by the Citizens Advice Bureau. This project aims to organise outreach welfare rights work through schools and family engagement. In the first 9 months of the 2024/25 financial year, the project has assisted over 400 people, bringing in an extra £190,000 for Pembrokeshire residents. JW noted that there is currently a proposal for this project to continue to be funded through the SPF, although this process has been slightly delayed.

JBi questioned how the bid for this project was submitted to the SPF, as other organisations were not aware that this process was open for the next year. JW confirmed that the SPF deals with two types of projects: anchor projects and open call (through a bidding process). He added that the People Power Project is an anchor project, but that the open call bid process was likely to follow shortly.

PK asked whether doubling the amount of funding for the People Power Project was likely to double the amount of people helped by the project. JW clarified that this would not be the case, and the current level of resource is suitable due to the school focus of this model. He added that the best way to expand the project would be through extending the model into primary healthcare settings, such as GP surgeries and pharmacies. JW expressed that he would be open to a conversation with the health board about this proposal, and PK agreed that this would be useful to discuss outside of the meeting.

NP noted that he has received a diary marker for the next Poverty Summit in April 2025. He questioned how it would be different than the previous conference, and how the feedback from last year would be taken on board. JW clarified that the feedback received at the 2024 Summit was mostly positive, but it was highlighted that there were too many speakers and not enough group discussion. The main difference for the 2025 Poverty Summit is that there is more time for collective discussion to take place. ML added that she sits on the working group for the Poverty Summit, and that the aim is to make people aware of the good projects going on and reflect on the progress made.

NP expressed the importance of ensuring partners can help to support these projects, and questioned whether partners have been involved in areas such as the Family and Community Engagement Project. JW confirmed that some partners would be involved, but that this is primarily a schools focused project. The model for the project ensures that

schools are equipped and trained to engage in a semi-structured way with parents, particularly those who are more disadvantaged. JW added that whilst the People Power Project and Family and Community Engagement Project are different, they are often linked and used to recruit into each other.

Nature, Decarbonisation and Climate Change

NP confirmed that DT would be leaving PCC to take on a new role at the Port of Milford Haven. He thanked DT for his contribution to the PSB and to the NDC sub-group.

DT gave an update on the work going on in each of the three project areas:

Biodiversity and the Nature Emergency-

- There was an action from the previous meeting to develop a delivery plan to support the actions from the Nature Recovery Strategy. The original intention was to use LR to move this forward.
- The NDC sub-group recently received a presentation from the WWF about their Wholescape project in Pembrokeshire. This project gives the potential to move biodiversity and nature emergency work forward in a collaborative way.
- It is very easy for partners to get involved in this WWF project which will help to support the partnership/joint working approach that the PSB values.
- The NDC sub-group would like the PSB to support this initiative to get nature emergency work moving again.

The following action was agreed:

- Provide further detail on the WWF Wholescape project at the next PSB meeting.

Climate Adaptation-

- A Climate Change Protocol document has been developed by Pembrokeshire Coastal Forum (PCF), to help communities develop their own goals for climate adaptation.
- A review of the 24 priorities from the Climate Adaptation Strategy is currently underway by the PCF. A final summary document will be produced so that the group can see tangible progress towards these priorities.

The following action was agreed:

- Provide a summary document for the review of the Climate Adaptation Strategy priorities by the next PSB meeting.

Decarbonisation and Net Zero-

- The LAEP continues to be rolled out, and a presentation on this was given recently by the project lead (Dan West)
- The LAEP is a regional piece of work, linking in with the CJC and other local authorities. This helps to avoid duplication in the work being produced.
- Work will be conducted with the Regional Energy Manager to share this information more widely and increase collaboration.
- Progress on carbon literacy training is being followed up.

TJ stated that as much of this area of work is at a regional level, it is important to clarify what work should be sitting under the PSB. DT clarified that Pembrokeshire is fortunate to be at the front of developments in climate adaptation planning. Pembrokeshire was the first PSB to have a Climate Adaptation Strategy, but this has meant that other local authorities are still catching up. DT noted that the Welsh Government has only just produced a Climate Adaptation Strategy for Wales as a whole. As a result, DT confirmed that the role of

Pembrokeshire PSB is to provide leadership to other organisations to help bring together thinking and pull this work forward.

