

A SYNOPSIS OF ENERGY, ENVIRONMENTAL, RECYCLING AND SUSTAINABILITY INITIATIVES AT PEMBROKESHIRE COUNTY COUNCIL

Pembrokeshire County Council is working towards sustainable environmental, economic and social development to maintain and improve the quality of life and ensure that the natural environment is preserved and protected for future generations. Our approach is to integrate energy, environmental and sustainability initiatives within the Council's work. Many of our service achievements contribute significantly towards these initiatives and listing them all here would lead to repetition. Major examples of how we make an impact are detailed below.

1.0 Environmental, Climate Change, Recycling, Biodiversity and Countryside

Pembrokeshire County Council takes its environmental responsibilities very seriously and we are constantly reducing carbon dioxide output across all sectors of the Authority.

- 1.1 A binding carbon dioxide emissions reduction target is in place with the Welsh Assembly Government (WAG). The initial agreement was for a reduction in emissions from public buildings of 5% between April 2003 and April 2007. **The Council has reduced the carbon output from public buildings by 16.27%* by April 2011** exceeding targets. The Council currently has an ongoing target for a further **2% CO₂ reduction p.a.** which is set to increase following guidance from the WAG "One Wales" document to **3% CO₂ reduction p.a.** The United Kingdom has an obligation under the Climate Change Act 2008 to reduce CO₂ emissions by 34% by 2020 and 80% by 2050. These 34% and 80% targets are based upon 1990 emissions levels. The Council does not have specific records for carbon reduction in public buildings dating back to 1990 as the Authority only came into being in 1996. However carbon savings from initiatives undertaken in Council public buildings since 1996 indicate that the Authority has saved over 19% from its carbon baseline between 1996 and 2010.

A binding carbon dioxide emissions reduction target is also in place the Welsh Assembly Government (WAG) for a reduction in energy use and carbon dioxide emissions in the public and private housing stock. Since 2003 energy use in the housing stock has been reduced by **7.63%*** and carbon dioxide emissions reduced by **4.90%***. The Council is awaiting guidance from WAG regarding future targets.

In April 2010 the Council became part of the **CRC Energy Efficiency Scheme** which is the UK's mandatory climate change and energy saving scheme. It is central to the UK's strategy for improving energy efficiency and reducing carbon dioxide (CO₂) emissions, as set out in the **Climate Change Act 2008**. It has been designed to raise awareness in large organisations, especially at senior level, and encourage changes in behaviour and infrastructure.

- 1.2 Pembrokeshire County Council is also a signatory of the **Welsh Commitment to Address Climate Change**. The initiatives contained within this report demonstrate the Council's commitment to tackling the causes of global warming.
- 1.3 Carbon reduction in public buildings has been achieved via a myriad of **initiatives:**

** figure calculated April 2011 and subject to verification by Wales Audit Office*

- 1.3.1 In 2004 the Council implemented a policy that allows discretion to purchase **'green' or 'clean' electricity** at a cost up to 2% above that of traditionally generated 'brown' electricity. It is felt that this achieves a balance between environmental benefits and value for money to the public purse.

As a result of this policy the vast majority of the Councils electricity consumption (in excess of 90%) is now clean electricity which is generated via certified good quality Combined Heating and Power (CHP). Only the remainder (less than 10%) of electricity is now sourced from traditional 'brown' sources. The reason for sourcing brown electricity in certain circumstances is that domestic use sites (sheltered housing etc) are exempt from the Climate Change Levy (CCL). This makes it significantly cheaper to source brown electricity in lieu of green on these sites which make up a relatively small proportion of consumption. This balances environmental improvement against a background of cost and affordability to the taxpayer. Sourcing clean electricity saves Pembrokeshire County Council over 1,400 tonnes of CO₂ per annum. This measure alone accounts for a saving of 8% from the 2003 CO₂ baseline and this figure is **not included** as part of the overall CO₂ reduction figures from public buildings stated above.

Street lighting (some 17,000 lamps) consumes 100% green generated electricity. The Council is instigating a programme of switching off non essential street lighting between 01:00 a.m. and 05:30 a.m. which will save 5% off the Councils CRC carbon baseline and over £175,000 p.a.

- 1.3.2 The Council's Energy Manager and Manager of Architecture and Engineering constantly provide **energy and water saving advice** to managers of public buildings. Over 500 queries have been recorded since 2003.

- 1.3.3 **Good practice guides** relating to energy and water efficiency have been distributed to site managers on numerous occasions to aid them in driving down consumption.

- 1.3.3.1 The Carbon Trust recently issued a best practice case study citing Pembrokeshire County Council as an example of an organisation leading the way in switching its employees onto greater energy saving. Working with Carbon Trust Wales, Pembrokeshire County Council has recently elected **Energy Champions** at each of its 11 leisure centres across the county to ensure that staff go that extra mile to reduce the council's corporate carbon footprint and costs through greater energy efficiency. Dave Moore, account manager at Carbon Trust Wales commented "Pembrokeshire Council's energy champions are a great example of how everyone in an organisation or business can do their bit to actively reduce both operating costs and the corporate carbon footprint by becoming more energy savvy in the workplace. And we hope that employees across other public and private sector organisations will be inspired to go that extra mile to curb carbon emissions and combat climate change." It is intended that the energy champions model is adopted in other departments of the Council. A short film about the energy saving work can be found at:
http://multimedia.walesonline.co.uk/commercial-video/CT_tenby/ct_tenby03.html

- 1.3.3.2 Pembrokeshire County Council has established a "**Green Team**" chaired by the Head of Environment & Civil Contingencies with a representative from each of the service areas. The team will seek to identify a number of factors including

current good sustainability practice within the Division and to ensure it is adopted across the different work areas, opportunities for quick fix improvements, and opportunities for more complex improvements requiring the development of a business plan or cross service working. The Green Team members will be the “**Environment Champions**” for the Division identifying and prompting a “sustainable mindset” as far as practicable across the workforce. Focus will be on energy, fuel conservation, waste recycling and minimising resource use including, for example, paper and water.

- 1.3.4 **Energy & water saving presentations** have been provided to site managers, public interest groups and Councillors in tandem with the Carbon Trust, West Wales Eco Centre and The Energy Saving Trust.
- 1.3.5 **Monitoring and Targeting** of energy and water consumption at our public sites is undertaken in order to identify and rectify excess consumption trends. The potential for extending existing **Automated Meter Reading (AMR)** is being investigated to both cut energy use and save money.
- 1.3.6 **Energy and water saving surveys** are conducted in our public buildings by in house experts and also in partnership with The Carbon Trust and RWE npower nominated consultants. Reports are prepared regarding how best to achieve energy and water use reduction. Recommendations are made to building managers regarding measures to reduce consumption. Many of the recommendations have no capital cost attached to them and frequently involve simple advice on the correct management of the existing building services systems to make significant reductions in consumption. Npower also host ‘Climate Cops’ climate change awareness days in Pembrokeshire Schools (see www.climatecops.com) and provide funding for energy efficiency improvements in Pembrokeshire schools.

RWE npower have distributed 4 energy savings light bulbs to each pupil at schools where ‘Climate Cops’ events have been held. Schools that have benefitted to date are: Pennar Community School, Hubberston VC School, Stackpole CP School, Lamphey CP School, Golden Grove CP School, Tenby Greenhill Community Learning Centre, Pembroke Dock Community School, Lamphey CP School, Orierton CP School, The Meads Infants School, Milford Haven Junior School, Monkton Priory School and Cosheston VC School.

In summer 2009 Hubberston VC received RWE npower funding for a new gas ultra efficient condensing boilers worth £25,000. The installation was designed and managed by the Council’s Mechanical and Electrical Engineering section.

- 1.3.7 **Grant funding** for renewable energy projects has been obtained from EU Objective 1, New Opportunities Fund, Sustainable Development Fund, Clear Skies Fund and the Major Photovoltaic Demonstration Programme and The Government funded Low Carbon Building Programme (LCBP). The Feed In Tariff (FIT) and Renewable Heat Incentive (RHI) are currently being investigated with a view to taking advantage where possible.
- 1.3.8 **Capital new build and refurbishment projects** are designed to be **energy and water efficient as a matter of course**. The following technologies & measures have been installed in public buildings: Low energy lighting, lighting daylight/motion sensors, biomass wood pellet heating, solar hot water panels,

photovoltaic panels, wind turbine, natural ventilation, orientation for maximum use of daylight and solar gain, rainwater harvesting, push/spray/infrared control taps, water flow restriction, urinal flush controls, water boreholes, superior levels of insulation, sustainable materials (e.g. hemp insulation), Combined Heating and Power (CHP), services controls / Building Management Systems (BMS), fully condensing boilers, free lake cooling, swimming pool covers, variable speed drives to pumps and motors and micro CHP. The Council is currently researching the benefits of the following technologies: Ground and air sourced heat pumps for winter heating and summer cooling, biofuels / hydrogen power fuel cells, hydro electricity / tidal power, biodigestion / biogas.

1.3.8.1 The Council has designed projects to meet the requirement for **BREEAM Excellent** standard in all new build WAG funded building projects. Some projects are currently on target to achieve **BREEAM Outstanding**.

1.3.8.2 The Authority is developing procedures to achieve the WAG requirement for a **minimum standard for recycled content** in new build schemes where at least 10% of the total value of the materials used should derive from recycled and reused content in the materials selected. The Council is investigating the potential for increasing recycled content following guidance from the Waste & Resources Action Programme (WRAP).

For example on the new Haverfordwest Leisure Centre main contractor Cotton Building and Civil Engineering Limited, were careful to ensure that as much waste as possible was recycled. Once they removed the internal fittings, a team of ground workers separated it into various materials i.e. wood, metal, plastics and rubble. The material was sent off to recycling plants in Pembrokeshire and beyond. Cotton Ltd recycled approximately 5,000 tonnes of rubble and waste from the old building - equivalent to about 100 skips. The company are also trying to get suppliers to reduce their packaging. The company aim to reduce waste management costs with the ethos that if there isn't a waste stream in the first place, then there's no waste management issues to deal with.

1.3.8.3 The council is developing procedures and designs to meet future WAG requirements to construct new buildings with **zero net annual energy use**.

1.3.8.4 The 2007 **Wales Audit Office study into 'The management of energy and water in Welsh local government'** highlighted a number of areas of best practice within Pembrokeshire County Council including: The installation of energy and water efficiency measures in new build and refurbishment projects, corporate commitment to the procurement of 'green' electricity, the use of biomass renewable energy resource and 'investing to save' in energy efficiency.

1.3.9 Research into **sustainable building materials** is ongoing and the use of recycled, low energy content, natural and locally sourced materials is seen as a priority.

1.3.10 Research is being undertaken regarding **reducing site materials waste**.

1.3.11 Spittal V. C. School (biomass fuel, rainwater harvesting, solar hot water panels, low energy lighting, underfloor heating, water control measures) was **short listed for the CLAW Sustainability Award 2006**.

1.3.12 The **Pembrokeshire Technium** has recently been entered for the **CLAW Sustainability Award 2007**. The project involved the construction of a two storey 'hub' building containing incubation units together with research facilities which will be staffed by a team from the Power Electronics Design Centre from the University of Wales Swansea. Shared office and administration facilities are provided. Two single storey 'expansion' units have also been constructed, designed for businesses that outgrow the incubation facilities or businesses wishing to co-locate with the Technium in order to benefit from the facilities available. The project achieved a **BREEAM 'Excellent'** rating, incorporating best practice in environmental design and management. Specific sustainable features include:

- Lake cooling
- Use of thermal mass of the building for temperature control
- Rainwater harvesting
- Biomass wood pellet boiler for space and water heating
- Multi-zoning of heating installation
- Low energy lighting & lighting control
- Natural passive ventilation
- A landscaping scheme designed to enhance the ecological value of the site
- A Building Management System (BMS) has also been installed to efficiently regulate the installed systems.

The aim of the Technium project is to incubate and grow new hi-tech businesses thereby laying the foundations for a more diverse and higher value economy for future generations.

In a deal signed on 27th March 2008 between **IBM and Swansea University**, the new £13 million Technium in Pembroke Dock was named as home to a new **Centre of Excellence in Environmental Research and Modelling**.

An innovative climate change centre 'The Mike Barnsley Centre for Climate Research' and Wales' second biggest supercomputer were unveiled at a European Open Day at Technium in November 2008. The centre is a joint venture between Pembrokeshire County Council, Swansea University, IBM and Technium Pembrokeshire in Pembroke Dock. The IBM supercomputer 'Blue Ice', which will allow its users to perform calculations in a fraction of the time needed by a regular computer. IBM say the move will allow it to 'support research into environmental sciences and renewable energy, utilising high performance computing and a top-end visualisation environment.' Recognised as the most energy-efficient in Wales, the supercomputer is surrounded by a spectacular visualisation suite and is the latest addition to a family of 'blue' supercomputers in south-west Wales.

NIK Energy, have also taken up residency at Technium. The renewable energy company, which develops wind farms throughout the UK, is setting up its Welsh headquarters in Pembrokeshire. NIK Energy is the wind farm operating arm of INFINERGY Limited, which in turn is a subsidiary of KDE Energy, a renewable energy company in the Netherlands. NIK Energy are looking at technologies that will make it efficient to build and operate small wind farms comprising of two to four turbines. They are considering the potential for four wind turbines in the Milford haven waterway.

Technium Pembrokeshire is managed by Pembrokeshire County Council having been developed by the Authority in partnership with Swansea University and the Welsh Assembly. The Centre for Excellence in Environmental Research and Modelling is also being supported by an additional investment from the Objective 1 programme.

1.3.13 To give a further example Pembrokeshire County Council were **pioneers in operating a significant concentration of biomass heating boilers**. Crymych Comprehensive and Crymych CP School were first to have their heating provided by carbon neutral biomass wood pellet fuel. Subsequently Spittal VC School, Pembrokeshire Technium and Haverfordwest Leisure Centre have all been built and designed to use biomass wood pellet fuel.

1.3.14 The **new Portfield Special School** is the first school in Pembrokeshire to use **Mini Combined Heating and Power (CHP)** which will generate 51,744 kWh of electricity per year and 117,600 kWh of heat per year. The system generates electricity and produces heat on site. When compared to the alternative of heat generation via a gas condensing boiler and electricity from the mains grid the Micro CHP system will save 5325 kg of CO₂ per annum. Mini CHP has also been installed at Crymych Leisure Centre and is programmed for Pembroke, Fishguard and Tenby Leisure Centres.

