ANNEX 2

Pembrokeshire Public Services Board
Bwrdd Gwasanaethau Cyhoeddus Sir Benfro

Pembrokeshire Well-being Assessment 2026-27

Community Engagement Activity

Summary Report

This item is also available in Welsh / Mae'r eitem hon ar gael yn Gymraeg hefyd

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What is this report about?

Each Public Services Board (PSB) in Wales has a duty to undertake a Well-being Assessment and to produce a Well-being Plan, every five years. The Well-being Plan sets out how partners will work with local people and communities to improve social, economic, environmental and cultural well-being, the Well-being Assessment contains the data and information that assists PSBs to determine their areas of focus for this Plan.
Work on developing the PSB's third Well-being Assessment began in early 2026 and engagement activity undertaken in two phases;

Phase one

A joint regional survey was developed together with colleagues in Carmarthenshire and Ceredigion. The purpose of the survey was to understand how people who live, work or study in Pembrokeshire felt about the well-being of their community and what matters most to them, based around environmental, economic, social and cultural well-being.

Phase two

This phase of the engagement will focus on the statutory consultation for the draft Well-being Assessment and an update will be provided once the consultation is complete.

A Pembrokeshire Engagement and Co-production Group was set up to assist with undertaking engagement work within Pembrokeshire, made up of representatives from the organisations that are members of Pembrokeshire Public Services Board.

This report details the outcomes of engagement work undertaken during June to September 2026, via the survey and face to face.

How did we engage with Pembrokeshire communities?

The following methods were used to engage with people in Pembrokeshire:
The regional Well-being survey (main survey) was developed between the PSBs in Pembrokeshire, Carmarthenshire and Ceredigion and made available via partner websites, and in hard copy format to Libraries and Leisure Centres. As well as being available in English and Welsh, the survey was translated into Arabic, Polish, Romanian and Easy Read. A version for children and young people was also developed.

A face to face engagement session toolkit, which could be used either for facilitated sessions or for self-run sessions with / by local groups was developed. A version was also developed for use with groups of children or young people.

The survey was widely promoted via social media by PSB partners. The Chair of the PSB also made a video for social media.

Information about the survey was sent directly to Town and Community Councils, Council Members and was made available to Council employees via the weekly Pembrokeshire Focus newsletter.

Who Took Part in the Engagement?

Regional Survey

- Across the region, 900 people completed the main survey
- 369 of these indicated that they lived in Pembrokeshire.11 returned completed versions of the easy read survey.
- 334 responded as residents, 16 as Town, County or Community Councillors, 4 on behalf of a Town or Community Council, 23 as a representative of a community group or charity, 3 on behalf of an educational establishment and 9 on behalf of a business
- We had 238 responses to the main survey from women, 88 from men and 9 from people who indicated that they preferred to use another term to describe their sex. We had one response from someone who was expecting a baby and two who were on maternity leave
- We had 294 responses from those who said that their gender was the same as had been assigned at birth and 12 who said that it wasn't
- We had 281 responses from those who described themselves as heterosexual / straight, 3 from those who said they were bisexual, 7 from those who said they were gay or lesbian and 3 from people who preferred to use other terms to describe their sexual orientation
- We had 176 responses from those who said that they were married, 68 who said they were single, 28 who were divorced / separated, 16 who were widowed and 19 were in a civil partnership
- We had 139 responses from people who described themselves as having physical or mental health conditions or illnesses lasting or expected to last 12 months or more. 36 people said

that the condition or illness reduced their ability to carry out day-to-day activities a lot, and 78 people said that it reduced it a little
- We had 56 responses from people who said they look after or give any help or support to, someone because they have long-term physical or mental health conditions or illnesses, or problems related to ageing
- We had 301 responses from those who described their ethnicity as White, 3 who said they were from a mixed/multiple ethnic group and 1 who said they were Black/ Black British, Black Welsh, Black Caribbean or African. 5 people said they were from other ethnic groups
- We had 132 responses who said that they were Christians (all denominations), 157 who said they had no religion, 2 Buddhists, 1 Muslim and 2 who said they were Jewish. 10 people described themselves as having other religious beliefs, including 3 Pagan and 1 Quaker
- We had 49 responses from those who indicated that they had a low net household income (e.g. entitled to benefits, free school meals etc.). 246 people said they did not have a low household income.
- 27 people said that they were a member of the armed forces community (veteran, reservist, cadet force, adult volunteer (CFAV) or a family member of someone in the armed forces)
- We had 97 responses from those who indicated that they could understand spoken Welsh, 79 who said they could read Welsh, 72 who said they could speak Welsh and 60 who said they could write Welsh. 17 people said that Welsh was their main language

Young People's Survey

A link to the young people's survey was distributed to Youth Clubs and groups, youth workers in schools and was featured in the education newsletter Wythnos Nesaf. Pembrokeshire College also circulated the link to the survey to its students.

355 young people responded to the children and young people's version of the survey over two separate engagement periods. The first, which coincided with the engagement period for the main survey, generated 237 responses. The survey was then relaunched to coincide with fresher's week at Pembrokeshire College and the start of the new school year, which generated 118 responses.

