Pembrokeshire Public Services Board
Bwrdd Gwasanaethau Cyhoeddus Sir Benfro

PEMBROKESHIRE PUBLIC SERVICES BOARD ANNUAL REPORT 2025-26

Introduction

Welcome to Pembrokeshire Public Services Board's (PSB) annual report for 2025-26, where we highlight the steps taken to meet the objectives set out in our Well-being Plan for Pembrokeshire.

The report outlines the work PSB partners have been delivering to meet our collective 'well-being duty' to improve the economic, environmental, cultural and social well-being of people and communities in Pembrokeshire, now and in the future. Many of our projects have continued to grow and evolve, with new ideas and opportunities to improve well-being, and to involve more people and communities.

We are now well into the process of developing our next Well-being Assessment which will form the backbone of our next Well-being Plan and, as always, we remain committed to working together collaboratively as partners within Pembrokeshire and regionally as we move towards this next phase.

Foreword

This annual report outlines our progress against delivering the objectives set out in Pembrokeshire PSB's Well-being Plan.

Over the last year, project delivery has continued to move forward. The third Annual Poverty Summit was held in Pembrokeshire in March 2026, focused on bringing together a cross section of professionals and local leaders from a variety of organisations, alongside PSB members, to explore solutions to alleviating poverty in the local area. Partners working to delivery our Climate Adaptation Strategy have also developed and launched a county-wide Climate Adaptation Toolkit, designed to help communities in Pembrokeshire build resilience to the increased risks from climate change.

Although progress in delivering our Plan over the last 12 months continues to be challenging in some areas, we continue to try and focus on areas where working in partnership can have the greatest impact and where our collective influence can add value above what we already do as individual organisations.

The next 12 months will be an exciting time for the PSB as we reflect on what we've learned and move towards the development of our next Well-being Plan.

Background and Context

Pembrokeshire PSB has identified four Well-being Objectives to act as a framework through which the PSB can prioritise areas of focus in its Well-being Plan. These are:

1. Work with our communities to reduce inequalities and improve well-being
2. Promote and support initiatives to deliver decarbonisation, manage climate adaptation and tackle the nature emergency
3. Enable safe, connected, resourceful and diverse communities
4. Support growth, jobs and prosperity and enable the transition to a more sustainable and greener economy

Although we have a Well-being Objective concerned with the economy and growth, there is already a broad range of existing partnership arrangements and boards focusing on this work in the local area. Therefore, to avoid duplication, the PSB has agreed not to work directly towards delivery of this Objective, but to take advantage of opportunities to contribute towards this Objective where we can.

The PSB has chosen to focus on three priority areas concerned with:

- Poverty and inequalities
- Nature, Decarbonisation and Climate Change
- Strengthening Communities

We continue to use a three-tiered approach to delivery and reporting for each of these priority areas. The PSB itself (Gold level) provides direction, support, challenge and oversight of progress and delivery. The individual project groups (Silver level) are Chaired by PSB members to ensure accountability and ownership of delivery of the Plan and are also responsible for identifying and allocating resources and leading on engagement for each project area. Operational groups (Bronze level) support the work of the project groups. At each PSB meeting a 'spotlight' session is held on one of the project areas to provide a more in-depth focus on progress, achievements, aspirations and concerns.

Our Well-being Objectives

Work with our communities to reduce inequalities and improve well-being

Contribution to the National Well-being Goals



Overview

The **Poverty and Inequalities** working group supports delivery of this objective and is Chaired by the Local Authority. Delivery of the actions within the Poverty Strategy published in 2023 is continuing. This sub-group meets regularly to oversee delivery of actions and to collaborate on delivery of grant funded projects.

Our progress during 2025-26

- Low Income Family Tracker (LIFT) software has been in use since September 2025. This platform combines multiple data sets, including from DWP and Housing and Council Tax benefit data held by Pembrokeshire County Council, to identify cohorts of people entitled to specific benefits that they are not claiming. As of July 2026, LIFT has delivered in the region of over £300k to individuals not claiming benefits they were entitled to
- Pembrokeshire's third Poverty Summit was held in March 2025, with a continued focus on exploring local issues and identifying creative solutions to combatting

poverty in Pembrokeshire. A Young People's Poverty Summit is planned for October 2026, to explore their experiences of poverty.

- People PWR is a hugely successful welfare rights project delivered by partners at Citizens Advice Pembrokeshire, which takes a holistic approach to supporting families affected by or at risk of poverty and the associated effects. In 25/26 the PWR team supported 340 families and achieved £892,003.28 of financial gains by supporting clients to access unclaimed financial assistance which they are eligible to receive. 2026 will be the third year the project has been in place and a celebration event is being planned for later in the year
- A Community of Practice has been established, creating a platform for frontline workers and local people to engage in the conversation around poverty and its impacts, and enabling them to have a voice in shaping our local response moving forward.

The next 12 months

- Reflect on feedback from the 2026 Poverty summit before starting to plan for the next summit in 2027
- Commence a full refresh of the Poverty Strategy
- Evaluation of the LIFT initiative

Promote and support initiatives to deliver decarbonisation, manage climate adaptation and tackle the nature emergency

Contribution to the National Well-being Goals



Overview

The **Nature, Decarbonisation and Climate Change** group is made up of three distinct project areas each with an individual lead officer. The work of the group has again been held back this year due to a gap in Chairing arrangements and individual officer capacity to contribute to project delivery.

