

REPORT OF CHIEF EXECUTIVE

SUBJECT: PEMBROKESHIRE WELL-BEING ASSESSMENT

Purpose of Report

To present to Members the Pembrokeshire Well-being Assessment and to seek guidance on priorities for the Authority when developing the Pembrokeshire Well-being Plan.

Introduction/Background

Membership

The Well-being of Future Generations Act, 2015 established Public Services Boards (PSBs) for each Local Authority area. The purpose of the Pembrokeshire PSB is to improve the economic, social, environmental and cultural well-being of Pembrokeshire. It has four main functions:

- To prepare and publish an assessment of the state of economic, social, environmental and cultural well-being of Pembrokeshire;
- To prepare and publish a local Well-being Plan for Pembrokeshire setting out local objectives and the actions it proposes to take to meet them;
- To take all reasonable steps to meet the local objectives it has set; and
- To prepare and publish an annual report that sets out the Board's progress in meeting the local objectives.

The first Pembrokeshire Well-being Assessment was agreed on 2nd April 2017. A copy is included as Annex A.

The next task is “To prepare and publish a local Well-being Plan for Pembrokeshire setting out local objectives and the actions it proposes to take to meet them”. The Well-being plan is required to be agreed by May 2018. The work of developing the Well-being Plan will include consultation with a wide range of stakeholders.

Members of the National Park Authority are asked to highlight issues of priority for inclusion in the Well-being Plan. This information will be fed into discussion by the PSB on the Well-being Plan.

Financial considerations

There are no direct financial considerations from this report. However, the delivery of the Well-being Plan may lead to either additional costs or positive funding opportunities for the Authority.

Risk considerations

The Authority is represented on the PSB and therefore is expected to participate fully in the activities of the Board and to work jointly with the Board in order to meet its well-being duty, including in delivering the functions of the PSB. This provides an opportunity to influence the work of the PSB. However, there is also a risk that the priority areas identified in the Local Well-being Plan may not agree with those identified by the Authority. This will make it difficult for the Authority to work with partners in the future, therefore active involvement and engagement at this stage is essential.

Compliance

The National Park Authority is required to comply with the Well-being of Future Generations Act.

Human Rights/Equality issues

The Authority will seek to ensure that the Well-being Plan and the wider work of the PSB is compliant and takes account of these issues.

Biodiversity implications/Sustainability appraisal

Active engagement by the Authority in developing the Pembrokeshire Well-being Plan is likely to increase the likelihood of positive action in relation to biodiversity and sustainability.

Welsh Language statement

Both Pembrokeshire County Council and the National Park Authority are required to comply with the Welsh Language Standards. These Standards are currently being rolled out to other public bodies, therefore the work of the PSB to develop the Well-being Plan will need to be compliant with the Standards.

RECOMMENDATION

Members are asked to:

- **Note the Pembrokeshire Well-being Assessment; and**
- **Discuss the Assessment and highlight any issues that should be raised with the PSB when developing the Pembrokeshire Well-Being Plan.**

(For further information, please contact Tegryn Jones, Chief Executive)

Author: Tegryn Jones

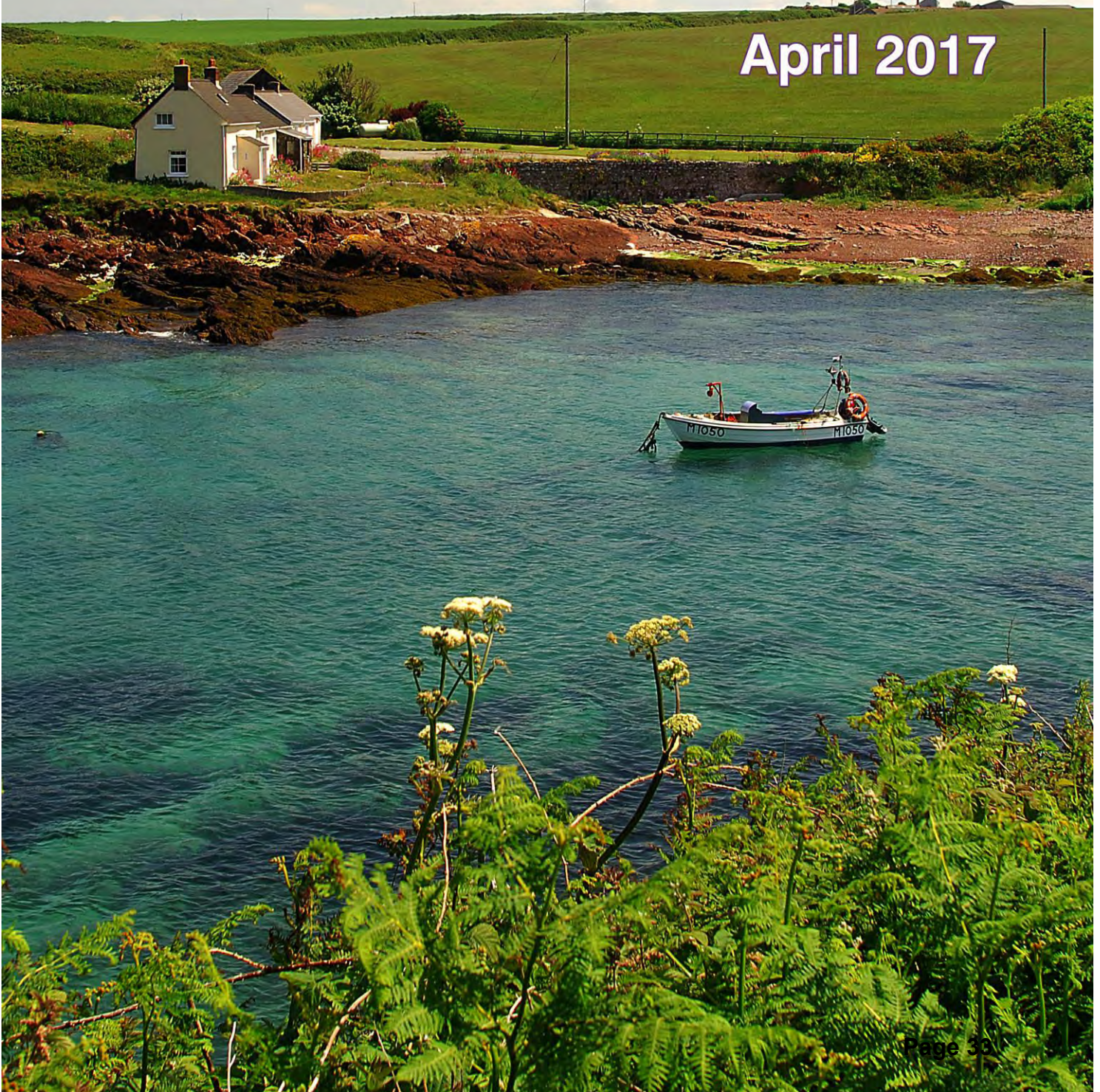
Pembrokeshire Public Services Board

Bwrdd Gwasanaethau Cyhoeddus Sir Benfro



Well-being Assessment for Pembrokeshire

April 2017





1

Contents
















INTRODUCTION	3
1. What do we mean by ‘well-being’?	3
How are we assessing well-being?.....	4
What does well-being mean to people in Pembrokeshire?.....	6
How is our Well-being Assessment structured?	6
Analysis of community areas	8
Sustainable Development principle	9
2. Pembrokeshire in context.....	9
People	9
Rurality and access.....	11
Place and community.....	13
Health.....	18
Environment.....	20
Economy.....	24
Summary	25
3. New beginnings.....	26
Summary	29
4. Childhood	30
Summary	35
5. Youth	35
Summary	40
6. Adulthood	40
Summary	47
7. Older people	48
Summary	52
8. Future trends	53
Population and demography	53
Climate Change	54
Economy and society	57
What might work look like in the future?.....	58
What might public services look like in the future?	59
9. Further development and evidence gaps	60
10. Next steps.....	61
11. Chapter summaries.....	62
Pembrokeshire in context.....	62
New beginnings.....	63
Childhood	63
Youth.....	64
Adulthood	64
Older people	65

INTRODUCTION

This is the **Well-being Assessment for Pembrokeshire** produced by Pembrokeshire's Public Services Board (PSB).

The PSB is a statutory requirement under the Well-being of Future Generations (Wales) Act. The Act requires that public bodies in each local authority area work together to improve the economic, environmental, social and cultural well-being of its area and the communities which comprise the area.

Membership of the PSB is comprised of representatives from the following organisations:

- | | |
|--|---|
|  Pembrokeshire County Council |  Pembrokeshire Association of Voluntary Services |
|  Hywel Dda University Health Board |  Pembrokeshire College |
|  Mid and West Wales Fire and Rescue Service |  Port of Milford Haven |
|  Natural Resources Wales |  Public Health Wales |
|  Dyfed-Powys Police |  PLANED |
|  Police and Crime Commissioner |  Job Centre Plus |
|  Pembrokeshire Coast National Park Authority |  National Probation Service |
| |  Welsh Government |

The actions the PSB will take to improve well-being will be set out in a Well-being Plan for Pembrokeshire. In order to inform the Plan the Act requires that PSBs must first assess the state of well-being in its area and communities in the form of a local Well-being Assessment.

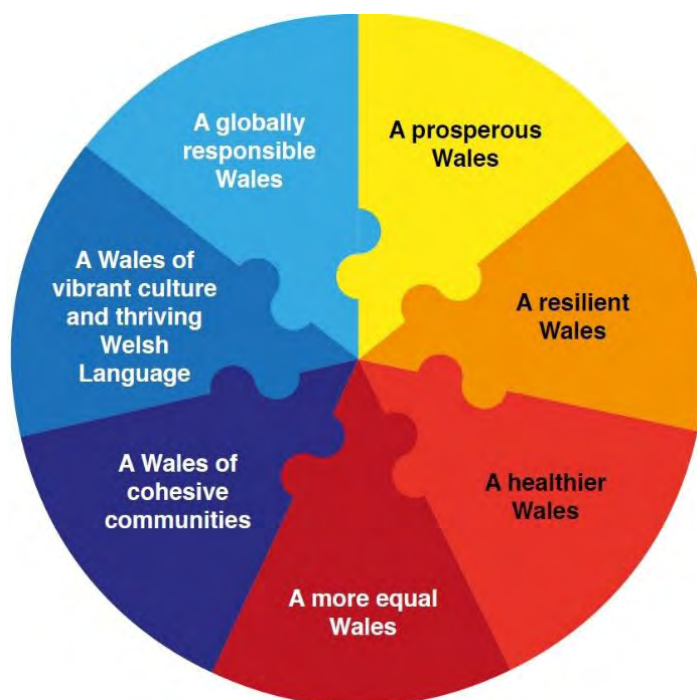
If you would like more information about the Well-being Assessment, Well-being Plan or more generally about PSB working, please contact Nick Evans, Partnership and Scrutiny Support Manager at nicholas.evans@pembrokeshire.gov.uk or visit the [Pembrokeshire PSB](#) web pages.

1. What do we mean by ‘well-being’?

The Well-being of Future Generations Act establishes 7 national well-being goals to make Wales a better place to live.

While the focus of our Well-being Assessment and Well-being Plan is local, the national Well-being Goals provide the overarching framework for our work. By aligning local activity with these Goals, the PSB will make a contribution to improving the well-being of Wales as a whole.

Of course, the challenge is to define “well-being” and to design appropriate interventions and solutions aimed at improving it. This requires a very different approach to a traditional public sector focus on issues such as ‘need’ or ‘demand’ and a move to solutions which are more preventative, integrated, sustainable and long-term.



In simple terms there is not a straightforward answer to the question “what is well-being?” as it means different things to different people. For some it will mean being fit and healthy, for others it will be feeling safe in their homes and communities, and for others it will mean enjoying the outdoors. More often than not, it will be a combination of factors.

This is why it is important we find out as much as we can about well-being so we can begin to broadly understand what matters most to people.

How are we assessing well-being?

We have based our assessment around 3 key elements:

We have listened to people.

As ‘well-being’ is such a nebulous term the most important thing to understand is what matters most to people in making them feel happy in their lives. We have engaged widely with Pembrokeshire people and asked them 2 simple questions –

“what does well-being mean to you?” and “how would you like it to look in the future?”

At various events over the summer and early autumn, people expressed their views on well-being by completing a tag and hanging it on our Well-being Tree and by responding through other media such as sound bites and photos. We have also worked with specific stakeholder and community groups to explore what factors are important to well-being for particular interest groups or in particular areas of our County.

We also used a survey which was posted to a sample of residents as well as being widely promoted on a variety of partner websites and social media for people to complete on-line. We received 2282 responses to our survey broken down as follows:

- 68% of respondents were of typical working age (aged 16 - 64)
- 32% of respondents were of pensionable age (aged 65+)
- Less than 4% of respondents were under 16 or over 85
- In terms of age ranges, the highest proportion of respondents were aged 55-64 (23%), followed by 45-54 (20%), and 65-74 (19%)
- 62% of respondents were female and 37% male

Our Engagement Report can be found at [Appendix 5](#).



We have looked at what the existing data and evidence tells us.

There is a great deal of information about Pembrokeshire which already exists collected on both a local level (for example, by the Council or the Health Board) and national level (for example, national surveys, census information or by Welsh Government). This information is invaluable in telling us what the current situation is in statistical and evidential terms, and what has been happening over time, and provides context to people’s feelings of well-being and what influences it most. Statutory guidance from Welsh Government also requires us to look at existing work in specific policy areas to support our thinking.



We have started thinking about future trends so we can begin to understand what Pembrokeshire might look like 20 or 30 years from now and what key factors will likely influence people’s well-being.



From our survey and data we are able to draw out some emerging findings in the under different well-being 'themes' such as, economic, health, environmental, cultural and social factors. More often than not these factors inter-relate. For example, an environment which supports high levels of well-being can have a positive impact on people's health or on our economy. Or put another way, low levels of well-being in terms of health can have a negative impact on a person's economic or cultural well-being.

What does well-being mean to people in Pembrokeshire?

Our **survey** highlights 3 broad issues which cut across all responses when people are asked what is important now and in the future:

1. Good health
2. Enough money for essentials
3. Good relationships

Using key words, please tell us what well-being means to ... for I live in...=Pembrokeshire

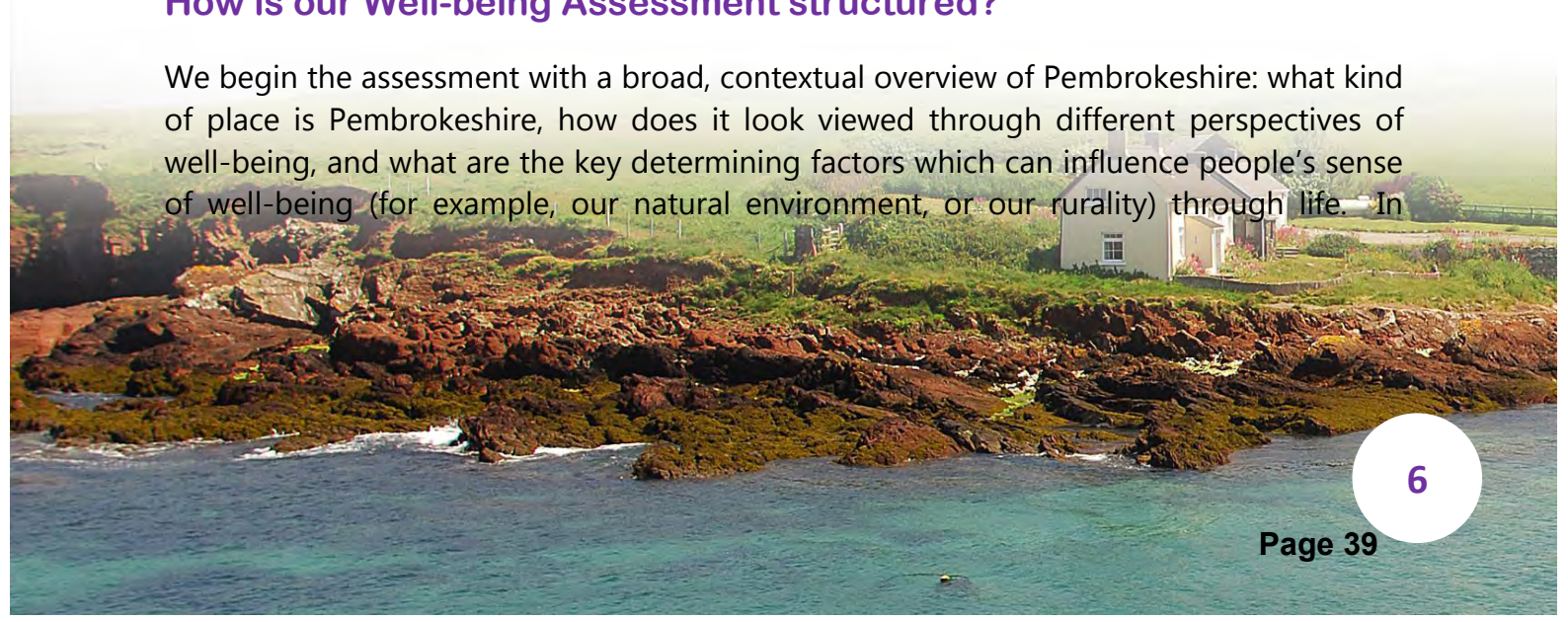
This picture of a word cloud illustrates the words people used during engagement events and survey feedback to describe what well-being means to them:



Research by the Office of National Statistics reveals that life satisfaction tends to follow a U-shape curve. That is to say, people generally feel better about their well-being when they are younger and older and that lower life satisfaction occurs between the ages of about 32 and 50 years. In Pembrokeshire, 'happiness', 'satisfaction with life', feeling that 'life is worthwhile' and 'anxiety' have been fairly consistent over the last five years. Pembrokeshire's measures are broadly in line with the median average of Wales and the UK as a whole; a level of approximately 7.6 out of 10 for happiness, 7.7 for life satisfaction, 7.9 for worthwhile and 2.9 for anxiety.

How is our Well-being Assessment structured?

We begin the assessment with a broad, contextual overview of Pembrokeshire: what kind of place is Pembrokeshire, how does it look viewed through different perspectives of well-being, and what are the key determining factors which can influence people's sense of well-being (for example, our natural environment, or our rurality) through life. In



essence, this section explores some broad **cross-cutting** themes and how different aspects of well-being are more often than not inter-related in how they influence and impact on each of us and our sense of well-being.

In the main body of the text we move from the broader picture presented in the first section to take a more specific look at well-being through **5 life stages** (New beginnings; Childhood; Youth; Adulthood; Older People) where we outline what matters to people at each life stage. It is important to recognise that people's feelings of well-being change and evolve over time and therefore the response or solutions to improve well-being need to be adaptable too. We recognise that this is not a perfect fit and these stages will not mirror everyone's journey through life. However, they do allow us to assess factors of well-being (such as economic, social, cultural or environmental factors) and their possible impact depending on where people are in life.

We have also included a section looking at **future trends** so that we build a sense of what is likely to be important to future generations. This will help us to take a preventative, long term view of the challenges we are likely to face and how these might impact on well-being. Our Well-being Assessment exercise has shown that people often struggle when asked to consider what will be important to them in the future as, understandably, people tend to be more concerned about the "here and now". Identifying those factors which will influence and impact on future well-being will help us to shape those discussions with people moving forward.

At the end of each main section we summarise a broad range of **emerging issues or key questions** we think we need to examine in more detail as a result of our assessment (these are pulled together into one place at section 11 for ease of reference). These are **not** our priorities, rather they are the starting point for a conversation and future work with stakeholders to identify priorities and plan actions to improve well-being for people and communities in Pembrokeshire.

This is Pembrokeshire's first Well-being Assessment. We need to be honest enough to recognise where our processes and methods can be improved. There are also gaps in our understanding where we simply need to do more work. This assessment will be reviewed and updated regularly to take into account new information which will emerge over the next few years, so that our response will always be the most appropriate. That is why we include a section on **evidence gaps** to show the kind of areas where we will try and do further work so that our assessment is as robust and complete as possible.



Analysis of community areas



The Act requires us to define community areas as it is important we try and understand not only what well-being means to Pembrokeshire people as a whole but also to particular communities in Pembrokeshire.

For this assessment we identified 3 broad "Community Areas" based on a statistical geography known as Upper Super Output Areas (USOAs). Purely for the purposes of this exercise we named these 'Mid & North Pembrokeshire', 'Mid & West Pembrokeshire' and 'South Pembrokeshire'.

This method has proved challenging as in less populated, more rural areas such as Pembrokeshire, the

underlying factors influencing well-being are often commonly-shared across the area as a whole.






In rural areas, natural communities tend to have small populations which cover many square miles (our 77 community councils is a good example of this). We took the initial view that it is not practicable to use such small population areas as data availability and data protection can be problematic. We therefore adopted a pragmatic approach using a much larger geography for this initial assessment.

Specific differences between these areas is highlighted in our analysis, though it is fair to say that while this approach has been helpful in understanding some strong cultural and linguistic differences between the north and south of the County, we have found that the differences within these 3 areas are much more significant than the differences between them.

We will do more work over time to try and distinguish more clearly the differences between our communities and what factors might cause these differences, for example, between our rural areas and towns, or in specific localities or places.

Sustainable Development principle

The Act requires that we work in ways which meet the needs of present generations without compromising the ability of future generations to meet their own needs. One of the ways we do this is through demonstrating a commitment to 5 ways of working (known as the Sustainable Development principle) in all of our work, including in carrying out this assessment.

	Long term	We have considered future trends so we can start think, plan and act about what might be important to people and communities in Pembrokeshire in the future.
	Prevention	We have taken into account the broad determinants of well-being which will help us to identify preventative actions to support well-being.
	Integration	We have incorporated other statutory assessments and key evidence to ensure that the evidence base is robust and comprehensive and that we provide a holistic view of what constitutes well-being.
	Collaboration	We have worked in partnership with colleagues, both locally and regionally, in undertaking this work.
	Involvement	We have engaged with and listened to citizens and stakeholders to understand what well-being means to people and what is important to them in the future.

2. Pembrokeshire in context

This section looks at some of the broader issues which impact on well-being and which cut-across the lives of all of us who live in Pembrokeshire.

People

The latest population estimate for Pembrokeshire is approximately 124,000 and the latest Welsh Government projection is that our population will increase gradually over the next 20 years to around 128,000 (an increase of roughly 3%). The number of births is expected to decline from 1,200 to around 1,050, and the numbers of deaths is expected to rise from around 1,350 to approximately 1,600 over a similar period with the

difference widening as time goes on. Any increase in the population therefore is entirely based on projected levels of in-migration.

The age profile of the population shows significantly fewer 20-39 year olds and more people over the age of 55 than the UK as a whole. This is largely driven by significant out-migration of those aged 18-20 to seek higher education opportunities outside of Pembrokeshire (about 500 people per year) which is not matched by people returning aged 22-24 (about 140 people per year).

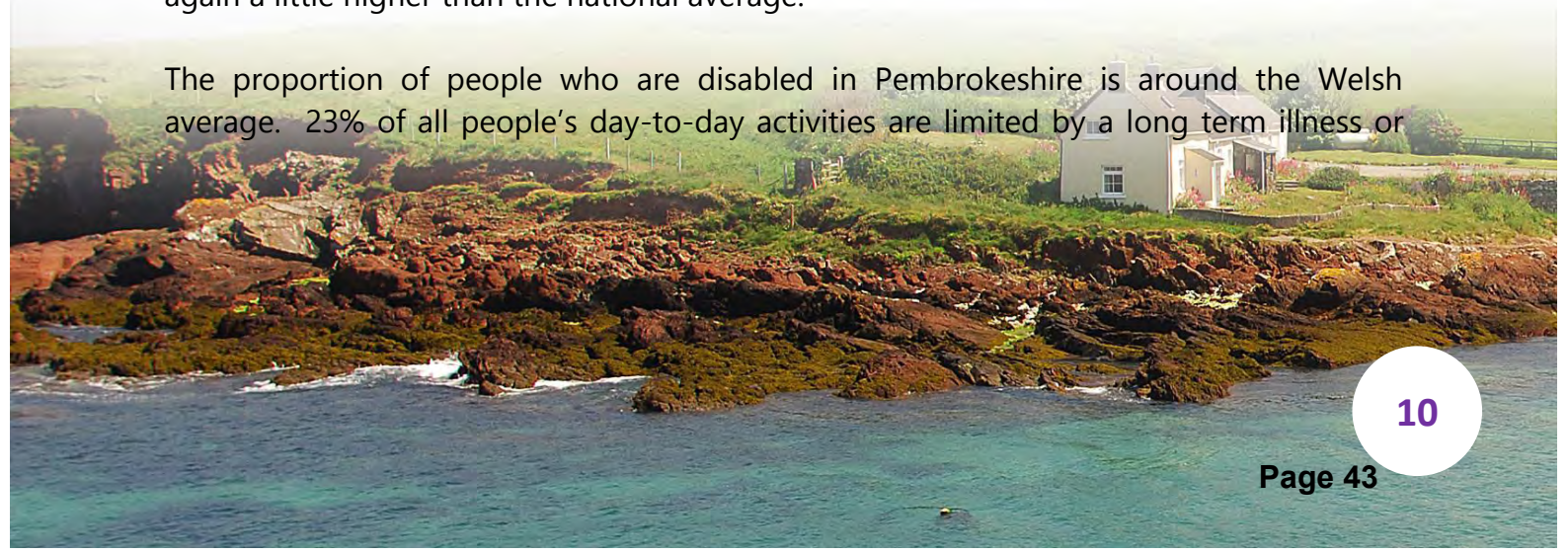
In common with other predominantly rural Welsh Counties, Pembrokeshire is not a particularly diverse place in terms of ethnicity or other equality communities that are at higher risk of discrimination. Approximately 95.5% of people are from a White UK ethnic background, around the median average for Wales. The proportion of school children who are from an ethnic minority background is slightly above the median average for Wales. Compared with the rest of Wales, a comparatively high proportion of people in Pembrokeshire are from a Gypsy Traveller background and Pembrokeshire has one of the highest number of Traveller site pitches in Wales. Data on Hate Crimes collated by Victim Support for Dyfed Powys suggests that two thirds of incidents related to race.

We do not have reliable information on the proportion of the population that identify as Lesbian, Gay or Bi-sexual. Like many other Counties, there are a number of third sector organisations that focus on information, advice and support for this community. The accuracy of figures from the National Survey on the size of Pembrokeshire's LGB community is questionable. However, it is probable that the proportion of people living in Pembrokeshire who are LGB is lower than the national average. Qualitative research suggests that for adults, whilst discrimination was an issue in the past, there has been a perceptible change in attitudes and this is now less of an issue and around 10% of the Hate Crime incidents recorded related to sexual orientation.

Similarly, we do not have reliable figures for the number of people in the Trans community. However, we are aware of a local support group and members of it have attended our equalities forum (this includes membership of a wide range of public and third sector organisations). We are aware that this group faces significant disadvantage.

64% of people in Pembrokeshire have a religious faith, a little higher than the Welsh average. The percentage of people how have a non-Christian religious faith is 1.5%, again a little higher than the national average.

The proportion of people who are disabled in Pembrokeshire is around the Welsh average. 23% of all people's day-to-day activities are limited by a long term illness or



disability. The proportion of people who provide care is 12%, again close to the national average.

The population projection for Pembrokeshire is consistent with what we already know, that is, we have an ageing population where people are living longer. Responding to pressures this will place on service provision, particularly in the health and social care sector, is one of our biggest challenges now and in the future.

The principal settlements of the County are Haverfordwest, Milford Haven, Pembroke Dock, Pembroke, Fishguard / Goodwick, and Tenby, and together these settlements are home to around 44% of the County's population. Smaller significant settlements such as Neyland, St David's, Newport, St Dogmaels, Narberth, Johnston, Kilgetty and Saundersfoot are home to a further 12% of the County's population. The remainder of the population (around 44%) live in smaller settlements and the countryside.

Rurality and access

Pembrokeshire is a predominantly rural County and its isolation and poor connectivity, along with a movement towards greater regionalisation and centralisation, will continue to impact on the services we receive and the way in which those services are delivered. Delivering accessible services to rural communities is an increasing challenge to providers, particular at a time of reducing budgets and diminishing resources.

Issues of **rural poverty** are a barrier for many people in terms of access to services such as health, education and welfare support, and in the context of a growing elderly population there is increasing reliance or dependence on family, friends, volunteers or public transport in order to access key services.

A move to digital or on-line is often the proposed solution to many of the problems associated with rurality and access, but this itself is dependent on the capacity and accessibility of the **IT infrastructure** serving an area, as well as people's ability and skills to make the most of these opportunities.

An urban-rural digital divide exists despite recent work to improve access to superfast broadband in Wales and the last National Survey for Wales identified that almost 20% of adults in Wales do not make regular use of the internet and this number will likely be comprised of some of the most vulnerable in our communities, such as the elderly or those out of work. Our survey also found that many people thought the current mobile phone network is insufficient and that improved coverage would enhance their well-being, with greater social contact and connectivity.



Though the **road network** has improved in recent years, Pembrokeshire's accessibility to the rest of Wales and beyond remains a barrier to jobseekers and businesses, with knock-on effects to our well-being. There is evidence to suggest that despite Pembrokeshire's outstanding natural environment, and generally being seen as a great place to live and raise a family, working people and businesses are often reluctant to re-locate here. This impacts on the abilities of employers to fill specialist vacancies or to recruit people with sufficient skills.

A common theme throughout our survey and engagement sessions was the desire to maintain services at **Withybush Hospital** and a fear of services being lost to Carmarthen. This feeling is strong in smaller localities which have already experienced a steady continuing decline in schools, post offices, police stations, public toilets, health services or pubs and find accessing more remote services difficult due to transport or time constraints. This is a particular problem for working families as school, place of work and services are increasingly likely to be in different locations, as well as for older people, those less mobile and those on low incomes.

59% of respondents to our survey with a household income below £20,000 feel better public transport would improve their happiness, compared to 42% with an income above £60,000. Those on lower incomes, older people and those with limited functional mobility were all particularly affected by the reduced provision of **public transport**. Two in three respondents to our survey who are disabled or have a caring responsibility placed greater emphasis on better access to public transport in relation improving happiness. Pembrokeshire Youth Assembly have also raised the issue of public transport, in particular the cost, sustainability of routes and timetabling of services.

A further issue we need to be mindful of is that traditional methods of measuring **deprivation or poverty** often fail to recognise its true extent in rural areas. Urban poverty is easily recognisable through specific geographic concentrations of deprivation where low-income levels, unemployment and demand for social housing and welfare are obvious. Rural poverty is often 'hidden' due to population dispersion, with the result that the poverty of smaller communities is lost in the relative affluence of the broader area.

Those living in rural areas also face increased costs and **pay a premium** on certain services or through necessity, for example, in housing, childcare, vehicle ownership, energy sources, fuel and food. Some researchers have concluded that people in rural areas typically need to spend 10-20% more on everyday requirements than those in urban areas. Where people live therefore is a strong determinant to consider in our response to how we improve people's well-being. Public or social transport provision will need to adapt to meet future demands as we will likely see an increase in the number of older people

who will be unable to drive but who have challenges accessing basic services which fundamentally support their well-being.

Place and community

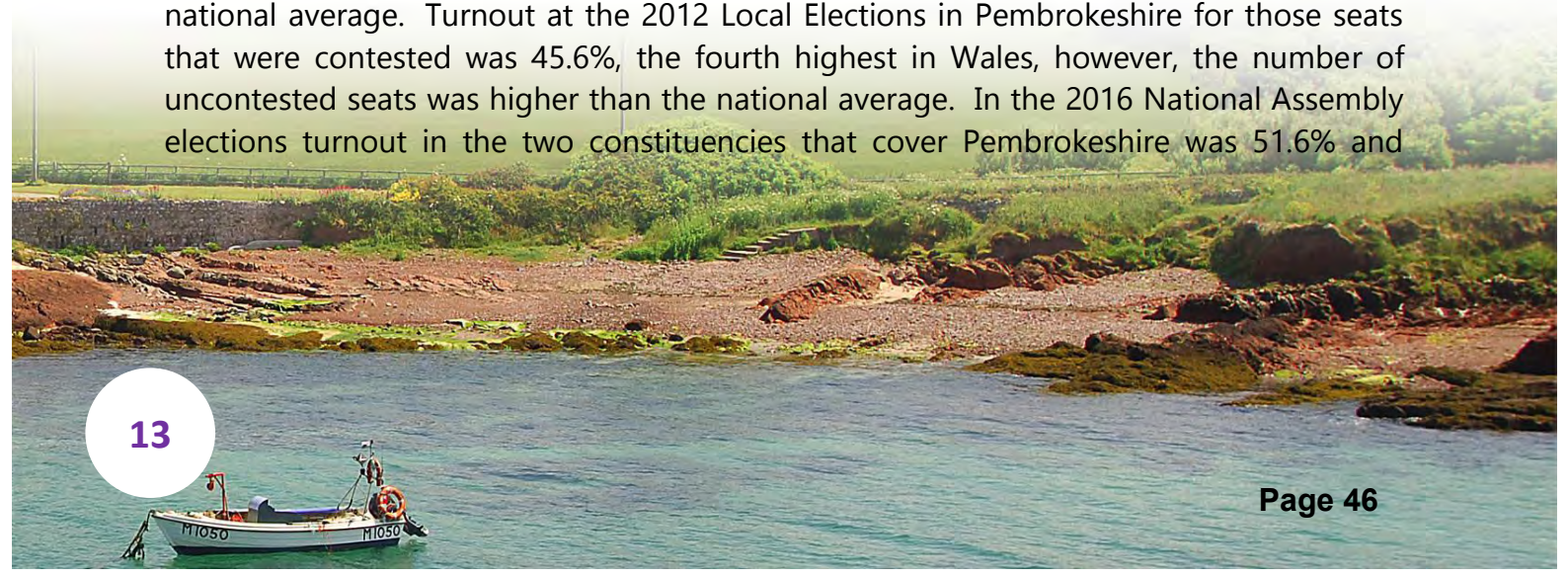
As is true of any area, people's sense of belonging to Pembrokeshire, its identity and shared values, and how safe a place it feels and actually is, are important ideas which impact on people's feelings of well-being. The term 'community cohesion' is used to mean people living alongside each other with mutual understanding and respect, where every person has the equal chance to participate and has equal access to services.

The 2011 census found that 1 in 5 people in Pembrokeshire are **Welsh speaking** though the most recent Welsh Language Use Survey found it to be roughly double that with a little under half of those feeling they did not have an opportunity to speak Welsh every day. There is evidence that the number of fluent Welsh speakers has declined over recent years.

Pembrokeshire's geography and history (the 'Landsker line') continues to have a significant effect on the use of the Welsh language in the County. 40% of people in the north of Pembrokeshire speak Welsh compared to only 12% in the south of the County. 44% of respondents to our survey said they were either learning or would like to learn Welsh. The disparity between North Pembrokeshire and the rest of the County in respect of the Welsh language was also evident in the findings from our survey and in particular how a strong sense of identity associated with speaking Welsh relates to feelings of well-being.

The most recent National Survey measured people's feelings around the idea of **cohesive communities**. In Pembrokeshire 92% of respondents thought local people treat each other with **respect and consideration** and 85% of people thought that people in the local area from different backgrounds **get on well together**. 88% of people expressed that they had a **feeling of belonging** to the area. All three of these are measures of community cohesion and, compared with the rest of Wales, communities in Pembrokeshire are comparatively strong. However, only 17% of local residents agreed that they could influence decisions in Pembrokeshire, a relatively low percentage compared with the rest of Wales.

This raises some concerns in terms of inclusion and engagement in **democratic processes**. However, turnout at elections in Pembrokeshire tends to be higher than the national average. Turnout at the 2012 Local Elections in Pembrokeshire for those seats that were contested was 45.6%, the fourth highest in Wales, however, the number of uncontested seats was higher than the national average. In the 2016 National Assembly elections turnout in the two constituencies that cover Pembrokeshire was 51.6% and



50.6%, 4th and 5th out of the 40 Welsh seats. The turnouts at the 2015 General election were also well above the national average.

The Pembrokeshire **third sector** is very diverse and is made up of a mix of small, volunteer-led and community-based unconstituted groups through to large incorporated social enterprises that are commissioned to deliver public services on behalf of statutory bodies. Pembrokeshire Association of Voluntary Services (PAVS) is a member of Third Sector Support Wales and the recognised intermediary body for the third sector in Pembrokeshire. The following extract from the WCVA Third Sector Statistical Resource 2016 gives a breakdown of the number of national, regional and local third sector organisations that are active and / or based in Pembrokeshire:

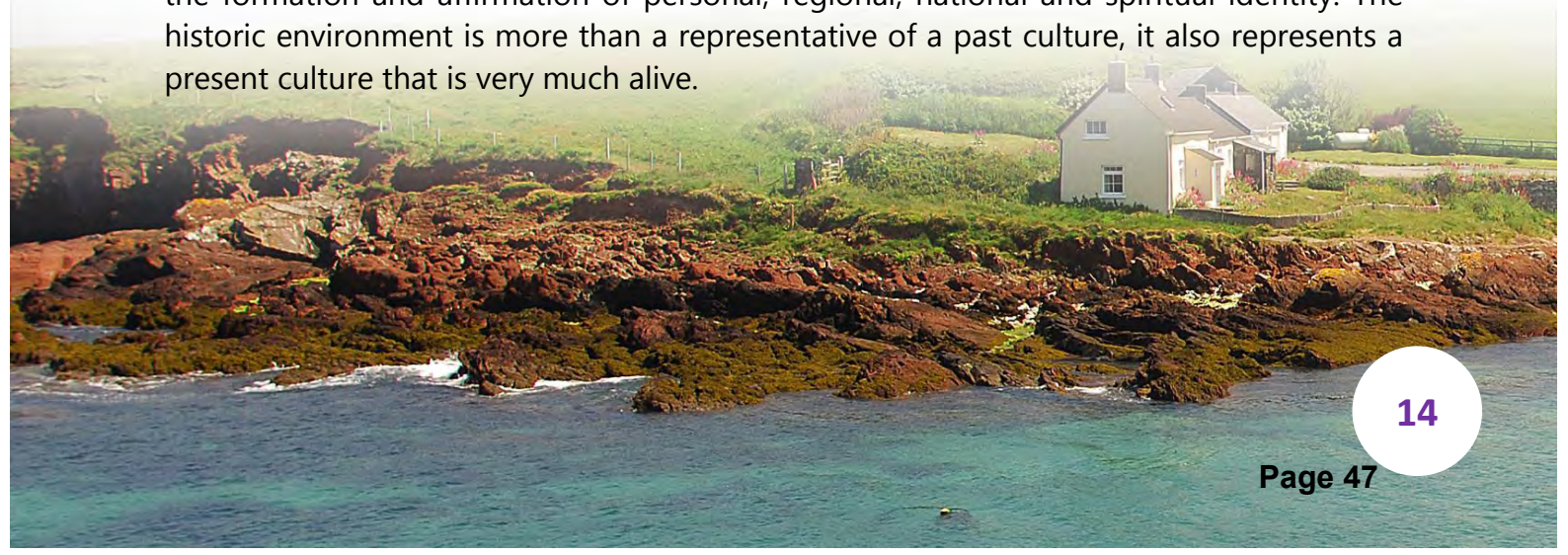
County	Active / Based	National	Regional	Local
Pembrokeshire	Active	1,657	203	1,214
	Based	15	28	1,171

Many people **volunteer** their time either formally or informally and PAVS' volunteer centre, Volunteering Pembrokeshire, provides support for the recruitment and placement of volunteers across 200+ volunteer-involving organisations in the County. However, many organisations report difficulties in recruiting and retaining volunteers, with particular issues around the recruitment of trustees. The following table based on information published by WCVA provides information about the number of active volunteers recorded in Pembrokeshire, expressed as a % of the adult population and a % of the total number of all volunteers recorded in Wales:

County	% adult population	No of volunteers	% of all volunteers
Pembrokeshire	20.0	20,415	2.2

When compared to other Local Authority areas, Pembrokeshire ranks joint lowest in terms of the % of the adult population contributing their time through volunteering.