1.3.14.1 **Tavernspite primary school** in Pembrokeshire has become the first in Wales to benefit from a scheme to install free **solar photovoltaic panels** at 100 schools around the UK. The panels worth £20,000, which can produce 3,000 kWh of electricity per year. The Green Energy for Schools scheme is jointly funded by the UK government and the Co-operative Group. The panels were installed during the half-term break in February 2008. They will prevent two tonnes of carbon dioxide emissions from being produced each year

Tavernspite CP was chosen because of the efforts it already makes to be as environmentally friendly as possible. The school composts food waste, paper and paper towels and recycles papers, batteries, ink cartridges and phones under the 'Phones for Schools' campaign. The school even grows vegetables in the nature garden. **Ysgol Bro Gwaun** in Fishguard has also benefitted from the installation of PV panels.

1.3.14.2 The Community Energy Network of Pembrokeshire has decided it would be useful to compile a **Renewable Installation Map of the County** as it had not been done before. The sheer number of current installations should encourage those who are considering investing in renewable technology installation. The Map also goes further, showing Case Studies of certain significant installation projects. These range from Pembrokeshire County Council's school installations which greatly reduce carbon emissions, to individual homes that have reduced their carbon footprint and saved money too. The Planed website hosts the map at http://www.planed.org.uk/leaderplus/energy_map.htm

1.3.14.3 Pembrokeshire County Council have installed '**green**' **street lighting columns** at Narberth and Prendergast new schools and at Llangwm and Roch Recycling Points. The lighting columns are powered by batteries charged by micro wind turbines and photovoltaic (PV) solar panels that replenish the battery during daylight hours and release the energy at night.

1.3.14.4 In January 2011 Pembrokeshire became the first council to grant permission for thousands of solar panels to be sited in the north of the county. The **solar photovoltaic park** is made up of rows and rows of individual ultra sensitive panels. Western Solar Ltd has been granted permission to site around 10,000 panels on land close to Rhos-Y-Gilwen Mansion, a country retreat near Cardigan. Councillor John Davies, leader of Pembrokeshire council, said he was pleased the County had passed the Western Solar application. Mr Davies, who is also leader of the WLGA, said he expected more bids throughout Wales to follow.

1.2.14.5 Pembrokeshire County Council have **identified over 300 energy efficiency Improvement projects** ranging from insulation to renewable energy schemes and are currently considering how to take the programme forward in a cost effective manner.

1.3.15 Pembrokeshire County Councils Economic Development Division have been in close liaison with Marine Energy Pembrokeshire Group to discuss projects such as **Wave Dragon Ltd the Worlds Largest Wave Energy Converter (WEC)** to generate 70 Megawatts of wave power in the Celtic (Irish) Sea. The project would, even in this early demonstration phase, **produce enough clean and green electricity each year to meet the annual demand of between 2,500 and 3,000 homes**, subject to limits of the local grid capacity. This clean generation can offset the release of about 1,000 tonnes of carbon dioxide every year, the main greenhouse gas contributing to global warming.

It is also intended that the units will be manufactured locally in Pembroke Dock. Wave Dragon have already made use of Technium facilities and are working with Swansea University's Power Electronics team to improve the efficiency of the power transmission system. Via the Technium Wave Dragon have also been introduced to other companies that have technologies that may be useful to the wave power project. Further wave projects are also being considered for the County, again the Technium is heavily involved and have introduced one other project to a number of local businesses who are looking to help develop a test device at Milford.

The Council also link with Tidal Energy Ltd via the group to explore the potential for tidal power on the Pembrokeshire Coast.

1.3.16 Pembrokeshire County Council are attempting to influence carbon reduction in the private housing stock in the following ways (it must be noted that progress requires private individuals to 'buy into' the ideas).

- **Affordable Warmth.** Due to its wide ranging economic, social, health and environmental implications tackling fuel poverty is extremely important both on a local and national level, with Pembrokeshire County Council seen as a vital player in the battle against fuel poverty. The County of Pembrokeshire, being predominantly rural, has very specific economic, social and environmental factors affecting the nature of fuel poverty. High unemployment, low average incomes and a population showing increasing numbers of those over 60 years of age which together with the number of vulnerable households with young children has resulted in fuel poverty factors becoming more prominent.

This strategy and action plan is the product of a working group of officers and representatives of partner organisations each of whom have vital interests in the development of an affordable warmth strategy.

The key objective for the Council has been to get to a point where the aims of

-improving the energy efficiency of domestic dwellings,

-raising awareness within communities and

-promoting the measures available to achieve affordable warmth

is part of an overall strategy.

This strategy will also ensure the identification of those households vulnerable to fuel poverty and assist in the targeting of advice and assistance to customers.

- All households in Pembrokeshire are the subject of a **rolling programme of mail shots** drawn up by the Council and distributed by the West Wales ECO centre requesting them to make contact via our freephone number in order to have an energy audit. From this they will be encouraged to improve efficiency and are referred to available grant schemes. This is irrespective of whether they may be considered fuel rich or fuel poor.
- The Energy Saving Trust are also in consultation with us over a joint mail shot on broadly similar lines but with more emphasis on the new home energy rating system.
- Pembrokeshire County Council has partnered with the West Wales Eco Centre to offer private sector households across the County access to affordable insulation measures. **The Pembrokeshire Energy Efficiency Scheme (T-PEES)** is aimed at those private tenants and homeowners, who do not otherwise qualify for the national Home Energy Efficiency Scheme. The scheme provides loft insulation or cavity wall insulation for £169 - much cheaper than such insulations would normally cost. In addition customers will also be advised by the Eco centre on other energy issues - such as the availability of assistance towards solar water heating systems, solid wall insulation systems and renewable technologies. The scheme can be accessed by calling 0800 954 0657.
- **Energy efficiency is being promoted in Renewal Areas** where structural alterations to roofs are being carried out. The Assembly are poised to invite bids for a pot of money to encourage first time buyers in Renewal Areas to take up energy saving measures.
- Small works grants are providing resources for **window replacements** with double glazing for those unable to fund the cost of essential replacement themselves.
- The **Home Energy Efficiency Scheme** is promoted both, directly and through our contractual relationship with the West Wales ECO Centre.
- The Council are planning to undertake a **survey of the public sector stock** which should identify further basic upgrade requirements to loft and cavity wall insulation
- A rolling programme of boiler replacements in the public sector will continue and better performing (condensing etc) boilers will be utilised.
- It is a target of the Council to achieve a **minimum SAP rating of 65** in the Public Sector stock by 2012.

- 1.3.16 Since 2005 Pembrokeshire CC have been installing **cavity wall insulation to social housing tenants for free** in tandem with British Gas. The Council are currently seeking to extend the scheme for a further 3 years.
- 1.3.17 Funding of up to **£120,000** is to be made available to Pembrokeshire County Council to provide assistance **for some first-time buyers** in the county, for **energy efficiency improvement measures**. The funding from the Welsh Assembly Government will provide assistance to first-time buyers in the declared renewal areas in the county, which are in Haverfordwest and Milford Haven. Pembrokeshire County Council successfully applied for the funding from the Welsh Assembly Government, as the income-to-house price ratio in Pembrokeshire is above the Welsh average. Only one grant per dwelling will be permitted and will be limited in any individual case to £5,000.

The funding will help those eligible to provide where appropriate any of the following:-

- loft insulation
- cavity wall insulation
- more efficient heating systems / boiler installations and controls
- solid wall insulation systems
- draft proofing

In addition, the Council will consider assistance towards schemes to provide renewable energy installations such as solar panels, ground and air source heat pumps and double glazing. In providing assistance towards renewables, account will be taken of the latest advice on net effectiveness of the measure and the carbon saving likely to accrue from the work.

- 1.4 The Pembrokeshire County Council's website and intranet has encouraged the public and employees to **calculate their carbon footprint**. Everyone has a carbon footprint - their own personal measure of how much carbon dioxide they create and how much a person contributes to climate change. The Website and Intranet link to the **Act on CO₂ Calculator** to allow people to find out what their carbon footprint is and generate personalised action plans with recommendations about how to help tackle climate change.
- 1.5 The Council is a member and contributor to the **Carbon Trust Local Authority Network** which has been established as a forum for dissemination of best practice and ideas in energy and water saving. The majority of Authorities in the UK are members of this network.
- 1.6 Pembrokeshire County Council is an active member of the **Consortium of Local Authorities in Wales (CLAW) Energy group**. This is a quarterly best practice exchange meeting between all energy managers for the 22 unitary authorities in Wales.
- 1.6.1 Pembrokeshire County Council have undertaken to develop the CLAW Internet site in conjunction with Powys and Vale of Glamorgan County Councils. The aim being to establish a **publicly accessible energy/water saving advice zone** for all public and Local Authority web users in Wales.

- 1.7 Pembrokeshire County Council is also a member of the **Sustainable Development Coordinators Cymru** (SDCC) network which was formed to increase awareness of sustainability in Wales.
- 1.8 The Council have appointed a **Sustainability Appraisal Officer**, to work on the Sustainability Appraisal (SA) which incorporates Strategic Environmental Assessment of the Local Development Plan (LDP). Plans, projects and programmes will also require a Habitats Regulations Assessment (HRA) if they may have a likely significant effect on European Natura 2000 sites (Special Areas of Conservation, Special Protection Areas). SA and SEA require all plans and programmes to take account of the social, economic and environmental issues. SA assists in promoting sustainable development through integrating sustainability considerations into plan making.
- 1.9 Pembrokeshire County Council has entered discussions with the **Pembrokeshire Biofuels Partnership** to discuss the potential for biofuels for fleet vehicles.
- 1.10 The Council operates the **Sustainable Schools** Programme. The aim of the Award Scheme is to encourage the integration of education for sustainable development and global citizenship (ESDGC) into all aspects of school life. The award follows a bronze, silver and gold incremental standard and covers energy, water, biodiversity, healthy living, transport, global citizenship, local citizenship and waste & recycling. The partnership approach aims to help schools to develop a co-ordinated and long-term approach to their use of expert external support for ESD; and to enhance information exchange among education providers within the partnership. The Sustainable Schools Award Scheme has been set up by Pembrokeshire County Council Environmental Services and Education Services in partnership with the:
- * Eco Schools Project in West Wales
 - * Global Connections World Studies Resource and Training Centre
 - * Pembrokeshire Coast National Park
 - * Pembrokeshire Health Promoting Schools Project
 - * Schools in Communities Agenda 21 Network (SCAN)
 - * Tir a Môr Project
 - * West Wales Eco Centre

1.10.1 An example of the sustainable school's scheme:

Did you know that if the world were made up of 100 people, 24 of them would have no electricity and 33 would have no access to safe water? These and other facts were among those recently investigated by pupils at Mathry School in their research into the environment. In January 2008 their work on health, waste & litter and energy has led them to become the 10th school in Pembrokeshire to gain a Silver Sustainable Schools Award. "We were particularly impressed with the models of environmentally friendly houses the pupils made, as well as how they encouraged their community to take part in the 'Save your 20%' energy campaign," said Janie Pridham, Sustainable Schools Officer for the County. As well as 10 schools now attaining a silver Sustainable Schools Award, 20 Pembrokeshire schools have gained a bronze award with two schools reaching the gold stage. The Sustainable Schools Award scheme recognises efforts to improve the local environment and quality of life now without damaging the planet for future generations.

- 1.10.2 Pembrokeshire pupils have been debating the **climate change** issue and how it might affect local communities. Year 10 pupils from six County secondary schools attended a special climate change conference at County Hall in 2010. They heard from a range of speakers including Jennifer Pride, Head of Climate Change Engagement at the Welsh Assembly Government, who talked about WAG's climate change strategy and from Tim Brew of the West Wales Eco Centre, who reported on sea-level rises and the wider impacts of climate change already facing Pembrokeshire communities. The pupils in turn described the likely effects of climate change on their local communities through a variety of media presentations and also put forward possible solutions to the climate change challenge. The pupils' top 10 solutions to dealing with climate change were: Choose to buy local (seasonal) food to cut down on its carbon footprint, less talk and more action, "layer up" and turn off radiators, widen use of master switches to switch off electrical appliances, purchase renewable energy, more support from the local authority for schools' recycling schemes, free bus passes for the Under 21s, WAG to legislate on home insulation, widen the use of energy efficient bulbs and motion sensors, plant more trees in protected reserves to reduce our carbon footprint and to intercept rainfall to minimise flooding.
- 1.11 The Council is considering the **Green Dragon** Environmental quality standard. Green Dragon is all about making a commitment to environmental management. Under the standard we are seeking to gain recognition for effective environmental management. The standard is made up of five steps each incorporating the key elements of Planning, Taking Action, Checking Progress and Reviewing Achievements to realise continual environmental improvement
- 1.12 The Council is working to **encourage householders and businesses to reduce energy use and carbon emissions**. Pembrokeshire County Council **FS4B (Flexible Support for Business)** provide advice regarding Enhanced Capital Allowances (ECA's) that are available to private businesses to purchase energy efficient technologies. Pembrokeshire County Council operate a partnership with the West Wales Eco Centre whereby energy efficiency advice is made freely available to householders in Pembrokeshire. The West Wales Eco Centre recently launched the **Energy Savers** initiative and mailed all homes in Pembrokeshire a home energy checklist.
- 1.12.1 Pembrokeshire County Council, are working in tandem with the West Wales Eco Centre (WVEC) on the Schools and Home Energy Efficiency Project (SHEEP). Scottish and Southern have offered pay for WVEC to run workshops on energy efficiency in schools or community buildings, and provide schools/community buildings with electricity monitors. WVEC will also deliver an energy efficiency event for the community and offer their subsidised insulation scheme ("priority customers" will get insulation for free).
- For each household that takes up the insulation offer, Scottish and Southern would contribute to an energy efficiency fund for that areas school which could be used for anything from low energy lighting to a renewable energy system.
- 1.13 The Building Control section ensure all significant development in the County complies with the stringent new energy saving requirements of **Part L of the Building Regulations 2010**.

- 1.14 The Planning and Building Control sections of Pembrokeshire County Council will enforce the new **Code for Sustainable Homes (CSH)** obligation that has been imposed upon developers by the Welsh Assembly Government (WAG). The CSH will apply on planning applications for 5 or more dwellings from 1st Sep 2009 and from 1st September 2010 it will relate to applications for 1 or more dwellings. This assessment will assess the environmental impact of each dwelling against set criteria including nine sections: Energy, Water, Materials, Surface Water Run Off, Waste (household and site construction), Pollution, Health & Wellbeing, Management & Ecology.
- 1.14.1 The **Joint Unitary Development Plan** for Pembrokeshire (JUDP adopted 13th July 2006) has a strategy and policies encouraging every aspect of sustainable development from the location of major new housing and employment development to renewable energy. The Council are currently concentrating efforts on producing the Plan to replace the JUDP called a Local Development Plan which will incorporate these strategies/policies.
- 1.14.2 The Council has also produced Supplementary Planning Guidance on **Building in a Sustainable Way** (adopted December 2005) which encourages new development to meet national **sustainable building standards** and explains the principles of sustainable development that should be applied in new buildings.
- 1.14.3 Additionally the Council's **Low Impact Development Policy (LIDP)**, and supplementary planning guidance, relates to housing in the countryside where people wish to live a largely self sufficient lifestyle, growing their own food and deriving an income from the land. Any development under the LIDP would have to make a positive contribution in term of the environment, use of resources, social/economic and community benefits (i.e. must be of benefit to the public).

