

Pembrokeshire Public Services Board
Bwrdd Gwasanaethau Cyhoeddus Sir Benfro



MINUTES OF PEMBROKESHIRE PUBLIC SERVICES BOARD
Friday 23rd May 2025 at 10.00am (Microsoft Teams meeting)

Present

Phil Kloer	Chief Executive Officer, Hywel Dda UHB (Vice-Chair)
Will Bramble	Chief Executive, PCC
Jessica Bickerton	Chief Executive Officer, PAVS
Tegryn Jones	Chief Executive, PCNPA
Iwan Thomas	Chief Executive, PLANED
Cllr. Neil Prior	PCC
Cllr Marc Tierney	PCC
Tom Moses	One Voice Wales
Eva Rees	Director of Learner Journey, Pembrokeshire College
Bruce Bolam	Deputy Director of Public Health, Hywel Dda UHB
Tom Luddington	Pembrokeshire Coastal Forum
Caroline Drayton	Operations Manager, NRW (left 12:00)
Darren Mutter	Head of Children's Services, PCC (left 11:00)
Claire Germain	Deputy Director for Local Government Transformation and Partnerships, Welsh Government
Daniel West	Energy and Sustainability Team Manager, PCC
Mererid Lewis	Co-production Wales
Lucy Wonnacott	Milford Haven Port Authority
Alison Perry	OPCC (arr. 11:06)

Support/secretariat

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

In attendance for item 6

Louise Wilkinson	PAVS (left 11:58)
Michael Gray	Director of Social Care and Housing, PCC (left 11:45)
Rhian Bennett	Senior Commissioning Manager, PCC
Yovieta Andrews	Graduate, PCC (left 11:38)
Jessie Buchanan	Director, Together for Change

Observer

Sasaf Dar

Apologies

Ardiana Gjini	Executive Director of Public Health, Hywel Dda UHB
Barry Walters	Principal, Pembrokeshire College
Linda Jones	West Wales Regional Partnership Board
Mandy Williams	Co-production Wales

The meeting commenced at 10:03am

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. All outstanding actions had been completed.

3. Chairing arrangements

NP shared that he has recently stepped down from his Cabinet at Pembrokeshire County Council, and as a non-executive Member, no longer able to Chair the PSB. He confirmed that this would be his final PSB meeting and expressed his gratitude towards the PSB for all the collective work it has done over the past two and a half years. In the interim, it was agreed that PK as Vice-Chair would Chair the meeting. PK thanked NP for all of his contribution during his time as Chair of the PSB.

NE explained that a formal appointment of a new Chair and Vice-Chair will take place at the next PSB meeting in July 2025. He asked that colleagues consider whether they would like to take on either role or think about nominating someone who would be happy to stand and discuss this between themselves prior to the next meeting. Nominations should be brought to the meeting in July, with the consent of the nominee. NE clarified that where organisations have multiple representatives who attend the PSB, there will only be one vote per organisation for the roles rather than one per member. Anyone who would like further information about what these roles entail should contact NE or NP.

TJ expressed that from his experience, the organisations best placed to take on the role of Chair and Vice Chair would be PCC and the Health Board as they have greater influence to drive the agenda of PSB work forward. PK stated that this is something to consider, but that it is most important for the new Chair to be purposeful and passionate about the role.

The following action was agreed:

- Members will consider who they would like to be the next Chair and Vice-Chair of the PSB and submit their nominations at the next meeting in July **(All)**.

4. Future Generations Report 2025

PK introduced the Future Generations Report 2025 and highlighted that as it is a lengthy document, LR had pulled together a summary version that was included in the agenda pack. He noted that it would be useful to get the group's feedback on the key messages, findings and recommendations for PSBs.

