4theRegion
PRESENTS...

CO-CREATING
POSITIVE
CHANGE

IT'S YOUR PEMBROKESHIRE

A positive conversation for people and businesses

OPPORTUNITIES REPORT

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CO-CREATING POSITIVE CHANGE

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We had an incredible day hosting It's Your Pembrokeshire at The Queen's Hall in Narberth on Wednesday 8th May 2024.

So much was talked about, so many people were connected, so many ideas were put forward, that we want to reflect on it here, in case you missed it.

As people arrived in the morning, grabbed coffee and biscuits and began to chat, we knew it was going to be a good day. The room filled up quickly, banners popped up along the walls and there was a general buzz of excitement amongst the hubbub of hello, nice to meet you, or it's been a while. Soon we were facing a full-to-the-brim room and a sea of faces from all around Pembrokeshire, eager for the day to begin.

Our co-founder Dawn welcomed everyone, sharing a few words about who we are, what 4theRegion does, and our aim for the day – which was primarily to get people in front of each other, talking, listening, meeting and sharing ideas.

"This event is all about facilitating conversations there isn't usually time for in normal life or in business as usual", Dawn said. "All of us have something of value to contribute. But sadly, opportunities fall by the wayside because we're not all working together... Too often we're working in silos, when there are opportunities for collaboration, partnerships and to break down those silos.

"Today is about empowerment, and mutual self-empowerment. Because together, we can make change happen on the things we all care about."

And then we were off, asking for people's expectations – what was everyone hoping to get from the day? Opening this question to the floor, some really great responses came up.

"Pembrokeshire needs a website – something off social media – where everything is collected, like jobs, climate stuff, culture," said Tor Wells, a small business owner and climbing instructor. "We need a central hub rather than having everything scattered around, then missing out because of it.

"As a new business owner who struggles with social media and brand management, I'm here to network, collaborate, and look for help. I'm here to meet other people, because I can't do this alone."

Mike from Newport stood up and spoke about setting up a community benefit society to buy a wholefood shop in Newport, in order to maximise the availability of local food and create a community shop.

Archie, from 'down the M4' at Swansea Uni, was there to establish links between Pembrokeshire businesses and academics, in case they might benefit from expert research that the university could provide.

There were suggestions about how we can help our farmers, questions about the geographical distribution of council budgets, points made about mental health and substance abuse, and about Pembrokeshire being a wonderful place to live... until you have mobility issues or lack transport.

Others asked: How can we communicate what we do and what projects are happening, without the knowledge to do so? Could the whole of North Pembrokeshire become a dark sky area? How can we make connections, when we work alone and don't know where to start?

A representative from Pembrokeshire Association of Voluntary Services (PAVS) stood up and expressed "a desire for everyone to feel positive about Pembrokeshire, both now and in the future," while somebody else said simply, "I'm hoping to talk about climate change as if it's real. This should be the bedrock of all our conversations today." This was met with a warm round of applause and assent.

After the interesting and thought-provoking introduction, the event revolved around eight themes we'd decided upon in collaboration with Pembrokeshire organisations during the preceding months. These were: Transport, Creative Economy, Youth Empowerment, Climate & Nature, Jobs & Skills, Food & Farming, Community Action and Buying Local.

Attendees each picked the three they wanted to talk about most, then headed to different areas of the room for breakout group discussions. Half an hour at each of these stations, aided by a local facilitator, allowed free-flowing dialogue and for people to be introduced to others interested in the same themes. We huddled shoulder to shoulder, sharing our thoughts with the group, holding a voice recorder as a talking stick to make sure everyone's ideas were captured.

8 DISCUSSION ZONES:

1 FOOD

How can we collaborate to make healthy, local, sustainable food available to all in Pembrokeshire?

2 JOBS & SKILLS

How can we ensure local businesses and key growth sectors have access to the skills and talent they need, from within Pembrokeshire?

3 NATURE & ENVIRONMENT

How can we build a sustainable future and a thriving green economy for our young people and future generations?

4 COMMUNITY ACTION

How can we empower ourselves to create happier, healthier local places, together?

5 TRANSPORT

How can we make it easier for everyone to get around in Pembrokeshire without a car?

6 BUYING LOCAL

How can we keep more of our spending within the local economy, and produce more of what we need, locally?

7 CREATIVE ECONOMY

How can we develop our creative and cultural sectors, to create more jobs, business opportunities and wellbeing?

8 YOUTH EMPOWERMENT

How can we empower young people in our communities and organisations, to create the futures they want?

COLEG Sir Benfro Pembrokeshire COLLEGE · PACTO · bluestone national park resort · SOUTH WEST WALES Connected DE ORLLEWIN CYMRU Cysylltu · PLANED · Sir Benfro PCF Pembrokeshire Coastal Forum · NORTH PEMBROKESHIRE TRADE & TOURISM LIMITED · hwb · PAVS · Grwp Resilience · GIG CYMRU NHS WALES Bwrdd Iechyd Prifysgol Hywel Dda University Health Board

"Pembrokeshire has a problem keeping the younger workforce here and encouraging college-leavers to stay local, because they don't know where to go," Amy Evans from Bluestone Brewing said in the Youth Empowerment huddle. "The number of kids that currently go into small businesses is limited. There are opportunities available, but the businesses who need these youngsters are too busy to go out and find them."

Between breakout groups, we had some amazing speakers. First up was Marten Lewis from Bluestone, explaining that the organisation was blazing a trail for sustainability, and how other local businesses could get involved. He suggested that Pembrokeshire should come together to create a "supply chain alliance" which would help all local businesses with setting, monitoring and achieving their climate goals.

Marten has identified that, for a lot of Bluestone's supply chain, carbon data simply doesn't exist. On stage, he called upon owners to collect and share their data, to feed it into the bigger picture of how Pembrokeshire businesses can build a greener county together. Marten would like to see the formation of a new Local Supply Alliance, bringing major buyers in the region together, and working with the local supply chain to maximise opportunities for local sourcing.

Next, Holly Skyrme, project coordinator at Pembrokeshire Coastal Forum gave a presentation on opportunities in the Marine Energy sector, which overlapped several of the day's topics: young people, work opportunities and the climate. Afterwards, she said to us:

"The importance of engaging with young people came through very strongly in many of the conversations today. As a young person, I had planned on leaving Pembrokeshire because I didn't realise that I'd be able to build my career here. Now I'm working in the marine renewables sector.

"I think there is a big job to do in raising awareness among young people of all the exciting growth sectors and career opportunities here for them. An event like this is really important for the area, because it brings all sectors together to hash out these opportunities. There is no other forum like it."

Cris Tomos of PLANED gave an engaging and hearty presentation about the scope we have to live and work near our rural homes through community ownership schemes.

He outlined some very successful instances around Pembrokeshire where communities have clubbed together to buy old, derelict or disused buildings like schools and churches, and repurposed them into something wanted and needed by the community.

These projects, he argued, enable hyperlocal systems where people can live, work and enjoy downtime

right outside their front door. As in much of rural Wales, a lot of places are remote and lie off the beaten track, so it's easy for distance to be a prohibitive factor or for people to feel isolated. Bringing opportunities back into communities is a big step forwards, and Cris is a strong and enthusiastic advocate for being able to "live and work in your home community."

William Silverstone, of Silverstone Green Energy, pointed out a huge gap in the labour market around a booming new industry: retrofit construction, which makes existing houses more sustainable, more energy efficient, and protects them against extreme weather events which are cropping up more and more in our worsening global climate.

"There's a new industry growing up around us. We need to seize it, train young people and cross-train adults, so that we, as a county, can take our fair share of the work that needs doing – and then take on even more work, if possible.

"Tradesmen in niche fields often come from far away, travelling long distances to do specialised work. But why not upskill down here, and use this amazing opportunity to give jobs to our young people? You never know, they could even travel and do work in other areas of the UK too."