Face to face engagement sessions

Face to face engagement sessions took place with the following groups;

- Pembrokeshire Carers Providers
- Futureworks
- Pembrokeshire Older People's Network
- PAVS staff team
- Pembrokeshire 50+ Forum
- West Wales Bereavement Forum
- Women's Health and Wellbeing Network
- Scolton Manor Playday
- Point Youth Project

- PCC's Children and Young People's Rights Office have produced a report which includes feedback from face to face discussions with various groups including; What Matters to You; Safe Voices, Safe Places; Young Voices for Choices; Pembrokeshire Youth Assembly

Survey and engagement responses

Responses to the main survey, young people's survey and face to face engagement sessions have been reviewed and aligned with chapter headings within the Well-being Assessment. Feedback was as follows;

Culture, Language and Leisure

Main Survey

Based on the responses, the strongest concerns were about access, participation, heritage, language, and community cohesion.

Access to Sport, Physical Activity

These were the highest-ranked priorities:

- Access to sport and physical activities.
- Affordable and accessible leisure opportunities for all ages.
- Concerns about limited local provision, lack of classes, and cost barriers.

Protecting Heritage and Local Identity

Respondents placed a high value on:

- Preserving historic buildings, monuments and landmarks.
- Protecting local history and heritage.
- Maintaining Pembrokeshire's distinctive character.
- Supporting renovation of heritage buildings and protecting culturally significant sites.

Welsh Language and Culture

The Welsh language was one of the most prominent themes.

Key concerns included:

- Protecting and promoting the Welsh language.
- Increasing opportunities to learn, practise and use Welsh.
- Retaining Welsh-speaking communities.
- Supporting Welsh-medium education and cultural activities.

However, there were mixed views, with some respondents questioning the level of expenditure on Welsh language initiatives.

Arts, Museums and Libraries

Respondents consistently highlighted the importance of:

- Supporting the arts.
- Protecting and funding museums.
- Maintaining and expanding library services.
- Improving access to galleries, theatres, music events and creative activities.

Transport and Rural Accessibility

A recurring practical concern was that people cannot engage in cultural or community activities if they cannot reach them.

Issues raised included:

- Reduction of village bus services.
- Poor public transport links.
- Rural isolation limiting attendance at events, libraries, theatres and community groups.
- Particular impacts on older residents and people without cars.

Respondents were most concerned about, protecting local heritage and the Welsh language, ensuring affordable access to sport and cultural activities, improving transport and reducing social isolation. Arts, museums, libraries and community facilities are widely viewed as important contributors to wellbeing and community identity.

Respondents to the Easy Read version of the survey rated 'supporting the arts' as the most important thing about culture. Comments included that culture makes us who we are and helps us to feel connected.

People who took part in face to face sessions highlighted the importance of supporting community buildings and spaces, ensuring that these facilities and other nonprofit organizations have the necessary funding available to enable them to host affordable events and attractions to allow families to enjoy the arts together and to provide access to art for everyone.

Young people's survey

Young people highlighted concerns around access to sports and activities, opportunities for creativity, having their voices heard, and preserving Welsh culture and language.

Key Priorities Identified;

Access to Sport and Recreational Activities

Sport and games emerged as the top priority in this category. Many young people described sport as important for:

- Physical health and wellbeing.
- Stress relief and enjoyment.
- Socialising and making friends.
- Providing positive activities outside school.
- Wanting a wider range of activities
- Using sports to make friends and build confidence
- Sport for physical and mental health

Respondents called for:

- More sports clubs and facilities.
- Greater accessibility to activities.
- Additional opportunities for sports such as motocross, mountain biking and snooker.

Limited Creative Opportunities

Many respondents valued music, art and creativity as ways to:

- Express themselves.
- Build confidence.
- Improve wellbeing.
- Connect with others.

However, concerns were raised about:

- A lack of creative opportunities locally.
- Limited support for pursuing careers in the arts.
- Insufficient access to funding and pathways into creative industries.

One respondent specifically noted that opportunities for creative careers and support for accessing arts universities were limited in the area.

Clubs, Activities and Social Opportunities

Many young people valued organised activities such as:

- Cadets.
- Community groups.
- Sports clubs.
- Other recreational activities.

These activities were viewed as important because they:

- Create friendships.
- Reduce isolation.
- Provide enjoyment and purpose.
- Offer development opportunities and new experiences.

Some respondents suggested increasing the range of clubs and activities available locally.

Welsh Language and Cultural Identity

Although ranked lower overall, the Welsh language generated passionate responses. Young people expressed concerns about:

- A desire to learn and speak Welsh
- Being concerned about decreased use of the language or the language dying out
- Wanting to speak Welsh as part of their identity
- Preserving Welsh heritage and identity.
- Making Welsh learning more accessible.

Respondents described Welsh as an important part of cultural identity and felt more should be done to support its continued use and development.

Music, art and creativity were among the most valued aspects of cultural life for young people, who explained that creative activities help them express themselves, manage emotions and connect with others. One respondent said, “I use art to express my feelings”, while another described music as “a way to express yourself” that “soothes the soul and feels therapeutic”. Others felt that creativity “brings people together”, boosts mental health and provides opportunities that are not always available through academic subjects. Several called for more creative opportunities, arts funding and support for creative careers.

Sport, games, clubs and activities were also viewed as important for friendship, health and enjoyment. Young people said that sport helps build “confidence and making friends”, while clubs provide opportunities to meet like-minded people and stay active. Air Cadets, youth groups and sports clubs were mentioned positively, with requests for a wider range of activities and more funding for youth provision.

Many respondents valued Welsh language, history and heritage as important parts of their identity. Young people described Welsh as “our language” and expressed concerns that it is declining. Others wanted more opportunities to learn Welsh and more teaching about Welsh history, traditions and culture.

