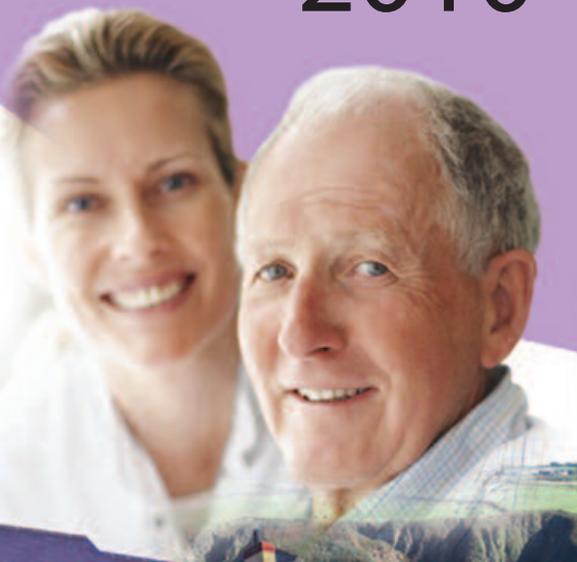


# Pembrokeshire Community Plan 2010 - 2025

May 2010



For a copy of this document in large print, Braille,  
audio tape or an alternative language  
please contact Jackie Meskimmon on (01437) 776613

For further information please contact:

Ben Pykett  
Head of Policy and Performance  
Pembrokeshire County Council  
County Hall  
Haverfordwest  
Pembrokeshire  
SA61 1TP

Tel: 01437 775856  
LSB@pembrokeshire.gov.uk

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## Frequently asked questions

### What is the Community Plan?

The Community Plan is the document that will frame all public, private and voluntary sector activity in Pembrokeshire over the period 2010-2025. It describes the issues that are important to everyone in Pembrokeshire and identifies the approach that a range of organisations will adopt in attempting to tackle them. The Welsh Assembly Government requires all local authorities to lead the development of a community plan. It is good practice for all public sector organisations to link their corporate strategies to a community plan.

### Who is the Community Plan for?

The Community Plan is for everyone who lives in, visits or has an interest in Pembrokeshire. It has been prepared for a range of audiences; for the people of Pembrokeshire, for the organisations that serve Pembrokeshire and as a means of communicating our objectives to external agencies and the Welsh Assembly Government.

### Who has prepared the Community Plan?

The Community Planning and Leadership Partnership (CPLP) have prepared this document on behalf of Pembrokeshire's Local Service

Board (LSB). LSBs are part of a new approach to public service reform in Wales. An LSB has been established in every local authority area in Wales with the purpose of providing collaborative leadership and to identify opportunities for service providers to work more closely together. Pembrokeshire LSB is made up of senior representatives from Pembrokeshire County Council, Dyfed Powys Police Force, Hywel Dda Health Board, Pembrokeshire Association of Voluntary Services and the Welsh Assembly Government.

The CPLP is a group of public, community and voluntary sector representatives charged with preparing Pembrokeshire's Community Plan. The following bodies are represented on the CPLP: Countryside Council for Wales, Dyfed Powys Police Force, Welsh Assembly Government, Environment Agency Wales, Mid and West Wales Fire and Rescue Service, Milford Haven Port Authority, Pembrokeshire Association of Voluntary Services, Pembrokeshire Coast National Park Authority, Pembrokeshire College, Pembrokeshire County Council, Hywel Dda Health Board, Jobcentre Plus and Pembrokeshire Association of Local Councils. A range of other organisations support the work of the Partnership.

Pembrokeshire County Council is responsible for supporting the partnerships that have prepared this Plan, but it is important to stress that it is not a Pembrokeshire County Council Plan.

### How has the Community Plan been prepared?

In preparing this document we have analysed information, examined the results of the 2007 Residents Survey and reviewed the other plans and strategies that are important to Pembrokeshire (further details are provided on page 7).

The Plan also builds on the Community Plan Preliminary Policy Statement that we published in September 2009. It picks up some of the feedback we received via the LSB website and comments that were made by community councils at Pembrokeshire County Council's Area Liaison Forums. Members of the Pembrokeshire's Citizens Panel were also consulted on the objectives that are set out in this Plan. A summary of all the feedback we have received is set out on page 35 of the Plan.

### How will the Community Plan be implemented?

The Community Plan will only be implemented if the organisations that have contributed to its development choose to reflect its objectives in their own plans, strategies and actions. Indeed many of the organisations concerned have a legal duty to take action in accordance with the Community Plan. Pembrokeshire's other statutory partnerships will have a significant role to play in implementing this plan and will be publishing new versions of the Community Safety Plan, the Children and Young People's Plan and the Health Social Care and Well-being Strategy in 2011.

### How will you know whether or not the Community Plan has been successful?

It is important that we are able to evaluate whether or not this Plan has made a difference. We have set out a range of 'outcome measures' relating to the objectives identified in this Plan. The CPLP and the LSB will be monitoring these measures on an ongoing basis. More detailed information is provided on page 31.

### Can I comment on the Community Plan?

Yes. It is important that you have your say on the Community Plan. What do you think of the Plan, have we identified the right issues and what do you think of our proposals to tackle them? We anticipate being able to publish revisions to the Plan on an ongoing basis. We are always interested to hear your views. Contact details are provided on page 2.

## Foreword

I am pleased to introduce the Pembrokeshire Community Plan for 2010-2025.

This is Pembrokeshire's third Community Plan. It reflects the progress that has been made since the Community Planning process started at the beginning of 2000. The relationships that exist between the partner organisations that operate in Pembrokeshire have always been positive, but we are now working more closely together than ever before.

The importance of this collaboration has been evidenced in the improvements that we have been able to make, both in the quality of the services we provide and in the benefits we have been able to secure for the people of Pembrokeshire.

The local economy has continued to beat expectations with an overall increase in employment and a sustained rise in wage levels. Life expectancy has continued to improve over the last decade and we successfully maintained some of the lowest levels of crime and disorder in the country.

In spite of this progress, however, significant challenges remain. The global recession has been felt in Pembrokeshire, and whilst we have been shielded from its full force our dependence on a relatively narrow economic base has been thrown into sharp focus. The fact that we

have a rapidly ageing population is placing considerable pressure on a range of public and voluntary services and the difficulties associated with delivering services across a sparsely populated rural area remain.

These challenges are considerable in their own right. However, it now seems inevitable that public spending will be reduced at a national level. The knock on effects of this in an area like Pembrokeshire will make dealing with these issues even more difficult.

That said, and recognising that there are no additional resources associated with this Community Plan, the current financial climate does present an opportunity to demonstrate the true value of partnership working. By working together we can build on our successes and continue to work towards improving the quality of life for everyone in Pembrokeshire. All of the partners who have supported the development of this Plan are committed to these objectives



