



AGENDA

22nd July 2025, 2.00pm – Teams meeting

1. Welcome and apologies
2. Minutes of last meeting / Action Log
3. Appointment of Chair / Vice-Chair
4. PSB Project updates
 - a) Strengthening Communities
 - b) Nature / Climate Change (no progress update on Decarbonisation project)
 - c) Poverty
5. Future Generations Report 2025 – mapping of recommendations for PSBs
6. Proposal to discuss options for creating a Regional PSB
7. AOB

Date and time of next meeting: Tuesday 7th October 2025, 10.00am, MS Teams



AGENDA

22 Gorffennaf 2025 am 2pm – Cyfarfod Teams

1. Croeso ac ymddiheuriadau
2. Cofnodion y cyfarfod diwethaf / cofnod y camau gweithredu
3. Penodi Cadeirydd / Is-gadeirydd
4. Yr wybodaeth ddiweddaraf am brosiectau'r Bwrdd Gwasanaethau Cyhoeddus
 - a) Cryfhau cymunedau
 - b) Prosiect natur / newid yn yr hinsawdd (dim diweddariad cynnydd ar y prosiect Datgarboneiddio)
 - c) Dlodi
5. Adroddiad Cenedlaethau'r Dyfodol 2025 – mapio argymhellion ar gyfer Byrddau Gwasanaethau Cyhoeddus
6. Cynnig i drafod opsiynau ar gyfer creu BGC rhanbarthol
7. Unrhyw fater arall

Dyddiad ac amser y cyfarfod nesaf:
Dydd Mawrth, 7 Hydref 2025 am 10am, MS Teams

Pembrokeshire Public Services Board
Bwrdd Gwasanaethau Cyhoeddus Sir Benfro



MINUTES OF PEMBROKESHIRE PUBLIC SERVICES BOARD
Friday 23rd May 2025 at 10.00am (Microsoft Teams meeting)

Present

Phil Kloer	Chief Executive Officer, Hywel Dda UHB (Vice-Chair)
Will Bramble	Chief Executive, PCC
Jessica Bickerton	Chief Executive Officer, PAVS
Tegryn Jones	Chief Executive, PCNPA
Iwan Thomas	Chief Executive, PLANED
Cllr. Neil Prior	PCC
Cllr Marc Tierney	PCC
Tom Moses	One Voice Wales
Eva Rees	Director of Learner Journey, Pembrokeshire College
Bruce Bolam	Deputy Director of Public Health, Hywel Dda UHB
Tom Luddington	Pembrokeshire Coastal Forum
Caroline Drayton	Operations Manager, NRW (left 12:00)
Darren Mutter	Head of Children's Services, PCC (left 11:00)
Claire Germain	Deputy Director for Local Government Transformation and Partnerships, Welsh Government
Daniel West	Energy and Sustainability Team Manager, PCC
Mererid Lewis	Co-production Wales
Lucy Wonnacott	Milford Haven Port Authority
Alison Perry	OPCC (arr. 11:06)

Support/secretariat

Nick Evans	Corporate Policy and Partnerships Manager, PCC
Lynne Richards	Corporate Partnerships Officer, PCC
Rachael Rimmer	Corporate Policy Support Officer, PCC
Amy Richmond Jones	Engagement, Planning and Performance Manager, MAWWFRS

In attendance for item 6

Louise Wilkinson	PAVS (left 11:58)
Michael Gray	Director of Social Care and Housing, PCC (left 11:45)
Rhian Bennett	Senior Commissioning Manager, PCC
Yovieta Andrews	Graduate, PCC (left 11:38)
Jessie Buchanan	Director, Together for Change

Observer

Sasaf Dar

Apologies

Ardiana Gjini	Executive Director of Public Health, Hywel Dda UHB
Barry Walters	Principal, Pembrokeshire College
Linda Jones	West Wales Regional Partnership Board
Mandy Williams	Co-production Wales

The meeting commenced at 10:03am

1. Welcome and Apologies

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

2. Minutes of the last meeting / Action Log

The minutes of the last meeting were recorded as accurate. All outstanding actions had been completed.

3. Chairing arrangements

NP shared that he has recently stepped down from his Cabinet at Pembrokeshire County Council, and as a non-executive Member, no longer able to Chair the PSB. He confirmed that this would be his final PSB meeting and expressed his gratitude towards the PSB for all the collective work it has done over the past two and a half years. In the interim, it was agreed that PK as Vice-Chair would Chair the meeting. PK thanked NP for all of his contribution during his time as Chair of the PSB.

NE explained that a formal appointment of a new Chair and Vice-Chair will take place at the next PSB meeting in July 2025. He asked that colleagues consider whether they would like to take on either role or think about nominating someone who would be happy to stand and discuss this between themselves prior to the next meeting. Nominations should be brought to the meeting in July, with the consent of the nominee. NE clarified that where organisations have multiple representatives who attend the PSB, there will only be one vote per organisation for the roles rather than one per member. Anyone who would like further information about what these roles entail should contact NE or NP.

TJ expressed that from his experience, the organisations best placed to take on the role of Chair and Vice Chair would be PCC and the Health Board as they have greater influence to drive the agenda of PSB work forward. PK stated that this is something to consider, but that it is most important for the new Chair to be purposeful and passionate about the role.

The following action was agreed:

- Members will consider who they would like to be the next Chair and Vice-Chair of the PSB and submit their nominations at the next meeting in July **(All)**.

4. Future Generations Report 2025

PK introduced the Future Generations Report 2025 and highlighted that as it is a lengthy document, LR had pulled together a summary version that was included in the agenda pack. He noted that it would be useful to get the group's feedback on the key messages, findings and recommendations for PSBs.

IT stated that there has been a lot of national momentum on a Food Resilience Plan. He highlighted that the PSB has not really focused on food resilience in the past, but that it relates to many areas of PSB work and the services that partners provide. Ceredigion and Carmarthenshire PSBs have recently started focusing on food, and there's a team in Hywel Dda who are looking at a whole systems approach in terms of healthy weight. IT suggested that food resilience is something that Pembrokeshire should be looking at in the future, as it is the only PSB in West Wales who have not started exploring this area of work. He commented that Sue Latham, Coordinator for the Pembrokeshire Local Food Partnership, could present to the PSB at a future meeting on the work around food in Pembs. PK noted that food was something considered by the PSB back when the well-being plans were originally set. He added that this is something the PSB could consider again as part of its agenda when a new Chair is elected. WB agreed, highlighting that this is an opportunity to

work with the agriculture and tourism sectors to look at a coherent resilience plan on a local and regional level.

ML shared that colleagues in Co-production Wales have been delivering asset mapping workshops with PSBs in Carmarthenshire and Ceredigion on the healthy weight programme. She added that if Pembrokeshire wanted to do the same, the PSB could get in contact with Mandy Williams. BB shared his support for this and the whole systems approach being developed in Dyfed Powys. He suggested that this matter could be taken offline to allow colleagues to have a look at the recommendations of the well-being report and identify what parts of this work could be accelerated over the next few months, in order to give an update at the next meeting.

JB said that she had attended the launch of the report in Cardiff, and one of the specific recommendations was around structures and partnerships. She noted that PAVS have been invited to lead a session on collaboration in health and wellbeing at WCVA's annual conference event in Cardiff. She shared that she is interested in hearing views on how the PSB views its structures and partnerships, as this would be a good opportunity to share this information, as well as the strengths that good partnerships can have on health and wellbeing. PK stated that strengthened relationships have been established through the PSB and that these lay a good foundation for the group. He noted that this needs to be translated into order and action, and that the PSB's structures probably could be more streamlined. This would be a matter to consider for the new Chair of the PSB. WB added that Wales does not have integrated structures at board level in the way England does, making it more difficult to align and commit resources. He noted that Pembrokeshire does have increasingly good partnership boards that are constantly improving. TJ agreed that Pembrokeshire faces boundaries and barriers due to the different structures in place, but that it is important to look at how we function with what we have available and how we can overcome the smaller barriers.

TJ noted that the work of the PSB does not currently include a cultural dimension, and that there are numerous local and national bodies from the cultural sector who could provide input for the PSB in this area. He suggested reaching out to some of these contacts to see how culture could influence and intersect with some of the PSBs other agenda items. It was agreed that this is something the PSB could consider bringing to future meetings.

TM discussed that communication and engagement action planning is another element the PSB could consider in future. He noted that the PSB could have greater engagement with the public by raising awareness of the sustainability agenda. This information could be 'drip-fed' to the public and co-ordinated with Town and Community Councils. Greater engagement requires joint collaboration with a range of public bodies. NP added that the Board had previously agreed four key points to consider when deciding how and when the PSB should communicate:

1. Would it be good to say something?
2. Would there be any public interest?
3. Is there a call to action?
4. Is there a defined audience?

PK agreed that these four points are a useful way to structure the PSBs communication.

PK questioned whether the PSB is expected to give a formal response to the Future Generations Report 2025. NE clarified that the Council had been asked to respond, but that he would find out if this extended to PSBs. He added that the deadline for this would not be until September/October so there is time for the PSB to consider the recommendations.

The following actions were agreed:

- Map out the recommendations in the Future Generations Report against current activity and develop proposals to fill any gaps, including:
 - How the food resilience area of work could be approached by the PSB (**BB, ML, IT, MW**)
 - Representatives that the PSB could approach for more information on involvement from the cultural sector (**All**)
- Find out if the PSB are expected to provide a response to the Future Generations Report 2025 (**NE**)

5. Pembrokeshire Poverty Summit – overview and feedback

This agenda item was brought forward.

DM provided an update on the Poverty Summit:

- The Pembrokeshire Poverty Summit was held on 16th April 2025 at Pembrokeshire College. There was a good turnout of around 100 people.
- The day consisted of speakers, such as the Bevan Foundation, and workshops. The workshops encouraged attendees to consider what positive action can be taken to help resolve issues around poverty.
- At the 2024 Poverty Summit, feedback suggested that the event was quite hard-hitting in its main messaging. Many attendees did not initially realise the extent of Poverty in Pembrokeshire. This year's Summit took a more balanced approach, giving the message that whilst Poverty was not going away, there is positive and proactive work that can be done to support and help people.
- The Summit featured a presentation on the new LIFT Platform that has just gone live. This low-income family tracker will be used to identify cohorts of people who are entitled to, but are not claiming, particular identified benefits. The first campaign for the platform is currently being prepared and multi-agency support for this would be beneficial.
- A Communications and Collaboration Strategy is currently underway to ensure that people are more aware of the LIFT Platform campaign. This includes engaging with elected Members and reassuring members of the public that the letters they may receive about this are genuine.
- The organisers of the Poverty Summit are still awaiting evaluations and feedback from attendees. DM asked that anyone who has not already provided feedback do so as soon as possible, as this information will be used to help organise next year's event.

MT thanked DM for his involvement in the event, noting that it was a good opportunity to reflect on challenges and make a difference in the lives of residents. PK added that Pembrokeshire is one of the poorest areas in Europe from an economic perspective and that it is worth considering how this work can become more of a partnership endeavour.

6. Strengthening Communities 'Spotlight'

Volunteering Strategy for Pembrokeshire

LW discussed the Volunteering Strategy for Pembrokeshire:

- The new Volunteering Strategy has been widely circulated and is included in the agenda pack for this meeting.
- Now that the Strategy has been developed, the PSB could consider endorsing it and providing a quote to be included in the document.

- The Strategy is officially launching at an event on 25th June 2025. Partners are welcome to attend this event.
- The launch event will consider what success will look like for the Strategy, and will involve the development of actions to form an implementation plan.
- A number of third sector organisations have shown interest in the Strategy and some organisations within the PSB will also be supporting the Strategy individually. This will soon be going to PCC's Cabinet to be considered.

LW asked the PSB to consider endorsing the strategy.

TJ highlighted that if the PSB decides to endorse the Strategy, people may assume that every single organisation in the PSB is endorsing it individually. He noted that not all organisations may want to do this, but that some might rather endorse and reference the Pembrokeshire Strategy as part of their own, individual Volunteering Strategies. LW clarified that Sue Leonard from PAVS originally wanted the PSB to endorse the Strategy because of the increased focus on volunteering in organisations across the PSB.

ER questioned whether different, inclusive formats of the Volunteering Strategy are being developed, such as the inclusion of youth volunteers. LW confirmed that this is something being considered.

MG expressed that the Strategy is strong in its vision and principles but is less clear about how these translate into action. He added that if the PSB is going to endorse the Strategy, it needs to show in what way it is endorsing it and to make a collective effort to develop actions. MG also stated that the language of the Strategy could be amended to be more inclusive, as some people like to consider themselves more of an 'active citizen' than a 'volunteer'. LW noted that this was discussed heavily during the consultation and engagement process of the Strategy's development. It was decided that the Strategy would be focused around a 'volunteering ecosystem' that is welcoming to everyone, no matter how much time they choose to spend volunteering.