IT stated that there has been a lot of national momentum on a Food Resilience Plan. He highlighted that the PSB has not really focused on food resilience in the past, but that it relates to many areas of PSB work and the services that partners provide. Ceredigion and Carmarthenshire PSBs have recently started focusing on food, and there's a team in Hywel Dda who are looking at a whole systems approach in terms of healthy weight. IT suggested that food resilience is something that Pembrokeshire should be looking at in the future, as it is the only PSB in West Wales who have not started exploring this area of work. He commented that Sue Latham, Coordinator for the Pembrokeshire Local Food Partnership, could present to the PSB at a future meeting on the work around food in Pems. PK noted that food was something considered by the PSB back when the well-being plans were originally set. He added that this is something the PSB could consider again as part of its agenda when a new Chair is elected. WB agreed, highlighting that this is an opportunity to

work with the agriculture and tourism sectors to look at a coherent resilience plan on a local and regional level.

ML shared that colleagues in Co-production Wales have been delivering asset mapping workshops with PSBs in Carmarthenshire and Ceredigion on the healthy weight programme. She added that if Pembrokeshire wanted to do the same, the PSB could get in contact with Mandy Williams. BB shared his support for this and the whole systems approach being developed in Dyfed Powys. He suggested that this matter could be taken offline to allow colleagues to have a look at the recommendations of the well-being report and identify what parts of this work could be accelerated over the next few months, in order to give an update at the next meeting.

JB said that she had attended the launch of the report in Cardiff, and one of the specific recommendations was around structures and partnerships. She noted that PAVS have been invited to lead a session on collaboration in health and wellbeing at WCVA's annual conference event in Cardiff. She shared that she is interested in hearing views on how the PSB views its structures and partnerships, as this would be a good opportunity to share this information, as well as the strengths that good partnerships can have on health and wellbeing. PK stated that strengthened relationships have been established through the PSB and that these lay a good foundation for the group. He noted that this needs to be translated into order and action, and that the PSB's structures probably could be more streamlined. This would be a matter to consider for the new Chair of the PSB. WB added that Wales does not have integrated structures at board level in the way England does, making it more difficult to align and commit resources. He noted that Pembrokeshire does have increasingly good partnership boards that are constantly improving. TJ agreed that Pembrokeshire faces boundaries and barriers due to the different structures in place, but that it is important to look at how we function with what we have available and how we can overcome the smaller barriers.

TJ noted that the work of the PSB does not currently include a cultural dimension, and that there are numerous local and national bodies from the cultural sector who could provide input for the PSB in this area. He suggested reaching out to some of these contacts to see how culture could influence and intersect with some of the PSBs other agenda items. It was agreed that this is something the PSB could consider bringing to future meetings.

TM discussed that communication and engagement action planning is another element the PSB could consider in future. He noted that the PSB could have greater engagement with the public by raising awareness of the sustainability agenda. This information could be 'drip-fed' to the public and co-ordinated with Town and Community Councils. Greater engagement requires joint collaboration with a range of public bodies. NP added that the Board had previously agreed four key points to consider when deciding how and when the PSB should communicate:

1. Would it be good to say something?
2. Would there be any public interest?
3. Is there a call to action?
4. Is there a defined audience?

PK agreed that these four points are a useful way to structure the PSBs communication.

PK questioned whether the PSB is expected to give a formal response to the Future Generations Report 2025. NE clarified that the Council had been asked to respond, but that he would find out if this extended to PSBs. He added that the deadline for this would not be until September/October so there is time for the PSB to consider the recommendations.

The following actions were agreed:

- Map out the recommendations in the Future Generations Report against current activity and develop proposals to fill any gaps, including:
 - How the food resilience area of work could be approached by the PSB (**BB, ML, IT, MW**)
 - Representatives that the PSB could approach for more information on involvement from the cultural sector (**All**)
- Find out if the PSB are expected to provide a response to the Future Generations Report 2025 (**NE**)

5. Pembrokeshire Poverty Summit – overview and feedback

This agenda item was brought forward.