Our progress during 2025-26

- The Pembrokeshire Climate Adaptation Toolkit continues to develop as a practical community resource. Key components include a Learning Hub with independent information on climate risks, a Community Action section with tools, templates and guidance for developing local adaptation plans, and a Network for Action directory of local and national support organisations.
- Work is ongoing to determine the level of participation in delivering actions within the Pembrokeshire Climate Adaptation Strategy by organisations named in the document. This will not only provide a picture of the level of awareness around the strategy but also what still needs to be done in terms of delivery.
- Following a period of staff absence, a Decarbonisation and Net Zero working group has been set up to consider carbon literacy, the Pembrokeshire Local Area Energy

Plan (LAEP) and associated actions, and any opportunities and challenges these two workstreams might present. A Pembrokeshire-specific carbon literacy training package already exists and is being updated for reuse across PSB member organisations.

- Engagement has taken place with various PSB partners, town councils, landowners and other organisations throughout the year around the provision of advice and support on Nature-based solutions and to deliver specific programmes such as tree planting. Several grant funded projects have been delivered, including those that support the Climate Adaptation work mentioned above.
- Discussions are underway to procure consultant time to develop a framework for all PSB partners to demonstrate and report on how they are contributing to maintaining and enhancing biodiversity and promoting the resilience of ecosystems

The next 12 months

- Ongoing development and promotion of the Climate Adaptation Toolkit, including evaluation of engagement outcomes.
- Further community engagement events and toolkit presentations across Pembrokeshire communities.
- Future priorities around delivery of the decarbonisation element of this workstream include;
    - Sharing and updating existing carbon literacy training materials and mapping current provision across partner organisations
    - Exploring how PSB organisations can actively support implementation of the Local Area Energy Plan
    - Development of a future work programme to focus Decarbonisation and Net Zero working group meetings on single priority topics with clear outputs (e.g. behaviour change and carbon literacy, LAEP delivery support)
- To deliver a PSB centred Nature Recovery Action Plan and use it to drive collaboration and delivery across PSB members.

Enable safe, connected, resourceful and diverse communities

Contribution to the National Well-being Goals



Overview

The **Strengthening Communities** sub-group leads on work for this objective, building on work undertaken as part of our first Well-being Plan. The aim is to have a stronger focus on strengthening our communities and on enabling them to become more resourceful, working alongside local people on the things that matter most to their communities. The work of this group focuses on the principles of Active, Connected, Resourceful and Sustainable Communities.

Priorities identified for 2024/2025 were:

- Volunteering
- Community profiles and wellbeing plans
- Social enterprises
- Community Asset Transfer
- Community Hub / Connectors

Our progress during 2025-26

- A Volunteering Strategy was produced and published in June 2025. PAVS, as the Pembrokeshire Volunteer Centre, has surveyed organisations in order to develop a

baseline of the volunteering activity taking place across PSB organisations, with a view that this will inform the PSB as to what more can be done to promote volunteering. PAVS will follow up and offer support as appropriate to PSB organisations in order to drive forward opportunities to enhance volunteering activity.

- Support provided to individuals through the Community Hub (a one-stop shop for advice, guidance, information and signposting in the county) and Connectors (who provide support people to access community-level services and activities that will help them maintain independent lives) continues to be an important resource within the county. In 2025/2026, the Pembrokeshire Community Hub dealt with 6,094 enquiries, an increase from 4,863 in the previous year and the Community Connectors supported 1,171 individuals with a range of issues from social connections, transport, carer support and financial support.
- In March 2026, digital drop-in sessions were organised at current Warm Spaces across the county for anyone interested in getting online or who required digital support with things such as the internet, smart phones, laptops etc.
- Regular updates are now provided to the Strengthening Communities sub-group in relation to current community cohesion matters.
- Joint working with Together for Change continues to support the Most Significant Change (MSC) project, with a second panel discussion due to take place with the sub-group and PSB members in September 2026.

The next 12 months

- Continue to use the Most Significant Change process and methodology to support partnership working and decision making
- Support ongoing delivery of key activities to support communities including Keep Well roadshows, Live Well for Less and Keep Warm, Keep Well campaigns
- Much of the work undertaken to date has been supported by the Shared Prosperity Fund from UK Government. However, now that this has come to an end it has impacted the ability to continue to deliver, with some elements either coming to an end or decreasing in activity levels. On this basis, it is anticipated that unless other funds are released, there will be reduced capacity within the voluntary and community sector to deliver against wellbeing outcomes and some of the Strengthening Communities priorities will be impacted.
- With this in mind, discussions with the PSB will be initiated around development of a Pembrokeshire Community Fund, which would provide a vehicle through which partners, both in the public and private sectors, could give funding for distribution to local communities.

Reflections and looking ahead

Despite continuing efforts to deliver projects across a range of areas that aim to improve the lives of those living in our County, wider issues outside of the PSB's influence continue to challenge and impact on these goals.

As we continue to work on development of our next Well-being Assessment, and following that our next Well-being Plan, our success will depend upon the commitment and enthusiasm of partners to work together on delivery of our ambitions. As a PSB, we will learn from our performance over the last five years and embed the lessons learned into our work going forward.

https://www.pembrokeshire.gov.uk/public-services-board