**Cllr. John Davies**

Leader, Pembrokeshire County Council

**On behalf of Pembrokeshire Local Service Board and the Community Planning and Leadership Partnership**

# 1. Introduction

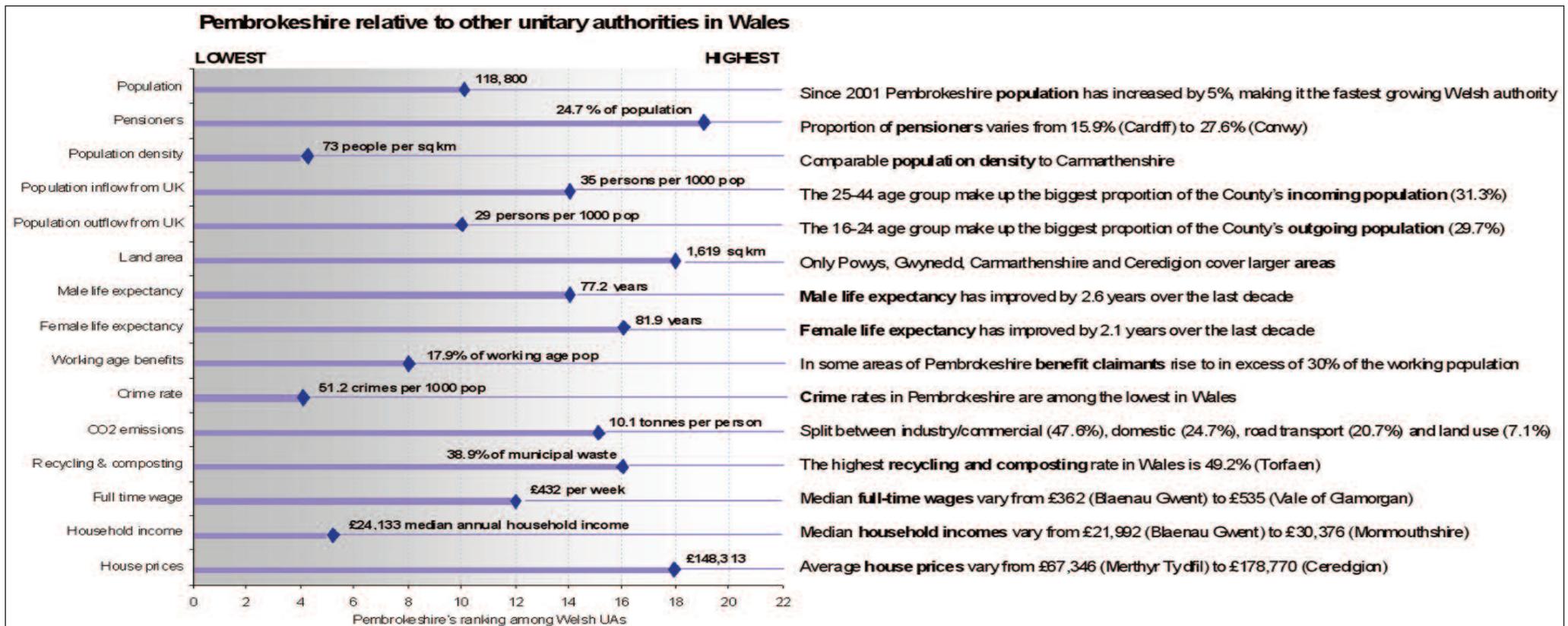
- 1.1 The purpose of the Community Plan is to present a clear picture of how the public, private and voluntary sectors can work together to improve the quality of life for everyone in Pembrokeshire.
- 1.2 The Community Plan sets out a long-term vision for the County, based on the shared ambitions of residents, community groups, local leaders and visitors. This vision will drive the work of a partnership of organisations over the next 15 years. The Community Plan is the overarching plan for Pembrokeshire.
- 1.3 The Plan also sets out a series of more specific actions that the partnership will implement over the next 2-3 years. These actions do not cover everything that the agencies operating within Pembrokeshire will do to deliver the Plan's objectives. Rather they take the form of discrete and practical projects that will require partners to work together to identify how best to make a measurable difference to the people of Pembrokeshire.
- 1.4 It is important to acknowledge the budget pressures that all service providers will face during the period covered by the Community Plan. This will require innovative thinking and, potentially, tough decisions to be taken regarding the allocation of resources.
- 1.5 In developing the Community Plan we have examined the full breadth of issues facing the County. For example, we have:
  - analysed information and identified the trends that are important locally,
  - taken time to understand the concerns of residents, as they are expressed within plans prepared by the community councils and local interest groups in Pembrokeshire and through the response to the 2007 Residents Survey, and
  - reviewed the other plans and strategies that are important in Pembrokeshire; the Welsh Assembly Government's One Wales agreement, its statement on sustainability One Wales: One Planet, its vision for the future of health and social care Design for Life Wales, its statement on the economy Wales: a vibrant economy, the Wales Spatial Plan, the Wales Transport Plan, the Environment Strategy for Wales, Planning Policy Wales, the Rural Development Plan, Pembrokeshire's emerging Local Development Plans, its Children and Young People's Plan, its Health, Social Care and Well-being Strategy, its Community Safety Plan and the Local Housing Strategy.
- 1.6 Whilst the publication of this Community Plan is significant, it is important to acknowledge that the true value of community planning lies in the dynamic nature of the process – in keeping the Plan relevant to Pembrokeshire and its people. We hope that the issues identified in this document stimulate further discussion and that we are able to enter into a dialogue with the community regarding the improvements they would like to see implemented. We will be reviewing the content of this Plan on a constant basis and will publish an update report annually.

1.7 The objectives and actions identified in this Plan will be taken forward by the individual organisations that have supported its development, the LSB, the CPLP and a range of other statutory partnerships: Safer Pembrokeshire (Pembrokeshire's Community Safety Partnership), the Children and Young People's Partnership and the Health Social Care and Well-being Partnership (all of which will be producing updated plans in 2011). It is not our intention to establish additional delivery mechanisms where groups are already in place.



## 2. Pembrokeshire in context

- 2.1 Pembrokeshire has a strong sense of identity. However, there are substantial differences between its communities. Although Pembrokeshire is predominantly rural, it has two substantial urban hubs. The Haven Towns are grouped around the Milford Haven Waterway and provide much of the County's housing, retail and employment. The smaller Fishguard and Goodwick hub is an important economic driver for north Pembrokeshire.
- 2.2 The rural areas of north Pembrokeshire have a different cultural and linguistic heritage to those in the south of the County. The approach all partners will take over the lifetime of this plan recognises that rural communities can be fragile and our approach to housing, access to services and economic development needs to be sensitive to the needs of these communities.



- 2.3 Pembrokeshire is often described as being unique. Whilst this is undoubtedly true – Pembrokeshire’s exemplary coast and countryside, and its history of development based on agriculture, tourism, defence and the Milford Haven Waterway certainly make it special – the issues that are important locally are similar to those you would expect to see in many other rural counties.
- 2.4 The chart on page 8 identifies how Pembrokeshire ranks alongside the 22 local authority areas in Wales against a number of key indicators (information relating to a range of other indicators is available on the Pembrokeshire Local Service Board website [www.pembrokeshire.gov.uk/lwb](http://www.pembrokeshire.gov.uk/lwb)).
- 2.5 The more striking aspects of this picture are our low levels of household income, our high average house price and the fact that since 2001 Pembrokeshire has had the fastest growing population in Wales (in percentage terms).
- 2.6 Some of the other issues we need to address include the amount of CO2 we produce, the difficulties associated with delivering services in such a sparsely populated area and the service demands associated with the fact that we have an ageing population.

- 2.7 The challenge we face over the period covered by this Plan is how best to address these competing interests. Clearly there are issues with the performance of our economy, but progress in this area will need to be balanced against the importance of the environmental and community qualities that make Pembrokeshire such a special place to live and visit.



## 3. Vision and framework

3.1 Our analysis of the issues described above has enabled us to identify the vision and the 8 themes around which this document is structured.

3.2 Our overall aim and vision for Pembrokeshire is, quite simply:

**To ensure that Pembrokeshire is prosperous and that it remains vibrant and special**

3.3 The 8 themes we have identified are listed on the diagram opposite. The themes are not ranked in any order of importance and do not reflect the full range of responsibilities of the organisations that make up Pembrokeshire's partnership. They do reflect, however, the broad areas around which we think we should organise our efforts.