DM provided an update on the Poverty Summit:

- The Pembrokeshire Poverty Summit was held on 16th April 2025 at Pembrokeshire College. There was a good turnout of around 100 people.
- The day consisted of speakers, such as the Bevan Foundation, and workshops. The workshops encouraged attendees to consider what positive action can be taken to help resolve issues around poverty.
- At the 2024 Poverty Summit, feedback suggested that the event was quite hard-hitting in its main messaging. Many attendees did not initially realise the extent of Poverty in Pembrokeshire. This year's Summit took a more balanced approach, giving the message that whilst Poverty was not going away, there is positive and proactive work that can be done to support and help people.
- The Summit featured a presentation on the new LIFT Platform that has just gone live. This low-income family tracker will be used to identify cohorts of people who are entitled to, but are not claiming, particular identified benefits. The first campaign for the platform is currently being prepared and multi-agency support for this would be beneficial.
- A Communications and Collaboration Strategy is currently underway to ensure that people are more aware of the LIFT Platform campaign. This includes engaging with elected Members and reassuring members of the public that the letters they may receive about this are genuine.
- The organisers of the Poverty Summit are still awaiting evaluations and feedback from attendees. DM asked that anyone who has not already provided feedback do so as soon as possible, as this information will be used to help organise next year's event.

MT thanked DM for his involvement in the event, noting that it was a good opportunity to reflect on challenges and make a difference in the lives of residents. PK added that Pembrokeshire is one of the poorest areas in Europe from an economic perspective and that it is worth considering how this work can become more of a partnership endeavour.

6. Strengthening Communities 'Spotlight'

Volunteering Strategy for Pembrokeshire

LW discussed the Volunteering Strategy for Pembrokeshire:

- The new Volunteering Strategy has been widely circulated and is included in the agenda pack for this meeting.
- Now that the Strategy has been developed, the PSB could consider endorsing it and providing a quote to be included in the document.

- The Strategy is officially launching at an event on 25th June 2025. Partners are welcome to attend this event.
- The launch event will consider what success will look like for the Strategy, and will involve the development of actions to form an implementation plan.
- A number of third sector organisations have shown interest in the Strategy and some organisations within the PSB will also be supporting the Strategy individually. This will soon be going to PCC's Cabinet to be considered.

LW asked the PSB to consider endorsing the strategy.

TJ highlighted that if the PSB decides to endorse the Strategy, people may assume that every single organisation in the PSB is endorsing it individually. He noted that not all organisations may want to do this, but that some might rather endorse and reference the Pembrokeshire Strategy as part of their own, individual Volunteering Strategies. LW clarified that Sue Leonard from PAVS originally wanted the PSB to endorse the Strategy because of the increased focus on volunteering in organisations across the PSB.

ER questioned whether different, inclusive formats of the Volunteering Strategy are being developed, such as the inclusion of youth volunteers. LW confirmed that this is something being considered.

MG expressed that the Strategy is strong in its vision and principles but is less clear about how these translate into action. He added that if the PSB is going to endorse the Strategy, it needs to show in what way it is endorsing it and to make a collective effort to develop actions. MG also stated that the language of the Strategy could be amended to be more inclusive, as some people like to consider themselves more of an 'active citizen' than a 'volunteer'. LW noted that this was discussed heavily during the consultation and engagement process of the Strategy's development. It was decided that the Strategy would be focused around a 'volunteering ecosystem' that is welcoming to everyone, no matter how much time they choose to spend volunteering.

PK stated that as the PSB have supported the development of the Pembrokeshire Volunteering Strategy, it would be difficult for the group not to endorse it unless anyone has any clear issues with the document itself.

It was decided that the PSB would endorse the Strategy but that, at a future meeting, the group would also look at the next steps and how partners can take the learning from this document into their own strategies.

Pembrokeshire Community Strategy

YA gave an update on the development of PCC's Community Strategy:

- This Strategy is being developed as public services are under pressure; trust in top-down models is failing; communities want more local responsive approaches; and the pandemic showed the power and importance of communities.
- The Strategy's aim is to create a 'people-driven' Council that collaborates with communities, strengthens local resourcefulness and enhances wellbeing.
- A co-production workshop was held with a community group in March, and a draft list of actions have been developed as a result. Common principles that were raised across discussions with the group include building trust through honest and ongoing dialogue; going to where the people are; tailoring engagement (rather than one size fits all); and celebrating, sharing and learning from what works.
- Going forward, work on the Strategy will prioritise further meaningful engagement and discovery, as well as linking in with the Council's 'golden thread'.

