

Pembrokeshire Public Services Board
Bwrdd Gwasanaethau Cyhoeddus Sir Benfro



WELL-BEING PLAN FOR PEMBROKESHIRE

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Foreword

I am pleased to introduce Pembrokeshire Public Services Board's (PSB) draft Well-being Plan. This is our second Well-being Plan and reflects the requirements and expectations set out in the Well-being of Future Generations Act (Wales) 2015.

The Act requires each local authority area in Wales to establish a PSB and places a collective 'well-being duty' on each Board. This means that through working together - and differently - public, private and voluntary sector partners are required to produce a Plan which sets out how we will improve the well-being of people and communities in Pembrokeshire, now and in the future.

As you will see in the plan, the PSB has identified a number of priorities, and a range of short, medium and long-term actions it will take to improve well-being in Pembrokeshire. It is important to understand that the PSB's focus is on areas where working in partnership will have the greatest impact and where our collective influence adds value above and beyond what we already do as individual organisations and therefore you may not see some issues reflected in the Plan because of this.

A range of stakeholders and residents have played an important role in the development of this draft plan and on behalf of the PSB, I would like to thank all those who took the time to contribute to the process. We would like to build on the work we have done to date to involve more people in our work and are keen that this is only the beginning of an ongoing conversation between the PSB and the communities we serve.

The objectives and actions outlined in this Plan reflect the evidence we gathered as part of our Well-being Assessment. Whilst we recognise that we can always do more to improve the well-being of people and communities in Pembrokeshire, in this Plan we have chosen to focus on the areas where we think our work can have the most impact. We therefore welcome your comments on our draft Plan and the areas of focus for the next few years.



Cllr. Neil Prior - Chair, Pembrokeshire Public Services Board

Did you know?

Pembrokeshire 2022 Did you know?

Population of
126,700

Provides 25% of UK
petrochemicals and 30%
of UK gas requirements

Over 86% businesses employ less
than 10 people

Has 20% of all Wales
solar PV capacity

26% of the
population is
over 65

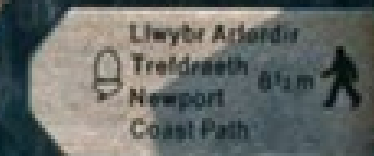
Almost 4 million
visitors stay in
Pembrokeshire each
year

299km of coastal
path

Over 31% of
people volunteer

Average Household
Income in 2021:
£27,664

10 Special Areas of Conservation
77 Sites of Special Scientific Interest
4 Special Protection Areas



The Well-being of Future Generations Act (Wales) 2015

The Well-being of Future Generations (Wales) Act 2015 gives a legally-binding common purpose – the seven **Well-being Goals** and five **Ways of Working** – for national government, local government, local health boards and other specified public bodies. It details the ways in which specified public bodies must work, and work together to improve the well-being of Wales.

Ways of Working



Long-term

The importance of balancing short-term needs with the needs to safeguard the ability to also meet long-term needs



Prevention

How acting to prevent problems occurring or getting worse may help public bodies meet their objectives



Integration

Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their objectives, or on the objectives of other public bodies



Collaboration

Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives



Involvement

The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves

Well-being Goals



A prosperous Wales

An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.



A resilient Wales

A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).



A healthier Wales

A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.



A more equal Wales

A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).



A Wales of cohesive communities

Attractive, viable, safe and well-connected communities.



A Wales of vibrant culture and thriving Welsh language

A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.



A globally responsible Wales

A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

Pembrokeshire Public Services Board

The Well-being of Future Generations Act places a well-being duty on specified public bodies to act jointly and establish a statutory **Public Services Board** (PSB). The Pembrokeshire PSB was established in April 2016 and is tasked with improving the economic, social, environmental and cultural well-being of Pembrokeshire by contributing to the achievement of the Well-being Goals through the delivery of a **Well-being Plan**. The PSB is made up of senior representatives from the following organisations:

- Pembrokeshire County Council
- Natural Resources Wales
- Hywel Dda University Health Board
- Mid & West Wales Fire and Rescue Service
- Pembrokeshire Coast National Park Authority
- Pembrokeshire Association of Voluntary Services
- Pembrokeshire College
- National Probation Service
- Port of Milford Haven
- Dyfed Powys Police
- Department for Work and Pensions
- PLANED
- Dyfed Powys Police and Crime Commissioner
- Welsh Government

The Well-being Plan represents the additional value that can be delivered through working innovatively and collaboratively. It does not replace the core services of the individual organisations nor is its purpose to simply reflect the good work already being undertaken by individual partners. Individual bodies should align their strategic objectives with that of the PSB where appropriate.

It is also important to note that the Well-being Plan does not represent the totality of the PSB's work to the exclusion of anything else. The PSB will take advantage of opportunities to embrace other important pieces of work where it can add its influence and value as and when these emerge.

Vision statement

Pembrokeshire is a special place to live, work and visit. Our county is renowned for its outstanding natural beauty and high quality environment. Our communities are places where people come together to support each other. There are rich opportunities in the green and blue energy sectors which can enable Pembrokeshire to thrive now and in the future.

In this context our Well-being Plan is about creating long-term lasting change which continues to improve and strengthen the well-being of communities and individuals in Pembrokeshire.

The PSB sees its role as **leading, shaping, enabling** and **supporting** this change.

Our vision is to **unlock the power and potential of Pembrokeshire's people and communities so that they are happy, healthy and live well, our communities are kind, safe, resourceful and vibrant, our economy is green and thriving, and our environment is protected and enhanced.**

Core Principles

In our first Plan, the PSB identified guiding principles that enabled the PSB to work differently; they shaped the Well-being Plan and set the direction for us to continue to improve our knowledge around the strengths, assets and well-being of our communities. A lot has changed since we published our last Plan and we want to be ambitious in the way we approach and deliver our new Plan, so our guiding principles have become our **core principles**, and will be the foundation of how we work over the next five years. The PSB will continue to be committed to challenging existing culture and behaviours so we truly work differently and develop new approaches to delivering services and sharing resources. Our **core principles** are:

Providing Leadership:

The PSB will support Pembrokeshire through the collective assets, resources and skills of partner organisations. The PSB recognises its unique position for positive influence and the opportunities we have as major employers with a considerable number of employees in the county (roughly a quarter of those employed) working in PSB partner organisations. We will **lead by example** in demonstrating our commitment to the Well-being Plan in the changes we make to our working practices as organisations and through the support we offer to our employees.

Building Relationships:

Through continuous engagement with our communities and by exploring what matters to people, we will seek to understand and transform well-being in Pembrokeshire. Our aim is also to build on old relationships as well as building new ones to support the PSB in delivering our Well-being Plan and to **influence and add value** to the work we do.

Pooling collective resources:

Whether these resources are in the form of time, expertise or funding, through pooling our collective resources wherever possible, we will demonstrate our commitment to delivering our Objectives and our **shared responsibility** for delivery of the Well-being Plan.

Connecting:

People connecting with each other, and how they connect with each other, was a theme raised in our recent consultations on both the Well-being Assessment and Objectives. This theme of **connection** runs through our Objectives and is something that we will aim to promote and encourage through the delivery of our Plan.

Dealing with emerging issues:

Our experiences of delivering services throughout the Covid pandemic has shown us that we have the ability to work differently, and work together differently, when unexpected issues arise. We value the learning we gained and will apply this to addressing any new and emerging issues where working together can add value and strengthen outcomes.

Sustainable Development:

The Sustainable Development Principle and 5 ways of working are integral to the PSB's work. This means that everything we do is considered in terms of integration, collaboration, involvement, prevention and the long term to ensure that we deliver what we need to today without compromising the ability of future generations to meet their own needs.