Sam Stables from Pembrokeshire County Council talked about strengthening the local food system, including through use of the Pembrokeshire Produce Mark, a free, quality assurance accreditation for local produce, and a community event her team are putting on in Pembroke Castle.

Wyndham Williams of PACTO concluded the presentations by making a valid point that, for those without a car or the ability to use transport, Pembrokeshire isn't as nice a place to live as it might seem. PACTO (which stands for Pembrokeshire Association of Voluntary Transport Organisations) is a charity that supports other charities to make improvements in the transport sector, to help people get to hospital appointments, food shops, work or social engagements.

We all enjoyed a tasty, locally-sourced lunch provided by Block and Barrel, and it was lovely to see newly-connected people sitting down together to eat and chat, and to hear topical conversations from the morning being continued during the lunch break.

Feedback was really positive, and many people made nice comments, like Mariann Pederson of Hywel Dda University Health Board, who said: "'It's Your Pembrokeshire' was a massive success as it was all about people's lives and the topics which underpin the overall wellbeing of the area.

"The day provided a unique platform for so many conversations to happen that would otherwise not have taken place, and because everyone came from different backgrounds, there was a melting pot of ideas and creativity. It showed a willingness to share ideas and work together to create new opportunities, which will support people's sense of wellbeing and the communities in which we all live and work."

We were really glad to host this event for the people of Pembrokeshire, and it was lovely for us to meet new people and connect them with others in the county. More than that, we are so grateful to everyone who came along and shared their expertise and insight throughout the day, to contribute to this report.

The following pages capture the key themes and ideas emerging from the discussions. We sincerely hope that this Opportunities Report provides actionable insights to be taken forward collaboratively, and 4theRegion stands ready to support those initiatives if we can!

4theRegion
WORKING TOGETHER

1

FOOD

How can we collaborate to make healthy, local, sustainable food available to all in Pembrokeshire?

The local food system is being actively supported in two key ways - through the economic development team in PCC where Sam Stables is the Economic Development Officer for Food Initiatives; and through the Local Food Partnership funded by Welsh Government and hosted by Sue Latham at PLANED. A wide range of initiatives are underway including fresh food vending machines, food hubs, food events, the Pembrokeshire Produce Mark, and tailored business support for local food businesses...

Every town needs Community Whole Food Shops which work with local growers and producers to make locally produced, sustainable food available to all. "We are trying to create a Community Benefit Society to run a community wholefood shop in Newport, and one of our main objectives is to provide locally produced sustainable food available to all. People can become shareholders, they can use the shop and generally help to spread the word."

Affordability is a key issue as there is a lot of food poverty. For a community wholefood shop to be fully sustainable it would need to include all aspects of the community. Not just high cost organic food - how can we make quality local food more affordable? There are examples to learn from, for example obtaining surplus produce from local allotments and community gardens, which goes into the farm shop on a donations stand - so the produce is free.

Hospitality businesses, especially small cafes, have a desire to source more of their food from local growers, but don't know where to find it, and distribution is a problem. "I run Thai Kitchen, a very small kitchen. I always go shopping at the supermarket, because I don't know how I can contact local growers or vegetable producers. (Tried Castell Howell but difficult because of the small quantities that we need). My customers are asking where our vegetables come from. We cook in a very healthy style and I use local vegetables, not vegetables like aubergines which are imported."

There is a need for joined up promotion and distribution of local produce. The key challenge is to connect all those local farmers with the local hospitality businesses, for example through a Good Food Loop (like the one in Tamar in Devon).

North Pembrokeshire Trade & Tourism is very interested to chat to anyone who might like to help this happen. There needs to be better collaboration between small food producers on marketing, distribution and other challenges.

There are some existing Food Hubs. Peninsular Producers is the St David's Food Hub hosted by Ecodewi, where you order online through The Open Food Network to get local produce, but you need to collect in person and it's quite hard to get there in person every week. There is a need for delivery across the county but it is a logistical challenge.

"Pembrokeshire Produce Direct happened about 15 years ago. Producers would upload all their produce to a website, you could shop every Thursday and have your food delivered every Friday - it was a logistical and IT nightmare for someone, but we really need it back!"

Branding and promoting Pembrokeshire produce through the Pembrokeshire Produce Mark. It's a badge that producers and hospitality businesses can apply for and display to demonstrate pride in using local ingredients. It has been running for a long time. For example, Andrew Thomas butchers has the mark on their vans. It's a good way of connecting people to local suppliers. The council is working to develop this into a platform rather than just a label.

Sustainable local seafood is a key opportunity area, but currently most of the local seafood is exported as there isn't a local market for it. The Welsh Lobster Company in Milford Haven has traditionally exported seafood to the continent.

"We have a superior product, we would prefer to sell our produce more locally. We need to educate people, for example we have so much spider crab but no one eats it, it's a travesty. Local fishermen come to us, we take all their produce and will find markets for it - but we would like to sell it more locally."

Affordability is an issue for local hospitality businesses: "As a small local business we used to try and buy stuff from a local fisherman. But it was unaffordable for us as most of his produce was exported, where he could command higher prices." Car-y-Mor could be a useful contact for local seafood.

Encourage more people to grow food through allotments and community gardens. There is a four year waiting list for allotments, whereas community gardens can offer a mix of community growing and low cost plots for people to grow their own - and then sharing the surplus. It's important that community gardens connect and share resources; It's not easy to set up a community growing space and there are lots of hoops to jump through. The community benefit company (CBC) model is recommended as an alternative to relying on grants. Refer to Grwp Resilience, Parc Cerrig Growers CBC, PLANED.

Make it easier for new food related initiatives to access grants. There is a real issue with grants being paid in arrears. "We are doing the Fishguard Food Festival, we have an Advancing Pembrokeshire grant, but it is only paid in arrears, so it is really difficult for us." The current process of grant payments is a huge challenge for newcomers and for people who have a good idea and want to start something.

How can large businesses like Bluestone and Castell Howell support the local food system? Marten Lewis from Bluestone said, "We use Castell Howell and they are supporting their supply chains to become more sustainable and reducing their carbon footprint. We can also buy some things direct from local producers. VC Gallery is starting to grow produce that we can buy from them in order to support their charity. We buy from Car-y-Mor who are trying to strengthen sustainable local seafood." Castell Howell has an entire range of local foods. They are a large distribution organisation so they can deliver it.

Castell Howell are working on a number of collaborative initiatives in the region, for example working with farmers to produce vegetables and putting that into their supply chains for local schools. Farmers need support to start growing vegetables again and Castell Howell is keen to engage with local farmers.

Food Festivals are a great way to engage local communities and businesses in the issue of food and celebrate local produce. Newport, Fishguard & Goodwick, Narberth Food Festival - examples of food festival projects that promote and support local produce. Knowledge sharing and co-promotion is needed between and amongst Food Festival organisers in the county/region.

Reducing Food Waste - local businesses with surplus food are encouraged to connect with food banks and organisations like VC Gallery who can take donations of fresh food. "At VC Gallery there are two sides of what we do: We grow our own food with volunteers and sell some produce to Bluestone. We also offer a free lunch on Wednesdays - there is a greater need for more than once a week. We can take food waste from local businesses."

2

JOBS & SKILLS

How can we ensure local businesses and key growth sectors have access to the skills and talent they need, from within Pembrokeshire?

What is needed is a joined up effort by employers to highlight the great opportunities and well paid jobs available here in the county. Organisations like Working Options, SeeScience and Pembrokeshire College are keen to hear from employers that want to engage with pupils, through talks, workshops, jobs fairs. As another example, Bluestone works with Careers Wales, going into local schools to host mock interviews etc, highlighting opportunities within the county before they decide to leave.

Talented and motivated young people often believe they need to leave Pembrokeshire to develop their careers. As one of the team from Pembrokeshire College pointed out, "I know there is a massive amount of skill and talent in Pembrokeshire, we see them coming through the College, but they leave and go to University, and may not come back. We need to be offering them something that they really want, that they see as a great opportunity."