In face to face sessions, young people said they wanted more opportunities to learn about Welsh history, use Welsh outside school, attend Welsh-language activities and celebrate Welsh culture. They also said that culture and community access are limited by transport and cost; young people want wider access to live music, cinemas, sports, skate/bike facilities, and activities that bring different groups together.

Economy

Main survey

The main concerns raised by respondents to the regional Well-being Survey around the Economy were;

Employment and Wages

This was the highest-ranked issue overall. The main concerns raised were;

- Need for good quality employment opportunities.
- Concerns about a lack of well-paid jobs and career progression.
- Importance of retaining skilled workers and young people.
- Desire for more flexible and hybrid working opportunities.

Transport and Connectivity

Transport ranked almost as highly as the need for good quality employment. The main concerns raised were;

- Poor public transport links, particularly in rural areas.
- Loss or reduction of bus services.
- Need for better transport access to employment.
- Concerns about transport connections between communities and key services.

Infrastructure

Respondents repeatedly highlighted the following;

- Poor road conditions and potholes.
- Traffic congestion.
- Pressure on infrastructure from tourism.
- Concerns about water, sewage and utility infrastructure.

Business Growth

Respondents wanted:

- Better support for local businesses.
- A stronger local economy.
- Opportunities for business networking and growth.

- Support for green and circular economy initiatives.

Childcare and Supporting Working Families

Issues included:

- Availability of childcare.
- Affordability of childcare.
- Impact of childcare costs on employment and economic participation.

Respondents identified employment and wages as the biggest economic concern, highlighting the need for well-paid jobs, career progression, and opportunities to retain skilled workers and young people. Transport was another major issue, with concerns about poor public transport and reduced bus services. Infrastructure problems, including potholes, traffic congestion, and pressure on utilities, were also frequently raised. Respondents called for stronger support for local businesses and green economic initiatives, while childcare affordability and availability were seen as significant barriers to employment and economic participation.

Those who responded to the Easy Read version of the survey said that a good income and earnings was most important to them, followed by good transport links, access to healthy affordable food and opportunities to learn and gain skills.

Other feedback from face to face engagement mentioned the creation of better job opportunities for local young people to discourage them from moving away and the need for more non-seasonal jobs that can provide stable employment. Skills development should also be a focus, with an emphasis on creating new, innovative job prospects backed by long-term funding and relevant training courses. Expanding job opportunities that include transport solutions and provide support for various groups, such as children at risk of becoming NEET was also mentioned.

Young people's survey

Responses from young people about the economy, jobs and future employment opportunities was one of the strongest themes throughout responses to the young people's version of the survey. Having a good job in the future was ranked highest within "Learning, Jobs and Getting Around" and young people frequently linked education directly to employment opportunities and financial security in later life. Many also expressed concerns about;

- Earning enough money to live comfortably.
- Affording housing, food and bills.
- Inflation and the cost of living.
- Lack of local employment opportunities.

- More jobs locally, especially for young people.
- More opportunities in creative industries.
- Better support into university and employment.
- More inclusive employment opportunities, including for autistic young people.

Face to face engagement sessions with Young Voices for Choices undertaken by the Pembrokeshire County Council Children and Young People's Rights Office found that young people want fairer employment opportunities for people with ALN and more apprenticeship and employment opportunities from PCC, PSB partners and other employers. Transport was also seen as a barrier to taking up work.

Engagement with Futureworks learners aged 16–20 found that young people want more work placements, paid work, apprenticeships and vocational options.

Education and Learning

Main Survey

Education and learning emerged as a strong cross-cutting theme linked to economic wellbeing, community sustainability and opportunities for young people.

Key themes relating to education and learning

Skills, qualifications and lifelong learning are a priority

Respondents consistently highlighted the importance of having good opportunities to learn, gain skills and achieve qualifications. This was one of the highest-ranked economic wellbeing priorities, closely following employment, transport and income.

Key messages include:

- Better education and vocational skills development.
- Adult education and retraining opportunities.
- Confidence-building and personal development.
- Opportunities to learn throughout life, not only in formal education settings.

Education is seen as fundamental to economic wellbeing

Many responses link educational opportunities directly to:

- Employability.
- Higher incomes.
- Economic growth.
- Business development.
- Individual wellbeing and stability for families.

Respondents frequently described education as the foundation for improving life chances and creating stronger local economies.

Retaining young people through education and career opportunities

A recurring concern is the loss of young people from Pembrokeshire because:

- They leave for higher education.
- They leave in search of skilled employment.
- They do not return due to limited local career prospects.

Respondents want:

- More local training pathways.
- Apprenticeships.
- STEM-related opportunities.
- Stronger links between education and employment.

Concerns about education quality and standards

Several comments expressed concern about:

- Educational performance in Wales.
- A perceived decline in teaching quality.
- Reports of students not being taught by qualified teachers.
- Young people leaving education without essential skills required for employment.

There were calls for stronger educational standards and improved outcomes for learners.

Need for accessible local training and further education

Respondents highlighted the importance of:

- Local access to education and training.
- Reducing the need to travel long distances to study.
- Aligning training opportunities with local labour market needs.

The additional cost and time associated with travelling outside the county for education was identified as a barrier.

Inclusion and support for all learners

Education was discussed in relation to:

- Opportunities for adults with learning disabilities.
- Support during transitions into adulthood.
- Access to qualifications and skills development for diverse groups.

This suggests a desire for more inclusive learning opportunities across the population.

Digital inclusion supports learning

Respondents recognised that digital infrastructure is increasingly essential for education:

- Reliable internet access is required for studying and coursework.
- Poor connectivity can negatively affect educational attainment and wellbeing.