Aligning activity with other important plans & strategies:

The Well-being Plan and our ongoing delivery planning will be shaped by local, regional and national plans and strategies, such as the West Wales Care Partnership Area Plan, Local Development Plan and Area Statements. There are also a number of other partnerships and boards operating locally with various remits around improving well-being in specific areas, for example, the Safer Pembrokeshire Community Safety Partnership and the Pembrokeshire Economic Ambition Board. We will align activity where appropriate with these plans, strategies and partnerships and ensure that efforts are not duplicated. Further detail on regional working can be found on the next page.

Regional working

Pembrokeshire's PSB already works closely with our neighbouring PSBs in Carmarthenshire and Ceredigion on joint priorities and this is something that we will continue to do. Although Pembrokeshire's focus for this Well-being Plan is on issues directly within its remit and areas where it is able to influence and add value, we will continue to have a 'line of sight' to other cross-cutting issues, particularly in relation to priorities within health and social care in the following areas;

The move towards a more **Social Model of Health and Well-being** is built on the understanding that the treatment and management of health conditions contributes to less than 20% of population health and well-being, with social determinants together having the majority of impact on the health and well-being of citizens and communities.

Work on a social model of health and well-being was initiated by Hywel Dda Health Board in 2021. Areas of suggested focus include targeting those most affected by inequality, with a view to prioritising the future generation through their families, working with communities on what is important to them, developing leadership capacity in communities, and identifying ways that promote community ownership. Activity is in the initial stages of development but it is proposed that work will build on and contribute to projects within the PSB's Well-being Plan, and it is hoped that this will evolve into broader actions over the next 5 years.

The **Healthier Pembrokeshire Strategic Group** operates is aligned to the West Wales Regional Partnership Board (RPB), Hywel Dda UHB and Pembrokeshire County Council with a remit to deliver the principles of the Social Services and Well-being Act 2014 (the Act), The Well-being of Future Generations Act (2015) and A Healthier Wales. The group will lead and develop an integrated plan which addresses the health, care and well-being needs of the whole population of Pembrokeshire based around a set of shared and common ambitions for improving outcomes and experience. Following a period of review and reflection based on a range of information, including the Pembrokeshire Well-being Assessment, the top three population need priorities for health and social care for the coming 1-3 years are:

Market Stability – this includes workforce constraints, domiciliary care capacity, care home capacity, sustainability of GP practices and children's homes & fostering

Older People/Frailty – this includes response to the largest proportion of the population aged over 65 years at 26%, under recognition & diagnosis of Dementia, chronic condition prevalence, proactive management of the older / frail patient and the needs of carers / respite / support

Mental Health & Well-being – this includes the impact following the pandemic across all ages and social isolation

The **Regional Preventions Board** also operates as a sub-group of the West Wales Regional Partnership Board (RPB). The group is currently focused on prevention within the following areas and on supporting continuous engagement in the region;

- *Community based care – Prevention and community coordination* Model of Care
- *The Emotional Health and Well-being* Model of Care
- The activity of the *Innovations Forum* (the social value forum for the Region)

The PSB will contribute to this work where there are clear links to projects within our Well-being Plan and to prevention in the following areas;

- Place-based approaches to addressing health inequality
- Healthy eating and healthy weight
- Health improvement linked to community engagement and activities to support strong communities
- The role of green spaces in supporting wellbeing
- An asset-based approach to supporting community capacity and capability

Pembrokeshire's first Well-being Plan

In our first Well-being Plan, we identified two broad high level Well-being Objectives to be the focus of our Plan and to act as the framework through which the PSB could prioritise their key areas of work. For each of these objectives we identified a further four priority areas, which identified the key issues in the County. We then identified a further eight projects which cut across traditional thematic boundaries, enabling us to work in a more integrated way and recognising the interconnectedness of well-being in all its forms.

Our Annual Report for 2021-22 describes our progress over the last five years in meeting these objectives, and outlines what we delivered, and whether we met our timescales for delivery. The learning from our first Well-being Plan, specifically with regard to the following areas, has informed how we approached the development of our Well-being Plan for 2023-28;

- being more realistic in terms of goals and actions
- taking a 'less is more' approach to maximise our effectiveness within the resources that we have access to
- that the PSB should focus on an enabling role rather than being directly responsible for delivery

In undertaking our Well-being Assessment and in developing our second Well-being Plan it has become apparent that many of the issues identified within our first Plan remain. This is not surprising as many are issues, which, by their nature, are long-term problems that will take time to address. Throughout the process of developing this draft Well-being Plan, we have made sure that these enduring issues are acknowledged through the action we plan to take.

Our Well-being Objectives

Pembrokeshire's second [Well-being Assessment](#) was published in May 2022. The Assessment looks at the key issues for people and communities in Pembrokeshire and involved an extensive programme of engagement with residents and stakeholders, an on-line survey, and a comprehensive review of data and research to establish the current situation in Pembrokeshire and how it might look in the future. An Executive [Summary](#) is available which provides a snapshot of the main findings.

The key issues emerging from the Assessment were explored in a series of workshops with PSB partners and other key stakeholders and from this we identified four **Well-being Objectives** to act as the framework through which the PSB can prioritise key areas of focus in its Well-being Plan. These are:

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

Throughout the Autumn of 2022 we worked closely with our partners to consider how we develop areas of work under each of these Objectives that are not only important to people, but where we can have the most impact through working together.

Further work will take place over the consultation period to develop delivery mechanisms for this work and to consider the more detailed, specific actions that need to be in place to meet these Objectives, together with how we can best demonstrate our progress going forward.

How the Plan is set out

Our Well-being Plan will be delivered through a number of project plans and these will outline the steps we will take to meet the four Well-being Objectives we have identified. In order to maximise our effectiveness and resources, each project area aims to target two or more of our Well-being Objectives. The PSB will concentrate its collective efforts on specific priorities where it can make a real difference, to compliment the good work which organisations are delivering individually and where collaborative working is already effective. The Plan will represent the additional value that we can deliver through working innovatively and collaboratively, and does not replace the core services of the individual organisations.

For each project area we will highlight:

- the underpinning justification for the work, what the key issues and what we think the actions to address these should be
- how the work contributes to the Well-being Objectives
- how the work aligns with the Well-being Goals and well-being areas and how it contributes to the 5 ways of working
- whether the proposed activity will be delivered in the short, medium or long term

Over the consultation period we will also undertake further work to determine what success will look like, how we will measure this and how will we know when we have got there.

As we move forward in delivering and developing this work we will keep in mind our **core principles** – these will be the pillar of how we frame our activity and move from where we are now, to where we want to be.