People spoke about the importance of work experience in helping young people consider their career options - but not many pupils do work experience these days. A collaboration opportunity could be for local employers (small businesses and larger organisations) to indicate their willingness to host work experience opportunities. Who could coordinate this?

"I left school at 16. I have ADHD and really struggled with learning, sitting at a desk, I couldn't learn that way. If I could have gone on work experience and realised that I could be good at something, that would have really helped me."

Employers need to be aware of the talent they are missing out on among disabled and neurodiverse people. There are lots of ways that employers can improve their application processes to ensure these are not a barrier for neurodivergent people. Bluestone, for example, has attended neurodiversity training and changed its recruitment processes accordingly, for example offering the option of a one-to-one conversation instead of an application form. Accreditations like Disability Confident Employer may be of interest.

Employers struggle to recruit "middle manager" level individuals into job roles with salaries between £30k and £50k per annum. For example, ATEB, a social housing provider, recently advertised posts at £50k per annum with lots of other benefits, but the number of applicants has been really low, even with hybrid and flexible working arrangements.

"We need a joined up effort to encourage people who may have left Pembrokeshire, to come back, bringing with them their skills and experience."

Promoting the quality of life that Pembrokeshire can offer, and that there are well paid jobs available in the county (although there are concerns being addressed about the quality of schools, healthcare, transport as barriers to enticing people back to Pembrokeshire).

Another approach is for employers to actively offer training and advancement opportunities, like the Bluestone example of an inhouse academy: "I started as a housekeeper at Bluestone five years ago, with very little confidence in myself. I have gone through so much training and support to be where I am now, as Recruitment Coordinator within the business."

There is frustration among employers about young people's work ethic and work-readiness, a perception that "Gen Z" doesn't want to work. For example one participant reflected the experience of many when he said, "We recently went through a recruitment process, and so many people didn't turn up for interviews! They didn't have the respect to ring up and cancel, or even show up. Many don't understand the basics of work: that they need to arrive on time, that they need to call in if they're ill. Young people today lack this understanding. You can have all the career fairs you want, but we're seeing that young people don't want to work 9-5; they just don't have that expectation."

There is a desire to see much more emphasis on core skills, work ethic and attitude in schools and colleges. "One of the big things that employers talk about is work ethic - do young people today know what is expected of them in the workplace? Putting their phones down, being smart, having the initiative. Whilst there are opportunities out there, sometimes getting people to take them up is the challenge."

Employers need a better understanding of what "Gen Z" wants from work - expectations have changed. We need to shift the narrative from young people "not wanting to work" to what employers can do to meet their needs. Instead of asking how to enforce a 9-5 schedule, we should recognise that many people now need and want flexible working arrangements due to factors like high childcare costs (£1200 per month for one child). Employers should move away from traditional top-down management and listen to employees at all levels. Retaining staff requires understanding what is important to them, such as aligning with the business's values and culture.

"My bugbear is seeing young people on their phones during the working day. Is it reasonable to expect that they should put their phones away and focus on the work?"

One approach would be to amplify the voices of young people among employers - and remember that not all young people are the same. Two young people shared their views, one of whom said, "I want more of a flexible job, less stress, time to enjoy life as well," whilst another said, "I like the structure of having a 9-5 job. Older people see us as being unmotivated and don't want to work, but I want to challenge that, we are motivated to work".

Career opportunities in the NHS were highlighted, and the need to raise awareness of the range of different jobs available. "The NHS is a huge employer, how can we get people into careers within the NHS? We work with schools and the College to help children understand all the different jobs in the healthcare sector, not just doctors and nurses, and how they can get into these careers, which is not necessarily through university. The information isn't getting to people. We need to consistently give that message."

The Construction Sector was highlighted as a growth sector especially in relation to "retrofit" (adapting homes and buildings to new energy efficiency standards) - but there is already a shortage of building trades in Pembrokeshire, so there was concern about how Pembrokeshire could meet this need. "Also, a lot of our building trades are not up to standard, delivering poor quality work and not reliable. There is a need for upskilling and training, a need for higher standards in the local construction industry."

The Job Centre was highlighted as a great resource for local employers, and there was a call for more local employers to use the job centre to advertise vacancies. A representative of the Job Centre said, "I want to encourage more employers to take advantage of our services. There's a misconception that those who use the Job Centre lack skills, but there is a lot of experience and talent out there, looking for work in the area. We urge employers to trust the Job Centre once again. We can help promote your businesses, offer support, and work closely with you to meet your hiring needs."

Pembrokeshire College was commended for offering lots of flexible training courses for businesses, and a note that there needs to be more awareness among employers about what is available from the college. "We are looking to run a project management course but are concerned that people won't engage with the programme. We are keen to connect with others around how we promote that, how we engage people." Pembrokeshire College really wants to work with local businesses: "If you feel there is a skills gap, we want to hear about it, we want to run the right courses to fill those gaps."

People agreed that there is a need for a centralised "hub" for jobs, skills, training and opportunities in Pembrokeshire. "We need a central portal for information on jobs, training, opportunities in Pembrokeshire - for anyone from the age of 6 to 16 to 19, for example those who are coming back from University and not knowing what opportunities are available to them. Somewhere that anybody in the community can put their service, their opportunity, their offering." PAVS Community Hub was mentioned as an existing resource that could be developed, and likewise an existing local platform called Connect Pembrokeshire, although neither of these has a focus on jobs, careers and training opportunities.

3

NATURE & ENVIRONMENT

How can we build a sustainable future and a thriving green economy for our young people and future generations?

Concerns were expressed about whether we, as a County, have really accepted the need to transition to a sustainable future and a green economy. The need to have these conversations in community councils, and within communities, and the challenge of getting community councils to take the climate breakdown seriously. We need clear and genuine buy-in from leaders in the County Council.

"We want to see community assemblies in every town."

The need for community assemblies and deliberative democracy was highlighted. We need to be asking people what they are concerned about and then working together to develop projects in those areas. There is a need to engage communities and go where the energy is, within local areas.

I want us to be talking about the climate emergency as if its real, and making decisions from that perspective.

There are huge business and career opportunities in the green economy, especially in relation to marine renewable energy and building retrofit (installing energy efficiency solutions into existing homes and buildings). The renewables sector is in urgent need of skilled professionals.

Supporting young people into careers in engineering, green energy and other opportunities in the green economy, is crucial. Although passionate, young people often lack the necessary power, knowledge, and experience. Businesses, on the other hand, are eager to attract young talent into their sectors. To help bridge this gap, the Mullany Fund is working to connect young people across Wales with careers in STEM, keen to engage with local businesses and provide a platform to tell young people about their businesses and career pathways. The college has a new initiative called SPARK aimed specifically at getting girls into STEM subjects.

Car-Y-Mor is Wales' first regenerative ocean farm, producing seaweed and shellfish. "I stumbled into this job and it has been amazing. I didn't have a lot of knowledge coming into this role, and now I want to share that you don't need to be a marine biologist to work in this sector, we need to help people understand and get involved."

Pembrokeshire has the potential to develop a Green Economy hub for young people to get inspired about different careers, learn and grow their skills. By bringing industry closer to young people through mentors and demystifying the sector, we could inspire young people to consider careers they may not have previously thought about. Highlight these opportunities, showcasing paths like apprenticeships and upskilling programmes. Pembrokeshire College's new initiative, SPARK, specifically aims to encourage girls to pursue STEM subjects.

Every house in Britain needs to be retrofitted to make it energy efficient. On average that means spending £60k per house, so in our region alone there is £14bn to be spent, and if we are not careful it's going to be companies in England coming and taking that money out of our economy. It's about building businesses and skilling people up in this exciting industry. This could be a huge driver for our green economy in Wales.