PK stated that as the PSB have supported the development of the Pembrokeshire Volunteering Strategy, it would be difficult for the group not to endorse it unless anyone has any clear issues with the document itself.

It was decided that the PSB would endorse the Strategy but that, at a future meeting, the group would also look at the next steps and how partners can take the learning from this document into their own strategies.

Pembrokeshire Community Strategy

YA gave an update on the development of PCC's Community Strategy:

- This Strategy is being developed as public services are under pressure; trust in top-down models is failing; communities want more local responsive approaches; and the pandemic showed the power and importance of communities.
- The Strategy's aim is to create a 'people-driven' Council that collaborates with communities, strengthens local resourcefulness and enhances wellbeing.
- A co-production workshop was held with a community group in March, and a draft list of actions have been developed as a result. Common principles that were raised across discussions with the group include building trust through honest and ongoing dialogue; going to where the people are; tailoring engagement (rather than one size fits all); and celebrating, sharing and learning from what works.
- Going forward, work on the Strategy will prioritise further meaningful engagement and discovery, as well as linking in with the Council's 'golden thread'.

ML questioned whether YA is linking in with Sophie Buckley from PAVS in regard to this work, as she is involved with the Co-production Network in Pembrokeshire. YA clarified that she hasn't yet been in discussion with Sophie but that this is something that is being considered.

TM shared that he has also been involved in the Pembrokeshire Co-production Network, and that it would be useful for PSB organisations to free up the time and resources of some engagement staff to help support the network. This would mean that the network would be able to better align with PSB strategic delivery work. PK agreed that engagement teams could be more connected with the Co-production Network.

JB highlighted that whilst some see this area of work as 'low priority', the aim of the work is prevention which should be a high priority for all organisations within the PSB. She noted that terminology could be reframed to ensure this work is seen as a priority. YA agreed that this is an important issue to address.

IT discussed that it is recognised that there are operational challenges around communities work and it is clear that the local authority is trying not to duplicate what is already in place. He added that harnessing partnership working is important here. IT noted that PLANED, PAVS and Social Firms Wales have been looking at an online platform that can support community organisations with some of the challenges they face, such as overwhelming paperwork and action planning. This will be an automated web tool for Pembrokeshire and is already available in a beta version. A workshop will be held to promote this when it is officially up and running.

PK shared that the Health Board are currently doing some primary care and Community Strategy work, and that it would be good to be aligned with the Community Strategy on this. He questioned if there is a timeline for PCC's Community Strategy so that the PSB could see a draft version. YA confirmed that a draft document is likely to be ready in July/August after further engagement has taken place.

The following action was agreed:

- Add the Community Strategy to the agenda of a future meeting (July or October) so that the PSB can have an update on its progress **(LR)**

Engagement and Co-production projects

There are three engagement and co-production projects currently underway, all detailed in the agenda pack for the meeting:

- Community Well-being Action Planning
- Preseli Community Hub – co-production and listening sessions
- It All Takes Time – engagement and co-production for integrated well-being

JBu discussed that Community Well-being Action Planning is a pilot project to support Town and Community Councils to assert wellbeing-based action plans. This work was led by TM between October 2024 and January 2025. Two plans were developed as a result from Crymych and St Davids, and these will be shared with PSB partners. A related Together For Change report recommended that there is a need to embed mechanisms around how these plans are created. Additionally, in order for trust to be built and plans to be developed, there needs to be adequate resource and time dedicated to it.

JB strongly recommended that partners read through the reports as they demonstrate the value of engagement and co-production. These projects were only funded in the short term

and have no core funding available moving forward. JB added that it is important to carry out co-production work properly, as bad co-production work can be damaging for communities and those with lived experiences. She noted that the Preseli project is working with people with high care needs in their environment, in a difficult context where services and support are under pressure. In this case, the co-production process of delivery work helped move things forward, along with building trust and effective relationships. JB suggested that an action plan needs to be generated for how to adopt this approach in other areas of work.

JB also confirmed that another meeting of the Co-production Network would be held in July to ensure that the momentum behind these projects is not lost due to lack of funding. RB shared that longer term funding for these projects is being considered by the strategic group and that a meeting will be held for this soon. ML offered the support of Co-production Wales in finding a solution.

TM shared that he had been working with a climate adaptation group on a climate adaptation toolkit. He noted that the Co-production Network helped with learning and community work for this toolkit, and that the network is a valuable resource.

Most Significant Change

JBu thanked members of the PSB who had attended the session at the previous meeting on Most Significant Change (MSC). She noted that the fundings of this are coming together and that MSC seems to be an opportunity to support reflective, evidence-based learning. There are still some key areas of learning for MSC that need to be considered:

- The rigour of how stories and evidence are gathered.
- A need to involve people in a collaborative, co-produced way.
- Investing time and commitment, ensuring that this is translated into action.
- Ensuring the evolution of MSC as a way of learning and evaluation – a part time co-ordinator has been recruited to support this.

In the minutes of the last PSB meeting, it was agreed that there would be some role for MSC in the PSB in the future. JBu questioned how this will be supported going forward. PK suggested that MSC could potentially be applied to silver sub-groups of the PSB.

7. PSB Nature, Decarbonisation and Climate Change Group – chairing and project delivery

PK discussed that a new Chair is needed for the Nature, Decarbonisation and Climate Change (NDC) sub-group of the PSB. The new Chair will need to consider how the group functions moving forward and how to support project delivery. PK expressed that anyone who wants to consider taking on the role of Chair does not need to be an expert in every area of the group's agenda, but that they should be passionate about the work taking place.

TJ stated that if there is someone replacing Darren Thomas within the local authority, then this person would probably be best placed to take on the role of NDC sub-group Chair. He said that he was happy to step in and Chair the group in the interim, but that someone from the local authority would be more appropriate in the long-term. NE clarified that Darren Thomas' role is not being replaced 'like for like' and therefore there will not necessarily be a natural replacement. He confirmed that the Chair of the sub-group must be a permanent member of the PSB, to lead and sponsor the work, and be in the position to escalate any issues from group meetings at board level.

The following action was agreed:

- Consider the issue of NDC sub-group Chair outside of the meeting and look at a way to move forward **(NE/TJ)**

8. PSB project updates (for information)

PK noted that the written updates for all project areas in the agenda pack of the meeting were for information and encouraged colleagues to read them.

9. Draft PSB Annual Report 2023-24

LR stated that the draft PSB Annual Report is in development and that input will be needed from the different project areas in terms of amendments/additions on areas such as delivery of projects over the next 12 months. PK offered his support for this process.

TJ questioned whether the economy well-being objective referenced in the report needs more work as a PSB. NE expressed that a lot of work is happening across the economy agenda and that the PSB does not want to duplicate this work, as outlined in the Well-being Plan and as the PSB had agreed when the Plan had been signed off. Rather than having a specifically dedicated project for economy, the PSB instead will link in with relevant groups and areas of work where appropriate. TJ suggested that the PSB could invite the Economic Ambition Group to be one of the sub-groups of the PSB.

The following action was agreed:

- Circulate information on the PSB Annual Report with the request for support from partners **(LR)**

10. AOB

LR noted that there was an issue with some PSB members receiving papers for this meeting due to the file size. She clarified that PSB meeting papers are hosted by PLANED on their website, so can be found there a few days before the meeting if anyone cannot access them in future.

NE also added that Ceredigion have asked officers to explore opportunities around the formal regional merging of PSBs, in order to work more collaboratively. A similar request was put forward by Carmarthenshire around four years ago, but this was rejected at the time. Discussions for this are ongoing and there are no firm proposals as of yet, but something is likely to come forward in the autumn.

PK noted that the health board will soon be launching a clinical consultation and an update on this will be provided at the next meeting.

Meeting ended 12:07

Action Log

No.	Pg.	Action	Target date	Owner	Resolution
1	2	Members will consider who they would like to be the next Chair and Vice-Chair of the PSB and submit their nominations at the next meeting in July	By the next meeting	All	
2	4	Map out the recommendations in the Future Generations Report against current activity and develop proposals to fill any gaps, including: ○ How the food resilience area of work could be approached by the PSB ○ Representatives that the PSB could approach for more information on involvement from the cultural sector	By the next meeting	(BB, ML, IT, MW) (All)	See Item 5 on agenda
3	4	Find out if the PSB are expected to provide a response to the Future Generations Report 2025	ASAP	NE	
4	6	Add the Community Strategy to the agenda of a future meeting (July or October) so that the PSB can have an update on its progress	July/October meeting	LR	Complete (provisional October agenda)
5	7	Consider the issue of NDC sub-group Chair outside of the meeting and look at a way to move forward	ASAP	NE, TJ	
6	8	Circulate information on the PSB Annual Report with the request for support from partners	ASAP	LR	Complete

Pembrokeshire Public Services Board
Bwrdd Gwasanaethau Cyhoeddus Sir Benfro



COFNODION CYFARFOD BWRDD GWASANAETHAU CYHOEDDUS SIR BENFRO
Dydd Gwener, 23 Mai 2025, am 10am (cyfarfod Microsoft Teams)

Yn bresennol

Phil Kloer	Prif Swyddog Gweithredol, Cymdeithas Gwasanaethau
Will Bramble	Gwirfoddol Sir Benfro
Jessica Bickerton	Prif Weithredwr, Awdurdod Parc Cenedlaethol Arfordir
Tegryn Jones	Penfro (APCAP)
Iwan Thomas	Prif Weithredwr, PLANED
Y Cyngorydd Neil Prior	CSP
Y Cyngorydd Marc Tierney	CSP
Tom Moses	Un Llais Cymru
Eva Rees	Cyfarwyddwr Taith y Dysgwr, Coleg Sir Benfro
Bruce Bolam	Dirprwy Gyfarwyddwr Iechyd y Cyhoedd, Bwrdd Iechyd
Tom Luddington	Prifysgol Hywel Dda
Caroline Drayton	Fforwm Arfordirol Sir Benfro
Darren Mutter	Rheolwr Gweithrediadau, Cyfoeth Naturiol Cymru
Claire Germain	(gadawodd am 12.00)
	Pennaeth Gwasanaethau Plant, CSP (gadawodd am
	11.00)
Daniel West	Dirprwy Gyfarwyddwr Trawsnewid Llywodraeth Leol a
Mererid Lewis	Phartneriaethau, Llywodraeth Cymru
Lucy Wonnacott	Rheolwr y Tîm Ynni a Chynaliadwyedd, CSP
Alison Perry	Cyd-gynhyrchu Cymru
Prif Swyddog Gweithredol, Bwrdd	Awdurdod Porthladd Aberdaugleddau
Iechyd Prifysgol Hywel Dda (Is-	Swyddfa Comisiynydd yr Heddlu a Throsedd
Gadeirydd)	(cyrhaeddodd am 11.06)
Prif Weithredwr, CSP	

Cymorth / ysgrifenyddiaeth

Nick Evans	Rheolwr Polisi a Phartneriaethau Corfforaethol, CSP
Lynne Richards	Swyddog Partneriaethau Corfforaethol, CSP
Rachael Rimmer	Swyddog Cymorth Polisi Corfforaethol, CSP
Amy Richmond Jones	Rheolwr Ymgysylltu, Cynllunio a Pherfformiad,
	Gwasanaeth Tân ac Achub Canolbarth a Gorllewin Cymru

Yn bresennol ar gyfer eitem 6

Louise Wilkinson	Cymdeithas Gwasanaethau Gwirfoddol Sir Benfro
Michael Gray	(gadawodd am 11.58)
Rhian Bennett	Cyfarwyddwr Gofal Cymdeithasol a Thai, CSP (gadawodd
Yovieta Andrews	am 11.45)
Jessie Buchanan	Uwch-reolwr Comisiynu, CSP
	Person Graddedig, CSP (gadawodd am 11.38)
	Cyfarwyddwr, Gyda'n Gilydd dros Newid

Y sawl sy'n arsylwi

Sasaf Dar

Ymddiheuriadau

Ardiana Gjini
Barry Walters
Linda Jones
Mandy Williams

Cyfarwyddwr Gweithredol Iechyd y Cyhoedd, Bwrdd
Iechyd Prifysgol Hywel Dda
Pennaeth, Coleg Sir Benfro
Bwrdd Partneriaeth Rhanbarthol Gorllewin Cymru
Cyd-gynhyrchu Cymru

Dechreuodd y cyfarfod am 10.03am

1. Croeso ac ymddiheuriadau

Croesawodd NP bawb i'r cyfarfod. Cafwyd ymddiheuriadau gan yr unigolion a restrir uchod.