Project Plans

Reducing Poverty and Inequalities

<p>Project background:</p>	<p>The project originated from a Local Authority group that initially focused on Child Poverty, due to Pembrokeshire’s Child Poverty rate being amongst the top five highest rates in Wales.</p> <p>It was determined that the best approach to developing a response to the issue was on a PSB basis. In January 2022, the PSB agreed to take on that responsibility. Following initial meetings to scope the work of the group, in April 2022 the Board agreed to widen the remit of the work to poverty more broadly and an officer working group including representatives from all PSB partner organisations, and wider partners such as Citizens Advice, was established.</p> <p>Since the group was set up, the developing cost of living crisis has compelled them to develop more immediate, short-term actions to mitigate the effects of the situation, as well as working to develop a medium to long-term strategy. The findings from the short-term funded activity will feed into the development of the Poverty Strategy.</p>	
<p>Headline actions and sub-actions, including timescale for delivery:</p>	<p><u>Headline action</u> Utilise short term funding to respond to the cost of living crisis</p> <p><u>Sub-action/s:</u></p> <ul style="list-style-type: none"> • Develop local schemes to deliver cost of living support scheme discretionary elements • Undertake research to gain insights into people’s lived experience of poverty 	<p><u>Headline action</u> – Develop a poverty strategy to effect lasting change, informed by local and national data and the experiences of those in poverty in Pembrokeshire and based on a preventative approach</p> <p><u>Sub-actions:</u></p> <ul style="list-style-type: none"> • Look at best practice strategy examples • Consider research around what works to help people in financial difficulty • Analyse data and trends to understand the levels of poverty in Pembrokeshire

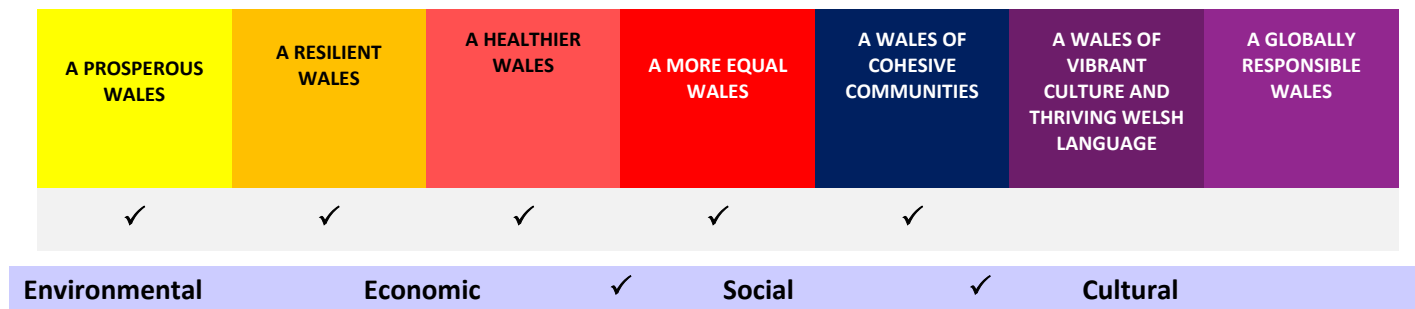
		<ul style="list-style-type: none"> • Identify appropriate actions to sit within the strategy and delivery arrangements • Utilise responses from local work led by PAVS to research the lived experience of people in poverty in Pembrokeshire 		
	Timescale:	Short term (6 months to 2 years)	Timescale:	Medium term (1 to 5 years)
Outputs What will be delivered?	<ul style="list-style-type: none"> • A short-term programme of schemes and initiatives to respond to the cost of living crisis, utilising WG and local funds • A medium to long term poverty strategy to effect more lasting change, informed by local and national data and understanding of best practice, and by the lived experience of people in poverty in the County • Recommendations to PSB partners on actions they can take to contribute to the strategy 			
Outcomes – What will be achieved? What will change?	<ul style="list-style-type: none"> • Oversight and coordination of the immediate collective response to the cost of living crisis • A strategy (covering 5 years initially) for the PSB’s response to poverty in the County, for sign-off around April 2023. • Gaps in activity will be noted and actions identified to address any areas of significant deficiency. 			

Which of the PSB’s Well-being Objectives does this work contribute to and how?

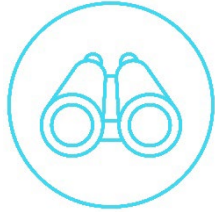
<p><u>Well-being Objective 1</u></p> <p><i>Support growth, jobs and prosperity and enable the transition to a more sustainable and greener economy</i></p>	<p><i>Work to develop initiatives which support those in poverty may remove some of the barriers to work and support growth towards a more sustainable and green economy.</i></p>
<p><u>Well-being Objective 2</u></p> <p><i>Work with our communities to reduce inequalities and improve well-being</i></p>	<p><i>The project will involve working with communities to reduce inequalities caused by being in poverty. We will make best use of local data and research to inform how we work with people, and the strategies we will put in place to support them.</i></p>


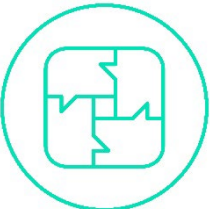


<p>Well-being Objective 4</p> <p><i>Enable safe, connected, resourceful and diverse communities</i></p>	<p><i>By working with people to reduce inequalities the project will aim to reduce the impact of disadvantage on our communities and provide them with tools to support themselves, enabling them to be more connected and resourceful.</i></p>
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Which of the following Well-being Goals and Well-being areas does this project contribute to? ✓



How does this project align with the five ways of working?

	<p>Long-term</p> <p>The importance of balancing short-term needs with the needs to safeguard the ability to also meet long-term needs</p>	<p>The project will focus on the needs of people in the 'here and now' as the cost of living crisis impacts on the most disadvantaged in our communities, as well as looking ahead to develop a strategy that aims to reduce the impacts of disadvantage in the longer term.</p>
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		<p style="text-align: center;">Prevention</p> <p>How acting to prevent problems occurring or getting worse may help public bodies meet their objectives</p>	<p>The project is divided into short and longer-term actions, which aim to prevent the disadvantages associated with poverty from impacting on the social and economic well-being of people in Pembrokeshire.</p>
		<p style="text-align: center;">Integration</p> <p>Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their objectives, or on the objectives of other public bodies</p>	<p>This project contributes to meeting three of our Well-being Objectives and five of the Well-being Goals and the actions will integrate across multiple public services</p>
		<p style="text-align: center;">Collaboration</p> <p>Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives</p>	<p>A multi-agency delivery group has been established which will work together to deliver the project.</p>
		<p style="text-align: center;">Involvement</p> <p>The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves</p>	<p>Part of the research that will contribute to delivering this project involves speaking to people to capture their lived experiences of financial hardship/poverty and their ideas for making things better in future.</p>

Strengthening Communities

<p>Project background:</p>	<p>Communities give us a sense of connection and belonging. Our communities have played a pivotal role in the introduction of new initiatives and new ways of working with traditional service providers as a result of the Covid pandemic. Our communities also have skills and assets that can be mobilised for public benefit, working in equal partnership with both the public and private sectors. Building on the work undertaken as part of our first Well-being Plan, our aim now is for all PSB partners is to have a stronger focus on strengthening our communities, on enabling them to become more resourceful and on working alongside local people on the things that matter most to their communities.</p> <p>Public services are stretched and there are increasing demands on and concerns about funding. By utilising the untapped potential in communities, and balancing long term aims against short term challenges, public sector partners have an opportunity to work more effectively in collaboration rather than in competition with our communities. This will have a positive long term effect but requires a commitment from all PSB partners to support and invest in communities as equal partners in the delivery and transformation of public services.</p> <p>PSB members will need to stand firm in the face of reducing budgets and rising demand and make resources available that unlock the potential of communities to help address short-term challenges as well as achieving longer-term well-being objectives.</p> <p>PSB members will work collaboratively, sharing expertise and removing barriers to progress, with the shared aim of supporting Pembrokeshire’s communities to become even more active, resourceful, connected, sustainable, and creative.</p>	
<p>Headline actions and sub-actions, including timescale for delivery:</p>	<p><u>Headline action</u> – Build a better understanding of our communities using data and local insights to develop a bilingual evidence base to inform future PSB work</p>	<p><u>Headline action</u> – Increase engagement and involvement across Pembrokeshire’s communities</p> <p><u>Sub-actions;</u></p>