It needs to be more accessible at the domestic level for people to upgrade the energy efficiency and sustainability of their homes. There is a need for affordable schemes and access to the right advice. Retrofit Assessors, eg Cwm Arian, are able to advise householders on the right sustainable solutions for their specific property and lifestyle, as well as ensuring that the technologies are used correctly to deliver energy savings. Concern about so many cowboys in the sector, and advice to ensure you are working with a genuinely local expert who can offer the right advice.

ARCS is a Swansea University project funded by Pembrokeshire Council through SPF funding, to offer 200 hours of one-to-one support for businesses to help them implement new products, processes and services specifically looking at nature-based solutions.

Total Generation is a local company that sells, instals and maintains wind turbines, just outside Narberth. They sell second hand 800 KW turbines which are half the price of new and ideal for community projects, especially as all the maintenance and servicing is local.

Larger customers like Bluestone, and the Public Sector, need small suppliers to be able to report on their carbon footprint. If they can't do this, they will not be able to supply larger organisations. Consultants like Auditel can support local businesses to measure and reduce carbon emissions. We need education, sharing knowledge and best practice.

Could the old cattle mart in Haverfordwest be repurposed as a tree nursery site? There is a potential opportunity to develop it as a tree nursery and also for raising awareness in the community. Volunteers at Haverfordwest Community Garden are concerned that small saplings in parks are often just strimmed away. "These tree saplings could be potted and grown on; if we had a tree nursery, we could get community volunteers to do this work."

As individuals, and as small businesses, what are we doing? "I am retraining to do retrofit assessments; Everything I wear is secondhand. It's about a mindset change."

"Frowen Fields is an offgrid glamping and camping location. I have been part of the CEIC Circular Economy programme to grow my network and skills. We educate our guests on our ethos of reduce, reuse, recycle. We are practising what a lot of people are preaching about."

4

COMMUNITY ACTION

How can we empower ourselves to create happier, healthier local places, together?

We need to create spaces where people with differing views can come together and listen to each other as this is how we can create community cohesion. Communities don't have much exposure to each other, so how do we help communities come together? People suggested starting small, like street by street, and grow from there.

There was discussion about the level of dysfunction that exists in town and community councils, which are often rife with bullying and harassment, and not a place where people feel comfortable to stand up or get involved. There was a suggestion that town and community councillors should be obliged to complete compulsory training in things like nonviolent communication. These kinds of accreditations could be listed on their ballot papers so that people can see who has what qualifications, when they are voting.

Practical things can be barriers to good stuff happening in communities. Volunteer-led projects (eg repair cafes) face barriers in setting up bank accounts, insurance, applying for funding - and don't necessarily feel in a position to incorporate as a charity when they are more interested in getting on with doing things in the community. Could Community Councils provide this kind of structure for community groups to do the things they want to do? More access to local Credit Unions was suggested as one way to empower community action.

There was an aspiration that town and community councils should offer the umbrella structure under which community projects and groups could get on and deliver their activities, without each group having to incorporate and have its own bank account. But there was also an acknowledgement that town and community councils are often not well placed to provide this kind of infrastructure, especially if there are toxic political/local dynamics. In this context, communities need to find other ways of delivering what is needed, outside of normal town / community council processes, which is where Community Interest Companies can play an important role (advice and support available from eg Cwmpas, PLANED, PAVS).

There was a strong message about not reinventing the wheel or duplicating what already exists. Colleagues from Pembrokeshire Association of Voluntary Services (PAVS) assert that all the information anyone needs is already available through their Pembrokeshire Community Hub website, and that their community connectors are already doing the work that is needed to really connect with communities and “ask them what they want”.

The Pembrokeshire Community Hub was cited as a good resource collating third sector information, if people make the effort to look. Sarah Harvey is a Children, Families & Young People connector with PAVs, and there are six community connectors covering different geographical areas within Pembrokeshire to provide signposting, support, advice and information. PAVS also runs networking events for third sector organisations (contact Sophie Buckey, third sector health and wellbeing facilitator at PAVS).

Community champions are those proactive local people who know their communities well and are able to represent their needs and help make things happen. People agreed that every community has these people and they should be involved and empowered. Several organisations are keen to connect with / already connected with "community champions".

There is a piece of work happening to collate all the different databases held by existing organisations, about community groups and useful contacts within communities. Pobl Tir & Mor cic is working to bring these databases together so that it would be easier to share information with relevant contacts across the county.

Deliberative democracy was suggested as a way of letting communities make decisions that represent everyone's different views. Democratic processes for reaching agreement rather than "community leaders" making decisions.

Pure West Radio is keen to promote information across Pembrokeshire. Drop an email to Pure West Radio about your organisation, project, group or event, and they have a production team who can get that information out there.

In the face of rising mental health problems and substance abuse in communities, we need to equip neighbours and friends to support each other and pull people out into nature, community gardens and other wellbeing initiatives in communities. Trusted people within the community who can influence others, rather than outsiders coming in and trying to tell people what to do. "Hard-to-reach" people will be more likely to engage if they know and trust the organisers (ie if they are from within their own communities). Organisations need to empower and provide resources to local people to help their own communities, listen to what they say is needed and then enable them to deliver it.

Promote awareness of the mental health / wellbeing benefits of being active in your community. Helping others is a way to wellbeing; giving something back, for example by volunteering for local sports clubs.

Community Gardens were highlighted as a key resource for communities. As one person said,

"I volunteer with a community garden in Haverfordwest called HaverGardd, set up by the community council. We now have 600 followers on facebook and two sessions a week for people to come and get involved; We are looking to do workshops with different outdoor activities. You can just turn up, no need to book!"

One of the routes to wellbeing is through land, "working together on land in company". Grwp has facilitated the creation of community gardens and there are lots of them across the county. Grwp has been working to set up gardens in urban areas. Access to land has been a barrier, but now they are getting pockets of land to create gardens, eg in Haverfordwest, Monkton.... Grwp is also developing projects to take action on mental health with land and nature.

5

TRANSPORT

How can we make it easier for everyone to get around in Pembrokeshire without a car?

"I signed up as a volunteer driver, and I have only been asked once to give someone a lift. It's frustrating to come here and be told there aren't enough volunteers. I don't think that can be the problem."

As public transport does not meet our needs, more and more people have to rely on community transport. People across Pembrokeshire rely on community transport for health journeys, access to essential services, and shopping. It would be great to have a robust and well-connected community transport service that could solve many people's transport issues, enabling all the journeys people want to make, and tackling isolation, loneliness, and transport poverty.

How can we better support our existing community transport services? Mainly reliant on volunteer teams, with only a few paid staff, volunteers are essential. The community transport sector in Pembrokeshire is made up of a number of different organisations, mainly operating charitably. It is a complex sector.

PACTO (Pembrokeshire Association of Community Transport Organisations) is the umbrella organisation whose role is to support the sector. It is great to have an organisation that brings all of the services together; this is seen as essential to coordinate a decent service. The other counties in our region do not have an equivalent county-wide umbrella organisation, so this is definitely a key asset to build on.

PACTO has an important project this year—a major consultation to fully understand what is needed in terms of community transport in Pembrokeshire. We urge everyone to please respond to the consultation—existing services, residents, users of the service, and those who would like to have a service to use. Organisations that would like to run their own transport services should also participate. Where do people see areas of need, and what do the existing organisations need in order to sustain and grow?

Some people would like to see the creation of a physical hub, as a "one stop shop" for information about what transport is available. It is very difficult when all the information about community transport services is online. Especially given that this is difficult for older people. where people can drop in and access all the information.

"Community Transport is delivered by a wide range of different providers. We are hoping to create a connector team to deal with enquiries. Some journeys take a lot of phone calls to sort out, you might need to speak to 13 different people - social workers, care providers, family members, the hospital."

Work is ongoing to create a centralised telephone service - a number you can ring to give you all the information you need. There are three "Connectors" on the end of a phone at the moment, based at Haverfordwest/ PAVS, who can give information on the various services when people are referred to them.