3.4 The following diagram illustrates the range of geographical scales and dimensions that will have a bearing on the work we pursue. We have placed the individual at the centre of the diagram to illustrate the fact that our work is about improving the quality of life experienced by people. We can only achieve this by working in partnership with the people we serve and by all individuals being willing to take responsibility for themselves and their actions. The diagram also recognises the **global**, **national** and **regional** factors that will constrain the impact we are able to have in each area; this

is particularly apparent in relation to the well being, economy and environment themes. It is at the level of **Pembrokeshire - The Haven**<sup>1</sup> and at the **local** scale where we will be able to make the greatest difference. This is where we must build on our distinctiveness as a County and the diversity that exists within and between our communities to improve quality of life for all.



<sup>1</sup>Pembrokeshire - The Haven is one of the six sub-regions in Wales identified in the Wales Spatial Plan

- 3.5 This framework is not perfect; there are clear overlaps, and interconnections that run across the themes and scales set out above. The challenges facing Pembrokeshire are complex and multi-faceted. It is important that the themes identified in this document are not regarded as existing in isolation from one another – **all of the themes are interconnected**. For example, sustainability is one overarching principle of this Plan. Our understanding of sustainability as a concept is that it provides a framework for creating an equitable social economy to enable all people to meet their basic needs and improve their quality of life while ensuring that the natural systems, resources and diversity upon which we depend are maintained and enhanced for future generations<sup>2</sup>.
- 3.6 Addressing the issues described in this document and delivering the improvements that individuals and communities have requested will require the partnership of agencies in Pembrokeshire to work across themes and across organisational and administrative boundaries.
- 3.7 The classification of the 8 themes set out in this Plan, then, is a simplification of the issues that are relevant to Pembrokeshire. However, the themes also provide a structure around which we can mobilise activity and coordinate the delivery of services. The following pages describe the scope of each theme in more detail and sets out our objectives for the next 15 years.
- 3.8 In addition to the strategic policy statements that are made in this Plan, we have set out a range of shorter term priority projects and actions that will help us to achieve the long term vision. For this version of the Plan we have focussed on projects that will, for the most part, improve the process of partnership working in Pembrokeshire. A summary of the projects that the CPLP will be delivering over the next 2-3 years is set out on page 28.

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<sup>2</sup>*Cynnal Cymru – Sustain Wales 2004*

## 4. Well-being

4.1 Our objectives for the Well-being theme are to:

- 1. Address the underlying causes of poor health**
- 2. Promote public health**
- 3. Mitigate the impact of poverty**
- 4. Improve the integration of health and social care services**
- 5. Provide high quality social care services**

4.2 An individual's quality of life is dependent on their sense of well-being and the degree to which they enjoy good health. The headline data for Pembrokeshire demonstrates that we are close to the Welsh average in relation to the prevalence of many health conditions. Most people in Pembrokeshire enjoy good health and well-being but there are significant variations. Individuals who experience poor health are often people who are disadvantaged in economic terms. We have a fundamental responsibility to address the underlying causes of this inequality.

4.3 Deprivation in Pembrokeshire is masked by the relative affluence of the County as a whole. We have few areas that are classified as being among the most deprived in Wales, but there are hidden pockets of significant deprivation. The dispersed nature of

deprivation in rural areas presents a different challenge for service providers that requires a different approach to that which may be adopted in an urban setting.

4.4 Pembrokeshire, in common with many other areas, has a higher than average proportion of elderly people. The proportion of people who are very elderly is forecast to increase rapidly and this will inevitably lead to a rise in demand for health and social care services. The type of demand is also changing – the evidence suggests that more and more people wish to remain independent for as long as possible and receive care in their own homes.

4.5 Local people have also identified well-being and health as being significant concerns. The 2007 Residents Survey established that local people support the provision of improved screening services, improved access to dental services and more support services to enable independent living.

4.6 Our approach to well-being builds on the priorities identified in Pembrokeshire's Health, Social Care and Well-being Strategy and our Children and Young People's Plan but also recognises the role we can play in addressing the underlying causes of poor health and well-being – especially deprivation, poverty and poor housing.

4.7 Individuals have to take responsibility for their own health and well-being, but we want to encourage people to reach their potential by supporting them to live healthier and happier lives. We will achieve this by providing advice, by promoting the unrivalled opportunities for recreation that are offered by Pembrokeshire's environment, by delivering health education and by embedding the principles of fair access and 'joined up' service delivery.

- 4.8 We will also continue to focus on identifying risk factors for illnesses at an early stage. Where it is cost effective to do so we will support people who are in need and have long term conditions and help them to live independently in their own homes. Increasingly, we will embed the principle of service integration when shaping future provision and we will improve the services we offer to support mental health.
- 4.9 Alongside this activity, however, we will work to deliver improvements in the local economy – by working to broaden our economic base and by addressing the issues of unemployment and low pay. We will also work to improve the condition and supply of housing in the County. The success of this work will be critical to the delivery of improved well-being and quality of life.



## 5. Environment

5.1 Our objectives for the Environment theme are to:

**6. Address the challenge of climate change**

**7. Enhance our natural environment and maintain our cultural and historical distinctiveness**

5.2 The issues affecting our environment vary significantly in scale. At a global level there now seems no doubt that the world's climate is changing. Unless current global CO<sub>2</sub> emissions (and other greenhouse gases) are reduced, the average temperature across the planet will increase to a level that will have a significant impact on society. We recognise that we must play our part in addressing this important challenge.

5.3 The Climate Change Act commits the UK Government to an 80% reduction in the amount of CO<sub>2</sub> produced by 2050 (on the level in 1990). The Welsh Assembly Government also requires public agencies to reduce their emissions by 3% each year. The carbon footprint of the Pembrokeshire Haven is significant .

5.4 We must recognise that even if significant reductions in the production of greenhouse gases are achieved, the average global temperature is still likely to rise. We will need to be ready to adapt

to the consequences of climate change (an increased risk in the frequency and severity of flooding, for example).

5.5 Pembrokeshire is widely recognised for the quality of its environment. It boasts the UK's only truly coastal national park and its natural beauty provides the foundations for our tourism industry.

5.6 Pembrokeshire's biodiversity is of international and national importance, with over ninety sites that have some form of protective designation. The Countryside Council for Wales has classified most of Pembrokeshire as being of high or outstanding landscape quality. Although air and water quality across the County is generally good compared with other areas of Wales, rivers are fragile environments and there is some evidence that the ecological health of rivers in Pembrokeshire is being jeopardised by human activity. We also have a high number of historic buildings and a rich architectural heritage and sites of archaeological interest.

5.7 One of the most difficult challenges we face across all the themes outlined in this document is to reduce the per capita carbon footprint in Pembrokeshire to levels that are consistent with commitments in the Climate Change Act.

5.8 One way in which we can contribute towards achieving this is to ensure that our buildings, and the ways in which services and infrastructure are procured and delivered, are adapted to meet the challenges of climate change. We will continue to promote and encourage the use of sustainable forms of travel – such as walking, cycling and public transport.

- 5.9 We will ensure that sustainability becomes embedded in Pembrokeshire's future development. For example, it will be an overarching principle of both the County Council and the National Park Authority's new Local Development Plans as well as the National Park Management Plan.
- 5.10 We will continue to address the issue of waste management in Pembrokeshire, facilitating a reduction in the amount of waste produced and ensuring that waste is managed sustainably. This is, in part, a response to the need to minimise the emission of greenhouse gasses, but will help us to ensure that resources are used efficiently.
- 5.11 We have a responsibility to maintain the high quality of the landscape and seascape in the County so that its aesthetic value continues to enhance the quality of life of current and future generations. We will continue to conserve and enhance biodiversity in Pembrokeshire, taking account of local and national priorities.
- 5.12 We also want to protect our heritage and improve the quality of the built environment in our towns and neighbourhoods; supporting the promotion of local distinctiveness and supporting the development of strong communities.