	<u>Sub-actions:</u> <ul style="list-style-type: none"> • Create community profiles • Support the development of Community Well-being Plans, addressing all determinants of well-being • Develop a strong evidence base to inform future priorities and investment • Develop mechanisms for PSB partners and relevant stakeholders to collaborate 	<ul style="list-style-type: none"> • Encourage and enable people to volunteer their skills, knowledge and experience • Increase participation in and understanding of local democratic bodies and partnership Boards and Committees • Support meaningful involvement of all people, including those who are hard to reach, in local decision-making that positively challenges traditional power dynamics
	Timescale: Short term (6 months to 2 years)	Timescale: Medium term (1 to 5 years)
	<u>Headline action</u> – Build the confidence, capacity and capability of communities <u>Sub-actions:</u> <ul style="list-style-type: none"> • Work with communities as equal partners to help address wider challenges facing society (e.g. climate change and poverty) • Work together as partners to pool and focus resources towards sustainable investment in communities • Help to equip communities with the skills and assets they need to achieve local goals 	
	Timescale: Longer term (5 years and beyond)	
Outputs What will be delivered?	<ul style="list-style-type: none"> • Development of community profiles and Community Well-being Plans to inform future PSB work • Growth in the number of community change activists who contribute positively and consistently to developing their communities • Development of a resource to showcase the work of communities and share learning and ideas 	
Outcomes – What will be achieved? What will change?	<ul style="list-style-type: none"> • Communities are more confident to take ownership of assets transferred from partners • Communities are able to demonstrate their development through their achievements • Communities are able to use their skills to influence change in their local areas • PSB partners demonstrate their commitment to pooling resources 	

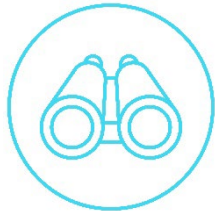

Which of the PSB's Well-being Objectives does this work contribute to and how?

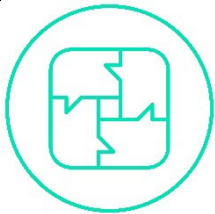


<p><u>Well-being Objective 1</u></p> <p><i>Support growth, jobs and prosperity and enable the transition to a more sustainable and greener economy</i></p>	<p><i>Communities will be enabled to take on community assets and set up social enterprises that will provide local jobs, including supported employment opportunities. Through volunteering, individuals can develop skills and experience that will help them gain employment.</i></p>
<p><u>Well-being Objective 2</u></p> <p><i>Work with our communities to reduce inequalities and improve well-being</i></p>	<p><i>Gaining a better understanding of our communities and their needs through the collation of local data and insights will enable PSB partners and relevant stakeholders to become more informed about how they can support and work alongside them to provide solutions to the issues that matter.</i></p>
<p><u>Well-being Objective 3</u></p> <p><i>Promote and support initiatives to deliver decarbonisation, manage climate adaptation and tackle the nature emergency</i></p>	<p><i>Working with communities at risk of experiencing the effects of climate change and the nature emergency and supporting them to seek out appropriate resources will empower them to assist in the development of solutions that best suit the issues they face.</i></p>
<p><u>Well-being Objective 4</u></p> <p><i>Enable safe, connected, resourceful and diverse communities</i></p>	<p><i>Work to develop community profiles and community Well-being Plans, to increase the number of people volunteering their skills, expertise and experience and to increase participation will enable communities to become more connected, resourceful and diverse.</i></p>

Which of the following Well-being Goals and Well-being areas does this project contribute to? ✓

A PROSPEROUS WALES	A RESILIENT WALES	A HEALTHIER WALES	A MORE EQUAL WALES	A WALES OF COHESIVE COMMUNITIES	A WALES OF VIBRANT CULTURE AND THRIVING WELSH LANGUAGE	A GLOBALLY RESPONSIBLE WALES	
✓	✓	✓	✓	✓	✓	✓	
Environmental	✓	Economic	✓	Social	✓	Cultural	✓

How does this project align with the five ways of working?

	<p>Long-term</p> <p>The importance of balancing short-term needs with the needs to safeguard the ability to also meet long-term needs</p>	<p>The <i>Strengthening Communities</i> programme aims to co-produce solutions to short-term challenges by unlocking community power & resources, as well as developing a sustainable community infrastructure that will deliver long-term benefits and improve individual and community wellbeing for future generations</p>
	<p>Prevention</p> <p>How acting to prevent problems occurring or getting worse may help public bodies meet their objectives</p>	<p>The vision for preventions in Pembrokeshire includes the creation of active, resourceful, connected, sustainable & kind communities. <i>The Strengthening Communities</i> programme aims to build a sustainable community infrastructure through which</p>

		<p>this vision can be realised. The programme is designed to be both preventative and proactive.</p>
	<p>Integration</p> <p>Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their objectives, or on the objectives of other public bodies</p>	<p>This project contributes to meeting all of our Well-being Objectives and six of the Well-being Goals and the actions will integrate across multiple public services</p>
	<p>Collaboration</p> <p>Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives</p>	<p>The <i>Strengthening Communities</i> programme is based on a collaborative approach, with PSB partners working in equal partnership with communities and the private sector for public benefit and the improvement of community and individual well-being.</p>
	<p>Involvement</p> <p>The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves</p>	<p>Engagement and involvement of local people is at the heart of the <i>Strengthening Communities</i> programme. PSB partners will work together to ensure that opportunities for involvement are promoted in ways that are accessible and inclusive, using established networks and third sector organisations to support the involvement of people who are at risk of being under-represented and/or excluded.</p>

Tackling Climate Change and the Nature Emergency

Biodiversity and the Nature Emergency

Project background:

The Climate and Nature emergencies are interwoven challenges which cannot be solved in isolation. Healthy natural habitats are essential to store carbon, reduce flood risk, help prevent coastal erosion, improve health and wellbeing, maintain healthy soils and clean water and support the recovery of species such as pollinators, needed for our crops and food supply. They also underpin our jobs and our economy.

Pembrokeshire is renowned for its outstanding natural environment including an extensive network of sites which are protected for their immense ecological value. Across the county our rich mosaic of terrestrial and coastal semi-natural habitats and the essential services that these provide are however under pressure from:-

- Development – leading to incremental loss and fragmentation of habitats reducing genetic diversity
- Intensification of agriculture (e.g agri-pesticide use impacting pollinators, damage to peripheral habitats like hedges, nutrient and sediment pollution e.g. elevated phosphate in SAC rivers)
- Impacts of non-native species and disease
- Increased recreation
- Inappropriate land use and lack of management

Climate change is likely to further exacerbate these pressures.

The Pembrokeshire Nature Partnership exists to co-ordinate, promote and record existing and new actions to conserve, promote and enhance nature in the County of Pembrokeshire, including the Pembrokeshire Coast National Park, the inshore waters and seabed around the Pembrokeshire coast to 12 miles offshore, taking account of local and national priorities. They oversee delivery of the Nature Recovery Action Plan and include stakeholders outside of current PSB members such as Pembrokeshire Coastal Forum, Sea Trust Wales, the National Trust, Keep Wales Tidy and Bluestone National Park Resort. There are also some 188 individuals signed up to receive 'professional' updates and 142 signed up for 'public' updates.