Additionally the Council has two **Design Policies (Policy 7 and 76)** in the JUDP which promote quality design and encourage sustainability principles. The Council has also produced SPG on '**Principles of Good Design in Residential Development**' (adopted October 2008) which sets out 10 key design and sustainability principles and provides guidance on how the principles can be used to help achieve high quality, safe, inclusive and sustainable design for all residential development.

- 1.14.4 **The Conservation Team** at Pembrokeshire County Council is actively working with local and national organisations as well as the local community to deliver development that **enhances the built and natural environment and preserves the cultural heritage of the County**. The Conservation Team's activities include biodiversity, rights of way, common land and village greens, conservation and the built environment, conservation areas, listed buildings, townscape heritage initiatives, scheduled ancient monuments, historic landscapes, parks and gardens, trees and hedgerows and sustainability appraisal and strategic environmental assessments.

The Conservation Team and in particular the Historic Building Conservation Officer also provides advice and guidance on **how to improve the environmental sustainability of Listed and Historic Buildings**.

- 1.15 Pembrokeshire County Council have addressed the delivery of **Display Energy Certificates** (DECs) in public buildings and **Energy Performance Certificates** (EPCs) in all Council buildings put up for sale, lease or rent which will come into force in 2008/09 having recognised our obligations under the European Union Energy Performance in Buildings Directive (EUEPBD).

Pembrokeshire County Council were one of the first Local Authorities in Wales to have provided DECs for their public buildings. All DECs have been produced by in-house professionals who are accredited Chartered Institute of Building Services Engineers (CIBSE) Low Carbon Energy Assessors. DECs show the actual energy usage of a building and help the public see how efficiently energy is being used. DECs are updated annually and will encourage building managers to use energy more efficiently because building energy performance is now on public display.

- 1.16 The Council has an **Energy Policy** under which the Authority recognises and is committed to a policy of energy management and reduction of water consumption and the promotion energy reduction programmes and water conservation programmes in conjunction with employees. Many areas of our policy were adopted by The Consortium of Local Authorities in Wales (CLAW) in their recommendations on energy policy sent out to all other local authorities in Wales.

- 1.17 The Council has been active on the **recycling** front.

- 1.17.1 In **office locations** the Council has fixed recycling collection points for aluminium cans, paper, cardboard, plastic bottles and print cartridges.

- 1.17.2 **Home composting** bins were recently delivered to every registered address in Pembrokeshire.

- 1.17.3 **Green Waste** garden refuse may be taken free of charge to a Council Civic Amenity or Recycling Centre. All the green waste is shredded at these sites and transported for centralised composting to Pembrokeshire machinery Ring in St. Davids.

- 1.17.4 Pembrokeshire County Council is rolling out its **Orange Bag Recycling Scheme** to more than 56,000 properties. 40,000 households are already included in the scheme and by the end of July 2008 all 56,000 households in Pembrokeshire will be involved. The Orange Bag scheme aims to make recycling easier for residents. Householders will be able to put out their recyclable material for collection in special orange bags once a week, along with their normal black-bag refuse. The following recyclable materials can be placed in the orange bags: newspaper and magazines, office paper, junk mail, plastic (plastic bottles), food and drink cans and tins, aluminium foil, cardboard, directories and catalogues. The orange bags will be taken to a purpose-built Materials Recycling Facility near Haverfordwest. Orange Bag collections are now also taking place from the County's Leisure Centres and Swimming Pools. The Council has now rolled out the scheme to 100% of households in the county. There are two purpose built Material Recycling Facilities in Pembrokeshire. One is run by a family business called AJ Recycling in Boncath, North Pembrokeshire, while the other is run by Sita UK at Withyhedge in Haverfordwest.

In 2008/09 Pembrokeshire's recycling targets were reached again by recycling 35% of waste that would otherwise have been sent to landfill. This is an increase of 5 per cent since 2007/08. In recognition of the fact that landfill sites are running and that they produce large amounts of methane, one of the gases responsible for global warming, the Council is now working towards a target of recycling 40% of waste by 2010.

- 1.17.5 The Council has started the push to '**Recycle 4 Schools**' and will gradually be introducing a new recycling service to schools across the County. When the scheme is introduced to schools they will be provided with an Education Pack which explains the importance of addressing the 3R's (Reduce, Reuse, Recycle) within schools, provides guidance on how to participate in the "Recycle 4 Schools" scheme and helps the school to integrate waste and recycling issues into the school activities and lessons by providing excellent sources of information (e.g. website links, educational material and places to visit).
- 1.17.6 The Council has established a **Municipal Waste Management Strategy** for Pembrokeshire in response to the need to reduce the emissions of greenhouse gases from landfill. The 'EU Landfill Directive' has set the UK tough targets in 2010, 2013 and 2020 for reducing the amount of biodegradable waste that it send to landfill. The strategy considers the current situation of waste management in the Authority. It outlines how much waste is being produced and how the Council intends to reduce and recycle it. The strategy provides details of the waste reduction and recycling targets and what measures will be taken to achieve them. The strategy also explains how the Council will combat litter and address other related environmental issues. Waste minimisation is central to reducing the amount of waste produced in Pembrokeshire, and this will be a priority for the Council over the next few years.
- 1.17.7 A Commercial Recycling Pilot Scheme for Pembrokeshire County Council's existing trade waste customers in Tenby was launched in July 2008. Similar to the domestic kerbside recycling scheme, it allows businesses to recycle plastic bottles, paper, cans and cardboard. The clear bags will be collected once a week, alongside the usual blue trade waste bags, using a specialist split-back vehicle. One side will take the non-recyclable waste, and the other will take the recyclable materials. The clear bags will be taken to a recycling facility near Haverfordwest where they will be sorted and sent off for reprocessing. In addition, certain businesses will be able to recycle mixed glass, which will be collected weekly using a separate vehicle. **The Trade Waste Recycling Scheme** was among three recycling initiatives which were piloted by Pembrokeshire County Council in Tenby over the summer 2008. The other initiatives were Beach Litter and a Street Litter recycling schemes, which enable people to recycle plastic bottles, newspapers and magazines, glass and cans. The beach litter initiative was run at Castle Beach, while the street litter recycling points were at the multi-storey car park, South Beach car park, and North Beach car park. Existing recycling facilities at the Salterns continue to operate as normal.

Following on from the success of the pilot scheme, a Trade Waste Recycling Scheme has been launched. This is available to every business that has a Trade Waste Agreement with the Council.

Beach recycling will be available at all Blue Flag beaches from the Summer of 2009.

- 1.17.8 Householders in Pembrokeshire are now able to recycle used **plasterboard** thanks to recent upgrades at the County's six Civic Amenity and Recycling Centres. The move follows a new plasterboard directive that came into force on April 1st 2009 stating that Gypsum - the mineral that makes up the product - will not be accepted at the local landfill site at Withyhedge. Gypsum can be recycled again and again and has uses in the agriculture, horticulture, cement manufacture, construction and civil engineering industries
- 1.17.9 Pembrokeshire County Council is urging residents to rethink their recycling habits when it comes to unwanted clothes. Instead of dumping old clothes and shoes in rubbish bins, it urges people to use textile recycling banks instead. The textile recycling banks are run by the Salvation Army Trading Company (SATCoL), which uses the money raised from recycling clothes to support the work of the Salvation Army throughout the country. Residents using the banks are not just getting rid of unwanted items and benefiting local communities, they are also helping the environment by reducing the amount Pembrokeshire County Council currently has to send to landfill. The Council's call is part of Recycle Week 2009, which runs from June 22nd to 28th. The national campaign highlights the importance of recycling and using our resources more efficiently. Residents can find their nearest SATCoL bank by going to www.wear2bank.co.uk and entering their postcode in the 'find a bank' section.
- 1.17.10 Pembrokeshire County Council are part of a memorandum of understanding between 5 authorities comprising the **southwest Wales regional hub for food waste** (as well as PCC this includes Carmarthen, Swansea, Neath & Bridgend). The memorandum has the aim of undertaking a project(s) to divert food waste from landfill and use it to fuel **Anaerobic Digestion**.
- 1.17.11 Pembrokeshire County Council's **successful food waste scheme** now serves 6,000 households. Over half the County's residents benefit from a service that helps reduce the amount of biodegradable waste sent to landfill. Areas covered include Saundersfoot, Tenby, Pembroke Dock, Neyland, Roch, Camrose, Simpson Cross, Penally, Manorbier, Jameston, Lydstep, and Kilgetty. All the properties covered by the roll-out will receive a kitchen caddy to collect unwanted food and scraps in the home. They will also receive a larger food bin to be placed out with their weekly recycling collection, along with a supply of compostable bags. 6,000 tonnes of food waste is produced each year by the residents of Pembrokeshire. Not only does this incur a huge cost in landfill tax and disposal fees for our Council Tax payers, it also produces a large amount of methane and other greenhouse gases. Under the new scheme, food waste will be taken to a composting plant, where it will be turned into a vital source of nutrients for agricultural use with the added benefit of off-setting the use of artificial fertilisers.
- 1.17.12 Pembrokeshire County Council works with the Recycling Electrical Producers Industry Consortium, which arranges for the collection and **recycling of all unwanted small electrical items** brought into the County's civic amenity & recycling centres. Items that can be left include kettles, toasters, hairdryers, cameras, mobile phones, kitchen scales, radios, electrical toothbrushes and breadmakers. For more information on recycling please go to: www.pembrokeshire.gov.uk or telephone the Contact Centre on: 01437 764551.
- 1.18 Pembrokeshire County Council encourages **biodiversity** and **countryside management**:

1.18.1 Pembrokeshire County Council has a dedicated **Biodiversity Officer** who has forged strong links with **The Pembrokeshire Biodiversity Partnership**. The partnership has written a **Local Biodiversity Action Plan (LBAP)**. The broad aim of the Pembrokeshire LBAP is to co-ordinate existing, and initiate and co-ordinate new actions to conserve, enhance and promote biodiversity in Pembrokeshire, taking account of local and national priorities. The members of the partnership come from various sectors including local government, statutory bodies, non-governmental organisations like wildlife charities and interest support groups (farming, community, landowners, and education) as well as businesses. The partners are Pembrokeshire County Council, County Landowners Association, Countryside Council for Wales, Environment Agency Wales, Farmers Union of Wales, Forestry Commission, Farming and Wildlife Advisory Group, National Farmers Union – Wales, Pembrokeshire Rivers Trust, Pembrokeshire Coast National Park Authority, Pembrokeshire Local Action Network for Enterprise and Development, Prince's Trust Cymru, Royal Society for the Protection of Birds, South Wales Sea Fisheries Committee, Pembroke 21C Community Association Limited, Pembrokeshire Darwin Science Festival, The National Trust, Welsh Assembly Government Environment, Planning and Countryside, Welsh Assembly Government Enterprise, Innovation and Networks and The Wildlife Trust of South and West Wales.

Pembrokeshire County Council has also funded the development of the **West Wales Biodiversity Information Centre** established to provide an information resource for biodiversity in the area.

1.18.2 As part of the **Welsh Biodiversity Week 2010** celebrations, twelve events were organised in Pembrokeshire giving people lots of opportunities to experience the County's wildlife. Events ranged from guided walks, family explorations, volunteering opportunities and a green fayre. Biodiversity is essential for sustaining the natural living systems (ecosystems) that provide us with food, fuel, health and wealth, to name but a few. None of us would be prepared to do without any of these fundamental aspects of life, so we need to be working together to sustain the very thing that nourishes it, i.e. biodiversity! For example "in the UK without the beetle, the un-degraded dung of 12 cattle would cover an acre of land in a year, in no time we would be up to our necks in dung!" To find out more about future events and biodiversity projects in the County, visit Pembrokeshire County Council website www.pembrokeshire.gov.uk where you can download a biodiversity newsletter or ring Bethan Cox 01437 776146 to be sent a copy.

1.18.3 The Council has established a **Conservation Team** consisting of a small team of staff who provide services related to public rights of way, common land and nature conservation. There are 2400 km of rights of way in Pembrokeshire of which about a third is within the Pembrokeshire Coast National Park. There are 281 Commons and 46 village greens in Pembrokeshire covering about 600 ha. Pembrokeshire is also rich in habitats and species containing over 85 designated Sites of Special Scientific Interest (SSSIs), the most important are protected as Special Areas of Conservation (13), Special Protection Areas (3), National Nature Reserves (8) or Marine Nature Reserves (1). In addition there are 24 Wildlife Trust West Wales Reserves.

- 1.18.4 The Council maintains a record, and enacts new **Tree Preservation Orders** to ensure that trees and woodlands are protected where their removal would have a significant impact on the environment and its enjoyment by the public.
- 1.18.5 The Authority also administers the **Hedgerow Regulations** thus controlling applications made under the Hedgerow Regulations (1997) for the removal of hedgerows. Hedgerow retention Notices may be served within a six week period in respect of hedgerows considered "important" within the criteria prescribed in the Regulations.
- 1.19 The Council carries out **air quality monitoring** at a range of locations within the County. The Authority operates a continuous monitoring site at Narberth which is affiliated to the UK Automatic Urban and Rural Network operated by the Department for Environment, Food and Rural Affairs. In addition to current air quality data, the Authority also holds historical data, as monitoring has been carried out in the County since the 1960s. The Council remains committed to obtaining information on air quality in the area, and to carrying out its local air quality management duties, including the ongoing review and assessment of air quality in the County.
- 1.20 The Council's **Public Protection** services include food safety and standards, communicable disease control, health and safety, licensing, commercial pollution control, environmental monitoring, trading standards, animal health and welfare, port health, dog control, pest control and public health.
- 1.21 Pembrokeshire County Council has absorbed the provisions regarding **contaminated land** in the Environment Act 1995 and will develop a contaminated land strategy to identify and assess sites and to take remedial action where appropriate.
- 1.22 The Council pays great attention to **beaches and water safety** recognising that in Pembrokeshire we are blessed with beaches that are among the best in the UK, maybe even the world! The coast is so beautiful that it has been designated as the UK's only coastal national park. Our beaches have received numerous accolades over the years. We have achieved a whole range of quality awards for 2007:
- 11 Blue Flag Beaches – high quality resort beaches with guideline water quality.
 - 14 Green Coast Awards – acknowledging the environmental & rural quality of the beach with guideline water quality.
 - 33 Seaside Awards – recognising the management, quality and popularity of a beach, either resort or rural, with a mandatory water quality standard.