2. Cofnodion y cyfarfod diwethaf / Cofnod y camau gweithredu

Cofnodwyd cofnodion y cyfarfod diwethaf fel rhai cywir. Roedd yr holl gamau gweithredu oedd ar ôl wedi'u cwblhau.

3. Trefniadau cadeirio

Rhannodd NP ei fod wedi ymddiswyddo o'r cabinet yng Nghyngor Sir Penfro yn ddiweddar ac, fel aelod anweithredol, nid yw bellach yn gallu cadeirio'r Bwrdd Gwasanaethau Cyhoeddus. Cadarnhaodd mai dyma fyddai ei gyfarfod olaf o'r Bwrdd Gwasanaethau Cyhoeddus a mynegodd ei ddiolchgarwch i'r Bwrdd Gwasanaethau Cyhoeddus am yr holl waith ar y cyd y mae wedi'i wneud dros y ddwy flynedd a hanner diwethaf. Yn y cyfamser, cytunwyd y byddai PK fel is-gadeirydd yn cadeirio'r cyfarfod. Diolchodd PK i NP am ei holl gyfraniad yn ystod ei gyfnod fel cadeirydd y Bwrdd Gwasanaethau Cyhoeddus.

Esboniodd NE y bydd cadeirydd ac is-gadeirydd newydd yn cael eu cadeirio'n ffurfiol yng nghyfarfod nesaf y Bwrdd Gwasanaethau Cyhoeddus ym mis Gorffennaf 2025. Gofynnodd i gydweithwyr ystyried a hoffent ymgymryd â'r naill rôl neu'r llall neu feddwl am enwebu rhywun a fyddai'n hapus i sefyll a thrafod hyn ymysg eu gilydd cyn y cyfarfod nesaf. Dylid dod ag enwebiadau i'r cyfarfod ym mis Gorffennaf, gyda chydsyniad yr enwebai. Eglurodd NE, os oes gan sefydliadau gynrychiolwyr lluosog sy'n mynychu'r Bwrdd Gwasanaethau Cyhoeddus, mai dim ond un bleidlais fydd fesul sefydliad ar gyfer y rolau yn hytrach nag un fesul aelod. Dylai unrhyw un sydd eisiau rhagor o wybodaeth am yr hyn y mae'r rolau hyn yn ei olygu gysylltu ag NE neu NP.

Mynegodd TJ, o'i brofiad ef, mai'r sefydliadau sydd yn y sefyllfa orau i ymgymryd â rôl cadeirydd ac is-gadeirydd fyddai Cyngor Sir Penfro a'r bwrdd iechyd gan fod ganddynt fwy o ddylanwad i yrru agenda gwaith y Bwrdd Gwasanaethau Cyhoeddus ymlaen. Dywedodd PK fod hyn yn rhywbeth i'w ystyried, ond ei bod hi'n bwysicaf i'r cadeirydd newydd fod yn bwrpasol ac yn angerddol am y rôl.

Cytunwyd ar y cam gweithredu canlynol:

- Bydd yr aelodau'n ystyried pwy yr hoffent fod yn gadeirydd ac yn is-gadeirydd nesaf y Bwrdd Gwasanaethau Cyhoeddus ac yn cyflwyno eu henwebiadau yn y cyfarfod nesaf ym mis Gorffennaf (**Pawb**).

4. Adroddiad Cenedlaethau'r Dyfodol 2025

Cyflwynodd PK Adroddiad Cenedlaethau'r Dyfodol 2025 a thynnodd sylw at y ffaith, gan ei bod yn ddogfen hir, fod LR wedi llunio fersiwn gryno a oedd wedi'i chynnwys ym mhecyn yr agenda. Nododd y byddai'n ddefnyddiol cael adborth y grŵp ar y negeseuon, canfyddiadau ac argymhellion allweddol ar gyfer Byrddau Gwasanaethau Cyhoeddus.

Dywedodd IT fod llawer o fomentwm cenedlaethol wedi bod ar gynllun gwydnwch bwyd. Tynnodd sylw at y ffaith nad yw'r Bwrdd Gwasanaethau Cyhoeddus wedi canolbwyntio'n wirioneddol ar wydnwch bwyd yn y gorffennol, ond ei fod yn ymwneud â llawer o feysydd gwaith y Bwrdd Gwasanaethau Cyhoeddus a'r gwasanaethau y mae partneriaid yn eu darparu. Mae Byrddau Gwasanaethau Cyhoeddus Ceredigion a Sir Gaerfyrddin wedi dechrau canolbwyntio ar fwyd yn ddiweddar, ac mae tîm yn Hywel Dda sy'n edrych ar ddull systemau cyfan o ran pwysau iach. Awgrymodd IT fod gwydnwch bwyd yn rhywbeth y dylai Sir Benfro fod yn edrych arno yn y dyfodol, gan mai dyma'r unig Fwrdd Gwasanaethau Cyhoeddus yng Ngorllewin Cymru sydd heb ddechrau archwilio'r maes gwaith hwn. Nododd y gallai Sue Latham, cydgysylltydd Partneriaeth Bwyd Lleol Sir Benfro, gyflwyno i'r Bwrdd Gwasanaethau Cyhoeddus mewn cyfarfod yn y dyfodol ar y gwaith o amgylch bwyd yn Sir Benfro. Nododd PK fod bwyd yn rhywbeth a ystyriwyd gan y Bwrdd Gwasanaethau Cyhoeddus pan osodwyd y cynlluniau llesiant yn wreiddiol. Ychwanegodd fod hyn yn rhywbeth y gallai'r Bwrdd Gwasanaethau Cyhoeddus ei ystyried eto fel rhan o'i agenda pan etholir cadeirydd newydd. Cytunodd WB, gan bwysleisio bod hwn yn gyfle i weithio gyda'r sectorau amaethyddiaeth a thwristiaeth i edrych ar gynllun gwydnwch cydlynol ar lefel leol a rhanbarthol.

Rhannodd ML fod cydweithwyr yn Cyd-gynhyrchu Cymru wedi bod yn cynnal gweithdai mapio asedau gyda'r Byrddau Gwasanaethau Cyhoeddus yn Sir Gaerfyrddin a Cheredigion ar y rhaglen pwysau iach. Ychwanegodd, pe bai Sir Benfro eisiau gwneud yr un peth, y gallai'r Bwrdd Gwasanaethau Cyhoeddus gysylltu â Mandy Williams. Rhannodd BB ei gefnogaeth i hyn a'r dull systemau cyfan sy'n cael ei ddatblygu yn Nyfed-Powys. Awgrymodd y gellid mynd â'r mater hwn oddi ar-lein i ganiatáu i gydweithwyr edrych ar argymhellion yr adroddiad llesiant a nodi pa rannau o'r gwaith hwn y gellid eu cyflymu dros yr ychydig fisoedd nesaf, er mwyn rhoi'r wybodaeth ddiweddaraf yn y cyfarfod nesaf.

Dywedodd JB ei bod wedi mynychu lansiad yr adroddiad yng Nghaerdydd, ac roedd un o'r argymhellion penodol yn ymwneud â strwythurau a phartneriaethau. Nododd fod Cymdeithas Gwasanaethau Gwirfoddol Sir Benfro wedi cael gwahoddiad i arwain sesiwn ar gydweithio ym maes iechyd a llesiant yng nghynhadledd flynyddol CGGC yng Nghaerdydd. Rhannodd ei bod â diddordeb mewn clywed barn ar sut mae'r Bwrdd Gwasanaethau Cyhoeddus yn gweld ei strwythurau a'iartneriaethau, gan y byddai hwn yn gyfle da i rannu'r wybodaeth hon, yn ogystal â'r cryfderau y gallartneriaethau da eu cael ar iechyd a lles. Dywedodd PK fod perthnasoedd cryfach wedi'u sefydlu drwy'r Bwrdd Gwasanaethau Cyhoeddus a bod y rhain yn gosod sylfaen dda i'r grŵp. Nododd fod angen trosi hyn yn drefn a gweithredu, ac y gallai strwythurau'r Bwrdd Gwasanaethau Cyhoeddus fod yn fwy syml, yn ôl pob tebyg. Byddai hyn yn fater i'w ystyried gan gadeirydd newydd y Bwrdd Gwasanaethau Cyhoeddus. Ychwanegodd WB nad oes gan Gymru strwythurau integredig ar lefel y bwrdd yn y ffordd sydd gan Loegr, gan ei gwneud hi'n anoddach alinio ac ymrwymo adnoddau. Nododd fod gan Sir Benfro fyrdauartneriaeth sy'n gynyddol dda ac sy'n gwella'n gyson. Cytunodd TJ fod Sir Benfro yn wynebu ffiniau a rhwystrau oherwydd y gwahanol strwythurau sydd ar waith, ond ei bod hi'n bwysig edrych ar sut rydym yn gweithredu gyda'r hyn sydd ar gael i ni a sut y gallwn oresgyn y rhwystrau llai.

Nododd TJ nad yw gwaith y Bwrdd Gwasanaethau Cyhoeddus yn cynnwys dimensiwn diwylliannol ar hyn o bryd, a bod nifer o gyrff lleol a chenedlaethol o'r sector diwylliannol a allai roi mewnbwn i'r Bwrdd Gwasanaethau Cyhoeddus yn y maes hwn. Awgrymodd gysylltu â rhai o'r cysylltiadau hyn er mwyn gweld sut y gallai diwylliant ddylanwadu ar rai o'r eitemau eraill ar agenda'r Bwrdd Gwasanaethau Cyhoeddus a chroestorri â nhw. Cytunwyd fod hyn yn rhywbeth y gallai'r Bwrdd Gwasanaethau Cyhoeddus ystyried ei gyflwyno i gyfarfodydd yn y dyfodol.

Trafododd TM fod cynllunio gweithredu ym meysydd cyfathrebu ac ymgysylltu yn elfen arall y gallai'r Bwrdd Gwasanaethau Cyhoeddus ei hystyried yn y dyfodol. Nododd y gallai'r

Bwrdd Gwasanaethau Cyhoeddus ymgysylltu'n fwy â'r cyhoedd drwy godi ymwybyddiaeth o'r agenda cynaliadwyedd. Gellid bwydo'r wybodaeth hon i'r cyhoedd fesul tipyn a'i chydlynu â chynghorau tref a chymuned. Mae mwy o ymgysylltiad yn gofyn am gydweithio ag amrywiaeth o gyrff cyhoeddus. Ychwanegodd NP fod y bwrdd wedi cytuno ar bedwar pwynt allweddol i'w hystyried wrth benderfynu sut a phryd y dylai'r Bwrdd Gwasanaethau Cyhoeddus gyfathrebu:

1. Fyddai'n dda dweud rhywbeth?
2. A fyddai unrhyw fuddiant cyhoeddus?
3. Oes galwad i weithredu?
4. Oes cynulleidfia ddiffiniedig?

Cytunodd PK fod y pedwar pwynt hyn yn ffordd ddefnyddiol o strwythuro cyfathrebu'r Bwrdd Gwasanaethau Cyhoeddus.

Cwestiynodd PK a ddisgwylir i'r Bwrdd Gwasanaethau Cyhoeddus roi ymateb ffurfiol i Adroddiad Cenedlaethau'r Dyfodol 2025. Eglurodd NE fod y cyngor wedi cael cais i ymateb, ond y byddai'n darganfod a oedd hyn yn ymestyn i Fyrddau Gwasanaethau Cyhoeddus. Ychwanegodd na fyddai'r dyddiad cau ar gyfer hyn tan fis Medi/Hydref felly mae amser i'r Bwrdd Gwasanaethau Cyhoeddus ystyried yr argymhellion.

Cytunwyd ar y camau gweithredu canlynol:

- Mapio'r argymhellion yn Adroddiad Cenedlaethau'r Dyfodol yn erbyn gweithgareddau cyfredol a datblygu cynigion i lenwi unrhyw fylchau, gan gynnwys:
 - Sut y gallai'r Bwrdd Gwasanaethau Cyhoeddus (**BB, ML, IT, MW**) ymdrin â maes gwaith gwydnwch bwyd
 - Cynrychiolwyr y gallai'r Bwrdd Gwasanaethau Cyhoeddus gysylltu â nhw i gael rhagor o wybodaeth am gyfranogiad y sector diwylliannol (**Pawb**)
- Darganfod a ddisgwylir i'r Bwrdd Gwasanaethau Cyhoeddus ymateb i Adroddiad Cenedlaethau'r Dyfodol 2025 (**NE**)

5. Uwchgynhadledd Tlodi Sir Benfro – trosolwg ac adborth

Cafodd yr eitem hon ar yr agenda ei chyflwyno.