JBi questioned whether there is sufficient third sector engagement and a greater role for organisations such as PAVS to support this work. DT clarified that rather than larger organisations trying to impose climate adaptation on people, communities themselves need to be the catalyst for change. This will ensure communities are supportive of climate adaptation work in their areas and will help to prevent pushback against projects. He noted that organisations like PAVS should have a bigger role in supporting communities to achieve this, as the process can be confusing and unclear.

4. Chairing of the PSB Nature, Decarbonisation and Climate Change Group

As DT will soon be leaving his position at PCC, he will no longer be able to Chair the NDC sub-group of the PSB. NP expressed that the PSB needs to consider a new person to take on the responsibility of Chair of the NDC sub-group.

TJ stated that DT's replacement could be a suitable candidate for Chair of the NDC sub-group, as they are likely to have the best knowledge and contacts to fulfil the role to a high standard. DT clarified that it was unlikely he would have a direct like for like replacement, and that Andrew Shaw will be taking over responsibility for the energy workstream, and that Sarah Edwards would be taking over his role as Head of Infrastructure and Environment in the interim.

NP stated that the matter was unlikely to be resolved at this meeting and that he would consider further and work with the NDC sub-group to agree how this is moved forward.

5. Well-being Plan 'Spotlight' session – Strengthening Communities Most Significant Change Stories

IT stated that the information on community asset transfers was not included in the report as the data was not available in time for the meeting. He noted that 8 projects are currently being supported, but that uncertainty around future SPF funding places risk on the projects and the communities that rely on them. IT reassured colleagues that there is significant work going on over the 8 active projects.

The following action was agreed:

- Provide a written update on community asset transfers at the next PSB meeting.

MG stated that the context for MSC comes from a general feeling that we need to create a better way at capturing information that recognises the nuanced work in the communities space. He added that a lot of work is funded through the Regional Integration Fund, with the expectation that impacts will be monitored through indicators. However, this doesn't capture the reality of the difference that some of these community projects are making. MG stated that MSC is a story-based technique, and developing themes from these stories can help us to move in a good strategic direction that would not be possible using just raw data.

JBu introduced herself as the Director of Together for Change and lead of the Most Significant Change (MSC) project. She noted that the project is anchored in cross-sector working and is a qualitative tool for evaluation. MSC provides a record from people about the changes in their lives. Once the stories are collected, they are taken to a panel to decide which is more significant and why. JBu confirmed that 4 stories were selected to be shared with the PSB at the last panel meeting.

Story 1 – Be Heard

Story 1 revolves around the Family and Community Engagement Project, delivered by PCC. The vision of the project is to ensure schools are focused on building working relationships that support parents and strengthen the link between home and school. The parent in the story had been struggling with their child at home but had become involved in the Family and Community Engagement Project at their child's school. This made them feel more supported and gain a greater understanding of how their child is learning in school.

JBu asked the group to consider and respond to three questions:

Q1 - What makes the story significant to you?

Examples of some of the responses include:

- Parents have a vital role in education and discipline – this gave the parents the tools to help their children themselves.
- Likelihood that many parents feel the same.
- The peer support that was developed between the parents - the sense of community that came about.

Q2 – What enabled the change?

Examples of some of the responses include:

- Understanding of the issue – between school and parent.
- Creating a community of people with common interests.
- Reassurance that it was something that the teachers and the parent could work together on.

Q3 – What does this mean for your organisation?

Examples of some of the responses include:

- Can we reach parents before they get to a breaking point?
- Opportunity to change and improve services.
- More focus on well-being of children and supporting families.

Story 2 – Belonging – 40+ years to get there

Story 2 revolves around the VC Gallery, a registered charity supporting veterans and community members in Pembrokeshire. The VC Gallery conducts creative activities to support people with mental health recovery, wellbeing improvement and personal development. The individual in the story had been attending the VC Gallery for support due to poor mental health and lifelong struggles. The VC Gallery supported them in getting work, learning new skills, being creative and developing close friendships with others.

JBu asked the group to consider and respond to three questions:

Q1 – What makes the story significant to you?

Examples of some of the responses include:

- Providing an opportunity to break the cycle.
- It takes time to get to the root cause.
- Friendship, a sense of belonging and purpose, connections.

Q2 – What enabled the change?

Examples of some of the responses include:

- Being listened to – enabled a proper diagnosis and finding what worked for that individual
- Having an accessible community touch point
- Multi-agency working

Q3 – What does this mean for your organisation?

