

Pembrokeshire Public Services Board
Bwrdd Gwasanaethau Cyhoeddus Sir Benfro



MINUTES OF PEMBROKESHIRE PUBLIC SERVICES BOARD
Tuesday 22nd July 2025 at 2.00pm (Microsoft Teams meeting)

Present

Phil Kloer	Chief Executive Officer, Hywel Dda UHB
Cllr Marc Tierney	Cabinet Member for Young Persons, Community, Well-being and Future Generations, PCC
Darren Mutter	Head of Children's Services, PCC (left 15:40)
Mydrian Harries	Assistant Chief Fire Officer, MAWWFRS
Jessica Bickerton	Chief Executive Officer, PAVS
Linda Jones	West Wales Regional Partnership Board (left 14:57)
Iwan Thomas	Chief Executive, PLANED
Mandy Williams	Co-production Wales
Alison Perry	Director of Commissioning, OPCC
Ardiana Gjini	Executive Director of Public Health, Hywel Dda UHB
Caroline Drayton	Operations Manager, NRW
Rhian Bennett	Senior Commissioning Manager, PCC

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

Apologies

Will Bramble	Chief Executive, PCC
Tegryn Jones	Chief Executive, PCNPA
Claire Germain	Deputy Director for Local Government Transformation and Partnerships, Welsh Government
Barry Walters	
Tom Moses	One Voice Wales

The meeting commenced at 14:04

1. Welcome and Apologies

PK 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 outstanding actions had been completed and updates on actions 2 and 3 would be provided during the meeting.

NE noted that for action 5, the Nature, Decarbonisation and Climate Change sub-group does not have a permanent Chair in place. Tegryn Jones from PCNPA has offered to Chair meetings in the interim, but the group has not met since the last PSB meeting.

3. Appointment of Chair / Vice-Chair

PK asked the group for nominations for Chair of the PSB. He explained that nominees would be asked to leave the meeting for a short period of time in order for the group to discuss and vote.

Appointment of Chair

PK nominated Cllr Marc Tierney to take on the role of Chair of the PSB. MT stated that he would happily consider this position and briefly left the meeting at 14:12.

The PSB discussed the nomination of MT to be Chair of the PSB and a vote was held through a show of hands. It was unanimously agreed that MT should be the new Chair of the PSB. MT rejoined the meeting at 14:18 and accepted the position.

Appointment of Vice Chair

PK asked the group to share their nominations for Vice-Chair of the PSB. MT nominated Jessica Bickerton to take on this role. JB expressed that she was happy to consider this position and briefly left the meeting at 14:20.

The PSB discussed the nomination of JB to be Vice-Chair of the PSB and a vote was held through a show of hands. It was unanimously agreed that JB should be the new Vice-Chair of the PSB. JB rejoined the meeting at 14:22 and accepted the position.

4. PSB Project updates

Strengthening Communities

PK stated that since Cllr Neil Prior stepped down from his role, the Strengthening Communities sub-group no longer has a Chair. RB questioned whether this is something that could be addressed in the main PSB meeting or if it should be left until the next sub-group meeting. PK confirmed that it would be useful for the new Chair and Vice-Chair of the PSB to first consider whether the PSB has the right balance of programmes and leadership before further decisions are made. It was agreed that a new Chair for the Strengthening Communities sub-group would be considered at a later date.

RB gave a Strengthening Communities update:

- The Volunteering Strategy has been launched following a PAVS led event at Queens Hall in Narberth. There was good attendance and encouraging discussion at the event.
- An Age Friendly Communities Strategy has been developed, and this will be released for consultation during the summer.
- Some colleagues were invited to the latest gofod3 conference to run a session alongside the Future Generations Commissioner and PAVS on the strength of partnership and health and wellbeing. Positive feedback was received from this session.
- Social Enterprise Network work has led to the creation of a toolkit of resources relating to alliances and collaborative commissioning.
- The operational sub-group has pulled together plans for a Communities Conference, similar to the Poverty Summit. This will bring partners together to share good practice, consider what the future looks like and think about how to address challenges. Conversations will take place with partners to consider how this event

should be funded. The proposals have been taken to the strategic group and were supported in principal.

- SPF funding has not been allocated for Co-production and Engagement work to continue. There is currently no capacity to organise future sessions of the Co-production Network as a result. RB asked for any partners who may have capacity to support this work to get in contact.
- The 2024/25 pilot of Most Significant Change (MSC) culminated in PSB discussion and an evaluation report being developed. The evaluation report contains a number of recommendations to help shape this work moving forward. Health and Social Care Regional Integration Fund money has also been secured for this financial year to support the continued roll out and embedding of the MSC methodology. Additionally, a future training session will soon be circulated for colleagues who wish to upskill their story gathering skills and experience. Going forward, discussions for MSC will primarily be targeted at particular membership rather than at the Strengthening Communities group of the PSB. This means that stories pertaining to children and young people, for example, will be directed at leaders who have a particular role in that area of work.