Pembrokeshire has a wealth of **historic environment** features including over 2500 listed buildings, 531 Scheduled Monuments and 9 Historic Landscapes. Most of the historic environment within the County is accessible to the public, so both locals and visitors can interact and form a relationship with Pembrokeshire's past. The physical heritage as well as the oral tradition and memories of the historic environment plays an important role in the formation and affirmation of personal, regional, national and spiritual identity. The historic environment is more than a representative of a past culture, it also represents a present culture that is very much alive.








Pembrokeshire has a number of **popular arts and culture** venues across the County as well as great restaurants and food. Culture is closely related to our natural and physical environment and has a strong connection to many sources of well-being such as learning, good health, self-fulfilment and self-worth. Pembrokeshire is home to a host of culturally significant areas, landmarks and buildings such as St David's Cathedral, Pentre Ifan and Pembroke Castle. The Torch Theatre, Theatre Gwaun and Queens Hall are home to a wide range of events and activities from comedy and drama to music and pantomimes. In addition, there are a number of successful food and music festivals in the County such as the award winning Pembrokeshire Fish Week or Tenby Blues and Aberjazz which continue to grow in popularity.

When asked about a range of activities and the impact on well-being, respondents to our survey rated 'heritage / history', 'local festivals / events' and 'arts / theatre / cinema' as the highest with 'traditions' and 'sports' slightly less so. Overall 'faith / religion' recorded the lowest score, however it was significantly more important to older people than those of working age. Nearly three in ten respondents (29%) said they were unable to engage with cultural activities as much as they would like to, and this increased markedly amongst disabled respondents (46%) and lesbian, gay or bi-sexual respondents (40%). Those on lower incomes also reported an inability to engage with activities as much as they would like (34% of those earning less than £20,000).

Pembrokeshire is one of the **safest places** to live in the UK and has very low levels of crime and disorder compared to other areas. Responses to our survey recorded a near unanimous view that 'feeling safe' in both the home and the community is very important to overall well-being. 89% of Pembrokeshire respondents to the National Survey in 2013-14 stated they felt safe walking in their local area after dark, significantly higher than the Wales average of 79%.

Safer Pembrokeshire is the Community Safety Partnership for Pembrokeshire and its Community Safety Strategy establishes how partners will work together to keep people safe in the County. The Strategy has five priority areas:

-  Protect every individual's right to be safe
-  Provide an effective and coordinated response to antisocial behaviour, focussing on prevention and early intervention
-  Reduce the harm caused by substance misuse
-  Reduce the impact of reoffending within our communities
-  Prevent violent extremism



In relation to **substance abuse** misuse of drugs, both legal and illegal, as well as other mind-altering substances such as solvents, can damage health in a variety of ways. Within the West Wales region the percentage of adults drinking alcohol above the recommended guidelines has reduced by 5% since 2010/11 and from 40% to 37% in 2014/15. The number of adults binge drinking has also reduced. However, alcohol attributable hospital admissions in Pembrokeshire have seen a rise of 1.3% since 2014/15.

In the West Wales region in 2015/16 there were 1137 referrals for alcohol treatment with 82% successfully completing treatment. In the same year there were 713 referrals for drug treatment with 79% completing treatment and the figures for those successfully completing treatment being above the Welsh baseline. Of those accessing drug treatment 65% were male and the largest number of referrals were in the 30-39 year age group (27%), followed by 24% in the 40-49 age group and 13% in the 50-59 year age group.

Violence against women, domestic abuse and sexual violence has far reaching consequences for families, children, communities and society as a whole and is a violation of human rights and both a cause and consequence of inequality. Welsh data from 2014 shows that 11% of women and 5% of men per year experience 'any domestic abuse' while rates of 'any sexual assault' in the last year were also higher for women (3.2%) than men (0.7%).

The number of high risk and very high risk cases of domestic abuse discussed via the Multi Agency Risk Assessment Conference process (MARAC) has increased year on year since the process began over 10 years ago. Cases heard at MARAC represent a small number of the total number of actual cases (2%) and research suggests that only a very small number of domestic assaults are reported to the police. In 2015/16, 341 cases were heard at MARAC in Pembrokeshire and the number of repeat cases heard was 44, 12.9% of the total number of cases heard.

The Welsh Government national strategy on violence against women, domestic abuse and sexual violence 2016-2021 makes it clear that violence against women, domestic abuse and sexual violence prevention is central to improving health and well-being, reducing crime and the harm caused by violent crime; safeguarding children and adults; promoting education and learning and promoting equality. There is a need to work together across organisational boundaries to tackle the issue. As part of this approach, relevant authorities (Local Authorities, Local Health Boards, Fire and Rescue Authorities and NHS Trusts) are required to ensure that 100% of their staff complete generic awareness training by March 2018.

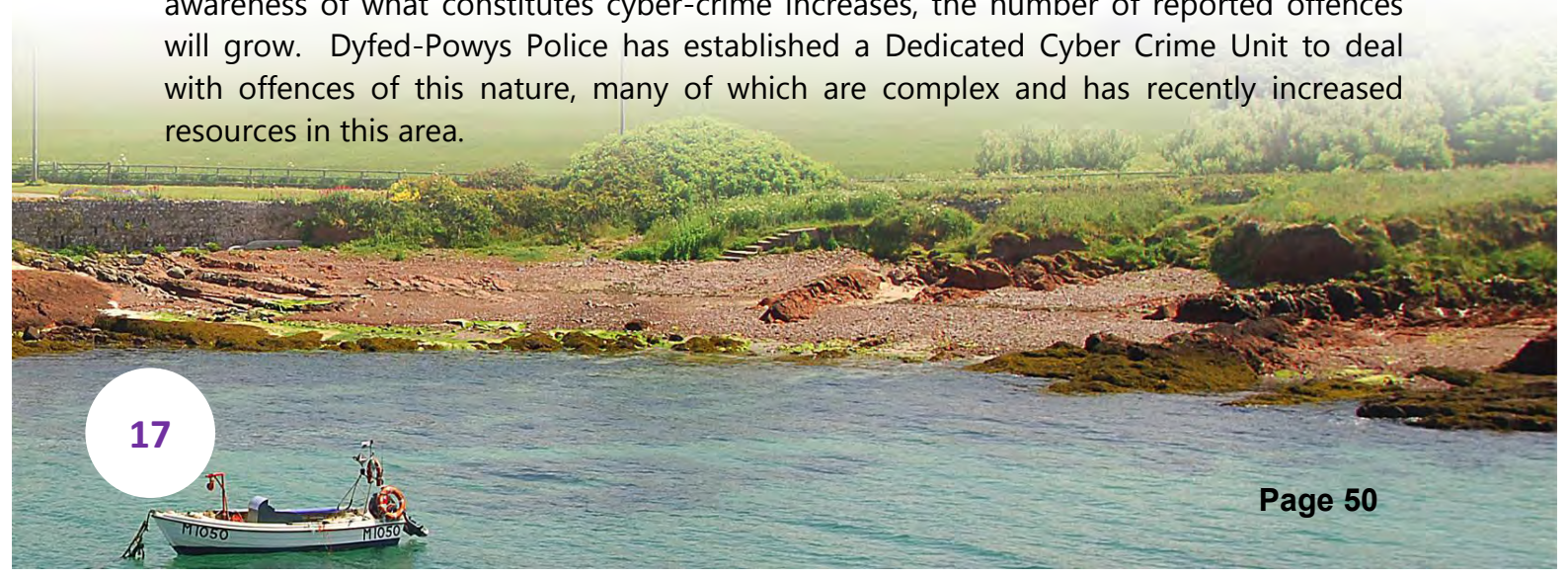
Total levels of **recorded crime** for Pembrokeshire in 2016 were 5,457, an increase of +529 offences (10.73%) compared to 4,928 in the previous year. The following table shows the numerical and proportionate change that has occurred when the two most recent years are compared.

Pembrokeshire Crime Volumes				
Crime Category	2015	2016	Change	% Change
Violence Against the Person	1488	1869	381	25.60%
Burglary Non Dwelling	121	176	55	45.45%
Sexual Offences	199	240	41	20.60%
Miscellaneous Crimes against Society	94	130	36	38.30%
Drug Offences	432	460	28	6.48%
Burglary Dwelling	114	133	19	16.67%
Possession of Weapons	27	33	6	22.22%
Vehicle Offences	177	183	6	3.39%
Robbery	7	9	1	14.29%
Arson & Criminal Damage	1021	1014	-7	-0.69%
Public Order Offences	216	204	-12	-5.56%
Theft	1032	1007	-25	-2.42%
Total	4928	5457	529	10.73%

In order to understand these changes it is important to consider the wider context of the policing landscape including internal process improvements and administrative changes that have occurred at the same time as these increases.

During 2015 and 2016 police forces across the UK implemented significant improvements in their crime recording processes as a result of recent HMIC inspections. The result of this was an average increase in recorded crime of 9.6% across all 43 police forces in the UK which is consistent with the local picture shown here. Further evidence supporting this is the fact that the number of reported incidents to the police during this time has not changed significantly, with 2016 only seeing a 1.46% increase (+479 incidents) when compared to 2015. The vast majority of this increase however was in the non-crime categories of Public Safety & Welfare and Missing Persons.

Cyber-crime is emerging as a significant driver of police demand and as public awareness of what constitutes cyber-crime increases, the number of reported offences will grow. Dyfed-Powys Police has established a Dedicated Cyber Crime Unit to deal with offences of this nature, many of which are complex and has recently increased resources in this area.



Pembrokeshire is one of four Counties that have a permanent **Armed Forces** presence. Cawdor Barracks is home to 14 Signals (Electronic Warfare) Regiment, with around 800 personnel. There are around 240 armed forces properties which house service families and these are concentrated in Haverfordwest. Up to a fifth of children at schools closest to these properties are service children. Specialist welfare provision to provide appropriate support, when necessary, is in place. In addition, there is a Reserve Squadron (part of the Royal Logistics Core) in Haverfordwest.

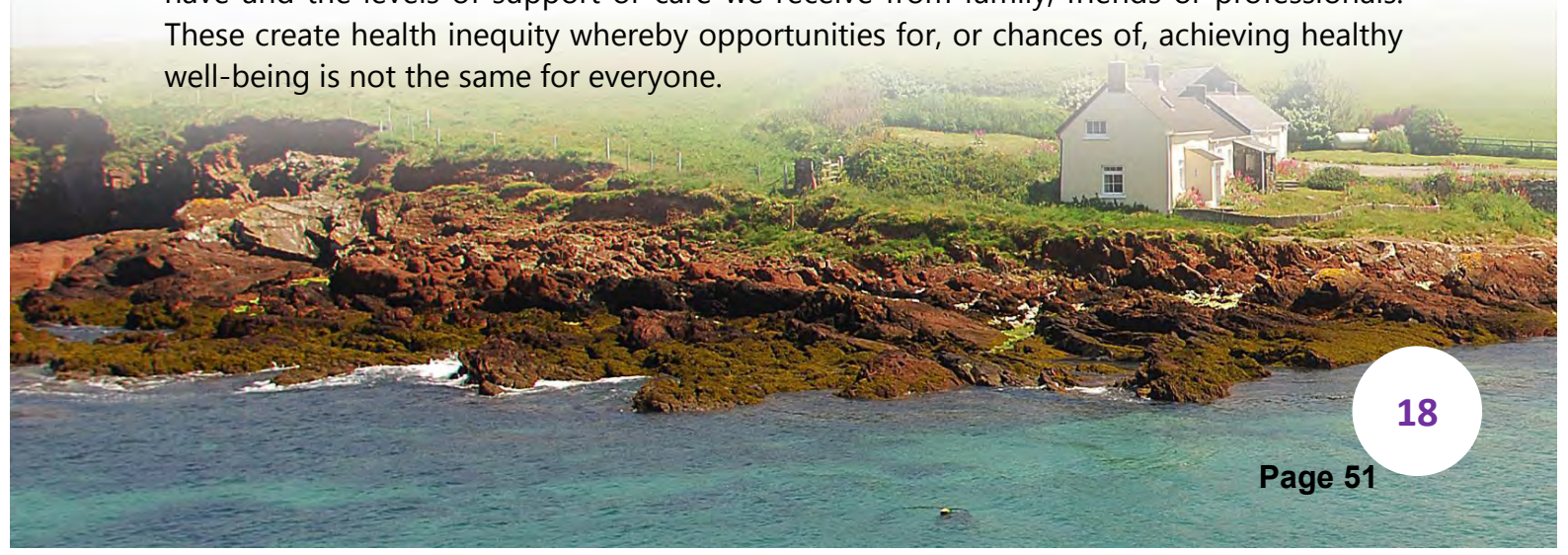
Cawdor Barracks (Brawdy) is due to close in 2022. Work on options for future uses of the base have already commenced as closure will impact on housing and numbers of children attending schools. There are three firing ranges in south Pembrokeshire all of which are co-ordinated from Castlemartin range. We are not aware of any plans to change the use of these. Whilst the ranges provide a large number of training days relatively few numbers of armed forces personnel are permanently based at them.

We do not have reliable figures on the proportion Pembrokeshire's population that are armed forces personnel, veterans or their immediate families (sometimes called the Armed Forces Community). The National Survey estimates that 11% of people in Pembrokeshire can be considered to be part of the Armed Forces Community, the lowest proportion in Wales. This is at variance with the popular perception that Pembrokeshire has a relatively large armed forces veteran community. Figures from the MoD support this perception. This shows that 1,231 people were in receipt of a pension (equivalent to about 1% of the total population) and this is the third highest percentage in Wales. We will continue to work with the Armed Forces and third sector organisations to address this information gap.

Health

For many, good health is a prerequisite for well-being and poor health is inextricably linked to other issues which impact on well-being such as poverty and social exclusion.

Health is influenced by a wide range of factors. As individuals we have a certain biological and genetic make-up and this determines to some degree how 'healthy' we will be in life. We all make lifestyle choices, both positive and negative, which again influence our well-being. There are also broader determinants which can affect our health, such as the behaviours we are exposed to, where we live, how much money we have and the levels of support or care we receive from family, friends or professionals. These create health inequity whereby opportunities for, or chances of, achieving healthy well-being is not the same for everyone.



Living a healthy and active life and avoiding behaviours which are harmful to health is the single most important thing we can do to improve health outcomes. Obesity is a national problem and greatly increases the risk of developing a wide range of chronic diseases. Too many people drink more than the recommended daily guidelines, and around 20% of adults smoke. While this number has declined over recent years it is still the single cause of avoidable mortality in Wales. Only 3 in 10 adults report as meeting guidelines around being physically active for 5 or more days a week while worryingly a similar number report there are no days when they are physically active.

Some of the factors which create health inequity are preventable or can be mitigated through effective intervention measures. We know, for example, the strong link which exists between socio-economic deprivation and poor health outcomes. We also know that people in rural communities without access to transport are more at risk from social isolation which impacts on physical and mental health.

The West Wales Care Partnership has recently produced its **Population Assessment** (a requirement under the Social Services and Well-being Act 2014) which provides a high level strategic analysis of **care and support needs**, and the support needs of carers, across the region. It assesses the extent to which those needs are currently being met and identifies where further improvement and development is needed to ensure that individuals get the services they need and are supported in living fulfilled lives. For specific and detailed information relating to issues pertaining to care and support needs a link to the Population Assessment can be found at **Appendix 4**.

To demonstrate the collaborative and integrated approach required under the Well-being of Future Generations Act, we co-ordinated activity with colleagues in health and social care to ensure public engagement work for both this assessment and the Population Assessment are aligned to meet shared purposes relating to elements of health and well-being.

While the Population Assessment meets a separate statutory requirement, it must also be seen as an integral part of the wider agenda of assessing the state of well-being in Pembrokeshire. Therefore its findings will be a key consideration for us in our future planning to improve well-being.

Our survey showed that 32% of respondents said they have a health issue, and as would be expected, this figure increased markedly within older age ranges (53% 75-84; 67% 85+).

'Keeping active' and 'healthy eating' were the most popular choices for people when given a list of options on maintaining health and well-being. A higher proportion of



65+ year olds maintain health and well-being through eating healthily (87%) and community group activities (36%) compared to 16-64 year olds (75% and 28% respectively). In contrast 16-64 age range are more likely to exercise regularly (59%) and socialise (62%). Women are more likely to eat healthily and socialise than men.

In the main, responses for disabled people are lower. Less than 47% of disabled respondents said they socialise to help maintain health and well-being.

When asked about **seeking information and advice** about health issues, females were far more likely to seek advice than males and this could impact on the long term health outcomes of men. GP's are the primary source of advice and support for all respondents but more so over 65's than those of working age. Younger people with health issues are less likely to agree that the support they receive meets their needs (71%) compared to over 65s (84%).

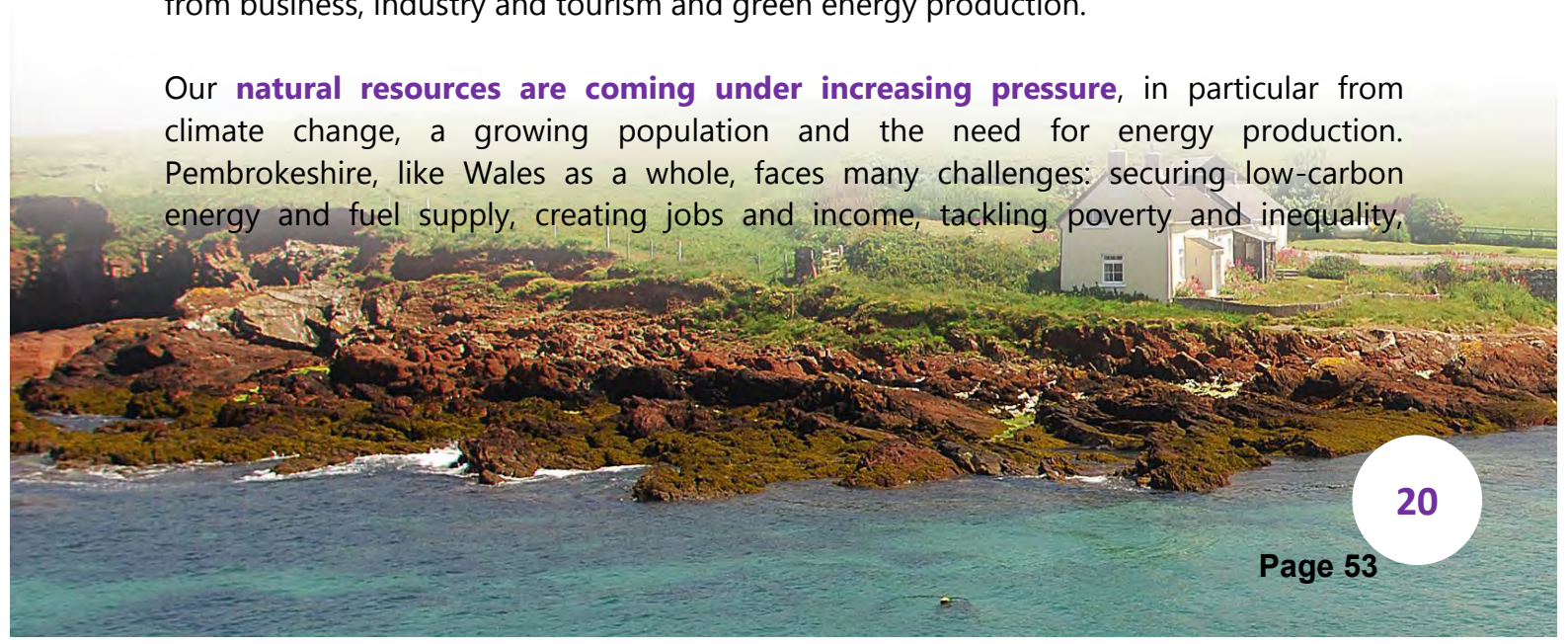
Of those that rely on help to manage day to day there is a strong dependence on informal unpaid care and support, particularly from family members (85%). 39% of respondents in employment provide unpaid care and 41% of disabled people provide unpaid care to others. There is evidence to suggest that the 'carer' role in itself has a detrimental effect on a person's health and well-being.

Our survey results show a correlation between income and health and well-being: 20% of respondents earning £40,000-£59,999 said they have a health issue. This increases to 28% for those earning £20,000-£39,999 and to 44% for those whose income is less than £20,000.

Environment

Pembrokeshire benefits from an **outstanding natural environment**, characterised by its diversity and beauty, and this has a positive effect on other elements of well-being such as people's health and the economy. When natural resources flourish, society and the economy thrive as well. Natural resources and ecosystems can help us to reduce flooding, regulate our climate, store carbon, improve air and water quality, as well as providing spaces for recreation and relaxation, and opportunities for income generation from business, industry and tourism and green energy production.

Our **natural resources are coming under increasing pressure**, in particular from climate change, a growing population and the need for energy production. Pembrokeshire, like Wales as a whole, faces many challenges: securing low-carbon energy and fuel supply, creating jobs and income, tackling poverty and inequality,



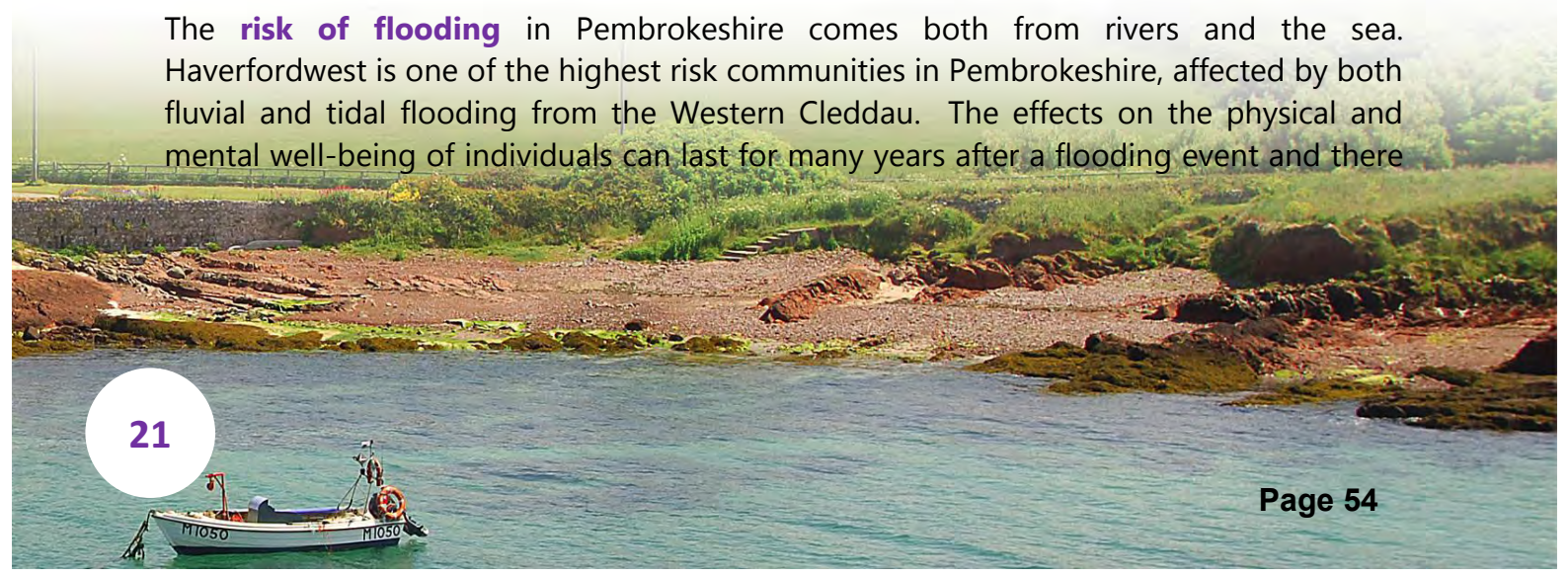
flooding and drought, and improving people's health. Central to this is building resilience into natural systems and communities, in order to tackle the challenges faced now and into the future. The State of Natural Resources Report assesses the extent to which natural resources in Wales are being sustainably managed and links the resilience of natural resources to people's health, social, economic and cultural well-being. The aim is to manage our natural resources more sustainably for the benefit of all.

There has been a strong push to secure cleaner and more **sustainable sources of energy** in Pembrokeshire in recent years. There is currently approximately 25MW of renewable energy capacity ("installed capacity") in the County which is high compared to other local authority areas in Wales (3rd highest in Wales and 36th across the UK). With this though brings tension in how we balance the need to promote and produce sustainable energy with the maintenance of our high quality natural environment, and at what point the installation of artificial constructs on our landscape becomes unacceptable to people in terms of the impact this has on the visual amenity of our County.

Similarly, there is a real challenge in finding the correct balance in continuing to support key parts of Pembrokeshire's economy (such as agriculture and industry) while managing and mitigating some of the negative impacts this might have on our environment. Agriculture, for example, is an extremely important sector in the County but it is one of the main contributors to water pollution, bathing water quality and can potentially increase the risk of flooding. There are 39 priority water bodies in Pembrokeshire that have been identified as a failing to meet the minimum required standard under the Water Framework Directive which needs to be achieved by 2027. In response to this, sites in Pembrokeshire are designated as Nitrate Vulnerable Zones (NVZ) under the Nitrates Directive (1991) which aims to protect water quality from agricultural polluting sources, with potentially further designations under consideration.

Pembrokeshire's **ecological footprint**, which can broadly be defined as the burden we as a community place on the planet in terms of measures of land, water and energy use, are roughly in line with the Wales average. As the ecological footprint of Wales as a whole is deemed to be unsustainable by environmental experts, this suggests that we in Pembrokeshire can do more in terms of reducing the burden we place on the planet through over-consumption.

The **risk of flooding** in Pembrokeshire comes both from rivers and the sea. Haverfordwest is one of the highest risk communities in Pembrokeshire, affected by both fluvial and tidal flooding from the Western Cleddau. The effects on the physical and mental well-being of individuals can last for many years after a flooding event and there



are a number of communities in Pembrokeshire where action needs to be taken to address rising sea levels. Approximately 560 properties in Pembrokeshire are already at risk of tidal flooding and more from rising river level flooding.

Despite the strong evidence of the increasing risk flooding presents, it featured as a comparatively low concern to respondents to our survey when asked to think about environmental issues. This suggests that there is work to do to heighten people's awareness of this key threat to our communities, particularly over the longer term.

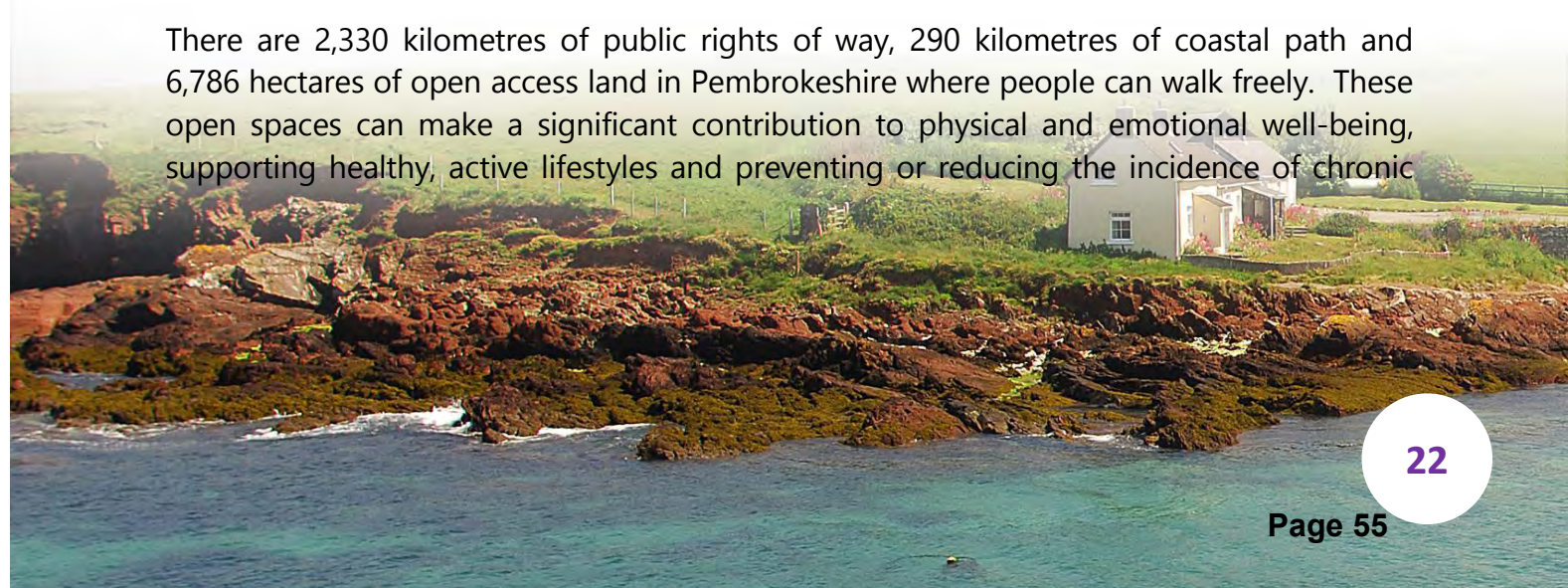
Pembrokeshire has some of the finest beaches in the UK and the quality of its bathing water is generally excellent. There are 29 designated and 13 non-designated bathing water beaches in Pembrokeshire, of those beaches 10 have Blue Flags Awards, 13 Green Coast Awards and 21 Seaside Awards. However, shrinking resources has impacted on the preventative work previously undertaken to sustain the quality of our bathing waters and this creates a risk with significant potential consequences for Pembrokeshire's economy.

The shores, coast, seas and varied landscape are integral to the character of the area and are vitally important to the local tourism industry, supporting a broad variety of jobs as well as offering opportunities for an **outdoor learning environment** for our children and young people, the potential for which has not been fully realised. Local landscapes also provide a fundamental link to our sense of community pride, culture and local identity.

As well as the Pembrokeshire Coast National Park, Pembrokeshire has 77 Sites of Special Scientific Interest, 10 Special Areas of Conservation and 4 Special Protection Areas. These designations cover marine, freshwater and terrestrial habitats and the species dependent upon them. **Habitat connectivity** is essential for the long term sustainability of these sites and the resilience of the species they support, improving connectivity to the wider landscape will also provide multiple well-being benefits.

Woodlands and trees provide a variety of benefits to well-being from regulating our climate, to safeguarding soils, pollination and improving air quality. However woodland cover in the County at 9.2% is well below the Wales average (14%). Restoring, expanding and improving the condition of our woods is key to realising multiple benefits for well-being.

There are 2,330 kilometres of public rights of way, 290 kilometres of coastal path and 6,786 hectares of open access land in Pembrokeshire where people can walk freely. These open spaces can make a significant contribution to physical and emotional well-being, supporting healthy, active lifestyles and preventing or reducing the incidence of chronic



disease, enjoying good air quality and the physical and mental benefits of being close to nature.

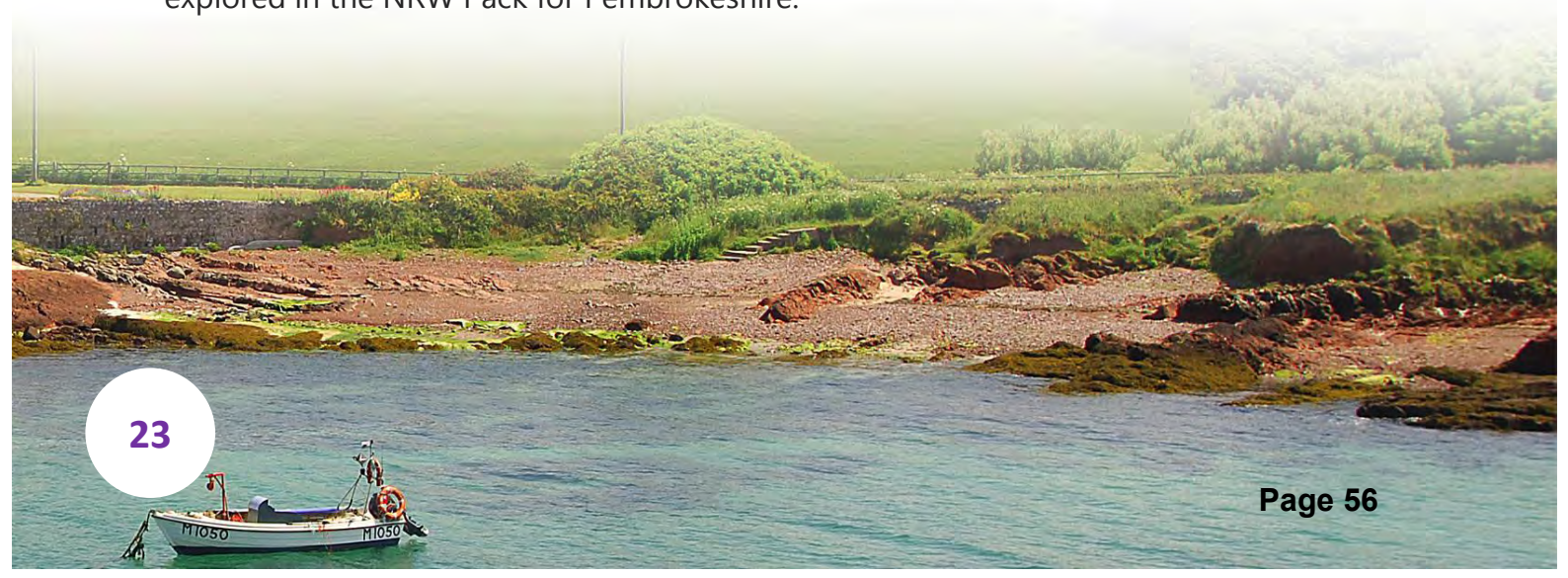
Pembrokeshire has a wealth of **greenspace** but more focus is needed on areas that are easily accessible to communities. Outdoor recreation can make a significant contribution to the urban environment and there are many associated benefits including physical health, emotional and mental well-being, and community cohesion. Moreover, as our outdoor spaces are often inaccessible to people without transport or the elderly and infirm, these green spaces provide more equitable opportunities for all people who wish to enjoy an outdoor environment.

Environmental issues such as quality and availability of water, productive land and air quality for example underpin current and future well-being and details of these levels in Pembrokeshire alongside environmental maps and other resources are available in the **Natural Resources Wales (NRW) Evidence Pack for Pembrokeshire**.

The recent Climate Change Risk Assessment report found that the **global climate is changing**, with greenhouse gas emissions from human activity the dominant cause, and that the global increase in temperature is mirrored in the UK climate, with higher average temperatures and some evidence of more extreme weather events. It also found that not enough is being done to reduce global emissions of greenhouse gases and if trends continue further warming through the remainder of this century is inevitable.

Pembrokeshire is not immune to climate change and in addition to rising temperatures and rising water levels, climate change is also likely to affect water quality, tourism, grassland productivity, and fuel costs. Though aware of the challenges presented by climate change, respondents to our survey tended to be more concerned with local environmental issues (such as littering, dog fouling and fly-tipping) rather than global issues. This might be explained in terms of the importance people place on clean, tidy and safe spaces in terms of contributing to their well-being.

The environmental benefits of peatlands in Pembrokeshire are not being realised and appropriate management is needed to secure its carbon store and reduce carbon emissions. Carbon dioxide emissions (CO₂) per person are 8.6 metric tonnes, higher than the national average of 6.6 metric tonnes / person, due in part to our reliance on private transportation and the industry located in the County. Air Quality is further explored in the NRW Pack for Pembrokeshire.



Economy

Our economy reflects our peripheral geography and the opportunities and barriers this presents. There are a wide range of drivers that have an impact on how our economy works and these range from local and regional, to national and global.

There is a strong relationship between our natural environment and the businesses and jobs it supports. Historically, the energy sector developed around the Milford Haven waterway provided well-paid jobs and created a ripple effect supporting local businesses and workers in the supply chain.

The recent closures of major refineries have created a shift towards looking at **how our natural environment can support alternative, sustainable businesses** particularly in the area of wave, wind and tidal energy. Similarly, the agricultural, food and tourism sectors are significant employers in the County and have concentrated local supply chains. These draw heavily on the quality of the natural environment to develop and sustain their products and services.

Tourism is a major driver of economic activity: 7,300 people are employed in the sector and almost 4,000,000 people visit Pembrokeshire each year. Similarly, cultural activity in Pembrokeshire is inextricably linked to the prosperity of the area through events such as Span Arts, St David's Cathedral Festival and Fishguard International Music Festival, contributing to tourism, generating demand for transport, accommodation, catering and related activities.

For many people, economic issues and household income are a major barrier to happiness and there is a clear link between a feeling of having enough money and being economically active, and perceptions of well-being. This might be understood in the sense that income poverty has a negative impact on factors with a strong relationship to well-being such as diet, activity, happiness and feelings of security.

