

Pembrokeshire Public Services Board
Bwrdd Gwasanaethau Cyhoeddus Sir Benfro



MINUTES OF PEMBROKESHIRE PUBLIC SERVICES BOARD
Tuesday 3rd February 2026 at 10.00am (Microsoft Teams meeting)

Present

Cllr. Marc Tierney (Chair)	Cabinet Member for Young Persons, Community, Well-being and Future Generations, PCC
Jessica Bickerton	Chief Executive Officer, PAVS
Tegryn Jones	Chief Executive, PCNPA (left 12.03pm)
Iwan Thomas	Chief Executive, PLANED
Tom Moses	One Voice Wales
Claire Germain	Deputy Director for Local Government Transformation and Partnerships, Welsh Government
Anna Mullarkey	Port of Milford Haven (left 12.04pm)
Huwel Manley	Head of Operations, SW Wales, NRW
Caroline James	Assistant Principal, Pembrokeshire College (left 12:03)
Mydrian Harries	Assistant Chief Officer, MAWWFRS
Michael Gray	Director of Social Care and Housing, PCC (left 12.03pm)
Katie Spendiff	Sustainable Futures Division, Welsh Government
Ardiana Gjini	Executive Director of Public Health, Hywel Dda UHB
Will Bramble	Chief Executive, PCC (10.16am – 12.05pm)
Sarah Isaac	Medicines Management Clinical Lead, Hywel Dda UHB (left 11.06am)
Linda Jones	Regional Partnership Programme Manager, West Wales Regional Partnership Board (10.51am - 12:04pm)
Alison Perry	Director of Commissioning and Partnerships, OPCC (arr. 10:52)

In attendance for item 7

Derek Walker	Future Generations Commissioner (arr. 11:06) (left 12:03)
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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

Barry Walters	Principal, Pembrokeshire College
Phil Kloer	Chief Executive Officer, Hywel Dda UHB
T-Supt Louise Harries	Dyfed Powys Police

The meeting commenced at 10:01

1. Welcome and apologies

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

MT noted that this would be IT's last PSB meeting before moving onto a new role. He thanked IT for all of his contribution to the PSB over the years.

The agenda of the meeting was rearranged to accommodate the later arrival of the Future Generations Commissioner (FGC).

2. Minutes of the last meeting/action log

The minutes of the last meeting were recorded as accurate, with the following amendments requested:

- Under item 4, it was incorrectly noted that a blood biker who lost their life was given an award at the PAVS Volunteering Awards. It should read that *"it was remembered that a blood biker had lost his life"*. JB added that another blood biker had sadly lost their life over the Christmas period.
- On page 8, AG requested that the wording of the second bullet point under BB's initials be updated to:
"Volunteering is supported across the Health Board through existing services. An employer supported volunteering scheme was explored but has not been taken forward at this time. Instead, the Health Board is focusing on creating a supportive environment and actively promoting volunteering more broadly."

All outstanding actions from the last meeting had been completed.

3. Well-being Assessment planning 2026-27

LR gave an update on the Well-being Assessment (WBA) process due to take place throughout 2026 and 2027:

- This will be the third WBA that the PSB has undertaken.
- A meeting was recently attended with colleagues from Ceredigion, Carmarthenshire and the Regional Partnership Board (RPB). Following their decision to merge PSBs, Ceredigion and Carmarthenshire will be developing a joint WBA. It is not clear yet how Pembrokeshire will link in regionally during development of our WBA, but colleagues will continue discussions around how to work together regionally.
- The last WBA was prepared and drafted primarily by PCC and was shared with partners for feedback on relevant sections. PCC no longer has the resource to undertake this process alone. For the new WBA, there needs to be greater involvement from partners to pool together important knowledge and expertise. Partners will be asked to help develop sections of the WBA that are related to their service areas. Sub-groups of the PSB will also be asked to help compile up-to-date data and provide analysis.
- The timescales for the development of the WBA are tight due to back-to-back elections in 2026 (Senedd) and 2027 (Local Government). The WBA will require a 14-week statutory consultation period. Exact dates will be shared with partners when they are finalised.

