



MINUTES OF PEMBROKESHIRE PUBLIC SERVICES BOARD
Tuesday 21st May 2024 at 10.00am (Microsoft Teams meeting)

Present

Cllr. Neil Prior	Cabinet Member for Communities, Corporate Improvement and the Well-being of Future Generations, PCC (Chair)
Cllr. Jon Harvey	Leader of Council, PCC
Mydrian Harries	Assistant Chief Officer- Director of Resources, MAWWFRS
Tegryn Jones	Chief Executive, PCNPA
Darren Mutter	Head of Children's Services, PCC
Caroline Drayton	Operations Manager, NRW (left 11:29)
Iwan Thomas	Chief Executive Officer, PLANED
Alison Perry	Director of Commissioning, OPCC
Vikki Butler	Co-production Network for Wales
Mererid Lewis	Co-production Network for Wales
Ben Williams	Principle Public Health Practitioner, Hywel Dda
Rhian Bennett	Senior Commissioning Manager, PCC (left 10:52)
David Evans	Assistant Principal, Pembrokeshire College
Claire Germain	Deputy Director for Local Government Transformation and Partnerships, Welsh Government (left 10:45)
Michael Gray	Director of Social Care and Housing, PCC (arr. 11:05)
<u>Support/secretariat</u>	
Nick Evans	Corporate Policy and Partnerships Manager, PCC
Lynne Richards	Corporate Partnerships Officer, PCC
Rachael Rimmer	Corporate Policy Support Officer, PCC
Amy Richmond-Jones	Engagement, Planning and Performance Manager, MAWWFRS
<u>Apologies</u>	
Will Bramble	Chief Executive, PCC
Richard Brown	Assistant Chief Executive, PCC
Linda Jones	Regional Partnership Programme Manager, WW Regional Partnership Board
Sue Leonard	Chief Officer, PAVS
Anna Malloy	Stakeholder Engagement and Communications Manager, Port of Milford Haven
Cllr. John Davies	PCC
Phil Kloer	Interim CEO, Hywel Dda UHB
Barry Walters	Principal, Pembrokeshire College

The meeting commenced at 10:02am

1. Welcome and Apologies

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

NP invited new members of the group to introduce themselves:

- BW introduced himself as the Principle Public Health Practitioner at Hywel Dda Health Board
- ML introduced herself as a new member of the team at Co-production Network for Wales
- JH introduced himself as the new Leader of Pembrokeshire County Council.

NP also stated that his new role is now the Cabinet Member for Communities, Corporate Improvement and the Well-being of Future Generations.

2. Minutes of the last meeting / Action Log

The minutes of the last meeting held on 20th February 2024 were recorded as accurate.

3. Draft PSB Annual Report 2023-24

This item was originally Item 5 on the agenda but was brought forward by NP.

NP thanked LR, NE and all others who had contributed to work on the PSB Annual Report 2023-24. He invited comments from attendees on the draft version of the report.

TJ emphasised that whilst the content of the report was good, the number of people likely to read it in its entirety would be few. He questioned whether there is a communications plan in place in order to highlight the important work taking place within the PSB. TJ suggested that a communications group could be set up, comprised of communications staff from different organisations, to better get information out on the work of the PSB. NE indicated that the annual report would be circulated to partners, and that they would be asked to communicate this on their own websites and social media to get the message out. He clarified that there had been an attempt to form a communications group in the past, but that partners had struggled to nominate people to be part of the group. DE highlighted that it may be more meaningful to focus communications and media on the events that are organised by the PSB, such as the poverty summit, to better prove how the PSB is acting for those with lived experiences.

IT suggested adding images taken at the poverty summit into the annual report, to better emphasise support for work taking place across the county, and to demonstrate the wide reach of the PSB.

NE explained that members of the PSB were surveyed as part of the annual report, but asked what the PSB intended to do to address the issues that were raised. CG commented that it may be useful to have a session of the PSB where members are able to reflect on the findings of this survey. NP expressed that whilst the work being

undertaken by the PSB is good, a lot more could be done. He stated that the report is more concerned with what the PSB will do rather than how we will let people know about it.

DM highlighted the importance of considering the Well-being of Future Generations Act when discussing the impact of the PSB's work. He stated the need to manage expectations about what we can achieve, as the PSB is unlikely to see the actual impact of work being done until far into the future. DM expressed that in the present, the key to identifying progress is getting people with lived experiences more involved in the PSB and its sub-groups. He highlighted that the Poverty group is making this its priority, and that other sub-groups of the PSB should also be considering this.