Digital access was therefore seen as an educational as well as an economic issue.

Education as a community and workforce asset

Some responses emphasised that high-quality education and training:

- Attract employers.
- Create a skilled workforce.
- Make Pembrokeshire a more attractive place to live and work.

Respondents viewed investment in education as essential for the county's long-term prosperity.

Respondents felt that education, skills development and lifelong learning are key drivers of economic wellbeing and community resilience. Respondents said that improved educational opportunities, stronger links to employment, better local training provision and support for young people to remain in Pembrokeshire are critical priorities for the future.

People who participated in face to face sessions noted the following as important for education;

- Enhancing education and training in relevant subjects is essential for workforce preparation and lifelong learning opportunities.
- Eliminating barriers to access, such as affordability and travel issues.
- Improving youth provision is essential to create accessible opportunities for education and support, allowing young people to engage in healthier lifestyles without needing referrals—simply allowing them to walk in when they need help.
- Enhancing access to childcare and education from an earlier age, allowing parents to make informed choices about their careers while promoting healthier outcomes for their families

Young people's survey

Based on responses from young people, several clear themes emerge around education and learning.

Educational achievement is viewed as the pathway to future success

Many young people linked doing well at school or college with:

- Access to good jobs.
- Financial security.
- Independence in adulthood.
- Achieving career aspirations.

Typical comments included:

"You need education to succeed in life."
"Doing well at school is important because it impacts the future."
"Good qualifications help you get a well-paid job."

This suggests that young people see educational attainment as a key route to life opportunities and economic wellbeing.

Strong aspiration for further learning and personal development

Learning was valued not only for qualifications but also for personal growth. Young people referenced:

- Learning new things because it is enjoyable.
- Developing skills and knowledge.
- Building confidence.
- Pursuing personal interests and ambitions.

Several respondents described learning as fun, motivating and important for future success.

Education is closely connected to career ambitions

Respondents frequently connected education with specific future careers, including:

- Medicine.
- Acting and performing arts.
- Astronomy.
- Farming.
- Other professional jobs.

Many viewed school and college as essential stepping stones towards achieving personal career goals.

Desire for broader educational and enrichment opportunities

Young people called for:

- More learning opportunities.
- More work experience.
- Greater freedom in what they learn.
- More clubs and activities.
- More creative opportunities.

There were specific requests for:

- Hockey and volleyball clubs.
- More arts opportunities.
- Improved access to creative careers.
- Greater educational choice.

Concerns about school experience and support

Some respondents identified challenges within education, including:

- Pressure to achieve.
- Lack of recognition for effort.
- Bullying.
- Feeling misunderstood by teachers.
- Students not enjoying school experiences.

Suggestions included:

- Better communication with students.
- Faster responses to problems.
- More supportive school environments.
- Teachers better understanding individual needs.

Need for stronger links between education and employment

Young people repeatedly highlighted:

- The importance of employment opportunities after education.
- Concerns about limited local career options.
- A shortage of opportunities in creative industries.

- The need for more jobs for young people in Pembrokeshire.

This indicates a perceived gap between education and local employment pathways.

Access to higher and further education

Several responses focused on college experiences and progression, including:

- University preparation.
- Support with applications.
- Developing confidence and skills for future careers.
- Requests for more college opportunities in the area.

Students wanted clearer pathways from education into employment and higher education.

Creative education and arts provision

A distinct theme was concern about limited opportunities in:

- Performing arts.
- Music.
- Creativity.
- Creative careers.

Respondents called for:

- More arts opportunities.
- Better support for creative pathways.
- Grants and support for creative university courses.
- More recognition of creative careers within Wales.

Welsh language learning and cultural education

Some young people highlighted the importance of:

- Learning Welsh.
- Making Welsh more accessible to learners.
- Protecting Welsh language and culture.
- Learning additional languages such as French.

This suggests education is viewed as an important vehicle for cultural preservation and identity.

Learning beyond the classroom

Respondents also associated learning with:

- Clubs and youth organisations (e.g. Air Cadets).
- Community activities.
- Sport.
- Outdoor experiences.
- Environmental education.

These activities were seen as helping develop confidence, friendships, skills and wellbeing.

Overall, young people view education not simply as achieving qualifications, but as a means of building a positive future, developing their identity, and accessing meaningful careers and opportunities within Pembrokeshire.

Education remains a major issue for young people. What Matters to You? (Appendix x) showed that improving the school experience was the biggest priority. Barriers noted were rurality and access to transport to attend education provision.

Other comments referenced;

- Enhancing education and training in relevant subjects was seen as essential for workforce preparation and lifelong learning opportunities
- Enhancing access to education and opportunities including further and higher education
- Understanding of childhood bereavement also needs to increase across health and education so that children and young people feel understood and supported within schools and their wider communities
- Enhancing youth provision to create accessible opportunities for education and support, allowing young people to engage in healthier lifestyles without needing referrals - simply allowing them access to 'walk in' services when they need help

Environment and Climate Change

Main Survey

The main environmental concerns identified in the consultation are:

Water Quality

This was the most important environmental issue for respondents.

- Protecting rivers, beaches and coastal waters.
- Concerns about pollution and sewage discharges into rivers and the sea.
- Protecting public health and marine ecosystems.
- Numerous comments specifically referenced water company pollution and poor water quality.

Waste Management and Recycling

A major concern across the county.

- Effective waste collection and recycling services ranked second overall.
- Calls for better recycling facilities and public recycling bins.
- Some residents felt recycling systems are overly complicated.
- Desire to reduce waste and increase reuse and recycling rates.