IT expressed that the WBA is vital in determining the PSB's intent and direction of travel. It will also establish how to communicate and embed baseline activity in both large and small organisations across the county. He added that community organisations and the third sector are particularly stretched for capacity. The PSB will need to push the new WBA through front-line organisations that are working with the public and the local community on issues related to safeguarding and wellbeing. MT agreed, noting that the WBA is everyone's responsibility and that collaborative working across the county will achieve better results.

TJ highlighted that Pembrokeshire needs to consider the implications of Ceredigion and Carmarthenshire PSBs merging, and what effect this will have for the local PSB. There are concerns that Pembrokeshire will be seen as less of an equal partner within the region once the merger takes place. For the development of the WBA, TJ suggested that a group of partners could come together to develop a greater understanding of what data is available for use in Pembrokeshire. This could include PSB partners across the county, as well as wider public bodies such as Data Cymru (now integrated with the WLGA). TJ also noted that the PSB had previously agreed to use the Gorwel system for data collection, and he questioned whether this process is still underway. LR confirmed that this option is no longer being pursued. MT agreed that the WBA needs to be driven by evidence gathering and data collection. This will help identify the priorities for the local community, which can vary and fluctuate over time. Flooding is likely to be an issue of prominence in the upcoming WBA, for example.

CG expressed that the WBA is fundamental in gathering intelligence for the PSB and public bodies in the local area. She suggested that, as well as compiling new data, the PSB should utilise evidence and analysis that already exists, such as activity around lived experiences. CG noted that the WBA will need a combination of both qualitative and quantitative data, engaging with communities and taking into account the reflections of local people. This information will help the PSB identify where its work will have the most impact and value.

KS shared that her team has been working with PSB coordinators to determine what WBA advice can be provided on a national level. The team are keen for WBAs and Population Needs Assessments (PNAs) to be effective and proportionate for PSBs and the RPBs. A National Assessment Advice Group has been developed as part of a combined effort to produce useful and proportionate advice. The group will involve partners such as the FGC, Data Cymru (WLGA) and the Auditor General. Quarterly sessions of the group are currently being organised, and there is an opportunity for PSB members to attend and engage with these sessions. KS also shared that there has recently been ministerial approval to develop some non-statutory guidance for PBSs and RPBs. This will clarify the role of the different partnerships and advise how they can engage and share data. LR questioned whether the Future Trends Report will be available in time for the WBA. KS confirmed that the full document will be published close to the consultation period, so not in time for the full document to be considered during the writing of the WBA. KS is working with the Future Trends Officer to develop some slide decks and information that can be circulated to partners in time to be included in draft WBAs, highlighting the main points that will be included in the final report.

AG expressed that the WBA needs to be framed in the context of the social model for health. Partners across the region have previously signed up and committed to these principles, and the WBA should link into this. If framed inappropriately, the response from the community during consultation and engagement is likely to be very narrow and service focused. She added that the PSB will need to work with the local community to find solutions to their wellbeing needs. TJ agreed that the WBA should be aligned with the social model of health, noting that this model also works well in the climate and nature space.

AG highlighted the importance of gathering the most comprehensive data possible. Discussions are needed around what data sources the PSB has not used in the past and how this can be interpreted and utilised for the new WBA. She added that colleagues should consider how to streamline and synthesise information from plans and strategies across the region (such as PNAs and WBAs) to develop a joint strategic approach to common issues. AG also noted that the Health Board has recently produced some projections on disease prevalence that can be shared with partners.