Pembrokeshire's largest **employment** sectors are human health and social work, wholesale and retail sectors, and accommodation and food services. The County also relies on small and medium sized enterprises to drive its economy, with the vast majority of these businesses employing less than 10 people. There are fewer well-paid, skilled, professional jobs and an over-dependency on a limited number of sectors to generate jobs. This often means there is relatively limited choice of jobs or opportunities to progress within the County and we see this in the number of young people who leave to find suitable work appropriate to their skills, qualifications and ambition.

Being in work and places of work are recognised as having an important influence on social and mental well-being. They can be a source of stress and anxiety yet can also promote good relationships where people feel valued providing individual feelings of self-worth.

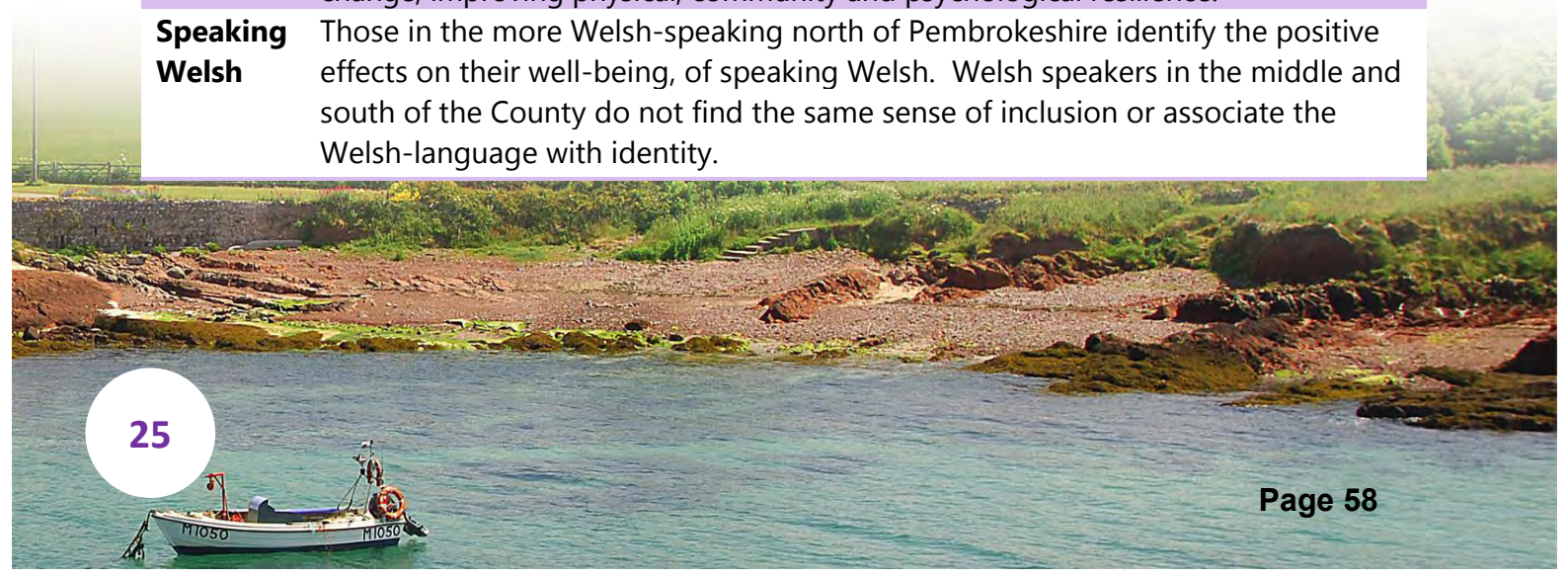
The UK is seeing increasing growth in Gross Domestic Product (GDP) and increases in employment levels. Retail Price Index inflation growth however continues to outpace both average earnings growth and the up-rating of most benefits. A number of **benefit changes** has had a different effect on different benefit recipients, generally resulting in lower real terms benefit receipt levels. The changes to benefits are important as in Pembrokeshire, 10,030 people of working age were claiming benefits in May 2016, which is 14% of the population.

Research from the Money Advice Service has found that 18.1% of the population in Pembrokeshire is in **debt**. While this is below the Wales average of 19.6% it is significantly greater than the UK average of 16.1%. The over-indebted population is younger, more likely to rent and more likely to have children than the UK as a whole and is more exposed to changes in the welfare system.

Only 22% of respondents to our survey agree there are suitable **employment opportunities** in Pembrokeshire whilst 39% either strongly disagree or disagree. Disabled people have the lowest confidence in finding suitable employment and young people made reference to the need to move away to find suitable employment. Our survey showed that lower the income level the more likely people are to disagree that there are suitable employment opportunities in Pembrokeshire.

Summary

Where We Live	The natural environment of Pembrokeshire is very much loved and appreciated, but can also provide opportunities for interaction, engagement and learning, building social cohesion and improving emotional and physical well-being.
Rurality	The rurality of the County can mean limited access to services, housing, transport, and digital connectedness. New technologies and models of service delivery may provide opportunities to enable many.
Climate Change	Current (and future) economic / cultural (e.g. agriculture) and social (e.g. transport) pressures have a significant effect on the environment. Action is required to harness the positive and mitigate the negative and longer-term effects of climate change; improving physical, community and psychological resilience.
Speaking Welsh	Those in the more Welsh-speaking north of Pembrokeshire identify the positive effects on their well-being, of speaking Welsh. Welsh speakers in the middle and south of the County do not find the same sense of inclusion or associate the Welsh-language with identity.



3. New beginnings

Experiences in early years are perhaps the most critical factor to a child's overall life chances. Positive experiences support healthy brain development and build the foundations for well-being through life, while negative experiences can harm brain development and lead to emotional or behavioural problems in the future.

Exposure to appropriate learning environments and experiences is essential to stimulate mental, emotional and cognitive development to support future well-being while early years health of children and the health of their families is a major influence on physical and emotional development, and future lifestyle choices or behaviours. Socio-economic factors such as poverty or family breakdown can also play a huge part in influencing the development of a child.

This is why we invest so heavily in the early years development of children, to maximise chances of future well-being as well as a prevention measure against the great harm adverse early years experiences can cause to both the individual and society as a whole.

- ✚ In 2015 there were 6,500 children aged between 0 and 5 years old in Pembrokeshire, approximately 5% of the total population of the County.
- ✚ There were 1,177 **live births** in Pembrokeshire in 2015, compared to an average of 1,252 per year over the last 10 years. The birth rate in Pembrokeshire appears to be fairly stable and is comparable with counties with similar populations.
- ✚ **Healthy life expectancy** figures in Pembrokeshire for both males and females are above the Wales average (66.9 compared to 65.3 and 69 compared to 66.7 respectively). There is less difference in Pembrokeshire communities' healthy life expectancy than the rest of Wales, which suggests that issues of health inequalities and deprivation are not as marked as in other areas.
- ✚ A high quality **natural environment**, including clean air, water and access to healthy food can bring great benefits to mother and baby during early years. Pembrokeshire's outdoor environment provides a wonderful opportunity to promote the use of our natural assets to support well-being from an early stage.
- ✚ Adverse socio-economic circumstances have a cumulative effect throughout the life course. For example, **low birth weight** (under 2500g) has a strong association with socio-economic deprivation and results in health and social disadvantage not only in childhood but also in adult life. In 2014, there were 85 low weight live births

(children weighing less than 2500g at birth) in the County. This accounted for 7% of all live births and was slightly higher than the Welsh average of 6.7%.

✚ The proportion of low birth weight babies provides an indication of general **maternal health**. Low birth weight is linked to infant mortality and also to a slightly increased risk of developmental complications. Mothers of low birth weight babies are disproportionately likely to be:

- Young mothers with a much higher instances of teenage conception
- Not in education, training or employment
- Smokers during pregnancy
- Living in poverty

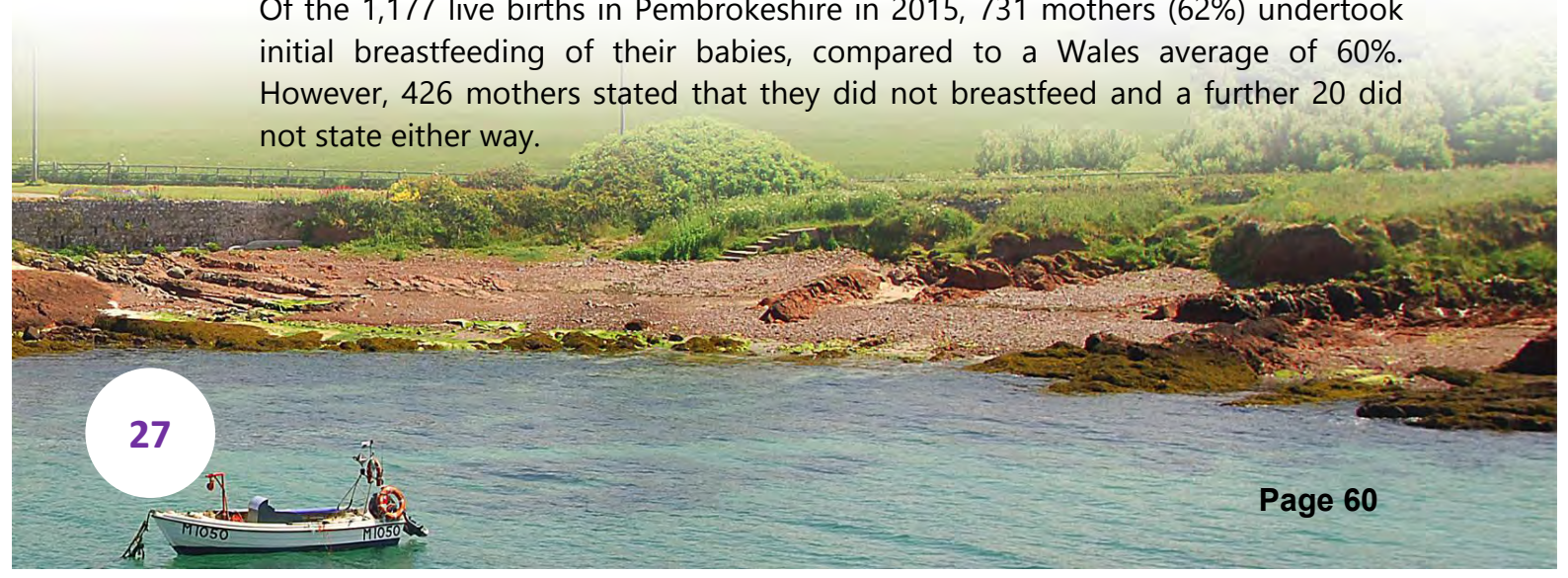
Babies born to women who smoke weigh, on average, 200 grams less than babies born to non-smokers.

✚ In 2014, the **infant mortality** rates for very low birth weight babies (under 1500g) and low birth weight babies (under 2500g) in England and Wales were 156.0 and 30.9 deaths per 1,000 live births respectively. This is much higher than the rate of 1.1 for babies of normal birth weight (over 2500g). In the Hywel Dda area in 2014 there were 12 infant deaths in total.

✚ Variations in infant and perinatal mortality by **socio-economic classification** may be the result of the link between increasing levels of deprivation and poorer maternal health, and studies have shown that infant mortality rates are comparatively higher for low income families. Mothers from these backgrounds are more like to smoke before or during pregnancy and are less likely to breastfeed which links to lower immunity levels and digestive health for the baby. Poor health in children is also strongly linked to socio-economic factors and is more likely to be an issue for children living in poverty.

✚ **Breastfeeding** is recognised as being of crucial importance to the health of mothers and their babies and has long term benefits which last into adulthood. Babies who are breastfed have fewer infections and a lower risk of allergies and asthma and are less likely to be obese in later life.

Of the 1,177 live births in Pembrokeshire in 2015, 731 mothers (62%) undertook initial breastfeeding of their babies, compared to a Wales average of 60%. However, 426 mothers stated that they did not breastfeed and a further 20 did not state either way.



- ✚ In the financial year 2015-16, 95.1% of children in Pembrokeshire aged 1 year old received the 5-in-1 **immunisation** (a slight increase from 94.8% the previous year), compared to the Welsh average of 96.6%. The level to achieve herd immunity in any given population is 95% which is the stated Welsh Government target for all childhood immunisations.
- ✚ **Family stability** and the behaviours a child is exposed to in early years are crucial to a child's development. Adverse Childhood Experiences (ACEs) such as abuse or neglect in the home can result in changes in the brain development of children, affecting the ability of these children to learn and develop social skills, in some cases causing long term health problems.
- ✚ Research has shown that socio-economic status and type of employment has an effect on **parenting** quality. Pembrokeshire has benefitted in recent years from the Flying Start programme which has targeted communities with higher deprivation in an effort to provide parents with the knowledge, skills and support needed to deliver better quality parenting.
- ✚ Pembrokeshire currently has **Flying Start** provision in two of its community areas; Mid & West (with centres in Hakin, Milford Haven, Haverfordwest and Neyland) and South (with centres in Pembroke and Pembroke Dock). The absence of such support in the North Pembrokeshire area is perhaps due to its more dispersed population and in many ways indicative of the issues of identifying and targeting rural poverty in an effective way. The most recent data shows that 70% of children on Flying Start programmes in Pembrokeshire meet their developmental milestones by the age of 3, meeting the target set by Welsh Government.

Case Study

There are currently 1135 children receiving support from the Flying Start programme in Pembrokeshire. A total of 278 children are accessing the free childcare offer, which equates to 98.3% of those eligible to attend. The most recent Flying Start centre opened in Neyland in April 2015 and work has been undertaken with service users and the Town Council to strengthen links between Flying Start and the local community.

- ✚ Children in Wales are entitled to 10 hours of free education per week from the first term after their 3rd birthday until the term after their 4th birthday, with Local

Authorities having a duty to provide sufficient **nursery education**. In Pembrokeshire, this is supplied through a mixed economy of main stream schools and non-maintained providers.

- ✚ The most recent Childcare Sufficiency Assessment for Pembrokeshire showed that at March 2015 there were 2,775 **childcare places** available in the County for 0-15 year olds. There has been a recent reduction in demand for childcare in the County due to the current economic climate. The majority of childcare available in Pembrokeshire operates within standard hours, which does not meet all the needs of working parents. In particular, there is a lack of childcare available prior to 8:00am and after 6:00pm, which does not always correspond with working hours. In addition, opening hours do not meet the requirements of shift workers and there is very limited provision available on weekends. A further area of concern is the uneven distribution of provision, which results in a lack of choice and availability, particularly in the North of the County and some areas in the South. Adequate childcare provision is essential for parents who are out of work and looking to gain skills and qualifications to enter the workplace.
- ✚ The **Foundation Phase** is the statutory curriculum for all 3-7 year olds in Wales. As part of the curriculum, emphasis is placed on children's well-being through developing their confidence and self-esteem. In 2015, 96.1% of children in Pembrokeshire achieved the expected outcome in this learning area, however in 2016 this decreased to 93.9%, which was below the Welsh average of 94.5%.

Summary

Parental Preparedness	Antenatal classes and parenting support can improve the outcomes for new parents and their babies. Support of this kind can be particularly important for those in vulnerable groups in Pembrokeshire.
Family Stability	The first months are crucial for a new baby. Having a strong network of support, both within and beyond the immediate family, can give babies the best possible start.
Childcare & Early Years	The well-being and welfare of our children is at the core of those charged with caring for them. However, this care does not always meet the needs of families (e.g. variable working conditions)



4. Childhood

In this section, and for the purposes of this assessment, we are broadly looking at children in the 5 – 15 year age range. This is a period where children can develop rapidly - the excitement of learning, being part of a school community, building friendships and moving towards greater independence and discovery in teenage years. For some young people, this is also a time of uncertainty and vulnerability; coping with new life experiences presents difficult challenges associated with 'growing up' and the emotional and physical changes this entails.

According to the Office of National Statistics, there were 13,500 children aged between 5 and 14 years old in Pembrokeshire in 2015, approximately 11% of the total population of the County. We engaged with young people through our survey and specific engagement events and will be looking to strengthen our evidence base with more school-specific work in the near future.

Respondents to our survey aged 16 and under selected a sense of belonging (39%), enough money for the essentials (35%) and good health (30%) as being important to them now, whilst affordable, decent housing (48%), enough money for the essentials (30%) and access to care and support (30%) assumed greater importance in the future. A strong sense of pride in and enjoyment of Pembrokeshire's natural environment emerged from engagement sessions as well as the themes of 'fairness' and 'equality'.

✚ 9% of children in Pembrokeshire live in **poverty** compared to the Welsh average of 22%. The highest proportion of children living in poverty is in the 0-10 age range (63%) aged 11-19 (37%) which could be indicative of greater financial challenges facing younger parents and families. There are clear links between poverty and a range of factors which impact negatively on well-being.

Obesity is more prevalent in deprived communities and children from poorer backgrounds are more exposed to behaviours and lifestyle choices harmful to health. Similarly, with regards to educational outcomes, children eligible for free school meals underperform considerably in comparison to those who are not eligible to receive them.

✚ **Childhood obesity** is a growing issue in Pembrokeshire, Wales and the UK. Figures from the Child Measurement Programme for Wales 2014-15 show the rate of children aged 4 to 5 in Pembrokeshire who are overweight or obese is 30.2% (boys 31.1%; girls 29.2%). The Wales average is 26.2% and the UK average is 23%. This is concerning as the research shows a link between childhood obesity and adult

obesity, and in the context of a growing national trend, many associated chronic health problems (for example, diabetes) are likely to increase in the future.

✚ In the National School Sports Survey looking at **active lifestyles** the percentage of children aged 5 – 16 defined as “Hooked on Sport” (*taking part in sport on 3 or more occasions per week outside the curriculum*) increased by 6% from 41% in 2013 to 47% in 2015 compared to a Wales average of 48%. Pembrokeshire has a strong network of local sporting clubs and associations (many of which run specific programmes for young people) and an outstanding natural environment where young people can learn the benefits of an active and healthy lifestyle which will benefit them throughout life.

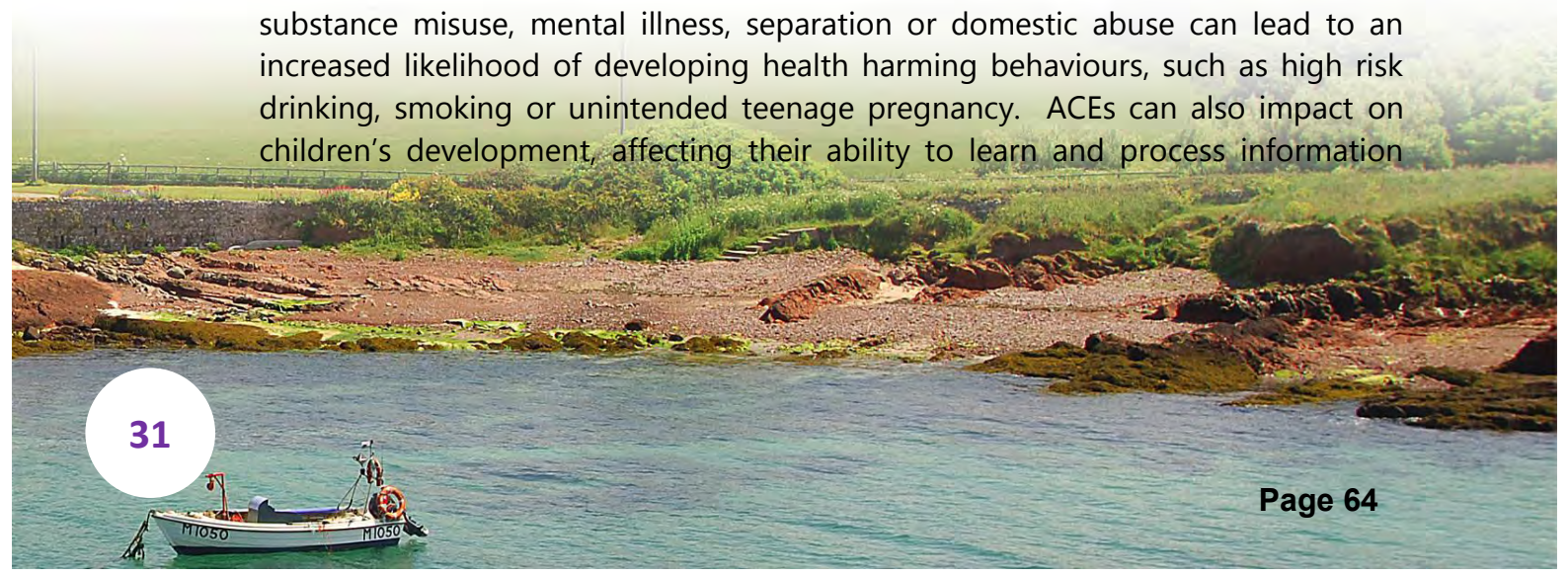
✚ **Play** is crucial to children’s physical, mental, social and emotional health and well-being, contributes to children’s development and helps to build their resilience. The most recent Play Sufficiency Assessment undertaken in Pembrokeshire in 2016 showed that there have been improvements in the spaces available for children to play within the last few years, including the building of a skate park in Haverfordwest and a survey of play parks which has led to a draft equipment replacement programme being produced.

Work has also been undertaken to develop safer routes to play areas. The assessment identified that more work was required to ensure that all children and young people are offered the same opportunities. The National Survey for Wales 2013-14 reported that 78% of those surveyed in Pembrokeshire felt that it was safe to play outside.

Case Study

The **Pembrokeshire Play Conference** was held in March 2017 at Folly Farm and was hosted by children and young people from across the County. The Children’s Commissioner for Wales, Sally Holland, was the guest speaker and the event showcased play to children, young people and delegates from the public, private and voluntary sector.

✚ **Adverse Childhood Experiences (ACEs)** can have multiple negative effects on children and their development. Childhood exposure to abuse, neglect, parental substance misuse, mental illness, separation or domestic abuse can lead to an increased likelihood of developing health harming behaviours, such as high risk drinking, smoking or unintended teenage pregnancy. ACEs can also impact on children’s development, affecting their ability to learn and process information



effectively leading to problems in school, or difficulties in making friends and maintaining relationships.

Preventing ACES can improve health across the whole life course and enhance an individual's well-being, while supporting families with parenting and child development plays a central role by promoting resilience and positive self-esteem and has a positive impact on well-being outcomes.

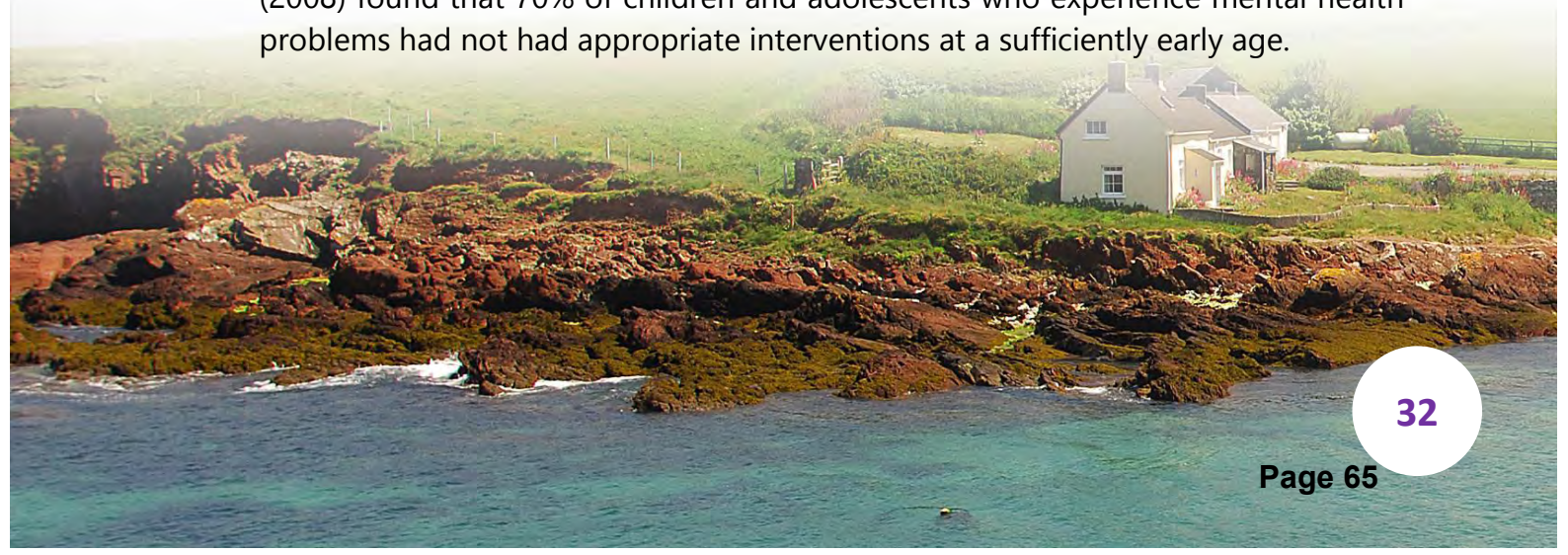
- ✚ According to the Welsh Health Survey 2015, 94% of children were reported to have very good or good **general health**; 64% were reported as eating fruit every day and 52% as eating vegetables every day; and 36% of children were reported as undertaking at least one hour of physical activity per day over the previous week. Overall, the results showed that there has been little reported change in children's health since 2007. Children from more affluent backgrounds, particularly girls, are more likely to eat fruit and vegetables daily, though girls are typically less physically active than boys.

The Wales survey of Health Behaviour in school aged Children 2013-14 found that in the Hywel Dda area, 3% of both girls and boys between the ages of 11 and 16 years of age smoked tobacco at least once a week, compared to a Welsh average of 4%. Among all young people across Wales, smoking rates have reduced since 1998, but of those that have smoked, those in families with the lowest household income were more likely to start smoking early.

In the same age group, the survey found that 7% boys and 4% girls in the Hywel Dda area drank alcohol at least once a week and throughout Wales, one in ten young people reported being drunk at least once in the past month.

- ✚ In the financial year 2015-16, 87.9% of children in Pembrokeshire aged 5 years old received the MMR2 **immunisation** (a decrease from 91.6% the previous year), which was lower than the Welsh average of 91.6%. In order to reach the Welsh Government target of 95% another 92 children would have needed to be vaccinated across the County.

- ✚ 10% of Pembrokeshire's children have **mental health** issues such as stress, anxiety and depression. The Good Childhood Inquiry by the Children's Society (2008) found that 70% of children and adolescents who experience mental health problems had not had appropriate interventions at a sufficiently early age.



- ✚ The percentage of pupils that achieved the expected level in “Personal and social development, well-being and cultural diversity” at the Foundation Phase (3 to 7 years old) increased from 94% in 2013 to 96.1% in 2015 but decreased to 93.9% in 2016 which is below the Wales average of 94.5%.
- ✚ There are 61 **primary schools** in Pembrokeshire with 10,730 pupils. The average Key Stage 2 class size is 24.2 pupils. The County has a rate of 14.4% of primary school pupils who are eligible for free school meals and there is 79% take up of those eligible which is above the Wales average of 78.2%.
- ✚ There are 8 **secondary schools** in Pembrokeshire with 6,840 pupils. The average class size for years 7-11 is 22.4 pupils. The County has a rate of 13.7% of secondary school pupils who are eligible for free schools meals and there is 66.5% take up those eligible which is well below the Wales average of 74.3%.
- ✚ Overall **performance of schools** inspected by Estyn under the Common Inspection Framework indicate that 55 of the schools inspected achieved “Good” for Key Question 2.3 (Care, Support and Guidance), 5 Schools achieved “Excellent” and 7 were “Adequate”. Overall Performance in the same period for Key Question 1.2 (Well-being) indicate that 6 were “Excellent”, 43 were “Good”, 16 were “Adequate” and 2 were “Unsatisfactory”.
- ✚ **Outcomes for learners** at Key Stage 4 has been a significant issue for Pembrokeshire schools for a number of years. Though figures are improving, learners achieving the ‘Level 2 threshold’ of 5 GCSEs A – C including Maths and English or Welsh is currently the lowest in the ERW consortia region at 59.3%. Only 24.7% of those eligible for free school meals currently meet this threshold.
- ✚ Pembrokeshire has an overarching **Emotional Health and Well-being** Strategy for schools, which provides a context for promoting the health and well-being for children and young people in schools. This strategy is underpinned by a Well-being and Behaviour Strategic Group made up of Health, Social Care and Education lead officers, which meets regularly to provide strategic direction on issues affecting the well-being of children and young people in schools.
- ✚ Currently, 93% of schools in Pembrokeshire have achieved Phase 3 and above of the **Healthy Schools** Scheme with 21% achieving the National Quality Award and a further 61% of schools working towards it.



- ✚ A survey on the prevalence and incidence of **bullying** was undertaken on an anonymous basis across educational settings in Pembrokeshire in 2016. Findings from the survey showed that among primary age pupils, 13.4% reported being bullied in the last two months and 7.5% several times a week; among secondary age pupils the figures were 13.2% and 4.9% respectively. These results included all forms of bullying, including name-calling, physical bullying, racial, homophobic, faith-related, disability related and cyber bullying.

Pupils reported that the most common effect of bullying was to make them feel sad (14.6 % of primary pupils and 10.2% of secondary pupils). Additionally, 2% of pupils stated that it affected their attendance and 7% of secondary pupils stated that it made them feel depressed.

- ✚ School **exclusions** and **attendance** levels are strong indicators of underlying issues of well-being. Exclusions increased in 2015-16 from 799 to 1004, however, rates of permanent exclusions from mainstream settings are low, with 5 occurrences in 2015/16 across both phases. The rate of fixed term exclusions of 6 days or more for both primary and secondary pupils has remained consistently low over the past three years and below the Wales average. There have been some slight improvements in attendance with primary schools currently at 95% and secondary schools at 93% though there is still room for improvement.

- ✚ Caring for a family member who is physically or mentally ill or disabled can have a significant impact on the physical and mental health of children and young people. According to the recent Population Assessment, **young carers** between the aged of 5 -17 years face numerous additional challenges such as problems at school, completing homework, isolation from other children and other family members, being stigmatised or bullied, lack of time for play, sport or leisure activities, as well as not having their own human need to be cared for fulfilled. Young carers can also experience problems moving into adulthood, particularly affecting their ability to find work, meet housing needs and establishing meaningful relationships.

It is difficult to determine the exact number of young carers in Pembrokeshire, as many do not identify as such, and, on the surface at least, might appear to be managing with this additional responsibility. The most recent figure of the number of young carers known to partners is 154 (aged 8 -18) though this might under-estimate the actual number of young people who have a caring responsibility. The Pembrokeshire Carers Strategy 2015-2020 has identified a number of actions to improve the support for young carers.

- ✚ **Looked After Children (LAC)** are a particular concern since this cohort are more likely to have been subjected to a range of behaviours which compromise well-being, such as poverty, relationship breakdowns, poor standards of care and abuse. The number of LAC leaving care in the County having achieved no qualifications was 18% in 2015; 82% of LAC achieved at least one (including vocational) qualifications. However, less than half (46%) attained 5 A* to G grades at GCSE level.

Summary

Understanding Obesity	Pembrokeshire has one of the highest rates of overweight or obese children in Wales, yet this is not necessarily explained by traditional theories around links between obesity and deprivation. Learning about healthy eating and providing opportunities for active play may have big roles in changing behaviour for future generations.
Learning Environments	Although Pembrokeshire's schools results are heading in the right direction across a number of measures, much more work is needed; particularly in light of understanding around childhood well-being, mental health and resilience.
Building Resilience	Adverse childhood experiences are hugely detrimental, and have effects that can last through life. Social, emotional and behavioural support across the County can counteract the worst effects and long-term damage. It is especially important that those experiencing challenges such as being looked after or caring for others are supported across a range of areas or settings

5. Youth

In this section, and for the purposes of this assessment, we are broadly looking at young people in the 16 – 24 year age range, though given some of the factors considered the boundaries of this age range can be blurred. This is a period when young people grow into fully independent adults and represents an exciting time for many as they attain qualifications and develop skills, go to university or start a career, and where confident expression of a belief-set begins to grow and mature. For some young people, this is a time when the realities of adult life – gaining qualifications, finding work, managing finances or finding suitable and affordable housing - become significant factors influencing well-being and happiness.



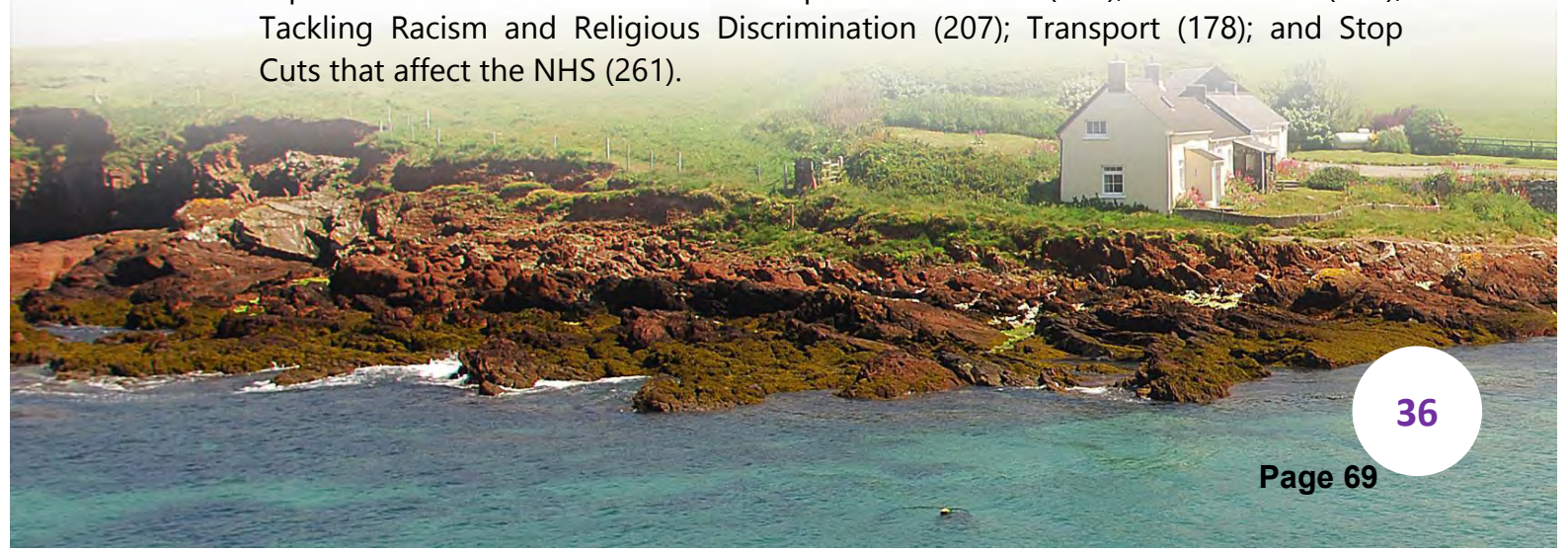
There are approximately 14,000 young people aged between 15 and 24 years old in Pembrokeshire which is roughly 11% of the total population of the County. Around half of young people completing our survey said that having more or better access to public transport would make them happier, with hobbies and socialising also identified as being important to well-being. 52% of respondents said that they keep active and 44% said they eat healthily in order to maintain good health.

The most common responses from young people who completed tags for the well-being tree during the engagement events were as follows:

What does well-being look like for you?	How would you like it to look in the future?
Family	Housing
Health	Jobs
Good home / community	Access to health services
Football	Money
Independence	Healthy environment
Healthy environment	Community cohesion
Access to education	

✚ Pembrokeshire County Council adopted the **United Nations Convention on the Rights of the Child** in 2014. It has a dedicated Children and Young People’s Rights Office (CYPRO) which works to bring about positive change for children and young people living in Pembrokeshire, by ensuring that their voice is heard in the process of decision-making. The mechanism for young people to have their voices heard is the Pembrokeshire Youth Assembly, a representative group of young people from youth forums and school councils across Pembrokeshire. CYPRO also trains and provides advice on rights based approaches to a wide number of services for children and young people.

✚ Young people are encouraged to be **active citizens** and to use their voice positively and pro-actively in decisions that affect them. Each year a Make Your Mark campaign provides an opportunity to hear what matters most to young people. This year, 2,373 young people from Pembrokeshire participated and the top issues were: A Curriculum to Prepare us for Life (520); Votes at 16 (449); Tackling Racism and Religious Discrimination (207); Transport (178); and Stop Cuts that affect the NHS (261).



Pembrokeshire's Youth Assembly have met with the Chair and Chief Executive of Hywel Dda University Health Board and raised concerns about the availability of mental health services for young people. Young people in Pembrokeshire have also had a strong voice and powerful influence in recent school reorganisation proposals for the County.

Case Study

In November 2016 the UK Youth Parliament debated issues for young people in the House of Commons. Young Members of Youth Parliament (MYPs) from all over the UK attended this prestigious event, hosted by the Speaker of the House of Commons. The current Chair of the Youth Assembly represented the young people of Pembrokeshire at the debate.

Each year in the House of Commons the MYPs debate the top issues that have been voted for by young people in the annual 'Make Your Mark' campaign. In 2016, 2,373 young people from Pembrokeshire voted and the issues were; A Curriculum to Prepare us for Life; Tackling Racism and Religious Discrimination; Transport; Votes at 16 and Stop Cuts that affect the NHS.

- ✚ Pembrokeshire's **Junior Safeguarding Board** has identified bullying as a priority, particularly identifying a common way of dealing with bullying across all organisations (Schools, Youth Clubs etc.).
- ✚ There are a number of pathways available to young learners for their **post-16** destination (school sixth-form, full or part-time Further Education courses in College, entering work-based training at Pembrokeshire College or at a training provider, or into employment). Learners receive impartial information, advice and guidance from a range of partners aimed at ensuring they make the right choice based on their interests, skills and aspirations in life.
- ✚ 60% of Year 13 school leavers progressed onto **higher education** courses in 2016, 10.3% progressed onto Further Education courses, 11.2% were employed, with small numbers entering Traineeships (0.17%) and Apprenticeships (1.57%). 7.69% of learners remained in sixth-form to complete courses, and 3.67% were not in education, employment or training.
- ✚ The number of young people aged 16 not in education, employment or training (**NEET**) fell below 3% for the first time in 2016, comprising a cohort of 33 (2.7%). In 2016, 45.5% of young people stayed on in sixth-form and 36.8% progressed



into full time FE provision, mostly at Pembrokeshire College. 8.8 % of learners progressed into traineeships, 0.9 % onto apprenticeships, and 2.53% into employment.