Support is available to help establish community transport services. Organisations might have funds for a bus, but the process of setting up a community interest company, forming a steering committee, creating a constitution, and opening a bank account can be complicated. There are considerations such as insurance, selecting vehicles, managing volunteer drivers, and providing necessary training and certifications. There is ample support and guidance for groups interested in this endeavour. PACTO and the Community Transport Association (CTA) are available to assist.

"I'm not talking about traditional Community Transport, I'm talking about the broader issue and what solutions could we come up with together?"

There was a real desire for innovation and collaboration to address different kinds of transport needs in Pembrokeshire. Although PACTO was hosting this Transport Zone and brought most of the conversations back to Community Transport and their current consultation for the sector, people in the meeting didn't just want to talk about "traditional" community transport options.

"I can't see them fixing the public transport problem in a hurry. We need to create our own solutions."

"It would be great to have Shared Cars available, a budget rental option where you could just pick up a little electric vehicle for a journey and then return it. We need these cars dotted around."

There was a sense that technology could provide a helpful solution to link up information about bikes, buses, trains, walking routes. People asked whether Swansea University or Aberystwyth University could provide research to support this type of solution.

Young people rely on Google maps when they want to travel but it's not always up to date when you want to use it for journey planning. Anyone running transport services in the region is asked to please ensure Google is up to date with information on services.

"It's all about the technology for me today, where are we going to be in ten years time. Is it going to be electric vehicles? Hydrogen vehicles? Self-driving cars? What do we need to be thinking about now, so that we can be planning ahead."

Could Pembrokeshire find a way of connecting up people using their private cars to offer other people lifts? There was a project called TakeMeToo - what happened to this? There was a lot to consider about the safety issues, and how to ensure people could feel safe. Was there a problem of not enough uptake? COVID had an impact on that project.

"I want to be able to offer people lifts, in my own car. We need one central site where people can share lifts with each other. At the moment there are several different platforms and websites that people can use for lift sharing, but there are never enough people on them looking for lifts to make it work.."

It can be hard to get community engagement going to make projects successful. Emma from the Community Transport Association urged people to get together and discuss these ideas with their neighbours, get a group of people motivated and voicing their support. There was a suggestion that people could approach PACTO, PAVS, PLANED or the CTA if they are interested in trying to set up a local scheme.

If you want to hold an open forum about transport issues in your community, 4theRegion and South West Wales Community Rail Partnership may be able to help local people to promote and facilitate hyperlocal conversations. Contact mail@4theregion.org.uk This support is different to what the above organisations might offer.

4theRegion has co-created a set of Community-Led Transport Toolkits as part of a project funded through the Community Renewal Fund in 2022. These are a useful set of guides available to support any group of people, or organisation, considering their options in relation to any kind of community-led transport - from bike and car share projects, to community buses and vans. These are offered to PACTO and anyone in Pembrokeshire who may find them helpful.

Transport is a huge factor in people's visitor experience when they come to Pembrokeshire. Visit Pembrokeshire are shortly launching a new website, and this will include a new transport page to hold the information, eg where are the charge points, bus routes and so on. Visit Pembrokeshire has an advocacy role, making the case to the Council and to Welsh Government that more investment in Improved infrastructure will lead to an improved visitor experience which will result in bringing more money into the area.

South West Wales Without A Car is a new guide book produced by the region's Community Rail Partnership, providing highlights and destinations that can be accessed by rail, bus and walking. Reach out to South West Wales Connected for copies of the booklet, and to get involved in taking this project forward.

6

BUYING LOCAL

How can we keep more of our spending within the local economy, and produce more of what we need, locally?

There needs to be a collaborative campaign about the importance and the value of buying local in Pembrokeshire, reminding people of all the benefits for jobs, opportunities, local economy, community cohesion and resilience. "Explain to customers where that extra value is - you might be paying more to buy something locally but there is that inherent value."

Communicate with the local community better about the benefits of buying local and the fact that it doesn't just support one business; it has a wider effect on the local economy. By supporting local businesses, we all benefit in the long run.

Who is really communicating the benefits of buying local? Organisations like Visit Pembrokeshire could be doing more of this as part of their inclusive tourism project with the National Park.

Existing larger organisations could support a collaborative campaign to encourage people to buy local - and why. Colleagues from Visit Pembrokeshire agreed, saying, "Maybe we need to be talking about the bigger picture more, and communicating why it's good to keep money in Wales instead of buying elsewhere."

There needs to be more accessible information about what is available locally, like a directory of local producers, especially in relation to Food. 4theRegion has developed a local food guide for Neath Port Talbot, could we do a similar thing in Pembrokeshire? "Not just for food but for services and other things - a guidebook that has it all written down, not just on social media, we need some stuff back in print!"

As a small cafe we try to source as locally as possible, but there is no local directory to be able to find local suppliers, there is no collaboration across Pembrokeshire.

We need to be working cooperatively as producers and businesses to be able to serve the public. We often look to larger platforms to sell further afield, but there is a missed opportunity of working collaboratively on a local scale to build something to keep it local. "It comes down to how accessible it is to buy local produce. The smaller community food producer networks don't go further than their little network. St Davids have a food hub, but they won't deliver to North Pembrokeshire. So we need better distribution."

At North Pembrokeshire Trade and Tourism, we are developing our website to have local information, creating a new portal as a one stop shop for local information. Now we don't have local newspapers there is a vacuum that needs filling.

Each of us can take action individually as well. We may not be able to buy everything locally, but we can make small changes whenever we can afford to do so, weekly or monthly. There is a temptation to click on Amazon late at night. We need to be mindful about how we can change our habits, and re-educate ourselves to make different choices. "Instead of only worrying about the big guys - what are we doing ourselves, with our own network and supply chains as individuals? Calling each other out and challenging ourselves."

"We would sit down every week and look at how much of our spend was spent in supermarkets, and how much was locally spent. Quite quickly I got up to 30% of my spend with small local businesses."

When we talk about buying local, make sure we are talking about professional services as well, not just physical products. Local businesses lose so much work to Cardiff because people don't realise we have "city expertise" on our doorstep.

Local businesses must also look at their own supply chains and provide more visibility and accessibility to local produce. How do we get smaller shops to move away from big brands and encourage them to buy direct from local suppliers?

"A lot of small producers don't have the backing of an experienced sales person. I know first hand how difficult it is to persuade local shops and cafes to stock locally produced goods. Outlets need to change their mentality, to stock those products knowing that they can sell them."

People would like to see more farmers markets that make local produce available from Pembrokeshire farmers and small businesses. "We are involved in the Fishguard Food Festival on 12th October 2024. Our longer term ambition is creating a Farmers Market again in Fishguard, and we welcome any support in terms of how to go about it and getting producers interested. The existing market is not really a farmers market."

Who is interested in creating a Pembrokeshire Bank? The UK banks are useless and corrupt, sucking money out of us all the time, we need a local bank to keep investment local.

Bringing people back into town centres is a key challenge and there were different views about how to achieve this. Anchor stores like Marks & Spencers can attract footfall which then benefits independent shops in the town - but this needs to be balanced with the fact that large convenience stores tend to make smaller local shops unviable. Looking at the example of Carmarthen, the presence of Debenhams as an anchor store might have been seen as positive, but when that business closed down it left a huge hole.

Some people think international supermarket chains should be charged a levy for the privilege of trading in Pembrokeshire, which would then be used to improve town centres for people and small businesses.

"I find it strange that there is a move to tax second home owners, but no-one talks about putting a levy on large retailers like Tescos, Morristons etc. They should be "encouraged" to contribute to the community. Maybe it's not about tax, but more about Corporate Social Responsibility - they could be the energy behind sustaining and building the local economy with no disadvantage to themselves. Have local "pop-ups" to feature local producers, that kind of thing. They could also drive standards, eg supporting good businesses."