ML questioned whether YA is linking in with Sophie Buckley from PAVS in regard to this work, as she is involved with the Co-production Network in Pembrokeshire. YA clarified that she hasn't yet been in discussion with Sophie but that this is something that is being considered.

TM shared that he has also been involved in the Pembrokeshire Co-production Network, and that it would be useful for PSB organisations to free up the time and resources of some engagement staff to help support the network. This would mean that the network would be able to better align with PSB strategic delivery work. PK agreed that engagement teams could be more connected with the Co-production Network.

JB highlighted that whilst some see this area of work as 'low priority', the aim of the work is prevention which should be a high priority for all organisations within the PSB. She noted that terminology could be reframed to ensure this work is seen as a priority. YA agreed that this is an important issue to address.

IT discussed that it is recognised that there are operational challenges around communities work and it is clear that the local authority is trying not to duplicate what is already in place. He added that harnessing partnership working is important here. IT noted that PLANED, PAVS and Social Firms Wales have been looking at an online platform that can support community organisations with some of the challenges they face, such as overwhelming paperwork and action planning. This will be an automated web tool for Pembrokeshire and is already available in a beta version. A workshop will be held to promote this when it is officially up and running.

PK shared that the Health Board are currently doing some primary care and Community Strategy work, and that it would be good to be aligned with the Community Strategy on this. He questioned if there is a timeline for PCC's Community Strategy so that the PSB could see a draft version. YA confirmed that a draft document is likely to be ready in July/August after further engagement has taken place.

The following action was agreed:

- Add the Community Strategy to the agenda of a future meeting (July or October) so that the PSB can have an update on its progress **(LR)**

Engagement and Co-production projects

There are three engagement and co-production projects currently underway, all detailed in the agenda pack for the meeting:

- Community Well-being Action Planning
- Preseli Community Hub – co-production and listening sessions
- It All Takes Time – engagement and co-production for integrated well-being

JBu discussed that Community Well-being Action Planning is a pilot project to support Town and Community Councils to assert wellbeing-based action plans. This work was led by TM between October 2024 and January 2025. Two plans were developed as a result from Crymych and St Davids, and these will be shared with PSB partners. A related Together For Change report recommended that there is a need to embed mechanisms around how these plans are created. Additionally, in order for trust to be built and plans to be developed, there needs to be adequate resource and time dedicated to it.

JB strongly recommended that partners read through the reports as they demonstrate the value of engagement and co-production. These projects were only funded in the short term

and have no core funding available moving forward. JB added that it is important to carry out co-production work properly, as bad co-production work can be damaging for communities and those with lived experiences. She noted that the Preseli project is working with people with high care needs in their environment, in a difficult context where services and support are under pressure. In this case, the co-production process of delivery work helped move things forward, along with building trust and effective relationships. JB suggested that an action plan needs to be generated for how to adopt this approach in other areas of work.

JB also confirmed that another meeting of the Co-production Network would be held in July to ensure that the momentum behind these projects is not lost due to lack of funding. RB shared that longer term funding for these projects is being considered by the strategic group and that a meeting will be held for this soon. ML offered the support of Co-production Wales in finding a solution.

TM shared that he had been working with a climate adaptation group on a climate adaptation toolkit. He noted that the Co-production Network helped with learning and community work for this toolkit, and that the network is a valuable resource.

Most Significant Change

JBu thanked members of the PSB who had attended the session at the previous meeting on Most Significant Change (MSC). She noted that the fundings of this are coming together and that MSC seems to be an opportunity to support reflective, evidence-based learning. There are still some key areas of learning for MSC that need to be considered:

- The rigour of how stories and evidence are gathered.
- A need to involve people in a collaborative, co-produced way.
- Investing time and commitment, ensuring that this is translated into action.
- Ensuring the evolution of MSC as a way of learning and evaluation – a part time co-ordinator has been recruited to support this.