Rhoddodd DM yr wybodaeth ddiweddaraf am yr Uwchgynhadledd Tlodi:

- Cynhaliwyd Uwchgynhadledd Tlodi Sir Benfro ar 16 Ebrill 2025 yng Ngholeg Sir Benfro. Roedd yna nifer dda o tua 100 o bobl yn bresennol.
- Roedd y diwrnod yn cynnwys siaradwyr, fel Sefydliad Bevan, a gweithdai. Anogodd y gweithdai'r mynychwyr i ystyried pa gamau cadarnhaol y gellir eu cymryd i helpu i ddatrys problemau sy'n ymwneud â thlodi.
- Yn Uwchgynhadledd Tlodi 2024, awgrymodd adborth fod prif negeseuon y digwyddiad yn taro'r galon yn galed. Nid oedd llawer o'r mynychwyr yn sylweddoli pa mor helaeth oedd tlodi yn Sir Benfro i ddechrau. Cymerodd uwchgynhadledd eleni ymagwedd fwy cytbwys, gan gyfleu'r neges, er nad oedd tlodi am ddiflannu, fod gwaith cadarnhaol a rhagweithiol y gellir ei wneud i gefnogi a helpu pobl.
- Roedd yr uwchgynhadledd yn cynnwys cyflwyniad ar y llwyfan LIFT newydd sydd newydd fynd yn fyw. Bydd y traciwr teuluoedd incwm isel hwn yn cael ei ddefnyddio i nodi carfanau o bobl sydd â hawl i fudd-daliadau penodol a nodwyd, ond nad ydynt yn eu hawlio. Mae'r ymgyrch gyntaf ar gyfer y llwyfan yn cael ei pharatoi ar hyn o bryd a byddai cefnogaeth amlasiantaeth ar gyfer hon yn fuddiol.
- Mae strategaeth gyfathrebu a chydweithio yn cael ei gweithredu ar hyn o bryd er mwyn sicrhau bod pobl yn fwy ymwybodol o'r ymgyrch o gwmpas llwyfan LIFT. Mae

hyn yn cynnwys ymgysylltu ag aelodau etholedig a sicrhau aelodau'r cyhoedd bod y llythyrau y gallent eu derbyn am hyn yn ddilys.

- Mae trefnwyr yr uwchgynhadledd tlodi yn dal i aros am werthusiadau ac adborth gan y mynychwyr. Gofynnodd DM i unrhyw un nad yw eisoes wedi rhoi adborth wneud hynny cyn gynted â phosibl, gan y bydd yr wybodaeth hon yn cael ei defnyddio i helpu i drefnu digwyddiad y flwyddyn nesaf.

Diolchodd MT i DM am ei gyfranogiad yn y digwyddiad, gan nodi ei fod yn gyfle da i fyfyrwyr ar heriau a gwneud gwahaniaeth ym mywydau trigolion. Ychwanegodd PK fod Sir Benfro yn un o'r ardaloedd tlotaf yn Ewrop o safbwynt economaidd a'i bod yn werth ystyried sut y gall y gwaith hwn ddod yn fwy o ymdrech bartneriaeth.

6. 'Sbotolau' ar gryfhau cymunedau

Strategaeth gwirfoddoli ar gyfer Sir Benfro

Trafododd LW y strategaeth gwirfoddoli ar gyfer Sir Benfro:

- Mae'r strategaeth gwirfoddoli newydd wedi'i dosbarthu'n eang ac mae wedi'i chynnwys ym mhecyn agenda'r cyfarfod hwn.
- Gan fod y strategaeth bellach wedi'i datblygu, gallai'r Bwrdd Gwasanaethau Cyhoeddus ystyried ei chymeradwyo a darparu dyfyniad i'w gynnwys yn y ddogfen.
- Mae'r strategaeth yn cael ei lansio'n swyddogol mewn digwyddiad ar 25 Mehefin 2025. Mae croeso i bartneriaid fynychu'r digwyddiad hwn.
- Bydd y digwyddiad lansio yn ystyried sut olwg fydd ar lwyddiant y strategaeth, a bydd yn cynnwys llunio camau gweithredu fel cynllun gweithredu.
- Mae nifer o sefydliadau'r trydydd sector wedi dangos diddordeb yn y strategaeth a bydd rhai sefydliadau o fewn y Bwrdd Gwasanaethau Cyhoeddus hefyd yn cefnogi'r strategaeth yn unigol. Bydd y strategaeth yn cael ei chyflwyno i gabinet Cyngor Sir Penfro'n fuan er mwyn cael ei hystyried.

Gofynnodd LW i'r Bwrdd Gwasanaethau Cyhoeddus ystyried cymeradwyo'r strategaeth.

Tynnodd TJ sylw at y ffaith, os bydd y Bwrdd Gwasanaethau Cyhoeddus yn penderfynu cymeradwyo'r strategaeth, y gallai pobl dybio bod pob sefydliad unigol yn y Bwrdd Gwasanaethau Cyhoeddus yn ei chymeradwyo'n unigol. Nododd nad yw pob sefydliad efallai eisiau gwneud hyn, ond y gallai rhai yn hytrach gymeradwyo a chyfeirio at strategaeth Sir Benfro fel rhan o'u strategaethau gwirfoddoli unigol eu hunain. Eglurodd LW fod Sue Leonard o Gymdeithas Gwasanaethau Gwirfoddol Sir Benfro yn wreiddiol eisiau i'r Bwrdd Gwasanaethau Cyhoeddus gymeradwyo'r strategaeth oherwydd y ffocws cynyddol ar wirfoddoli mewn sefydliadau ar draws y Bwrdd Gwasanaethau Cyhoeddus.

Cwestiynodd ER a yw fformatau gwahanol, cynhwysol o'r strategaeth gwirfoddoli yn cael eu datblygu, fel cynnwys gwirfoddolwyr ifanc. Cadarnhaodd LW fod hyn yn rhywbeth sy'n cael ei ystyried.

Mynegodd MG fod y strategaeth yn gryf yn ei gweledigaeth a'i hegwyddorion ond ei bod yn llai clir ynghylch sut mae'r rhain yn cael eu trosi'n weithredu. Ychwanegodd, os yw'r Bwrdd Gwasanaethau Cyhoeddus yn mynd i gymeradwyo'r strategaeth, bod angen iddo ddangos ym mha ffordd y mae'n ei chymeradwyo a gwneud ymdrech ar y cyd i ddatblygu camau gweithredu. Nododd MG hefyd y gellid diwygio iaith y strategaeth i fod yn fwy cynhwysol, gan fod rhai pobl yn hoffi ystyried eu hunain yn fwy o 'ddinesydd gweithredol' nag yn 'wirfoddolwr'. Nododd LW fod hyn wedi cael ei drafod yn helaeth yn ystod y broses ymgynghori ac ymgysylltu wrth ddatblygu'r strategaeth. Penderfynwyd y byddai'r strategaeth

yn canolbwyntio ar 'ecosystem gwirfoddoli' sy'n groesawgar i bawb, ni waeth faint o amser y maent yn dewis ei dreulio yn gwirfoddoli.

Dyweddodd PK, gan fod y Bwrdd Gwasanaethau Cyhoeddus wedi cefnogi datblygiad Strategaeth Gwirfoddoli Sir Benfro, y byddai'n anodd i'r grŵp beidio â'i chymeradwyo oni bai fod gan unrhyw un unrhyw broblemau clir gyda'r ddogfen ei hun.

Penderfynwyd y byddai'r Bwrdd Gwasanaethau Cyhoeddus yn cymeradwyo'r strategaeth ond, mewn cyfarfod yn y dyfodol, y byddai'r grŵp hefyd yn edrych ar y camau nesaf a sut y gall partneriaid gymryd yr hyn a ddysgwyd o'r ddogfen hon i'w strategaethau eu hunain.

Strategaeth Gymunedol Sir Benfro

Rhoddodd YA ddiweddariad ar ddatblygiad Strategaeth Gymunedol CSP:

- Mae'r strategaeth hon yn cael ei datblygu wrth i wasanaethau cyhoeddus fod dan bwysau; mae ymddiriedaeth mewn modelau o'r brig i lawr yn methu; mae cymunedau eisiau dulliau mwy ymatebol a lleol; a dangosodd y pandemig bŵer a phwysigrwyd cymunedau.
- Nod y strategaeth yw creu cyngor sy'n cael ei yrru gan bobl sy'n cydweithio â chymunedau, yn cryfhau dyfeisgarwch lleol, ac yn gwella llesiant.
- Cynhaliwyd gweithdy cydgynhyrchu gyda grŵp cymunedol ym mis Mawrth, ac mae rhestr ddrafft o gamau gweithredu wedi'i chreu o ganlyniad. Mae egwyddorion cyffredin a godwyd yn ystod trafodaethau gyda'r grŵp yn cynnwys meithrin ymddiriedaeth trwy ddeialog onest a pharhaus; mynd i ble mae'r bobl; teilwra ymgysylltiad (yn hytrach nag un maint i bawb); a dathlu, rhannu a dysgu o'r hyn sy'n gweithio.
- Wrth symud ymlaen, bydd gwaith ar y strategaeth yn blaenoriaethu ymgysylltu a darganfod ystyrion pellach, yn ogystal â chysylltu ag 'edau aur' y cyngor.

Cwestiynodd ML a yw YA yn cysylltu â Sophie Buckley o Gymdeithas Gwasanaethau Gwirfoddol Sir Benfro mewn perthynas â'r gwaith hwn, gan ei bod hi'n ymwneud â'r Rhwydwaith Cyd-gynhyrchu yn Sir Benfro. Eglurodd YA nad yw hi wedi bod mewn trafodaeth â Sophie eto ond bod hyn yn rhywbeth sy'n cael ei ystyried.

Rhannodd TM ei fod hefyd wedi bod yn rhan o Rwydwaith Cyd-gynhyrchu Sir Benfro, ac y byddai'n ddefnyddiol i sefydliadau'r Bwrdd Gwasanaethau Cyhoeddus ryddhau amser ac adnoddau rhai staff ymgysylltu i helpu i gefnogi'r rhwydwaith. Byddai hyn yn golygu y byddai'r rhwydwaith yn gallu cyd-fynd yn well â gwaith cyflawni strategol y Bwrdd Gwasanaethau Cyhoeddus. Cytunodd PK y gallai timau ymgysylltu fod yn fwy cysylltiedig â'r Rhwydwaith Cyd-gynhyrchu.

Tynnodd JB sylw at y ffaith, er bod rhai yn gweld y maes gwaith hwn fel 'blaenoriaeth isel', mai atal yw nod y gwaith, a ddylai fod yn flaenoriaeth uchel i bob sefydliad o fewn y Bwrdd Gwasanaethau Cyhoeddus. Nododd y gellid ailfframio terminoleg i sicrhau bod y gwaith hwn yn cael ei ystyried yn flaenoriaeth. Cytunodd YA fod hwn yn fater pwysig i fynd i'r afael ag ef.

Trafododd IT ei fod yn cael ei gydnabod bod heriau gweithredol o amgylch gwaith cymunedau ac mae'n amlwg bod yr awdurdod lleol yn ceisio peidio â dyblygu'r hyn sydd eisoes ar waith. Ychwanegodd fod harneisio gweithio mewn partneriaeth yn bwysig yma. Nododd IT fod PLANED, Cymdeithas Gwasanaethau Gwirfoddol Sir Benfro a Chwmnïau Cymdeithasol Cymru wedi bod yn edrych ar lwyfan ar-lein a all gefnogi sefydliadau cymunedol gyda rhai o'r heriau maen nhw'n eu hwynebu, fel gwaith papur llethol a chynllunio gweithredu. Bydd hwn yn offeryn gwe awtomataidd ar gyfer Sir Benfro ac mae

eisoes ar gael mewn fersiwn beta. Cynhelir gweithdy i hyrwyddo hyn pan fydd ar waith yn swyddogol.

Rhannodd PK fod y bwrdd iechyd yn gwneud rhywfaint o waith gofal sylfaenol a strategaeth gymunedol ar hyn o bryd, ac y byddai'n dda bod yn gyson â'r strategaeth gymunedol o ran hyn. Cwestiynodd a oes amserlen ar gyfer Strategaeth Gymunedol PCC fel y gallai'r Bwrdd Gwasanaethau Cyhoeddus weld fersiwn ddrafft. Cadarnhaodd YA fod dogfen ddrafft yn debygol o fod yn barod ym mis Gorffennaf/Awst ar ôl ymgysylltu pellach.