A total of 33 Pembrokeshire beaches – the most in Wales – have qualified to fly the coveted blue and yellow Seaside Award flag.

To achieve Seaside Award status, the award-winning beaches will have attained the European Union minimum standard of bathing water quality and met a long list of strictly monitored land-based criteria.

Of the 33 beaches in Pembrokeshire, 22 were awarded to 'rural' beaches that will have met 13 land-based criteria.

The remaining 11 beaches are classified as 'resort' beaches and will have met 26 criteria. These include dog ban areas, general safety, arrangements for disabled users and a range of requirements aimed at enhancing visitor enjoyment.

The Seaside Award beaches in Pembrokeshire are:

Resort - Broad Haven (North); Dale; Lydstep; Newgale; Newport Sands; Poppit Sands; Saundersfoot; Tenby Castle; Tenby North; Tenby South; Whitesands

Rural - Abereiddi; West Angle; Barafundle; Broadhaven (South); Caerfai Bay; Coppet Hall; Cwm yr Eglwys; Freshwater East; Gelliswick; Goodwick Sands; Little Haven; Manorbier; Marloes Sands; Martins Haven; Nolton Haven; Penally; Pwllgwaleod; Sandy Haven; St Brides Haven; West Dale; Wiseman's Bridge; Druidstone Haven.

- 1.23 Pembrokeshire County Council undertakes the assessment of the adequacy of existing **land drainage** systems, options for improvements, detailed design and supervision of site works.
- 1.24 Pembrokeshire County Council is the **Coast Protection Authority** under the Coast Protection Act 1949 and is responsible for the management of the coastal defenses for the Pembrokeshire coastline from Amroth (in the south) to the Teifi Estuary (in the north). The Council maintains all existing coastal protection structures in its ownership, and also undertakes new work as necessary utilising National Assembly for Wales grants as available. The Council has a detailed **Shoreline Management Plan** which is a non-statutory document that sets out strategic guidance designed to assist coastal defence decision making for a defined length of coast over the next 50 years (WO/MAFF, 1995) with revisions typically every 5 years. The SMP aims to identify sustainable coastal defence options based upon economic criteria, whilst having an overview of both the natural environment and the human and built environment.
- 1.25 The Council has an **Emergency Planning Unit** to assess the threats and risks to Pembrokeshire and to plan for the response and recovery should an incident occur. The ultimate objective is to minimise impact of disaster on the day-to-day lives of the community and the environment and to assist the return to normality. Emergency planners, working with a wide range of other agencies, prepare contingency plans and organise major incident training and exercises to prepare for emergencies.
- 1.26 The Council is publicising the **free trees for schools** via an organisation called Tree Appeal. The regular procurement newsletter has promoted this free offer to plant trees at school sites.
- 1.27 The **Pembrokeshire Timber Store** based at Withybush, Haverfordwest supports the local economy by supplying business and the general public with hardwoods. These all have a **Forest Stewardship Council (FSC) approved** 'chain of custody' which will identify its source and certify that the hardwood is managed in an environmentally sustainable way.
- 1.28 Pembrokeshire County Council have undertaken a **sustainable printing solution** by installing multi-function printing devices in County Hall together with

a print management system. The new machines will be installed in December 2008. The aim is also to reduce the consumption and cost of toners and the amount of paper used by managing printing more pro-actively. By converting to multi-functional printers the council has reduced the total number of printers needed, which has saved energy, reduced running costs and freed up floor space.

- 1.29 Local oil company Murco have engaged with Pembrokeshire Schools to design a purpose-built eco village for more than a thousand contractors employed in the 2010 shutdown at their refinery. The Murco Milford Haven refinery has set a challenge to under-12s across Pembrokeshire to design an eco-village to house the large influx of workers involved in the 2010 shutdown. A series of challenge days, led by Pembrokeshire County Council education support officer Carole Evans, and supported by a team from Murco, gave children the opportunity to work in focus groups to set out their vision for the facility. These groups will work with other pupils at their schools to prepare detailed designs. The schools with the best ideas will be awarded cash prizes by Murco and some of their suggestions may form part of the contractors' village.
- 1.30 Pembrokeshire County Council has achieved the Green Flag Award for its Scolton Manor Country Park site near Haverfordwest. The Green Flag Award recognises well managed and high-quality green spaces and, to achieve the award, the County Council had to perform well against the eight criteria of the scheme. Good-quality green spaces provide places for people to come together. They can play a role in helping to inform and educate the public, improve health and wellbeing, make communities safer and tackle climate change. In short, they contribute to improving our quality of life. The judging panel described Scolton Manor as 'A very good site which is well presented to the public'. They also highlighted that 'special recognition should be made to the interpretation panels which offer children how to learn whilst play and exercising.' In conclusion, the feedback report said that 'it was a pleasing site to judge, ticking every box....well done.'
- 1.31 Pembrokeshire County Council is reducing the energy consumption of its ICT equipment by automatically powering down networked PC's and by the use of 'virtual servers'.

Over 2000 networked PC's in County Hall, North Wing, Thornton, Haverfordia House, Argyle Street now power down after 5 minutes of inactivity and turn off the CPU (auto saving data) after 30 minutes. Annual savings are estimated at £4,000 - £5,000/pa.

Server numbers are being reduced and servers are being "virtualised". Savings to date equate to 37,668 kWh/pa and projected to rise to 108,000 kWh/pa (£10,800 or 57 tonnes CO₂). On average servers are utilised as 20% of their capacity, with the majority of potential capacity left redundant. Virtualisation software increases server utilisation enabling a single machine to run multiple operating systems and applications. With a virtualized environment servers can be better utilised as multiple operating systems can be run and applications can be moved between servers to achieve maximum efficiencies.

Server virtualisation:

- Reduces energy consumption
- Reduces storage requirements
- Reduces maintenance/resource costs
- Reduces hardware support costs
- Speeds resource provisioning and workload balancing, increasing IT agility
- Improves disaster recovery options.

2.0 Social, Health, Wellbeing and Transport

- 2.1 Working with the Winter Fuel Payment help line Winter Warmth help line the Council provides extensive advice on how to **alleviate fuel poverty** and how to **keep warm** in the colder months. The West Wales Eco Centre also work in partnership with Pembrokeshire County Council to provide further advice on energy efficiency and keeping homes warm.
- 2.2 The Council has produced Supplementary Planning Guidance on **Building in a Sustainable Way** (adopted December 2005) which encourages new development to meet The Code for Sustainable Homes and BREEAM standards and explains the principles of sustainable development that should be applied in new buildings.
- 2.3 In 2006 the Welsh Assembly Government launched a **Sustainable Procurement Assessment Framework** which it recommended to all Public Sector bodies in Wales. Potential scoring ranges between Level 0 and Level 5 and WAG set an overall goal for Public Sector bodies to achieve Level 3 of the Assessment Framework by 2009. Approval was given to undertake the initial assessment exercise in 2007 which saw the Authority obtain Level 1. An Action Plan to enable the Authority to move to Level 2 was approved in May 2007 and a second assessment undertaken in 2008 saw the Authority meet our Level 2 target. There is a focus to make sure Level 3 is attained in 2011/12.
- 2.4 The Council has a **Sustainable Development Strategy** to ensure that the natural environment is preserved and protected for future generations. Pembrokeshire County Council is working towards sustainable economic and social development, thus maintaining and improving the quality of life. The Council with organisations, buildings and the business sector seeks to help cut pollution, reduce waste and conserve precious natural resources.
- 2.5 Pembrokeshire County Council's **Community Plan & Leadership Partnership** recognises that improving the economic, social and environmental well being of the area and its inhabitants contributes to the achievement of sustainable development.
- 2.6 The Council has been active in establishing strategies for **transport** in the region:
- 2.6.1 Pembrokeshire County Council's **Local Transport Plan** assists the Authority in setting out its transport strategies and priorities. The plan covers a 5-year period and replaces the annual Transport Policy and Programme. It encompasses all modes of transport and is a mechanism to monitor traffic in relation to the **Road Traffic Reduction Act**. It also includes a programme of capital works to be undertaken during the period of the plan. The plan is essential to the

- development of an integrated approach and will allow for the flexibility of switching resources between different forms of transport. The Council promote the message that before using your car, especially on short trips, consider the effect the car has on your environment and whether you could travel using a different mode of transport.
- 2.6.2 The Council is committed to **walking, cycling and horse riding** strategy including the furthering of the National Cycle Network. The Authority employs a full time Walking, Cycling and Horse Riding Officer.
- 2.6.3 The Government has published a national Cycle policy, which has set targets of doubling cycling by the year 2002 and doubling that again by 2012. It is proposed that the National Cycle Network (West Wales Section) will run from Kidwelly in Carmarthenshire, to link with the ferry ports at Pembroke Dock and Fishguard. Part of this route already involves the construction of purpose built, shared access cycleway/footway, with the remaining route being directed over low volume traffic roads. Cycling is a principle component of our 10 year integrated transport strategy. The Council encourages County residents to think before using cars, especially on short trips, asking them to consider the effect the car has on the environment and whether travel could be undertaken using a different mode of transport. In 2005 authority was named the '**Most Proactive Local Authority in the UK**' in a prestigious new cycling award scheme launched by Sustrans - the charity which co-ordinates the National Cycle Network.
- 2.6.3.1 **Cycle Pembrokeshire** promotes cycling in after-school clubs, youth clubs and other community groups. Thirty mountain bikes will be on hand for groups throughout the County to borrow with funding also available to train would-be Mountain Bike Leaders. The new scheme is supported by Sport Pembrokeshire - the sports development arm of Pembrokeshire County Council - together with the YMCA, Newgale Outdoor Education Centre, local youth clubs and Pembrokeshire's Youth Offending Team. Sport Pembrokeshire has secured a Sports Council for Wales grant to help get the new partnership up and running. The funding will also cover the cost of the bikes and associated safety equipment and will help pay for some initial training for Mountain Bike Leaders.
- 2.6.3.2 In July 2009 a new guide of traffic free routes in Pembrokeshire went on display. Thirty thousand copies of *Go Traffic Free in Pembrokeshire* have been produced by Pembrokeshire County Council in partnership with the Pembrokeshire Coast National Park Authority and with assistance of the National Trust and MoD Estates. The booklet highlights 15 routes across the County suitable for family cyclists and walkers. They include purpose-built cycle paths, former railway lines and new cycle paths alongside highways. The traffic free stretches are connected by quiet country lanes suitable for family cycling. The booklet, which is free, can be found in tourist information centres leisure centres, caravan parks, bike shops, libraries and village post offices. The guide was funded by Health Challenge Pembrokeshire as part of its aim to encourage people to take more exercise. For more information on specific routes call 01437 764551 or email trafficfree@pembrokeshire.gov.uk.
- 2.6.4 Pembrokeshire County Council has had discussions with the **Pembrokeshire Biofuels Partnership** to discuss the potential for biofuels for fleet vehicles and is to use **hybrid** vehicles.

The Council is purchasing **vehicles with the lowest CO₂ emissions** and is **piloting the use of hybrids and bio fuels**. Bio fuel is used for the main fleet, the recent development of bunkering fuel around the county has allowed us to use bio fuel mixes for the fleet. Pool cars are being replaced with hybrid petrol/electric vehicles and we are currently looking for funding for the introduction of a local bus service that will operate on 100% vegetable oil. The council also operates a small fleet of petrol/gas vans

The Council operates a modern fleet of vehicles, the fleet is of a high specification and vehicles are purchased for the individual user departments needs. These vehicles are subject to increasing emission control; diesel vehicles being purchased now must achieve Euro 4 with Euro 5 being introduced in 2008. It is interesting to note that vehicles using Euro 5 engines will emit half the amount of NOx of a Euro 4.

2.6.5 Annually on the 22nd of September Pembrokeshire County Council promotes **European 'In Town Without My Car' day**. This date has been set to highlight the growing problems we face every day with traffic congestion, pollution and a reduced quality of life in our local towns. The County recognises and promotes walking, cycling, car-sharing or using public transport, to help make a real contribution in reducing congestion in our towns.

2.6.6 The Council is a participant in and promotes the **Switch2Share Car Share Scheme**. SWWITCH are a consortium of four local authorities in South West Wales: Swansea, Carmarthenshire, Pembrokeshire and Neath Port Talbot. The consortium is encouraged and funded by the Welsh Assembly Government to improve the way that transport is planned and managed across Welsh regions. The broad SWWITCH regional objective is to improve access and by doing so improve the opportunities for the people of the region for enhanced employment, health and educational attainment.

- To support social inclusion and opportunity and equality for all
- To support economic progress and business objectives
- To promote sustainable and integrated transport

SWWITCH have established a web based car share site (www.swwitch2share.com) to help the people of the region find car sharing partners. Car sharing is encouraged by Pembrokeshire County Council who have made a number of dedicated car parking spaces available to car sharers at County Hall.

2.6.7 Pembrokeshire provides **Coastal Bus Services** - the Poppit Rocket, Strumble Shuttle, Celtic Coaster, Puffin Shuttle and Coastal Cruiser. The 'Coastal Cruiser' bus service is the first bus in the United Kingdom to carry bicycles, surfboards and wheelchairs! This pioneering service also operates on bio-diesel - an environmentally friendly and renewable energy source and has been awarded a Green Apple Environmental Award. All the services have been designed and introduced by Pembrokeshire County Council in conjunction with the Pembrokeshire Coast National Park Authority as part of the 'Pembrokeshire Greenways' project. Funding is provided by the County Council's allocation of Local Transport Services Grant and the National Park. The coastal bus services form part of the **Pembrokeshire Greenways** project, which has been set up to encourage people to access the countryside by public transport and enjoy

outdoor activities such as walking and cycling. In May 2008 the Bloomfield Bus has added to this service and aims to provide walking and leisure opportunities along the Eastern Cleddau's 'secret waterway'.

2.6.7.1 A successful **water bus service**, launched for the first time in 2008, is to be repeated this summer. The Havenlink service, which links beauty spots along the Milford Haven waterway and Cleddau Estuary, will be launched on 26th June. Piloted for the first time in 2008, the service is designed to enable residents and visitors to leave their cars behind and enjoy stress free travel. Operating every Friday, Saturday and Sunday until 27th of September, the expanded ferry service will now operate two vessels. The first will start from this year's additional port of call Lawrenny and will stop at Burton Ferry, Hobbs Point, Neyland (Brunel Quay), Hazelbeach, Milford Haven (Mackerel Stage) Angle and Dale. The second vessel will make the return trip from Dale up river to Lawrenny taking in all the stops on the way. Havenlink is integrated into existing transport links, including the coastal bus service promoted by Pembrokeshire Greenways. It will be operated by Rudders Boatyard. Timetables will be displayed on pontoons at ferry stops as well as being available from Tourist Information Centres. It will also be available on the Pembrokeshire Greenways website: www.pembrokeshiregreenways.co.uk. Travellers are reminded that some stops will be tide dependent. The service is led by Pembrokeshire Greenways, which works to improve access to the Pembrokeshire countryside, in conjunction with Pembrokeshire Coast National Park Authority and Milford Haven Port Authority, which helped commission the pilot in 2008. Additional partners include Pembrokeshire County Council, PLANED and South West Wales Tourism Partnership

2.6.7.2 Pembrokeshire County Council - in partnership with authorities in the South West Wales Transport Consortium (SWWITCH) - has been awarded £626,000 from the Welsh Assembly for the three year project to develop innovative systems to **improve safety on school transport**. The aim is to develop and implement a range of measures, such as risk assessments of transport routes, CCTV on buses, and driver and pupil training.