The Planning system was thought to have let down local people when allowing larger chains to come into small towns. "We were really cross when McDonalds opened in Milford Haven, when you've got all those local shops and cafes around the marina."

Recognising the critical importance of small businesses to Pembrokeshire's economy, we need to think about how best to support them. Two key challenges are marketing and logistics/distribution, which is a challenge that could be best addressed in a collaborative way. Also much of the business support that is available typically misses out the micro-businesses. The next tranche of Levelling Up funding needs to have funding available for micro businesses. "The support that was offered only applies to businesses that have a £6,000 rateable value. My rates are only £5500, so no grants will fund me. I don't even pay myself yet and I have been in business for three years. As micro businesses, we have no support from anyone, we need to support each other."

There was a call for smaller local businesses to "up their game". Some local companies take it for granted that they should get the business just because they're local, but you also have to offer quality and service."

There was encouragement for small businesses to be more proactive, reaching out to large organisations for support and to sell their products. "Smaller businesses need to reach out. Send an email, get on the phone. If they say no that's OK, but reach out, ask for help. For example, reach out to Castell Howell, Bluestone etc. There are lots of opportunities." This could also be a collaboration opportunity - a local champion who can help small businesses with building relationships with bigger companies.

7

CREATIVE ECONOMY

How can we develop our creative and cultural sectors, to create more jobs, business opportunities and wellbeing?

Serious Arts Presence - Pembrokeshire needs a serious arts venue or hub to support and stimulate the sector. "We need a place in Pembrokeshire that serves as a serious arts venue, similar to the Aberystwyth Arts Centre, or Chapter Arts in Cardiff. See models such as Elysium in Swansea and Carmarthen – an arts venue that offers a range of arts, incubators for artists, studio space, educational and community events, ehibitions and galleries.

Additionally, there is Local Motion in Carmarthenshire, which involves numerous community arts-based activities to engage communities. The council is involved in both of these projects. We need to stimulate our arts scene and raise the profile of all arts. There is an appetite for it."

People would like to see a hub that can provide support to emerging artists and showcase the talent that exists. An Arts Centre could house the expertise to support artists, all the backstage facilities where artists can meet, and mentoring can take place.

Existing arts venues would also like to provide this kind of activity, and could work together to offer this across Pembrokeshire.

There is already a network of culture / arts venues in Pembrokeshire called Venue Buddies (including Haverhub, The Queens Hall, Torch Theatre...). How could these venues collaborate to provide that "serious arts presence"?

There is a sense that without a serious arts presence, Pembrokeshire is losing talent to other parts of the UK. "My son is from the Pembrokeshire farming community, but he went to Brighton, where there is a large network for art, music, and culture. He will never come back because everything is there, an international arts culture. We could do that in Pembrokeshire."

We need to help people see that they can make a career out of their creativity, through providing role models in schools and colleges, and promoting the fact that there are many talented artists who have created careers for themselves whilst being based in Pembrokeshire.

Mentoring, role models and inspiration for Young People in Pembrokeshire. There are some great success stories, young people who have created profitable careers out of their art. These people could be fantastic role models for others. We also need to showcase the huge and diverse range of careers that exist in the creative economy - it's not all about being a Hollywood movie star or a traditional painter. "Young people's life stories are a great vehicle for inspiring other young people, they can relate to them."

"My daughter is a tattooist. She recently gave a talk at the local comprehensive school about how to build a career with a degree in concept art and illustration. She is self-employed and very successful, frequently attending tattoo conventions, such as those in Bristol. She is booked up months in advance. It has been so successful for her, providing a creative career that has also been beneficial for her mental health. It's important to let young people know that they can pursue a career in art locally. Why go to London or move away when you can stay here and achieve it? "

Offering shared support with promotion, branding and marketing for local artists was seen as a great idea - essentially a shared "agent" and marketing function. Individual artists will often struggle with the promotional / marketing side of building their career. Training and upskilling is seen as valuable (eg social media), but better still would be a shared support service that could handle that side of things for a group of talented local artists.

It's worth looking at the example of Loud Applause Rising Stars which supports up-and-coming talent through mentoring, staging opportunities and bursary funding. "Loud Applause Rising Stars (LARS) is a unique, non-profit organisation that identifies, nurtures and supports up and coming talented young Singers and Musicians across South Wales."

Support artists to access funding and grants, which are really important to their success. Artists need to know how to tap into the funding and be successful in grant applications, such as those from the Arts Council of Wales, the International Opportunities Fund, and the British Council. How do we support people to be able to access those funding sources, which offer £5,000 - £20,000 grants?"

"It would be great to provide longer-term support for talented individuals in Pembrokeshire to help them succeed. By gathering, for example, the top 10 emerging stars in the area and hiring an expert in online marketing, branding, and social media, an online presence could be established to promote these individuals.

This initiative would include organising events throughout the year in the county, connecting with various organisations, and attracting other artists seeking similar support. This collective approach would benefit Pembrokeshire as a whole and also boost the visibility of artists, provide them with marketing assistance, and ultimately gain recognition for their work.

Collaborative efforts could significantly assist young artists in building their profiles and reaching their audiences effectively."

PAVS could support a funding application for a collaborative project. There was a sense that a collective funding bid for a project to support local artists in the various ways outlined above was a viable idea, and that PAVS could help a group to apply for funding to bring this idea to fruition.

There is a new regional network called Cartref Creative (connected with 4theRegion) which is aiming to support artists and bring them together for events and talks across South West Wales. The idea is that we need to connect creative people for peer-to-peer support. The website is in development and will ultimately provide a portal for artists to connect and promote themselves. Events are already happening, and anyone who is interested in a career in the creative industry or already working in the sector is encouraged to be part of it.

Pembrokeshire has a Creative Industries Officer in a new role funded through the Shared Prosperity Fund. Anwen Baldwin is working on the establishment of the Creative West Wales Network. Existing networks need to work together, need to collaborate - and there is appetite for this.

Brand Pembrokeshire - is there an opportunity to develop a shared brand around Pembrokeshire's unique cultural and creative activity? We are on the edge of the UK and could celebrate our uniqueness and really showcase the creative and cultural talent that exists here, promote it better.

Traditional skills relating to the land, woodworking and metalworking and other heritage skills are seen to be falling by the wayside, but these skills could be celebrated. Generally, we need an inclusive arts scene that encompasses the whole range of creative and cultural expression.

YOUTH EMPOWERMENT

How can we empower young people in our communities and organisations, to create the futures they want?

Lots of people agreed that we need to work together to raise aspirations. Young people are not aware of the opportunities out there. Widen the focus in schools away from academic pathways; promote vocational and creative pathways equally. Green industries and green tourism should also be promoted. There are great careers available to people in Pembrokeshire. Hybrid working and remote working have also created opportunities.

Local businesses are urged to engage with the college to help with the task of inspiring and informing young people, raising their aspirations and awareness of the opportunities out there for them. There are many courses at the college that really want business people to engage with them. Sarah, Travel and Tourism lecturer at Pembrokeshire College, would really welcome more local businesses to come and talk to students, or host visits so students can see different kinds of workplaces.

"In my personal experience there is a lack of information for future careers. Young people don't really know what they want to do post-16. Most people think they have to move away."

Working Options in Education is a charity that has reached out to all schools and colleges in Pembrokeshire, aiming to bridge the gap between businesses and schools. "We get volunteers to go and talk to young people ages 12-19 to speak about their roles and career journey, and any opportunities in their organisations, to open young people's eyes to all the opportunities that exist here." Working Options in Education also runs skills workshops to build transferable skills.

"I'm keen to spread the message that there are many opportunities in the NHS for young people, including those who might have difficult circumstances. In particular, I'm involved with supporting people with ALN into opportunities within their community, and recruiting apprentices onto different pathways within the health board, e.g., apprenticeships into nursing, finance, digital, even for those with no qualifications, including school leavers. We put them through work-based learning qualifications with Pembrokeshire College. They get a salary the whole way through, guaranteed job at the end."