Air Quality

Respondents placed strong importance on maintaining clean air.

- Concerns about pollution from traffic, industry and other sources.
- Local concerns about smoke, industrial activities and vehicle emissions.
- Recognition that air quality directly affects health and wellbeing.

Access to Green and Natural Spaces

Residents highly valued:

- Access to parks, countryside, coastlines and nature.
- Equal access to green spaces regardless of income or location.
- Protection of publicly accessible natural areas.
- Opportunities for walking, cycling and outdoor recreation.

Biodiversity and Nature Loss

A recurring concern throughout the comments.

- Decline in wildlife and habitats.
- Protection of species and ecosystems.
- Tree planting and habitat restoration.
- Sustainable land management and soil health.
- Concerns that some developments may negatively affect biodiversity.

Climate Change

Respondents recognised climate change as a significant environmental challenge.

- Need to address climate impacts.
- Reducing carbon emissions.
- Adaptation to future environmental changes.
- Support for environmental education and awareness.

Flooding and Climate Resilience

Many respondents highlighted:

- Increased flood risk.
- Need for flood prevention and mitigation measures.
- Protecting communities and infrastructure from extreme weather events.

Renewable Energy and Sustainable Energy Use

Views were generally supportive but mixed.

- Support for renewable energy and reducing fossil fuel dependency.
- Interest in community-owned energy schemes.
- Concerns that some solar and wind developments could affect farmland, wildlife and landscapes.
- Calls for balancing energy generation with environmental protection.

Sustainable Farming and Land Use

Respondents frequently linked agriculture and environmental wellbeing.

- Support for farmers and food production.

- Sustainable and regenerative farming practices.
- Protecting productive agricultural land.
- Reducing chemical use and improving soil health.

Coastal and Marine Environment

Specific concerns included:

- Coastal pollution.
- Damage to beaches and marine habitats.
- Litter and waste generated by tourism.
- Protecting Pembrokeshire's coastline as a key natural asset.

The most consistent message throughout the consultation is a desire to protect Pembrokeshire's natural environment while addressing pollution, climate change, biodiversity loss and the long-term sustainability of local communities and industries.

In their survey response, Pembrokeshire Association of Community Transport Organisations (PACTO) suggested that increasing the use of renewable energy is an important part of creating sustainable, resilient and affordable transport and community services for the future.

They also recognised the growing challenge that climate change presents for rural communities; extreme weather events can disrupt transport networks, isolate vulnerable residents and place additional pressure on public and community services. They saw increasing the use of renewable energy and reducing dependence on fossil fuels as helping to build greater resilience for future generations. They also identified renewable energy as not only an environmental issue, but also an economic and social one. Investment in renewable energy infrastructure can support local jobs, reduce energy costs, strengthen community resilience and help organisations direct more resources towards frontline services rather than energy expenditure.

Respondents to the Easy Read survey noted good water quality as most important to them, followed by good air quality and a good ecosystem and rich biodiversity. Comments included the need to protect what we have now and a desire for ways to protect the environment that are easy to understand.

Those taking part in face to face sessions highlighted the following as important;

- Ensuring good water quality
- Embracing sustainable growing methods to not only contribute to environmental health but to also support local food systems.

- Promoting responsible farming practices that support local farmers and prioritise local produce.
- Supporting local repairs and collaborating with local makers for tools can enhance sustainability efforts.
- Recycling, reusing, and repurposing materials to reduce waste.

Young People's survey

Young people expressed strong concerns about environmental quality, climate change, pollution, and protecting natural spaces and wildlife.

Clean Air

Clean air was the highest-ranked concern overall in this category. Many respondents viewed clean air as essential for health and survival, with several explicitly linking air quality to breathing difficulties and asthma.

Young people raised concerns about:

- Air pollution.
- Smoking and vaping.
- Carbon emissions.
- Deforestation and its impact on air quality.

Many comments simply highlighted that clean air is a necessity, with respondents stating that people need clean air "to breathe" and to stay healthy.

Pollution of Rivers and Seas

Water quality emerged as another major concern. Respondents were concerned about:

- Litter entering rivers and coastal waters.
- Protecting the habitats of plants and animals because of pollution affecting marine wildlife.
- Sewage and waste entering waterways.
- The condition of local rivers and beaches.
- Being able to enjoy clean water for leisure activities

Some specifically mentioned concern about pollution affecting wildlife and referred to local water quality issues, including concerns about river pollution and rubbish washing up on beaches.

Climate Change

Many young people identified climate change as an urgent threat. They expressed concerns about:

- The long-term future of the planet.
- The impact on wildlife and ecosystems.
- Environmental damage becoming irreversible.
- Future generations inheriting a degraded environment.

Comments frequently linked climate change to:

- Species loss.
- Environmental destruction.
- Damage to natural habitats.
- Wider environmental problems such as pollution and poor water quality.

Protecting Nature and Green Spaces

Respondents placed significant value on:

- Parks.
- Woods.
- Beaches.
- Access to nature and wildlife.

Many saw these spaces as important for:

- Relaxation and wellbeing.
- Recreation.
- Connection with nature.
- Protecting biodiversity.

Several respondents stressed that they did not want natural areas replaced by "concrete jungles" and highlighted the importance of preserving Pembrokeshire's natural environment.

Protecting Wildlife

A recurring theme throughout responses was concern for animals and biodiversity. Young people were worried that:

- Climate change is harming wildlife.
- Pollution is injuring marine species.

- Future generations may lose access to important species and habitats.