TJ stated that it is less important for people to be aware of the PSB's existence, but that it is vital that they can feel the impact of its work. Looking forward, TJ highlighted that the PSB could have some indicators in place to show a clearer direction of travel and to help measure success.

To encourage better attendance at PSB meetings, IT suggested that some meetings of the PSB should be held in person. He discussed that this could help members to see the value of meetings and the importance of PSB work. Many members showed their enthusiasm at this suggestion. The following action was agreed:

- That an in-person PSB meeting be arranged in the near future.

BW stated that co-productive work is having a big impact on the people we are serving in Pembrokeshire. He emphasised the importance of having the public be involved within the PSB at the gold, silver and bronze levels, to ensure that they are getting feedback about what people in Pembrokeshire want and need from the PSB. NE commented that when PSB meetings used to be held in person, there was a mechanism in place for the public to attend and ask questions. He suggested that this could be re-visited if the PSB are now re-introducing meetings in-person. VB stated that if the PSB is looking to further its co-productive practice, they should use herself and ML as a resource to do so. She also emphasised the importance of a structure that enables co-production from the bronze level upwards.

BW discussed that hearing the voice of young people in the PSB is important, especially when considering how PSB work relates to the Well-being of Future Generations Act. TJ echoed this point and stated that the PSB needs to better engage with young person's groups within the county. NE highlighted that the Chair and Vice Chair of the Pembrokeshire Youth Assembly had presented to PSB meetings in the past, and that there had been conversations about getting Chairs of young person groups to sit on the PSB. He described that there were practicalities in the past that prevented this from being explored further, but that this could be re-investigated as a possibility if the PSB felt it was important. LR stated that from conversations with colleagues whilst developing the Well-being Plan, it was indicated that it was better for PSB members to attend young person's forums rather inviting them to sit within the PSB and this was reflected in the Plan. LR suggested that an item around project group engagement could also be included for discussion on a future agenda.

The Annual Report was approved, with any necessary amendments suggested by the Board to be made by LR before publication.

4. Well-being Plan ‘Spotlight’ session – Strengthening Communities project

NP introduced RB to give a short presentation on the work going on for the Strengthening Communities project. RB stated that she sits on the Pembrokeshire Strengthening Communities Operational Group (PSCOG), which is the new bronze sub-group of the PSB. Some key updates were provided:

- There are four objectives of strengthening communities’ work: Active communities, connected communities, resourceful communities and sustainable communities.
- A new local framework has been developed, and organisations should challenge themselves to consider whether they are sitting to the left or the right of the framework. Most organisations will be on the left of the framework, but need to identify how to shift to the right in a way that is meaningful for communities.
- Keeping Well Roadshows have been taking place across the county. They have helped to bring together local services and community partners, so people are able to receive information and support to help them live well within their communities. These events have received a positive response.
- Work taking place within communities has been recognised on a local, regional and national level. Many community projects were recognised at the West Wales Care Partnership Awards 2023/24.
- There are five key priority areas for 2024/25: Volunteering; social enterprises; community asset transfers; community profiles and well-being plan; and community hub and connectors. Task groups are being set up for each of these priorities, in order to help deliver work. Across all five priority areas, work will take place to develop an evidence base and evaluation methodologies.
- There is a need to broaden activity and projects beyond health and social care, and to ensure an all-age approach. This will be developed by working with PSB partners.
- Further work is required to find sustainable funding sources for this work beyond the end of this year. Most projects are currently funded by the Shared Prosperity Fund (SPF).

NP invited members to comment on the Strengthening Communities updates. ML offered her support for this work and stated that she would like to come along to the group to offer assistance where needed.

5. Well-being Plan Project updates

Environment themed projects- Biodiversity and the Nature Emergency/Climate Adaptation/Decarbonisation and Net Zero

CD gave a brief update on environment themed projects:

- Resource is still required to carry biodiversity and nature work forward, so there has not yet been progress on developing a PSB Nature Recovery Action Plan.
- The group are looking to review 24 actions that have been taken from the Climate Adaptation Risk Strategy. To prioritise and implement these actions, additional resource is needed. Lack of resources has been challenging but some funding was received for either half a day or a full day support each month.