<p>Headline actions and sub-actions, including timescale for delivery:</p>	<p><u>Headline action</u> – Raise the profile of and change the way we think about acting for biodiversity, and the role that all PSB partners have in tackling the nature crisis</p> <p><u>Sub-actions;</u></p> <ul style="list-style-type: none"> • Recognise nature as an asset in our decision-making processes and embed the consideration of biodiversity and ecosystems into policies, plans, programmes and projects at all levels and support their subsequent implementation 	<p><u>Headline action</u> – Work collaboratively to deliver actions identified in the Nature Recovery Action Plan (NRAP) for Pembrokeshire</p> <p><u>Sub-actions;</u></p> <ul style="list-style-type: none"> • All PSB members will work towards delivery of Objectives 1 & 6 of the Nature Recovery Action Plan (NRAP) for Pembrokeshire and in addition, where they own, manage or influence the management of land, contribute towards Objectives 2 – 5 • A framework will be developed for all PSB partners to demonstrate and report on how they are contributing to maintaining and enhancing biodiversity and promoting the resilience of ecosystems, whether or not they are subject to the Section 6 duty set out in the Environment (Wales) Act 2016 • All PSB partners will ensure that wherever land is under their ownership or management protecting or enhancing species and habitats and promoting the resilience of ecosystems is and explicit factor in management decisions • Identify opportunities where actions undertaken to improve the health of natural assets will directly contribute to wider well-being benefits • Identify specific actions to implement Welsh Government Biodiversity Deep Dive recommendations to work towards achieving UN 30 by 30 targets
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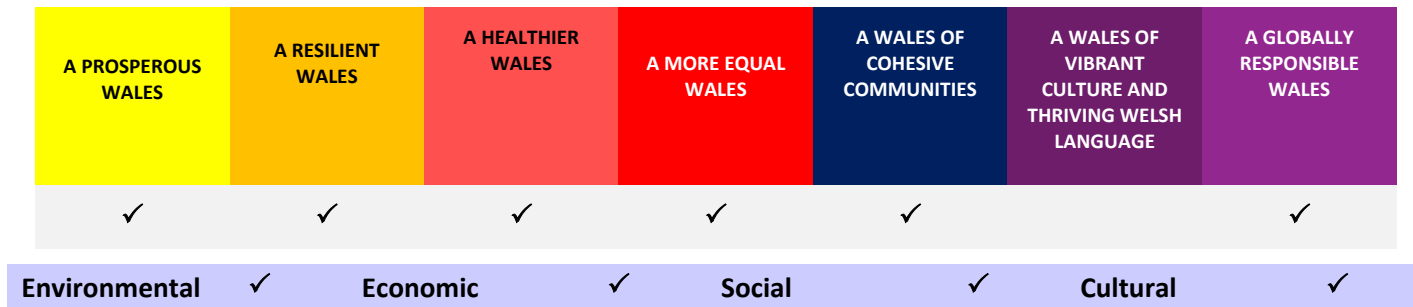
	Timescale: Medium term (1 to 5 years)	Timescale: Medium to Longer term (1 to 5 years and beyond)
Outputs What will be delivered?	<ul style="list-style-type: none"> Progressive delivery of the Nature Recovery Action Plan for Pembrokeshire All PSB partners will commit to activity which contributes to maintaining and enhancing biodiversity and promoting the resilience of ecosystems Engage with a broad range of stakeholders and communities to deliver actions within the Nature Recovery 	
Outcomes – What will be achieved? What will change?	<ul style="list-style-type: none"> Greater awareness and profile of the nature emergency and the role that all PSB partners have in addressing the pressures and delivering solutions Land under public ownership will be sustainably managed providing examples of best practice Nature will be recognised as an asset and will be demonstrably embedded in the decision making, plans and strategies of PSB partner organisations 	

Which of the PSB’s Well-being Objectives does this work contribute to and how?

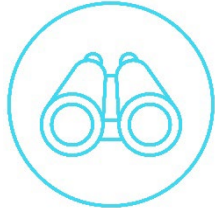
<u>Well-being Objective 1</u> <i>Support growth, jobs and prosperity and enable the transition to a more sustainable and greener economy</i>	<i>Tourism supports 12,473 jobs and agriculture employs 5% of the workforce in Pembrokeshire. Both of these are fundamentally underpinned by healthy, functioning ecosystems. Nature recovery will ensure a sustainable economy. Our economy fundamentally relies upon nature and there has been a collective failure to recognise it as an asset.</i>
<u>Well-being Objective 2</u> <i>Work with our communities to reduce inequalities and improve well-being</i>	<i>The wellbeing benefits of access to green space and nature-rich areas are well documented. Simply having a view of green space from your window is valued at £300 per person per annum by WG. Access to green space is an indicator on the WIMD. It is often the most deprived sections of society that have the least access to nature and the greatest exposure to environmental risks, e.g. flooding.</i>
<u>Well-being Objective 3</u>	<i>The declaration of a nature emergency by the Senedd (30/06/2021) placed equal weight on the importance of action for climate</i>





<p><i>Promote and support initiatives to deliver decarbonisation, manage climate adaptation and tackle the nature emergency</i></p>	<p><i>change and the nature emergency. The two are inextricably linked. Nature-rich areas with healthy, functioning ecosystems tend to trap and store carbon and are more resilient to pressures such as changing climate.</i></p>
<p>Well-being Objective 4 <i>Enable safe, connected, resourceful and diverse communities</i></p>	<p><i>Local actions could include community allotments and other food growing initiatives which support resourceful communities.</i></p>

Which of the following Well-being Goals and Well-being areas does this project contribute to? ✓



How does this project align with the five ways of working?

	<p>Long-term The importance of balancing short-term needs with the needs to safeguard the ability to also meet long-term needs</p>	<p>Action will be aimed at ensuring sustainable use of our natural environment to support and provide for society in the future. Action now will avoid incurring greater expense later. Approaches to nature recovery are by definition long term. Actions in the short</p>
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		term are always aimed at achieving long term sustainability and the functioning and resilience of ecosystems.
	<p style="text-align: center;">Prevention</p> <p>How acting to prevent problems occurring or getting worse may help public bodies meet their objectives</p>	Ensuring nature recovery and the resilience of ecosystems will help to prevent problems caused by ecosystem failure such as flooding, drought, extreme heat, soil erosion, pollution and carbon loss. The value of healthy and functioning ecosystems in limiting negative impacts (e.g. of climate change) and promoting wider societal benefits (e.g. wellbeing benefits of access to nature) are embedded in this work.
	<p style="text-align: center;">Integration</p> <p>Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their objectives, or on the objectives of other public bodies</p>	This work will the resilience goal, which explicitly supports societal and economic resilience. By securing healthy functioning ecosystems this will support a more sustainable local economy and provide resilience against future environmental risk.
	<p style="text-align: center;">Collaboration</p> <p>Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives</p>	A framework to support collaborative action by all PSB partners will be developed. Collaborative approaches to optimise delivery for available resources are at the heart of the work of the Nature Partnership.
	<p style="text-align: center;">Involvement</p> <p>The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves</p>	Activity will involve public bodies across all functions and at all levels, who represent the public they serve, alongside working directly with the public and communities.