Cytunwyd ar y cam gweithredu canlynol:

- Ychwanegu'r strategaeth gymunedol at agenda cyfarfod yn y dyfodol (Gorffennaf neu Hydref) fel y gall y Bwrdd Gwasanaethau Cyhoeddus gael yr wybodaeth ddiweddaraf am ei chynnydd **(LR)**

Prosiectau ymgysylltu a chydgyhyrchu

Mae tri phrosiect ymgysylltu a chydgyhyrchu ar y gweill ar hyn o bryd, pob un wedi'i fanylu ym mhecyn agenda'r cyfarfod:

- Cynllunio Gweithredu Llesiant Cymunedol
- Hwb Cymunedol Preseli – sesiynau cydgyhyrchu a gwrando
- Mae'r Cyfan yn Cymryd Amser – ymgysylltu a chydgyhyrchu ar gyfer lles integredig

Trafododd JBu fod Cynllunio Gweithredu Llesiant Cymunedol yn brosiect peilot i gefnogi cynghorau tref a chymuned i gadarnhau cynlluniau gweithredu sy'n seiliedig ar lesiant. Arweiniwyd y gwaith hwn gan TM rhwng mis Hydref 2024 a mis Ionawr 2025. Datblygwyd dau gynllun o ganlyniad o Grymych a Thyddewi, a bydd y rhain yn cael eu rhannu gyda phartneriaid y Bwrdd Gwasanaethau Cyhoeddus. Argymhellodd adroddiad cysylltiedig Gyda'n Gilydd dros Newid fod angen ymgorffori mecanweithiau o amgylch sut mae'r cynlluniau hyn yn cael eu creu. Yn ogystal, er mwyn meithrin ymddiriedaeth a datblygu cynlluniau, mae angen neilltuo digon o adnoddau ac amser ar eu cyfer.

Argymhellodd JB yn gryf y dylai partneriaid ddarllen drwy'r adroddiadau gan eu bod yn dangos gwerth ymgysylltu a chydgyhyrchu. Dim ond yn y tymor byr y cafodd y prosiectau hyn eu hariannu ac nid oes unrhyw gyllid craidd ar gael iddynt yn y dyfodol. Ychwanegodd JB ei bod hi'n bwysig cynnal gwaith cydgyhyrchu'n iawn, gan y gall gwaith cydgyhyrchu gwael fod yn niweidiol i gymunedau a'r rhai sydd â phrofiadau bywyd. Nododd fod prosiect Preseli yn gweithio gyda phobl ag anghenion gofal uchel yn eu hamgylchedd, mewn cydestun anodd lle mae gwasanaethau a chymorth dan bwysau. Yn yr achos hwn, helpodd proses cydgyhyrchu gwaith cyflawni i symud pethau ymlaen, ynghyd â meithrin ymddiriedaeth a pherthnasoedd effeithiol. Awgrymodd JB fod angen llunio cynllun gweithredu ar sut i fabwysiadu'r dull hwn mewn meysydd gwaith eraill.

Cadarnhaodd JB hefyd y byddai cyfarfod arall o'r Rhwydwaith Cyd-gynhyrchu yn cael ei gynnal ym mis Gorffennaf i sicrhau nad yw'r momentwm y tu ôl i'r prosiectau hyn yn cael ei golli oherwydd diffyg cyllid. Rhannodd RB fod cyllid tymor hwy ar gyfer y prosiectau hyn yn cael ei ystyried gan y grŵp strategol a chynhelir cyfarfod ar gyfer hyn yn fuan. Cynigiodd ML gefnogaeth Cyd-gynhyrchu Cymru i ddod o hyd i ateb.

Rhannodd TM ei fod wedi bod yn gweithio gyda grŵp addasu i'r hinsawdd ar becyn cymorth addasu i'r hinsawdd. Nododd fod y Rhwydwaith Cyd-gynhyrchu wedi helpu gyda dysgu a gwaith cymunedol ar gyfer y pecyn cymorth hwn, a bod y rhwydwaith yn adnodd gwerthfawr.

Y Newid Mwyaf Arwyddocaol

Diolchodd JBU i aelodau'r Bwrdd Gwasanaethau Cyhoeddus a oedd wedi mynychu'r sesiwn yn y cyfarfod blaenorol ar y Newid Mwyaf Arwyddocaol. Nododd fod y cyllid ar gyfer hyn yn dod at ei gilydd a bod y Newid Mwyaf Arwyddocaol yn ymddangos yn gyfle i gefnogi dysgu myfyriol sy'n seiliedig ar dystiolaeth. Mae yna rai meysydd dysgu allweddol o hyd ar gyfer y Newid Mwyaf Arwyddocaol y mae angen eu hystyried:

- Trylwyrdd sut mae straeon a thystiolaeth yn cael eu casglu.
- Angen i gynnwys pobl mewn ffordd gydweithredol wedi'i chydgynhyrchu.
- Buddsoddi amser ac ymrwymiad, gan sicrhau bod hyn yn cael ei droi'n weithredu.
- Sicrhau esblygiad y Newid Mwyaf Arwyddocaol fel ffordd o ddysgu a gwerthuso – mae cydlynedd rhan-amser wedi'i recriwtio i gefnogi hyn.

Yng nghofnodion cyfarfod diwethaf y Bwrdd Gwasanaethau Cyhoeddus, cytunwyd y byddai rhywfaint o rôl i'r Newid Mwyaf Arwyddocaol yn y Bwrdd Gwasanaethau Cyhoeddus yn y dyfodol. Gofynnodd JBU sut y bydd hyn yn cael ei gefnogi yn y dyfodol. Awgrymodd PK y gellid cymhwyso'r Newid Mwyaf Arwyddocaol o bosibl i is-grwpiau arian y Bwrdd Gwasanaethau Cyhoeddus.

7. Grŵp Natur, Datgarboneiddio a Newid Hinsawdd y Bwrdd Gwasanaethau Cyhoeddus – cadeirio a chyflawni prosiectau

Trafododd PK fod angen cadeirydd newydd ar gyfer Is-grŵp Natur, Datgarboneiddio a Newid Hinsawdd y Bwrdd Gwasanaethau Cyhoeddus. Bydd angen i'r cadeirydd newydd ystyried sut mae'r grŵp yn gweithredu wrth symud ymlaen a sut i gefnogi'r gwaith o gyflawni prosiectau. Mynegodd PK nad oes angen i unrhyw un sydd am ystyried ymgymryd â rôl cadeirydd fod yn arbenigwr ym mhob maes o agenda'r grŵp, ond y dylent fod yn angerddol am y gwaith sy'n digwydd.

Dywedodd TJ, os byddai rhywun yn cymryd lle Darren Thomas o fewn yr awdurdod lleol, yna mae'n debyg mai'r person hwn fyddai yn y sefyllfa orau i ymgymryd â rôl cadeirydd yr Is-grŵp Natur, Datgarboneiddio a Newid Hinsawdd. Dywedodd ei fod yn hapus i gamu i'r blwch a chadeirio'r grŵp yn y cyfamser, ond y byddai rhywun o'r awdurdod lleol yn fwy priodol yn y tymor hir. Eglurodd NE nad yw rôl Darren Thomas yn cael ei disodli ar sail 'tebyg am debyg' ac felly na fydd o reidrwydd yn cael ei disodli'n naturiol. Cadarnhaodd fod yn rhaid i gadeirydd yr is-grŵp fod yn aelod parhaol o'r Bwrdd Gwasanaethau Cyhoeddus er mwyn arwain a noddi'r gwaith a bod mewn sefyllfa i uwchgysfeirio unrhyw faterion o gyfarfodydd grŵp i lefel y bwrdd.

Cytunwyd ar y cam gweithredu canlynol:

- Ystyried mater cadeirydd yr Is-grŵp Natur, Datgarboneiddio a Newid Hinsawdd y tu allan i'r cyfarfod ac edrych ar ffordd o symud ymlaen **(NE/TJ)**

8. Yr wybodaeth ddiweddaraf am brosiectau'r Bwrdd Gwasanaethau Cyhoeddus (er gwybodaeth)

Nododd PK fod y diweddariadau ysgrifenedig ar gyfer pob maes prosiect ym mhecyn agenda'r cyfarfod er gwybodaeth ac anogodd gydweithwyr i'w darllen.

9. Adroddiad blynyddol drafft 2023-24 y Bwrdd Gwasanaethau Cyhoeddus

Dywedodd LR fod adroddiad blynyddol drafft y Bwrdd Gwasanaethau Cyhoeddus yn cael ei ddatblygu a bydd angen mewnbwn gan y gwahanol feysydd prosiect o ran gwelliannau/ychwanegiadau ar feysydd fel cyflawni prosiectau dros y 12 mis nesaf. Cynigiodd PK ei gefnogaeth i'r broses hon.

Cwestiynodd TJ a oes angen mwy o waith fel Bwrdd Gwasanaethau Cyhoeddus ar yr amcan llesiant o ran yr economi y cyfeirir ato yn yr adroddiad. Mynegodd NE fod llawer o waith yn digwydd ar draws agenda'r economi ac nad yw'r Bwrdd Gwasanaethau Cyhoeddus eisiau dyblygu'r gwaith hwn, fel yr amlinellwyd yn y cynllun llesiant ac fel yr oedd y Bwrdd Gwasanaethau Cyhoeddus wedi cytuno pan gafodd y cynllun ei gymeradwyo. Yn hytrach na chael prosiect penodol ar gyfer yr economi, bydd y Bwrdd Gwasanaethau Cyhoeddus yn cysylltu â grwpiau a meysydd gwaith perthnasol lle bo'n briodol. Awgrymodd TJ y gallai'r Bwrdd Gwasanaethau Cyhoeddus wahodd y Grŵp Uchelgais Economaidd i fod yn un o is-grwpiau'r Bwrdd Gwasanaethau Cyhoeddus.

Cytunwyd ar y cam gweithredu canlynol:

- Dosbarthu gwybodaeth am adroddiad blynyddol y Bwrdd Gwasanaethau Cyhoeddus gyda'r cais am gefnogaeth gan bartneriaid **(LR)**

10. Unrhyw fater arall

Nododd LR fod problem gyda rhai aelodau'r Bwrdd Gwasanaethau Cyhoeddus yn derbyn papurau ar gyfer y cyfarfod hwn oherwydd maint y ffeil. Eglurodd fod papurau cyfarfodydd y Bwrdd Gwasanaethau Cyhoeddus yn cael eu cynnal gan PLANED ar eu gwefan, felly gellir dod o hyd iddynt yno ychydig ddyddiau cyn y cyfarfod os bydd unrhyw un yn methu eu cyrchu yn y dyfodol.

Ychwanegodd NE hefyd fod Ceredigion wedi gofyn i swyddogion archwilio cyfleoedd o amgylch uno Byrddau Gwasanaethau Cyhoeddus ar sail ranbarthol yn ffurfiol, er mwyn gweithio'n fwy cydweithredol. Cyflwynwyd cais tebyg gan Sir Gaerfyrddin tua phedair blynedd yn ôl, ond cafodd hwn ei wrthod ar y pryd. Mae trafodaethau ar gyfer hyn yn parhau ac nid oes unrhyw gynigion pendant eto, ond mae'n debygol y bydd rhywbeth yn dod ymlaen yn yr hydref.

Nododd PK y bydd y bwrdd iechyd yn lansio ymgynghoriad clinigol yn fuan a bydd diweddariad ar hyn yn cael ei ddarparu yn y cyfarfod nesaf.

Daeth y cyfarfod i ben am 12.07pm.

Cofnod o'r camau gweithredu

Rhif	Tud.	Cam gweithredu	Dyddiad targed	Perchennog	Datrysiaid
1	2	Bydd yr aelodau'n ystyried pwy yr hoffent fod yn gadeirydd ac yn is-gadeirydd nesaf y Bwrdd Gwasanaethau Cyhoeddus ac yn cyflwyno eu henwebiadau yn y cyfarfod nesaf ym mis Gorffennaf.	Erbyn y cyfarfod nesaf	Pawb	
2	4	Mapio'r argymhellion yn Adroddiad Cenedlaethau'r Dyfodol yn erbyn gweithgareddau cyfredol a datblygu cynigion i lenwi unrhyw fylchau, gan gynnwys: ○ Sut y gallai'r Bwrdd Gwasanaethau Cyhoeddus ymdrin â maes gwaith gwydnwch bwyd ○ Cynrychiolwyr y gallai'r Bwrdd Gwasanaethau Cyhoeddus gysylltu â nhw i gael rhagor o wybodaeth am gyfranogiad y sector diwylliannol	Erbyn y cyfarfod nesaf	(BB, ML, IT, MW) (Pawb)	Gweler Eitem 5 ar yr agenda
3	4	Darganfod a ddisgwylir i'r Bwrdd Gwasanaethau Cyhoeddus ymateb i Adroddiad Cenedlaethau'r Dyfodol 2025.	Cyn gynted â phosib	NE	
4	6	Ychwanegu'r strategaeth gymunedol at agenda cyfarfod yn y dyfodol (Gorffennaf neu Hydref) fel y gall y Bwrdd Gwasanaethau Cyhoeddus gael yr wybodaeth ddiweddaraf am ei chynnydd.	Cyfarfod mis Gorffennaf/Hydref	LR	Wedi'i gwblhau (agenda dros dro mis Hydref)
5	7	Ystyried mater cadeirydd yr Is-grŵp Natur, Datgarboneiddio a Newid Hinsawdd y tu allan i'r cyfarfod ac edrych ar ffordd o symud ymlaen.	Cyn gynted â phosib	NE, TJ	
6	8	Dosbarthu gwybodaeth am adroddiad blynyddol y Bwrdd Gwasanaethau Cyhoeddus gyda'r cais am gefnogaeth gan bartneriaid.	Cyn gynted â phosib	LR	Wedi'i gwblhau

PROJECT UPDATE

July 2025



PROJECT: Strengthening Communities

PSB Project Lead:	Chris Harrison / Rhian Bennett
Update on project activity <i>What has gone well? Have there been any issues / barriers to progress?</i>	The Strengthening Communities Strategic Group met in June 2025. With the departure of Cllr Neil Prior as Chair of the PSB and also the Strategic Group, a new chair needs to be nominated/selected for the group. In relation to the Strengthening Communities priorities, the following activity has been taking place over the last two months: <u>Volunteering</u> The strategy has now been approved by the Pembrokeshire Public Services Board, as well as Pembrokeshire County Council Cabinet and was formally launched on 25th June 2025 at a well-attended event in Narberth. The final strategy can be found here. The next phase will be to develop an implementation strategy and widen membership of the sub-group due to staffing changes. <u>Social enterprises</u> Work to develop a strong understanding of Alliances/Collaborative Commissioning within the Third and Public Sector has now been completed, with a toolkit of resources being developed that includes: - Workbook for organisations - A 'how to' video on using the workbook

- The Briefing document

The documents can be found [here](#) and have been taken to the Regional Innovation (Section 16) Forum for sharing and discussion.