## 6. Economy

6.1 Our objectives for the Economy theme are to:

- 8. Improve Pembrokeshire's potential for wealth creation**
- 9. Improve our town centres**

6.2 A healthy and stable economy is vital to the success of Pembrokeshire and underpins quality of life. Our economy is heavily influenced by regional, national and international forces. However, we have a key role to play in developing the sectors that are important locally. Our economic history cautions against over dependence on a small number of major employers and sectors and we will continue to encourage economic diversification. We will improve the economy of the County by building on our strengths, by encouraging the development of more high value activity and by improving our skills base.

6.3 The energy sector is vitally important to our economy. Milford Haven can lay claim to being the energy capital of the UK – 25% of the UK's petrol and diesel requirements and up to 30% of its gas is handled in the Haven. There is considerable potential for future growth in the energy sector, particularly in relation to marine renewable energy production. We are in a strong position to do

this as the oil and liquefied natural gas industries provide a strong platform both in terms of physical infrastructure and skills.

6.4 As would be expected in a rural, coastal county, the proportion of people employed in agriculture, tourism, retail and the local building industry is relatively high. The proportion of people employed by the public sector is higher than the UK average but is typical for counties across rural Wales. A high proportion of people in Pembrokeshire are self-employed and we have a high number of small businesses; and this gives us an opportunity to improve the performance of our economy by growing existing companies. Few people are employed in the financial services and manufacturing sectors.

6.5 In the past, unemployment rates have been high in Pembrokeshire. Substantial progress has been made during the past decade to reduce this rate; it is now below the Welsh average. However, the recession has led to a rise in unemployment in the area, though this increase has not been as marked as in some urban Welsh authorities. A high proportion of people in Pembrokeshire receive a relatively low income.

6.6 These factors, along with the structural difficulties that are associated with our peripheral location, have resulted in Pembrokeshire, as well as other parts of West Wales and the Valleys, receiving the highest level of European regional policy assistance.

6.7 We will only achieve our priorities in the future if Pembrokeshire's economy is competitive and if we continue to increase wealth creation per head of the population and if we develop greater entrepreneurship skills, particularly amongst the young.

- 6.8 In order to do this we aim to develop the energy and environment sectors, regenerate our town centres and build a more entrepreneurial and knowledge based economy with strong further and higher education engagement. Increasing the range and quality of jobs available in Pembrokeshire will improve community stability – currently many young people perceive that they should or are advised to leave the County in order to secure roles that match their aspirations.
- 6.9 Pembrokeshire has not been immune from the recession and we need to address the recent increase in unemployment. We will need to make the most of opportunities provided by the construction of Pembroke power station and European programmes that will help us tackle economic inactivity, deprivation and improve our town centres.
- 6.10 Having a successful economy is only part of the story; we also need to ensure that the benefits reach all communities. We want to decrease the proportion of people on low pay by providing opportunities for people to improve their skills.
- 6.11 We will also work to increase the quality of our offer to those visiting Pembrokeshire and seek to extend the tourism season in order to strengthen the tourism industry. We will also continue to work with the agriculture sector to help it add value to what is produced in the County and to maximise the environmental benefits of land management. The Rural Development Plan will be an important way in which we achieve our objectives for both tourism and agriculture.



## 7. Community

7.1 Our objectives for the Community theme are to:

**10. Support the development of vibrant and sustainable communities**

**11. Promote community cohesion**

7.2 The strength of our communities is pivotal to the sustained improvement of quality of life. Communities have shaped our culture in Pembrokeshire. We have a rich history that can be seen in our landscapes, buildings and language. The distinction between the north and south of the County prevails, as does diversity and difference within these areas. It is clear from the Residents Survey that there is a strong identification with the County of Pembrokeshire. Eighty five percent of respondents said that they felt they belonged ‘very’ or ‘fairly strongly’ to the County. Our strong sense of community and our diversity are strengths we can build on.

7.3 Our communities continue to change and, in common with the rest of the UK, the proportion of residents over retirement age in Pembrokeshire is increasing. Whilst community identity is strong, and many communities can call upon significant social capital, some communities face significant challenges. For example, Pembrokeshire has two Communities First areas. Llanion in Pembroke Dock and Monkton were listed within the 100 most

deprived wards in Wales in the 2008 Welsh Index of Multiple Deprivation. A partnership comprising community, business, voluntary and statutory sector representation has been working to improve the living conditions and prospects for people in those communities. Tackling child poverty is a particularly important objective for all the partner agencies in Pembrokeshire.

7.4 The voluntary and community sector plays a vital role in supporting communities in the County. Informal volunteering is also important to quality of life in Pembrokeshire. Partnership working has progressed immeasurably during the past few years, which has raised the scope for service provision by the third sector. The town and community councils have a duty to co-operate in community planning, but it is important that the community sector as a whole engages in the process. The continuing development of a strong voluntary and community sector will be particularly important during a period when it is likely that national public spending will be reduced.

7.5 More active and enterprising communities can provide some of the services that have traditionally been provided through family networks or by public agencies. Good Neighbour Schemes, for example, are expanding throughout the County and these projects are showing some promising early results.

7.6 Our overall aim is to encourage the development of vibrant, cohesive and sustainable communities. We will achieve this by supporting the development of the voluntary and community sector, building skills within communities, by promoting volunteering and by encouraging communities to be more self-reliant.

- 7.7 There has been a significant and successful period of capacity building within the voluntary and community sectors. It will be important, therefore, to build on the skills that have been developed within the sector and support a shift towards greater delivery through social enterprise.
- 7.8 Through the community planning process, and partnership working in general, we will seek to increase participation in local affairs and decision making.
- 7.9 We will continue to support the celebration of Welsh culture and language in Pembrokeshire, at the same time as promoting a more diverse mix of cultural activities which are recognised, valued and taken up by local people and visitors alike. Collectively we have a significant responsibility for the equality agenda in Pembrokeshire; we are committed to working towards the elimination of discrimination and promoting equality of opportunity for all.



## 8. Housing

8.1 Our objectives for the Housing theme are to:

**12. Increase the supply of appropriate housing**

**13. Improve the quality of our housing stock**

8.2 The results of consultations across Pembrokeshire's communities have consistently identified access to good quality affordable housing as the single most significant concern of local residents. In the Pembrokeshire Residents Survey, for example, affordable housing was identified as being the top priority.

8.3 Research undertaken by the Joseph Rowntree Foundation<sup>3</sup> has found that, based on the difference between house prices and earnings, Pembrokeshire is one of the least affordable places to live in Wales.

8.4 This high demand for affordable housing locally has largely been driven by national forces and was exacerbated by the steep rise in house prices between the late 1990s and autumn 2007. Since that date the national average house price has fallen significantly. The price fall in Pembrokeshire, however, has been less marked and many properties remain beyond the reach of individuals on a typical income.

8.5 Whilst there is demand for affordable housing across the County, it tends to be higher in rural areas, where house prices are higher, where there are significant numbers of second homes, where in-migration is high and where the range of tenures is more limited. We have identified the need for nearly 3,000 additional affordable homes in the County to meet the back-log of demand.

8.6 The recession is making it more difficult to address the issue of affordable housing through the private sector. The low numbers of houses that are being built limits our ability to use planning agreements to secure additional affordable housing. We have a good track record of obtaining funding for social rented housing. The scale of the task, however, means that a range of methods will need to be employed to increase the supply of affordable housing.