✚ **Young Adult Carers** (YACs) aged 18-25 face many of the same challenges as adult carers in terms of the impact of the caring responsibility on their own physical or mental health problems. In addition, they are four times more likely to drop out of college or university than a student without caring responsibilities. Only 36% of YACs feel able to balance their commitments with their caring role compared to 53% of those without a caring role. Many YACs in Pembrokeshire live in rural and remote communities and financial hardship can make it difficult to access services because of travel costs and time restraints. YACs need advice and information about education, health, employment, benefits, relationships, respite and support around their caring role and transition to an independent adult life.

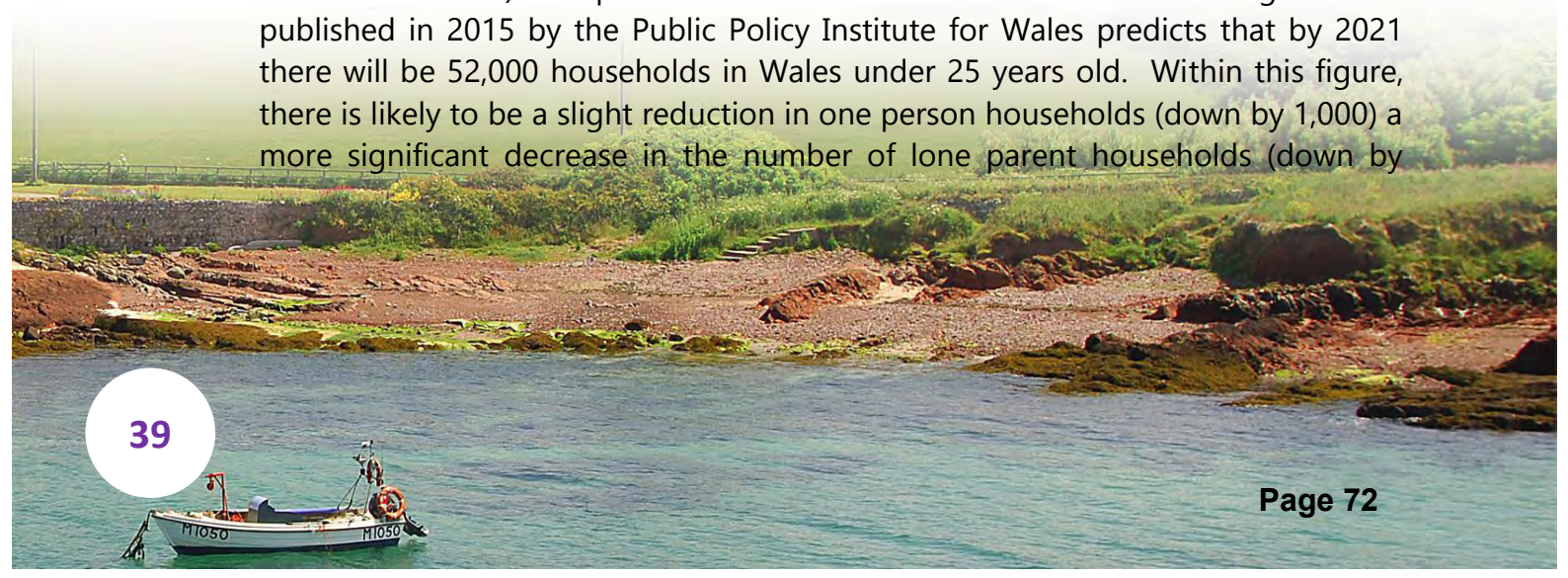
✚ There is a continuum of services available in Pembrokeshire for young people dealing with a range of emotional issues which negatively affect well-being and can cause harm to an individual's learning or health outcomes. Qualified and experienced **school counsellors** work within Pembrokeshire secondary schools, with the service targeted at those who would benefit from a short period of counselling to help them manage issues such as relationship difficulties, stress, bereavement, or other emotional needs that are not significant enough for referral to other services.

✚ **Mental Health** services provided by Hywel Dda include the Emotional Health and Well-being Service, which provides an early intervention service to improve the provision of physical and emotional health and well-being to vulnerable children and young people experiencing problems such as behavioural difficulties, emotional health problems, illness and disability in the family, loss and separation issues, drug and alcohol misuse or family communication problems.

✚ The total number of CAMHS or specialist **mental health referrals** to treatment in Wales doubled between April 2010 (1,204) and July 2014 (2,342). Of those awaiting outpatient treatment, young people make up the largest numbers. The Hywel Dda Specialist CAMHS consists of both Primary and Secondary Mental Health services. Two new targets were introduced by Welsh Government in 2015; the first being that all urgent referrals should receive an appointment within 48 hours (replacing the previous 4 week target); and secondly, that all routine referrals should receive an appointment within 4 weeks (which replaced the

previous 16 week target). Despite these new targets presenting a considerable challenge, Hywel Dda UHB is currently meeting these performance target.

- ✚ According to a survey of **young people's experiences of CAMHS**, undertaken as part of a report by young people on their well-being and mental health published by the Wales Observatory on Human Rights of Children and Young People in January 2016, nearly three-quarters of current or former CAMHS users surveyed said that their experience was negative and only 40% said that the service had helped them to get better and move on.
- ✚ **Teenage pregnancy and early motherhood** can be associated with poor educational achievement, poor physical and mental health, social isolation and poverty, and children born to teenage mothers can experience poorer health and psychosocial outcomes, such as low birth weight and higher rates of infant mortality and morbidity. The rate of under 18 teenage pregnancies in Pembrokeshire was 23.8 per 1000 in 2014, lower than the Welsh average of 25.4, with the rate of under 16 pregnancies being 5.2, slightly higher than the Welsh average of 4.9.
- ✚ First time entrants (aged 10-17 years) to the **Youth Justice** system in Pembrokeshire have reduced considerably over recent years, matching the trend throughout the Dyfed Powys area and Wales as a whole. In the financial year 2015-16, 24 young people were recorded as first time entrants in Pembrokeshire compared to 113 for the same period in 2013-14. With regards to reoffending, the frequency rate increased from 2.47 to 4.04 between January-December 2013 and January-December 2014, compared to from 2.48 to 2.72 for the Dyfed-Powys area 2.97 to 3.60 for Wales as a whole. However, looking at actual numbers, the cohort has reduced by 111 young people, reoffenders by 36 young people and re-offences by 48. Although reductions in numbers of first time offenders have been reported, the number of those reoffending remains a concern.
- ✚ In terms of **housing needs** figures from 2015 suggest nearly half of all 20 to 24 year olds in the UK live with parents. Of those not living with parents, the number of householders within that age group who rent continues to rise (91% in 2015) whilst the number of owner / occupiers continues to decrease (9% in 2015 down from 30% in 1996). A report on the future need and demand for housing in Wales published in 2015 by the Public Policy Institute for Wales predicts that by 2021 there will be 52,000 households in Wales under 25 years old. Within this figure, there is likely to be a slight reduction in one person households (down by 1,000) a more significant decrease in the number of lone parent households (down by



6,000) and an increase in couple household (up by 3,000). Predictions to 2031 remain fairly stable for all under 25 household types. Across all age groups, future demand is likely to outstrip supply

- ✚ Figures for December 2016 show that 4.3% of 18-24 year olds in Pembrokeshire were in receipt of **out of work benefits**. However, this figure has reduced over the last few years, with 6.7% of 18-24 year olds being out of work in December 2013.
- ✚ **Outward migration** is greater than inward migration in the 15-19 age group for both males and females, likely due to young people leaving the County after Year 13 to go to University, with 240 males and 300 females leaving the County in 2014-15. For the 20-24 year age group, inward and outward migration figures were broadly similar for the same period.

Summary

Achieving Independence	With houses so expensive in Pembrokeshire, young people looking for independence from their parental home are dependent on renting. This is often poor in condition and quality.
Skills for Life	Equipping young people with the right skills and mind set to enter the world of work during this life stage is essential to their future well-being.
Youth Mental Health	This life stage is rarely an easy time. With multiple and varied practical, social and emotional challenges to contend with, adequate support during this period is crucial.

6. Adulthood

Adulthood is the time when we work towards independence and managing our own life. It is the time when we look to assert our own character and values through making decisions on where we live and finding meaning through work and social interests.

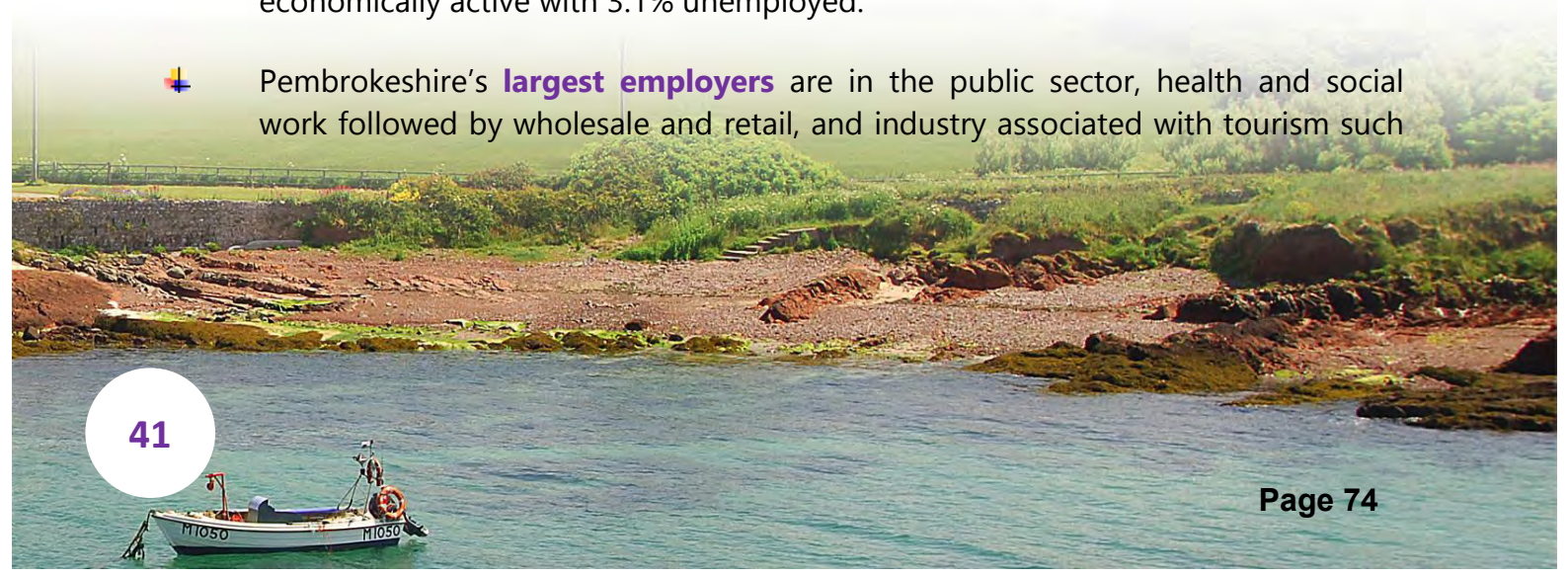
What it means to be an adult has changed over time. Historically becoming an adult was the time when you had reached such milestones as finishing your education, finding a job, getting married, buying a home and having children. People's expectations have changed over the generations. Today, the balance of what people want from their work and personal life has changed due to social expectations and economic context.



Supporting people to live active and healthy lives will reduce their needs for care and support and lead to improved well-being outcomes at an individual and community level. A range of accelerating factors have been identified which can impact on well-being and the likelihood of developing an ongoing health condition or aggravating the effects of existing conditions and against which mitigating action should be taken. These factors include unemployment, low wages and poor housing conditions.

From our survey results, we know the “having enough money to get by” is one of the top 3 aspects most important to people’s overall happiness, contentment and life satisfaction. Employment therefore has a strong relationship to well-being as it provides a means of financial income, as well as creating feelings of purpose, social standing and self-fulfilment. Of course, the opposite can also be true if people find themselves in jobs that do not meet their needs, either financially or psychologically.

- ✚ **Household income** in Pembrokeshire is £23,192 compared to the Wales average for 2016 is £25,667. Average pay for males is £26,975 and for women is £20,351. Wages in Pembrokeshire are lower than the national average and people in the County are faced with higher than average house prices and increased reliance upon private car ownership in order to access employment and services. At the same time, due to rurality, many households will rely on more expensive forms of heating such as oil and electricity compared to their urban counterparts and the lack of availability and speed of the internet means reduced access to competitively priced goods.
- ✚ Pembrokeshire has faced a number of difficult economic periods following the closure of refineries, manufacturing sites and Armed Forces establishments. The levels of male unemployment in Milford Haven and Pembroke Dock at various points reached 20+%. Currently the levels of **employment** for Pembrokeshire are similar to Wales as a whole; 75% of the population are economically active with 13% self-employed. In broad terms, people in Pembrokeshire are more likely to be satisfied in their job than people in all other parts of Wales aside from Powys.
- ✚ A small proportion, 3.8% of Pembrokeshire residents claim **unemployment** benefit or class themselves as unemployed. Breaking the figures down, 80.6% of men are economically active with 4.5% unemployed whilst 70.8% of women are economically active with 3.1% unemployed.
- ✚ Pembrokeshire’s **largest employers** are in the public sector, health and social work followed by wholesale and retail, and industry associated with tourism such



as accommodation and food services. There has been significant effort put into filling the gap left by the petrochemical industry by supporting the diversification into more sustainable forms of energy production, particularly in marine renewables. However much of the employment in the County continues to be in low paid seasonal jobs or in the public sector where there is ongoing contraction for the foreseeable future.

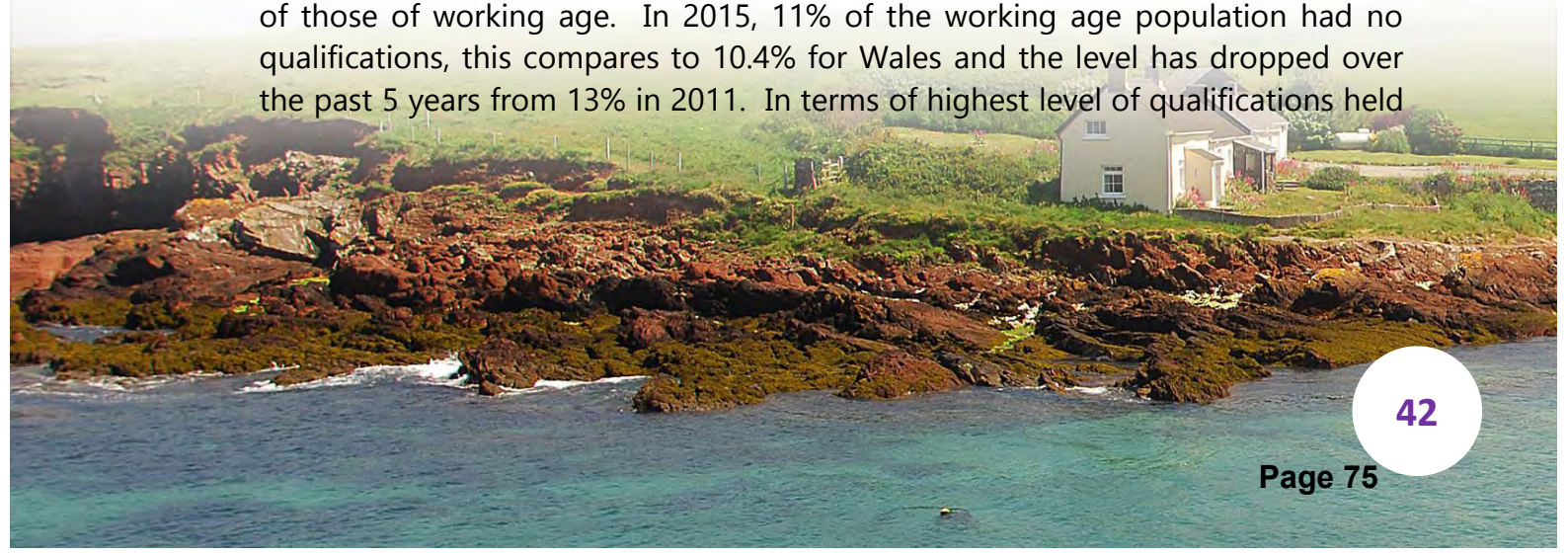
- ✚ The County's **industrial sector** is heavily focused on petrochemicals, power generation and port activity located around the Port of Milford Haven. It is worth noting that the Valero refinery alone accounts for nearly 20% of Wales' economic exports, and the sector sustains over 4,000 well paid high skill jobs in the County.

Case Study

The deep water Port at Milford Haven has attracted over £5bn of private sector investment into the County in the last 10 years, and is an important **strategic gateway for energy supplies** into the UK economy: 28% of natural gas imports to the UK pass through the Port. Its effect, in terms of the well-being to be derived through access to good quality high skill jobs with career prospects and connectivity to the wider global economy, is now very dependent on one business, namely the Valero refinery. The world is expected to move towards lower dependence on fossil fuels, and therefore it is encouraging to see new sectors being targeted including wave and tidal energy through the City Deal for the Swansea Bay City Region (of which Pembrokeshire is a key partner), and further investment into the established leisure boating and waterfront tourism markets.

- ✚ Pembrokeshire is a **highly entrepreneurial** County seeing movement between self - employment and employment dependent upon opportunity. There is a high proportion of micro businesses in Pembrokeshire, with 85% of enterprises having less than 10 employees and small and medium businesses (under 50 employees) making up 98% of businesses in the County. The level of new businesses starting in Pembrokeshire is historically higher than the national average; and the survival rate is very good. In 2015, there were 4,500 active businesses with 415 new businesses and 350 business closures.

- ✚ There is a persistent issue of the availability and level of **skills and qualifications** of those of working age. In 2015, 11% of the working age population had no qualifications, this compares to 10.4% for Wales and the level has dropped over the past 5 years from 13% in 2011. In terms of highest level of qualifications held



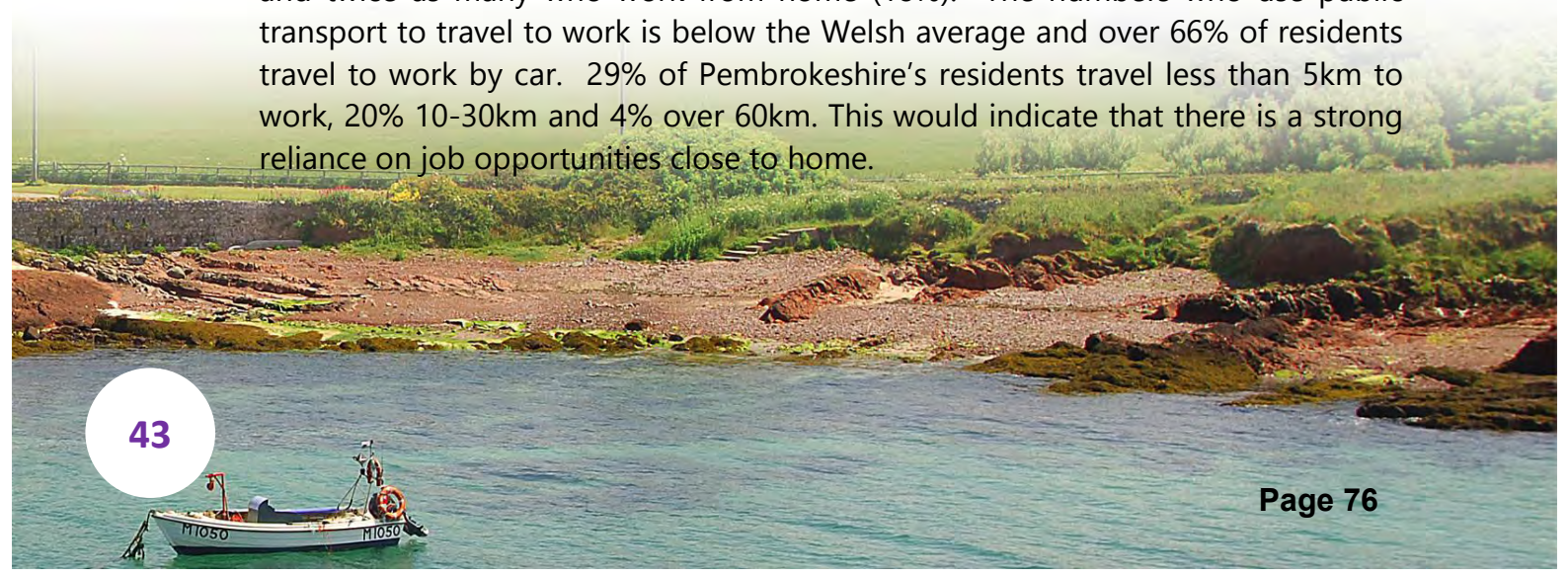
by working age adults, the Annual Population Survey in 2015 found that 33% of Pembrokeshire adults held Higher Education or equivalent level qualifications compared to a Wales average of 36% and a UK average of 39%. This perhaps reflects the predominant employment sectors in the County and the lack of jobs which require higher skills or attract people with those skills, as well as there being no Higher Education facility in the County.

✚ Broader issues around employment are raised in “Is Wales Fairer?” 2015 published by the Equality and Human Rights Commission. They highlight the **inequalities** in recruitment and employment. For disabled people, less than half (42%) were in employment in 2013 compared to nearly three quarters of (71%) of non-disabled people and disabled people’s unemployment rate rose to nearly one in eight. Across Britain around one in nine pregnant women or new mothers (11%) were dismissed, made compulsorily redundant or treated so poorly they felt they had to leave their job.

✚ For those in work, balancing **caring responsibilities** will be an increasing pressure. Around 1 in 20 people or 5% of the working age population combine paid work and the role as an unpaid carer. This figure compares to 2.0% claiming Carers Allowance. The role of unpaid carer can negatively impact a carer’s physical and mental health and their career and financial security. Carers can experience social isolation, a lack of recognition of their caring role and their knowledge of the cared for person. Evidence on carers suggests that providing more than 50 hours of unpaid care can increase the likelihood of self-reported poor health.

✚ Carers are not a static population as every year around a third of carers find their caring role comes to an end as the person they care for recovers, moves into residential care or passes away. Challenges for carers then change as adjusting to the loss of role and function can compound grieving and lead to isolation and depression. There are changes to their financial status as welfare benefits may stop and they have to make an application for themselves. This can also have added complexity of suitable and affordable housing and transport.

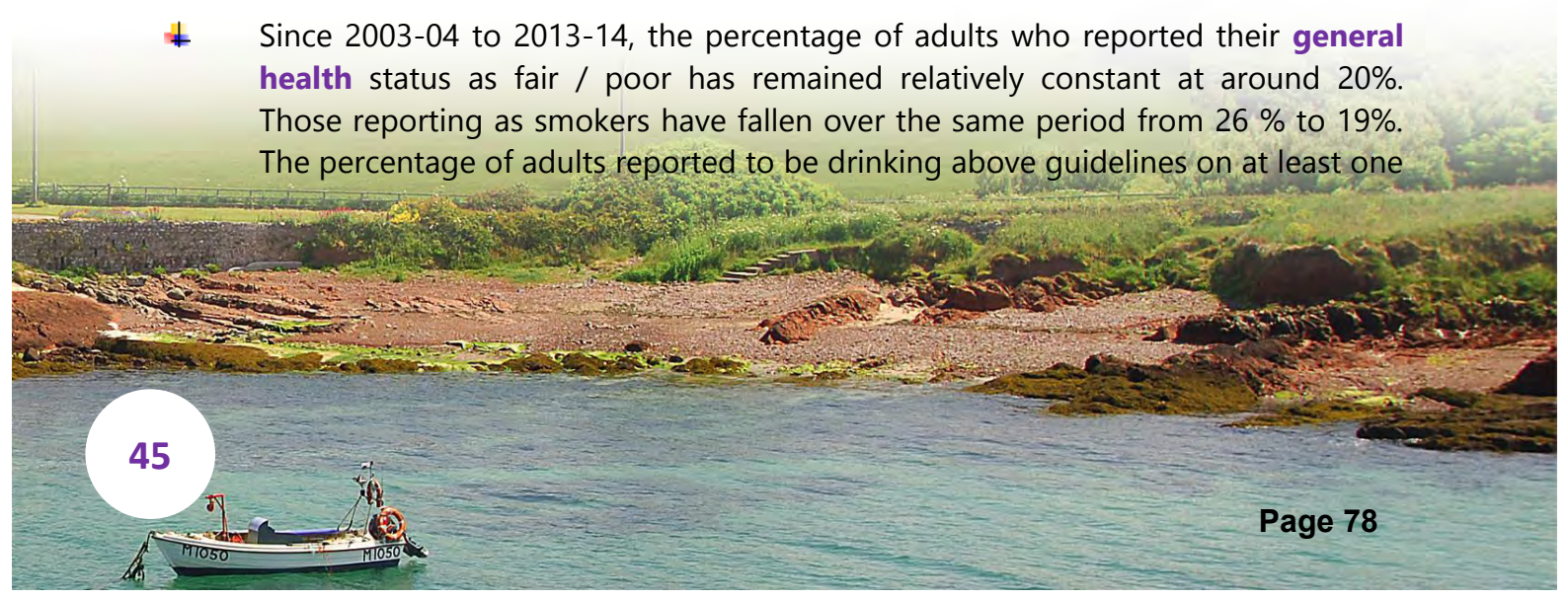
✚ Due to Pembrokeshire’s peripherality, figures from the 2011 Census unsurprisingly show a slightly higher than average percentage who **travel to work** on foot (9%) and twice as many who work from home (18%). The numbers who use public transport to travel to work is below the Welsh average and over 66% of residents travel to work by car. 29% of Pembrokeshire’s residents travel less than 5km to work, 20% 10-30km and 4% over 60km. This would indicate that there is a strong reliance on job opportunities close to home.



- ✚ There are 10,030 people of working age who were **claiming benefits** in May 2016 which is 14% of the population versus a Wales level of 14.9%. This correlates with a figure of 14% of households that are deemed to be in material deprivation, a measure which looks at the percentage of households who cannot afford particular goods or activities. The characteristics of households in poverty vary and in recent years the number of pensioners in poverty has dropped whilst the number of working adults in poverty has risen. The number claiming Job seekers allowance was 1,194, which is 1.7% of the population compared to a Welsh figure of 1.4% (DWP Nov 2016).
- ✚ Increasingly the **access to the internet**, and skills to use the internet, will have an impact upon access to services, choice and social connectivity. Currently 75% of households in Pembrokeshire have internet access, however increasingly businesses are reliant upon mobile connectivity which continues to be patchy across the County.
- ✚ **Housing** is a key factor in well-being. Whether it is the affordability, suitability or quality, housing provision has a clear connection to and impact on physical and mental health. There are 61,547 residential dwellings in Pembrokeshire. Of these, 75% are owner occupier against a Welsh average of 70% and 10% are rented from the local authority against a Welsh average of 6%. Pembrokeshire has significantly lower rate of properties rented from registered social landlord at 4% versus 10% in Wales and slightly higher figure for private rented at 15% versus a Welsh average of 12%.
- ✚ The **average house price** in Pembrokeshire in November 2014 was £135,741 according to the Land Registry; the Welsh average is £118,762. Our survey captured a feeling that housing is unaffordable in the County, particularly for younger people and in smaller rural communities, and the issue was exacerbated by the number of second-home owned properties in Pembrokeshire. For many young people, the prospect of owning a home is simply not possible.
- ✚ Figures from Welsh Government show that Pembrokeshire provided an additional 158 **affordable houses** in 2014-15 with a further 136 planned for 2015-16 and an additional 141 proposed for 2016-17.
- ✚ Our survey revealed that while those who owned their own property were generally happy with the **condition and quality of housing**, those who rented were far less positive. The quality and condition of accommodation has a significant impact on

well-being and is concerning given the likelihood that more and more young people will need to rent a place to live. Those who rented, either socially or privately, generally provided less positive responses to the statements 'My home is in a good state of repair', 'My home is easy to keep warm' and 'I can afford to heat my home'. Those in private rented arrangements in particular expressed concern about the sustainability and certainty of their living arrangements.

- ✚ There is evidence that the quality of housing in the County could be better with 27% of all total assessments showing Category 1 Hazards and 61% for Category 2 Hazards which is higher than the Wales average of 57%. Of these hazards, excess cold and damp and mould growth are the most common hazards, with falling and fire also significant issues.
- ✚ Looking at the results from our survey, the statement "I will be able to find **suitable housing** if I needed to move" recorded the lowest confidence amongst all respondents, particularly among those earning less than £20,000 per annum. Unsurprisingly, the level of confidence increases at a marked rate as people move through income brackets. Those who rent either from the social or private sector voiced disagreement in the availability of appropriate housing compared to owner occupiers.
- ✚ Information taken from the Welsh Health Survey asks individuals about their **health and lifestyle**. Age has an interesting impact upon behaviour with people in Pembrokeshire aged 16-44 reporting a 23% smoking rate which decreases to 21% for 45-64 and down to 10% for 65+. There is a similar pattern in drinking with 41% of 16-44 years olds drinking above daily guidelines whilst 23% of over 65's drinking above the guidelines. Over 65's are better at eating 5 portions of fruit and vegetables (40%) than those 16-44 (32%). A composite measure of healthy lifestyle produced from the Welsh Health Survey suggests that people in Pembrokeshire tend to have healthier lifestyles than other Welsh local authorities.
- ✚ In 2013-14, 58% of adults were **overweight or obese** with 23% being obese, a figure which has been climbing steadily since 2003-4. These health related behaviours mirror the 'happiness U-shape', referred to earlier where the nadir for both health and happiness is around 45 years old.
- ✚ Since 2003-04 to 2013-14, the percentage of adults who reported their **general health** status as fair / poor has remained relatively constant at around 20%. Those reporting as smokers have fallen over the same period from 26 % to 19%. The percentage of adults reported to be drinking above guidelines on at least one



day in the past week has fallen from 39% to 36%. Pembrokeshire has seen a small drop in adults reporting eating five or more portions of fruit and vegetables from 39% in 2008-9 to 37% in 2013-14.

✚ From the engagement activities undertaken on what well-being means to people in Pembrokeshire, respondents would often note the importance of **mental health** as well as physical health. Statistically, 78% of adults are free from common mental disorder against a Welsh average of 74%. Across Hywel Dda University Health Board the admissions to mental health facilities over the past 5 years have remained relatively stable with 902 in 2015-16. It is estimated that 1 in 4 adults experiences mental health problems or illness at some point during their lifetime. At any one time 1 in 6 will be experiencing symptoms.

✚ In 2015-16 Hywel Dda Health Board had 2112 referrals for **substance misuse**, made 1827 assessments. 1678 treatments were started and 1840 cases were closed. Males are twice as likely to seek support as females with a spike in referrals for those aged 20-49 years. The majority of referrals are for alcohol (1124) with 694 for drugs of which heroin (241) and cannabis (220) are the problematic substances.

✚ Our Well-being Survey reports the importance of **good relationships** with family and friends as a key aspect of overall happiness. In order to understand relationships to some degree, we know from the 2011 census that Pembrokeshire has a lower percentage of single people at 28.4% against a Wales figure of 33.5%. At the same time there is a higher level of married people (50.4% v 46.6%) and higher levels of divorced or separated (10.1% v 9.7% and 8.8% v 7.9%).

✚ The National Survey for Wales suggests **social connectivity** is evident within Pembrokeshire communities: 97% of Pembrokeshire respondents stated they have relatives, friends and neighbours to ask for help. 89% of Pembrokeshire respondents stated they felt safe walking in their local area after dark, 10 percentage points above the Wales average.

✚ People in Pembrokeshire value the **physical and natural environment** with 80% responding they feel the local area is well maintained, which is the highest reported rate in Wales. 75% feel the area is free from litter and rubbish. 89% feel the local area is free from graffiti and vandalism. 78% feel it is safe for children to play outside in the local area. (National Survey for Wales)

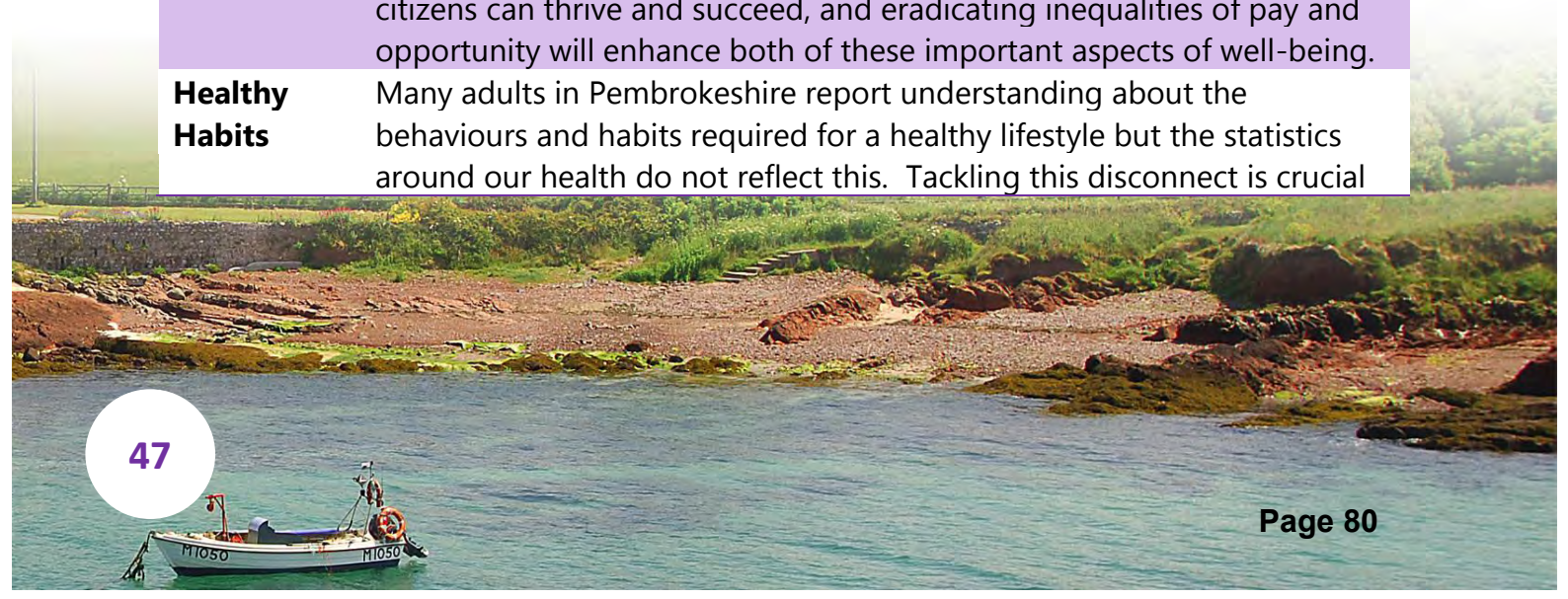
✚ From our survey, those aged 16-64 valued beaches (44% v 20% of 65+) and places to walk and cycle (38% v 25% aged 65+) more highly than older people

and as a contrast those of working age valued peace and quiet (31% v 39% for over 65) and clean water (20% v 27%) less than their older counterparts. The most notable opportunity is the responses from 16-64 years old who said they would feel happier if they were doing more to protect your local environment. 37% said yes and 31% said yes, but need more information.

- ✚ Supporting a **creative and innovative society** will also support resilience and adaptability along with wealth creation and improving the quality of our lives and work. Culture and the arts have connections to people’s sense of well-being. Traditionally culture is related to identity, social cohesion and integration, sense of belonging to a community and place, and the protection and enhancement of cultural diversity. 58% of Pembrokeshire residents attend art events (similar to the national average), and the number visiting historical places is also the same as the national average (59% of the population). However the number attending museums is slightly lower than the national average (35% compared to 39%). The critical factor in people’s ability to access cultural activities was the level of household income. 34% of those earning <£20,000 said they couldn’t engage as much as they wanted to, compared to 23% earning £40,000 and above.
- ✚ 63% of the population of Pembrokeshire are **active and participate in sports**, this is slightly higher than the national average. Participation in sports supports well-being in a number of ways including supporting physical and mental health, social inclusion and sense of community. Sports have a greater influence on male well-being than female well-being.
- ✚ From our survey, those reporting to **speak Welsh** is higher in the 16-64 age range at 23% against those over 65 years old at 19%. Interestingly nearly one in five respondents (19%) stated that they were learning Welsh and 10% of respondents stated that they could use Welsh at work as much as they wanted to.

Summary

Job Satisfaction	Employment that merely meets financial needs is not necessarily enough for well-being; there is also a significant psychological element. Developing new and exciting employment opportunities to ensure that citizens can thrive and succeed, and eradicating inequalities of pay and opportunity will enhance both of these important aspects of well-being.
Healthy Habits	Many adults in Pembrokeshire report understanding about the behaviours and habits required for a healthy lifestyle but the statistics around our health do not reflect this. Tackling this disconnect is crucial



for well-being of current and future generations.

Nurturing Creativity

There are many opportunities to celebrate the heritage, history, Welsh language and traditions of Pembrokeshire. In the main these are well-used and enjoyed. It is important to ensure that access to such activities and events is available to all.

Housing ladder

With the average house price in Pembrokeshire 14% higher than the national average and nearly 6 times the median salary, getting onto the housing ladder is challenging. Furthermore, the alternative of rented accommodation is often unsuitable and of poor quality.