Climate Adaptation

Project background:	<p>Past emissions mean that climate change is inevitable and whilst the future severity of change can be diminished by reducing carbon emissions into the atmosphere by decarbonisation, there is also a need to prepare for or adapt to the wide range of risks resulting from climate change. Pilot project work undertaken by the PSB in a number of Pembrokeshire communities identified the need to develop a co-ordinated strategic approach within which agencies, authorities and community groups could address the risks associated with the changing climate. This work also identified a need to engage decision makers at regional, county and community level on climate risk and adaptation.</p> <p>Well-being Assessment data clearly shows a need to adapt, and that climate change will increase the number of properties in Pembrokeshire that are already at risk of flooding or coastal inundation (the number of properties identified in the Well-being Assessment was 3000). Impacts to infrastructure and key services will also affect the health and well-being of communities. A successful bid to the UK Community Renewal Fund by Pembrokeshire Coastal Forum (PCF) and Netherwood Sustainable Futures (NSF) with support from the PSB has subsequently delivered a Climate Adaptation Strategy for Pembrokeshire.</p> <p>The strategy provides a strategic and co-ordinated approach to climate change and climate adaptation for Pembrokeshire's communities. With a timescale of 2022 – 2027 the strategy provides building blocks to commence preparation for the coming decades. PSB partners, together with a wide range of stakeholders including community groups and local businesses informed development of the strategy through a series of participatory stakeholder workshops, surgeries and outreach meetings. The 61 risks in the Climate Change Risk Assessment 3 (CCRA3) were examined resulting in 39 priorities being identified for Pembrokeshire and 24 actions specified for delivery by public bodies and third and private sector partners across the County, to be coordinated by the PSB.</p>
Headline actions and sub-actions, including timescale for delivery:	<p><u>Headline action</u> – Co-ordinate the implementation of the Climate Adaptation Strategy for Pembrokeshire</p> <p><u>Sub-actions:</u></p> <ul style="list-style-type: none">• Secure senior level advocacy from PSB partners to direct existing resources

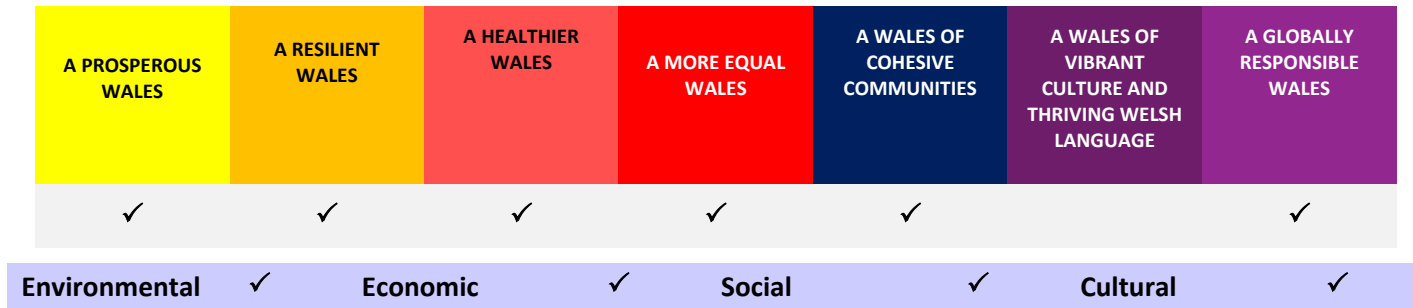
	<ul style="list-style-type: none"> • Lead organisations to work collaboratively to determine and secure the resource/funding require to produce and implement a delivery plan for the Strategy • Monitor and report progress towards implementation of the strategy and delivery plan Continue to collaborate across the public sector, third sector, private sector and local communities to develop evidence and insights on interactions between climate risks and wider social, economic and natural systems • Work together with a range of stakeholders to implement the delivery plan
	Timescale: Medium to long term – 1 to 5 years and beyond
Outputs What will be delivered?	<ul style="list-style-type: none"> • Strategic support and allocation of resources enabling prioritised implementation of the Strategy • A delivery plan specifying action leads, timescales, involvement and resource implications
Outcomes – What will be achieved? What will change?	<ul style="list-style-type: none"> • Greater understanding of risks, the necessity of adaptation and capacity within communities, organisations, service providers and businesses, resulting in informed plans and co-ordinated action • Implementation of a collaborative, strategic approach to climate adaptation • Communities will be better adapted and more resilient to climate change for decades to come

Which of the PSB’s Well-being Objectives does this work contribute to and how?

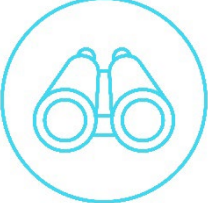

<p><u>Well-being Objective 1</u></p> <p><i>Support growth, jobs and prosperity and enable the transition to a more sustainable and greener economy</i></p>	<p><i>Adaptation activity will contribute directly to sustainability within tourism, agriculture, industry and businesses sectors. Increasing preparedness and adaptation following assessment of risks, for example, to infra-structure, water supplies, transport, land use management and energy supplies helps build the resilience needed for viable enterprise. Adaptation activity will also protect the natural resources which business, industry and communities depend upon . Adapting to secure essential natural resources and viable resilient enterprise therefore supports growth, jobs, prosperity and can enable transformative change in the food and</i></p>
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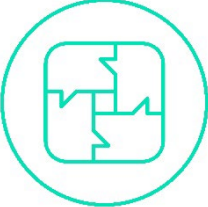


	<i>energy sectors leading to a more sustainable and greener economy.</i>
<p><u>Well-being Objective 2</u></p> <p><i>Work with our communities to reduce inequalities and improve well-being</i></p>	<i>By working jointly with communities most at risk, to identify and implement adaptation solutions, exposure to environmental risks from a changing climate will be reduced. This improves well-being by reducing the widespread and long lasting health, environmental and economic impacts affecting homes and businesses which often significantly disrupts the normal functioning of communities. It will also help reduce inequalities as often the most vulnerable in society are the worst affected.</i>
<p><u>Well-being Objective 3</u></p> <p><i>Promote and support initiatives to deliver decarbonisation, manage climate adaptation and tackle the nature emergency</i></p>	<i>Activity will directly help communities, businesses, industry and the public sector to work together to address the impacts, identify ongoing risks, and adapt to climate change. This adaptation activity will be undertaken in conjunction with complimentary activity to decarbonise or mitigate against climate change. Having healthy resilient and sustainably managed ecosystems is vital for adapting to climate change and associated environmental risks as well as tackling the nature emergency.</i>
<p><u>Well-being Objective 4</u></p> <p><i>Enable safe, connected, resourceful and diverse communities</i></p>	<i>Working with communities and a wide variety of stakeholders from the public, private and third sector organisations, to identify solutions to adapt to address the risks and impacts of climate change will help build capacity, capability and confidence to strengthen community cohesion. It will also help inform community profiles and community well-being plans.</i>

Which of the following Well-being Goals and Well-being areas does this project contribute to? ✓



How does this project align with the five ways of working?

	<p>Long-term</p> <p>The importance of balancing short-term needs with the needs to safeguard the ability to also meet long-term needs</p>	<p>The Climate Adaptation Strategy is a 5 year strategy but its implementation provides the building blocks to ensure the adaptability and hence sustainability of communities for generations to come.</p>
	<p>Prevention</p> <p>How acting to prevent problems occurring or getting worse may help public bodies meet their objectives</p>	<p>The project is based on reducing the impacts of climate change by adapting to make our environment and communities more resilient and therefore better able to deal with these impacts. The focus is on adapting to prevent future exposure to environmental, financial and health risks associated with climate change impacts.</p>

	<p style="text-align: center;">Integration</p> <p>Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their objectives, or on the objectives of other public bodies</p>	<p>Climate Change will impact on all aspects of society, therefore if we do not provide a meaningful response and adapt to the impacts then it will have a negative impact on the well-being objectives of all public bodies as well as private and third sector organisations in Pembrokeshire.</p>
	<p style="text-align: center;">Collaboration</p> <p>Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives</p>	<p>Responding to and adapting to climate change requires all organisations on the PSB to collaborate. While some will have a greater role than others, all will need to participate in this work.</p>
	<p style="text-align: center;">Involvement</p> <p>The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves</p>	<p>Adapting to climate changes requires the involvement of people and communities in Pembrokeshire. Some of the actions required will be challenging and therefore ensuring strong community involvement is essential.</p>