8.7 House condition surveys have shown that the single largest section of unfit housing is in the private sector. Within the public sector investment in Council and Housing Association homes will see the Welsh Housing Quality Standard met by 2012. Although accurate data is difficult to obtain, the work that has been done suggests that, on average, homes in Pembrokeshire are more difficult and more expensive to heat.

<sup>3</sup>Joseph Rowntree Foundation (2008) *The geography of affordable and unaffordable housing*

- 8.8 Our overall priority is to promote the development of a housing market that provides a range of housing to suit people with diverse needs throughout the County. We will achieve this by continuing to bring forward opportunities for the balanced development of the Haven towns (Haverfordwest, Milford Haven, Neyland, Pembroke and Pembroke Dock) as well as in Fishguard, Goodwick, Tenby and St Davids. This will be complemented by a renewed focus on the revitalisation of smaller rural centres and communities, as well as the consideration of affordable housing needs and the need for sheltered accommodation. Within the National Park area the focus will be on meeting the affordable housing needs of the local community.
- 8.9 We also have a duty to ensure that our housing stock can adapt to the changing demands that are placed upon it. These include the need to use less energy, responding to changing household sizes and types and the need to support elderly and disabled residents in their own homes.



## 9. Learning

9.1 Our objectives for the Learning theme are to:

- 14. Increase skill levels in Pembrokeshire**
- 15. Provide high quality education services**
- 16. Address inequalities in educational attainment**

9.2 Learning broadens people's horizons and enables them to meet their potential. Learning, and skills development, underpins economic performance. The industries with the best long-term prospects are those that are involved in the knowledge economy. There is also clear evidence that the higher the skill level an individual has, the easier it will be for he / she to secure and maintain employment and well-being.

9.3 Existing education and further and higher education services within Pembrokeshire perform well when compared with the rest of Wales. There are variations however – as is the case elsewhere in the country, those pupils who qualify for free school meals perform less well than those who do not.

9.4 People in Pembrokeshire have relatively good access to a broad range of higher education providers. Provision within the County is

improving and there are a number of high quality facilities elsewhere in South West Wales. However, the number of graduates of working age in the County is slightly below the Welsh average.

9.5 It is important to keep people of all ages engaged in learning. This is particularly important in relation to people who are not in education, employment or training. This can be an effective way of tackling inequality and poverty (particularly child poverty). It is also desirable that learning opportunities are provided for elderly people. There is evidence to suggest that such opportunities can enrich the lives of elderly people (and communities) and deliver significant health benefits.

9.6 An additional challenge that we face is the need to broaden choices for education and learning. Our Schools, Pembrokeshire College and other training providers will need to work together to achieve this. We will also need to consider what we can do to facilitate distance learning.

9.7 A key priority for us is to raise skill levels to better meet existing and future business needs across a range of sectors. There are two areas of work that will support this. The first is targeting training and support for training at those industries where we know that there are good long-term prospects for employment. For instance, we are working with a range of private and public bodies to promote skills in the energy and engineering sectors. The second is to provide opportunities for basic skills training. We have been successful in achieving significant investment from European funding to support this work.

- 9.8 We will seek to maintain high standards of educational attainment and continue to reduce inequalities in attainment. We are committed to an early intervention approach and recognise that services for children with additional learning needs have to be consolidated and developed further. We also recognise our responsibilities to support and protect looked after children in the community. This reflects the approach described in Pembrokeshire's Children and Young People's Plan.
- 9.9 We will provide additional support for young people who are not in education, training or employment. This will enable them to re-engage with learning and gain work-related experience and skills.
- 9.10 We will work to ensure that the organisation of education and skills provision within communities strikes the right balance between choice, quality and cost by exploring opportunities for joint delivery by local schools, Pembrokeshire College and other training providers. Any changes we make will be introduced incrementally.
- 9.11 We will continue to promote the Pembrokeshire Learning Network and further develop a programme of community learning.



## 10. Access

10.1 Our objectives for the Access theme are to:

**17. Improve communication links to, from and within Pembrokeshire**

**18. Improve access to the services we provide**

**19. Promote sustainable travel**

**20. Improve access to green spaces**

10.2 Access issues especially cut across all of the themes set out in this document. Pembrokeshire is a rural county; this adds significantly to the cost and complexity of delivering key services and increases our carbon footprint. In spite of our role as the gateway to Ireland, we have relatively poor rail and road connections. It is likely that fuel costs will escalate in future years and this will exacerbate the pressures that we already experience.

10.3 The Wales Index of Multiple Deprivation confirms that Pembrokeshire's communities are among the least accessible in Wales. The Regional Transport Plan for South West Wales identifies the need for improved access to the region. The Assembly Government's National Transport Plan recognises that the primary road links (A40 / A477) providing access to the ferry

ports are susceptible to unreliable journey times; we welcome this improvement in our infrastructure. However, we maintain that planned investment still falls short of what is required and we will continue to lobby the Assembly Government to address the issues of transnational travel, unreliable journey times, slower moving vehicles and congestion.

10.4 Our telecommunications infrastructure, including our access to fast broadband and mobile phone coverage, is also inferior when compared with other areas. This limits our ability to compete economically and reduces opportunities for 'virtual' or electronic service provision. Despite these limitations opportunities exist to harness the potential of these technologies to reduce the need to travel excessive distances within Pembrokeshire.

10.5 The results of the 2007 Residents Survey suggest the majority of local people are concerned with access to health care services and primary schools. Changes in the way that health care is delivered may mean that people will travel further to access specialist health care in the future.

10.6 The dispersed nature of settlements in Pembrokeshire means that most people rely on private transport. However, there are still opportunities to make travel more sustainable. The volumes of traffic generated in our towns, though relatively low, are still high enough to cause congestion.

- 10.7** Equality of access is a problem in Pembrokeshire. The distances that people in rural areas are required to travel to access key services are significant. This has a disproportionate impact on some of our elderly residents, those with impaired mobility and people who do not have access to a car. Community transport will continue to play an important role in helping to promote equality of access to key services.
- 10.8** Our overall aim is to improve access to a wide range of services and facilities including employment and business, education and training, health care, tourism and leisure activities. We will work towards ensuring equality of access to our services and, where possible, integrate transport networks to make it easier for people to travel more sustainably.
- 10.9** We will lobby for further investment, over and above that which is already planned, in the trunk road network, and we will work with regulators and providers to improve telecommunication links and the speed with which broadband operates in the County.
- 10.10** We will explore opportunities to deliver services in new and innovative ways, making the most of the technology that is available and by promoting joint-delivery by partners. A particular priority will be integrating the delivery of health and social care, especially in rural areas.
- 10.11** We also want to ensure that green spaces are accessible to all. This will help people to make the most of Pembrokeshire's environment and support the tourism sector. We will continue to find innovative and environmentally responsible ways of managing the traffic generated by tourism.
- 10.12** We are committed to the principles set out in the Welsh Assembly Government's Rural Health Plan which aims to address the challenges of ensuring people have appropriate access to healthcare, particularly in sparsely populated communities.



## 11. Safety

11.1 Our objectives for the Safety theme are to:

**21. Reduce fear of crime**

**22. Address the underlying causes of crime and anti-social behaviour**

**23. Provide high quality child protection services**

**24. Improve road and home safety**

11.2 Pembrokeshire has one of the lowest recorded crime rates in England and Wales and, in comparison with other areas, people in Pembrokeshire tend to feel safer. However, public concern with crime and disorder in the County is high and community safety was identified as the second most important issue for local people in the 2007 Residents Survey. Our aim is to prevent crime, anti-social behaviour, substance misuse, to reduce reoffending and to reassure people that Pembrokeshire is a safe place to live.

11.3 When asked about the type of crime that they are worried about, 62% of respondents cited anti-social behaviour as their main concern. Anti-social behaviour tends to be concentrated in urban areas. Although young people are often identified as the cause of problems, young people themselves appear to be just as concerned about it as elderly people.