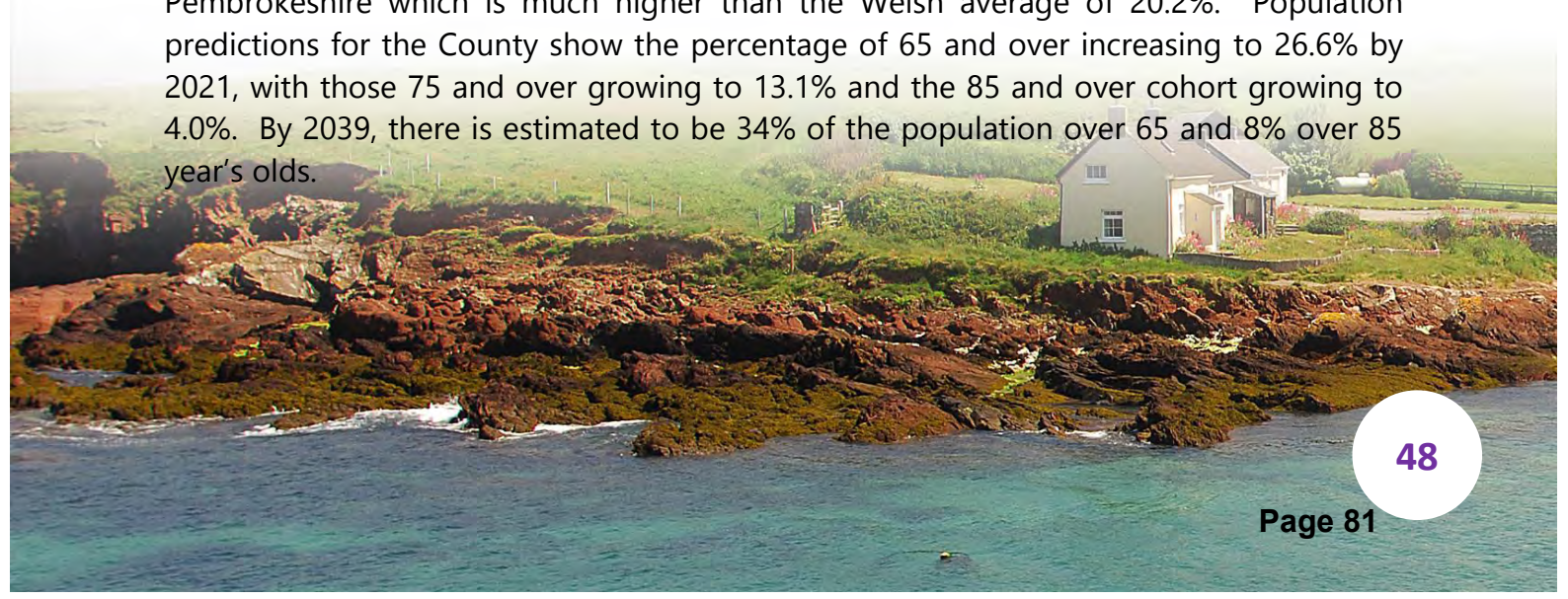
7. Older people

For most people, this time of life involves major change. For some, it is a time of retirement, financial security, freedom and time to pursue interests, and joy at becoming a grandparent. For others it is a time of increasing financial pressures, growing instances of health problems, bereavement, and loneliness. During our older years we are all likely to experience some combination of these factors and the consequential impacts on our well-being. Despite these significant challenges, evidence shows that many people's feelings of happiness increase during this life stage.

For an aging population there are challenges and opportunities for the housing, health and social care sectors and managing this will require widespread integration of activities and partnership working across community stakeholder groups and policy areas.

It is estimated that older people contribute over £1 billion net a year to the Welsh economy, even after accounting for the costs relating to pensions, welfare and health. A 2011 study suggested that by 2030 older people would benefit the economy in the UK by £291.1 billion against a projected welfare cost of £216.2 billion. In 2013-14 an estimated £91 million was spent in West Wales on services specifically for older people. These included universal, community, early intervention and prevention, re-ablement and specialist and long term services. Across the UK, public expenditure related to older people is expected to rise from 20.1% of GDP in 2007-08 to 26.7% in 2057.

There are approximately 30,250 people or 24.5% of the population aged 65 or over in Pembrokeshire which is much higher than the Welsh average of 20.2%. Population predictions for the County show the percentage of 65 and over increasing to 26.6% by 2021, with those 75 and over growing to 13.1% and the 85 and over cohort growing to 4.0%. By 2039, there is estimated to be 34% of the population over 65 and 8% over 85 year's olds.



- ✚ Currently the **life expectancy** of Pembrokeshire residents is 79.5 for men and 82.9 for women. There is expected to be an increase in life expectancy of men and women, and an increase in the number of years spent in good health whilst at the same time an increase in the number of individuals suffering from dementia and other chronic conditions. The change in the age profile of the population will have an impact upon on individual's health, as older people are statistically more likely to have a life limiting health condition. These changes will significantly impact on health and social care services which will significantly increase demand for hospital and community services.
- ✚ Older people make an important contribution to communities in Pembrokeshire through **volunteering** and this serves to support the well-being of the volunteer, the individual or group / network receiving support, and wider society as whole.
- ✚ The immediate benefits of volunteering to the individual can relate to a whole range of well-being factors such as health, social inclusion, friendship, culture and self-worth. The wider benefits include sustaining and strengthening the cohesion and social fabric of the associations and communities people are part of. Respondents to our survey aged 65 and over believe **feeling part of a community** is more important to their well-being than those of working age.
- ✚ Older people deliver an important role in forming and running their own **local interest groups** which, in addition to being of value for well-being in general, act as a vehicle to promote and enhance other elements associated with well-being such as healthy eating, active lifestyles and developing cultural interests. In Pembrokeshire, there are a large number of small local groups who meet to support themselves and their community. These include good neighbour schemes, luncheon clubs, the University of the Third Age, Soroptomists, and Rotary and Probus clubs.
- ✚ The influence of certain cultural factors on well-being is stronger for older people than other age ranges according to findings from our survey. In terms of **religion**, 68% of people under the age of 18 states their religion as Christian compared to 88% of people aged over 65. At the same time 21% of people under 18 state they have no religion compared to 6% for those aged over 65. This pattern is evident when considering the influence of traditional food and heritage on well-being.



- ✚ From our survey, 19% of over 65 could speak Welsh compared to 23% of 16-64. Older respondents felt the **Welsh language** had much less of a personal impact on their well-being with 65% aged 65 and over saying it had no effect in comparison to 53% of working age, though as previously noted people in the North of the County feel that the Welsh language is more important in terms of cultural identity.
- ✚ From engagement undertaken as part of the Pembrokeshire Equalities Plan, some older people highlighted a small number of instances where they considered **age-related inequalities** existed. Employment was the most commonly cited instance along with older people feeling that they were less valued by society because they were older. Older people who are seeking employment find that they often have caring responsibilities either for grandchildren or elderly parents which can lead to less flexibility when looking for work. They might also not have IT skills to work in many jobs, as well as a perception that employers often assume older people are more likely to have health problems which might impact on work.
- ✚ Older people highlighted the impact of the **economic downturn** on their spending power.
- ✚ Research has shown that a lack of suitable **transport** has a huge impact on the well-being of older people. Research by Age Cymru has found a high level of reliance on buses or other community transport schemes by people whose health is in decline but a shortage or lack of bus services or flexible community transport schemes in many communities, and at certain times (especially evenings and Sundays).
- ✚ The importance of transport and social participation are reiterated in engagement and consultation undertaken as part of the **“Ageing Well in Pembrokeshire”** work to identify the top 5 priorities for older people. Transport, living in the community, healthy aging, social participation and increasing levels of dementia were highlighted as the most important issues.
- ✚ More than half of all people over 75 in the UK live alone. Research suggests that the health impact of **loneliness and social isolation** is equivalent to smoking 15 cigarettes a day.
- ✚ Vulnerable older people, particularly women with chronic illness or disability, are most at risk from forms of **domestic or elder abuse**, with abusers typically holding a position of ‘trust’, such as a partner, adult children, or family members.

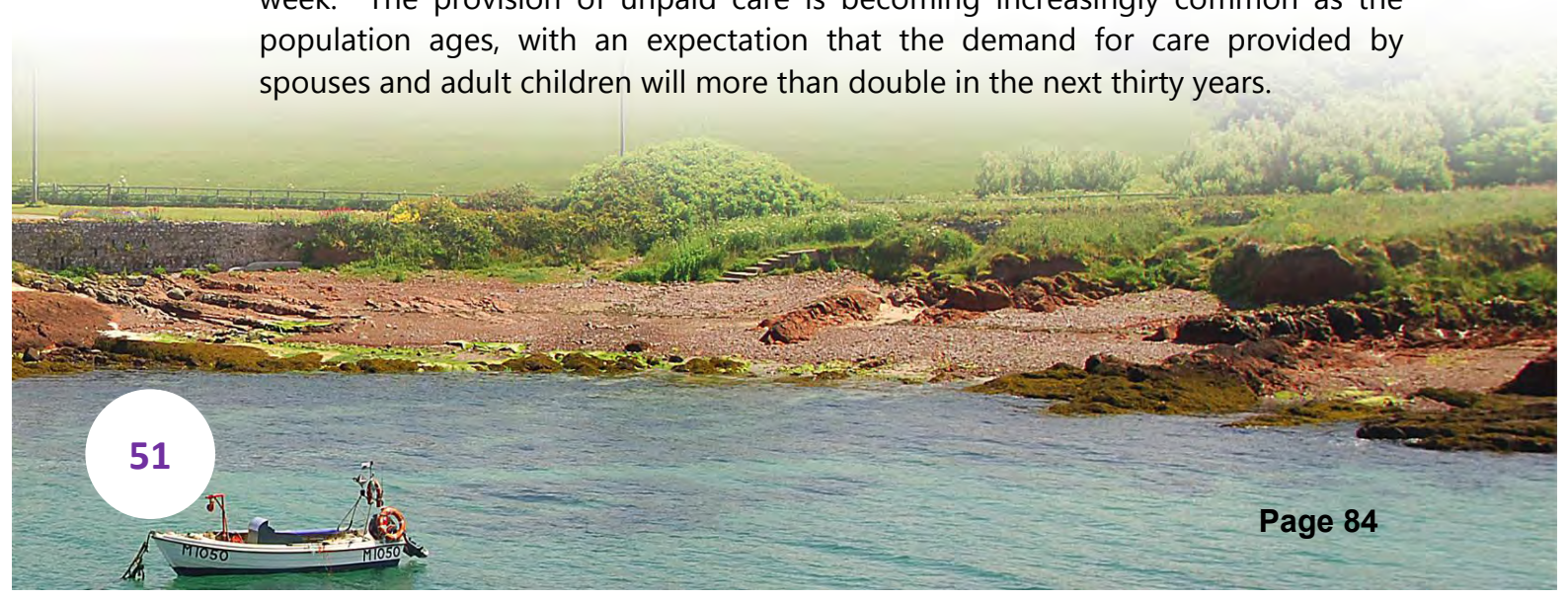
✚ There is a strong emphasis on improving the quality of life and independence for older people and this presents a particular challenge for ensuring the supply of **safe, suitable and affordable accommodation** options, so that older people can choose to continue to live in their own home or move to appropriate alternative accommodation. Trips and falls are a major problem for those over 65 and more so for those who are vulnerable with existing health conditions. A fall can be the cause of more serious health complications with the potential to harm longer-term well-being of older people.

✚ **Health and housing** are inextricably linked. As people age their ability to live independently in their home will depend on their own physical and mental health, the level of care and support they need to live in that house and the quality of their housing to keep them warm and safe. The Older People's Commissioner for Wales has noted the scale of the challenge in relation to housing and older people's well-being:

- 28% of older people say that they will need their home adapting as they get older
- 6% of older people say damp is a problem in their home
- 4% of older people say they do not keep their home adequately warm
- 33% of older people live in one room to reduce heating costs.

✚ When respondents to our survey were asked about **housing** it revealed that only 5% of over 65's are in privately rented accommodation compared to 21% of 16-24 year old. 80% owned their own home outright compared to 35% of those working age. As is true for those of other ages who rent, older people are concerned about the quality and condition of their accommodation and issues such as having a warm home in a good state of repair are key contributory factors to well-being.

✚ All of us will have our lives touched by caring needs at some point: 3 in 5 of us will be **carers** and many of us will also need care in our lifetime. By 2036, it is estimated that at least 10% of over 65's will need somebody to help care for them. Around 1 in 8 people in West Wales are providing unpaid care with a significant proportion providing between 20 to 50+ hours of unpaid care per week. The provision of unpaid care is becoming increasingly common as the population ages, with an expectation that the demand for care provided by spouses and adult children will more than double in the next thirty years.



- ✚ Research by Carers UK and Sheffield University suggests that the true cost of the amount of **unpaid care** currently delivered by carers in our communities significantly outstrips the total budget for Hywel Dda University Health Board. This means that as a population we are increasingly dependent on unpaid carers to continue to perform this function in our communities.
- ✚ 44% of respondents to our survey aged 65 and over said they had at least one **health issue**. As the age band increases, the figure increases markedly (53% aged 75-84; 67% aged 85 and over). Daffodil Cymru projections suggest that 51% of men and 74% of women over 85 will need help with at least one self-care activity and in total approx. 14,615 people aged 65 and over – more than 10% of the projected population – will need some assistance with self-care.
- ✚ The projections for the number of adults with **learning disabilities** is not anticipated to grow in Pembrokeshire however the demographic profile will mean a significant rise in the numbers of people over 75 with moderate or severe learning disability.
- ✚ By 2021 it is estimated that over 55,000 people in Wales will have **dementia**. Data from Daffodil suggests an overall increase of 70% in the number of dementia sufferers in the County between 2015 and 2035, with the number of cases in the 85+ age group more than doubling.

Case Study
 Pembrokeshire County Council, Hywel Dda University Health Board and several voluntary organisations have worked together to make St David’s the first city in Wales to become a **Dementia Friendly Community**. A community forum has been established to provide support for people with dementia and carers, with local businesses and schools undertaking training on dementia.

Summary

Staying Connected	Social connectedness is crucial to aging well. Employment, volunteering and socialising in community groups can give older people opportunities to pass on knowledge, wisdom and traditions; to keep physically and psychologically active; and to nurture self-esteem and a sense of empowerment.
Celebrating Wisdom	As well as attending to growing needs, our growing elderly population should be appreciated and celebrated for what they bring to communities; socially, economically and culturally.

Maintaining Access to Services Ensuring suitable housing and infrastructure systems will ensure that our older people continue to thrive and be of great benefit to the communities within which they live.

Caring Caring for others at any age can adversely impact on an individual's well-being. Already high numbers of older people care for their family and friends, and as the number of older people increases in Pembrokeshire, more and more people may find themselves entering older age caring for others.

Dementia Dementia sufferers often require significantly more support and resources than services can currently provide. If current trends continue, there will be 3110 dementia sufferers in the County by 2030 which added to other health needs and conditions, means a more sustainable model of support and care will need to be developed.

8. Future trends

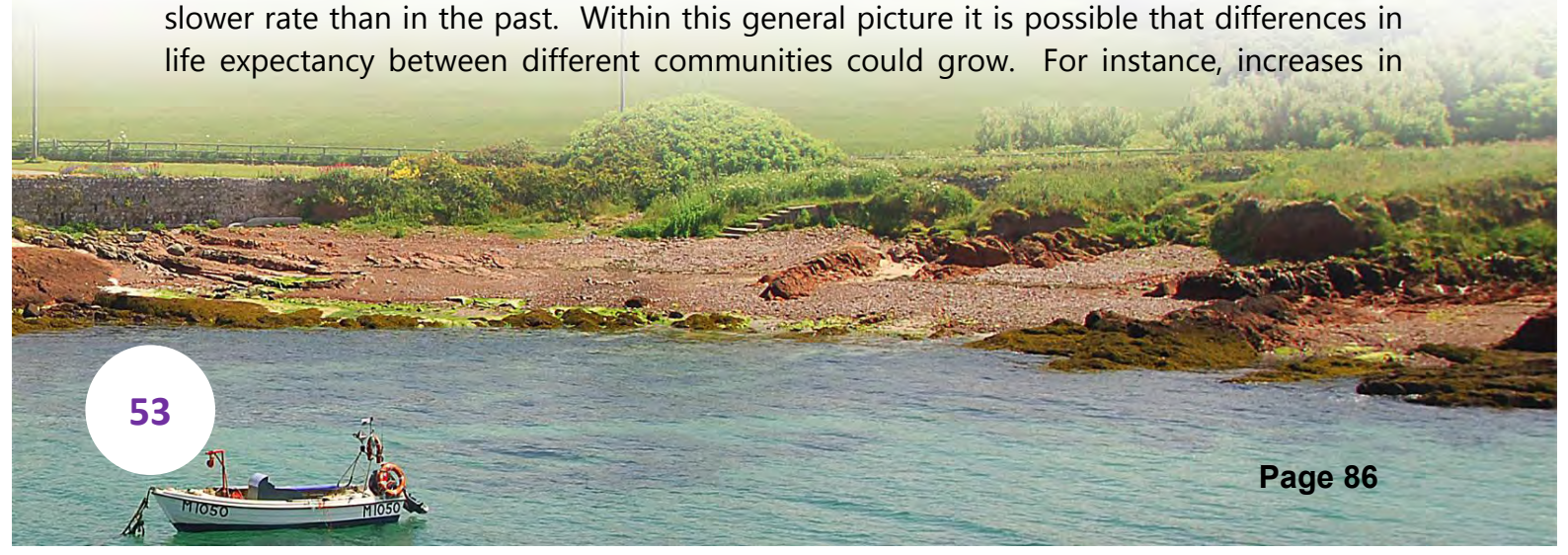
Looking at existing data and evidence focusses primarily on the here and now and gives us a picture of the state of well-being in the present context. The Well-being of Future Generations Act requires us to look longer term so we begin to think about and plan for what will be important for the well-being of future generations. Clearly, this is not a precise science, however research and statistics can help us to project what Pembrokeshire might look in 25 or 50 years, particular in the areas of population, demographics and climate change.

Population and demography

The population structure of Pembrokeshire is fairly similar to that of Wales as a whole.

Life expectancy is increasing. In 1991-93 male life expectancy in Pembrokeshire was 74.2 years but by 2012-14 this had increased to 79.7. Obviously, this is very positive and welcome, however, one of the effects of this is that the number of elderly people is increasing and with it demand for social care services. This is because healthy life expectancy is increasing at a slower rate than life expectancy as a whole and has clear implications for social care as well as housing.

The long term trend for life expectancy is that it will continue to increase, albeit at a slower rate than in the past. Within this general picture it is possible that differences in life expectancy between different communities could grow. For instance, increases in



obesity, which will tend to slow or reverse increases in life expectancy, are much more marked for people with a low income.

Looking forward towards the next 10 – 20 years, population projections indicate a clear increase in the numbers aged over 68 as the baby boomer peak of 65-year-old males and 64-year-old females works its way through the age distribution. If forecasts are correct we will likely see an approximately 10% decline in the overall numbers of people aged 0-64, and an increase of approximately 50% in those aged 65 over (with more than 2.5 times the number of people aged 85+).

The number of children is falling as a proportion of the total population. In 1971 a 33% of the population was aged under 20, by 2011, this has dropped to 23%. As Pembrokeshire's population is broadly static, this means that the number of young people is falling with obvious implications for the number of school places we need to provide.

The annual number of births is projected to continue to slowly declining, and the number of deaths will continue to increase. The number of deaths exceeds the number of births in each year of the projection, with the difference widening as time goes on. Any growth in population is therefore entirely dependent upon in-migration.

Given the very large increase in the numbers aged 65 and over, demand for services targeted at the elderly is likely to grow substantially. Data from Daffodil suggests an overall increase of 70% in the number of dementia sufferers in the County between 2015 and 2035, with the number of cases in the 85+ age group more than doubling. The same source suggests that 51% of men and 74% of women aged 85+ will need help with at least one self-care activity and in total 14,615 people aged 65 and over – more than 10% of the projected population – will need some assistance with self-care.

Climate Change

The Committee for Climate Change published an assessment of the risks and effects of climate change in the UK over the next five years. This update, coupled with The State of Natural Resources Report (SoNaRR) report and the NRW data pack of Environmental Information for Pembrokeshire's Well-being Assessment, provide a sound basis for understanding the impact of Climate Change on Pembrokeshire.

The projected changes in climate for Wales, under a medium emissions scenario, see regional summer mean temperatures increase by between 0.9 – 4.5°C by the 2050s. The regional winter precipitation totals are projected to vary between -2% to +31% for the same scenario.



Globally, the direct climate effects are broadly seen in sea level rises, acidification of oceans, and an increase in extreme weather events. On a more local level, Pembrokeshire's weather will continue to be dominated by Atlantic weather systems marked by a westerly or south-westerly air flow, with warm and damp summers and mild winters, and lower temperatures in uplands and inland areas. In the simplest terms, the climate in Pembrokeshire is forecast to be warmer and wetter.

In the medium to long term, the impact of climate change in Pembrokeshire will most likely be seen in the form of increased flooding from the sea and our rivers, affecting people, property and infrastructure, and changes to our coastal communities and habitats due to erosion, affecting geographical and geological quality and integrity.

Of all the natural resources we rely on, clean water stands out as having few substitutes. Storage of significant amounts of water is also costly. Changes in climate may put stress on the water supply in Pembrokeshire, but this is likely to be much more of an issue in the more populated areas of the UK such as the south-east which could in itself lead to competitive advantages.

Whilst changes in how subsidies work has led to a pause in renewable energy schemes in the short term, in the long term we can expect a continued trend away from fossil fuel generation and towards more sustainable sources of energy. The potential development of a tidal lagoon in Swansea Bay will create opportunities for the local marine energy supply chain as well as developing West Wales as an area of local expertise.

Pembrokeshire is known for the quality of its bio-diversity. The 2016 State of Wildlife report highlights that while there have been some successes and some features are now improving, the majority of features assessed are in poor or moderate condition and the overall trend is still declining. There is no one reason why this is the case, however loss of habitat, or habitats becoming damaged through changed management tend to be the more common causes. On a more positive note, the features assessed as in good condition or with improving trend have all been the subject of sustained conservation effort.

Opportunities arising from climate change should also be noted. Milder winters would reduce the costs of heating homes and other buildings, helping to alleviate fuel poverty and could reduce the number of winter deaths from cold. Similarly, with warmer summers we might expect to see an increase in tourism and outdoor activities which Pembrokeshire is well-placed to benefit from.



Following the structure of the Climate Change Risk Assessment, the risks in Pembrokeshire can be summarised as follows:

	Environment	Agriculture	People	Infrastructure	Business
River flooding	Damage to habitat and loss of wildlife	Damage to low-lying agricultural land	Damage to houses, increasing insurance premiums	Damage to infrastructure in river valleys (bridges, roads, pipelines, etc.)	Damage or loss to business assets
Coastal flooding and sea level rises	Loss of habitat; loss of natural flood protection (marshland etc.)	Loss of agricultural land through erosion and salt incursion	Damage and loss of coastal structures and buildings	Damage to infrastructure on coast (roads, harbours and quays, flood defences, etc.)	Damage or loss to business assets (e.g. tourism businesses)
Extreme weather	Damage to habitat	Loss of livestock; damage to fabric of buildings	Damage to fabric of buildings	Damage to exposed infrastructure (e.g. power lines); damage due to landslides	Damage to premises
Warmer	Increase in current pathogens; arrival of new pathogens	Increase in current pathogens; arrival of new pathogens; livestock distress; Longer growing season, new crops	High temperature health conditions; poorer air quality; food-borne and other pathogens and allergens; Warmer homes and fewer cold-related illnesses;	Damage to heat-sensitive infrastructure (e.g. metal cables and rails); less damage from severe cold	Longer tourism season; opportunity for outdoor businesses
Drier periods	Water scarcity risk to plants and animals	Interruption to abstracted water supplies	Threat to water supply quality and availability	Threat to public water supply quality and availability	Threat to business using abstracted water



	Environment	Agriculture	People	Infrastructure	Business
General risks and opportunities	Risks to species and habitats unable to adapt to climate; risks to soil and natural carbon stores	Risks and opportunities from changes in land productivity			

Economy and society

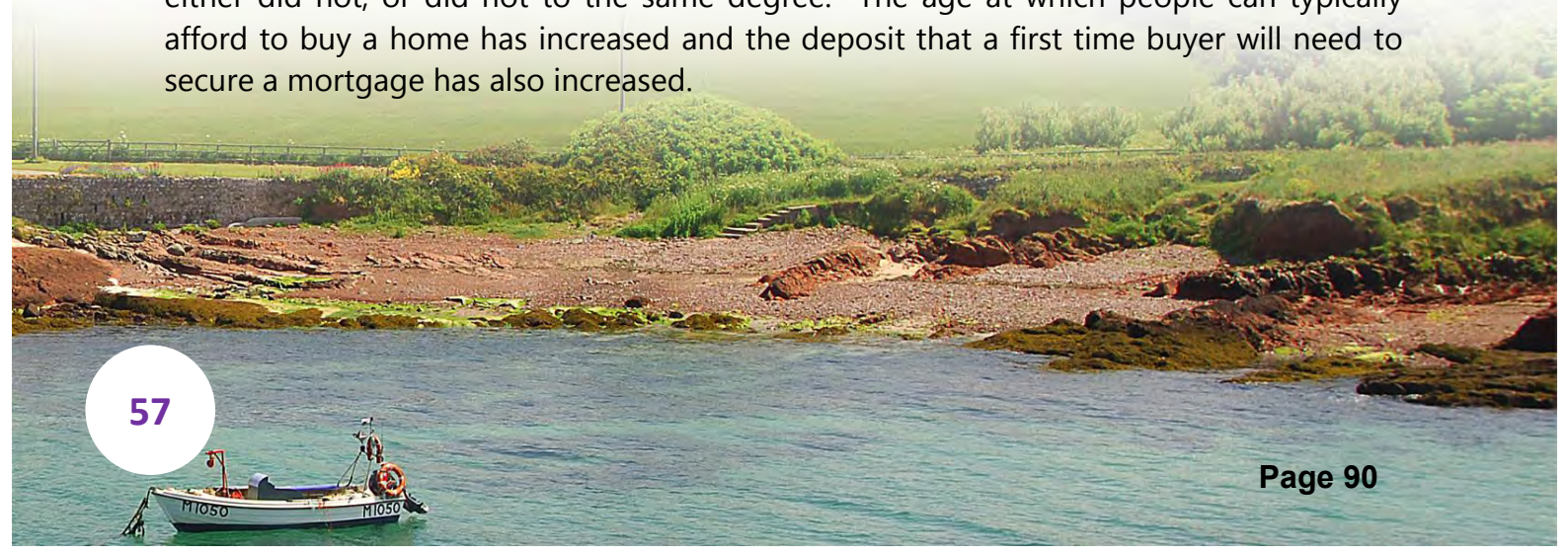
In the past decades, cities have tended to become more important as drivers of economic growth, especially for high tech and high value industries. This has the potential to widen the gap in productivity as Pembrokeshire is further from major conurbations. Pembrokeshire has comparatively low productivity rates per job compared with the rest of Swansea Bay, Wales or the rest of the UK. The focus on Pembrokeshire as part of a broader Swansea Bay City Region is one way of tackling this.

Pembrokeshire’s main private sector employers tend to be in sectors where the trend for in growth in employment is static. The main exception is for the accommodation and food sectors which both support tourism.

The Brexit referendum decision is likely to result in a large number of changes to how the economy performs as Pembrokeshire has been the recipient of significant structural funding support from the EU. There will also be implications for agriculture which is an important part of the local economy as well as shaping Pembrokeshire’s landscape.

Over time, trends in work and welfare tend to transfer wealth between different parts of society. There is a growing trend in inequality of both income and wealth. The proportion of the UK’s income and wealth which is held by people who are very affluent has increased. There is also a transfer of wealth between generations. Changes to benefits have tended to impact on working families.

By contrast, pensioners’ benefits have tended to have been protected. Younger people are expected to contribute towards the cost of higher education whereas their parents either did not, or did not to the same degree. The age at which people can typically afford to buy a home has increased and the deposit that a first time buyer will need to secure a mortgage has also increased.



Whilst the link between well-being and income inequalities is complex (and contested) studies often show that societies that have comparatively small differences between those on high and low incomes tend to have higher levels of well-being.

What might work look like in the future?

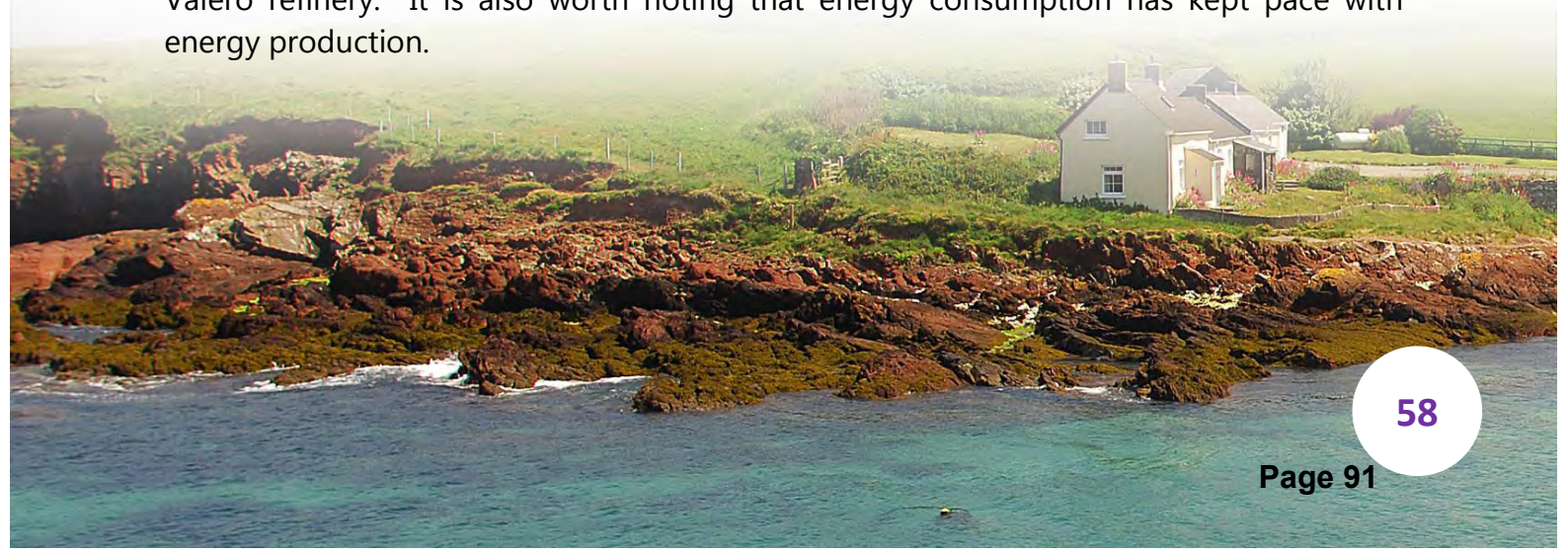
Pembrokeshire will continue to be affected by broader socio-economic trends. Some of these are at a global scale and it is probable that growing wealth in large developing countries such as India and China will create the potential for export markets. To what extent we are able to directly benefit from this remains very difficult to predict. It is clear, in the short term at least, that there is growing disenchantment with globalisation and the notion that it serves to protect the interests of the few at the expense of the broader population.

Pembrokeshire's economy is comparatively weak and it is geographically remote from major city regions where economic growth is currently fastest. The Swansea Bay City Regional Deal represents the most realistic opportunity in the medium term to address our relative economic development disadvantages and make the most of our economic strengths.

Pembrokeshire's economy is currently relatively self-contained; that is most people who live in Pembrokeshire work in Pembrokeshire. Whilst increases in home-working (and therefore the potential for people's work base to be some distance from Pembrokeshire) are discernible in the 2001 and 2011 Census, the increase is from a very low base.

We can anticipate a continued rise in use of data and reliance on IT systems will shape how work is undertaken. To date, innovations in information communication technology have been easier and more cost effective to introduce in urban areas than in rural areas. Nonetheless, significant investment in broadband is planned and this may lead to an increase in home working. This will enable Pembrokeshire to market its high quality of life as a factor in attracting new residents. Homeworking, which is likely to be more of a feature of public sector employment, will affect the social dynamic that work provides.

In parallel to the rise in renewable energy, in the very long term we might expect the petro-chemical sector to decline in importance as an employer. It is worth noting that in the medium term, additional combined heat and power investment is planned at the Valero refinery. It is also worth noting that energy consumption has kept pace with energy production.



Some economic sectors that are strongly represented within Pembrokeshire, such as agriculture, social care and tourism are ones where it is more difficult to substitute individual workers with information technology.

What might public services look like in the future?

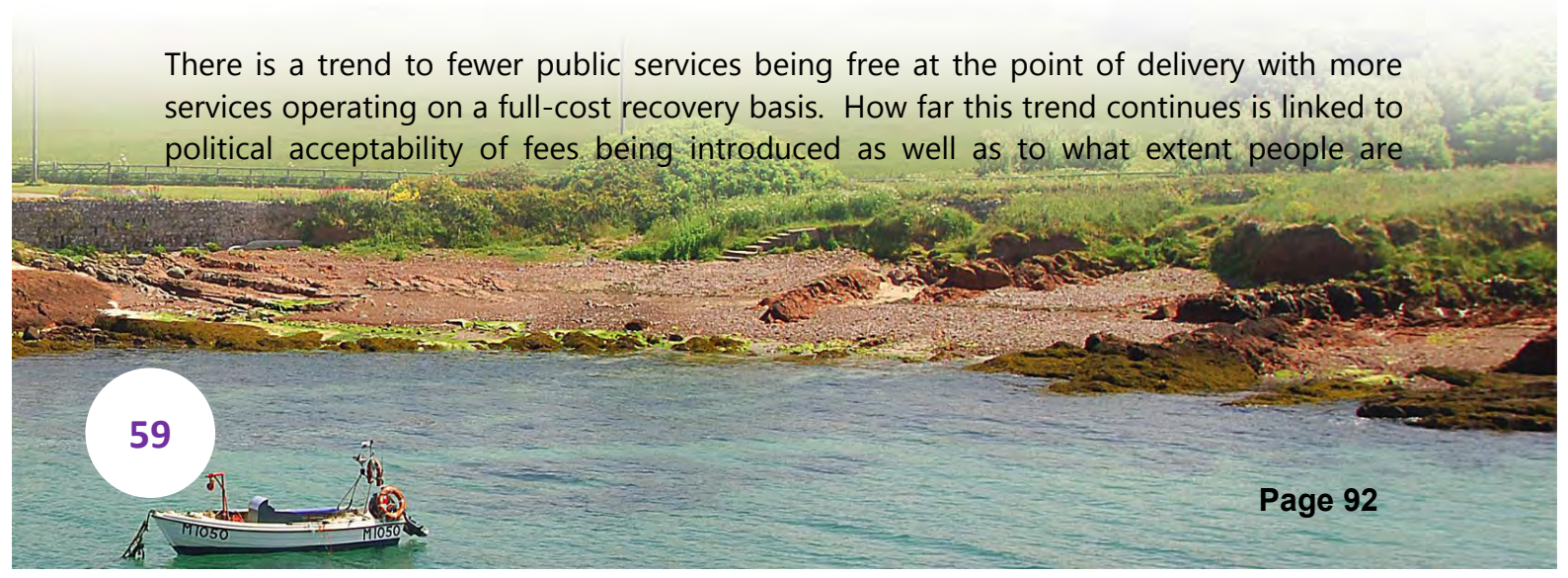
Like private and third sector services, public services will continue to evolve and make use of new technologies in order to make services available outside of working hours and for them to be accessed via the internet. This will also enable efficiency savings to be made.

There is a clear trend to make public services more accountable and personalised. This can be seen clearly in the requirements of the Social Services and Well-being Act. There is also a trend to see the services that public organisations provide as being part of a broad range of services provided by carers, families, communities and the private sector that contribute to overall well-being outcomes. Public organisations will need to use information more effectively in order to tailor services; providing or commissioning undifferentiated services on bloc will be much less likely to meet the aspirations of our citizens.

The current trends for public services point to a continued reduction in resources available to public services in real terms. We can also expect that, even if significant efficiencies are found, the amount of resources required for health and social care services will continue to increase in real terms in order to meet rising demand from an aging population. This is likely to squeeze the amount of resources that are available to fund other public services.

It is likely that at the point of delivery services will continue to be delivered by a range of different types of organisations: private, third sector as well as traditional direct delivery by public sector organisations. Private equity ownership and investment in what were public services is also likely to continue (care homes are a good example). It is likely that there will continue to be interest in delivering more public services through community, mutual or third sector organisations. Whilst this may lead to more innovative ways of meeting need, it is also likely to result in a more variable pattern of service delivery. This may have implications for deprived communities that have less capacity to step in to fund, contribute to or deliver what were public services.

There is a trend to fewer public services being free at the point of delivery with more services operating on a full-cost recovery basis. How far this trend continues is linked to political acceptability of fees being introduced as well as to what extent people are



prepared to pay additional general taxation in order to maintain services free at the point of delivery. Public service organisations will also need to consider concessions policies and to try to understand the potential for cumulative impact of different organisations increasing user charges on individual families.

While there is no definite trend towards centralisation or decentralisation of public services it is probable that in the medium term more and more services will be delivered on a regional footprint. For Pembrokeshire, this is likely to mean the former Dyfed footprint for services that align with health, and the Swansea Bay City Region for services that align with economic development and transport.

9. Further development and evidence gaps

We intend to do more work to strengthen our understanding of well-being in Pembrokeshire to ensure this assessment is as robust and comprehensive as it can be. There are areas in this assessment which we can improve and gaps in our understanding where we can develop.

Some of the tasks we have set ourselves (including when we hope to complete these) are:

In the next 6 months

- ✚ Our survey did not effectively engage with children and young people. Therefore we will re-think our approach so we can be assured their voice is captured and can inform the planning process for the Well-being Plan.
- ✚ More broadly, we will consider how we embed the involvement principle with the population in an ongoing conversation and that the engagement events we undertook as part of this assessment are not seen as a 'one-off'. There is a risk that there are sampling limitations within our existing engagement work which may have an impact on the validity of our assessment with the effect that conclusions – and subsequent priorities – will be biased towards those whose objective well-being is relatively high. To mitigate this risk we will consider ways to better engage with the whole community in terms of gender, age, ethnicity and location.
- ✚ We will work with the Future Generations Commissioner's office to review our assessment and learn from others.