More than 6,000 pupils use school transport in Pembrokeshire travelling on 270 routes every day. It costs the Council £4.3 million a year to provide the service for children with a statutory entitlement.

2.6.7.3 The '**Little Green Bus**' service runs around every 15 minutes between Haverfordwest Bus Station and the Withybush Retail Park. *Powered by vegetable oil*, the shuttles (services 301 and 304) are free between the two sites. The services also provide circular town routes every hour, with other stops on the routes charged at the flat rate of £1.60 (adult) or £1.05 (child). The free shuttles can be boarded at Haverfordwest Bus Station (stand 6) and outside the new M&S at Withybush. Look for the 'Little Green Bus'.

2.6.8 Pembrokeshire, Carmarthenshire and Ceredigion County Councils have joined forces to provide an attractive offer to all Public Transport users in West Wales. It is hoped this offer will encourage the uptake of public transport in the region. **The West Wales Day Rover Bus Ticket** is available on all bus services within the boundaries of the three Counties and will provide all day travel on any bus (or combination of buses) for the price of one special ticket - issued by the driver. An adult West Wales Rover Ticket costs £5.00, a child ticket (under the age of 16)

costs £3.70, and a child accompanying a Rover Ticket-holding adult can travel at £2.50.

2.6.9 Pembrokeshire County Council operates a **concessionary travel pass scheme** for elderly and disabled residents of the County. Eligible residents of Pembrokeshire may purchase a Concessionary Travel Pass which allows travel at half fare on local bus services within the County, and also to certain destinations outside Pembrokeshire. The pass also allows discounted travel on Pembrokeshire Country Cars and certain minibuss services operated by voluntary organisations.

2.6.9.1 A '**Town Rider**' Scheme operates in the Haverfordwest, Fishguard, Goodwick, Tenby, Saundersfoot, Penally, New Hedges and Kilgetty areas. The free dial-a-ride service operates for the benefit of local residents who are eligible for a bus pass but who find it difficult to use the bus. Passengers are picked up from their home, or any convenient place, in a wheelchair-accessible vehicle, and are taken wherever they need to go in their local town. The driver is on hand to help passengers board and alight. The service is run by Pembrokeshire Association of Community Transport Organisations (PACTO) in association with Pembrokeshire County Council. It is funded by the Welsh Assembly Government as part of their Community Transport Concessionary Fares Initiative.

2.6.9.2 **The Pembrokeshire Passport**, a joint initiative between the Pembrokeshire Access Group and Pembrokeshire County Council, which has been part funded by Health Challenge Pembrokeshire, is a bright orange wallet with plastic pockets that disabled people can put information in. It is designed to give more independence. The passport can be used on any bus in Pembrokeshire and on Arriva trains and stations. Taxi drivers also know about the wallet. Passport holders can put words, pictures or cards in to show where they want to travel or to help they might need. Emergency instructions can also be included in case treatment is needed while out travelling.

2.6.10 The **Road Safety Unit** at Pembrokeshire County Council is committed to reducing road accidents in Pembrokeshire. The unit's aim is to educate and encourage good road safety for all ages. The unit operates a myriad of road safety programmes including: Crucial Crew, driver improvement courses, Jugglestruck's road safety shows, Top Drive, Pass Plus, safe cycling, school crossing patrols, and Top Drive. For example Pembrokeshire County Council have been subsidising **Pass Plus** for new drivers since July 2003. Pass Plus is a scheme designed to make newly qualified car drivers become better drivers by completing six specially designed training sessions: In town, out of town, in all weathers, at night, on dual carriageways, and on motorways. Pass Plus gives new drivers extra experience and a discount on car insurance. Statistics show that the risk of having an accident within the first year of driving are greater than at any other time in the life of the normal driver. This scheme increases road safety for all residents of the County. The **Top Drive** initiative aims to reduce the number of collisions on the road. The programme involves Dyfed Powys Police, Mid & West Wales Fire Service, Welsh Ambulance Service, ATS Tyres, SUDDS, local driving instructors, Sinclair Motors, Pembrokeshire Road Safety Unit and MPH Honda Motorcycles. **Pembrokeshire Children's Traffic Club** has celebrated its fourth year helping children in the County to stay safe. Three and four-year-olds learn through play and fun and the Children's Traffic Club pack is

an excellent resource for all parents and guardians to use to encourage the teaching of road safety at such a vulnerable age. Membership is free as the registration fee is paid by Pembrokeshire County Council from funding given by the Welsh Assembly Government. **Crucial Crew** teaches Year 6 pupils from across the County how to deal with various potential dangers and hazards. The event sees professionals from several different agencies giving youngsters advice on how to stay safe on the road, on the beach, on farms and at home. Now in its 15th year, the annual two-week event has hosted well over 20,000 children from Pembrokeshire over the years.

2.6.10.1 Youngsters are being encouraged to put their best feet forward in **walk-to-school** events organised by Pembrokeshire County Council's Road Safety Unit. As an example the 234-pupil Meads Infants & Nursery School has developed a travel plan looking at ways to reduce car travel, together with two other schools in Milford Haven - St Francis RC School and Milford Haven Junior School. The three schools have now put forward a bid to the National Assembly for funding to improve cycling and walking routes within the town.

2.6.11 Pembrokeshire County Council administers the **Steps2Health walking groups** in Pembrokeshire. Formerly run by the Pembrokeshire Coast National Park, the Steps2Health project is now being managed by Pembrokeshire County Council, as part of Health Challenge Pembrokeshire. The Pembrokeshire Steps2Health group is one of 22 local walking schemes in Wales originally started under the Welsh Assembly's Walking the Way to Health initiative. Since it was set up in May 2005, the County-wide project now has 9 community health walk groups including Pembroke, Pembroke Dock, Monkton, St David's, Fishguard, Crymych, Newport and Llandissilio, as well as Tenby and Narberth. More are expected to be created over the coming months.

Over 30 walkers have been awarded gold badges for completing 50 walks, while many others have completed the silver and bronze awards. One walker has achieved over 100 health walks with several more closing in on their century.

Steps2Health is a Health Challenge Pembrokeshire project and is one of the projects part-sponsored by the Sports Council for Wales through their "Let's Walk" initiative.

2.6.12 Pembrokeshire County Council has actively encouraged the creation of '**Walking Bus**' schemes to schools. The Walking Bus is a supervised group of children walking to school along designated routes with pickup points or bus stops. It is a new initiative. The County Council is now promoting Walking Buses throughout Pembrokeshire. Parents of pupils have set up a 'Walking Bus' schemes in mornings and afternoons to help their children get to school safely. The scheme is safe and healthy, and also environmentally-friendly by lessening car and bus use.

2.6.13 Pembrokeshire County Council's work on opening and **restoring the County's bridleways network** has been recognised with an award from the British Horse Society. Derrick 'Dekker' Thomas, one of the Council's two Countryside Access Officers, has been named as one of the Society's 'Good Guys' for 2007 and presented with a Riders Charter Award.

- 2.7 Pembrokeshire County Council, co-ordinate **The Duke of Edinburgh's Award** Scheme for the area which is a challenging programme of leisure time activities which will help young people learn new skills, help others, experience adventure and give a great sense of achievement. The Award is open to anyone between the age of 14 and 25 years, whatever their abilities and experience and there are three levels of Award - Bronze, Silver and Gold. For each you complete activities in four sections, service, expeditions, skills and physical recreation. At Gold level you also take part in a residential project.
- 2.8 Through our **Sport Pembrokeshire** initiative the Council is encouraging "Health through Sport – Young People First". We recognise that obesity is caused by lack of exercise and poor diet, which is all too often the product of modern sedentary lifestyles. Obesity leads to coronary heart disease, diabetes, osteoporosis and general lack of well being. It is predicted that if current trends continue unchecked that within ten years obesity will be the single largest health problem facing society. Regular exercise is one of the most effective ways to counter obesity and associated health problems. Regular participation in sport is an important vehicle for achieving such exercise levels and thus Pembrokeshire County Council Sports Development therefore prioritises its efforts to increase sports participation and regular exercise, particularly for young people.
- 2.8.1 A new exercise scheme is being piloted in Pembrokeshire.
- Patients advised to exercise to help restore their health will be able to have a specific fitness programme prescribed for them in the County's leisure centres. Funded by the Welsh Assembly Government, **the Exercise Referral Scheme** is being trialled in several local authorities across Wales. The initiative will be launched in Pembrokeshire at the end of next month. Under the scheme, which is being run in partnership with local health boards, health professionals - including GPs, dieticians and physiotherapists – can recommend patients take up exercise to help them heal. New Exercise Referral Instructors at each of Pembrokeshire's six leisure centres will implement the scheme and design individualised exercise programmes for patients.
- 2.8.2 Pembroke Dock Community School has launched a Physical Zone for children in years two to six.
- Pupils can enjoy using exercise bikes, a mini-rower, treadmill, stepper, punchbag and other equipment two to three times a week.
- 2.8.3 Funded by the National Assembly for Wales and supported by the Sports Council for Wales, **the 5x60 scheme** is managed by Sport Pembrokeshire - the sports development arm of Pembrokeshire County Council. The 5x60 scheme has been developed to encourage school pupils to get 60 minutes of exercise 5 times a week – with the aim of getting 90% of secondary school pupils involved by 2020.
- 2.9 **Pembrokeshire Sports Council** has over 140 affiliated clubs and organisations covering a wide variety of sports throughout Pembrokeshire. The role of the Pembrokeshire Sports Council is to assist with: coach education, seminars, sports club registers, sponsorship, Pembrokeshire County Council grants.

- 2.9.1 As an example a new scheme encouraging women and girls to take up golf has been launched in Tenby. **Free golf taster sessions** for female beginners have been held at Tenby Golf Club. The sessions are being run by the golf club in partnership with Sport Pembrokeshire - the sports development arm of Pembrokeshire County Council - and Golf Development Wales.
- 2.9.2 **Cricket facilities** at Thornton Hall Sports Centre in Milford Haven have been much improved thanks to a partnership between Pembrokeshire County Council's Leisure and Sports Development departments, the Pembrokeshire Association of Cricket Coaches (PACC) and the Cricket Board of Wales (CBW). The facility at Thornton is used by the County's cricket coaches throughout spring and winter for a variety of sessions, including the delivery of Dragon Coaching Awards – designed to teach the game to children between eight and 16. The facility is also well used by nearby clubs for preseason training for both seniors and juniors. Improvements at Thornton include new full length nets, as well as new matting and improved lighting in the hall. The majority of funding has come from an England and Wales Cricket Board facility grant as a result of the CBW including Pembrokeshire as a priority case. Pembrokeshire Leisure contributed the remaining 25%.
- 2.10 Pembrokeshire County Council currently maintains **95 play areas** in the County. These facilities are all maintained to the new BS EN 1176 & 1177 safety standards. All new Council play areas and those provided in partnership with the Council, are installed and managed to these standards.
- 2.10.1 A team of play workers visit parks and open spaces throughout the County at holiday times. Recognisable by their green polo shirts and red jackets, Pembrokeshire County Council's play workers will support youngsters in their choice of play.
- Specially trained in children's play, the team help youngsters build dens, paint, draw or play sports.
- Children will be able to come and go as they like during the sessions, although parents are warned that they may get dirty, muddy or wet!
- The open access outreach project has been organised by the Children's and Childcare Partnership run by Pembrokeshire County Council and is in line with Welsh Assembly policies promoting play.
- 2.11 The **Pembrokeshire Nappy Network** has been set up is to raise awareness of how nappies affect the environment and to encourage people to use real nappies. As part of the Strategic Recycling Scheme (SRS) project funding has now been secured to expand the work undertaken by the Pembrokeshire Nappy Network. Seven million disposable nappies are sent to landfill sites in Pembrokeshire each year. That's over 1,600 tonnes of waste every year that requires disposing of in landfill sites. It is estimated to take between 100 and 500 years for each disposable nappy to decompose in landfill. Thus this project has been set up to encourage the use of real nappies to reduce this impact on landfill.
- 2.12 The Council provides **Children's Information Services** (CIS). The (CIS) provides accurate, impartial information and guidance to parents, carers and

professionals on childcare, early education and other children's services in Pembrokeshire. The CIS holds up-to-date information on all childcare provision registered with the Care Standards Inspectorate for Wales (CSIW). These include childminders, crèche facilities, day nurseries, out of school clubs, playgroups and summer play schemes. The CIS can also provide information on unregistered provision such as parent and toddler groups and offer a 'signposting' service to other activities for children such as Brownies / Guides, dancing classes or leisure pursuits. As well as providing support and guidance to parents and carers, the CIS is on hand to offer information to people wishing to work in the childcare sector, become a childminder or set up a childcare business. The CIS gives general information and has booklets and leaflets on a wide range of childcare issues such as tax credits, three year old funding, parenting skills and the Toy Library.

- 2.13 Importantly the Council has a dedicated **Health and Wellbeing Officer**. Through Pembrokeshire's first health, social care & well-being strategy (**Health Challenge Pembrokeshire**), Pembrokeshire County Council is working with partner organisations to support the people of Pembrokeshire to live longer and healthier lives. They are also working together to provide the best health, social care and well-being services.

Due to a range of factors including rising life expectancy, an increase in the number of people over retirement age, and a rise in levels of obesity, health and social care services may soon be overwhelmed by increasing demand. It is important that everyone in Pembrokeshire work together to improve health in the County.

Health is more than just an absence of illness. It is a state of physical, mental and social well-being that allows people to reach their full potential. Our well-being depends upon a wide range of factors including whether or not we have a job, our living and working conditions and the lifestyle we live. When we feel we have an influence on these factors we have lower levels of ill health.

The strategy was developed following consultation with organisations, agencies and the people of Pembrokeshire. The results helped to form the themes of the strategy which are: -

- Healthy life choices
- Access to services and opportunities
- Reducing inequalities
- Information, communication and performance management

There are also a number of cross cutting issues that are common to all four and will need to be considered as part of each action we take. These cross cutting issues are: -

- Supporting people to take control of their own well-being
- Providing services that are responsive to customer needs
- Encouraging agencies to work together to provide better services
- Providing care in the most appropriate place

Living in Pembrokeshire is a new **one-stop information service** from the **Health Challenge Pembrokeshire** Partnership.