11.4 Road safety and traffic management are consistently raised as important issues for most communities. Though we have made good progress in bringing down casualty rates among many categories of road users, making the roads safer in Pembrokeshire remains a high priority for us.

11.5 Home safety is also an important issue in Pembrokeshire. The Fire and Rescue Service and Dyfed Powys Police work closely with Safer Pembrokeshire, the Children and Young People's Partnership, Pembrokeshire County Council and the voluntary and community sector to keep people of all ages safe in their homes.

11.6 The energy installations and industrial facilities located on the Haven underline the importance of monitoring safety on an ongoing basis. All the partner organisations that are working to improve quality of life in Pembrokeshire take their responsibilities in this regard very seriously and contribute to the continuous review of safety procedures and emergency planning at the sites concerned.

11.7 Although the Police have a responsibility for many aspects of community safety, both Pembrokeshire County Council and the Police share a duty to ensure that the Government's Single Confidence Measure is met. Other organisations such as the health service in Pembrokeshire, the local fire service and probation also have a shared responsibility to promote community safety. We have a good track record of partnership working in this area and community safety is one of the first areas where we have been working together in a formal partnership.

- 11.8** Our approach to safety reflects the priorities that are identified in Pembrokeshire's Community Safety Strategy, which is reviewed each year by Safer Pembrokeshire. Our aims are to reduce fear of crime and the impact that this can have on communities by maintaining low levels of crime and by focusing on areas where anti-social behaviour is an issue (including environmental and nuisance crime).
- 11.9** Tackling the underlying causes of crime and disorder constitutes one aspect of our approach and we will also focus our efforts on reducing the harm that can result from substance misuse, especially alcohol and class A drugs.
- 11.10** There is evidence that domestic burglary and burglary from commercial premises increase during recessions. We will do our best to maintain the current low levels of these types of crime in Pembrokeshire.
- 11.11** Whilst the number of children and families receiving specialist services is low we are committed to protecting all children and their families in Pembrokeshire from abuse and neglect. The Local Safeguarding Children Board – a multi-agency forum – will continue to coordinate the planning, delivery and monitoring of child protection services.
- 11.12** We will continue to work towards improving road and home safety and will implement a range of measures, including driver and other road user education and the roll out of programmes that promote home safety.



## 12. Improving partnership working

- 12.1 Further information regarding the action that is being taken to deliver the objectives set out in this Plan is contained within Pembrokeshire's other statutory partnership plans – the Children and Young People's Plan, the Health, Social Care and Well-being Strategy, and the Community Safety Plan – Pembrokeshire's Local Development Plans and the corporate strategies of the organisations that have contributed to its development. The action plan below does **not** repeat actions that have already been identified in these other plans.
- 12.2 For the purposes of this Plan we have identified a number of priority actions that will improve the process of partnership working in Pembrokeshire. This activity will support the actions that are being delivered under the strategies described above. In addition, we have provided examples of actions in areas that are not currently covered by any of the statutory partnership plans mentioned above. These should be regarded as work in progress; we will be reviewing all of the actions set out below on an ongoing basis.
- 12.3 Whilst we have identified a specific lead body or bodies for the actions identified below, it will be the responsibility of all the partners represented on the CPLP to work towards the specified outcomes

| Ref      | Action  | Lead Body | Outcomes   |
|----------|---|-----------|--|
| CP201001 | Develop proposals to introduce collaborative community and service user engagement              | CPLP      | <ul style="list-style-type: none"> <li>• More consistent dialogue with community groups and service users</li> <li>• Reduction in the overall cost of engagement activity</li> </ul>   |
| CP201002 | Conduct an audit of existing partnership actions and identify opportunities to join up activity | CPLP      | <ul style="list-style-type: none"> <li>• Greater coordination of service delivery</li> <li>• Reduction in unnecessary costs incurred by service providers</li> </ul>   |
| CP201003 | Develop proposals to encourage more effective coordination of statutory partnerships            | CPLP      | <ul style="list-style-type: none"> <li>• Improved integration of statutory partnership plans</li> <li>• Reduced duplication of activity</li> </ul>   |
| CP201004 | Develop proposals to implement CPLP sub-groups (e.g. Environment, Economy, Communities)         | CPLP      | <ul style="list-style-type: none"> <li>• More consistent dialogue with community groups and service users</li> <li>• Improved integration of statutory partnership plans</li> <li>• Increased capacity to identify community needs and target resources</li> </ul> |

| Ref      | Action   | Lead Body                          | Outcomes   |
|----------|--|------------------------------------|--|
| CP201005 | Develop integrated needs analysis for statutory partnerships   | CPLP                               | <ul style="list-style-type: none"> <li>• Increased capacity to identify community needs and target resources</li> <li>• Improved data sharing between partner organisations</li> </ul>   |
| CP201006 | Expand use of <i>Ffynnon</i> performance management system across partnerships   | CPLP                               | <ul style="list-style-type: none"> <li>• More effective performance management</li> </ul>  |
| CP201007 | Conduct 2011 review of the Community Plan  | CPLP                               | <ul style="list-style-type: none"> <li>• Increased capacity to identify community needs and target resources</li> </ul>  |
| CP201008 | Implement Pembrokeshire's Local Delivery Agreement   | LSB                                | <ul style="list-style-type: none"> <li>• Improved outcomes relating to the Extra Care Scheme in Crymych and the roll out of Complex Care Teams</li> <li>• Increased supply of affordable housing</li> <li>• Improved skill levels</li> </ul> |
| CP201009 | Develop proposals for a single public service directory and contact number   | CPLP                               | <ul style="list-style-type: none"> <li>• Improved access to services</li> <li>• Ensuring effective use of all available resources</li> </ul>   |
| CP201010 | Develop proposals to improve efficiency through more effective collaborative working between public sector service providers | LSB                                | <ul style="list-style-type: none"> <li>• Improved access to services</li> <li>• Ensuring effective use of all available resources</li> </ul>   |
| CP201011 | Build on joint working between health and social care  | PCC /<br>Hywel Dda<br>Health Board | <ul style="list-style-type: none"> <li>• Improved integration of health and social care service provision</li> <li>• Ensuring effective use of all available resources</li> </ul>  |
| CP201012 | Develop proposals to create a shared Pembrokeshire Third Sector Resource Centre  | PCC /<br>PAVS                      | <ul style="list-style-type: none"> <li>• Improved joint working between voluntary sector organisations</li> <li>• Ensuring effective use of all available resources</li> </ul>   |