6 months and beyond

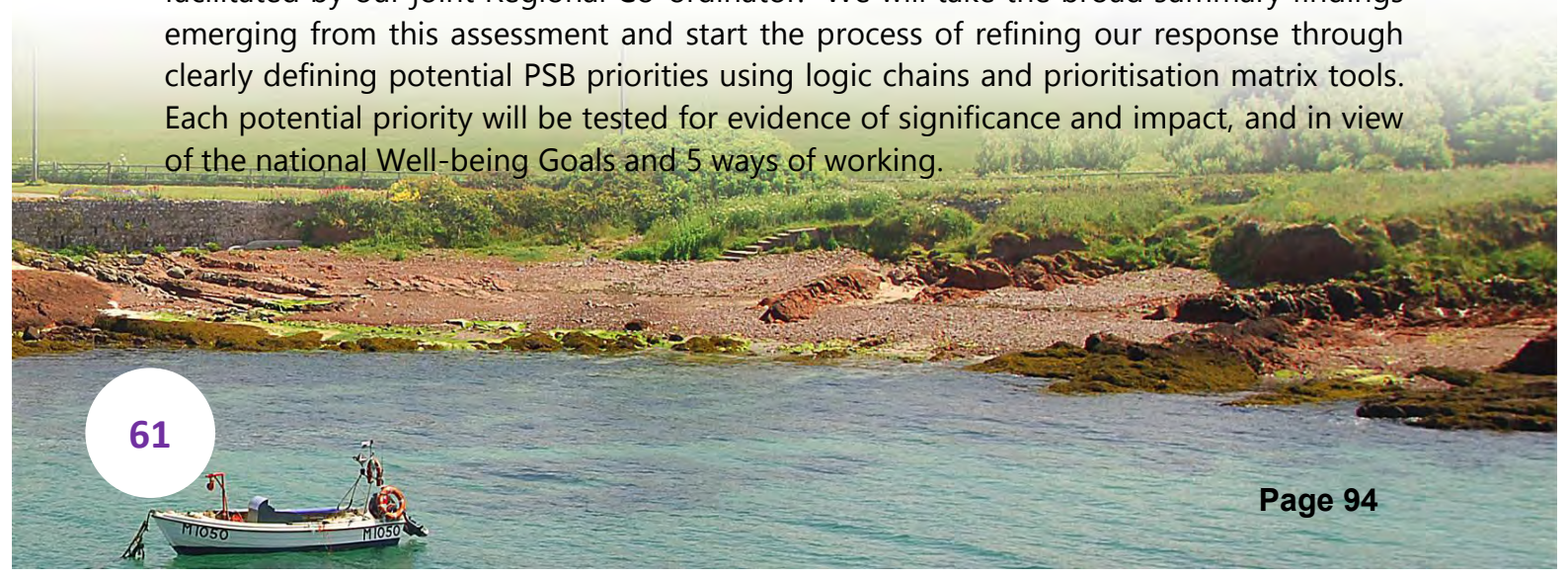
- ✚ We need to re-think our approach to assessing the well-being of specific communities and how we can better distinguish differences between communities. With regional colleagues in Ceredigion and Carmarthenshire we have used Welsh Government funding to appoint a Regional Co-ordinator who will be asked to look at strengthening this area.
- ✚ We will look to develop an approach to mapping local assets, considering the natural and physical environment, and social networks and communities of Pembrokeshire (see **Appendix 3**). In particular, we hope this will help address one of the key gaps in the current assessment and give us a fuller and richer understanding of the social and cultural assets and capital in the County.
- ✚ We will embed the findings of the Area Statement and Future Trends report once available.
- ✚ We need to consider how we better manage and maintain the data and information we use as partners moving forward.

10. Next steps

Our Well-being Assessment is the start of a conversation and will provide the foundation for us to work with people in Pembrokeshire – people and communities, front-line staff who are at the forefront of service delivery, partners and key stakeholders - to identify future priorities for the next 5 years, and to ensure we work collaboratively to improve well-being now and in the future.

These priorities, and the actions we will take to achieve them, will be expressed in our Well-being Plan, which will be published by April 2018. We will work together using an integrated partnership approach to develop innovative and co-produced solutions to achieve outcomes which contribute to the national Well-being Goals and to meet our requirements under the Well-being of Future Generations Act.

The start of this process will be an event for partners and broader stakeholders scheduled for late-April 2017. This event will follow the same methodology as has been practiced by our regional colleagues in Ceredigion and Carmarthenshire and will be facilitated by our joint Regional Co-ordinator. We will take the broad summary findings emerging from this assessment and start the process of refining our response through clearly defining potential PSB priorities using logic chains and prioritisation matrix tools. Each potential priority will be tested for evidence of significance and impact, and in view of the national Well-being Goals and 5 ways of working.



We will revisit the assessment on a regular basis as we move forward as part of a programme of ongoing engagement and involvement with our citizens and communities. We will refresh our data when appropriate to ensure our evidence base is reliable and robust and a platform from which we can develop long term, preventative solutions to the key factors which influence the well-being of people in Pembrokeshire.

We will also work with the West Wales Regional Partnership Board to ensure that our plan addresses relevant issues identified within the Population Assessment of care and support needs in the region and create synergy with the Area Plan that will be produced over the same timescale. Further, we will need to consider work emerging from other pieces of key legislation, for example the Environment (Wales) Act.

In view of all of the above, we intend to produce a revised version of the Assessment by the end of 2017.

11. Chapter summaries

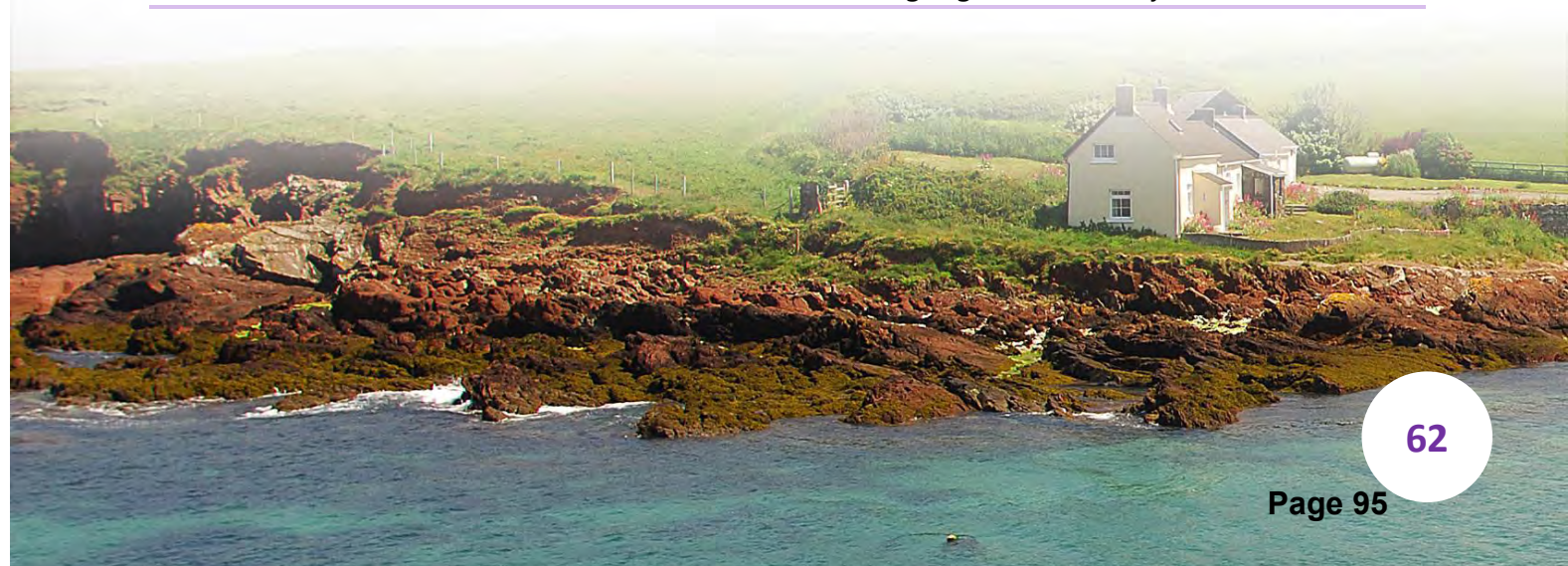
Pembrokeshire in context

Where We Live The natural environment of Pembrokeshire is very much loved and appreciated, but can also provide opportunities for interaction, engagement and learning, building social cohesion and improving emotional and physical well-being.

Rurality The rurality of the County can mean limited access to services, housing, transport, and digital connectedness. New technologies and models of service delivery may provide opportunities to enable many.

Climate Change Current (and future) economic / cultural (e.g. agriculture) and social (e.g. transport) pressures have a significant effect on the environment. Action is required to harness the positive and mitigate the negative and longer-term effects of climate change; improving physical, community and psychological resilience.

Speaking Welsh Those in the more Welsh-speaking north of Pembrokeshire identify the positive effects on their well-being, of speaking Welsh. Welsh speakers in the middle and south of the County do not find the same sense of inclusion or associate the Welsh-language with identity.



New beginnings

Parental Preparedness Antenatal classes and parenting support can improve the outcomes for new parents and their babies. Support of this kind can be particularly important for those in vulnerable groups in Pembrokeshire.

Family Stability The first months are crucial for a new baby. Having a strong network of support, both within and beyond the immediate family, can give babies the best possible start.

Childcare & Early Years The well-being and welfare of our children is at the core of those charged with caring for them. However, this care does not always meet the needs of families (e.g. variable working conditions)

Childhood

Understanding Obesity Pembrokeshire has one of the highest rates of overweight or obese children in Wales, yet this is not necessarily explained by traditional theories around links between obesity and deprivation. Learning about healthy eating and providing opportunities for active play may have big roles in changing behaviour for future generations.

Learning Environments Although Pembrokeshire's schools results are heading in the right direction across a number of measures, much more work is needed; particularly in light of understanding around childhood well-being, mental health and resilience.

Building Resilience Adverse childhood experiences are hugely detrimental, and have effects that can last through life. Social, emotional and behavioural support across the County can counteract the worst effects and long-term damage. It is especially important that those experiencing challenges such as being looked after or caring for others are supported across a range of areas or settings



Youth

Achieving Independence	With houses so expensive in Pembrokeshire, young people looking for independence from their parental home are dependent on renting. This is often poor in condition and quality.
Skills for Life	Equipping young people with the right skills and mind set to enter the world of work during this life stage is essential to their future well-being.
Youth Mental Health	This life stage is rarely an easy time. With multiple and varied practical, social and emotional challenges to contend with, adequate support during this period is crucial.

Adulthood

Job Satisfaction	Employment that merely meets financial needs is not necessarily enough for well-being; there is also a significant psychological element. Developing new and exciting employment opportunities to ensure that citizens can thrive and succeed, and eradicating inequalities of pay and opportunity will enhance both of these important aspects of well-being.
Healthy Habits	Many adults in Pembrokeshire report understanding about the behaviours and habits required for a healthy lifestyle but the statistics around our health do not reflect this. Tackling this disconnect is crucial for well-being of current and future generations.
Nurturing Creativity	There are many opportunities to celebrate the heritage, history, Welsh language and traditions of Pembrokeshire. In the main these are well-used and enjoyed. It is important to ensure that access to such activities and events is available to all.
Housing ladder	With the average house price in Pembrokeshire 14% higher than the national average and nearly 6 times the median salary, getting onto the housing ladder is challenging. Furthermore, the alternative of rented accommodation is often unsuitable and of poor quality.



Older people

Staying Connected

Social connectedness is crucial to aging well. Employment, volunteering and socialising in community groups can give older people opportunities to pass on knowledge, wisdom and traditions; to keep physically and psychologically active; and to nurture self-esteem and a sense of empowerment.

Celebrating Wisdom

As well as attending to growing needs, our growing elderly population should be appreciated and celebrated for what they bring to communities; socially, economically and culturally.

Maintaining Access to Services

Ensuring suitable housing and infrastructure systems will ensure that our older people continue to thrive and be of great benefit to the communities within which they live.

Caring

Caring for others at any age can adversely impact on an individual's well-being. Already high numbers of older people care for their family and friends, and as the number of older people increases in Pembrokeshire, more and more people may find themselves entering older age caring for others.

Dementia

Dementia sufferers often require significantly more support and resources than services can currently provide. If current trends continue, there will be 3110 dementia sufferers in the County by 2030 which added to other health needs and conditions, means a more sustainable model of support and care will need to be developed.



Pembrokeshire’s Well-being Assessment and the National Well-being Goals

We have mapped the emerging findings from our assessment (see section 11) to the seven National Well-being Goals as a starting point for understanding the contribution these might make to improving well-being in Wales. We would expect to see these assumptions tested more rigorously in work to develop the PSB’s priorities over the next 6 – 9 months and will be fully expressed in our Well-being Plan once the links and inter-relationships are better understood.

A prosperous Wales	A resilient Wales	A healthier Wales	A more equal Wales	A Wales of cohesive communities	A Wales of vibrant culture and thriving Welsh language	A globally responsible Wales
--------------------	-------------------	-------------------	--------------------	---------------------------------	--	------------------------------

CONTEXT							
Where We Live	✓	✓	✓	✓	✓	✓	✓
Rurality	✓	✓			✓		✓
Climate Change		✓					✓
Speaking Welsh				✓	✓	✓	
NEW BEGINNINGS							
Parental Preparedness			✓	✓	✓		
Family Stability			✓		✓		
Childcare & Early Years		✓	✓				
CHILDHOOD							
Understanding Obesity			✓	✓			
Learning Environments	✓	✓	✓				
Building Resilience		✓	✓	✓			

A prosperous Wales	A resilient Wales	A healthier Wales	A more equal Wales	A Wales of cohesive communities	A Wales of vibrant culture and thriving Welsh language	A globally responsible Wales
--------------------	-------------------	-------------------	--------------------	---------------------------------	--	------------------------------

YOUTH							
Achieving Independence	✓	✓					
Skills for Life	✓	✓		✓			
Youth Mental Health		✓	✓				
ADULTHOOD							
Job Satisfaction	✓		✓	✓			
Healthy Habits			✓				
Nurturing Creativity					✓	✓	✓
Housing Ladder		✓	✓	✓			
OLDER PEOPLE							
Staying Connected	✓	✓	✓	✓	✓	✓	✓
Celebrating Wisdom	✓		✓		✓	✓	
Maintaining Access to Services			✓	✓	✓		
Caring		✓	✓		✓		
Dementia			✓				

Our Well-being Assessment and the National Indicators for Wales

The Welsh Government has established 46 **national indicators** to assess the state of well-being in Wales and measure progress towards achieving the 7 national well-being goals. Not all of these indicators can be replicated on a local scale due to the availability of data and there are some which we do not directly influence or report on. However, where they are relevant it is important we consider the current situation as part of our assessment as well as thinking about the local contribution we can make as an area to improving the well-being of Wales as a whole.

National Indicator	Comment	Can the PSB contribute to improving this?
1. Percentage of live single births with a birth weight of under 2,500kg	See New Beginnings	Yes
2. Healthy life expectancy at birth, including the gap between the least and most deprived	See New Beginnings	Yes
3. Percentage of adults who have fewer than two healthy lifestyle behaviours	See Adulthood	Yes
4. Levels of nitrogen oxide pollution in the air	See NRW pack for Pembrokeshire for more detail	Yes
5. Percentage of children who have fewer than two healthy lifestyle behaviours	Figures not available for Pembrokeshire	Yes
6. Measurement of development of young people	See Childhood	Yes
7. Percentage of pupils who have achieved the Level 2 threshold including English or Welsh first language, and mathematics, including the gap between those who are eligible or are not eligible for free school meals	See Childhood	Yes
8. Percentage of adults with qualifications at the different levels of the National Qualifications Framework	See Adulthood	Yes
9. Gross Value Added per hour worked (relative to the UK average)	Figures not available for Pembrokeshire	Limited
10. Gross Disposable Household income per head	Figures not available for Pembrokeshire	Limited
11. Percentage of businesses which are innovation-active	Figures not available for Pembrokeshire	Limited
12. Capacity (in MW) of renewable energy equipment installed	Figures not available for Pembrokeshire	Limited

National Indicator	Comment	Can the PSB contribute to improving this?
13. Concentration of carbon and organic matter in soil	Figures not available for Pembrokeshire	Limited
14. The Ecological Footprint of Wales	See Environment	Yes
15. Amount of waste generated that is not recycled, per person	Figures not available for Pembrokeshire	Limited
16. Percentage of people in employment who are on permanent contracts (or on temporary contracts and not seeking permanent employment) and who earn more than 2/3 of the UK median wage	Figures not available for Pembrokeshire	Limited
17. Gender pay difference	See Adulthood	Yes
18. Percentage of people living in households in income poverty, relative to the UK median, measured for children, working age and those of pension age	Figure not available for Pembrokeshire	Limited
19. Percentage of people living in households in material deprivation	See Adulthood	Limited
20. Percentage of people moderately or very satisfied with their jobs	See Adulthood	Limited
21. Percentage of people in employment	See Adulthood	Limited
22. Percentage of people in education, employment or training, measured for different age groups	Figures not available for Pembrokeshire	Yes
23. Percentage of people who feel able to influence decisions affecting their local area	See Place and Community	Yes
24. Percentage of people satisfied with their ability to get to / access the facilities and services they need	Data not available	Yes
25. Percentage of people feeling safe at home, walking in the local area, and when travelling	See Place and Community	Yes
26. Percentage of people satisfied with local area as a place to live	Data not available	Limited
27. Percentage of people agreeing that they belong to the area; that people from different background get on well together; and that people treat each other with respect	See Place and Community	Limited
28. Percentage of people who volunteer	See Place and Community	Yes
29. Mean mental well-being score for people	Data not available	Yes
30. Percentage of people who are lonely	Data not available	Yes
31. Percentage of dwellings which are free from hazards	Data not available	Yes
32. Number of properties (homes and businesses)	See Environment	Yes

National Indicator	Comment	Can the PSB contribute to improving this?
at medium or high risk of flooding from rivers and the sea		
33. Percentage of dwellings with adequate energy performance	Figures not available for Pembrokeshire	Yes
34. Number of households successfully prevented from becoming homeless per 10,000 households	Data not available as yet.	Yes
35. Percentage of people attending or participating in arts, culture or heritage activities at least 3 times a year	Figures not available for Pembrokeshire	Yes
36. Percentage of people who speak Welsh daily and speak more than just a few words of Welsh	Figures not available for Pembrokeshire	Yes
37. Percentage of people who can speak Welsh	See Place and Community	Yes
38. Percentage of people participating in sporting activities three or more times a week	See Adulthood	Yes
39. Percentage of museums and archives holding archival / heritage collections meeting UK accreditation standards	Figures not available for Pembrokeshire	Yes
40. Percentage of designated historic environment assets in stable or improved conditions	Figures not available for Pembrokeshire	Yes
41. Emissions of greenhouse gases within Wales	Figures not available for Pembrokeshire	Limited
42. Emissions of greenhouse gases attributed to the consumption of global goods and services in Wales	Figures not available for Pembrokeshire	Limited
43. Area of healthy ecosystems in Wales	Qualitative information available via the State of Wildlife in Pembrokeshire report	Yes
44. Status of biological diversity in Wales	Qualitative information available via the State of Wildlife in Pembrokeshire report	Yes
45. Percentage of surface water bodies and groundwater bodies achieving good or high overall status	Figures not available for Pembrokeshire	Yes
46. The social return on investment (SROI) of Welsh partnerships within Wales and outside of the UK that are working towards the United Nations Sustainable Development Goals	Figures not available for Pembrokeshire	Limited

Asset Mapping

In its broadest sense, the term **Asset Mapping** refers to the process of determining the strengths and resources of a community. These could include, for example, physical assets (buildings or equipment), natural assets (parks or other green areas), social assets (individuals as well as formal and informal community groups or networks), organisational assets (community centres or staff expertise and knowledge) or cultural assets (see example below).



As we progress with Pembrokeshire's Well-being Plan we will look to develop an approach to mapping local assets. This information will then be used to develop approaches to tackling barriers to well-being within communities and will enable us to better understand the relationships between environmental, economic, cultural and social factors of well-being. As a starting point, an initial set of asset mapping data has been identified as outlined in the table below.

Statistical information at local level

- Population structure
 - Economic activity and employment
 - General health
 - Household incomes
 - Welsh speakers
 - Housing types and sizes
 - Skills and education
 - Deprivation measures
-

Natural environment	<ul style="list-style-type: none"> • Topography • Habitat • Species distribution • Surface water quality • Aquifer quality • Flood risk • Protected and designated areas
Infrastructure	<ul style="list-style-type: none"> • Road network • Rail • Public transport routes • Public rights of way and cycle paths • Major electricity and gas network
Natural resources	<ul style="list-style-type: none"> • Renewable energy potential • Recreational areas and access • Soils and agricultural land quality
Services and facilities	<ul style="list-style-type: none"> • Health facilities • Care facilities • Colleges and schools • Community meeting spaces • Leisure and sports facilities • Local authority depots • Police and Fire • Industrial estates and other business locations • Retail
Historical assets	<ul style="list-style-type: none"> • Archaeological sites • Protected historic landscapes • Protected buildings and urban spaces
Proposed development	<ul style="list-style-type: none"> • Proposed residential development • Proposed commercial development • Proposed infrastructure and energy development
Community assets (to be collated with stakeholders)	<ul style="list-style-type: none"> • Community groups • Youth groups • Sports clubs etc. • Community activities

Key data and evidence sources

Welsh Government statutory guidance states that PSBs must consult a number of statutory assessments and other relevant assessments and evidence sources in the publication of a Well-being Assessment and below is a list of key data and evidence sources we have used in producing this assessment. Links (correct as of 31st March 2017) are included where available.

Ageing Well Plan

<http://www.pembrokeshire.gov.uk/content.asp?nav=107,753>

Carers Strategy

<http://www.pembrokeshire.gov.uk/content.asp?nav=1210,1318,1321>

Child Measurement Programme for Wales 2014-15

<http://www.wales.nhs.uk/sitesplus/888/page/67795>

Childcare Sufficiency Assessment for Pembrokeshire 2017-22 (draft)

Climate Change Risk Assessment for Wales

<http://gov.wales/topics/environmentcountryside/climatechange/publications/riskassess/?lang=en>

Daffodil Cymru

<http://www.daffodilcymru.org.uk/>

Data Unit Wales

<http://www.dataunitwales.gov.uk/>

European Agricultural Fund for Rural Development - Local Development Strategy

<http://www.arwainsirbenfro.cymru/wp-content/uploads/2016/05/Updated-LDS-03.16-without-tracked-changes.pdf>

Is Wales Fairer? Report 2015

<https://www.equalityhumanrights.com/en/publication-download/wales-fairer-report>

Local Development Plans

PCNPA - <http://www.pembrokeshirecoast.org.uk/?PID=178>

PCC - <https://www.pembrokeshire.gov.uk/content.asp?nav=1626,109,2045>

Mid and West Wales Health and Social Care Regional Collaborative – Market Position Statement – Services for Older People Dec 2015

http://www.wales.nhs.uk/sitesplus/documents/862/Item16_MWW%20Market%20Position%20Statement%20for%20Older%20People%27s%20Services%20-%20FINAL%20DEC%202015.pdf

National Survey for Wales

<http://gov.wales/statistics-and-research/national-survey/?lang=en>

NHS Informatics Service

<http://www.wales.nhs.uk/sitesplus/956/home>

NOMIS

<https://www.nomisweb.co.uk/>

NRW data

<http://lle.gov.wales/home?lang=en>

NRW Environmental Information Pack for Pembrokeshire

<https://naturalresourceswales.sharefile.eu/share?#/view/sdbcfddeae0f4d859>

NRW State of Natural Resources Report 2016 (SoNaRR)

<https://naturalresources.wales/our-evidence-and-reports/the-state-of-natural-resources-report-assessment-of-the-sustainable-management-of-natural-resources/?lang=en>

Office for National Statistics

<https://www.ons.gov.uk/>

Older People's Commissioner for Wales: Preparing Local Well-being Plans Guidance for Public Services Boards

http://www.olderpeoplewales.com/en/news/news/16-10-05/Preparing_Local_Well-being_Plans_Guidance_for_Public_Services_Boards.aspx#.WN0tvHnrvcs

Pembrokeshire Economic Profile 2015

http://www.pembrokeshire.gov.uk/Objview.asp?Object_id=12071

Play Sufficiency Assessment for Pembrokeshire

Police and Crime Plan 2017 – 21 (draft)

Public Health Wales: Adverse Childhood Experiences

<http://www.wales.nhs.uk/sitesplus/888/news/40000>

Public Health Wales: Creating a healthier, happier, fairer Wales

<http://www.wales.nhs.uk/sitesplus/documents/888/PHW%20Introducing%20the%20strategic%20plan%20booklet%20E.pdf>

Public Health Wales: Making a Difference: Investing in Sustainable Health and Well-being for the People of Wales

<http://www.wales.nhs.uk/sitesplus/888/page/87106>

Public Health Wales Outcomes Framework tool

<http://www.publichealthwales.wales.nhs.uk/>

Public Policy Institute for Wales

<http://ppi.w.org.uk/>

Public Policy Institute for Wales: Rural Poverty in Wales: Existing Research and Evidence Gaps

<http://ppiwi.org.uk/files/2016/06/An-introduction-to-Rural-Poverty.pdf>

Single Integrated Plan for Pembrokeshire

<http://www.pembrokeshire.gov.uk/content.asp?nav=101,126,2182>

South West and Mid Wales Regional Learning and Skills Observatory

<http://rlp.infobasecymru.net/IAS/eng>

Stats Wales

<https://statswales.gov.wales/Catalogue>

State of Wildlife in Pembrokeshire April 2016

http://www.pembrokeshire.gov.uk/ObjView.asp?Object_ID=13028&language=

Violence against Women, Domestic Abuse and Sexual Violence (Wales) Act 2015

<http://gov.wales/topics/people-and-communities/communities/safety/domesticabuse/?lang=en>

UK crime data

http://www.ukcrimestats.com/Police_Force/South_Wales_Police

Welsh Air Quality

<http://www.welshairquality.co.uk/>

Welsh Health Survey

<http://gov.wales/statistics-and-research/welsh-health-survey/?lang=en>

Welsh Government: National Survey for Wales

<http://gov.wales/statistics-and-research/national-survey/?lang=en>

Welsh Government Statistics

<http://gov.wales/docs/statistics/2014/141218-local-area-summary-pembrokeshire-en.pdf>

West Wales Population Assessment

<http://www.wwcp.org.uk/wp-content/uploads/2017/03/West-Wales-Population-Assessment-March-2017.pdf>

WELL-BEING CONSULTATION & ENGAGEMENT REPORT: PEMBROKESHIRE

Report on engagement activity:

- Regional well-being survey: results for Pembrokeshire
- Focus groups / workshops
- 'Well-being Tree': qualitative analysis of comments recorded on tree tags

Contents

Introduction & Context	3
Outline of Approach & Consultation Methods	3
Regional Well-being Survey: Pembrokeshire Results.....	6
Demographic Profile of Respondents.....	7
Social well-being	9
Health & well-being	13
Environmental well-being	19
Cultural well-being.....	24
Economic well-being.....	27
Last thoughts.....	32
Well-being tree and focus groups	41

Introduction & Context

The Well-being of Future Generations Act requires each of the 22 Public Service Boards to develop and publish a Well-being Assessment by 31st March 2017. The assessment will serve as a statement of well-being for each respective county area. In addition to the importance of reflecting quantitative data (e.g., from the Census and other official sources), the guidance stresses that significant engagement with people is critical in adequately making the assessment of well-being.

This report brings together the substantial body of engagement work undertaken in Pembrokeshire to help understand what really matters to people and so guide the development of a Well-being Plan for the County

Outline of Approach & Consultation Methods

In the interests of collaboration and making best use of scarce resources, the Public Service Boards of Ceredigion, Carmarthenshire and Pembrokeshire have taken the decision to work together on their well-being assessments. This consistent, regional approach also assists organisations, who are part of the Public Service Board, but whose remit extends beyond Pembrokeshire.

The key components of the regional approach are:

- A survey directed at residents
- An agreed toolkit for undertaking direct engagement work through focus groups or in less formal settings across the region

Survey

A survey was developed and a series of questions were formulated under the themes of economic, environmental, social and cultural well-being respectively. A further section was developed which explored the importance of health to individuals.

The approach taken in Pembrokeshire was to develop a campaign, targeting potential respondents in the following ways:

- We posted a survey to 5000 households across the 3 upper super output areas from a stratified random sample

- Working with partners to promote the survey in their networks and to their staff
- The survey was promoted on partners website and via social media

Extensive analysis of the survey features later in this report.

Toolkit

A series of documents were produced to help organisers in running events and focus groups. The toolkit was designed to empower groups who wanted to run their own engagement sessions on the Well-being Assessment, by offering a standardised approach, describing format of the session, the key questions, and including a reporting form for sending back to a single point in Pembrokeshire County Council.

The toolkit also provided an innovative method for informal engagement, for use in busy places where people are milling around. A 'tree', made from wood, was placed on a table and participants were invited to write their comments on paper 'leaves' which were then hung on the tree. The comments are described and analysed later in this report. The tree approach was used for the following:

28 th June	Fishguard Town event
11 th August	Tenants Big Day Out, Pembroke Dock
16/17/18 August	Pembrokeshire County Show, Haverfordwest
24 th August	Youth Assembly session
1 st September	Pembrokeshire Sustainable Agriculture Network, PLANED, Narberth
7 th September	H DUHB Withybush Foyer
8 th September	Pembrokeshire Access Group
12 th September	Citizens Advice Bureau, Haverfordwest
12 th September	H DUHB Well-being engagement, Pembroke
13 th September	Futureworks group
14 th September	Pembrokeshire College Freshers Event

15 th September	HDUHB Well-being engagement, Fishguard
15 th September	Knit and Natter, Milford Library
23 rd September	Job Club, Haverfordwest Library
26 th September	HDUHB Well-being focus group, Withybush
27 th September	South Wales Chamber Event
28 th September	Reading Group, Haverfordwest Library
28 th September	Communities First event
30 th September	Preventions in Pembrokeshire event
4 th October	HDUHB Well-being engagement, Letterston
7 th October	Full of Life event, Tenby
24 th October	Friends of Pembrokeshire Coast National Park meeting
10 th November	Pembrokeshire People First, Johnston Institute
19-30 September	Pembroke Dock Library well-being tree
19-30 September	Tenby Library well-being tree
19-30 September	Haverfordwest Library well-being tree

Regional Well-being Survey: Pembrokeshire Results

This section is structured by considering each survey question in turn. The 'domains' used within the survey have been retained for the purposes of this report.

Mention will be made of the views of different categories of respondent, to enable comparisons to be drawn. This process is known as the disaggregation of survey data: examining trends by age, gender and other demographic variables to enrich the analysis. Accordingly, proper weight has been given to the views of all those consulted and, in particular, 'due regard' given to free text (literal) responses.

Where Likert scale questions have been asked, the report will draw upon a technique known as the Average Index Score (AIS) to analyse and present results.

About the **Average Index Score (AIS)**

Sometimes known as a 'weighted average', the AIS is a way of distilling the 'strength of opinion' down into one number. Useful for questions with options to 'strongly agree', 'disagree', etc. Values range from 2 (everyone strongly agrees) to minus 2 (everyone strongly disagrees).

Example

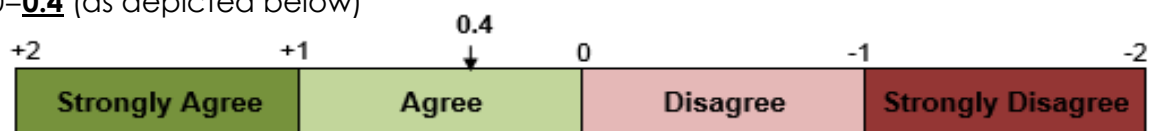
10 people are asked whether they 'strongly agree', 'agree', 'have no opinion', 'disagree' or 'strongly disagree' that Wales will win the six nations.

Results...

3 strongly agree (each response worth 2, so=**6**); 3 agree (each response worth 1, so=**3**); 1 no opinion (=0); 1 disagree (each response worth -1, so= **-1**); 2 strongly disagree (each response worth -2, so=**-4**)

The AIS is calculated by adding all the numbers in bold: So, $6+3+0-1-4=4$;

Then dividing by the number of responses (10 in this case). The average index score is: $4 \div 10 = \mathbf{0.4}$ (as depicted below)



Demographic Profile of Respondents

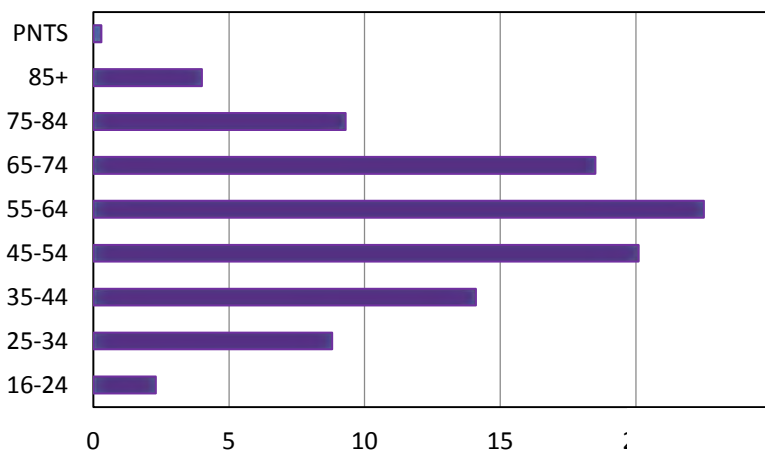
The regional well-being survey attracted 6443 responses across Carmarthenshire, Ceredigion and Pembrokeshire.



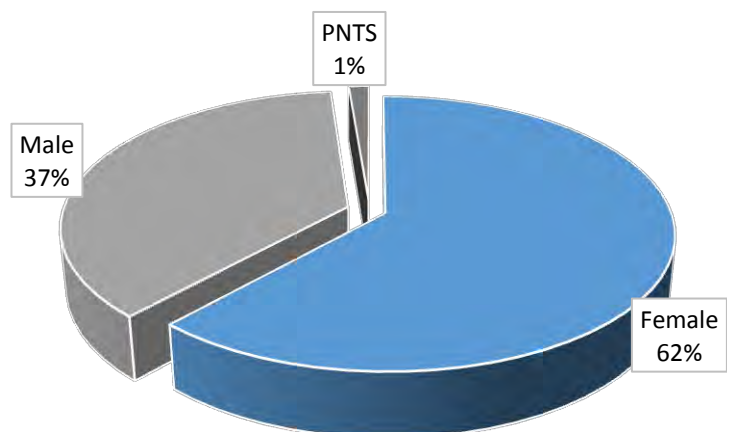
A total of **2282 Pembrokeshire residents** responded to the regional well-being survey. Over a third reside in Community Area 2 (37%) and Community Area 3 (34%), with the other 29% living in Community Area 1.

Two of the most important demographic characteristics for public policy are the age and sex structures. A sizeable proportion of survey respondents were of working age: 68% aged 16-64, with 32% of pensionable age (65 and over). In respect of age, the highest number of responses received were from the 55-64 cohort (23%), closely followed by 45-54 (20%) and 65-74 (19%). Combined responses from those aged under 16 and over 85 accounted for less than 4%. In addition, there is a notable female:male disparity, with 62% of respondents being female, 37% male (1% PNTS).

AGE



GENDER



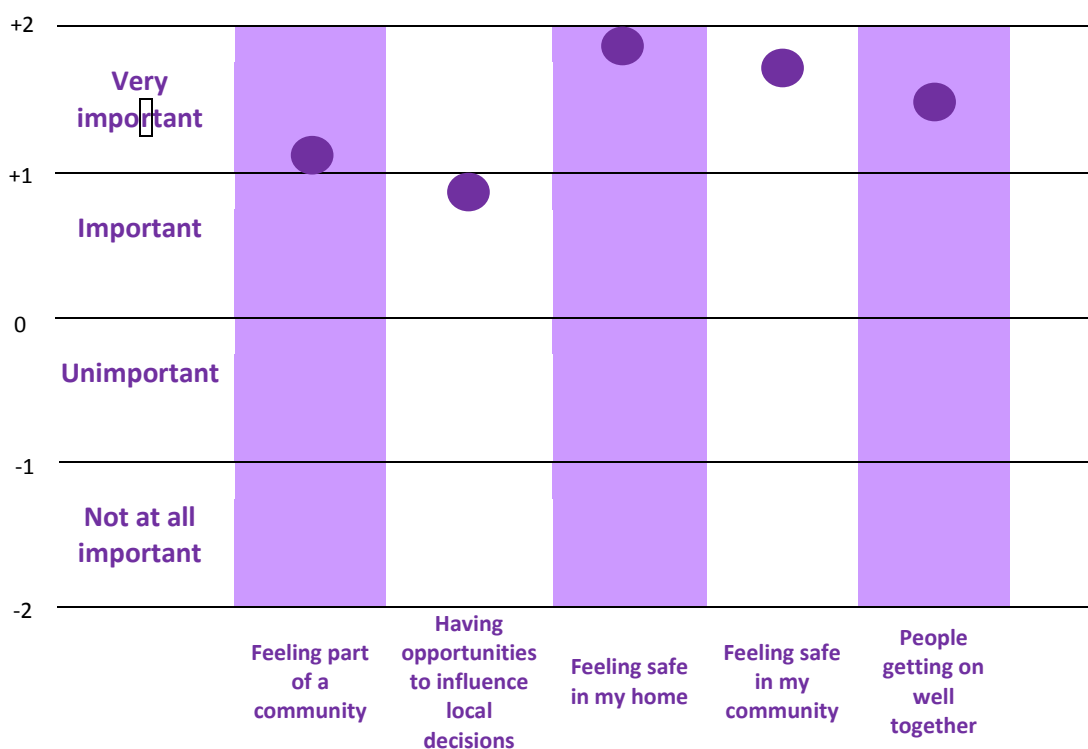
Results from other demographic questions are tabulated below.

Demographic Characteristic	Overall %	Demographic Characteristic	Overall %
Transgender	1%	Ethnicity	
PNTS	1%	White	97%
Relationship status		BME	1%
Single	12%	Other	0%
Married	55%	PNTS	2%
Separated	2%	Disability	
Divorced	9%	Yes	26%
Widowed	10%	No	71%
Civil partnership	1%	PNTS	3%
Co-habiting	9%	First language	
Other	0%	Welsh	8%
PNTS	2%	English	92%
Sexual orientation		Other	1%
Straight	94%	Income	
LGB	3%	<£10,000	10%
PNTS	3%	£10,000 – £19,999	19%
Religion		£20,000 – £29,999	18%
Yes	53%	£30,000 – £39,999	12%
PNTS	9%	£40,000 – £49,999	10%
Caring responsibilities		£50,0000 – £59,999	6%
Yes	36%	> £60,000	8%
PNTS	2%	PNTS	17%

Social well-being

Q10) To what extent are the following important to your well-being?