HM highlighted that WBAs do not typically receive much feedback during the consultation process. The PSB needs to ensure it engages with the right stakeholders and makes the document more attractive to encourage the wider population to respond. He agreed that a group could be formed to look at Pembrokeshire data, but that the PSB should also align its data gathering with Carmarthenshire and Ceredigion. HM also suggested that partners could establish where the similarities are across the region and what the shared key deliverables are. However, he acknowledged that Pembrokeshire is unique, and that the outcomes and actions of the WBA will need to be meaningful to the population of Pembrokeshire. WB expressed that being at the 'end of the line' geographically means Pembrokeshire has distinctive issues, such as nitrate pollution, that are more prevalent than elsewhere in the country. He added that the PSB needs to ensure it does not dilute the local focus by broadening the scope of the WBA. LR clarified that whilst regional partners are committed to working together on joint strategic responsibilities and actions, the data included in the WBA will need to be localised to Pembrokeshire. The legislation is clear that PSBs must conduct an assessment of *local* well-being.

TM suggested that town and community councils could be utilised to reach out to a range of communities for engagement on the WBA. The PSB could also connect with community groups and the Engagement and Co-production Network in Pembrokeshire. He expressed that planning of engagement sessions needs to take place as soon as possible to ensure partners can make the most of the different channels available to engage with the local community. MT agreed that early planning would be useful to ensure work is not derailed by short-term election preparation. LR added that an engagement group was formed for the last WBA, alongside the development of a toolkit for partners to take back to their groups and engage with communities. Councillors could be asked to engage with their constituents to determine the main well-being concerns in the local area. The PSB can also engage with its sub-groups to ensure work around lived experiences and community connectors is included in the WBA.

It was agreed that the PSB are happy to proceed with the proposal for the WBA timescales, outlined in the agenda pack and to provide support where required in completing the assessment. MT asked that the re-forming of the Engagement Group be added to the timeline outlined in the report appendix.

4. Hywel Dda Clinical Services Plan

Phase 2 of engagement for the Hywel Dda Clinical Services Plan has now concluded. SI explained that an extraordinary board meeting will be held on 18th and 19th February 2026 to consider the consultation findings, the available options, and how the options will impact communities. The options will be assessed on points such as clinical sustainability, strategic alignment, deliverability and financial sustainability. Some decisions may be made as 'provisional' or introduced as a phased approach if more information is needed. Information on the Clinical Services Plan and papers for the extraordinary meeting can be accessed on the [Hywel Dda website](#).

AG thanked partners for their engagement and contribution during the consultation process. One theme that has emerged amongst all nine services areas is issues with travel and transport. Public transport is not optimal across the region and some services that need to be centralised may be located further away. Support will be needed from the PSB to consider how to address these issues and how to access support from Welsh Government (WG). Future workshops are being organised for partners to look at how to understand and address transport issues within the local population. AG expressed this is an issue that can be influenced by wider partners across the region and Wales as a whole. MT agreed that the PSB should be using its collective resources to help address these issues.

TJ questioned whether Hywel Dda have been engaged with the development of the Regional Transport Plan that has recently been signed off by the CJC. SI clarified that her team have not been involved with the Regional Transport Plan, but she will check with individuals elsewhere in the organisation to see if they have participated in its development.

The following action was agreed:

- Check with colleagues in the Health Board to see if they have been engaged in the development of the Regional Transport Plan (SI/AG)

JB expressed that there are a number of emotive and personal issues being considered in the Plan that will have local implications and impacts. It can be difficult for members of the public to engage with these processes due to the sensitivity of the issues as well as the high number of consultations that are live across different public bodies, causing 'consultation fatigue'. JB highlighted that the PSB can be used to communicate conclusions to the public and help local people make sense of the issues at hand. AG confirmed that the Clinical Services Plan had over 5000 responses in total, with 300 alternative proposals or ideas suggested.

IT noted that he is a member of the Board and will be involved in the intensive discussion at the extraordinary meeting. He explained that the consultation process for the Plan has been considerable, using qualitative and quantitative data from stakeholder groups and communities. Emotive conversations have also been held with patients, clients and frontline medics to get their views on the proposed options. Engagement and dialogue will continue after the extraordinary meeting to ensure the PSB have a role and are a part of the narrative. IT noted that bespoke approaches will be considered for communities like Pembrokeshire due to the rurality of its location. No further decisions can be made until the proposals have been considered at the extraordinary meeting.