LJ highlighted that the Citizen Engagement and Third Sector Panel will be expanding into Pembrokeshire, and that they may be able to offer some support for Co-production work. MW agreed that this would be a useful platform to link in with and that Project Dewi, due to run until next February, may also be able to provide support to the Co-production Network. IT added that aligning the network with these Boards will also provide the security and sustainability needed for third sector partners to be confident in the future of this work.

IT discussed that there is a lot of work going on in the community sector that has not been captured in the Strengthening Communities update report. He noted that much of this is as a result of loss of SPF funding but that, going forward, the Strengthening Communities group will make an effort to ensure these projects are picked up and formally updated. RB noted that the Strengthening Communities group previously agreed on five priorities, developed from the Well-being Plan, that are frequently updated on to the PSB. The group will now consider re-thinking these priorities as funding for many projects has changed and other important areas of work are emerging. PK expressed that the group should prioritise the areas of work where the PSB can have the most influence.

AG shared that a meeting was recently held with the Directors of Social Services from three local authorities. This was to discuss taking forward work with Cormac Russell on regional asset-based work for individuals and communities. This will be progressed swiftly and will tie in with the work of all PSBs in the region. An update will be provided when there is final agreement on this. PK suggested that Cormac Russell and this area of work could add value to the planned Community Conference. AG added that his work will be conducted at a micro-level across communities.

PK questioned how many different communities are being targeted by the Age Friendly Communities Strategy and how this impact will be felt. RB expressed that people's experiences will differ across the county depending on their networks, social connections and other elements of life. She confirmed that the main focus is looking at the strengths of the older population, supporting them to be active and connected in the local community. This will help to ensure they are viewed for their assets and strengths. Citizen engagement has been taking place, such as through the 50+ forum that meets on a regular basis. AG expressed that there is evidence that an aging population results in more health and social care demand and that this is often related to a sub-group of people from more deprived socio-economic backgrounds. She noted that there are plans to progress the 'Aging Well' agenda across the region as part of the Centre for Social Innovation. A pilot project for Aging Well Initiatives is also being planned for West Wales. IT voiced that whilst the older

generation can bring useful knowledge and skills into communities, the structure of this work needs to be considered carefully so as not to worsen the outward migration of younger people from the county. He expressed that younger people also need to have a role in this work, ensuring that we are friendly to all ages and not just to the older cohort.

PK suggested that it would be useful for the PSB to have more information on the Centre for Social Innovation so as to better understand this area of work. The following action was agreed:

- Organise a presentation on the Centre for Social Innovation for a future PSB meeting.

Nature/Climate Change

Project updates on Climate Adaptation and Nature were provided as part of the meeting papers. There was no update on the Decarbonisation project stream.

PK stated that food resilience was discussed at the last PSB meeting and questioned whether there is any connection to be made with other areas of PSB work, such as the environment projects. IT confirmed that he has been in contact with NE and LR to suggest there is a dedicated item on the agenda for October's PSB meeting to discuss food resilience. IT recently met with colleagues in Public Health who indicated that there is good work happening across the region on food resilience. This work is significant as it often cuts through other subject areas such as poverty, communities, housing and environment. IT added that Pembrokeshire has not been involved until now in food resilience and the PSB needs to be more aware of what work is out there to support this. In particular, the Local Food Partnership in Pembrokeshire recently met at the college and at HaverHub. The soft launch of the Pembrokeshire Food Resilience Survey is also live until the end of August and will be promoted at the upcoming County Show. Knowing about current projects in Pembrokeshire can help the PSB understand opportunities to support the food resilience model going forward.

The following action was agreed:

- Add food resilience to the agenda for October's PSB meeting.

Poverty

DM gave an update on the Poverty workstream:

- The Low-Income Family Tracker (LIFT) platform is now in place and campaigns for this are being implemented. This platform combines a number of datasets, based on factors like income and council tax, to identify individuals or households who are entitled to benefits but not claiming them.
 - The increase in money for individuals and households will have a knock-on effect for the local economy, as people will be spending more in the local area. The platform will also support the local authority, as people will have more money to pay for their own rent, council tax, and social care.
 - Over the last few weeks, 15 people have been identified by the LIFT platform as being eligible for the Severe Disability Premium, despite not currently claiming this. For some individuals, this payment will be backdated which means they may receive thousands of pounds.
 - Targeted campaigns are planned for the next few months:
 - Pension credit – 160 people have been identified as eligible for pension credit but are not claiming. 30 letters a week will be sent out over the next few months to stagger the responses coming in and ensure that partners are not overloaded with requests. The deadline

for this campaign is in September, as the pension credit will also allow many to claim the newly reinstated winter fuel payment.