Q10 asked respondents to what extent various statuses/contexts were important to their general well-being. It is evident that *feeling safe* was upheld to be of great importance to respondents' well-being. *Feeling safe in my home* attracted the highest AIS of those listed (1.84), with *feeling safe in my community* a close second (1.77). As shown below, this denotes a near-unanimous view that feeling safe is 'very important'. All five listed statuses were adjudged to be important to respondents' well-being to varying degrees, with AISs ranging from 0.95 (*having opportunities to influence local decisions*) to 1.84 (*feeling safe in my home*).



Probing the results of Q10 by demographic variable uncovers little variance on the basis of locality (community area). Higher AISs were recorded for females across all five statuses, particularly those related to feeling safe. In respect of age, the retired cohort (those aged 65+) felt that *feeling part of a community* was more important to their well-being than those of working age (16–64). This is borne out by a higher AIS for the older demographic: 1.21; in contrast to 1.02 for the 16–64 cohort. *Having opportunities to influence local decisions* had the lowest overall AIS at 0.95 with all disaggregated AISs falling between the 'neutral' (0) and 'important' (+1) categories. There is one exception to that rule: the AIS for those with a caring responsibilities equalled 1.04.

Q11) Would you be happier if you more/better access to...

The survey then sought to establish correlation between improved access to services and happiness (Q11). Around 7 in 10 respondents admitted that having a more reliable mobile network (74%) and better access to public services (71%) would make them happier. Contrastingly, less than half (45%) of all respondents felt more/better access to community groups would improve their happiness.

Around one in two respondents (56%) indicated that better public transport would make them happier, and this result does not differ greatly by age: 55% of those aged 16–64 said 'yes', in contrast to 57% of pensionable age (65+). Disabled respondents and those with a caring responsibility tended to place greater emphasis on public transport: 63% of disabled respondents and 60% of carers said better public transport would increase happiness.

	% who said 'yes', better access would make me happier								
	Overall	16-64	65+	Female	Male	White	BME*	Dis-abled	Income <£20k
Public transport	56%	55%	57%	56%	54%	55%	53%	62%	59%
The internet	64%	68%	54%	64%	64%	64%	64%	63%	60%
Reliable mobile network	74%	77%	65%	75%	71%	74%	75%	75%	69%
Public services	71%	73%	67%	72%	70%	71%	76%	76%	74%
Friends / family	61%	63%	55%	62%	58%	61%	75%	68%	64%
Community groups	45%	47%	41%	48%	39%	45%	59%	50%	48%

**please note smaller sample size for BME respondents (30) may distort values.*

Age does come into play when looking at results for *the internet* and *reliable mobile networks*. Those of working age were more likely to say better access improved their happiness, ostensibly given their usage of such devices. A cursory glance at other characteristics shows that income has a bearing on respondents' viewpoints. 59% of respondents with a household income below £20,000 said better public transport would improve their happiness, compared to 42% with an income above £60,000: a 17 percentage point differential. A similar trend is observable for access to the internet: 60% of respondents with an income <£20,000 said better access would make them happier, compared to 70% with an income above £60,000.

Under 'other', respondents also remarked that better access to public toilets; more cultural, leisure and retail opportunities (together with better advertising of local events) and improved access to GPs, hospitals and mental health services would make them happier.

Q12) Is your accommodation...

8 in 10 (81%) survey respondents are owner occupiers: 49% owned *outright* and 31% owned *with a mortgage or loan*. Fewer responses were attracted from other tenure groups: 9% of those surveyed live in *private rented accommodation* and 8% are *social renters*. 2% specified *other*, with living with parents, living in a caravan and shared ownership cited. Recurrent trends pertaining to housing tenure still hold true: 80% of survey respondents of pensionable age owned their home outright, compared to 35% of working age. Moreover, private renting is a more popular form of tenure amongst younger demographic groups: 21% of respondents aged 16-24 20% aged 25-34 and 16% aged 35-44 were private sector renters, with the value for 65+ (just 5% rent privately) a useful comparator.

Q13) How many dependent children live in your household?

No children	67%
1 child	14%
2 children	14%
3 children	4%
4 children	1%
5+ children	0%

Q14) To what extent do you agree or disagree with the following statements?

	Average Index Score				
	Overall	Owned outright	Owned w/ mortgage	Social rented	Private rented
My home is in a good state of repair	1.16	1.34	1.09	0.77	0.93
My home is easy to keep warm	0.9	1.03	0.85	0.84	0.52
I can afford to heat my home	1.03	1.17	0.98	0.79	0.69
My home meets needs of those who live in it now	1.19	1.3	1.19	0.77	1.01
I can live in my home for as long as I want	1.18	1.39	1.17	1.07	0.25

	Average Index Score				
	Overall	Owned outright	Owned w/ mortgage	Social rented	Private rented
My home will meet my needs in the future	0.73	0.91	0.68	0.23	0.15
I will be able to find suitable housing if I needed to move	0.37	0.52	0.44	-0.15	-0.18

Respondents were presented with a list of seven statements about their home in Likert scale format and asked to indicate their level of agreement using strongly agree and strongly disagree as response anchors. Overall, all statements attracted a positive AIS, signifying general agreement.

The statement *I will be able to find suitable housing if I needed to move* recorded an AIS of 0.37; this being the lowest of all seven AIS values and the result of most concern to policy makers in Pembrokeshire. This result worsens for disabled respondents: with an AIS of 0 this cohort took a neutral position (neither agreeing nor disagreeing), which may suggest uncertainty about their ability to seek alternative accommodation. There is also considerable variance by income banding: namely, the AIS increases in accordance with income (0.02 for respondents earning <£20,000; 0.34 for £20,000 – £39,999; 0.65 for £40,000 – £59,999 and 1.05 for those with an income greater than £60,000). Subsequently, the higher one's income, the stronger the level of agreement that they would be able to find suitable alternative accommodation.

For each of the listed statements, it is true that lower AISs were recorded for respondents residing in social and private rented accommodation, as expounded above. This trend is most pronounced for the statement *I will be able to find suitable housing if I needed to move*. Here, negative AISs were recorded for social (-0.15) and private (-0.18) renters, signifying slight disagreement. Similarly these groups did not strongly feel that their home would meet their needs in the future (AIS of 0.23 for social renters and 0.15 for private renters), perhaps reflecting the insecurity of private renting as a form of tenure. Moreover, compared to owner occupiers, renters were less likely to say *I can afford to heat my home*.

Finally, turning to age, when asked whether their home would meet future needs, those of working age responded with an AIS of 0.6 (denoting slight positive agreement). This is substantially lower than the AIS for respondents of pensionable age (1.01; conveying clear agreement).

Health & well-being

i Almost one third (32%) of Pembrokeshire respondents noted they have a health issue that affects their well-being; 63% said they did not and 4% wished not to say.

Q15) Do you have a health issue that affects your well-being?

Within each of the three Community Areas (CA) there are minor differences in the proportion of respondents who indicated they have a health problem: 30% in CA1; 32% in CA2 and 34% in CA3.

Looking at other categories of respondent, this number of respondents with a health problem generally increases by age. To illustrate, 27% of respondents aged 16–64 said they had a health issue in comparison to 44% of pensionable age (65+). For some narrower age bands the percentage is even higher: 53% aged 75–84 and 67% aged 85+.

Differences by gender are negligible: 31% of females vs. 34% of males. 40% of 'single' (taken to mean single, separated, divorced or widowed) have a health issue, as do 52% of respondents residing in a socially rented property. 30% of respondents that care for others have a health issue that affects their own well-being. Furthermore, the results also lend credence to postulations of a correlation between income and health / well-being. The survey results show that the lower one's income, the higher the probability of having a health issue affecting well-being: 20% of respondents earning between £40,000 and £59,999 said they had a health issue. This increases to 28% for those earning £20,000 – £39,999 and to 44% for those with an income of less than £20,000.

Q16) If yes, in what ways are your well-being affected?

Given this was a routed, supplementary question, only 717 respondents were eligible to give a reply. It is clear that respondents' well-being is affected in three principal ways: over half (56%) said they were *unable to do the things they enjoy*, 33% noted they *need or rely on help to manage day-to-day* and 32% stated that *it puts a strain on my personal relationships* and. Less than 10% said *my family has to rely on extra support, my home doesn't meet my needs and I am unable to study*.

There is some variance by demographic variables such as age and gender. Namely, the older the respondent the more debilitating the health issue appeared to be: 48% aged over 65 said they need or rely on help to manage day-to-day compared to 22% of those aged 16–64. Similarly, a higher percentage of older people said they were unable to do things they enjoy (61% of those aged 65+ vs. 52% aged 16–64). However, health issues were reported to have less of an impact on the personal relationships of older respondents (only 17% aged 65+ said it did) compared to their younger counterparts (43%). A detailed breakdown is provided in the table below.

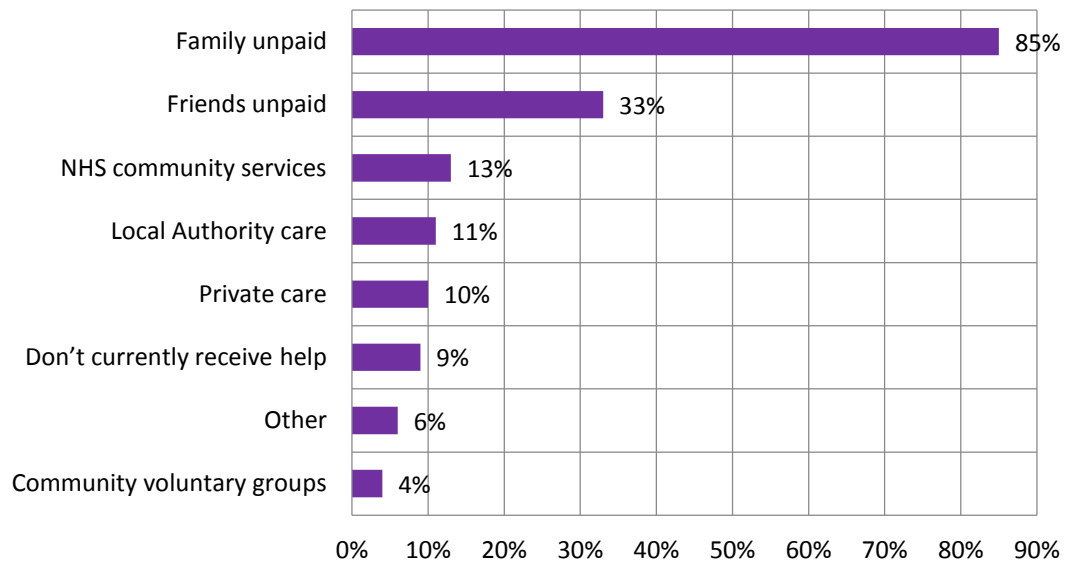
	Overall %	16-64	65+	Female	Male	Disabled
I need or rely on help to manage day-to-day	33%	22%	48%	37%	27%	42%
My family has to rely on extra support	9%	8%	11%	8%	11%	13%
I am unable to do the things I enjoy	56%	52%	61%	55%	57%	67%
I am unable to work	26%	26%	26%	26%	27%	33%
I am unable to study	7%	8%	5%	6%	9%	9%
It puts a strain on my personal relationships	32%	43%	17%	31%	34%	31%
My home doesn't meet my needs	9%	12%	4%	9%	8%	10%

A number of responses were itemised under the 'other (please specify)' category. However, most furnished the original answers with more specific details relevant to their circumstance. A common thread was that having a health issue led to a sedentary lifestyle.

Of the unique responses, mention was made of the need to micromanage one's health by going for frequent check-ups; taking regular medication to maintain wellness; strictly managing their diet; and by carefully planning days out so that there is access to relevant facilities (toilets, places to rest/eat). Respondents also noted that having a health issue brought about anxiety and stress due to lack of sleep; increased the time taken to do routine tasks, led to a reliance on public transport; gave rise to feelings of helplessness and a dependence on others; led to financial worries and often prevented them from leaving the home, exacerbating the risk of loneliness and isolation.

Q17) If you need or rely on help to manage day-to-day, who provides the support you receive?

Of those that rely on help to manage day-to-day (211 total), It is notable that there is considerable dependence on informal unpaid care and support from *family members* (85%). Unpaid support from friends also plays an important role, albeit to a lesser extent. There is little reliance on other, formal support mechanisms such as local authority care (11%) and private care (10%). Older respondents were more likely to use to local authority and private care than those of working age.



Q18) If you need or rely on help to manage day-to-day, does the support you receive fully meet your needs?

Again, this question had a smaller sub-sample of respondents. 203 individuals submitted a response, with 78% stating yes, the support they receive fully meets their needs. Notwithstanding the caveats of disaggregating a small sample, it is interesting to note the differences between respondents living in different community areas. 86% of those residing in CA1 said the support they receive meets their needs, compared to 78% in CA2 and 72% in CA3. In addition, 84% of respondents aged 65+ and who answered Q18 said the support they receive fully meets their needs, whereas the result for 16-64s is lower: 71%, a 12 percentage point differential.

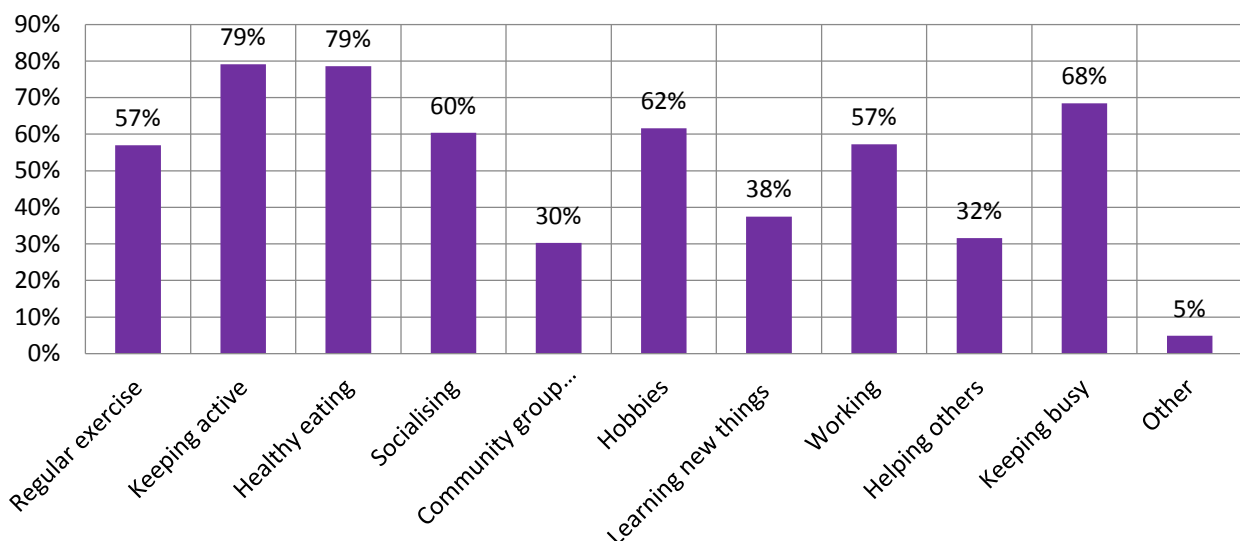
Q19) If no, in what ways does the support you receive not meet your needs?

Overall, 22% of respondents said the support they received does not fully meet their needs. 35 respondents elaborated further. Comments included not having enough support to manage at home (food shopping, gardening, cleaning and taking out the bins); not having someone who can adequately assist after trips,

slips and falls; not being to get the support to get out and about; and references to recent benefit changes compounding health problems – a reduction in benefit has reduced the level of support some respondents can afford to pay for.

Q20) Please tell us if you do any of the following to help maintain your health and well-being?

Pembrokeshire respondents partake in a wide range of activities in order to maintain their health and well-being. *Keeping active* and *healthy eating* were the most popular endeavours, each selected by almost eight out of ten (79%) respondents. *Participating in community group activities* (30%), *helping others* (32%) and *learning new things* (38%) were among the less common pursuits, selected by fewer than four in ten respondents.

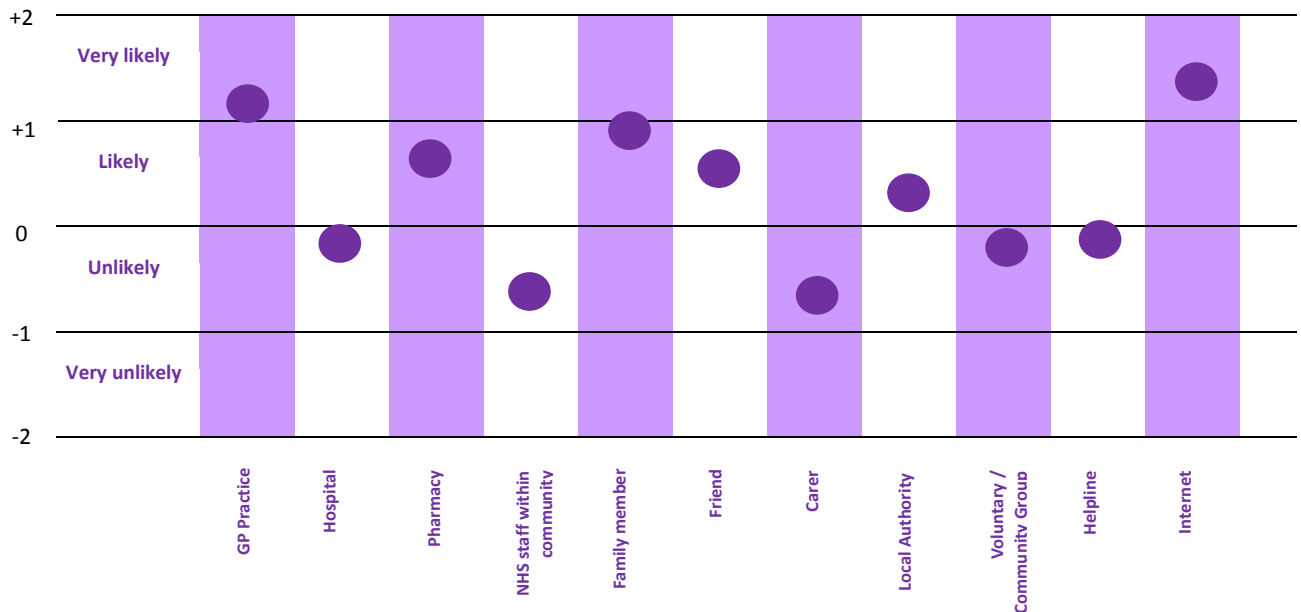


When contrasting the results by age there are dissimilarities between the working age cohort (16-64) and those of pensionable age (65+). Whilst a higher proportion of 65+ year old respondents maintain health and well-being through *eating healthily* (87%) and *community group activities* (36%)– corresponding figures for 16–64 year olds were 75% and 28% respectively – those aged 16-64 are more likely to exercise regularly (59%) and socialise (62%) in comparison to older age groups. Similarly, a higher percentage of female respondents maintained their health and well-being via *healthy eating* (81% vs 74% of male respondents), *keeping busy* (70% vs. 66%) and *socialising* (66% vs. 52%). Male respondents were more likely to *keep active* (81%). In the main, percentages for disabled respondents were lower across all listed activities – the starkest example being *socialising*. Less than half (47%) of disabled respondents said they socialise to

help maintain their health and well-being; 15 percentage points less than the overall result for all respondents (62%).

Q21) If you or your family wanted information and/or advice on care and support, how likely are you to use the following?

The AIS has been deployed for Q21, with *very likely* given a weighted average of +2 through to -2 for *very unlikely*.



The AIS chart illustrates how the results to Q21 are varied and wide-ranging, with respondents indicating that they would be prepared to seek information and advice from a number of different engagement and information channels. There is some order of likelihood: *browsing the internet* recorded the highest AIS (1.21). Together with GP practice (AIS of 1.05), these are the only sources to attain AISs within the very likely (+2) to likely (+1) categories. Information/support from *family members* (0.94), *friends* (0.72), *pharmacies* (0.57) and *local authorities* (0.21) were the only other mechanisms to record a positive AIS.

Respondents are unlikely to seek information and advice on care and support from a *carer* (AIS of -0.7), *NHS staff working within the community* (-0.27) and *hospitals* (-0.12). There is no clear view on the propensity to use *helplines* (AIS of -0.05 denotes a fairly neutral position: neither likely nor unlikely).

The variations between the tendencies of male and female respondents is also worthy of note: females were more likely to turn to *family members* (AIS of 1.03), *friends* (0.92) and *pharmacies* (0.71) than males (AISs of 0.79; 0.36 and 0.36 for

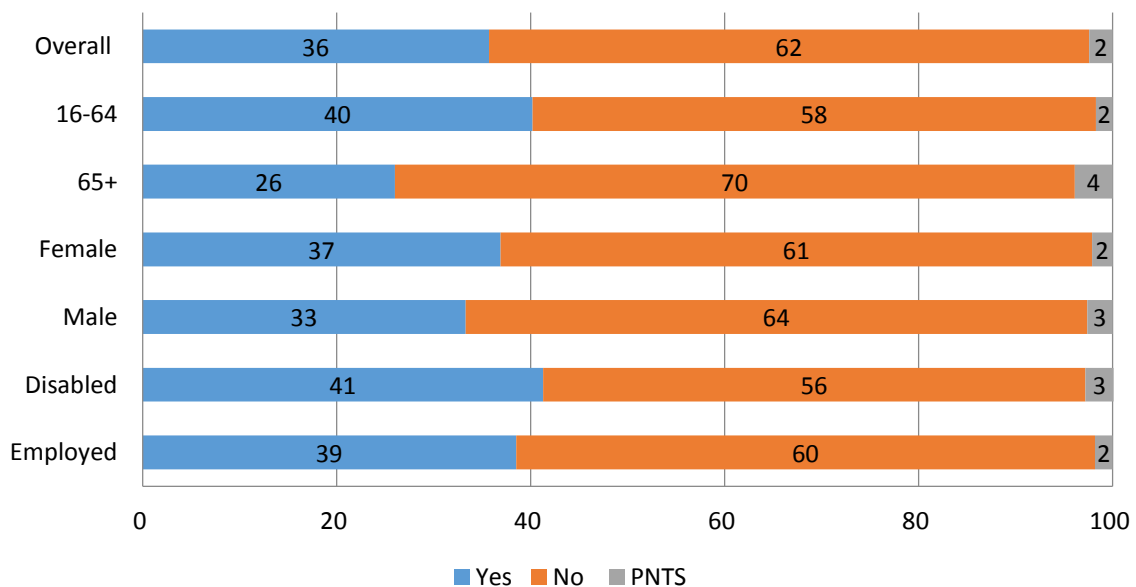
males respectively). In addition, males were less likely to seek information support from *voluntary/community groups* or *helplines* (AISs of -0.31 and -0.28).

Respondents of pensionable age were more likely to consult their GP practice (AIS of 1.32) than those of working age (AIS of 0.93). A similar trend was observed for *pharmacies* – the 65+ cohort recorded a higher AIS of 0.83, in comparison to 0.47 for those aged 16–64 – and *local authority* support (0.42 vs. 0.14). The highest recorded AIS for disabled respondents was GP practice (AIS of 1.1), suggesting this would be their first port of call.

Q22) Do you look after, or give any help or support to family members, friends, neighbours or others...?

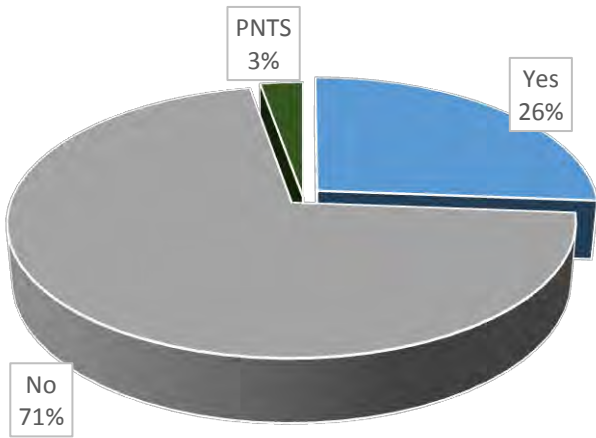
i Over a third (36%) of Pembrokeshire respondents said they provided unpaid care to others, 62% stated they did not and 2% preferred not to say.

Differences by age are notable: 40% of respondents aged 16-64 provide unpaid care in comparison to 26% aged 65 and over. A slightly higher proportion of female respondents declared that they provide unpaid care: 37% compared to 33% of males. In addition, four in ten disabled respondents (41%) said that they look after or give help/support to others, as do 39% of respondents in employment.



Q23) Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Around one in four (26%) respondents said 'yes', their day-to-day activities are limited because of a health problem or disability, with 3% preferring not to say. 27% of respondents from Community Area 3 said they had a limiting long term



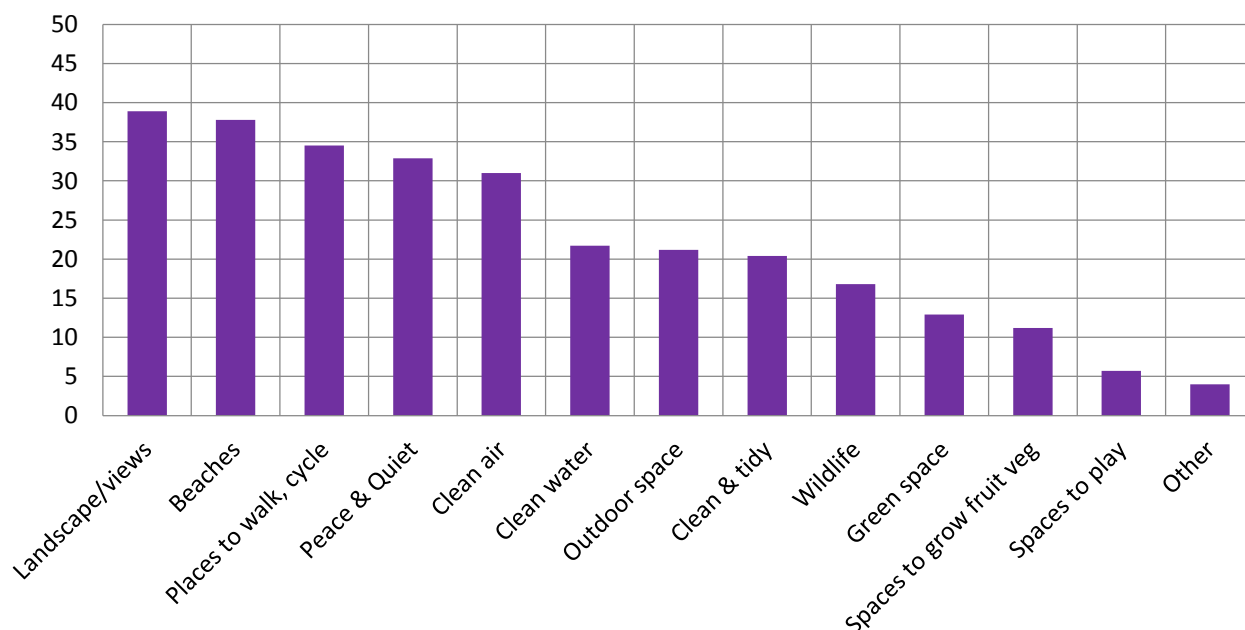
health problem, compared to 26% in CA2 and 24% in CA1. As might be expected, age was a major determinant: 43% of respondents aged 65+ said they had a limited long-term health problem compared to 19% of those of working age. Moreover, 14% of respondents with a limiting long-term health problem are in employment. A correlation between poor health and income

can be posited – four in ten respondents (40%) earning <£20,000 had a limiting long term health problem. This percentages decreases to 21% for respondents with a household income of £20,000 – £39,999; 12% for those with an income of £40,000 – £59,999; whilst 14% of respondents with an income in excess of £60,000 have a limiting long term health problem.

Environmental well-being

Q24) What do you value most about where you live (select top three)?

The *landscape/views* of Pembrokeshire are valued most by those that reside there: just about four in ten (39%) of respondents that live in the County said they valued this intrinsic feature. *Beaches* and *places to walk/cycle* were a close second and third, the former valued by 38% of respondents and the latter, 35%. The full range of responses is illustrated below. As shown, spaces to play (6%), spaces to grow fruit and veg (11%) and green space (13%) are the three least valued features of Pembrokeshire.



Disaggregating the results by demographic characteristic throws up many interesting lines of enquiry and scope for further research. Older respondents were more likely to value *peace and quiet* (39%) and *clean water* (27%) than younger respondents (same features attracted a response from 31% and 20% of 16-64 year olds). Contrariwise, a higher proportion of working age respondents valued *beaches* (44% vs. 20% of 65+ year old respondents) and *places to walk/cycle* (selected by 38% of working age respondents and 25% of respondents aged 65+). The below table shows the top 3 selected features for a range of different groups and localities. It may be relevant to note that the top 3 list for CA 2 and CA3 comprises the same set of features, whilst respondents of CA1 placed emphasis on two different features: peace and quiet and clean air.

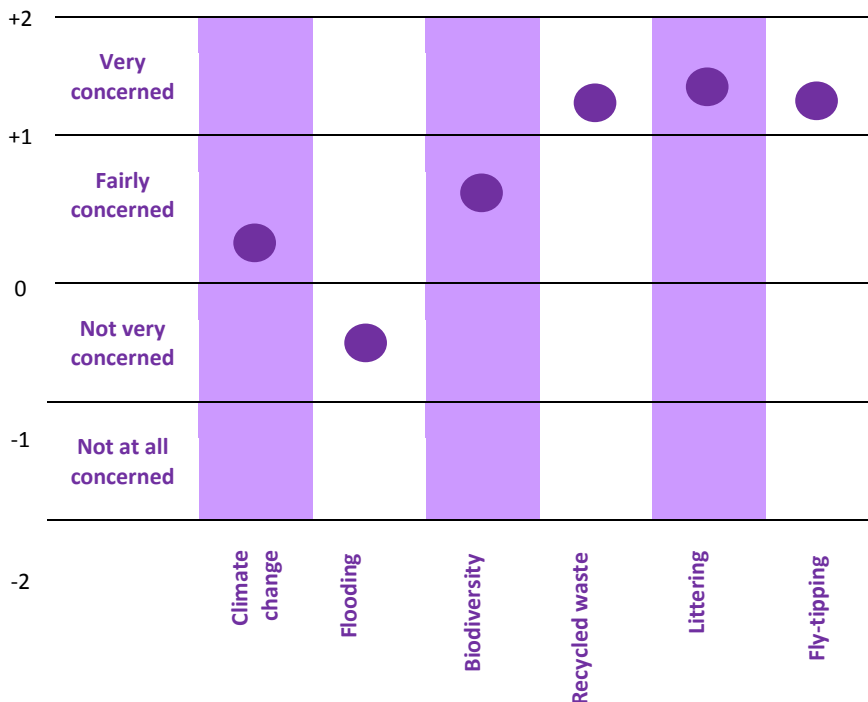
Top 3 Overall	%	CA1	%	CA2	%	CA3	%
Landscape / views	39%	Landscape / views	50%	Beaches	40%	Beaches	37%
Clean air	38%	Peace & Quiet	36%	Places to walk/cycle	36%	Places to walk/cycle	36%
Places to walk/cycle	35%	Clean air	33%	Landscape / views	34%	Landscape / views	34%

Female	%	Male	%	16-64	%	65+	%
Beaches	41%	Landscape / views	44%	Beaches	44%	Landscape / views	40%
Places to walk/cycle	36%	Peace/quiet	35%	Landscape / views	38%	Peace / quiet	39%
Landscape / views	36%	Beaches	32%	Places to walk/cycle	38%	Clean air	35%

Disabled	%
Landscape/views	48%
Peace/quiet	43%
Clean air	42%

Q25) What environmental issues concern you most about your local area?

Pembrokeshire respondents are most concerned about localised environmental issues within the remit of the unitary authority, as borne out by higher AISs for *littering* (1.35), *recycling* (1.22) and *fly-tipping* (1.19). With an AIS of -0.4, respondents show little concern for flooding in their local area.



There are slight nuances in the stances of respondents living in Community Areas 1, 2 and 3. For example, residents in CA1 took a much stronger view on biodiversity, as represented by an AIS of 0.8 for CA1, 0.68 for CA3 and 0.61 for

CA2. On a similar footing, respondents in CA1 were more concerned about *climate change* (AIS of 0.54) than those in CA2 (0.36) and CA3 (0.48). Furthermore, *littering* was of greater concern for respondents in CA3 (AIS of 1.42) compared to CA1 (1.26), as was the case for *fly-tipping* (AIS of 1.27 for CA3 and 1.04 for CA1). As a general rule, respondents of pensionable age were more concerned about environmental issues than those of working age – higher AISs recorded. In particular, this trend was marked for *flooding* (AIS of -0.63 for 65+; -0.32 for 16-64) and *littering* (AIS of 1.55 for 65+; 1.26 for 16-64)

185 responses were also recorded under the 'other' category, and included concerns about (in order of frequency cited):

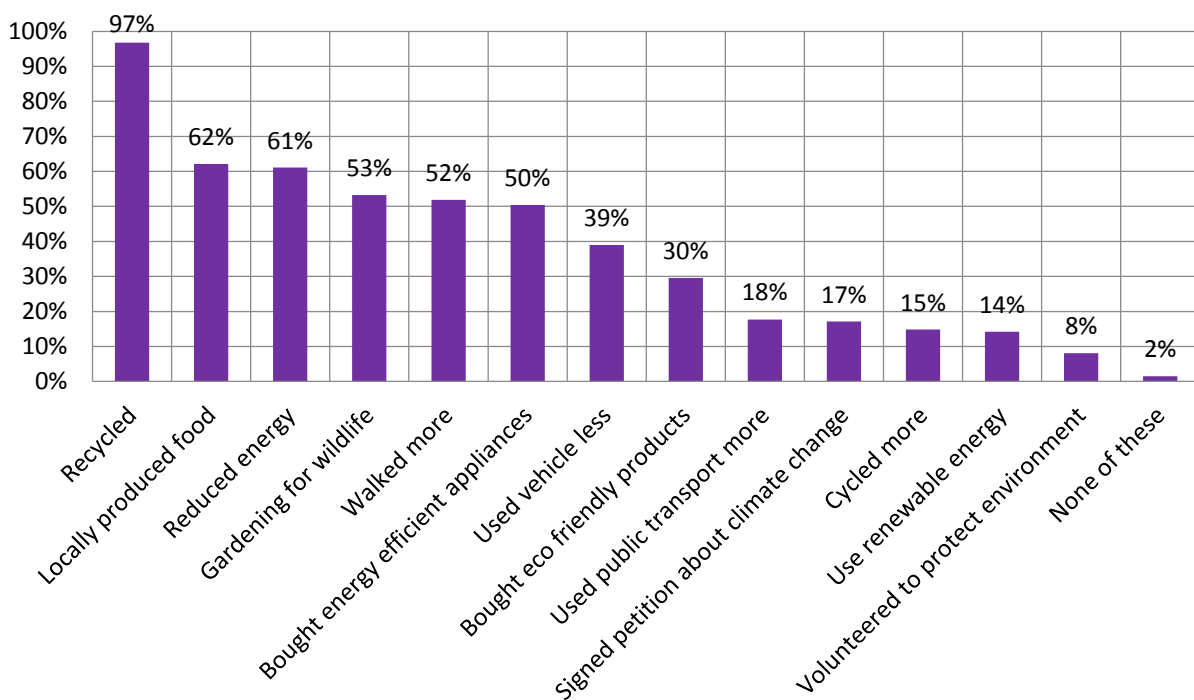
- Dog fouling
- Quality of beach and bathing water
- Noise pollution and traffic congestion
- Access to right of way network
- Land degradation caused by intensive farming practices, with subsequent impacts of runoff (carrying pesticides and fertilisers into aquatic environments, grazing areas and human settlements)
- Air pollution (carbon dioxide and smog) caused by road traffic
- Under-investment in renewable energies and green spaces
- Other: oil spills; deforestation; fracking; over-fishing; closure of public amenities; street lighting; graffiti and vandalism

Q26) Which, if any, of the following things have you done in the last 12 months to help protect the environment or address climate change?

On the whole, respondents undertake and/or participate in an extensive range of initiatives/activities to help protect the environment. Recycling is a near-universal activity, undertaken by 97% of respondents within the last 12 months. No other activity is quite as widespread, however over half of all Pembrokeshire respondents have bought local food (62%), reduced the amount of energy used at home (61%), gardened for wildlife (53%), walked more (52%) and bought energy efficient appliances (50%) within the past twelve months. Volunteering to protect the environment (8%), used renewable energies (14%) and cycled more (15%) are among the least popular endeavours, undertaken by fewer than two in ten respondents. 2% said they did not carry out any of the listed activities.

The proportion of respondents who use renewable energies, garden for wildlife and purchase local food is notably higher in CA1 than any other CA. Nearly 70% of respondents in CA1 purchase local food, compared to 63% in CA3 and 59% in CA2. 21% of CA1 respondents use renewable energy, in contrast to 12% of CA2 and 11% of CA3 respondents.

Those of pensionable age are more likely to garden for wildlife (61% vs. 50% of respondents aged 16-64), while working age respondents are more likely to purchase energy efficient appliances (55% vs 40% aged 65+). A higher proportion of female respondents have bought locally produced food (66% vs.



55% of males).

Q27) Would you feel happier if you were doing more to protect your local environment?

On balance, there is an appetite to take a more activate role in alleviating environmental issues: six in ten respondents (63%) said they would feel happier if they were doing more to protect to environment. However, 29% advised that they would need further information. In particular, more working age respondents said they required further information: 31%, compared to 23% aged 65 and over.