5. PSB Project updates (for information only)

Updates on the three project streams were included in the agenda pack. MT emphasised that work needs to continue under these projects throughout the development of the WBA to ensure that the PSB does not lose focus.

a). Nature/Climate Change/Decarbonisation

A meeting of the NDC sub-group was recently held in which overall attendance was good. TJ asked for any partners who have not already sent over their Carbon Risk Assessment update to do so by the end of the week. TJ will collate and share this information when all updates have been received.

b). Strengthening Communities

JB and colleagues from the Strengthening Communities sub-group will soon be conducting a baseline survey around volunteering, to gather opinions from across the PSB. JB requested that as many partners fill this out as possible, as this will show gaps that need to be filled and opportunities that can be developed in relation to volunteering.

c). Poverty

As there was no representative in attendance from the Poverty sub-group, a verbal update could not be provided.

6. Future Generations Report 2025 – Derek Walker, Future Generations Commissioner

DW gave a presentation on the delivery of the Future Generations Report and how Pembrokeshire PSB's response compares to the wider public sector:

- It was concluded that there has been positive action throughout Wales as a result of the Well-being of Future Generations Act (WBFGA), and there has been good buy-in from public bodies and stakeholders. However, the country is not currently meeting its long-term targets. The FGC Office (FGCO) have made a number of recommendations as a result, some relating specifically to PSBs:
 - Climate resilience and adaptation must be a core public service priority.
 - Public bodies and PSBs should use the WBA and the PNA to identify the most significant inequalities in their populations and develop targeted plans.
 - All public bodies and PSBs should sign up to the Placemaking Wales Charter.
 - Each local authority should develop a local food resilience plan in collaboration with Local Food Partnerships and PSBs.
- Responses were received from PSBs, as well as individual organisations and public bodies:
 - 21 local authorities
 - 6 health boards
 - 13 national bodies
 - 2 fire and rescue services
 - 2 CJs
 - 2 national parks
- The most positive (adopted and accepted) responses from public bodies were related to:
 - Having a plan to increase the internal use of Welsh
 - Supporting corporate staff to have a good understanding of the WBFGA.
 - Creating a co-designed long-term vision and organisational plan.
 - Having prevention as a core strategic objective in corporate planning.
 - Becoming Real Living Wage Accredited by 2027 – more than 90% of public bodies accepted this principle.
- There were a very small number of rejections overall, although there were concerns around funding and resourcing the recommendations.
- 'Implementation and impact' are core missions of the FGCO, focusing on training and awareness raising around the WBFGA.
 - Pembrokeshire PSB did not respond to the recommendations around implementation and impact. DW encouraged the PSB to look at this again.
 - The FGCO will analyse responses to identify barriers to this mission and look at who they can work with to move this forward. Awareness raising across the public sector cannot be the sole responsibility of WG and the FGCO.
- 'Climate and nature' received a wholly positive response from public bodies.
 - Pembrokeshire PSB indicated that a Climate Adaptation Strategy is in place, but there is little resource to undertake another one in future.
 - The FGCO continue to view climate and nature as a priority in all areas of their work.
- Under 'health and well-being', the FGCO is pleased that WG has committed to becoming a 'Marmot nation' and will work with them to progress this approach.
 - Pembrokeshire PSB is already focusing on health inequalities and the social model of health.
 - Pembrokeshire had a more positive response in relation to health and wellbeing when compared to other public bodies across Wales.
- There is a lack of awareness from some public bodies around 'culture and Welsh language'.