| Ref      | Action   | Lead Body                           | Outcomes   |
|----------|--|-------------------------------------|--|
| CP201013 | Develop proposals to improve the coordination of skills and back to work schemes   | Job Centre+/<br>PCC /<br>Pembs Coll | <ul style="list-style-type: none"> <li>• Increased capacity to support service users</li> <li>• Ensuring effective use of all available resources</li> </ul>   |
| CP201014 | Implement initiatives to meet higher standards in bathing water directive / water framework directive  | EA / PCC/<br>CCW/PCNPA              | <ul style="list-style-type: none"> <li>• Improved water quality</li> </ul>   |
| CP201015 | Develop proposals to aggregate public sector broadband demand  | CPLP /<br>LSB                       | <ul style="list-style-type: none"> <li>• Increased broadband coverage</li> <li>• Reduced cost to public sector organisations</li> <li>• Improved opportunities to implement innovative service delivery solutions</li> </ul> |
| CP201016 | Bring forward proposals to extend existing joint working arrangements between PCC and PCNPA  | PCNPA /<br>PCC                      | <ul style="list-style-type: none"> <li>• Improved service quality</li> <li>• Ensuring effective use of all available resources</li> </ul>  |
| CP201017 | Implement a community alert system so that urgent messages can be disseminated to staff working in the community   | Dyfed Powys<br>Police Force<br>/PCC | <ul style="list-style-type: none"> <li>• Improved response to emergencies</li> <li>• Increased public confidence</li> </ul>  |
| CP201018 | Work with partners to develop innovative solutions to providing affordable housing in rural communities  | CPLP /<br>LSB                       | <ul style="list-style-type: none"> <li>• Increased supply of affordable housing</li> <li>• Ensuring effective use of all available resources</li> </ul>  |
| CP201019 | Build on the County's strategic location for energy and port related development by encouraging appropriate developments in appropriate locations, especially those that increase employment linked to energy generation | Milford Hvn<br>Port Auth/<br>PCC    | <ul style="list-style-type: none"> <li>• Increased inward investment</li> <li>• Increased economic activity</li> </ul>   |
| CP201020 | Develop employer supported and employee volunteering programmes  | CPLP                                | <ul style="list-style-type: none"> <li>• Increased numbers of people volunteering</li> </ul>   |

## 13. Monitoring and reviewing this Plan

- 13.1 Progress relating to this Plan will be monitored at a strategic level by two partnership groups. Pembrokeshire's LSB will maintain oversight of the Community Plan. The CPLP will continue to evaluate whether or not quality of life is improving in Pembrokeshire and will drive the implementation of the initiatives set out in section 12.
- 13.2 Both of the partnership groups will rely on performance management support provided by Pembrokeshire County Council. The Council uses an electronic system known as Ffynnon to track its progress in a range of service areas. The system can be tailored to monitor whether or not projects and programmes are being implemented effectively and can be used to relate this information to relevant 'outcome measures'.
- 13.3 What do we mean by outcome measures? Whilst it is important that we are able to show that projects are being delivered, it is just as important to know what impact these projects are actually having. For this reason we have identified a series of outcome measures which, taken together (and viewed alongside the information we collect regarding project delivery), provide an overall picture of quality of life in Pembrokeshire. These measures are not perfect – it is sometimes difficult to make precise connections between such measures and the projects that have been implemented – however they do provide us with

a level of insight the benefit of which we would not have were we to rely on project information alone. The measures should not be used to draw comparisons between local authority areas; their value lies in enabling trends to be identified over time (in most instances it will be possible to track the indicators listed on an annual basis).

- 13.4 The outcome measures that we have adopted reflect the themes upon which this Plan is based:

### 1. Well-being

- Adults who eat fruit and vegetables (5-a-day) (%)
- Adults who meet physical activity guidelines (%)
- Adults who smoke (%)
- Adults who drink above guidelines (%)
- Adults who reported any mental illness (%)
- Children living in workless households (%)
- Rate of older people supported in the community (per 1000 population aged 65 or over)
- Rate of delayed transfers of care for social care reasons (per 1000 population aged 75 or over)
- Rate of delayed transfers of care for health care reasons (per 1000 population aged 75 or over)

## 2. Environment<sup>4</sup>

- CO2 emissions non domestic public stock (tonnes)
- Pembrokeshire bathing waters classified as excellent or good (%)
- Number of Pembrokeshire beaches with green coast awards
- Municipal waste sent to landfill (%)
- Total number of reported incidents of fly tipping
- Designated areas in favourable condition (SAC, SPA, SSSI) (%)
- Biodiversity indicators included in the national Biodiversity Action Recording System

## 3. Economy

- Median annual household income
- Claimant count amongst working age population (%)
- Proportion of economically inactive working age people who want paid work (%)
- Total number of planning applications
- Total number of new business enquiries
- Total number of qualified inward investment enquiries

## 4. Community

- Total number of racial incidents recorded as crime
- Total number of volunteers placed with organisations
- Total number of supported bus and community transport passenger journeys

## 5. Housing

- Rate of households recognised as newly homeless (per 1000 households)
- Average number of days homeless households spend in temporary accommodation
- Total number of additional affordable housing units
- Total number of new dwellings completed
- Private sector renewal expenditure
- High risk private sector dwellings improved to an acceptable level (%)

## 6. Education

- Proportion of 16 year olds without 5+ GCSEs (%)
- Persons in employment in skilled trade occupations (%)
- Persons in employment in professional occupations (%)
- Persons in employment in associate professional and technical occupations (%)
- Resident working population with NVQ4 and above (%)

## 7. Access

- Principal roads in poor condition (%)
- Non-principal/classified roads in poor condition (%)
- Access to key services (accessibility mapping measures currently under development)
- Total number of passengers using Coastal buses
- Rights of way classified as easy to use (%)

<sup>4</sup>We are in the process of identifying indicators concerning climate change and the water quality framework directive

## 8. Safety

- Substance misuse referrals that were new cases (%)
- Number of referrals with main problem alcohol
- Number of adults who reported binge drinking
- Total number of Killed or Seriously Injured (KSI) by mode of travel
- Incidents of criminal damage (per 1000 population)
- Incidents of violence against the person (per 1000 population)
- Total number of children on the Child Protection Register

13.5 It is good practice to review issues, actions and measures periodically and the CPLP will conduct an annual review of the Community Plan. Members of the public and community groups will be engaged in these reviews – indeed, one of the benefits of the community planning process will be the development of a more consistent dialogue between service providers and their customers.



# 14. Partnerships

The following bodies have supported the development of this Community Plan:



Countryside Council for Wales



Dyfed Powys Police



Environment Agency Wales



Hywel Dda Health Board



Mid & West Wales Fire & Rescue Service



Milford Haven Port Authority



Pembrokeshire Association of Local Councils



Pembrokeshire Association of Voluntary Services



Pembrokeshire Coast National Park Authority



Pembrokeshire College



Pembrokeshire County Council



Job Centre Plus



Welsh Assembly Government

## 15. Summary of consultation responses

- 15.1 In developing this Community Plan we have sought the views of a range of stakeholders and, wherever it has been practical to do so, we have accommodated their comments within this final document.
- 15.2 Many of the policy statements made in the Community Plan are based on commitments made in other statutory plans that have already been the subject of extensive consultation. The 2007 Pembrokeshire Residents Survey has provided further insight regarding community views.
- 15.3 An early draft of this Plan was published in September 2009 in the form of a Preliminary Policy Statement. The purpose of this statement was to give some indication of the structure and issues that were likely to find their way into the final Plan, and to stimulate discussion regarding its content. The statement was widely circulated by a range of organisations as well as via the County Council's website, which also offered a facility to provide feedback.
- 15.4 In addition, members of the Community Planning and Leadership Partnership have promoted the Preliminary Policy Statement at the following forums:
- Town and Community Councils Liaison Meeting
  - Town and Community Council Area Liaison Forums (North East, North, Mid, South East, South West, South)
  - Voluntary Sector Liaison Group
  - Older Person's Forum (inc. 50+ Network and Strategy Group)
  - Children and Young People's Partnership
  - Health Social Care and Wellbeing Partnership
  - Safer Pembrokeshire
  - Pembrokeshire Tourism Association
  - Pembrokeshire Association of Voluntary Services Annual General Meeting
- 15.5 Further engagement events are planned, as well as further consultation with the Pembrokeshire Citizens Panel (a representative sample of 1000 residents). Our intention is to continue engagement and dialogue following the publication of this Plan; this 'conversation' will inform future reviews and revisions.
- 15.6 In general terms the feedback we have received to date has been positive. There is general support for the vision and framework set out in the Plan. A number of very specific comments were made regarding particular service delivery issues. Where possible these have been accommodated in the final Plan or fed back to the relevant organisations. The remainder of the messages received to date can be summarised as follows:
- There were concerns regarding the community planning process. A number of people expressed the view that there are already too many plans and that the links between national, regional and local documents need to be more clearly articulated by the Welsh Assembly Government. There was support for the idea that dialogue between service providers and stakeholders should continue after the publication of the Plan.