Decarbonisation and Net Zero

<p>Project background:</p>	<p>Climate change is one of the defining issues of our time. From shifting weather patterns threatening food production to rising sea levels and the prospect of catastrophic flooding, the impact of climate change is global in scope, unprecedented in scale, and of widespread concern to all of us. Immediate, effective action needs to be taken to reduce our carbon footprint. This is necessary in addition to establishing policies and taking action to improve our resilience for the future. Mitigating and Adapting to Climate Change is one of the 4 Themes in the South West Area Statement and the overwhelming message from SoNaRR2020 is that societal transformation is needed in the food, energy and transport systems. Consideration of these three systems therefore leads to collaborative opportunities for PSBs to consider in working towards achieving net zero goals. It is also recognised that the transition to net zero must be a “just transition” managed to be both equitable and fair.</p> <p>Welsh Government declared a Climate Emergency in 2019, Pembrokeshire County Council did similarly in May 2019 and went on to create an action plan to steer PCC towards becoming a net zero carbon local authority by 2030. The South Wales Energy Strategy provides a strategic pathway and the Pembrokeshire Local Area Energy Plan (LAEP) builds upon this work describing actions needed to reach energy and climate goals.</p>	
<p>Headline actions and sub-actions, including timescale for delivery:</p>	<p><u>Headline action</u> – Work together to share good practice, deliver carbon reduction actions and reduce carbon use to net zero by 2030</p> <p><u>Sub-actions:</u></p> <ul style="list-style-type: none"> • Deliver carbon literacy training, or equivalent, to all levels throughout PSB partner organisations to raise awareness of the issues and the action that will be required to reduce carbon use • Identify opportunities for collaborative and co-ordinated action, including at a regional level where appropriate through established or new networks 	<p><u>Headline action</u> – Monitor and support delivery of the Pembrokeshire Local Area Energy Plan (LAEP)</p> <p><u>Sub-actions:</u></p> <ul style="list-style-type: none"> • Identify areas within the LAEP that the PSB can support • Utilise the collective influence of the PSB to address any areas of challenge to delivery • Steer the implementation of the LAEP to ensure application of the principles of building a sustainable, fair and green economy, with high value green jobs, skills and training opportunities, to enable a just transition from a fossil fuel based

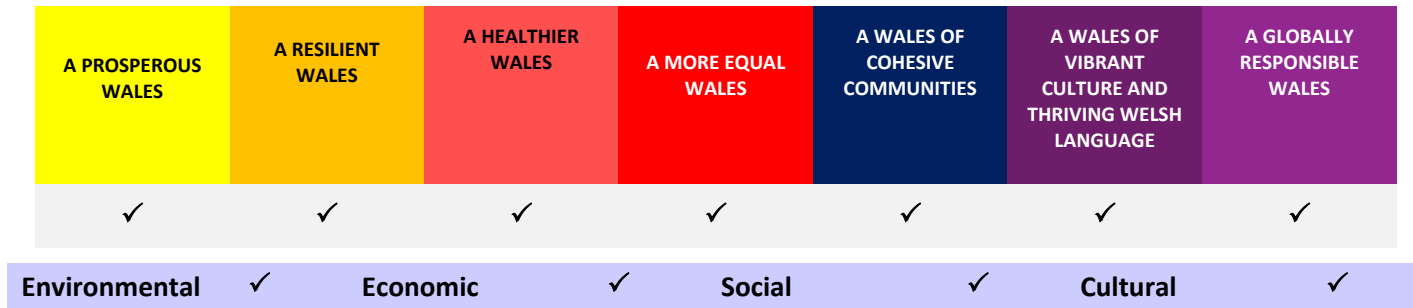
		energy system to a renewable based energy system, and acknowledging the need to fully engage communities in the transition
	Timescale: Medium term (1 to 5 years)	Timescale: Medium to longer term (1 to 5 years and beyond)
Outputs What will be delivered?	<ul style="list-style-type: none"> • Carbon literacy training, or equivalent, will be delivered throughout PSB partner organisations • Effective implementation of carbon reduction plans and activity • A delivery plan outlining areas within the LAEP which the PSB can deliver collaboratively 	
Outcomes – What will be achieved? What will change?	<ul style="list-style-type: none"> • Awareness of the activity required to reduce carbon emissions will be embedded throughout PSB partner organisations, influencing the actions of decision-makers • Appreciation that taking these actions must be set against the principles of building a sustainable, fair and green economy, with high value green jobs, skills and training opportunities, leading to a just transition from a fossil fuel based energy system to a renewable based energy system, and the need for fully engaging communities in the transition 	

Which of the PSB’s Well-being Objectives does this work contribute to and how?



<p><u>Well-being Objective 1</u></p> <p><i>Support growth, jobs and prosperity and enable the transition to a more sustainable and greener economy</i></p>	<p><i>Activity will link to renewable energy and apply the principles of building a sustainable, fair and green economy, with high value green jobs, skills and training opportunities. It will also contribute towards transformational change in the energy sector leading to a just transition from a fossil fuel based energy system to a renewable based energy system, whilst fully engaging communities in that transition. Activity looks at the whole energy system considering the integration of renewable energy technologies across buildings, transport, heat, business & industry and power sectors, to drive decarbonisation and net zero.</i></p>
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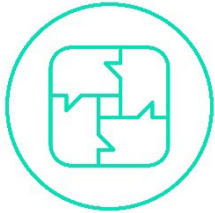


<p><u>Well-being Objective 2</u></p> <p><i>Work with our communities to reduce inequalities and improve well-being</i></p>	<p><i>Reducing the environmental risks associated with carbon emissions will assist in reducing health inequalities and improve the well-being of populations. The work contributes towards transformational change in the energy sector leading to a just transition from a fossil fuel based energy system to a renewable based energy system, whilst fully engaging communities in that transition.</i></p>
<p><u>Well-being Objective 3</u></p> <p><i>Promote and support initiatives to deliver decarbonisation, manage climate adaptation and tackle the nature emergency</i></p>	<p><i>Activity in this project area will be aimed specifically at reducing carbon use emissions through a range of actions including transformation of the local energy system. The work looks at the whole energy system considering the integration of renewable energy technologies across buildings, transport, heat, business & industry and power sectors, to drive decarbonisation and net zero and mitigate the effects of climate change which can assist in stabilising ecosystems addressing the nature emergency.</i></p>
<p><u>Well-being Objective 4</u></p> <p><i>Enable safe, connected, resourceful and diverse communities</i></p>	<p><i>Applying the principles of building a sustainable, fair and green economy, with high value green jobs, skills and training opportunities will contribute towards transformational change in the energy sector leading to a just transition from a fossil fuel based energy system to a renewable based energy system. Engaging communities to become involved in activity which contributes to reducing carbon emissions will help them to become more connected to their local areas, encourage resourcefulness and, by mitigating the worst effects of climate change, lead to a safer and more stable environment for all.</i></p>

Which of the following Well-being Goals and Well-being areas does this project contribute to? ✓



How does this project align with the five ways of working?