- PCNPA is undertaking work to enhance access to culture and heritage.
- Pembrokeshire PSB have not signed up to the Placemaking Charter. The FGCO can work with the PSB to support this.
- Under 'well-being economy', most public bodies showed good commitment to achieving Real Living Wage accreditation.
 - Pembrokeshire PSB did not make any comments in relation to the well-being economy.
- Under 'food', it was identified that the current system is unsustainable. Some PSBs are developing a Food Strategy and looking at opportunities for collective working to improve the food system.
 - There is good work related to food already happening in Pembrokeshire. The PSB are involved in regional work being conducted by the Health Board.

DW thanked the PSB for its contribution to the report. MT confirmed that the PSB did not respond to certain recommendations as these were seen as more related to individual public bodies.

CJ questioned whether there is a way presenting the data from the report in a Pembrokeshire-specific format. This will give the PSB a better idea of where it is falling behind and how it aligns with other areas and datasets. DW confirmed that it may be possible but that some is only available on a national level. The data used is taken from other sources, such as Welsh Government, and partners can research each set to see if it is broken down by county. This would be a large piece of work for the PSB to undertake but could be a useful benchmarking exercise. He added that the 50 national indicators are likely to be reviewed in the next year, and the PSB could consider which indicators it feels are most important.

TJ explained that Pembrokeshire was the first area to prepare a Climate Risk Assessment (CRA), but the individuals responsible have now moved on to different roles and organisations. As a result, Pembrokeshire is now falling behind and may struggle to produce the next CRA in 2027. Climate Adaptation is a wide area of focus that can be difficult for people to understand. TJ noted that there are useful groups such as the WLGA Climate Strategy Panel that could help support collaborative working and greater information sharing. DW confirmed that he would take this issue back to his team to consider how the FGCO can support Climate Adaptation work.

TJ questioned what the well-being economy means in reality, as it is far from a conventional economic development approach. DW explained that it is both a theoretical and practical approach, focused on using a wider selection of measures and indicators to evaluate success. It looks at the basics needed to live a good life without running an economy that causes further damage to communities. The well-being economy also looks at how to prioritise and decide on funding for different business and industries that need support. He expressed that the narrow criteria used to provide businesses support is no longer good enough, and businesses need to be brought into the well-being agenda. The well-being economy encourages public bodies to think about people and the planet whilst delivering economic policy. AG added that Hywel Dda and Swansea Bay Health Boards have started conducting some regional work around strengthening the well-being economy. PSBs have been invited to steering groups for this and any colleagues with a strong interest are welcome to attend.

AG highlighted that the rural deprivation present in the region makes it difficult to compare local data with national indicators and datasets, such as the WIMD. The national data focuses more on conglomerated, high-density deprivation rather than distributed, rural deprivation. This means that rural communities like Pembrokeshire often miss out on national support and intervention. AG noted that she had advocated strongly for one of the

region's local authorities to be selected as a pilot for the Marmot approach, but this was unsuccessful. She questioned how work could be done better at a national level to recognise and address the issue of rural deprivation that is present in counties like Pembrokeshire. DW acknowledged that this is an issue and stated that he would take this back to the FGCO for consideration. He agreed that there is a need to recognise rural statistics when reviewing the national indicators, as well as working alongside rural research groups so that policy change begins to incorporate the rural dimension.

JB expressed that different regional configurations (e.g. political constituencies, health board area, CJC area) create additional challenges for data collection and funding. These configurations make it difficult to narrow down datasets that are specific and relevant to the local area. JB added that Pembrokeshire were awarded very little compared to other areas under the Pride in Place fund, due to the type of data used to calculate the level of support needed. She highlighted that Pembrokeshire already has strong social enterprises, community groups and frontline services that can do more activity, but these need further investment and resourcing. DW acknowledged that the number of regional configurations and partnerships can complicate processes and that this problem needs to be addressed by WG. However, public bodies are given some freedom to make their own partnerships and can help to simplify the process by merging or streamlining existing partnerships and groups. He added that it is interesting that Pembrokeshire PSB chose not to partake in a regional merger of PSBs alongside Ceredigion and Carmarthenshire. JB confirmed that the PSB had decided to remain independent due to the strength of partnership working already in place within Pembrokeshire. The work of the PSB is valued and treasured in local communities, which may have been lost by a broader, regional focus.