Examples of some of the responses include:

- Important to gather these stories and not solely rely on numbers to justify spend.
- How can we collectively support more of these sort of programmes – a more social model of health and well-being.
- There are significant benefits to partnership community-based services and third sector work.

Story 3 – Employee volunteering scheme enables engagement

Story 3 revolves around the Employee Volunteering Scheme (EVS) that is delivered by Pembrokeshire County Council. The scheme allows all PCC staff to take up to 22.2 hours (pro-rata) of paid volunteering leave each year. This promotes stronger community engagement and allows people to better contribute to their local area. The individual in the story has been using the EVS scheme to volunteer with a local youth group. This has allowed them to provide opportunities and activities for young people, as well as supporting their own well-being.

JBu asked the group to consider and respond to three questions:

Q1 – What makes the story significant to you?

Examples of some of the responses include:

- Effect volunteering can have on well-being.
- The powerful effect of volunteering: for self, people, organisations, etc.
- Giving of your own time is rewarding.

Q2 – What enabled the change?

Examples of some of the responses include:

- The employer being flexible and open-minded.
- A structure in place and easily accessible.
- Supportive workplace.

Q3 – What does this mean for your organisation?

Examples of some of the responses include:

- Releasing staff to volunteer through a small amount of their working time can have a massive impact.
- As an employer – staff will be more engaged.
- We (PCC) need to get on and launch the refreshed volunteering strategy and actively promote it.

Story 4 – Gaining an independence

Story 4 revolves around Young Voices for Choices (YVFC), a forum supported by PCC Youth Services and Education. The group supports young people with additional learning needs and disabilities, providing a space for individuals to come together and discuss issues affecting their lives. Since joining the YVFC forum, the individual in the story has taken part in a variety of key projects that have helped them gain confidence and form important friendships. They now feel more self-assured and willing to take on new opportunities that they would not have had access to without the YVFC forum.

JBu asked the group to consider and respond to three questions:

Q1 – What makes it significant to you?

Examples of some of the responses include:

- Inspirational story – gives hope!
- To think that had they not been given that opportunity, how much they would have missed out on. It has opened up their world.
- Supports meaningful improvement in someone's life.

Q2 – What enabled the change?

Examples of some of the responses include:

- The support but also the individual's determination
- Incredibly skilled key workers providing support
- Pausing to listen, not something we do in this busy world.

Q3 – What does this mean for your organisation?

Examples of some of the responses include:

- We need to replicate this kind of provision – it is transformational for individuals.
- Providing a supportive space builds confidence and connections – value far exceeds cost.
- We need a fundamental mindset shift in public services.

JBu asked the group to consider what this project means for the PSB and whether or not these stories are useful. RB noted that all 4 stories presented had a positive outcome, but that MSC is a neutral methodology that can also capture more negative outcomes. She added that it's important to think about how outcomes could have been achieved sooner and how organisations could learn from stories to act differently in the future.

PK discussed how grants and funding normally follow an empirical, quantitative measurement process in order to decide the importance of projects. He stated that a different approach is needed to ensure collective confidence and that resources are allocated to places that are important. JBu agreed that hard metrics and quantitative data don't always tell the whole story, and that this is why qualitative data is important to consider.

CG stated that the MSC method is a chance to challenge our assumptions and build people's lived experiences into how we work. She added that multiple agencies were involved in the stories which shows how working collaboratively can help make a difference. MG agreed that the stories show a wide range of actors in people's lives. He stated that MSC gives detail that would not be obtained from pre-determined indicators, and that people generally prefer a better balance between qualitative and quantitative data.

It was agreed that MSC should have a place in the future work of the PSB, but that we also need to be capturing stories where impacts and outcomes are less positive.

6. AOB

There was no other business.

The meeting ended at 16:00.

Action Log

No.	Pg.	Action	Target date	Owner	Resolution
1	3	Provide further detail on the WWF Wholescape project at the next PSB meeting	By the next meeting	NDC sub-group	
2	3	Provide a summary document for the review of the Climate Adaptation Strategy priorities by the next PSB meeting.	By the next meeting	NDC sub-group	
3	4	Agree chairing arrangement for the NDC sub-group	By the next meeting	NP/NDC sub-group	
4	4	Provide a written update on community asset transfers at the next PSB meeting	By the next meeting	IT	