Many respondents explicitly connected environmental protection with safeguarding animals and natural ecosystems.

Recycling and Waste

Although ranked lower than air quality and climate concerns, respondents still highlighted:

- The need for more recycling.
- Reducing litter.
- Improving waste management.
- Encouraging environmentally responsible behaviour.
- Making recycling easier

Young people felt that reducing rubbish would help keep the environment cleaner and more sustainable.

Renewable and Green Energy

Some respondents identified renewable energy as part of the solution to environmental challenges. Suggestions included:

- More solar panels.
- More wind turbines.
- Greater investment in renewable energy infrastructure.
- Reducing dependence on fossil fuels.

Young people generally viewed green energy as beneficial both for tackling climate change and reducing environmental harm.

Overall, young people in demonstrated a strong environmental awareness, with particular emphasis on clean air, seeing and spending time in nature, clean rivers and seas, acting on climate change, pollution, and protecting the area's natural landscapes and wildlife for future generations.

Many respondents highlighted the importance of clean air, often linking it directly to health. Young people commented that “clean air is important because pollution can cause different illnesses”, “clean air is essential for proper respiratory health”, and simply that “you need it to live”. Others raised concerns about air pollution from smoking, vaping and wider environmental impacts.

Nature and green spaces were valued not only for environmental reasons but also for mental wellbeing. Young people said that “seeing nature is good for your mental health”, that it “makes

me feel relaxed and calm", and provides opportunities to exercise, spend time with family and enjoy wildlife. Respondents called for more green spaces, better maintenance of parks, and protection of beaches, woodlands and natural habitats from inappropriate development.

Protecting rivers, seas and wildlife was another major theme. Young people were concerned about litter, pollution and contaminated waterways. One respondent said it was "selfish" to throw rubbish into the water because it harms sea life, while another stressed the need to "save the wildlife and the water to drink".

Climate change was viewed as a significant threat. Young people wanted more action to reduce pollution and emissions, describing climate change as "literally slowly killing us and our planet" and emphasising the need to create "a safer, cleaner future" for future generations. Suggested actions included increasing recycling, reducing litter, improving environmental education and supporting renewable energy.

In the 'What Matters to you?' report, young people said that they value Pembrokeshire's environment and want it looked after. They talked about climate change, recycling, litter, wildlife, beaches, water quality, sustainable energy, conservation and spending time outdoors. The Young Voices for Choices group raised specific concerns about sewage entering the sea, water leaks, landfill, wildlife and renewable energy.

Young people from Futureworks said that electric cars need to be made cheaper, recycling information should be improved, that organisations should invest in tidal/hydro energy, local food and farmers should be supported, and river pollution reduced.

Health, Care and Support

Main Survey

The key priorities identified were;

Physical and Mental Health

These were the highest-ranked priorities overall:

- Good physical health.
- Good mental health.
- Strong concern about access to healthcare services, including GPs, dentists, hospitals and mental health support.

Support for Ageing Well

A major theme was supporting an ageing population.

- Support in the community to age well.
- Accessible services for older people.
- Opportunities for social participation, exercise and community engagement.
- Concerns about loneliness among older residents.

Social Care and Support Networks

Respondents highlighted:

- The need for good quality social care.
- Having a strong support network.
- Better support for carers.
- Improved services for people with disabilities and long-term health conditions.

Access to Healthcare

One of the most common themes in the qualitative comments.

People repeatedly raised concerns about:

- GP access.
- NHS dentistry.
- Hospital access.

- Long waiting times.
- Poor public transport and bus services leading to difficulties accessing healthcare, social activities and services.
- Availability of local healthcare services, especially in rural areas.

Support for Vulnerable Groups

Respondents also frequently mentioned:

- Better support for disabled people.
- Learning disability awareness and services.
- Support for carers.
- Assistance for people living in remote areas.
- Improved accessibility across services and communities.

Feedback from PACTO was that support to age well is one of the most significant challenges and opportunities facing Pembrokeshire over the coming years, as this will increase demand for health services, social care, community support and accessible transport. Through work with community transport operators, volunteer drivers, health partners and local communities, they regularly meet older people who want to remain independent, active and connected to their communities. However, many face barriers including limited transport options, social isolation, mobility issues, declining health and reduced access to local services. A common theme was that people do not necessarily need intensive support but need practical assistance that enables them to continue living independently.

Those who responded to the Easy Read survey rated good mental health as the most important priority followed by good physical health and had concerns about social isolation and access to healthcare.

Overall, good physical and mental health were ranked as the highest priorities. Respondents expressed significant concerns about access to healthcare, particularly GP appointments, NHS dentistry, hospital services and mental health support. Supporting an ageing population was another key theme, including accessible services, community engagement opportunities and tackling loneliness. The need for high-quality social care, stronger support networks, better assistance for carers, and improved services for people with disabilities and long-term conditions was also emphasised. Respondents additionally called for greater support for vulnerable groups, improved accessibility, better provision for people living in rural and remote areas and improved transport options.

In face to face sessions, Pembrokeshire Carer's Providers said that it is important that timely assessments of carers' needs are conducted to provide appropriate support when it is most

essential. They also said that developing transport services for carers that include options for peer support, linked with short-term replacement care, will foster a supportive community.

The Pembrokeshire Older People's Network said that change is needed to increase access to GP services and to improve NHS Healthcare services remaining in the area, especially given the lack of transport infrastructure. The 50+ Forum also highlighted access to healthcare as a concern.

Another group emphasised the importance of prevention, including providing early access to local activities, leisure centres, and education about healthy eating for everyone.