WB noted that, whilst it is inconvenient for regional partners to attend multiple PSBs, it was felt strongly that the existing dynamic in Pembrokeshire is key to achieving success. In a regional setting, there is a risk of the oversimplification of analysis and delivery mechanisms. A local focus is more appropriate in Pembrokeshire as it is rural in location, resulting in unique challenges such as rural poverty, difficulties retaining and recruiting staff, a declining population of young people, and a dramatically increasing older population. These issues are reducing the availability of the workforce and resulting in different social and economic dynamics than the rest of the country. WB expressed that the national government needs to recognise these differences and consider them in their resourcing formula. MT agreed, highlighting that Pembrokeshire has been heavily affected by periods of economic instability brought on by financial crashes, Brexit and COVID-19. In particular, the two ports in Pembrokeshire no longer receive as much traffic as they did prior to Brexit. He acknowledged that more work is needed alongside the Older People's Commissioner to address the changing face of the local community and the additional resources required to support an older population. DW explained that he supports Pembrokeshire's decision to remain an independent PSB and will take concerns around demographic information back to the FGCO for consideration. He reiterated that there are still too many partnership structures in place throughout and that changes may be needed in future to streamline partnerships, such as the Community Safety Partnership (CSP), that sit below PSB level.

AG added that an aging population does not necessarily relate to ill health, and that this is often socioeconomically determined. More work is needed in the volunteering space to support good health, and this is one of the key themes of the social model for health and well-being. MT suggested that this could be considered as part of the WBA.

MT highlighted that further discussions are still needed with the FGCO around food and placemaking. DW will ask his team to get in contact with LR to facilitate further conversations.

7. Correspondence received from Ceredigion PSB

Last autumn, Pembrokeshire, Carmarthenshire and Ceredigion considered the potential options for the merger of the three PSBs in the region. Pembrokeshire decided to support the development of a collaborative structure between the three PSBs, such as a Strategic Co-ordinating Group (option 3b). Carmarthenshire and Ceredigion decided to move forward with a formal merger (option 4). Following this, MT met with the Chairs of the other PSBs to discuss the outcome, and positive discussions were had about how partners could collaborate across the region.

In December 2025, Ceredigion circulated an email to PSB partners across the region outlining their decision to move forward with a formal merger with Carmarthenshire, with the option for Pembrokeshire PSB to reconsider at a later date. MT explained that he would respond to the email stating that Pembrokeshire would still like to explore opportunities for collaborative working. He emphasised that it would not be appropriate to reopen the conversation around formal merger, as Pembrokeshire PSB had been in strong agreement that a local focus should be retained.

8. AOB

LR shared that colleagues have been invited to attend the next tree planting session, as part of the initiative to plant a tree for every child born in Pembrokeshire. LR will circulate further information to partners.

The following action was agreed:

- Circulate invite for the tree planting session to partners (LR)

LR noted that the PSB meeting in May 2026 will be held in-person at PLANED in Narberth. The Older People's Commissioner will be in attendance.

NE shared that PSB colleagues had been invited to attend a regional workshop on food resilience, as discussed at the PSB meeting in December 2025. NE asked that as many people attend this session as possible in order to represent Pembrokeshire's perspective. AG added that this workshop on 4th March relates to the whole systems approach to healthy weight, focusing on the food system.

CG explained that this was her last PSB meeting as the representative from WG, but that she would be attending the upcoming Tackling Poverty Summit. The new PSB representative from WG will be confirmed in due course.

The meeting ended at 12:12

Action Log

No.	Pg.	Action	Target date	Owner	Resolution
1	5	Check with colleagues in the Health Board to see if they have been engaged in the development of the Regional Transport Plan	By the next meeting	SI/AG	COMPLETE
2	9	Circulate invite for the tree planting session to partners	ASAP	LR	COMPLETE