Information on health, social care and well-being services in Pembrokeshire can be accessed from a central point: Web: www.livinginpembrokeshire.co.uk, Phone: 01437 775 775 or Visit: Pembrokeshire County Council Customer Service Centre (Haverfordwest, Fishguard, Milford Haven, Neyland or Pembroke Dock)

The service was developed in response to feedback from customers, which highlighted that people were often confused about which health, social care and well-being services were provided by which organisation. This meant that they often had to make a number of different enquiries before getting the information they wanted.

Information is available on healthcare; pregnancy and early years; education and employment; relationships; your home and your area; your leisure time; carers and living with a disability; older years; living safely and death and bereavement.

Health Challenge Pembrokeshire is a partnership of organisations working together to improve health and well-being in Pembrokeshire. It includes Pembrokeshire County Council and the Pembrokeshire Local Health Board.

The second phase of Health Challenge Pembrokeshire (2008-2011) has now been launched.

The new strategy will build on work undertaken in the first strategy (2005-8) and aims to further support people to be as healthy as possible.

It has been drawn up following detailed research on the levels of health and well-being in the County and widespread consultation with organisations and members of the public.

Partner organisations are now drawing up action plans to address priority areas. These include: reducing smoking; promoting responsible drinking of alcohol and healthy eating; encouraging people to take more exercise and identifying risk factors for illnesses at an early stage.

It will also include support and services for people, who have long term conditions, and improving services to support mental health.

Further information about Health Challenge Pembrokeshire strategies, together with advice on improving your health and well-being, can be found on www.healthchallengepembrokeshire.co.uk

A series of **road shows for the elderly** will be held across Pembrokeshire this Autumn advising people on how to keep well, safe and warm in the winter months ahead.

Staff from several organisations will provide essential free information and advice at four venues across the County - including Narberth, Pembroke, Fishguard and Haverfordwest.

The road shows, which are aimed at older people and their carers, will give specific information on:

- Help with home insulation, heating and fuel costs
- A healthy, balanced diet on a budget
- Easy meals from the store cupboard
- Home fire safety
- Securing your home
- Corgi carbon monoxide awareness
- Falls awareness
- Flu vaccinations
- Benefit payments
- Digital television

In addition, the Electrical Safety Council is offering a free, new electric blanket to anyone whose old blanket fails a safety check.

Those attending will also have the chance to win a hamper of winter store cupboard essentials, worth £50, from Health Challenge Pembrokeshire and free fleece blankets.

The initiative is part of a national campaign supported by the Welsh Assembly Government and is part of **Health Challenge Wales**.

Free transport will be provided in fully accessible community minibuses which can pick up anywhere in Pembrokeshire.

- 2.14 **Pembrokeshire Youth Service** provides opportunities for young people aged 11 - 25 years to act on issues which affect their lives, the lives of others and the communities in which they live. It achieves this through activities, which are freely chosen, creative, challenging and fun. Youth work in Pembrokeshire takes place in various locations around the County in local communities and school environments with full and part time staff. The Service is a key member of the **Pembrokeshire Young People's Partnership** and is pleased to support the work of Voluntary and Independent Sector Youth Groups. The Service also works closely with the Wales Youth Agency, Youth Cymru and Youth Events Wales.

In September 2007 the **'Positive Futures' for Young People** project was launched in Pembrokeshire to help disadvantaged local young people boost their confidence, motivation, and other life skills. 'Positive Futures' will be run over the next three years by the Prince's Trust and Pembrokeshire County Council, under the umbrella of the Pembrokeshire Young People's Partnership. The project will build on the experience gained running the established **'Staying With It'** programme and continue to use that brand name.

The initiative has been made possible thanks to a £298,499 grant from the BIG Lottery Fund's 'Reaching Out' programme, which aims to support disengaged young people in Wales, especially those in disadvantaged communities.

The project will use outdoor adventure activities, music and environmental projects to engage with young people aged between 14 and 19. It will also use

community, environment and arts projects to develop skills, and work with training providers to engage young people in a series of work experience taster sessions. The aim is to help young people to enjoy life and achieve their potential, develop skills, contribute to their communities, and choose positive activities which discourage anti-social behaviour.

The project was created by the **Young People's Partnership (YPP)** in Pembrokeshire following detailed consultation with young people in the county.

The YPP is the multi-agency body supporting and co-ordinating the work of many organisations working with young people in the county. The programme was designed to meet the specific activity-based needs of local young people who are not in education, employment or training. The YPP has nominated **Prince's Trust Cymru** at the Pembrokeshire Activity Centre to lead the multi-agency project because of its experience and success in working with the target group of young people. In February 2006, Pembrokeshire County Council went into partnership with the Prince's Trust Cymru to form the Pembrokeshire Activity Centre at Cleddau Reach, Pembroke Dock.

- 2.14.1 A new plan aimed at improving the lives of children and young people in Pembrokeshire was launched in February 2009. The first single **Children and Young People's Plan** was unveiled in Haverfordwest on Tuesday February 3rd 2009. The Pembrokeshire Youth Assembly (Gennex) and Young People's Partnership (CYPP) hosted the launch at County Hall.

The three year plan (2008-2011) has been developed by a range of organizations dealing with children and young people from both the voluntary and public sector in Pembrokeshire. It focuses on agreed priorities to deliver modern, innovative and effective services across the County - subject to funding availability. Detailed action plans have been drawn up and progress will be reviewed annually. A new 3-year plan will be published in 2011.

- 2.15 **The Pembrokeshire Youth Zone** is Pembrokeshire County Councils website for young people. It is jam-packed with useful information for all young people in the County. The website provides a whole host of local information such as things to do, sports, health, education, employment and much more. As well as local information, the site also provides links to a range of relevant national sites. Pembrokeshire Youth Zone is also a great way to find out about news items and events specifically for young people right across the County. The What's New section details monthly events listings and a whole range of other activities that may be of interest.
- 2.16 **The Youth Access Initiative Project** is aimed at supporting young people between the ages of 14 and 18 years who require additional support to re-engage with education, training or employment opportunities. The Youth projects programme is divided between its school base support work and work with post 16 young people who have left school.
- 2.17 Wherever there are difficulties involving a young person and the criminal law the County Council's **Youth Justice Team** will intervene to ensure that every effort is made to reduce the incidence of offending. This is done by preventative work involving constructive alternatives to offending behaviour; by report preparation

for the Youth Courts; and by supervision of young people to ensure that there is no repeat offending.

- 2.17.1 Disadvantaged people in Pembrokeshire and other parts of South West Wales will be **helped to access work and learning opportunities** in a new £51.6 million scheme.

Over 9,000 people will be supported by the **COASTAL project**, which aims to give vocational support and guidance to people who don't work because of factors such as serious illness, disability or substance misuse problems.

They will be able to access all aspects of employment, skills training and lifelong learning opportunities, thanks to the commissioning of a wide range of third sector and educational services.

Expert support will also be on hand for people taking part and for potential employers.

The COASTAL Project has been developed by the local authorities of Pembrokeshire, Swansea, Neath Port Talbot, and Carmarthenshire, and is led by Swansea Council.

Each authority will help to provide the services detailed in the project together with substantial match funding.

The project is being part-funded by the European Social Fund (ESF) through the European Union's Convergence programme, administered by Welsh Assembly Government.

- 2.18 Pembrokeshire County Council has an **Older Persons Strategy Co-ordinator**. Recognising that the balance of the population in Pembrokeshire shifting in favour of those over 50 years and that people in Pembrokeshire are living longer and staying healthier and more active in older age Pembrokeshire County Council is developing strategies to ensure that services are in place to meet the needs of an ageing population in line with the Welsh Assembly Government's Strategy for Older People in Wales. Councillor David Wildman is actively engaged in this as Older Persons Champion. Pembrokeshire County Council also partner with Age Concern to **improve the quality of life of older people** in Pembrokeshire
- 2.18.1 "Dignity and respect" for people over the age of 50 were the themes of a conference held in 2010 at Pembrokeshire Technium, Pembroke Dock. **The 50+ Conference** provided an opportunity for older people to share their experiences with health and social care professionals. It also examined the role of users and carers in social work training, and raised awareness of voluntary sector initiatives supporting older people.
- 2.19 The Council provides **day care services** through residential homes or day centres. Day centres are open Monday to Friday. Day services based within residential establishments are available over a seven day period, offering more flexible care in the way of extended hours from breakfast through to supper.

- 2.20 Pembrokeshire County Council operates a successful **Community Alarm Service** for elderly persons and others identified to be in need in both public and private sectors. Those taking up this service see the facility as a means of providing additional security when they wish to remain in their own home.
- 2.21 **Luncheon Clubs** in Pembrokeshire are organised by local communities or voluntary organisations. Many clubs receive a subsidy from Pembrokeshire County Council enabling them to keep the price of the meal at an affordable level. Any person of retirement age (60+ years) can attend a luncheon club in their area. Spouses/partners under retirement age are also welcome. Luncheon Clubs aim to establish and sustain friendships, provide mutual support, enhance community self-reliance, generate community spirit and help people informed of other services that are on offer in the locality.
- 2.22 The County Council's **Community Care** services provide support for people over 18 years who are disabled, elderly or unwell. The support may be provided directly by the County Council or from private or voluntary agencies. The Authority recognises that families and friends often provide the greatest amount of care in the community and can also provide support for such carers.
- 2.23 Pembrokeshire County Council actively encourages the tradition of **marriage** within the County recognising the benefits that stable married households can have on society. Pembrokeshire County Councils Registration Service encourages couples to visit Pembrokeshire's "Land of Enchantment" to celebrate the most important events of their life in this magical county.
- 2.24 Pembrokeshire County Council operate 14 **libraries** across the County that offer a variety of services including free membership, free access to computers, magazines and newspapers, children's books, audio tapes and CD's, reference materials, videos and DVD's, and printing and photocopying. The County also provides a **mobile library service** that travels all over the County, visiting the more rural areas. A **special needs library service** exists whereby residential homes and sheltered housing complexes are visited approximately every six weeks. Books chosen from a large range of subjects are provided at each visit and cassettes, talking books, videos and jigsaws are also made available.
- 2.24.1 In October 2008 around 60 children attended a special **Children's Book Fiesta** at Haverfordwest Library. Organised by Pembrokeshire County Council, the event celebrated this year's **National Year of Reading**. Youngsters listened to a wide range of authors and also took part in workshops and competitions. The event was also part of National Children's Book Week (October 4th to 11th) and the **Welsh Libraries' Happy Days campaign** – 'Take a fresh look at your library.'
- 2.25 Since 2004 Pembrokeshire's pioneering Sustainable Schools Award Scheme has worked with all schools to promote **healthy eating and living**. The Authority works closely with the excellent Pembrokeshire Health Promoting Schools Project and Health Challenge Pembrokeshire.
- 2.25.1 Pupils at Pembrokeshire schools have been participating in a variety of health-related sessions, designed to improve their **understanding of the link between nutrition and fitness**. Pupils enjoy a range of practical activities and rate how energetic or tired they feel afterwards. They classify food into different groups and discuss the impact of eating certain foods on fitness and general health.

The sessions are designed especially for children in primary schools, and are a joint initiative between the PE and School Sports Scheme, (Sport Pembrokeshire), which aims to raise standards in teaching and learning in Physical Education, and the National Public Health Service.

Workshops were successfully delivered to several schools in the Pembroke area in 2007. With funding secured from the Health Promoting Schools scheme, in 2008 the workshops have been rolled out across schools in the Milford Haven, Tenby, and Fishguard areas.

- 2.26 Pembrokeshire County Council have a dedicated **Food and Craft Officer** who has been very influential in stimulating local food production and economic growth and by promoting local farmers produce encouraging the use of healthy local low 'food mile' produce for all. Initiatives have included farmers markets, Pembrokeshire Fish Week and Pembrokeshire Food guides.

In June 1999 the County Council took the decision to establish a **Farmers' Market** following the results of a feasibility study looking at direct sales opportunities for food and drink producers. Haverfordwest Farmers' Market is held every other Friday and sells a mixture of conventional and organic local produce from up to 30 producers all based within a 40-mile radius. Although managed by the County Council, it is run in conjunction with the stall-holders themselves. It attracts 10,000 people every month and it is estimated injects a quarter of a million pounds into the local economy every year. During its eight-year existence it has won several awards and the market was one of just four UK finalists in the National Farmers' Market of the Year 2008 run by the National Farmers Retail and Markets' Association (FARMA). Haverfordwest was runner-up in the Certified Rural Farmers' Market of the Year, having previously won the category in 2006. The Haverfordwest Farmers market has been declared the regional winner for Wales and shortlisted for the 2010 UK award.

The **Pembrokeshire Food Guide** has been produced and is designed to guide people through winding coastal lanes and along the countryside highways and byways, where the taste of Pembrokeshire is waiting to be discovered. Pembrokeshire has an abundance of producers and food outlets to satisfy even the pickiest palate. The guide encourages people to explore the growing number of farm shops and delicatessens with their wide range of locally produced food - much of which has won county and national awards. The guide shows people where to visit the popular Farmers' Market in Haverfordwest, which has scooped the FARMA Best Farmers' Market in Britain Award 2005/06. Local businesses are also represented in the guide which encourages people to sample seasonal menus in pubs, cafés and restaurants and visit the food festivals dotted around the county where everything from fresh fish to local cheese and preserves are sold.

Pembrokeshire Fish Week is one of the most popular annual festivals in West Wales. The event has flourished since it first started 7 years ago, with now over 50 events taking place during the week throughout the county. Activities include family seashore safaris, crab catching, have a go at fishing days, marine wildlife talks and island rambles, filleting and cookery demonstrations, celebrity chefs, crab lunches and seafood Brunch. Evening events in restaurants and local pubs include seafood extravaganzas, fresh fish and wine tastings, shell fish suppers, BBQ's, sea shanties, poetry, and sing-along ballads. Over 160 hospitality

establishments, fisheries, retailers, and boat charters take part in the events so there really is something for everyone.

Fish Week aims to bring out the "Sense of Place" of the area, celebrating the abundance of fish and seafood found around the County's coastline and inland rivers. The festival is designed to boost the fishing industry and raise awareness of the wonderful fish and seafood available from our coast and rivers. Fish is a versatile and healthy food and we are trying to encourage more people to eat and experiment with fresh fish and seafood, whilst at the same time promoting the local fish retailers, wholesalers and hospitality providers. Pembrokeshire Fish Week also aims to strengthen environmental awareness of our fishing stocks and of the coastal and river habitats, as well as encouraging take up of angling opportunities in the area. Fish Week attracts visitors to the area in an off peak season, which in turn strengthens the economy.