	<p>Long-term</p> <p>The importance of balancing short-term needs with the needs to safeguard the ability to also meet long-term needs</p>	<p>The targets to be achieved in relation to decarbonisation and achieving net zero extend beyond the life of this project, however, to achieve success work is required now. The two key targets are for the Welsh public service to be net zero by 2030 and for Wales to become net zero by 2050. These long-term targets will need to be considered when agreeing and implementing the well-being plan.</p>
	<p>Prevention</p> <p>How acting to prevent problems occurring or getting worse may help public bodies meet their objectives</p>	<p>Reducing carbon emissions mitigates the worst effects of climate change leading to a safer and more stable environment for all. It assists with stabilising ecosystems addresses the nature emergency. Taking action to reduce emissions from the combustion of fossil fuels can ultimately eliminate harmful</p>

		particulates being released into the environment thus improving people's health and preventing health issues from occurring in the future.
	<p style="text-align: center;">Integration</p> <p>Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their objectives, or on the objectives of other public bodies</p>	Pembrokeshire and Wales must transition to a decarbonised future and therefore action and investment undertaken as a result of this plan will have a positive impact in the future. All PSB members need to participate in this work to ensure that we are able to deliver our long-term goals.
	<p style="text-align: center;">Collaboration</p> <p>Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives</p>	This work will require new ways of working and therefore all PSB members need to collaborate and share good practice. The work will see the continuation of the PSB's collaboration with community and 3 rd sector energy projects, and the private sector on regional and nationally significant renewable energy and clean hydrogen projects such as Milford Haven : Energy Kingdom, South Wales Industrial Cluster, Celtic Freeport, The Milford Haven Waterway Future Energy Cluster and Celtic Sea Cluster Strategic Board.
	<p style="text-align: center;">Involvement</p> <p>The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves</p>	Because of the new ways of working this work will require, it is essential that officers delivering services, and people using those services, are involved in agreeing how service delivery is changed. Transformational change in the energy

		sector leading to a just transition from a fossil fuel based energy system to a renewable based energy system, requires that everyone is involved and engaged in that transition as fully as possible.
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Building a sustainable, fair and green economy

There is a broad range of existing partnership arrangements and boards concerned with building a sustainable, fair and green economy. These include the Haven Waterway Enterprise Zone, Pembrokeshire Business Panel, Pembrokeshire Economic Ambition Board and Swansea Bay City Deal. The PSB acknowledges the role it can play in supporting lobbying efforts relating to the economy in Pembrokeshire and the specific role of public sector partners in the net zero agenda. There are also cross-cutting issues within the project plans already developed that will have a positive impact towards achieving this Well-being Objective.

Notwithstanding the broader context set out above, the PSB will take advantage of opportunities to contribute towards this objective over the next five years, for example, by growing the circular economy and supporting local food production, where it can add value to this agenda without duplicating existing work.

Engagement

The **Pembrokeshire PSB Engagement Group** is a working group comprising of Pembrokeshire Public Services Board representatives and is a sub-group of the PSB.

As well as working together to plan, co-ordinate and deliver engagement for the Well-being Assessment 2022 and on development of the Well-being Plan 2023-28, the group's objectives include:

- Sharing best practice on the best ways to link with communities in Pembrokeshire to determine what matters to them
- Participating in the planning and delivery of ongoing engagement activity as determined by future Well-being Plan priorities
- Working together to ensure that all resulting documents are co-produced

The PSB Engagement sub-group will have a continuing role to play in promoting co-production and ensuring that continuous engagement with citizens and communities is a theme that runs throughout delivery of this Plan. Through this group, the PSB will commit to the following;

- That Project Leads will engage with young people on Well-being Plan activity in their spaces, by attending their forums and boards
- Continuing to work with Co-production Wales on embedding a co-production approach throughout Plan activity and increase opportunities for people to develop their own responses to issues they face
- Developing an engagement plan that identifies where engagement will be required within each project area
- Ensuring that representatives from each project area are members of the PSB Engagement sub-group

The Public Services Board is committed to involving people in areas of work that affect them and putting engagement at the core of delivery of the Well-being Plan.

Actions and Objectives Matrix

The following matrix identifies the contributions of our proposed actions to our Well-being Objectives;

	<i>Support growth, jobs and prosperity and enable the transition to a more sustainable and greener economy</i>	<i>Work with our communities to reduce inequalities and improve well-being</i>	<i>Promote and support initiatives to deliver decarbonisation, manage climate adaptation and tackle the nature emergency</i>	<i>Enable safe, connected, resourceful and diverse communities</i>
Utilise short term funding to respond to the cost of living crisis	✓	✓		✓
Develop a poverty strategy to effect lasting change, informed by local and national data and the experiences of those in poverty in Pembrokeshire and based on a preventative approach	✓	✓		✓
Build a better understanding of our communities using data and local insights to develop a bilingual evidence base to inform future PSB work	✓	✓	✓	✓
Increase engagement and involvement across Pembrokeshire's communities	✓	✓	✓	✓
Build the confidence, capacity and capability of communities	✓	✓	✓	✓
Raise the profile of and change the way we think about acting for biodiversity, and the role that all PSB	✓	✓	✓	✓

	<i>Support growth, jobs and prosperity and enable the transition to a more sustainable and greener economy</i>	<i>Work with our communities to reduce inequalities and improve well-being</i>	<i>Promote and support initiatives to deliver decarbonisation, manage climate adaptation and tackle the nature emergency</i>	<i>Enable safe, connected, resourceful and diverse communities</i>
partners have in tackling the nature crisis				
Work collaboratively to deliver actions identified in the Nature Recovery Action Plan (NRAP) for Pembrokeshire	✓	✓	✓	✓
Co-ordinate the implementation of the Climate Adaptation Strategy for Pembrokeshire	✓	✓	✓	✓
Work together to share good practice, deliver carbon reduction actions and reduce carbon use to net zero by 2030	✓	✓	✓	✓
Monitor and support delivery of the Pembrokeshire Local Area Energy Plan (LAEP)	✓	✓	✓	✓

Delivery and monitoring progress

Delivery

The PSB needs the right organisations and people to be involved in order to deliver the actions we will set out in the Well-being Plan. Delivery arrangements will be designed to provide a direct line of accountability to the PSB by requiring individual PSB members to lead and sponsor specific work streams or projects. Full details of our delivery mechanisms will be agreed over the next few months and be included in the final version of the Well-being Plan. Partners will work together to deliver project plans which set out the specific actions we will take to make a difference. We will also retain flexibility within our delivery arrangements to allow ideas to develop over time and to enable us to react and respond to new challenges and emerging issues.

Monitoring

As part of the process for designing the delivery of work streams, we will identify the measures by which success will be monitored and the PSB will develop a performance management framework which will enable it to evaluate progress.

Annual Report

PSBs are required to produce Annual Reports detailing the steps taken by the PSB to meet the objectives set out in the Well-being Plan. Copies of this report will be sent to Welsh Ministers, the Future Generations Commissioner, the Auditor General for Wales and Pembrokeshire County Council's overview and scrutiny committee (see below).

Scrutiny

The Council's Partnerships Panel is responsible for providing democratic accountability and oversight of the work of the PSB. It can review or scrutinise the decisions made or action taken by the PSB, its governance arrangements, and request any individual PSB member to come before it to be scrutinised on the contribution a partner organisation is making to the work of the PSB.

Next Steps

The PSB is required to formally consult with a broad range of statutory agencies and the general public on this draft Well-being Plan, for a minimum of 12 weeks. Following this period, and any subsequent amendments made as a result of the consultation, each statutory member of the PSB (i.e. Pembrokeshire County Council, Hywel Dda University Health Board, Mid and West Wales Fire and Rescue Service and Natural Resources Wales) are required to approve the Well-being Plan through their own governance arrangements before it can be published.

The anticipated date for publication of the Well-being Plan by the PSB is May 2023.

The PSB is keen for people to be involved in the development of the Plan and to have their say on how it will be delivered. You can do this by taking part in our [on-line survey](#) or by downloading a [hard copy response form](#).

If you have any comments or queries on the Well-being Plan or PSB working in general, please contact:

Nick Evans

Corporate Policy and Partnerships Manager

Pembrokeshire County Council

County Hall

Haverfordwest

Telephone: 01437 775858

Email: nicholas.evans@pembrokeshire.gov.uk

Website: [Pembrokeshire PSB](#)