Furthermore, the Pembrokeshire Social Enterprise Network met on 10th July bringing social enterprises from around the county together to learn and share good practice, as well as speakers on topics such as Using AI in Business and Pay It Forward systems. Further industry specific related events are being booked for September and October 2025.

Work is continuing to develop a directory of social enterprises to enable the public to access the wellbeing and care services provided by the third sector in Pembrokeshire and Hywel Dda Region.

Community Hub and Connectors

Work continues to move forward the redesign of the Adult Social Care Front door with test and learn days taking place through June. The governance structure been established including a steering group and associated working groups. The next phase will be to take the learning from the test and learn days to shape the next steps of the project.

Funding for social prescribing CRM system, Elemental, has been secured through the Regional Integration Fund and a 3-year contract signed.

Finally, a schedule of Keep Well events has now been released for the year, with fewer but larger events based on learning from 2024. More information can be found [here](#).

Related updates

There has also been a range of other activities taking place that supports the objectives of Strengthening Communities:

Most Significant Change

The evaluation of the 2024 – 2025 pilot has been finalised (see evaluation report). For 2025 – 2026, health and social care Regional Integration Funding has been secured to fund dedicated capacity to continue the work, with Together for Change hosting a part-time post. The focus will remain on Strengthening Communities with stories and learning to be structured around the role and value of communities in promoting well-being across the county. The scope of story collection will remain broad in line with the objective of Active, Connected, Resourceful and Sustainable communities. However, it is planned that the panel structure will potentially change, with stories being considered thematically and panel membership being structured to reflect the relevant themes.

Age Friendly Communities Strategy 2025 – 2035

Work has been taking place to produce a draft Age Friendly Communities Strategy in partnership with the Pembrokeshire Age Friendly Communities Board. The draft strategy is structured around the 8 domains of the World Health Organisation age-friendly world model:

- Transportation
- Housing
- Social participation
- Respect and social inclusion
- Civic participation and employment
- Communication and information
- Community support and health services
- Outdoor spaces and buildings

	Consultation will take place over the summer months ahead of proceeding through the relevant governance routes for approval. Furthermore, the Older Person's Commissioner will be spending a week in Pembrokeshire in November with the view of meeting and engaging with older people across the county. A schedule for their visit is currently being planned. <u>Gofod3</u> In February 2025, the board of Social Care Wales spent two days in Pembrokeshire, during which time they met a number of services and partnerships, one of which consisted of key partners from the Strengthening Communities agenda. They shared very positive feedback about the strength of the relationships and partnership in Pembrokeshire and as a result of this, a small contingency of Pembrokeshire colleagues were invited to run a plenary session with the Future Generations Commissioner and PAVS at Gofod3 in July. The focus was "Collaborating for health and well-being in the community" with presentations/discussion exploring our place-based approach and how cross-sector collaboration can deliver on well-being when the voluntary sector is an equal partner at the table. Positive feedback has been received from the Future Generations Commissioner Office who reported that our session "really got under the skin of partnership working".
Update on engagement and involvement activity	During 204/2025, the Engagement & Co-production Network was re-established with the use of SPF funding. However, now that the funding has ended there is now no dedicated capacity to take the work forward and the last meeting took place in early July. Other funding and resource opportunities are being considered, but at present there remains uncertainty as to how this work can continue. It should be noted that it was this network that supported the development of the Pembrokeshire PSB Well-being Plan so the impact of the Network ending will be felt beyond just the Strengthening Communities priority.

What are the priorities for the next reporting period? (i.e. up to next PSB meeting)	Work will continue against the priority areas outlined above. In addition to this, a proposal to hold a Communities Conference in late 2025 was supported in principle by the Strengthening Communities Strategic Group with separate discussions now in train to secure funding. The purpose of the event will be to showcase good practice in the county, share and promote the growing evidence base and provide opportunity to consider collective action in support of the Strengthening Communities agenda.
Please provide any other relevant information (e.g. data collected, survey results, training opportunities etc.)	Training for Most Significant Change is being scheduled for 3rd September 2025 and details will be circulated shortly.

Evaluation of the Most Significant Change approach to decision making

June 2025

Author: Jessie Buchanan



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Executive Summary

Most Significant Change (MSC) is an approach that involves the gathering of stories about changes in people's lives - stories that highlight a change for a person, why it mattered to them and what made it possible. The stories are then discussed by those involved in policy making and policy implementation to consider the implications for the planning and delivery of a service or activity.

This report presents the findings from the MSC Pilot Project. The aim of the pilot was to explore how MSC could support a reflective, relational, and evidence-informed approach to understanding change in community based interventions. The Project was undertaken in the period from April 2024 and March 2025 as part of Pembrokeshire's Strengthening Communities Programme. and funded by the Regional Integration Fund.

The Project trained thirty-seven people from participating organisations to be story gatherers. The training was undertaken by the MSC Coordinator over three sessions. Participant evaluations of the training sessions were largely positive, with most participants feeling they were able to contribute and felt confident in being able to gather stories. Key elements to consider for future training include more focus on practical elements of story gathering and a broader range of organisations involved in the Project.

Each participating organisation was asked to identify stories of change from people who had been supported by a Pembrokeshire-based project or service within the Strengthening Communities Programme. These individuals (the 'storytellers') were then paired with a story gatherer from a different organisation to reduce bias and encourage cross-organisational learning. Although only eight stories of change were gathered during the Project, they provided rich insights; future phases may benefit from a larger and more varied sample.

Written transcripts of the stories were shared with three Learning Panels which comprised frontline practitioners, strategic leads, and Public Services Board (PSB) members. The Learning Panels discussed the stories and reflected on the themes and values of their content, and the implications of the stories for action. The stories revealed consistent themes: the value of community connection, the importance of peer and family support, the role of confidence and identity, and the power of small-scale, human-centred interventions. Participants described the process as deeply engaging, insightful, and emotionally resonant.

The evaluation found that MSC strengthened Panel members understanding of community-led outcomes and helped shift thinking about what matters in service design and delivery. It encouraged deeper listening, cross-sector learning, and more holistic approaches to wellbeing. Participants also identified MSC as a powerful tool for organisational learning, not just evaluation, supporting reflection and cultural change.

However, the Project also highlighted challenges to be addressed if the MSC approach was to be rolled out. These included time and capacity constraints, the emotional toll of story collection, and the need for clearer processes, communication, and feedback loops. Participants emphasised the importance of follow-up, action, and ongoing investment to ensure MSC has lasting impact.

Overall, the Project demonstrated that MSC offers potential to support responsive, collaborative, and person-centred approaches to supporting individual and community wellbeing in Pembrokeshire. It can bring depth and nuance to traditional forms of evidence and helps to situate lived experience at the heart of learning and decision-making. The report concludes with practical recommendations to inform a further phase of the Project in 2025 - 2026, focusing on resourcing, coordination, accessibility, and embedding MSC across systems.

1. Introduction

1.1 Background and context

Evidence from public health and wellbeing research shows that people's lives are shaped not just by access to services, but also by broader determinants of health - including relationships, community connections, and local opportunities (WHO, 2008; Public Health Wales, 2020).

In Pembrokeshire, the voluntary and third sectors play a vital role in supporting wellbeing by delivering a wide range of community-led services. These organisations work closely with public bodies and local networks to create more joined-up, preventative, and responsive systems of support for individuals and communities across the County.

This collaborative approach is central to the Strengthening Communities Programme, a strategic commitment and key initiative of Pembrokeshire's Well-being Plan, led by the Pembrokeshire PSB. The PSB brings together local authorities, health services, the voluntary sector, and other public bodies to improve wellbeing across the county - its mission is to empower and enable local communities to be more active, resourceful, sustainable, and creatively engaged in shaping their own future.

The Strengthening Communities Programme aims to focus on co-producing solutions to immediate challenges while laying the foundations for a long-term infrastructure that supports population wellbeing. Much of this work takes place in the space between formal services and everyday life, through connection, trust, early support, and local leadership. Whilst services have a role to play in supporting the wellbeing of people, community-led organisations are often central to providing crucial support alongside statutory provision. However, the impact of these efforts is not always visible in traditional datasets and can be hard to capture. Conventional evaluation methods often overlook the complexity, nuance, and lived experience that underpin what really makes a difference. This gap could weaken the case for early intervention and preventative approaches.

To explore how change is experienced at a personal and community level, the MSC Project was launched as a one-year pilot. Using the MSC method, the Project seeks to capture stories from individuals who have been supported by interventions, either community focused projects or services that align with the priorities of the Strengthening Communities Programme.

Funded through the Regional Integration Fund in 2024-2025, the Project builds on earlier MSC collaborations in Pembrokeshire (including work with Swansea University) and explores new ways of working based on shared purpose, partnership, and the ambitions of the Strengthening Communities Programme. Subsequent funding for 2025 - 2026 will enable the Project to continue and to be developed further.

1.2 Project aim and objectives

The aim of the Project is to assess the effectiveness of the MSC approach in supporting strategic and operational decision-making within the PSB. It also seeks to develop a structured MSC process to strengthen reflective learning at both organisational and service delivery levels within the Strengthening Communities Programme. The objectives of the Project are to:

Project design

- Coproduce the Project in partnership to ensure that it aligns with local needs and priorities.
- Identify domains of change for the Project that reflect the Strengthening Communities Programme.

- Ensure MSC stories are representative of the diverse projects within the Strengthening Communities Programme.

Capacity building and process

- Develop a training model that builds capacity and capability across the Programme to collect, understand and use stories.
- Establish a system of MSC panels to support structured reflection and discussion.
- Pilot the development of case studies at PSB level to enhance the strategic value of stories.

Learning and impact

- Improve understanding of community-led outcomes across the Strengthening Communities Programme.
- Explore how MSC supports learning at individual and organisational levels.
- Consider how MSC can inform policy and operational decisions within the PSB and partner organisations.
- Enhance collaboration between statutory and non-statutory partners through shared reflection and learning.

1.3 Partnership approach

The Project sits within the broader structure of the Strengthening Communities Programme, which is led collaboratively through three tiers of governance: the Public Services Board (Gold level), the Strengthening Communities Strategic Group (Silver level), and the Operational Group (Bronze level). The structure and strategic priorities of the Strengthening Communities Programme are outlined in *Figure 1*.



Figure 1 Structure of Pembrokeshire Strengthening Communities Programme

The Project is led by Together for Change and delivered through a co-produced approach rooted in reflective practice. An Advisory Group comprising members from the Strengthening Communities Strategic and Operational Groups is actively involved in shaping, testing, and learning from the MSC process.

1.4 Project timeline

This evaluation covers the first year of the Project in its pilot year, which ran from April 2024 to March 2025.

2. Project Description

2.1 Overview of the MSC method

The MSC method is a qualitative, participatory approach to evaluation that centres on collecting and discussing real-life stories of change. It is particularly valuable in complex or evolving contexts where traditional metrics may not capture the full picture. Rather than seeking representative outcomes, MSC focuses on illuminating changes that participants in the activity being evaluated themselves perceive as most meaningful (Davies, Dart, 2005).