Young People's survey

Respondents to the young people's survey highlighted the following;

Physical and Mental Health

The highest priority was feeling healthy in your body. Many young people recognised the importance of physical health for overall wellbeing and confidence. Some also linked physical health to mental health, body image, nutrition and self-esteem.

Respondents called for:

- Better nutrition and healthy lifestyle education.
- More sports and exercise opportunities.
- Greater support for body confidence and self-esteem.
- Having good mental health and being able to enjoy life.
- Being able to access help when needed.

Others highlighted the importance of being happy and calm, noting that emotional wellbeing helps them enjoy life, cope with challenges and achieve their goals.

Loneliness and the Importance of Friendships

Having friends was the second-highest priority. Many respondents described friendships as essential for:

- Happiness and enjoyment.
- Emotional support.
- Reducing loneliness and isolation.
- Feeling included and valued.
- Having friends to support you and giving them support.

- Avoiding loneliness and isolation to support mental well-being.

Several young people specifically mentioned:

- Feeling lonely at school.
- Struggling to make friends.
- Feeling left out or isolated.
- Wanting more opportunities to socialise.

Suggestions included:

- More youth clubs.
- Additional community activities.
- More places for young people to meet and spend time together.

Access to Emotional Support

Many respondents highlighted the need for support when they feel sad, worried or struggling. Although "having help when you feel sad or worried" ranked lower overall, comments suggested it remains an important issue.

Young people wanted:

- Trusted adults to talk to.
- Non-judgemental support services.
- Better recognition when young people are struggling.
- More accessible mental health support.

Young people across Pembrokeshire identified physical health, emotional wellbeing, friendships and feeling safe as essential to living happy and fulfilling lives. Many respondents viewed these areas as closely connected, recognising that good health, supportive relationships and safe environments help them thrive.

Physical health was a key priority. Young people frequently stated that being healthy supports confidence, happiness and future success. Comments included “healthy bodies mean a healthy life”, “if you are healthy you will be happier” and “feeling healthy in your body matters the most because if I’m not feeling well it makes me feel really awful”. Several also highlighted the need for healthier food options, better nutrition education and improved access to health services.

Friendships emerged as one of the strongest themes. Young people described friends as a source of support, happiness and belonging. Responses included “having friends because if you have friends they help you in so many ways”, “having friends keeps me in check”, and “having friends is

important because it is like a personal support network". Many felt friendships helped reduce stress, loneliness and isolation.

Loneliness and mental health were significant concerns. Some respondents spoke about social anxiety, difficulty making friends and feelings of isolation. One young person explained that "not feeling lonely matters to me because connection and talking to people with similar interests leads to feeling happier and more fulfilled in life", while others called for more social groups, youth forums and opportunities to meet people.

In the 'What Matters to you?' report, mental health was one of the strongest issues across the different consultations. Young people talked about anxiety, stress, loneliness and isolation, and about how difficult it can sometimes be to get support.

A strong message was that young people want help before things reach crisis point. They also talked about the everyday things that help them feel well, including being outdoors, spending time with friends, hobbies, physical activity, having time to themselves and having someone who will listen.

For those who fed back from the Futureworks group, health priorities included cheaper healthy food, better sleep support, mental health support for over-18s, and drug-related prevention/enforcement.

Poverty and Inequalities

Main Survey

Income, Affordability and Cost of Living

Many residents were concerned about:

- Decent wages and earnings.
- Financial pressures on households.
- Accessing benefits and financial support.
- The affordability of everyday living costs.

Several comments also linked culture and well-being to financial pressures, for example:

- Cost of participating in sports and leisure activities.
- Affordability of cultural opportunities.
- Impact of the cost-of-living crisis on social participation.

Financial hardship was frequently mentioned in survey responses. Respondents were concerned about rising living costs reducing their well-being and feelings of security, as well as concerns about income, fuel costs and general affordability of everyday items.

Respondents to the Easy Read survey commented that help to access financial support was important to them, as was being able to meet basic needs and pay bills.

In their face to face session, Pembrokeshire Carers Providers said that easy access to benefits, such as attendance allowance, can significantly aid in supporting their financial well-being. Additionally, ensuring access to pension credit can boost carers' mental health and their overall well-being.

Young people's survey

Financial Security and Cost of Living

A significant concern was having enough money. Young people expressed worries about:

- The cost of living
- Affording food and basic necessities.
- Housing costs.
- Rising prices and inflation.

- Future financial stability and independence.
- Ability to afford a nice home and have a comfortable life
- Being able to earn enough to support family

Many responses linked money directly to quality of life, security, and wellbeing. Some specifically mentioned fears about debt, poverty or homelessness.

Money and the cost of living were major concerns. Respondents frequently talked about needing enough money to support themselves and their families, buy essentials, access opportunities and reduce financial stress. One young person asked, “how are you supposed to be happy when you can’t even afford food?”, while another highlighted that the “cost of living is way too high compared to the amount that you would earn”.

Young people said in face to face sessions that they were concerned about the cost of living generally and also said that having enough money affects whether they can take part in activities, travel, learn to drive, continue in education or take up other opportunities.

Safe, cohesive and resourceful communities

Main Survey

The main issues raised in the survey were around;

Community Safety and Belonging

Residents placed significant importance on:

- Feeling safe within their community.
- Feeling part of their community.
- Maintaining strong social connections and reducing isolation, particularly for older people.

Community Connection for well-being

Concerns included:

- Need for community hubs, village halls, libraries and social groups.
- A lack of transport leading to barriers for disabled people, older people and those living in rural communities.