- Free School Meals (FSM) – Whilst all children in primary schools are now entitled to FSM, parents whose children would've been eligible anyway should still register as it triggers a payment to schools.
- Healthy Start vouchers – 416 people are currently not claiming these vouchers. These can provide up to £1200 over the first four years of a child's life.
- A press release has been arranged for the LIFT platform campaigns to ensure that people are aware it is legitimate.
- Some data and an update on the progress of the LIFT platform and its campaigns will be provided at the next PSB meeting.
- The People Power Project is similar to the LIFT platform in that it supports people to access benefits they are eligible for. However, this project is referral only. From April to June, the average gain per person through this project was £5223.
- Colleagues from ATD Fourth World, including a lived experience representative, have been invited to attend the Poverty Working Group meeting in November.

MT expressed that the LIFT platform work seems to be very proactive in providing support and overcoming barriers that prevent people from coming forward. DM noted that another important piece of work is being conducted, led by Housing, that is looking at 10 individuals with complex needs and how they're interacting with a number of different services at once.

5. Future Generations Report 2025 – mapping of recommendations for PSBs

NE confirmed that the PSB is not expected to respond to the Future Generations Report but that individual organisations, such as the Council and the Health Board, will be. He expressed that it would still be useful for the PSB to develop a response as it is likely that PSBs will eventually be asked to show how they have considered and responded to the FGC's recommendations. NE shared that the deadline for responses is 31st October. PK noted that it would be useful for the PSB to see the responses from the Health Board and the Council before it considers its own response. DM added that the Population Needs Assessment will be updated by October which could also be useful to consider when looking at a response from PSB.

The following action was agreed:

- Revisit the Future Generations Report recommendations for PSBs at October's meeting so the PSB can decide whether to respond.

6. Proposal to discuss options for creating a Regional PSB

NE updated on work, prompted by Ceredigion PSB, around establishing a regional PSB. He added that an options paper would be ready for discussion in the near future and that the PSB needed to agree if it wished to receive the paper.

The following points were raised through discussion:

- PK – It would be useful for the PSB to at least consider what the options are before making a final decision.
- IT – Being involved at this stage in the planning process would ensure that Pembrokeshire's voice does not get diluted if a Regional PSB is established. An options paper should be received but Pembrokeshire can withdraw if the options are not suitable.

- JB – A Regional PSB is not suitable as it could obstruct funding, resources and sharing of good practice at a local level. However, it would still be interesting to see the proposed options.
- AP – It is a difficult balance as some agencies sit on multiple PSBs and often struggle to find capacity. A Regional PSB would make it easier to attend meetings for partners who cover a wide range of boards across the region.
- AG - Whilst a Regional PSB would be useful to share high level work, there is a risk that important work at the local level might be lost. Pembrokeshire PSB cannot make an informed decision about this until an options paper is received.
- MH – Some themes and projects on the PSB agenda could benefit from a regional focus. It would also make it easier for the Fire Service who currently sit on 6 different boards. It is also possible that a Regional PSB could lead to more funding and resources being made available. However, individual PSBs better show the value that work is having for communities and this may be lost at a regional level.
- CD – There is evidence from other PSBs that the regional model is a valuable approach. NRW will maintain its commitment to all PSBs regardless of the outcome.
- MT – Pembrokeshire PSB should be cautious about detracting from the delivery of its local work and community activity.

The group were in agreement that Pembrokeshire PSB should receive the options paper. MT questioned when the paper would be available to view. NE confirmed that it was provisionally scheduled for the October meeting, but it would be before the end of the year at the latest. NE and LR will continue working with PSB support officers across the region to undertake this work. They will soon be meeting with officers from Gwynedd, who have recently merged with Anglesey PSB, to learn more about the process. NE added that if a Regional PSB is established, it would be useful to have this in place before the Well-being Assessment and Plans are written. For this to take place, each statutory partner of the PSB will likely need to go through their own governance bodies in order to secede from the current arrangement and enter into a regional one. Colleagues will continue work to ensure that the process is followed correctly and complies with the legislation.

7. AOB

There was no other business.

The meeting ended at 15:59

Action Log

No.	Pg.	Action	Target date	Owner	Resolution
1	4	Organise a presentation on the Centre for Social Innovation for a future PSB meeting	-	PK/AG	
2	4	Add food resilience to the agenda for October's PSB meeting	By the next meeting	IT/LR	Completed – on agenda
3	5	Revisit the Future Generations Report recommendations for PSBs at October's meeting so the PSB can decide whether to provide a response	By the next meeting	LR/NE	Completed – on agenda