At the outset, specific 'domains of change' are defined to guide both story collection and analysis. Participants in the activity are then invited to share personal accounts that highlight pivotal or transformative experiences. These stories help reveal what people value and how they interpret the effects of a programme in their own terms.

A distinctive feature of MSC is the deliberative selection process in which learning panels read and discuss the stories. The aim of the process is to draw out multiple perspectives on impact, success, and learning.

By surfacing both intended and unintended outcomes, MSC can support deeper understanding of the social, relational, and contextual factors that shape change. When embedded within a broader evaluation or learning strategy, and combined with other methods, it can offer rich insights into how and why change happens.

2.2 Pembrokeshire MSC Project activities

The Project focused on designing and delivering story-based learning activities within the Strengthening Communities Programme. This included training local practitioners, facilitating story collection, and convening reflection panels. The key activities are set out in *Figure 2*.

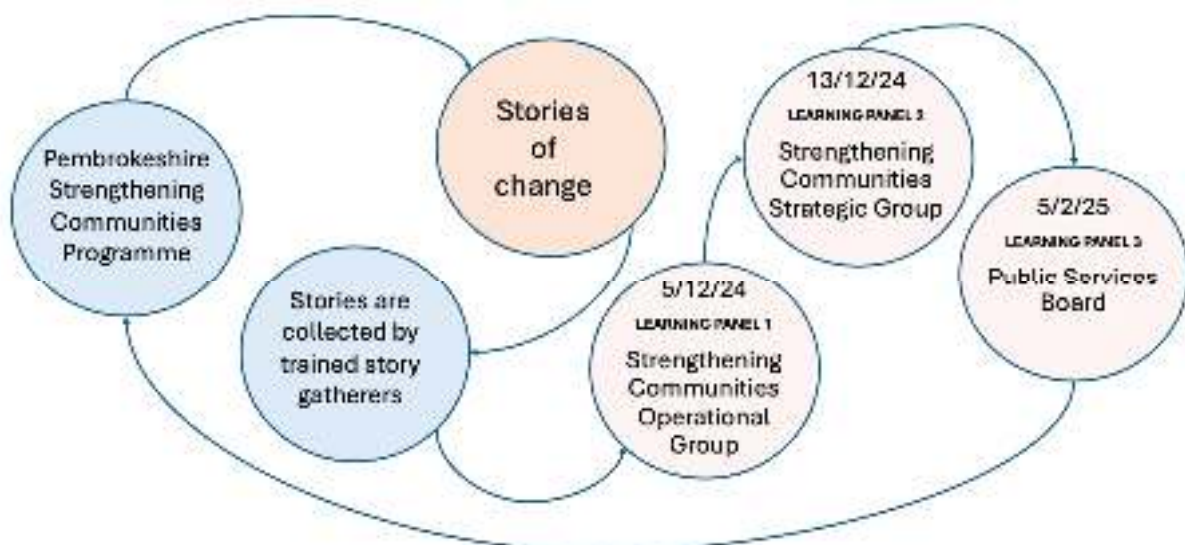


Figure 2 Key activities of Project

- *Training and capacity Building*

Story gatherer training was delivered by the MSC Coordinator, in collaboration with Nick Andrews (DEEP, Swansea University), with support from PCC. Story gatherers were individuals recruited from member organisations of the Strengthening Communities Programme.

Two open training sessions were held at Pembrokeshire Archives on 1st May and 17th June 2024. These sessions introduced the principles and purpose of the MSC method and provided participants with opportunities to practise and build confidence.

In response to demand, a tailored follow-up session was delivered to the PAVS team at Haverhub on 10th January 2025. This was requested by the PAVS Strengthening Communities Manager, as several PAVS staff had been unable to attend the earlier sessions. The session was revised and condensed, focusing more closely on the practical elements of story gathering in response to feedback from the first two training sessions.

Following their initial interviews, story gatherers were invited to attend one-to-one mentoring sessions with the MSC Coordinator for guidance and reflection.

- *Story collection and panels*

Each participating organisation was asked to identify stories of change from people who had been supported by a Pembrokeshire-based project or service within the Strengthening Communities Programme. These individuals (the 'storytellers') were then paired with a story gatherer from a different organisation to reduce bias and encourage cross-organisational learning.

The coordination of the matching process was carried out by a designated Coordinator based in PCC, who also managed permissions, consents, and the story database.

Between May and October 2024, eight stories were collected using a structured template (see appendix 1). These stories were gathered through the cross-organisational pairings described above.

Three facilitated Learning Panels were held to discuss and reflect on the stories, aligned with the three tiers of the PSB governance structure: Gold (strategic), Silver (operational), and Bronze (delivery). The panels served as opportunities to explore how the stories reflected the impact of policies and funding decisions, and to identify patterns and learning across the Programme.

Ongoing reflective practice, combined with this evaluation, will inform and strengthen the design of future story gathering and learning activities.

Stage	Date	Description of activity
1: Planning	Apr 2024	Developed Project Plan with Advisory Group; established four domains of change; designed story collection training, materials, permissions, promotional graphics; promoted to networks
2: Training	May – Jun 2024	Delivered 2 story gathering training sessions at Haverfordwest Archives
3: Story collection	July – Dec 2024	Stories collected by story gatherers
4: Mentorship	July – Dec 2024	Provided mentorship and conducted follow-up interviews with story gatherers

5: Training	Sept 2024	Delivered MSC story gatherer training to PAVS team
6: Learning Panel 1	Dec 2024	Learning Panel 1 (Strengthening Communities Operational Group) held to discuss all stories and select 6 stories to be reviewed at Learning Panel 2.
7: Learning Panel 2	Dec 2024	Learning Panel 2 (Strengthening Communities Strategic Group) held, 6 stories reviewed and 4 selected to be developed further as case study, with supporting information
8: Case Study Development	Jan 2025	4 stories developed, with supporting information about context, nature of project, how project funded and for how long
9: Learning Panel 3	Jan 2025	Learning Panel 3 (PSB) – 4 story case studies shared
10: Evaluation	Mar – May 2025	Conducted summative evaluation, interviews with panel members, story gatherers, review of documentation

Table 1 Stages of the Project

2.3 Domains of change

Four areas, or ‘domains’ of change were discussed and agreed by the Project Advisory Group. These domains were identified to align with the focus and aims of the Stronger Communities policy and the work funded by the RIF Strengthening Communities programme. The four domains provide a structure for analysing the determinants of wellbeing the stories relate to:

1. Community assets, services and resources: local services, buildings, parks, and other resources that help improve people’s lives.
2. Community engagement: people taking part in community activities, volunteering, and having a say in decisions that affect them.
3. Social connections and networks: the wider social ties and relationships that people have in their community. It includes how people support each other, share resources, and work together to improve their wellbeing.
4. Fair and inclusive opportunities: ensuring everyone can participate fully in community life, and that barriers faced by marginalised or underrepresented groups are recognised and addressed.

3. Evaluation design and methods

3.1 Purpose

The purpose of this evaluation is to assess how effectively the Project supported reflective learning and decision making across the Strengthening Communities Programme. It explores whether MSC has helped to:

- Build capacity to collect and use stories meaningfully
- Strengthen individual and organisational learning
- Inform policy and service decisions with the PSB strengthening Communities priority

The evaluation is also designed to support continual improvement through a set of recommendations to shape the next phase of the Project.

3.2 Evaluation framework and questions

The evaluation is guided by four core questions, which are mapped to the Project's objectives across the areas of design, capacity building, and learning and impact. These are set out in the table below:

Evaluation question	Related objective	What was measured
1. Was the Project coproduced and aligned with local needs?	Coproduce the Project; align with local needs	Co-design approach, stakeholder involvement, relevance to local priorities
2. Were the MSC stories representative of the Project's domains of change and the diversity of the Strengthening Communities Programme?	Identify domains of change; ensure representation	Distribution of stories, alignment to domains, diversity of voices and themes
3. Did the training build capacity to collect and use stories?	Develop a training model that builds capacity	Participant confidence, practical application, peer learning
4. Did the Learning Panels support structured reflection, learning and collaboration for panel participants?	Establish panel system; enhance collaboration	Quality of panel discussions, perceived value, cross-sector learning

Table 2 Evaluation framework and questions

3.3 Data collection methods

Methods used include:

- Project documentation review: training materials, promotional content, MSC templates, story pamphlets, and meeting minutes (PSCOG, Strengthening Communities Strategic Group).
- Training evaluation: participant feedback after MSC training sessions (see appendix 2 and appendix 3)
- Story collection and analysis: review of number and distribution of stories and analysis of content against the Project domains.
- Interviews: semi-structured interviews with story gatherers and Learning Panel members to explore experience and learning (see appendix 4 and appendix 5)
- Panel analysis: review of themes emerging from Learning Panels (1, 2, 3), with comparison across levels.
- Partner reflection: notes and observations from reflective practice sessions with PSB partners.

3.4 Sampling and participants

Documents reviewed:

- Planning and evaluation documents: project and evaluation plans
- Training and promotional materials: templates, slides, leaflets, story pamphlets (bilingual)
- Governance records: minutes of MSC planning, PSCOG, and Strengthening Communities Strategic Group meetings

Interviews conducted:

- MSC story gatherers: Fleur Buck, Damian Golden, Mandy Lawrence, Joseph Rollings
- Learning Panel members from the three tiers of PSB governance: Rhian Bennett, Sophie Buckley, Rachel Gibby, Michael Gray, Chris Harrison, Philip Kloer, Neil Prior
- Additional interviewee: Nick Andrews

3.5 Data analysis

All interviews with story gatherers were held in person and manually recorded. Interviews with panel members were recorded on Microsoft Teams, transcribed, and analysed using manual thematic analysis. Panel 1 was recorded manually, data was typed up and analysed using the steps below. Panels 2 and 3 were held on Microsoft Teams, with audio and Teams Chat recorded. The Microsoft Teams Chat was analysed using the steps below.

The steps for the thematic analysis included:

1. Familiarisation – reading and noting patterns
2. Coding – applying codes to segments of text relevant to evaluation questions
3. Theme development – clustering codes into broader themes
4. Interpretation – connecting themes back to evaluation objectives

AI software was used to support data organisation and coding.

3.6 Limitations

- Interviews were conducted with a small group, so findings may not represent all perspectives across those involved.
- Some key individuals, including those that shared their story were unavailable for interview, limiting the range of insights gathered.
- As a qualitative approach, findings reflect individual perspectives, which may be influenced by personal or contextual factors.
- Findings are specific to this project and may not be generalisable to other communities or other projects.

Efforts were made to triangulate findings through multiple data sources and perspectives.

3.7 Ethics and governance

Ethical guidelines were followed to ensure informed consent, transparency, and voluntary participation. Participants could choose whether and how their contributions were shared. Reflections used in reporting were anonymised unless explicit permission was given.

4 Findings

4.1 Was the Project co-produced and aligned with local needs?

The Project was coproduced by Together for Change and members of the Advisory Group. Regular meetings of the Pembrokeshire Strengthening Communities Operational Group and a partnership approach to the Project ensured there was opportunity for reflection, adaptation and collaboration throughout the Project. This ongoing involvement allowed for continuous input and adjustment, making sure the Project was closely aligned with local needs and priorities. Building on the established MSC work in Pembrokeshire meant the Project connected directly with local wellbeing strategies and community-led plans. This co-productive approach within a well-established partnership framework helped secure strong buy-in and ensured the Project remained relevant.

All materials were produced bilingually.

4.2 Were the MSC stories representative of the Project's domains of change and the diversity of the Strengthening Communities Programme?

Stories for the Project were collected by pairing a 'story gatherer' with a 'story teller' from a different organisation. A central coordinator within PCC acted as the main point of contact, managing the database, permissions and consents. This approach was designed to encourage cross-organisational understanding and minimise bias that can arise when stories are gathered internally. Between May and October 2024, eight stories were collected using this method.

The stories were shared and discussed at three Learning panels (see appendix 6 for story codes and titles). The MSC Coordinator facilitated the panels.

Learning Panel	Date	Stories shared	Format of Panel
1 - Pembrokeshire Strengthening Communities Operational Group	5/12/24	1, 2, 3, 4, 5, 6, 7, 8	In person, Haverfordwest Archives
2 - Pembrokeshire Strengthening Communities Strategic Group	13/12/24	1, 3,4,5,6,7,	Online - Teams
3 - Pembrokeshire PSB	15/1/25	1, 3, 5, 7	Online – Teams

Table 3 Learning Panel outline

At each Learning Panel, the facilitator asked for a participant to read each story aloud. After the story had been read, participants were asked two questions in turn:

- What makes the story significant?
- What enabled the change to happen?

At the PSB Learning Panel, participants were also asked a third question:

- What does this mean for your organisation?

The following section sets out the themes and enablers of change for each of the stories that were discussed at each of the Learning Panels. This is followed by a discussion of how these themes and enablers relate to the predefined domains of change.