In the minutes of the last PSB meeting, it was agreed that there would be some role for MSC in the PSB in the future. JBu questioned how this will be supported going forward. PK suggested that MSC could potentially be applied to silver sub-groups of the PSB.

7. PSB Nature, Decarbonisation and Climate Change Group – chairing and project delivery

PK discussed that a new Chair is needed for the Nature, Decarbonisation and Climate Change (NDC) sub-group of the PSB. The new Chair will need to consider how the group functions moving forward and how to support project delivery. PK expressed that anyone who wants to consider taking on the role of Chair does not need to be an expert in every area of the group's agenda, but that they should be passionate about the work taking place.

TJ stated that if there is someone replacing Darren Thomas within the local authority, then this person would probably be best placed to take on the role of NDC sub-group Chair. He said that he was happy to step in and Chair the group in the interim, but that someone from the local authority would be more appropriate in the long-term. NE clarified that Darren Thomas' role is not being replaced 'like for like' and therefore there will not necessarily be a natural replacement. He confirmed that the Chair of the sub-group must be a permanent member of the PSB, to lead and sponsor the work, and be in the position to escalate any issues from group meetings at board level.

The following action was agreed:

- Consider the issue of NDC sub-group Chair outside of the meeting and look at a way to move forward **(NE/TJ)**

8. PSB project updates (for information)

PK noted that the written updates for all project areas in the agenda pack of the meeting were for information and encouraged colleagues to read them.

9. Draft PSB Annual Report 2023-24

LR stated that the draft PSB Annual Report is in development and that input will be needed from the different project areas in terms of amendments/additions on areas such as delivery of projects over the next 12 months. PK offered his support for this process.

TJ questioned whether the economy well-being objective referenced in the report needs more work as a PSB. NE expressed that a lot of work is happening across the economy agenda and that the PSB does not want to duplicate this work, as outlined in the Well-being Plan and as the PSB had agreed when the Plan had been signed off. Rather than having a specifically dedicated project for economy, the PSB instead will link in with relevant groups and areas of work where appropriate. TJ suggested that the PSB could invite the Economic Ambition Group to be one of the sub-groups of the PSB.

The following action was agreed:

- Circulate information on the PSB Annual Report with the request for support from partners **(LR)**

10. AOB

LR noted that there was an issue with some PSB members receiving papers for this meeting due to the file size. She clarified that PSB meeting papers are hosted by PLANED on their website, so can be found there a few days before the meeting if anyone cannot access them in future.

NE also added that Ceredigion have asked officers to explore opportunities around the formal regional merging of PSBs, in order to work more collaboratively. A similar request was put forward by Carmarthenshire around four years ago, but this was rejected at the time. Discussions for this are ongoing and there are no firm proposals as of yet, but something is likely to come forward in the autumn.

PK noted that the health board will soon be launching a clinical consultation and an update on this will be provided at the next meeting.

Meeting ended 12:07

Action Log

No.	Pg.	Action	Target date	Owner	Resolution
1	2	Members will consider who they would like to be the next Chair and Vice-Chair of the PSB and submit their nominations at the next meeting in July	By the next meeting	All	
2	4	Map out the recommendations in the Future Generations Report against current activity and develop proposals to fill any gaps, including: <ul style="list-style-type: none"> ○ How the food resilience area of work could be approached by the PSB ○ Representatives that the PSB could approach for more information on involvement from the cultural sector 	By the next meeting	(BB, ML, IT, MW) (All)	See Item 5 on agenda
3	4	Find out if the PSB are expected to provide a response to the Future Generations Report 2025	ASAP	NE	
4	6	Add the Community Strategy to the agenda of a future meeting (July or October) so that the PSB can have an update on its progress	July/October meeting	LR	Complete (provisional October agenda)
5	7	Consider the issue of NDC sub-group Chair outside of the meeting and look at a way to move forward	ASAP	NE, TJ	
6	8	Circulate information on the PSB Annual Report with the request for support from partners	ASAP	LR	Complete