- There were also concerns regarding the weight that the Plan attached to **environmental and sustainability** issues. The *Environment Network Pembrokeshire* (TENP) submitted a detailed and constructive critique which questioned the compatibility of a sustainable future and the aggressive pursuit of economic growth. TENP suggested that issues such as rising fuel prices, food and energy security should be more obviously highlighted within the Plan. The CPLP and the LSB have established an environment sub-group to consider these concerns and continue a broad discussion around the environment theme.



## 16. Review of previous Community Plan

16.1 An important part of the process of developing this Community Plan has been to carry out a review of progress against the actions identified in previous Plans. The key lessons we have learned since the publication of the previous version of the Community Plan in November 2006 are:

- we need to work harder to ensure that the work of the statutory partnerships in Pembrokeshire is more effectively coordinated and that duplication and unnecessary activity is kept to a minimum,
- we need to be clearer about the success measures we employ to evaluate progress and make more effective use of technology to track our work, and
- we need to engage more effectively with the community to assess whether or not we are tackling the right problems.

We have addressed each of these issues in the action plan set out on page 28 of this Plan.

16.2 The previous Community Plan identified 5 themes; vibrant communities, improving communications, economy, reaching potential and environment. The remainder of this section provides examples of achievements in each of these areas.

16.3 **Vibrant communities** – Crime rates in Pembrokeshire are low and remained low throughout the period covered by the Plan.

Throughout the period, there was a much greater focus on tackling violent crime, particularly domestic violence. Repeat victimisation rates also fell. The number of casualties resulting from road accidents is falling broadly in line with targets we set ourselves. House prices increased sharply throughout the period. Delivering more housing is one of the strategic objectives set out in this Plan. Access to services remains a key issue, particularly for those people who do not have a car. We have been successful in increasing the coverage of community transport in the County and in providing IT-enabled access to services.

16.4 **Improving communications** – The County Council and its partners worked hard to persuade the Welsh Assembly Government to fund dual carriageway standard improvements to the A40 and this remains a longer term objective. However, key improvements are being made such as completing work on the A477 around Cosheston and the Robeston Wathen bypass, which is under construction. During the Plan period, almost all exchanges in Pembrokeshire were upgraded to allow broadband. However not everyone can access broadband in rural areas and broadband speed remains an issue.

16.5 **Economy** - Unemployment in Pembrokeshire fell to a historic low claimant count of 1.5% in September 2008, the second lowest rate in Wales and well below the national average. This was a significant achievement as unemployment in Pembrokeshire had been amongst the highest in the UK in the 1980s. Unemployment in Pembrokeshire has risen since autumn 2008 however it is still 0.5% below the Welsh average. Economic

activity figures (which are based on a national survey) suggest that female activity rates are little changed since 2006 whilst there has been an increase in the proportion of men who are economically active.

16.6 **Reaching potential** - There has been steady progress on improving skills. For both primary and secondary school age children attainment has tended to improve. The data for adults is less clear but it appears to show that the proportion of adults with no qualifications fell from 25% in 2003 to around 13% for the past three years. We were unsuccessful in developing accurate figures on the amount of exercise that young people take. Actions included in the current Children and Young People's Plan include developing the range and quality of PE and sports-club based activity. Data on waiting times for hospital treatment has seen a significant improvement and now very few people wait more than 26 weeks between their first appointment and treatment. Whilst there is still a shortage of NHS dentists, the situation has improved and emergency NHS dental treatment is now offered.

16.7 **Environment** – The amount of CO2 produced by the public sector fell over the Plan period. The condition of species and habitats remains mixed. A relatively high proportion of Sites of Special Scientific Interest are not in favourable condition and more survey work is required to understand why this is the case. The amount of refuse recycled or composted has increased significantly since 2003; during 2008/09 35% of waste was re-used, recycled or composted. In addition, the amount of biodegradable waste that is being sent to landfill has reduced to

27,032 tonnes. Our future targets in this area, however, are extremely challenging. Air and water quality are generally very good, however, there have been a number of incidents where heavy rain has resulted in short-term pollution on beaches. A project has been set up to look at ways of tackling this and to meet the new higher standards in the water framework directives. The percentage of land which meets the acceptable standard of cleanliness has been maintained at 97%, up from 90%. The percentage of footpaths that are easy to use has increased from just under 40% to 65% reflecting investment by both Pembrokeshire Coast National Park Authority and the County Council.



## Glossary

|                                    |   |                                     |   |
|------------------------------------|---|-------------------------------------|---|
| Area Liaison Forums                | Regular meetings held between the Cabinet Members on Pembrokeshire County Council and groups of community councils in the areas they serve (there are 6 Area Liaison Forums).   | Integrated Needs Analysis           | A formal process to assess the needs of multiple service users prior to the development of detailed service design.   |
| Preliminary Policy Statement       | A document that was published in advance of the Community Plan being developed and used as a basis for carrying out consultation.   | Local Delivery Agreement            | The Welsh Assembly Government requires all LSBs to develop a Local Delivery Agreement, which describes the projects that each Board will deliver in the short – medium term.  |
| Bathing Water Directive            | European legislation designed to improve the quality of our seas.   | Outcome measures                    | A measure that is used to evaluate the impact of service delivery on an area or population.   |
| Carbon footprint                   | An estimate of the total amount of carbon dioxide produced by a person, organisation, event or product.   | Residents Survey                    | A survey used to capture the views of an area's residents (the last such survey in Pembrokeshire was conducted in 2007).  |
| Citizens Panel                     | A forum of residents that reflects the demographic makeup of an area and is used to gain an understanding of local views and opinions (Pembrokeshire's Citizens Panel has 1000 members).  | Performance Management              | A formal process to ensure that goals are consistently being met in an effective and efficient manner.  |
| Communities First                  | The Welsh Assembly Government have identified a number of deprived areas in Wales and declared them 'Community First Areas'; this status provides additional funding and services to improve living standards and prospects in the areas concerned. | Safer Pembrokeshire                 | Pembrokeshire's Community Safety Partnership.   |
| Economic diversification           | Expanding the sources of investment that support an area's economy.   | Single Confidence Measure           | The Government has set every Police Force a target to raise public confidence that the police and local council are dealing with the anti-social behaviour and crime issues that matter locally   |
| Ffynnon                            | A computer system that all local authorities in Wales can use to monitor action plans and evaluate whether or not targets are being met.  | Social Enterprise                   | An organisation that aims to achieve social or environmental goals as well as (and sometimes instead of) financial profit.  |
| Good Neighbour Scheme              | A programme to help local residents encourage and manage volunteer activity in their areas.   | Third Sector                        | The Third Sector comprises community associations, self-help groups, voluntary organisations, charities, faith-based organisations, social enterprises, community businesses, housing associations, co-operatives and mutual organisations. |
| In migration                       | The flow of residents into an area.   | Water Framework Directive           | European legislation designed to improve the water quality of rivers, estuaries and other wetlands.   |
| High risk private sector dwellings | Homes that have been found to have serious hazards as defined by the Housing Health and Safety System. This replaces the Decent Homes Standard.   | Welsh Housing Quality Standard      | A Welsh Assembly Government programme to improve the physical condition of council housing and houses owned by registered social landlords.   |
|                                    |   | Welsh Index of Multiple Deprivation | The Welsh Assembly Government's official measure of deprivation for small areas in Wales  |