- For the delivery of the Local Area Energy Plan (LAEP), funding was made available for three posts across the Swansea Bay region. All posts were originally filled, and planning for the delivery of the LAEP was underway. However, the Project Manager has since resigned, so this is currently back in the recruitment phase.
- The NDC sub-group has been receiving verbal updates from partner organisations at the beginning of each meeting. This has been useful in order to see the progress being made.

TJ expressed that he had recently undertaken a carbon literacy course, and asked whether this would be made available more widely to other PSB members. CD confirmed that an e-learning course is available for all PSB members, and that 57 people had taken this so far across different organisations. She also clarified that work is ongoing to find the best mechanism for this to be rolled out even further.

Poverty Project

DM gave a brief update on the poverty project:

- The Poverty Summit held in February 2024 was successful, and feedback has now been received to help inform future planning.
- Sophie Buckley (PAVS) and VB have been working to develop a lived experiences sub-group for poverty.
- DM will be meeting with Cllr. Mark Tierney to discuss his role as Poverty Champion for PCC. DM stated that he wants to identify how the Poverty Working Group can assist Cllr. Tierney in his role, and in turn, how Cllr. Tierney may be able support the group and their work.
- The Poverty Working Group will likely be bringing the People Power Project within its scope in the future, to ensure that the project continues to be funded into the next financial year. In the last year, the project has engaged with over 400 families, 84 of whom were not claiming all the benefits they were entitled to. DM emphasised that this project cannot be allowed to disappear due to a lack of funding, as it is vitally important to hundreds of families across the county.

TJ asked for clarification on the remit of the Poverty Champion. DM stated that he will be exploring this in his meeting with Cllr. Tierney. MG referred members to section 24.20 of the Council's Constitution, where it sets out the role of a Member Champion in greater detail.

IT highlighted that we should carefully consider the language being used surrounding poverty work. He stated that putting the 'poverty' label on households needing support may make them less likely to come forward. VB expressed that context is important, and that whilst we may be using the label 'poverty' in our own work, we could try to avoid this when interacting directly with households in need of support. IT also suggested that a positive way to tackle socio-economic deprivation in Pembrokeshire would be for PCC to take the lead and become a 'living wage employer'.

6. Measuring the value of Public Services Board Well-being Activity - Swansea University

NP, LR and NE recently met with Swansea University regarding funding available to support local authorities in measuring the impact of their PSB work. NE stated that as the PSB is still early in the delivery of the Well-being Plan, there is a need to ascertain whether we are in a position to do this. Swansea University have indicated that they would need a sample of 30-40 projects to evaluate as part of this work. NE highlighted that it would be difficult to show that many projects of purely PSB activity, although it may be possible if we identify projects from individual organisations that link into PSB work.

IT asked whether other PSB's have been involved in this work yet, as it could provide some benchmarking data to see where Pembrokeshire sits in comparison. NE clarified that other than Neath Port Talbot, Pembrokeshire are one of the first to have responded to this request.

NP stated that he would be keen to get the Strengthening Communities group involved in this, but that partners would need to be open to committing time and resources to it. MG and IT both emphasised that the current proposal focuses too much on the quantitative side of the data, and that if the project included more qualitative input it may align better with the work of the group.

The following action was agreed:

- Swansea University project managers to be invited to attend the next meeting of the Strengthening Communities silver sub-group to discuss the proposal in more detail.

7. AOB

IT noted that DE would soon be retiring as Assistant Principal of Pembrokeshire College. He thanked him for his contribution to the PSB and wider communities in Pembrokeshire.

The following action was agreed:

- Circulate a link to the video taken at the Poverty Summit.

NE noted that the Partnerships Panel, the scrutiny committee within the Council with responsibility for scrutinising the work of the PSB, would be meeting on Thursday 23rd May. He stated that it was important for members to be aware of this Panel as they may be required to attend in the future, depending on their level of involvement in delivery of the PSB Well-being Plan.

The meeting concluded at 11:38am.

Action Log

No.	Pg.	Action	Target date	Owner	Resolution
1	3	Explore the option of holding an in-person PSB meeting in the near future		NP, LR, NE	tbc
2	3	Consider the comments made by PSB members on the Draft Annual Report, and make necessary amendments		LR	Completed
3	5	Swansea University project managers to be invited to attend the next meeting of the Strengthening Communities silver sub-group to discuss the proposal in more detail		LR	Completed
4	5	Circulate a link to the video taken at the Poverty Summit		LR	Completed