Over one in five (26%) considered that they were already doing enough to protect the environment and 2% said no, the issue wasn't important to them. It is

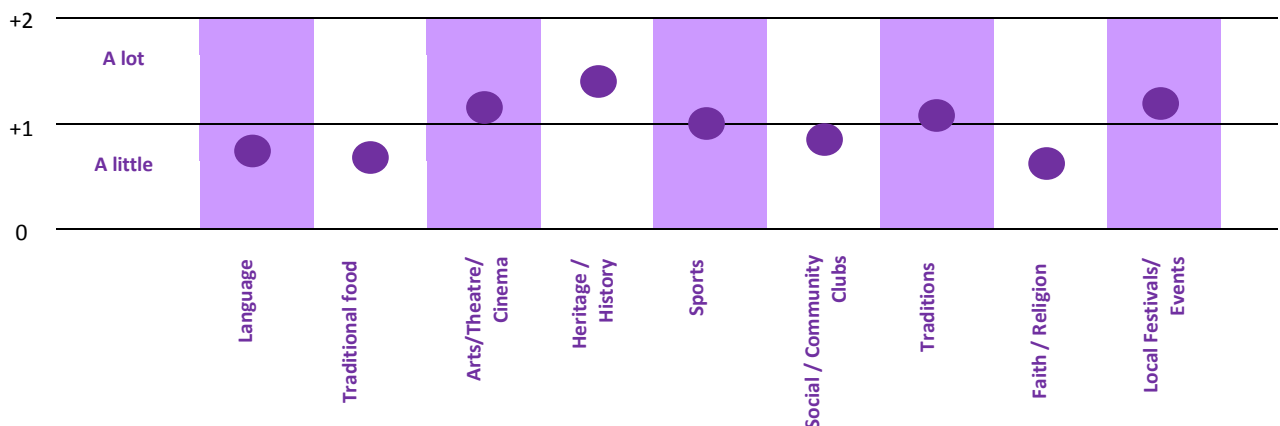
striking that only one in ten respondents (9%) felt they were doing enough to protect the environment.

	Overall %	16-64	65+	Female	Male	Disabled
Yes	34%	37%	29%	34%	39%	30%
Yes, but need more information	29%	31%	23%	29%	27%	30%
No, I feel I am doing enough	9%	9%	10%	8%	10%	8%
No	26%	22%	36%	27%	26%	30%
No, this isn't important to me	2%	1%	2%	1%	3%	2%

Cultural well-being

Q28) How much do these things influence your cultural well-being?

This question has been analysed using a modified version of the AIS. Here, a 3 point AIS scale has been employed, with a value of +2 ascribed to 'a lot'; +1 to 'a little' and 0 to 'no influence'.



It is evident that all nine listed elements were deemed to have some influence on respondents' cultural well-being. *Heritage/history* garnered the highest AIS (1.24). Local festivals/events (1.12), arts/theatre/cinema (1.06), traditions (1.03) and sports (1.0) all attracted an AIS of greater than 1 and so fall within the 'a little' to 'a lot' categories. Of those listed, faith/religion recorded the lowest AIS (0.69).

Other than language having more of an influence on the well-being of CA1 respondents (AIS of 0.98) than those living in CA2 (0.72) and CA3 (0.79), there are no significant disparities by community area.

There are a number of variances between older and younger respondents, chief among them being that faith/religion has a greater influence on those of pensionable age (0.96) than working age (0.57). This also holds true for the influence of traditional food (0.96 vs 0.86) and heritage (1.32 vs 1.21). Arts/theatres/cinema, social/community clubs and festivals/events tended to influence the well-being of female respondents to a greater degree than males. In contrast, males took more an influence from sports (AIS of 1.11 vs. 0.92)

Q29) Are you able to engage with these as much as you would like to?

Nearly three in ten respondents (29%) said they were unable to engage with the abovementioned cultural activities as much as they would like to. This figure varies for respondents residing in CA1 (26%), CA2 (29%) and CA3 (31%). Similarly, a higher proportion of disabled respondents (46%) and LGB respondents (40%)¹ said they were unable to engage with listed cultural activities.

A correlation between income and access/engagement can be suggested. The greater the level of household income, the lower the proportion of respondents who said they couldn't engage with the activities. 34% of those earning <£20,000 said they couldn't engage as much as they would like to, compared to 28% earning £20,000 – £39,999; 23% £40,000 – £59,999 and 22% earning in excess of £60,000.

Q30) If no, please tell us one(s) and why.

Respondents were then invited to list activities which they were unable to engage with and offer reasons. For the most part, this was attributed to:

- Lack of provision in the area, particularly opportunities relating to arts/theatres/cinemas and sports
- Affordability: (a) costs of some activities deemed to be prohibitive and/or (b) individuals not having enough discretionary income
- Personal circumstances, such as ill-health, poor mobility or caring for others
- A view that social/community groups are not easy to seek out, numbers are generally in decline owing to lack of funds and it can be intimidating for new members who join

¹ This percentage is calculated using a sample of 62 LGB respondents

- Poor advertising of, and information on, activities/events
- Getting to events (decline of public transport cited)
- Activities taking place within the working week, inhibiting access
- Desirability – local events seen to lack appeal

Q31) We'd like to know about your use of languages in everyday life.

	Welsh	English	Other
My first language is...	8%	92%	1%
I can speak...	22%	73%	10%
My preferred language is...	8%	90%	1%
I am learning...	19%	4%	8%
I would like to learn	24%	1%	16%

Around one in five (22%) survey respondents stated that they could speak Welsh, with 23% of respondents aged 16–64 having the ability to do, compared to 19% of those aged 65 and over. However, although 22% can speak Welsh, less than half (8% of all respondents) said it was their preferred language. 9 in 10 respondents (90%) noted they preferred to speak English, and 92% said it was their first language. Nearly one in five respondents (19%) stated that they were learning Welsh, and 8% were learning another language.

Q32) Are you able to use Welsh....

Ten percent of respondents stated that they could use Welsh at work as much as they wanted to. This result varies when disaggregating by community area: 17% of respondents in CA1, 7% in CA2 and 6% in CA3 can speak Welsh at work as much as they want to. 21% of respondents noted they could never speak Welsh when socialising, and an additional 6% can speak Welsh but prefer not to when socialising. In total, 23 said 'yes' they can use Welsh when accessing public services (6% as much as I want to; 10% some of the time; and 7% yes, but choose not to), 7% said no, *not enough opportunities* and 9% selected no, *don't want to*.

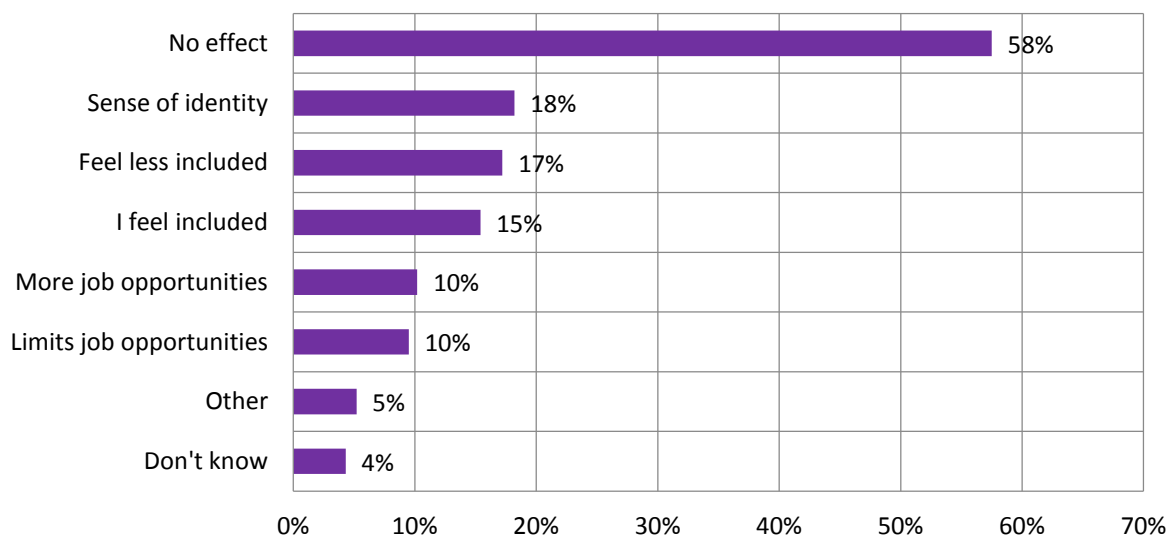
Are you able to use Welsh...	At work	When using public services	When socialising
Yes as much as I want to	10%	6%	9%
Yes some of the time	14%	10%	12%
Yes but choose not to	5%	7%	6%

Are you able to use Welsh...	At work	When using public services	When socialising
No, not enough opportunities	6%	7%	7%
No don't want to	16%	20%	19%
No Never	16%	21%	21%
Not applicable	34%	28%	27%

Q33) How is your well-being affected by the Welsh language?

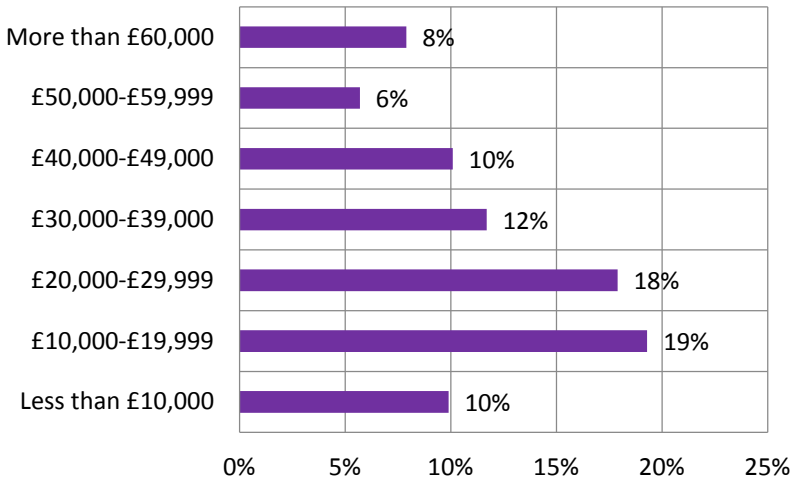
Well over half (58%) of respondents stated that the Welsh language had no effect on their well-being. Older respondents felt it has much less of a personal impact: 68% aged 65 and over said it had no effect, in comparison to 53% of working age respondents. Less than two in ten respondents said the Welsh language gave them a sense of identity (18%) and provided a sense of inclusion (15%). This result may be attributable to the low percentage of respondents who said they could speak Welsh in Q31.

The Welsh language was seen to have much more of a positive impact on well-being in CA1. 29% of respondents felt it offered a sense of identity and 24% said it made them feel included. Corresponding results for CA2 (15% and 11%) and CA3 (13% and 12%) are notably lower. Differences between males and females respondents are negligible. 14% of respondents in employment felt that the Welsh language limits their job opportunities, and similarly, 14% felt it led to more job opportunities.



Economic well-being

Q34) What is your total household income?

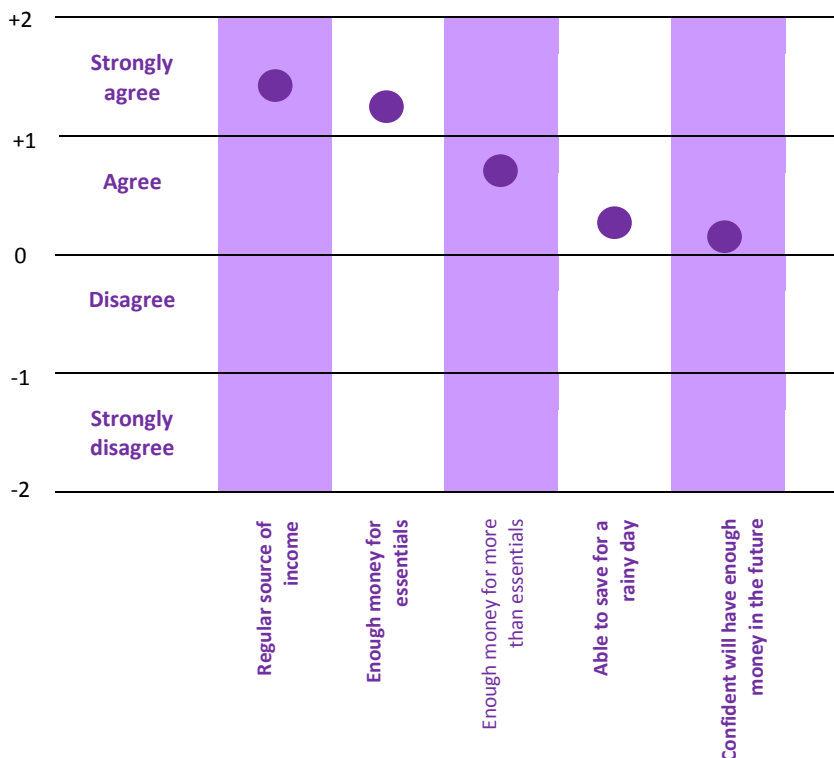


The well-being survey attracted responses from households with low, medium and high levels of total income. Almost half (47%) of respondents had a household income less than the Welsh mean average for 2015 (£31,131; CACI PayCheck). Nearly one in 10 (8%) had a total household

income exceeding £60,000. Most responses (19%) were received from households with a total income of £10,000 – £19,999. This is juxtaposed with the £50,000 – £59,999 band, which had the lowest proportion of responses (6%).

Q35) To what extent do you agree or disagree with the following statements?

Overall, there is a relatively strong agreement with the statement *I have a regular source of income*, as corroborated by an AIS of 1.42. On the whole, respondents 'agreed' with the statement *I have enough money for the essentials*, given its AIS of 1.15. An AIS of 0.2 for *I am able to save for a rainy day* denotes a very slight positive position.



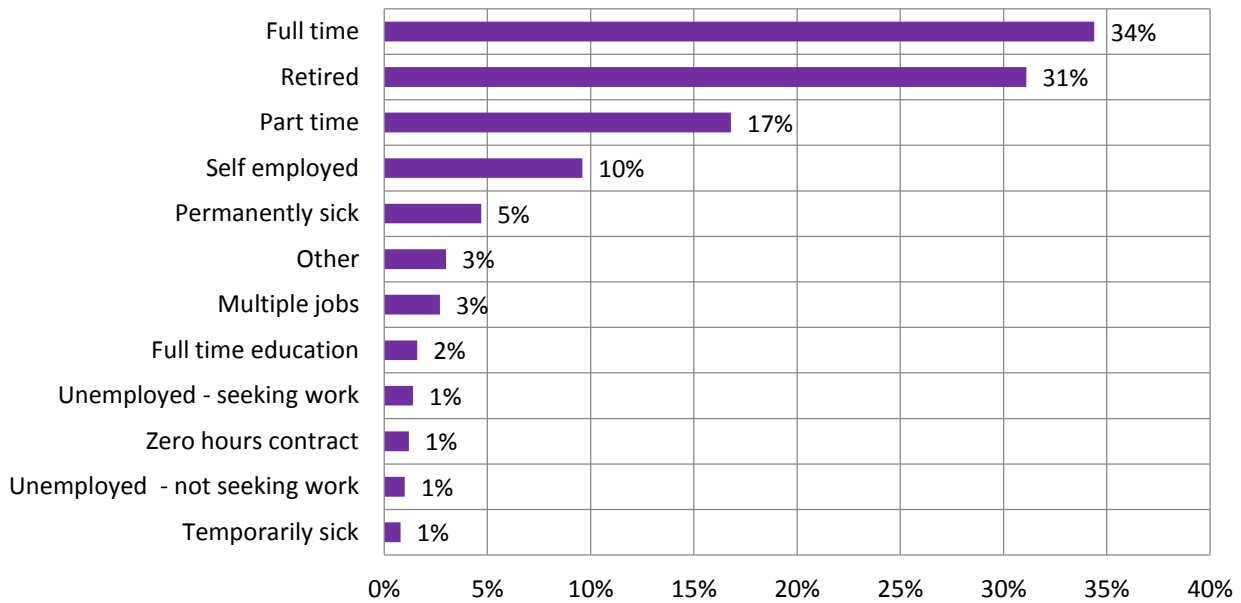
The AIS falls considerably for the final statement *I am confident I will have enough money in the future* (AIS of 0.05). This trend is most pronounced amongst the 35–44 (-0.3) and 45-54 (-0.18) age groups; female respondents (-0.05); those that are single (-0.1 compared to an AIS of 0.13 in a relationship); those residing in social rented (-0.7) and private rented (-0.51) accommodation; and, those identified as disabled (AIS of -0.27). All of these cohorts attracted a negative AIS, indicating disagreement: they do not feel confident that they will have enough money in the future. Furthermore, lower AISs were recorded for those with the lowest household incomes: -0.46 for respondents with an income below £20,000 in comparison to a positive AIS of 0.94 for those with incomes above £60,000. Equally, respondents with a household income below £20,000 do not believe they have sufficient discretionary income, as denoted by AISs of -0.45 for *I am able to save for a rainy day* and -0.05 for *I have enough money for more than the essentials*.

The AIS for selected demographic groups is expressed below.

	Overall	16-64	65+	Female	Male	Single	Dis-abled	Income <£20k
I have a regular source of income	1.42	1.43	1.38	1.42	1.41	1.28	1.23	1.13
I have enough money for the essentials	1.15	0.6	0.74	0.61	0.7	0.97	0.9	0.68
I have enough for more than the essentials	0.64	0.14	0.32	0.13	0.31	0.4	0.27	-0.05
I am able to save for a rainy day	0.2	0.21	0.35	0.16	0.38	0	-0.19	-0.45
I am confident I will have enough money in the future	0.05	-0.08	0.35	-0.05	0.2	-0.1	-0.29	-0.46

Q36) Which of the following best describes your work status?

Almost eight out of ten (77%) survey respondents are in employment: 52% full time; 17% part time and 8% self-employed. 18% of respondents are retired, and a further 4% are full time students.

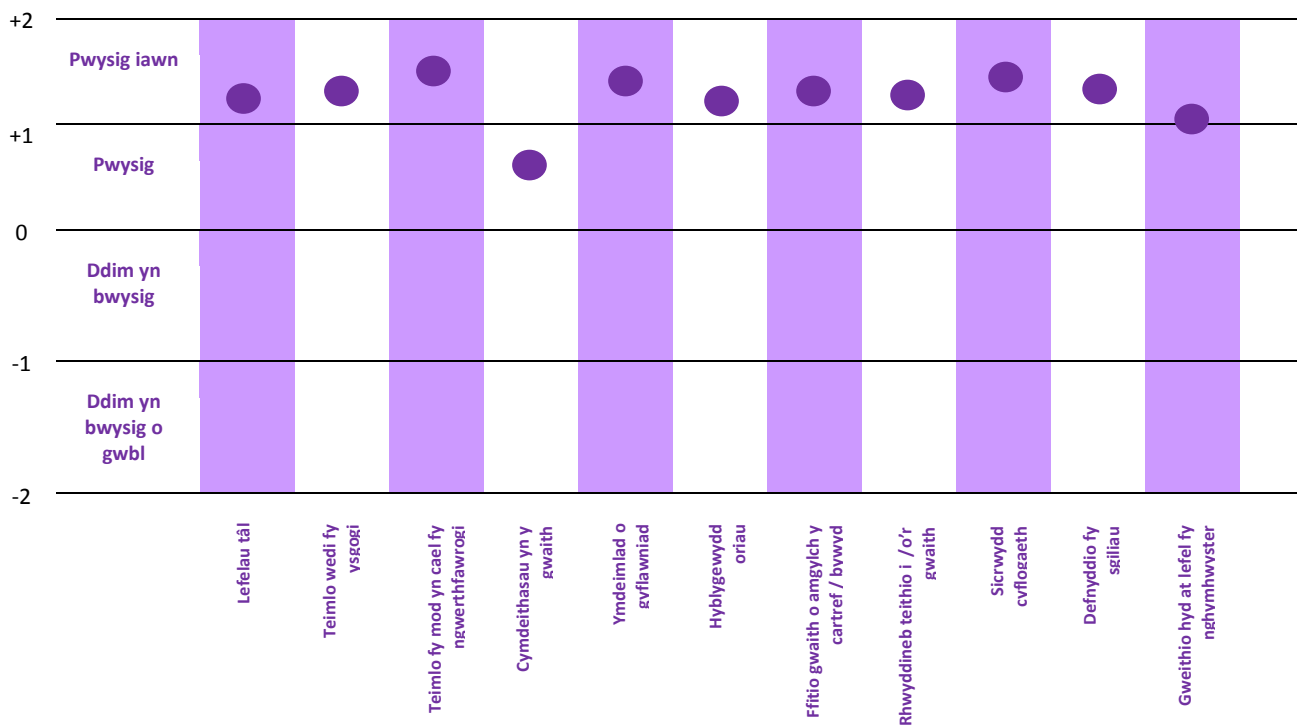


Q37) How important are the following work-related aspects to your general well-being?

All but one of the eleven listed aspects fall within the very important (+2) to important (+1) range; the outlier being *socialising at work* (0.69) which was considered to be of some importance to well-being but, generally, less so than the rest. *Feeling valued* attracted the highest AIS (1.49), closely followed by *security of employment* (1.36) and *sense of achievement* (1.35).

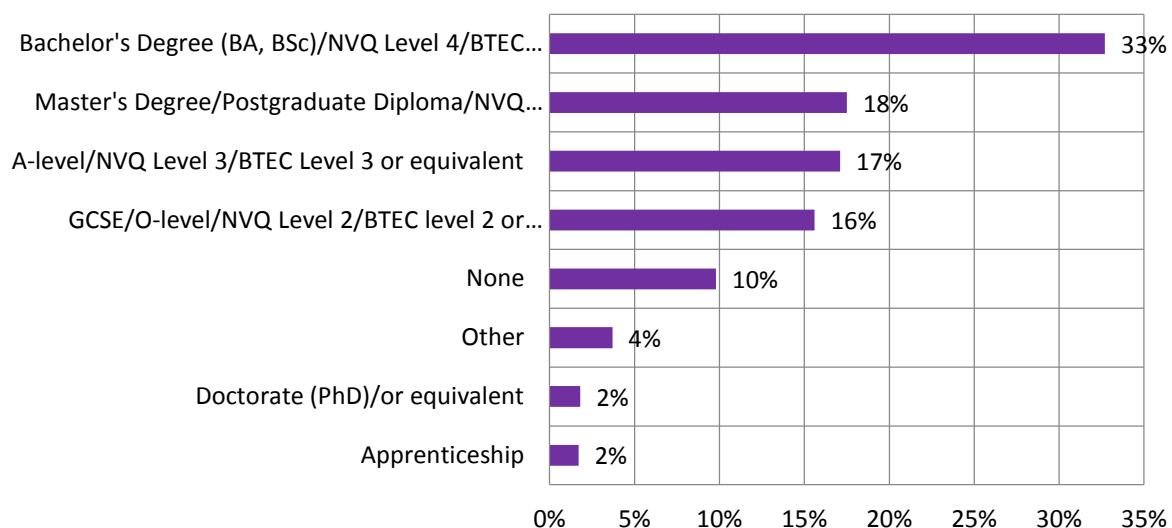
An interesting correlation to explore is that between levels of pay and age. The data suggests that levels of pay is considered to be a much more important factor for those in the early stages of their career compared to those approaching pensionable age, as borne out by an AIS of 1.61 for the 25-34 cohort and 1.55 for those aged 35-44. The AIS continues on a downward trajectory for subsequent age groups: 1.40 for respondents aged 45-54 and an AIS of 1.16 for those aged 55-64. This trend also holds true for *security of employment*, *sense of achievement* and *socialising at work* – younger respondents considered these to be of greater importance. Instead, older respondents are much more likely to value *feeling stimulated* and *using their skills*.

The AISs for female respondents were notably higher when compared to males for *feeling valued* (1.57 vs. 1.29); *a sense of achievement* (1.39 vs. 1.16); *security of employment* (1.40 vs. 1.15) and *flexible hours* (1.21 vs. 0.9).



Q38) What is the highest level of qualification you have attained or are currently working towards?

Three in ten respondents (33%) stated that a Bachelor's Degree (BA, BSc)/NVQ Level 4/BTEC Level 6/HND/HNC or equivalent was their highest level of qualification. For two in ten, this was a Master's Degree/Postgraduate Diploma/NVQ Level 5/BTEC Level 7 or equivalent. 10% said they had no qualifications.



i 22% of respondents 'agreed' (4% strongly agree and 18% agree) that there were suitable employment opportunities for them in their local area. 39% 'disagreed' (16% strongly disagree and 23% disagree). 9% neither agreed or disagreed, 25% said the question was not applicable and 5% didn't know.

Q39) There are suitable employment opportunities for me in my local area.

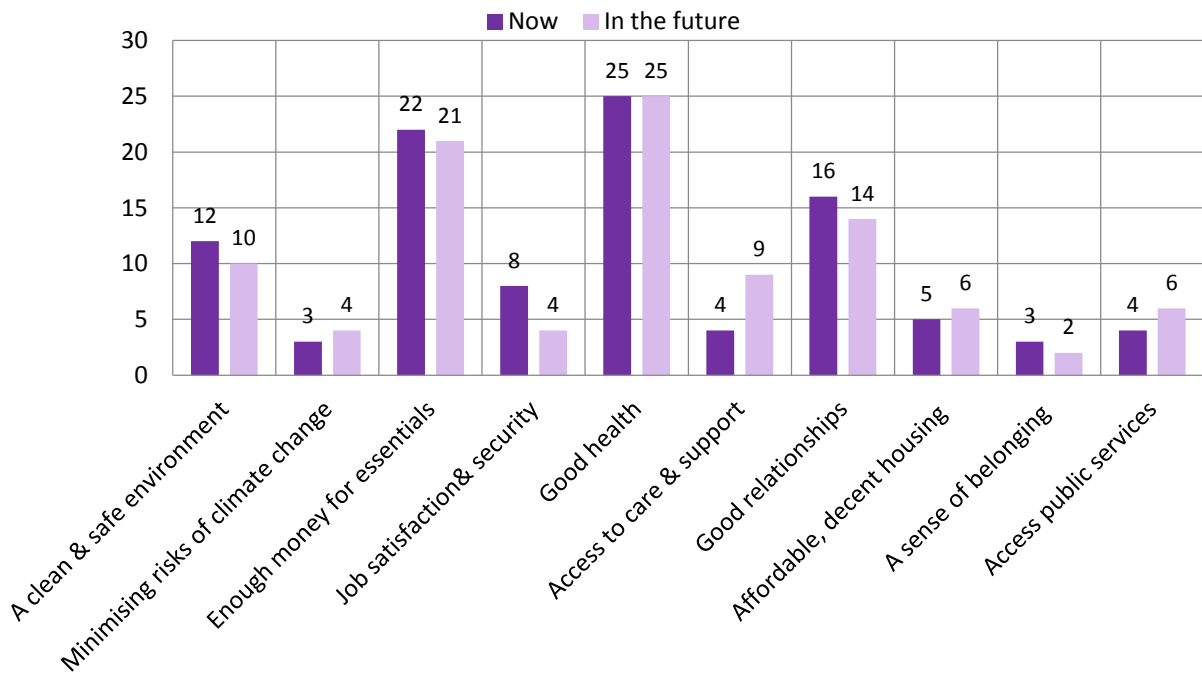
An AIS of -0.42 suggests that, overall, there is disagreement with the statement posed. This figure is slightly higher for respondents residing in Community Area 1 of Pembrokeshire (-0.33) but lower for Community Areas 1 and 2 (-0.45 and -0.44). Looking at age, the AIS is lowest for the 35-44 and 45-54 age group (-0.42 each) and marginally higher amongst respondents aged 16-24 (-0.29) and 55-64 (-0.35). The AISs for female and male respondents vary with the females (-0.34) lower than the AIS for males (-0.56). The AIS for BME respondents is lower (0.2), though again, a smaller sample size must be emphasised here. The AIS for disabled respondents (-0.8) is the lowest of all disaggregated AISs recorded for this question. In addition, the lower one's income, the more likely they are to disagree.

<£20,000	£20,000-£39,999	£40,000-£59,999	>£60,000
-0.65	-0.5	-0.29	0.1

Last thoughts

Q40) What 3 aspects of well-being are most important to your overall happiness, contentment and life satisfaction both now and in the future?

A quarter (25%) of survey respondents said that *good health* was important to them both now and in the future. Indeed, the top 3 well-being aspects selected as being most important in the present day – *good health*, *enough money for essentials* and *good relationships* – are also considered to be the most important long-term factors for positive well-being. That being said, it is imperative to put these results into context: respondents were asked to prioritise by select their top 3 and, therefore, a low score for one well-being aspect (e.g. only 3% chose *minimising the risks of climate change*) does not necessarily mean that respondents judge this to be unimportant now and/or in the future.



Q41) Using key words, please tell us what well-being means to you.

Q41 was asked in a way that would elicit concise answers focused on meaningful words. This is conducive to qualitative analysis by way of a word cloud: a graphic which gives greater prominence to words cited most frequently.

As shown in the picture of a word cloud below, *health* was the most oft-cited key word, with *family*, *security* and *happiness* also appearing in larger font.



452 comments were made overall.

120 comments were made in relation to **health** and the key issues were:

- Good health is a fundamental prerequisite for personal well-being
- Access to health services could be improved. A high number of references were made to maintaining services at Withybush Hospital, together with a fear of services being moved to Carmarthen, and the need to improve integration with social care
- Difficulties in securing appointments (hospital and GP surgeries) and 'waiting lists' frequently referenced. Private healthcare had been necessary for some as a result
- Concern about the sustainability of health services (cost pressure and rising demand). A sentiment that provision is only suitable for young, fit or wealthy people.
- The need for personal responsibility in maintaining good health (health services should do more to support this). Fitness, stimulation and activity support health and have wider benefits (social networks). Exercise referral schemes particularly valued
- Mental health is as important as physical health. There is a need for greater public awareness and acceptance. A need for services to help develop personal resilience and greater employer awareness. A tendency for mental health to be simply treated with drugs, when a more holistic approach would benefit
- 'hidden' conditions can be difficult as people in general do not know to offer support
- Carers are not always fully supported and often their needs are seen as secondary to the person cared for
- Self-help for chronic conditions should be further developed. Outreach health workers active in the community can be useful, e.g., sure start groups
- Significant interconnections between aspects that affect health and can make conditions worse: depression, family life, work, financial problems, etc., can make existing health issue worse
- Health organisation: too much spent on administration and management

27 Comments were made on **transport**:

- Some groups are particularly affected by the reduced provision of public transport: older people, those with limited functional mobility and those on lower incomes
- The County is in need of investment for roads, rail and buses. Current provision affects travel for work, and accessing health
- Good transport needs to be available to counteract the reduction in locally available services (public and private sector)
- The importance of rail inter-connectivity with the wider UK (including for holidays)
- Public transport provision will need to meet future demands, (including more older people unable to drive)
- Exploit further opportunities to provide for cycling

35 comments related to the **environment**:

- The natural unspoiled beauty of the County a major contributor to well-being. For others, living in an exposed place can have a negative impact
- The need for people and nature to coexist. This is relevant to planning for development, and also many other activities, including more sympathetic mowing of verges to encourage wildlife
- Maintaining a clean natural environment (land, beaches and air)
- Maintaining and, where possible, expanding access to green spaces (including more accessible rights of way). Pembrokeshire is generally considered to be well off in this regard. Some suggestion that volunteering could be encouraged to help
- The fundamental role played by the environment in supporting society
- Importance of growing vegetables in gardens and allotments
- Concern about climate change as a global phenomenon with local repercussions. Concern about the visual impact of wind turbines
- The negative seasonal impact on the environment due to tourism. Concerns also about coastal flooding and pollution of fresh water
- The suggestion that the immediate environment most important to people who are less mobile

124 comments related to issues of **relationships**, including those of the community, cohesion, safety, family, isolation and caring responsibilities.

The following issues arose concerning community:

- People in local areas can work together to improve their localities
- Concern that (smaller) localities are losing services (including schools, public toilets, shop, pub, libraries, GPs) and that accessing more remote services can be a problem (lack of time, transport, etc). This can be a particular problem for families, where work, school, classes, etc are increasingly likely to be in different places. Older, less mobile people can also be disadvantaged
- Local activities contribute to well-being, for instance, children's clubs, WI, walking clubs, etc
- This issue of dislocation undermines the local community as a place of mutually reinforcing relationships. Some comments on the fragmentation of communities
- A mix of views on the degree of community spirit. A need for fully inclusive local events (including LGBT)
- Commitment to contributing to the local community (though some suggest only the few are willing to actually contribute)

In respect of family and caring, the following issues are of note:

- Family is very important to well-being
- Where activities, events or transport are lacking, it can be difficult to make or maintain meaningful friendships
- People alone, or with caring responsibilities, (in particular) can experience loneliness and can often feel unsupported. Their well-being is often adversely affected. Proximity to family is seen as beneficial – well-being 'intertwined' with that of family and friends
- Carers get insufficient breaks from caring
- People lack the time to be 'good neighbours' to others
- Provision for carers, and childcare is often insufficient, with impacts on well-being

The link between local communities and the Welsh language was also stressed:

- Non-Welsh speaking status regarded as a barrier to full participation in community life and to being seen as 'Welsh' by Welsh speakers
- The critical role of Welsh speaking communities in sustaining the Language
- Acknowledgement that Welsh culture is broader than the Language

The cohesiveness and safety of Pembrokeshire's communities was recognised:

- Comments stressing the importance of the state of feeling safe
- Remarks about anti-social behaviour and rowdiness (Tenby referenced)
- A perception that people from away are taking up social housing and creating community tensions. The police / other agency response is seen as insufficient
- Dangerous driving, often due to speed, cited
- Comments that Pembrokeshire is a safe place with strong cohesive communities which welcome newcomers

54 comments were made the importance of **control, independence and purpose** to individual well-being:

- Many pointed to the impact of considerations that were out of their direct control as having a negative effect – government policy, global capitalism, Brexit, wind turbine and building developments
- Concerns about the reduction of public services due to the state of public finances and questions over organisational priorities
- Less control because of mobility difficulties was cited as a cause for lower well-being
- The idea of having a purpose was highlighted, including reference to the benefits of volunteering for the individual as well as the wider community
- The notion of independence was raised with expressed desire for control over destiny, the importance of being able to make autonomous and informed decisions and how well-being can be affected by unwelcome intrusion of others. On the other hand, comments were made to reflect the view that independence often depends on the effective support from others, for instance, in respect of health and social care, but also in public organisations support for communities
- The importance of organisations consulting with people who are affected by their decisions was stressed, in making sure intervention is suitable to people who are intended to benefit

Issues relating to **housing** attracted 28 comments:

- A fear of moving into residential care
- A view that social housing should be sited away from private housing due to fear of crime, and anti-social behaviour. Some of this housing is being used for people from outside the area

- A feeling that housing is unaffordable in the County, particularly for younger people and in smaller rural communities. Too many 'second homes'
- The importance of quality housing to individual well-being. A perception that some of the housing stock is unfit, particularly the rental market

63 comments were made about **income, poverty and work**:

- Few job opportunities, particularly those that match the level of skill or qualification. A number of comments specifically reference the impact on younger people, who may move away
- Some employers don't sufficiently value their staff, which affects their well-being. Workplaces can be platforms for the well-being of their staff
- Job satisfaction is important to well-being
- Workplaces can lack opportunities to work through the medium of Welsh
- Work demands may be inflexible and in opposition to other aspects of well-being, including spending time with family and friends. There is often a trade-off where well-paid jobs often involve long hours
- The workplace can be a source of stress and anxiety. Some felt the work/life balance had been eroded recently as a result of staff reductions. Employers could do more to promote staff well-being
- Job insecurity and threat of redundancy are destabilising and affect well-being
- Workplaces where there are good relationships that promote happiness more valued than those that are predominantly concerned with money and status
- The importance of adequate income to well-being was stressed. Poverty affects diet, activity, happiness and feelings of security
- The lack of affordable childcare, and its impact on ability to work was highlighted

There were 33 comments explicitly referencing the positive and negative **feelings of well-being**, including sentiment of happiness, enjoyment and contentment, on the one hand and feelings of stress and worry on the other:

- The importance of feeling happy was a strong theme, however, a number of comments related to workplace stress and unhappiness
- Other factors encouraging stress included a lack of parking, dog mess, noisy neighbours and poor educational provision. Caring responsibilities also cited

- The relationship between happiness and health was related, and a number mentioned the value of a positive outlook on mental and physical health.
- The importance of mental health was emphasised as was the significance of living in a very safe area

35 comments related to concerns about **wider issues**, including Brexit, climate change and other events:

- War, terrorism, rising inequality, declining biodiversity and political decision making are cited as impacting negatively on well-being
- Reduction in public sector provision due to austerity programme
- The uncertainty of Brexit and concern about a possible rise of intolerance
- Suggestion that decisions which adversely affect poor or disabled people challenge the well-being of conscientious others
- Poor decisions which do not support sustainability a source of concern for some
- An impression that organisations do not always listen to the concerns of citizens. Others comment on the need for co-produced solutions

Finally, 68 comments were made on a **miscellaneous** range of topics:

- The need for good quality public services (often threatened by budget cuts), including public toilets
- Concern over litter and dog fouling
- The importance of recycling to a sustainable way of life
- Integrating health and social care systems to better support individual well-being
- Confirmation of the value of high quality education to future well-being
- The role of personal values in supporting well-being (including perspective, political views and religion). Reference to the value of mindfulness
- Poor mobile signal and broadband in rural areas
- The need to keep places free from litter

Well-being tree and focus groups:

A variety of methods were used for gathering and recording information on what well-being means to people in Pembrokeshire.

The Well-being Assessment used events and activities to get input from the public on two questions:

1. What does well-being look like for you
2. How would you like it to look in the future

During the assessment period, existing events were identified to host the Well-being tree. These events ranged from the Tenants Big Day Out held in Pembroke Leisure Centre to the Pembrokeshire County Show and the Full of Life event for the Over 50's (full list on page 4 of this report).

What was observed at these events was that many people found it hard to

express what well-being looks like to them easily. For most, it took some personal reflection to understand the question and relate it to themselves. What was notable was where individuals had health problems, people immediately expressed their physical and mental health as at the centre of their well-being. This was most noticeable from

responses at the Tenants Big

Day Out event and with older people with long term health issues.

The other notable observation from the activity was how hard people found to consider what their well-being will look like in the future. Many older people said "I'll be dead then" and many people said the same as now. Young people interpreted "environmental well-being" to be about safety and security rather



than ecology and ecosystems. Equality was a strong theme in the responses from young people.

The focus groups were more fruitful in drilling down to the issues and challenges of well-being. At these sessions, the participants were encouraged to look at a thematic approach to what economic, cultural, social and environmental well-being looks like. Participants found it easier to consider what thematic well-being looks like distinct from their individual well-being.

Throughout all engagement activities, there was a consistent message across all ages and groups of the importance of good health and family and friends being the fundamental elements to well-being.

A complete list of responses by event is available upon request.