Fish Week is a fun event that can be enjoyed by the whole family. Celebrity and local chefs can give tips and recipe ideas on preparing and cooking fish and shellfish, encouraging you to eat more fish, which is very beneficial for your health. Children can enjoy craft workshops, crab catching, have a go at fishing and enjoy sea shore events, raising awareness of environment and sustainability, whilst providing healthy activities. Fish Week also helps children and young people to understand the importance of eating fish, and the species found around our coast and rivers. Pembrokeshire Fish Week, also provides social opportunities to enjoy cultural events such as singing, storytelling and learning about our heritage and past fishing industry.

Over 6,000 people attend the opening family day in Milford Haven, with increasing numbers enjoying various activities throughout the week. There are now an increasing number of visitors returning to the county annually for Pembrokeshire Fish Week.

Feedback from the public shows that eating fish is the most popular part of Pembrokeshire Fish Week, followed by demonstrations, angling days and environmental events.

Research shows that 73% of people attending the event rated the festival as either good or excellent, and 82% felt it was beneficial to the county. Of businesses taking part, over 70% felt it had been beneficial to their businesses, and over 85% felt it was beneficial to Pembrokeshire.

- 2.26.1 Pembrokeshire County Council hosts the regular meetings of the Pembrokeshire **Fair Trade** Steering Group. Last year, Wales became the first ever Fair Trade nation and is pioneering the way in helping poor developing world producers achieve a fair price for their products. Volunteers from across Pembrokeshire have established Fair Trade towns in Milford Haven, Haverfordwest, St Davids and there are also active groups operating in Narberth, Crymych and Fishguard.
- 2.26.2 Wales' First Minister Rhodri Morgan visited Pembrokeshire on 09/11/07 to learn first-hand how **Pembrokeshire is leading the way with healthy food and fitness initiatives for children and young people**. One of the reasons that Mr. Morgan had visited Pembrokeshire was that the county has an excellent reputation in promoting healthy lifestyles. The Pembrokeshire Healthy School Scheme has many successful initiatives, thanks to a strong partnership between the National Public Health Service and Pembrokeshire County Council. It has been highlighted at the Assembly that we are leading the way in this method of working.

National plans to improve school dinners and children's long-term eating habits have been welcomed by Pembrokeshire County Council. The Welsh Assembly Government's 'Appetite for Life' action plan, launched on Thursday (Nov 22nd) endorses many of the Council's long-standing initiatives.

Pembrokeshire County Council has been making consistent and significant improvements to the school catering service for several years. All schools prepare fresh, healthy lunches using traditional cooking methods and have removed the vast majority of processed foods from all menus. Vending machines in secondary schools selling chocolate, crisps and fizzy drinks have all been replaced by ones selling healthy snacks and drinks.

In summer 2006, the Council launched a vigorous campaign to improve the take-up of school meals in primary schools, and encourage pupils to eat a nutritious, well-balanced lunch. The campaign called '**Lunch with Lennie**' has a dedicated website (www.lunchwithlennie.co.uk) and is fronted by the popular mascot 'Lennie the Leek'. It includes activities for children, resource packs for teachers, and information packs for parents, including menus. Since the campaign was launched, **take-up of primary school meals has increased** from 45% to 50%, bucking the national trend.

The Council continues to support sustainable food procurement by working with producers/farmers and suppliers to identify options to extend the amount of fresh and seasonal produce included in our menus, taking into account the issues surrounding cost, quality, quantity and continuity of supply. The Council has nine food suppliers eight of whom are Welsh with four based in Pembrokeshire. All the milk is Welsh with one Pembrokeshire farmer supplying direct from his own herd.

Primary school meals complied with the set food based standards and nutritional guidelines from the Appetite for Life Strategy a year before the deadline, and the Council is working towards achieving the nutritional guide lines in the Assembly's Appetite for Life strategy for secondary schools, the deadline for which is 2010.

2.26.2 A **Food and Health Strategy for Care Homes and the Community Meals Services** in Pembrokeshire has been launched by local Health Challenge partners. The strategy provides recommendations for food and fluids in residential care homes and for the meals provided by community services, such as Meals on Wheels. Health Challenge Pembrokeshire is a partnership of organisations working together to improve health and well-being. It includes Pembrokeshire County Council and Pembrokeshire Local Health Board.

2.27 The **Pembrokeshire Produce Mark** scheme has more than 300 members, who are verified to ensure that the product they sell or use is made in Pembrokeshire. The scheme includes food and drink producers, artists and craftspeople, hospitality establishments which use Pembrokeshire food and drink in their menus; and retail outlets which sell locally-made items. Members can display a unique logo, and this branding greatly assists people seeking local products. There has been a growing demand, especially over the last few years, for locally-sourced food, as customers are becoming more interested in the provenance of what they eat.

Fresh local produce is now available in Pembrokeshire at the click of a button. **Pembrokeshire Produce Direct** (www.pembrokeshireproducedirect.co.uk) is a

new concept in food shopping that enables anyone in West Wales to order locally-produced goods on the Internet or over the phone and have them delivered directly to their door. All sorts of produce, from meat and fish to vegetables, breads, cakes, cheese, milk, flavoured drinks, spring water, and more is available on its website. The venture - which is now up and running - aims to make local produce more accessible to everyone in the community. The scheme has around 50 producers offering 1,000 products from Pembrokeshire and neighbouring counties. Deliveries take place on Thursdays or Fridays, not only to private homes but also workplaces, schools or wherever suits the client best. To register log onto: www.pembrokeshireproducedirect.co.uk Those who don't have access to the Internet can order goods by phone 01437 563035 or Fax 01437 562063 using a catalogue. Pembrokeshire Produce Direct is a not-for-profit co-operative. The initiative was developed with the assistance of Pembrokeshire County Council, the Welsh Assembly Government, the Landsker Business Centre, and the Wales Co-operative Centre. The project received funding through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Assembly Government and the European Agricultural Fund for Rural Development.

- 2.28 The Pembrokeshire **Meals on Wheels Service** provides hot nourishing meals delivered to people's homes. The service is aimed at older people who now find difficulty in cooking and shopping and also people of any age whose disability prevents them cooking a meal for themselves. In some circumstances meals will be provided seven days a week.
- 2.29 Working in partnership with Dyfed Powys Police the Council provides information on **home security, crime and crime prevention** in the County. Attention is drawn to The Bobby Van Scheme which provides a home security service for elderly and vulnerable victims of crime. The Police refer all burglary crime victims aged over 60 to the scheme. Other referrals are made by agencies including Age Concern, Victim Support & Home Watch. The Bobby Van scheme provides a no charge carpenter who is fully trained in Crime prevention matters to carry out necessary home security work. The scheme is available to all residents whether owner or tenant of the property they live in. A second home security scheme, which operates in the county and is closely linked to the Bobby Van scheme, is aimed at those who are particularly vulnerable including elderly persons who live alone. This initiative seeks to identify those who are at risk in order to prevent them from becoming victims of crime in the first place. Once again this scheme is free of charge and a fully trained carpenter carries out the work.
- 2.30 Pembrokeshire created a **Community Safety Strategy** in April 2002 covering the following areas of concern: public reassurance (fear of crime), substance misuse (drugs and alcohol), burglary, violent crime (particularly alcohol related), domestic violence, auto crime, youth offending and road safety. The strategy was formulated using these headings for priorities for action. This work is monitored and evaluated by the multi-agency Community Safety Partnership. Agencies that are involved in the partnership are: Pembrokeshire County Council, Pembrokeshire Local Health Board, Mid and West Wales Fire Authority, Dyfed Powys Police, Dyfed Powys Probation Service and The Pembrokeshire Youth Offending Team. The Council has a dedicated Community Safety Officer to ensure that Pembrokeshire residents are kept as secure as possible and to enhance quality of life in the area.

- 2.30.1 **Neighbourhoods in Action** - the multi-agency week of community projects - began in 2010. The aim of Neighbourhoods in Action is to get local residents to work with agencies to improve the quality of life in their communities. Road shows, community projects, education programmes and enforcement activity take place throughout the County. All the projects undertaken have been suggested by community members. There are also road shows where people can come along and find out more about what all the agencies can do for them. Neighbourhoods in Action is a visible display of the work agencies do on a daily basis to keep Pembrokeshire a safe place to live and work. Further information: www.pembrokeshire.gov.uk/saferpembrokeshire.
- 2.31 The authority provides education and learning resources for the community of the County:
- 2.31.1 Pembrokeshire County Council has established an Education Strategic Plan (ESP). The current **Single Education Plan 2006-2008** is Pembrokeshire's statement of proposals for raising standards of education and improving the performance of schools.
- 2.31.2 As well as responsibility for educating the children of Pembrokeshire the Council runs the '**Learning Pembrokeshire**' scheme which is the name for Pembrokeshire County Council's programme of **adult education**. Via 'Learning Pembrokeshire', the Council aims to provide a varied range of courses to suit its customers - Pembrokeshire residents and businesses, both small and large and those on the borders of neighbouring counties. Courses are run from the Council's Community Learning Centres in all the main County towns, and from many other venues around Pembrokeshire. Schools, village halls, pubs and community venues will all host Learning Pembrokeshire courses.
- 2.31.3 **The Skills Centre** is a training facility based in Neyland opened to the public in September 2005.. The ethos of the Skills Centre is to provide a high quality training facility for providers and community based projects. The Centre is also the hub of the PRIDE Project – an innovative vocational training programme for 14-16 year old school students. This project has been successfully run for four years with an ever increasing attendance from five schools in the county. The project was a pilot that is now being emulated by other Local Authorities across Wales.
- 2.31.4 The **Home Tuition Service** is provided by the County Council to "support children who are unable to attend school as result of illness, injury or special circumstances". The Service is delivered by a team of qualified teachers (home tutors) whose principal role is to provide continuity of educational support.
- 2.31.5 The Council also operates the **Inclusion/Special Educational Needs Service**. This service is responsible for the promotion of inclusion in mainstream schools whenever appropriate for the individual needs and development of the child. When a special school or other specialist provision is right for a child then that setting should be closely linked to the mainstream school.
- 2.31.6 The **Behaviour Support Service** is an integral part of the Education Service provided by Pembrokeshire County Council. The Service is committed to the belief that all young people are entitled to an appropriate education to equip them

for adult life. The aim of the Behaviour Support Service is to enable any young person exhibiting challenging behaviour to remain in mainstream education wherever possible.

2.31.7 Pembrokeshire's **Learning Support Service** consists of eight specialist teachers who provide assessment, advice, training and support for schools and families to support the inclusion of children with special educational needs in mainstream schools. This support is in addition to that which the school provides. The specialist teachers have experience and qualifications in one or more of the following areas: Hearing impairment, visual impairment, speech, language and communication difficulties, dyslexia, severe learning difficulties and autism. The authority works in partnership with the **Early Years Development & Childcare Partnership** (EYDCP) to support children with special educational needs of pre-school age. The pre-school liaison teacher provides assessment, advice and support and aims to achieve a smooth transition into school.

2.31.8 Pembrokeshire County Council provides a wide range of Education and Learning Wales (ELWa) funded **training programmes** via work based placements, both within the Authority and within the local business community, to enhance employment prospects:

- **Skillbuild** - a 12 week programme offers opportunities for young people aged 16 -17 who have no clear occupational aim. The programme consists of motivating, team building, work placements, National Key Skills and encouraging the participants to look for a career goal/aim.
- **National Traineeships** offer opportunities for young people aged 16 - 24 years. Participants can work towards an NVQ Level 2, Key Skills and occupational skills.
- **Modern and Higher Modern Apprenticeships** offer opportunities for young people aged 16 - 24 who wish to progress to a post with supervisory responsibilities. Participants progress from NVQ Level 2 aiming to achieve NVQ Level 3/4.
- **New Deal** offers opportunities for unemployed people aged 18 - 25 years. Participants can work towards an NVQ or other nationally recognised qualification. Opportunities also exist for those aged 25+ and who have been unemployed for 18 months or more.
- **Work Based Training For Adults** is designed for people over 25 years and unemployment for 6 months. Includes focused training courses to enhance employment prospects.

2.31.9 '**Future Works**' - part of Pembrokeshire County Council's Training and Development service – has received a glowing report from Estyn. Based at the Council's Development Centre at Pembroke Dock, the service has been providing apprenticeship training in Pembrokeshire for over 20 years. It works closely with hundreds of local employers and training providers to find training opportunities for individuals across the county. Learners work with a variety of local and national employers and achieve a good range of practical competences and skills.

- 2.32 Pembrokeshire County Council run and maintain nine **family centres** throughout the County. The following services/activities are offered by each Family Centre: Return to learn with crèche (maths, english and computers), midwife clinic, health visitor clinic, baby group, playgroup from 2 years, drop in/toddler group, lunch club, baby massage, Pembrokeshire college courses, first aid, hairdressing, beauty therapy, psychology, stepping stones, parenting, managing children's behaviour, get cooking, food hygiene, counselling, and Highscope. The centres also offer help and advice with form filling, telephone calls, dealing with Benefits Agency, Council etc.
- 2.33 The Council operates a **Single Strategic Equality Scheme** which has been developed to encompass 9 protected equality characteristics stemming from the Public Sector Equality Duty namely: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex , and sexual orientation.
- 2.34 Importantly Pembrokeshire County Council manage the **democratic electoral** process for local and national elections allowing the residents of Pembrokeshire to exercise their right to vote.
- 2.35.1 Ten youngsters from Pembrokeshire have represented Wales at a major conference on **e-democracy** in Cardiff. Organised last month by the Wales Media Literacy Network -- with the support of Ofcom and NIACE Dysgu Cymru -- the conference aimed to improve public understanding of the benefits of using the internet. Pupils from Sir Thomas Picton School in Haverfordwest and Greenhill School in Tenby interviewed AM's and media professionals for their school's internet radio stations and also produced a digital story on the development of e-democracy to be published online. They, in turn, were interviewed by the Assembly media team with their work highlighted on the Welsh Assembly web site. Their opportunity was created through Pembrokeshire County Council's Community Focus School's initiative.
- 2.35.2 Pembrokeshire County Council visits schools across the county to promote '**Your Council, Your Call**'. The one-day conferences give students the opportunity to learn about the role of local government and the wide range of services provided by the Council. It also gives them the chance to discuss the sort of real-life decisions made every day by local authorities. Pupils are split into management teams and asked how to spend a £multi million budget for the forthcoming year. At the end of the day each team gives presentations to their classmates on how they would spend the budget.
- 2.36 Importantly our partnerships with other local public bodies on the sustainable issues outlined above ensures that in this sector we are in a good position to meet the Welsh Assembly Governments new objectives on "**Making the Connections**" and the formation of "**Local Service Boards**".
- 2.37 The Council has introduced an **Integrated Impact Assessment Tool** that assesses the impact of proposed policies and projects on health, sustainability, equality and Welsh language. The tool is designed to support work to improve the quality of life in Pembrokeshire. The tool was implemented for all new Council policies from November 2007 onwards.