There are a huge range of pathways into careers in the health sector. Claire Steele is the future workforce manager at Hywel Dda University Health Board. Oversees all work experience, sector engagement, school engagement, apprenticeships, and volunteering for the health board.

Young people in schools need to see what they can be through peer mentoring and successful young local business people engaging with them. Work placements seem to have fallen by the wayside, but many people spoke of what a good opportunity they provided for young people to find their way.

Young people should be enabled and supported to play an active role as citizens in their communities. There needs to be a more visible positive portrayal of people participating in their communities and all the benefits and fun that can bring. A project called CWBR Youth has been trying to connect town and community councils with their young people, which has been challenging - not from the young people's side but from the councillors. It's encouraging to see that some town councils are changing their behaviour and involving young people, as they are required to by law. The project report makes a number of recommendations, contact Tom Moses / PLANED for a copy.

"We had councillors come into Neyland Youth Club to talk to us, but it felt like they were speaking down to us and there was no conversation going. Every idea we had was shut down immediately, as if young people are just a problem. But that's just a small minority of young people and most of us are not like that. I really want to change that. It's really important to work closer with the council as young people rather than working against them."

Pembrokeshire Taekwondo shared their approach of using the philosophy of martial arts to help individuals become well-rounded people. Each month there is a challenge, for example, last month it was litter picking, and participants receive a reward. In January, the challenge was "do something nice for a stranger" to earn a badge. Last year, young people attempted to apply for an Inspire grant to organize a project, but it was unsuccessful. However, there is interest among young people to collaborate, although more resources are required to support youth-led projects.

One idea is to co-create a new kind of fun and engaging Youth Fair to showcase different themes, career sectors or industries that young people are interested in - from Gaming, to Theatre, to Health & Fitness, to Sustainability. Bringing all the different courses, clubs, experts, businesses and advisors together around that specific industry has worked well in other places.

When it comes to funding for youth activities, we should put more trust in young people, giving them the opportunity to decide how to spend the money that is available.

We need investment in play and outdoor exercise in all communities. When you ask young people what they want, they ask for more things to do near where they live, eg outdoor gyms and adventure parks for older children.

Remember that young people are people, like everyone else. Intergenerational events and activities provide benefits to younger and older people. Havergardd Community Garden was offered as a great example of all generations collaborating together. Treat young people "like people".

4theRegion PRESENTS...

IT'S YOUR PEMBROKESHIRE

CO-CREATING POSITIVE CHANGE

A positive conversation for people and businesses

This Opportunities Report has been produced by 4theRegion using the voice recordings and post-it notes collected during the It's Your Pembrokeshire conference on 9th May 2024. We hope to have captured common themes and individual perspectives to provide a useful resource for anyone in Pembrokeshire who may wish to take ideas and new initiatives forward, or connect with what is already happening.

If you are feeling motivated to make change happen, and don't know where to start, we welcome you to connect with us! We can connect you with likeminded people or organisations, offer support to facilitate further conversations and working groups, or just have an informal chat about your aspirations - whether you are part of an organisation, or an individual with a desire to do something **for the region**.

Thank you to everyone who contributed to this event and to this Report, for sharing your time, insights and perspectives with us.

4theRegion cic is independently funded through membership subscriptions of our diverse cross-sector network. We are on a mission for South West Wales and we welcome you to join us!

www.4theRegion.org.uk

APPENDIX

Participant Statements

We are keen to facilitate connections and support new collaborations to happen following this event. Participants were invited to submit their "personal statements" for inclusion in this report. These statements follow.

If there was someone you met whose details are not included here, you are welcome to contact mail@4theRegion.org.uk and we will try to connect you!

Participant Statements

Helen Bantock

Frowen Fields eco glamping & camping

Helen@frowenfields.com

Eco Glamping and Camping Venue in West Wales, set on a small holding of 21 acres Frowen Fields offers a place to escape, relax and unwind in the countryside. We produce our own rare breed animal meat products and have pride in our sustainable business. We educate future generations while making memories on holiday, informing people to Reduce, Reuse and Recycle at our Greener camping Club site. Weâ€™d welcome local groups to join us and enjoy the surroundings, get in touch and share our space.

Amanda Boyce

Futureworks (Pembrokeshire County Council)

futureworks@pembrokeshire.gov.uk

amanda.boyce@pembrokeshire.gov.uk

Futureworks, part of the Councilâ€™s Economic Development and Regeneration department supports people and families to reduce worklessness through employability and skills programmes for people aged 14+ including for those who are most disadvantaged in our communities. Our many initiatives support the work of multi-agency partners and businesses in Pembrokeshire to recruit and train new staff. For more information and to discuss partnership opportunities please us - futureworks@pembrokeshire.gov.uk

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Jeremy Martineau

North Pembrokeshire Trade and Tourism Ltd

secretary@visitfishguard.co.uk

We are the Chamber of Trade for the North Pembrokeshire area. As a not-for-profit organisation we work to strengthen the economy and community resilience of our area.

Claire Gottwaltz

Celtic Vacuum Ltd

claire@celvac.co.uk

I would be happy to support any mentoring scheme for current and aspiring Pembrokeshire managers to develop soft skills or generally discuss issues that are challenging to them. Also happy to work with educational bodies and training organisations to promote work experience opportunities

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Alex Evans

Pembrokeshire County Council Business Support

Alex.Evans@pembrokeshire.gov.uk

Offering business support, financial support. Promoting a 2 day business start up bootcamp in June.

Participant Statements

Amanda Short

Really Pro Ltd

amanda@reallypro.co.uk

07557282968 / https://www.reallypro.co.uk/thrive/

The work we are doing at Really Pro includes supporting the people of Pembrokeshire by offering FREE business support up to 7 hours per business via an SPF funded project called Thrive administered by Pembrokeshire County Council and delivered by a team of experienced Really Pro business consultants. Under the Thrive project, we also provide wellness and inclusion sessions to aid and support people's ability to feel healthy and connected to their local communities. We run wellbeing Qigong sessions, which is a form of Tai Chi, across Pembrokeshire in local communities - we also run a series of coffee and connection mornings supporting people to feel less isolated and creating local community cohesion.

Mathew Rickard

Pure West Radio

mathewr@purewestradio.com

07842 550485

General Manager for Pure West Radio, Pembrokeshire based Radio station and Media Outlet

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Michael Anderson

Celtic Wines, Pembroke Dock

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01646 681369

Celtic Wines are are a distributor of wines, spirits and beer across mid and south Wales. We mostly work in the B2B sector of the market with a range wide of products to support everyone from deli's to hotels. We focus on developing relationships with companies to help them with their business needs. We are friendly and responsive as well as being competitive. We offer a wide range of products and services and are looking to connect with everyone in the hospitality industry. We also provide wine tastings for corporate clients as well as gifts.

Paul James

Redkite Law LLP

paul.james@redkitelaw.co.uk

07583945393

The commercial legal team at Redkite Solicitors provides services of national quality, helping guide hundreds of businesses across Wales through its legal issues - from the simple to highly complex. With their passion to understand each and every business they work with and their straightforward approach, the team ensures the very best outcome for each client. Please do get in touch with Paul James - Partner and Head of Commercial Services at Redkite Solicitors for an informal chat about any support that you may need.

Participant Statements

Sharon Bromage

HEXA FINANCE

sharon.bromage@hexafinance.co.uk

mobile 07340265449

As a senior Growth Advisor with Hexa Finance, I am passionate about supporting businesses in the community. There are lots of businesses looking for funding support, with little or no appetite from high street banks. At Hexa Finance we tailor to each client, their business, and their growth plans. If this would be of interest to you please reach out.