Housing and affordability

One of the strongest themes in the open comments sections was around housing.

Respondents highlighted:

- The need for good quality housing.
- Housing suitable for disabled residents.
- Concern about local people being unable to access housing in their own communities.
- Lack of affordable housing for local people.
- Second homes, holiday lets and Airbnb properties driving up house prices.
- Shortage of long-term rental accommodation.
- Concerns about the impact on villages and local communities.

Digital Infrastructure

A significant concern, particularly in rural areas.

- Broadband quality and coverage.
- Access to digital devices.

- Reliable connectivity to support businesses and remote working.

Loneliness and Social Isolation

A recurring concern throughout the consultation.

Residents highlighted the need for:

- More opportunities to connect with others.
- Community spaces and activities.
- Support for single people and those living alone.
- Better connections between generations.

The survey highlighted community safety, belonging and social connection as key priorities. Residents emphasised the importance of feeling safe, being part of their community and maintaining strong social networks. Concerns about loneliness and isolation, particularly among older people and those living alone, were raised repeatedly, with calls for more community spaces, events, volunteering opportunities and better intergenerational connections.

Housing emerged as a major issue, with respondents worried about the lack of affordable and suitable homes, shortages of long-term rentals, and the impact of second homes, holiday lets and Airbnb properties on local communities. Digital infrastructure was also a significant concern, especially in rural areas, where residents highlighted poor broadband coverage, limited access to digital devices and the need for reliable connectivity to support businesses, remote working and everyday life.

Those who responded to the Easy Read survey ranked feeling safe in their community as the third highest priority.

In face to face sessions, Pembrokeshire Older People's Network said they felt that housing in Wales as a whole is not suitable to meet the needs of future generations because a severe supply shortage is worsening financial inequality, an ageing population lacks accessible accommodation.

Older people also spoke about needing a wider variety of communication methods from organisations, as many individuals struggle with using online services and rely on others to perform simple tasks, such as cancelling a subscription, changing an energy provider or inquiring about a bill. They also said that most promotions and marketing today take place online through social media because of the convenience and low or no cost. However, this can leave people unaware of helpful services and community events that could help prevent isolation. This was mirrored in the response from another group, who said that addressing the needs of older

individuals who may struggle with online services is important and that digital accessibility is essential for educating everyone about available resources.

The need to promote flexible volunteering opportunities and increase support for volunteers, engaging a more diverse group of individuals in community activities was also seen as important.

Young people's survey

Young people highlighted the following concerns in the survey:

Feeling Safe Where They Live

Safety was a significant concern. Respondents spoke about:

- Bullying.
- Feeling unsafe in their communities.
- Being worried about going out alone, particularly at night.
- Wanting safer neighbourhoods and public spaces.

Some comments reflected personal experiences of:

- Feeling threatened by others.
- Growing up in unsafe home environments.
- Fear of crime and antisocial behaviour.

Young people emphasised that feeling safe is a foundation for wellbeing, confidence and personal development.

Identity, Confidence and Acceptance

A major theme was the importance of feeling proud of who you are. Young people highlighted:

- The need for self-confidence.
- Feeling accepted for who they are.
- Being able to express their identity safely.
- Respect and inclusion within communities.

Some respondents described challenges around identity and feeling accepted, while others stressed that everyone should feel proud of themselves and be free from judgement.

There were also comments about creating more inclusive environments where young people feel respected and safe to be themselves.

Having a Voice and Being Heard

Young people identified the importance of their opinions and beliefs being respected. They wanted:

- Opportunities to express their views.
- Recognition that their opinions matter.
- Respect for different perspectives and identities.

Several respondents linked this to broader themes of inclusion, belonging and personal confidence.

Safe and Supportive Living Environments

A number of responses focused on the importance of:

- Safe homes.
- Stable family relationships.
- Good quality housing.
- Supportive communities.

Some young people connected their wellbeing directly to having a secure home environment and living in places where they feel protected and supported.

Community Involvement

Helping in the community was another recurring theme. Young people believed community involvement:

- Supports others in need.
- Creates stronger communities.
- Encourages kindness and social responsibility.
- Helps build connections between people.
- Several respondents were already involved in volunteering and community activities and viewed these positively.

Community involvement and inclusion were important themes. Young people spoke about helping others, volunteering and creating welcoming spaces where people can be themselves. Several highlighted the need for more opportunities for young people to connect, feel respected and develop a stronger sense of belonging within their communities.

Feeling safe at home and in the community was also important. Young people wanted to feel secure when going out and returning home. Suggestions included more youth clubs, safer public spaces, better lighting on walking routes, reduced anti-social behaviour and increased support for young people. Many felt that a safe environment was fundamental to happiness, confidence and good mental health.

In face to face sessions, young people said that they want to feel safe in their communities. They raised concerns about antisocial behaviour, bullying, harassment, fighting, drugs and alcohol, intimidating behaviour and some public spaces feeling unsafe. Feeling safe was also about having somewhere they felt welcome. Young people repeatedly talked about needing more places to meet friends and spend time without having to spend money. Housing also came through as an important concern, particularly when young people talked about becoming independent as they said there is not enough suitable housing.

Young people were very aware that not everybody has the same opportunities. Barriers were identified for disabled young people, young people with ALN, neurodivergent young people, young carers, care-experienced young people, LGBTQ+ young people, those living in poverty and those living in rural communities.

Young people also talked about bullying, discrimination, racism, stereotypes and feeling excluded.