- 2.38 Pembrokeshire County Council has led the development of an **Information Sharing and Exchange Protocol**, in conjunction with 14 partners of the local Community Plan. The protocol allows for the development of a regularly updated and maintained shared database and covers issues of access, security and confidentiality. It was among the first of its kind in Wales.
- 2.39 Two Pembrokeshire primary schools - one recently completed and the other in the final stages of construction – together with a local day centre have been successful in securing a prestigious design award.

The three buildings are the only such premises in the Dyfed-Powys Police Force area to achieve **Secured by Design status**, a national initiative to encourage the use of crime prevention measures in the design, layout and construction of properties.

The award-winning buildings are Prendergast Community school and Meadow Park day centre in Haverfordwest - which share the same site and which opened earlier this year – and the new Narberth Primary school due to open in September.

The properties were all developed in-house by Pembrokeshire County Council's architect's department and all future projects will aim to achieve the same award.

Secured by Design is supported and managed by the Association of Chief Police Officers (ACPO) and has the backing of the Home Office. The award is a certificate given to developments which, following discussions with local police, are built in a way which confirms to ACPO guidelines and so reduces the opportunity for crime. This means that doors and windows meet minimum quality and security standards and the development layout makes good use of natural surveillance and defensible space. It has been shown that Secured by Design buildings are half as likely to be burgled and suffer 25 per cent less criminal damage.

For the schools especially, it means that children can be taught in a reassuringly safe and secure environment.

- 2.40 A groundbreaking horticultural project is on the move in a bid to grow. **The BlueSkys Project**, which provides horticultural training for those with disabilities and the socially disadvantaged, is transferring part of its operations from Freystrop to Scolton Manor near Haverfordwest. Participants are currently preparing a section of the former Manor House's old walled garden to grow flowers and vegetables.

This summer the project hopes to open a dedicated sales outlet on the museum park site to sell naturally grown vegetables, salad crops and native plant species, as well as other recycled gardening items. Its move to Scolton Manor means its participants - some of whom have mental health issues - will get the opportunity to train in coppicing, renovation and ground maintenance, as well as grow vegetables and plants.

The BlueSkys Project was set up three years ago by the social enterprise and registered charity, Frame. Frame and BlueSkys is part-funded by Coast - the

Creating Opportunities And Skills Teams Alliance - the Welsh Environment Agency and by the European Social Fund through the European Union's 2007-2013 Convergence programmes for West Wales and the Valleys

3.0 Economy, Employment and Development

- 3.1 Pembrokeshire County Council's Pembrokeshire County Council **FS4B (Flexible Support for Business)** team has been established to provide free, impartial information on all services for businesses and SME's in the County. FS4B can offer information and support appropriate to the stage of development of businesses. Examples of help that is provided include: assistance with the promotion of new businesses, energy conservation advice, information technology advice, finding suppliers, taking on new staff - or simply general advice and a point of contact for people to talk through business activities and ideas.
- 3.2 The Council's **inward investment marketing campaign** promotes Pembrokeshire nationally and internationally to attract new jobs to the area. We provide companies with total support in all aspects of the investment process including finding suitable premises, planning issues and securing grant aid. Pembrokeshire County Council also maintains a database of all industrial and office property available within Pembrokeshire, thus providing a free promotional service to local owners and agents.
- 3.3 The Council's **European Team** is mainly concerned with supporting the delivery of European Structural Fund projects in Pembrokeshire. Pembrokeshire has been awarded the highest level of support known as Convergence, from the European Union for the Structural Funds programming round 2007-2013. Convergence is the successor to the Objective 1 programme 2000-2006. It has been created to help counties including Pembrokeshire to boost their economy with regards to jobs and growth.

The European Team provide support and advice to applicants for European funding and work with projects awarded funding to ensure that the projects are delivered in accordance with the various requirements. The Convergence programme is made up of two separate European Structural Funds, the European Social Fund (ESF) and the European Regional Development Fund (ERDF).

ESF funds are used to tackle economic inactivity and increase skills and employment. ERDF funds can help progress the region's transformation into a sustainable and competitive economy by investing in the knowledge economy and helping new and existing businesses to grow. It also focuses on regenerating the most deprived communities, tackling climate change and improving transport.

- 3.4 Pembrokeshire County Council operates the Local Community Regeneration Fund via our dedicated **Community Regeneration Unit** who provide support to communities throughout the County. This scheme is funded by the Welsh Office and can be used by the Council to fund projects which demonstrate economic benefit. Grants can be awarded to Town and Community Councils and the Voluntary sector.

- 3.5 The Council has also developed a **Community Plan**. The Pembrokeshire Community Plan & Leadership Partnership, led by Pembrokeshire County Council, has been continually developing the first Community Plan for Pembrokeshire since 2000. The plan is the overarching plan for Pembrokeshire, supported by a vast array of more detailed plans and strategies. Its focus is on improving the quality of life for the people of Pembrokeshire.
- 3.6 Pembrokeshire County Council has been active on a local level participating in the establishment of a variety of initiatives to assist the local agricultural economy. The most notable success being the establishment of the farmers co-operative Pembrokeshire Bio-Energy Ltd which was established as a result of the **Pembrokeshire Biomass Steering Group** which was made up of representatives from various public organisations including WAG, Pembrokeshire Coast National Park, NFU, Pembrokeshire Machinery Ring and PLANED. Pembrokeshire County Council also currently receive updates from the **Pembrokeshire Sustainable Agriculture Network**.
- 3.7 Links with local community group PLANED led to the detailed design of a **woodchip fuelled district heating system** to provide space and hot water heating to all of the buildings located on the Old School Estate in Narberth. These buildings consist of the main PLANED offices, eleven PLANED owned outlying rented offices (including those of Radio Pembrokeshire) and the Council owned Narberth Swimming Pool. The scheme made bid for European funding which was not forthcoming.
- 3.8 In early 2008 Pembrokeshire County Council developed the evidence base for its new **Local Development Plan (LDP)** and is undertook a full public consultation. This plan will, once adopted, replace the current development plan, the Joint Unitary Development Plan for Pembrokeshire (JUDP), in most of the County (but excluding the National Park). One aspect of developing the new Local Development Plan is to invite the public to put forward sites that they consider should be identified for development in the future - these are called Candidate Sites. A **Renewable Energy Background Paper** is being prepared as part of the evidence base for the LDP to inform decision making in the formation of policies on renewable energy for the Local Development Plan.
- 3.8.1 The Council are preparing a new **Local Development Plan (LDP)** to replace the current Joint Unitary Development Plan (JUDP). Development of the new LDP is actively ongoing and will absorb much of the Supplementary Planning Guidance (SPG) that we have issued over the years. Such SPG's include the document entitled Building in a Sustainable Way which will be updated assimilated into a new SPG entitled '**Sustainable Design**'. **Building in a Sustainable Way** (which will be assimilated into 'Sustainable Design') deals with the many ways in which buildings can be made to reduce their contribution to climate change through better insulation, use of natural lighting, low energy appliances, use of grey water and sustainable urban drainage systems, orientation to maximise passive solar gain, planting for natural shading and shelter, renewable energy technologies etc. We also have supplementary planning guidance on other issues such as Biodiversity and Affordable Housing, all of which must be considered when proposing a scheme, and not referred to in isolation.

During 2008 the public will be given the chance to contribute to the LDP including consultation on preferred strategy and options, associated sustainability

appraisal, strategic environmental assessment and habitats assessments. The LDP will also have to pass through the Integrated Impact Assessment Tool which ensures that all major policies of this Council are subject to scrutiny for sustainable development.

3.8.2 The planning department of the Council strongly encourages **Sustainable Drainage Systems (SUDS)** to be incorporated in developments. This prevents surface water run off water and helps mitigate flooding one of the major impacts of climate change.

3.9 Budding young Pembrokeshire entrepreneurs showed off their talents at the first ever **Pembrokeshire Enterprise Fair** in July 2008. Designed to encourage youngsters between the ages of five and 25 to plan and run business enterprises for real, the two-day event was held at the Riverside Quay in Haverfordwest. More than 40 groups from schools and youth clubs - and even individuals with a good idea - were given the chance to showcase their wares to the public. The array of goods and services on display included picture framing, plants, tie-dye T shirts, recycled goods and jewellery.

Each group was responsible for developing their idea, marketing the product and managing money for real with any profit being recycled back to the school or club to be used to resource similar creative activities. In one case the profit is being used to support a child in Guatemala through school.

The best ideas and entrepreneurial skills were recognised by Business Award Certificates. Winners included:

Best Infant group and also Business Award Certificate for Great Marketing and Negotiation Skills: Mount Airey Entrepreneurs.

Best Presented Stand and Integration of Enterprise across the Primary Curriculum: Pembroke Dock Community School.

Secondary Sustainable Schools Award and Best Integration of Enterprise Across the Secondary Curriculum: Sir Thomas Picton's Save the Planet project.

Most Environmentally Friendly Award and Best Turned Out and Enthusiastic Marketing Team: Orielton School.

Most Attractive Stand Sympathetically Linked to Product Award: Wolfscastle School.

Most Attractive Stand displaying a Range of Products: Ysgol Glannau Gwaun, Fishguard.

Best Themed Product Range: St Mark's School, Haverfordwest.

Outstanding Tenacity and Determination to Achieve: Nathan Wilson Year 7 Greenhill School, with his company Llanteg Lamb.

Great Teamwork and Professionally Finished Product: Mega Lush of Greenhill School and their tie-dyed T-shirts.

Best Single Commercially Viable Product: Cilgerran School for its range of Welsh language greetings cards.

Best Turned Out Team: the PRIDE team.

The Murco Business Award: Mary Immaculate School team.

The Fair was organised by Pembrokeshire County Council's Education and Economic Development departments in partnership with Careers Wales West.

- 3.10 Technium Pembrokeshire in conjunction with Pembrokeshire County Council and Swansea University held a Conference entitled **Energy and the Environment** on Friday 31st October 2008. The event incorporated the launch of the Centre for Energy and Environmental Modelling, which is a joint venture between IBM, Swansea University and Technium Pembrokeshire. Blue Ice, the IBM supercomputer that is the centrepiece of this new facility was switched on during this launch event. Speakers from the European Commission, Academia and Industry presented on issues such as the effects on the environment and climate of producing petrochemicals and generating electricity; case studies on sustainable generation of energy, and environmental modelling using deep computing visualization techniques. The conference was attended by delegates from the European Commission, WAG, organisations such as the Carbon Trust and Sustainable Development Commission, Industry, Academia and Local Government.

Preceding this Open Day an Industry network evening and climate change workshop event took place on the 30th October. Numerous small workshops will run throughout the evening with various themes on climate change and the environment.

- 3.11 A scheme designed to help young unemployed people find work is proving a big success in Pembrokeshire. During the first few months, 40 jobs have already been filled under the UK Government-funded **Future Jobs Fund** programme. In October 2009 Pembrokeshire County Council successfully tendered for the 12-month scheme which aims to provide 160 job opportunities for 18 to 24-year-olds who have been claiming Jobseekers Allowance for between six to 12 months. The jobs - which are either with the local authority itself or its partner organisations - provide a paid work placement for 25 hours per week for up to 26 weeks at national minimum wage with additional help with travel costs. The employees are supported by a work-focused activity plan and regular in-work support with reviews to progress that person into sustained employment. To date, job opportunities which have been filled range from classroom assistants at Sir Thomas Picton School to trainee wardens with the National Park and leisure attendants at various sports centres in the County.
- 3.12 A new £4.6m initiative aimed at helping young people from **Gypsy Traveller communities into employment** was given the go-ahead by Education Minister Leighton Andrews in March 2010. Pembrokeshire County Council's Learning and Future Employment project will receive £2.5m from the Convergence European Social Fund (ESF) through the Welsh Assembly Government. The Pembrokeshire-led project will target 11-19 year olds from Gypsy Traveller communities across six other areas - Carmarthenshire, Swansea, Neath Port Talbot, Merthyr Tydfil, Blaenau Gwent and Torfaen - to

help them gain skills and enter the workforce. It is expected that around 450 young people will take part in the project, which will be delivered through the specialist Gypsy Traveller Education Service of each of the local authorities involved. They will receive support tailored to individual circumstances and aspirations while recognising their cultural values.

- 3.13 More than £5 million was been spent in South-West Wales during 2009-10 as a direct result of the filming of Robin Hood, Harry Potter and the Deathly Hallows and several other movies. Filming for the Robin Hood epic and the Harry Potter blockbuster took place at Freshwater West beach in Pembrokeshire last year. The figure was announced by the Wales Screen Commission to Pembrokeshire County Council's economy overview and scrutiny committee. It comprises film company spending in Pembrokeshire, Carmarthenshire, Swansea and Neath Port Talbot, and the figure is set to rise further when more projects have confirmed their expenditure. Robin Hood and Harry Potter were the biggest projects in 2009/2010 by far, with a quite staggering amount of expenditure locally. Also filmed in 2009 was buddy movie Third Star, written and co-produced by Pembrokeshire-born Vaughan Sivell, which is to close the Edinburgh Film Festival 2010 and will be on general release in September 2010. The film follows James who invites his three closest friends on an ill-advised road trip to his favourite place in the world - Barafundle Bay -and is shot largely on location at the beach and the surrounding countryside. Filming also took place in 2009 for part of 'Round Ireland with a Fridge' in Manorbier and the Preseli's. The tale of disillusioned TV personality Tony Hawks, who accepts a drunken bet that he cannot hitch-hike around Ireland with his fridge, is set to be released later in 2010. The Wales Screen Commission works with local authorities across Wales, and has worked closely with Pembrokeshire County Council for a number of years. Land-owners and property-owners in Pembrokeshire who feel their sites may be of potential interest to film-makers can contact the Wales Screen Commission. Email Katherine Thomas, Film Officer, at Katherine@walescreencommission.gov.uk or phone 01792 224518.
- 3.14 In 2010 **National Geographic** voted Pembrokeshire **the second best coastal destination in the world** sharing second place with the Tutukaka coast in New Zealand and beating places like the Seychelles, Bermuda and Costa Rica. The magazines' experts rated 99 of the world's great islands, coastlines, and beaches for **sustainability and authenticity**. Their top 15 - which included Pembrokeshire - were chosen because they are in excellent shape, relatively unspoiled, and are likely to remain so. The panel was made up of 340 well-traveled experts in a variety of fields, including historic preservation, sustainable tourism, ecology, geography, site management, indigenous cultures, archaeology, travel writing and photography. Pembrokeshire was applauded for having a "very mature and established tourism industry" that has preserved, rather than eroded, the qualities that make this region so unique.