Jess Watton

Car Y Mor

jess.watton@carymor.wales

Câr-Y-Môr is the first community owned regenerative ocean farm in Wales. Câr-Y-Môr exists solely for the wellbeing of people and our planet. A business equally owned by its members, a business which creates jobs, improves the environment and can never be bought out or taken over. My role is the Community and Education lead, my aim is to spread the word of Câr-Y-Môr, what it does, why it does it and how. And help to educate along the way.

David Gardiner

Department of Work and Pensions - Jobcentreplus

David.Gardiner@dwp.gov.uk

I am a Disability Employment Advisor who supports people with health conditions and disabilities into or remain in Employment. I can advise Businesses and Employers on the UK Governments Disability Confident and Access to Work Schemes. Disability Confident is government initiative designed to encourage employers to recruit and retain disabled people and those with health conditions. Access to Work provides bespoke grants of up to Â£66,000 per annum per person to assist people with health conditions and disabilities move into work or stay in work.

Vicky Moller

Grwp Resilience

vicky@grwp.wales

mb: 07791 809 810

Grwp Resilience offers to help set up and support community gardens and food festivals in Pembrokeshire this year. We have started to find green kit for local enterprises to help our local economy survive and thrive without fossil fuels. If this is of use or interest get in touch. Grwp Resilience was set up to respond to systemic crises by strengthening those affected.,

Participant Statements

James Hunt

North Pembrokeshire Trade and Tourism Ltd

James.hunt@everymanadvisory.co.uk

Mobile 07973 833467

Legal director of NPTT the new name for the Fishguard and Goodwick Chamber of Trade. My key interests are helping our farmers in regenerative and sustainable methods and relocalising our food economy.

Sue Latham

Pembrokeshire Local Food Partnership

bwydfood@planed.org.uk

Pembrokeshire Local Food Partnership is one of 22 food partnerships in Wales with the objectives to build resilience into local food networks through greater coordination of food related activities, creating a more sustainable local system and aiming to tackle the root causes of food poverty.

Ffion Davies

Working Options in Education

ffion@workingoptions.org.uk

wales@workingoptions.org.uk

My name is Ffion, and I am a Project Coordinator for Working Options in Education. Our mission as a charity is to empower 12-19-year-olds to be aware of opportunities in their area and inspire them to follow their career aspirations. The charity now has a dedicated Wales team (I am based in Carmarthenshire), who are keen to raise awareness of the work they are doing to support young people in schools and colleges across Wales. We pride ourselves on collaborating with local businesses and organisations to upskill and inspire our youth, while also increasing their knowledge of opportunities to keep talented individuals within our communities. We are looking for industry specialists to join our amazing bank of volunteers to inspire and support the next generation within their local schools and colleges. If you would like to get involved in or learn more about Working Options in Education, please reach out.

Wayne Evans

Landsker Business Solutions

wayne@landsker.co.uk

Established in 2001, Landsker Business Solutions is a leading business consultancy in Wales. We offer a wide range of services including business planning, raising finance, marketing, HR, business strategy, sustainability support and many other business support funactions. Landsker is highly accredited, and the leading business consultancy organisation in numerous Welsh Government and other funded programmes, and caters to private, public, and third sector organisations.

Participant Statements

Eleanor Shaw

People Speak Up

eshaw@peoplespeakup.co.uk

People Speak Up is a social, arts, health and wellbeing enterprise. Through group workshops, home visits and community conversations we aim to support people in feeling less lonely and isolated, feel more empowered and resilient and to feel more connected with themselves and their community. For those forgotten voices to find their voice! www.peoplespeakup.co.uk

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Kerry Witty

Bluestone Resorts National Park Ltd

kwitty@bluestonewales.com

Email recruitment@bluestonewales.com or call our team

Bluestone Resorts National Park is a holiday resort in the heart of Pembrokeshire. Our Vision is to Love our People, Refurb & Imagine, Digital Evolution, Protect our Planet and to Make More Guests happy. Our HR Team look after nearly 1,000 employees, offering reward packages such as childcare, discounted holidays, shares, a pension scheme, free transport into work and back, career progression plus more! Our Recruitment Team can offer resort tours, outreach sessions for schools, colleges, job centres, employment bureaus and much more!

Maudie Hughes & Liz Cook

Pembrokeshire Association of Voluntary Services

maudie.hughes@pavs.org.uk / liz.cook@pavs.org.uk

PAVS is the County Voluntary Council for Pembrokeshire, here to offer support to groups and organisations within the charitable and voluntary sector, also including social enterprises. We are working hard to strengthen links between these organisations, the public sector and the private sector and are keen to talk to anyone and everyone who would like to help build stronger communities across Pembrokeshire! We can support the sharing of information across all sectors through the Pembrokeshire Community Hub, as well as through our well established networks in several sectors - from community buildings to health and wellbeing - and are particularly interested in talking to organisations, groups and businesses keen to establish and contribute to the Pembrokeshire Community Fund. This fund will be supported by Pembrokeshire people and used to benefit Pembrokeshire people - get in touch to find out more!

Sally Chesmer

Pembrokeshire College

s.chesmer@pembrokeshire.ac.uk

My role at Pembrokeshire College is to work with local businesses to help them access our services, whether that is sourcing staff training, recruitment support, supporting with work experience opportunities or utilising the college facilities . With over 600 staff carrying out a wide variety of roles, I act as a representative of college bringing your ideas, thoughts and needs back to those whom can influence education or offer advice and guidance.

Participant Statements

Melvina Samuels

DWP - Employer Adviser

melvina.samuels@dwp.gov.uk

07342086910

DWP Employer Advisers work with employers to help support their staff recruitment. We are able to promote any vacancies directly to all Pembrokeshire Jobcentres. We are able to sift potential applicants during the initial stages, to ensure that the employers are referred the most suitable, and interested, jobseekers, and provide pre-interview support. Employers are able to use jobcentres premises to conduct their interviews. If there are skills required for the role we are able to discuss funding to help train jobseekers and arrange work experience or work trails, helping to fill local vacancies with local jobseekers. We can arrange for employers to visit the jobcentres to personally promote their business, as well as arrange jobsfairs to promote multiple local business.

Sarah Moakler

Buttercup Business Consultancy

sarahbusinessconsultancy@gmail.com

Looking to connect and support community organisations and social enterprise, particular interest in local food

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Jasmine Dale

DTA Wales

jasminedale@dtawales.org.uk

DTA Wales is a membership organisation of communities that own their own assets or aspire to - clubs, halls, galleries. We run a number of mentoring programmes including Social Business Wales (supporting Cwmpas); EGIN (green - sustainability action) and the Community Ownership Fund (funds to buy buildings).

Jemma Sinclair

PACTO

jemma@pacto.org.uk

PACTO are working hard to support and develop community transport for all across Pembrokeshire. Our team are finding enterprising ways to supply new vehicles, support mobility, develop new relationships, compile best practice around training, governance and professionalisation, as well as looking to the future transition to a low carbon fleet in innovative and practical ways. If you are part of this exciting sector, or if you have specific community transport needs, please reach out to me at jemma@pacto.org.uk or connect via www.linkedin.com/in/jemma-sinclair

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THANK YOU

Landsker
Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David
Llywodraeth Cymru
Welsh Government
Busnes | Business
Cymru | Wales
Banc
Dynamic
Development
The Angel
BUY LOCAL
Port of
Milford Haven
bluestone
PAVS
TEMPLETON
Beer Wine & Spirit Co
PLANED
SOLVA CARE
GOFAL
SOLFACH
Grwp Resilience
ewmpas
Principality
Building Society
Cymdeithas Adeiladu
ateb
Creating
better
Living Solutions
celvac
environmental
Clynfyw
Pembrokeshire
Care Society
CARE
renewable energy
ivybridge
Grand Hotel
Frozen Fields
St John
Ambulance
Cymru
Marlen
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PEGASUS
the
Round
HOUSE
VC
GALLERY
reallypro
we see your potential
7 Sins
Celfyddydau
Span Arts
WELSH LOBSTER CO
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