4.2.1 Learning Panel 1 – Pembrokeshire Strengthening Communities Operational Group

The Panel heard and explored eight stories. The stories were shared in the form in which they had been received, without editing. Stories were uniform in the way that they were gathered but were not the same in the way they were written up by the story gatherer. The main differences were the use of different tenses (first person, third person), length of story, how the list of changes was written up (some as a long narrative, some as bullet points).

Story title	Themes explored	What enabled the change
Gaining an independence	Connection, friendship, independence, self-belief, volunteering, purpose, recognition	Long-term project, supportive people, continuity since 2015, neurodiversity support
Regaining independence	Starting from deficit, independence, lack of voice, holistic support, project impact	SPF funding, whole-person approach
Being heard	Peer support, being listened to, barriers to support	Listening Deputy Head, parent engagement scheme
Big man's adventure	Emotional challenges, COVID impact, family support, pride, crisis point	Continuity, sharing learning, support workers
Belonging – 40+ years to get there	Crisis, multi-agency support, neurodiversity, belonging, employment, strengths-based, ripple effect	Collaboration, community services, holistic and family involvement
Finding my voice	Friendship, confidence, purpose, peer support, long-term progress	Group support, strength-based language, sustained effort
Employee volunteering scheme enables engagement	Volunteering, mental health, engagement, wellbeing activities	Flexible work scheme, employer support
Age Cymru Case Study	The story was submitted as a case study of a person who had been supported by Age Cymru. It was not written as a story of change. The panel felt that due to the format of the story, it was not possible to explore the themes and enablers of change.	

Table 4 Learning Panel 1 - Story title, themes and enablers of change

Six stories were chosen by the Panel to be presented at the Strengthening Communities Strategic Group. Stories were chosen to reflect a range of different activities and projects.

4.2.2 Learning Panel 2 – Pembrokeshire Strengthening Communities Strategic Group

The Panel heard and explored six stories. Stories were edited to provide more uniformity of length and tense.

Story title	Themes explored	What enabled the change
Being heard	Isolation, shame, family-wide impact, kindness, vulnerability, community	Approachable teachers, deputy head's support, peer support, whole school culture of listening and kindness
Belonging – 40+ years to get there	Mental health, neurodivergence, crisis, friendship, employment, self-worth	PPF encouragement, inter-agency collaboration, peer friendships, support interventions
Big man's adventure	Family interdependence, communication, routine, care quality, family support	Continuity of care, supported employment programme, relational care workers, family mutual support
Employee scheme enables engagement	Volunteering, personal wellbeing, flexibility, motivation	Employer volunteering scheme, flexible volunteering opportunities, motivated individuals, positive contribution
Finding my voice	Confidence, leadership, pride, independence, friendship, purpose	Project support, key people (Nadine, Lee), family and peer encouragement, YVFC connections
Gaining independence	Independence, confidence, pride, friendship, personal growth	YVFC project, support workers, transport project, key worker Shanaghan, preventative services awareness

Table 5 Learning Panel 2 - Story title, themes and enablers of change

The Panel chose four stories to be developed as case studies to be shared at the PSB Learning Panel.

4.2.3 Learning Panel 3 – Pembrokeshire PSB

The Panel heard and explored four stories, each with supporting information about the story to provide a 'case study'. The information included: project or service title the story related to; the duration of the project or service; how the project or service was funded and for how long; the objectives of the project or service.

Story title	Themes explored	What enabled change
Being heard	Isolation, shame, family impact, kindness, vulnerability, community, parent-teacher relationship	Approachable teachers, deputy head's proactive support, peer support, empathetic listening, communication
40+ Years to get there	Mental health, homelessness, trauma, social isolation, friendship, connection, purpose	Listening, community service access, non-medical support culture, multi-agency working, small funding
Employee scheme enables engagement	Volunteering, wellbeing, motivation, workplace flexibility, employer support	Supportive workplaces, employer flexibility, structured accessible volunteering schemes
Gaining independence	Confidence, leadership, participation, personal growth, overcoming barriers	Skilled key workers, individual determination, listening culture, small targeted funding, strong leadership

Table 6 Learning Panel 3 - Story title, themes and enablers of change

Participants on the Panel were then asked, 'What does this mean for your organisation?' Comments were analysed for key themes and summarised. A summary of the themes with sample comments is provided below (for all comments see appendix 7).

Improved listening and engagement were a key priority for many participants. Many of the comments highlighted the critical need for organisations to deepen their listening and engagement practices to ensure that people feel truly heard and involved: *"We need to listen more"; "Pausing to listen, not something we do in this busy world"*

Early intervention and prevention emerged as key priorities, with a clear emphasis on the value of early support for individuals before crises develop. This in turn was linked to how this could reduce pressure on clinical services or the need for emergency support at a later stage: *"More preventative work needed... catalyse these connections/multi-agency working"; "How can we collectively support more of these sort of programmes - a more social model of health & well-being"*.

Stronger partnerships and collaboration across agencies and sectors was also perceived as essential to provide holistic, community-based support. Many felt that the stories celebrated the power of working together, especially across sectors. There was a recognition that community based, third sector services are not only effective, but can be transformational for people, and the need for increased awareness and more adequate resources: *"Increased awareness, identify routes to support services, wider partnership knowledge"; "We need to replicate this kind of provision - it is transformational for individuals"*

A shift in organisational mindset to embrace more opportunities for learning was mentioned by several participants. Comments noted the need for a fundamental culture shift in public services, including humility, learning from lived experience and recognising the strength of community led provision in supporting the health and wellbeing of people: *"Letting go and assuming we have all the answers"; "Don't assume what someone needs/values"; "We need a fundamental mindset shift in public services"*. A willingness to act on learning was seen as key.

Many also felt that developing innovative approaches to measurement and evidence was an integral part of the learning and adaptation that was noted. Several members urged a broader understanding of impact and advocated for credible, mixed method approaches that considered qualitative stories alongside data to strengthen the case for continued investment: *"Need to work out how to use a different form of measurement credibly attracts funding"; "Important to gather these stories and not solely rely on numbers to justify spend"*.

4.2.4 Analysis of themes across the four domains of change

The themes and enablers identified by the three Learning Panels were mapped against the four domains of change established at the beginning of the Project: community assets; social connections and networks; and fair and inclusive opportunities. This analysis revealed the interconnected nature of these domains, with most stories relating to at least three, if not all four domains.

Many stories emphasised the value of community-led initiatives, peer support, volunteering, and sustained involvement. They highlighted how active participation and feeling engaged not only build individual confidence and purpose, but also enhance wellbeing, for both the person telling the story and those involved in it.

Social connections and networks featured strongly across all stories. The importance of friendships, trust and collaborative relationships was evident, with community support, informal networks, and family involvement frequently underpinning the individual's journey

towards the change described. A strong sense of belonging often emerged, serving as a foundation in people’s lives.

Relational elements such as peer support, family involvement, employer-supported volunteering, and trusted key workers underscore the vital role of human relationships in fostering wellbeing and achieving positive outcomes.

These findings reinforce the idea that social capital – the networks, trust and connections within a community, is a key determinant of wellbeing. The stories suggest that when individuals feel heard, supported, and connected, they gain a sense of belonging and confidence that enables them to live well and contribute positively to their wider communities.

4.3 Did the training build capacity to collect and use stories?

4.3.1 Story gatherer training sessions

Three training sessions were delivered. The breakdown of participants is set out in the table below.

Session	Date	No. of participants	Organisations attended	No. of feedback forms completed
1	1/5/24	12	HDUHB, PACTO, PAVS, PCC, Natural Resources Wales	4
2	17/6/24	14	AgeCymru, PAVS, PCC	11
PAVS	10/1/25	11	PAVS	11

Table 7 Overview of story gatherer training sessions

Participants were asked to complete a feedback form at the end of each training session. For Session 1 and 2, an online SmartSurvey evaluation form was created. A paper copy of the questions was also shared with participants. The focus of the evaluation was on the quality of the experience and facilitation in the workshop. Four hard copies were completed from session 1 and eleven for session 2. No online forms were completed.

For the PAVS session, an amended evaluation form was created to better reflect the experience of the participants, most of whom had previously been involved in gathering MSC stories in Pembrokeshire.

- Participant feedback from Session 1 and Session 2

Participant’s prior experience of MSC

	Session 1	Session 2	Total
No experience	0	7	7
Some knowledge or understanding	3	4	7
Previously attended MSC training	1	0	1

Table 8 Participants prior experience of MSC

- *Reflections on workshop experience. (Scale: 1 = Not a lot; 5 = A great deal)*

	1	2	3	4	5
I felt safe and comfortable taking part			1	4	10
I could make connections between the discussion and my life or work				5	10
I felt involved and able to contribute as and when I wanted		1		2	12
I felt the workshop was meaningful and had a clear purpose		1		2	12
I felt valued and listened to		1		2	12
Total		3		15	56

Table 9 Reflections on workshop

- *Would you recommend this workshop?*

Session 1: all 4 respondents said 'yes'. Sample comments:

- *"ffordd wych o gasglu gwybodaeth a well stori cyflawn na elli ro ddal men ytadegyn"*
(trans: "a great way to gather information and a more complete story than can be gathered in a statistics")
- *"It would be advantageous to link with others in health"*
- *"Enjoyed thoroughly. Thank you"*

Session 2: 10 said yes, 1 did not answer. Sample comments:

- *"Positive and interesting making you more aware of others"*
- *"Very strongly agree"*

- *Were the materials helpful?*

All participants said 'yes' the materials were helpful.

Participant comments included:

- *"They were very good, excellent"*
- *"I think more examples would be helpful. Also it would be great to have more organisations involved (it was a bit PCC heavy)"*

- *Additional feedback*

Session 1:

- *"Diolch"*
- *"I have really enjoyed the training and look forward to being part of the ongoing project"*
- *"Excellent resource"*

Session 2:

- *"A very useful session that should give practitioners the confidence to go out and gather stories"*
- *"Maybe some more practice gathering stories"*
- *"I thought it was really useful. I have some colleagues who were unable to attend but I hope that can come if you did it again"*

- *“Welcoming and relaxed. great to have an opportunity to reflect. Look forward to implementing”*

The feedback from training sessions 1 and 2 was largely positive, with the majority of participants feeling they were able to contribute within the workshop and felt confident in being able to gather stories. Key elements to consider for future training include more focus on practical elements of story gathering and a broader range of organisations involved in the Project. In response to the feedback for opportunities to practice story gathering, the PAVS Workshop was adapted to provide more space for practice and questions.

- **Participant feedback from PAVS MSC story gathering workshop**

Feedback was collected from eleven participants through a short post-session survey. The responses indicate the workshop was well received and effective in building confidence and understanding of the MSC approach.

- *Overall experience of the session*

Participants were asked to rate the session (Excellent / Good / Poor / Very poor).

- 8 participants rated it 'Excellent'
- participants rated it 'Good'
- None rated it Poor or Very Poor

All respondents provided a comment. Themes included the clarity of the session, the engaging facilitation, and the relevance of MSC to their work. Sample comments:

- *“Reignited my passion for MSC.”*
- *“Jessie made it interesting... a chance to ask some questions I have previously not asked.”*
- *“It clarified the process... helped me realise I can approach it.”*
- *“An excellent refresh.”*

- *Most useful or enjoyable aspect of the session*

All participants mentioned practising story gathering as the most valuable part. This suggests that experiential learning was particularly effective.

Illustrative responses:

- *“The exercise of doing the storytelling and gathering.”*
- *“Practice story gathering, and the analogies to explain the importance of MSC.”*
- *“Story gathering and detailing how less positive changes can be included.”*

- *Suggestions for improvement*

6 participants said 'No' improvements were needed.

No other suggestions were recorded.

- *Confidence using MSC after the session*

All 11 participants said they now felt confident using the MSC approach.

- *Further comments*

Final remarks were brief but positive. Several participants simply wrote *“Thank you”* or commented that they had *“enjoyed the training.”*

4.3.2 Story gatherer interviews

Story gatherers were invited to participate in a 1-1 conversation with the MSC Coordinator after collecting their first story. The purpose of the conversation was to explore how the story

gatherer felt about collecting a story and to evaluate the training and to understand any enablers and barriers (see appendix 6 for the questions). Four interviews with participants who had gathered a story between May and October 2024. The interviews were transcribed and analysed for key themes. The findings are set out below:

- **Training built awareness and understanding of MSC**

Most participants were unfamiliar with the MSC method prior to the training, but responded positively to its relevance and value. As one person put it, *"I'd never heard of MSC but it sounded interesting,"* while another described it as *"Something different, refreshing and nice."* A few had some prior awareness, mainly through links with PCC

The structure and content of the training were generally well received. Participants appreciated the step-by-step approach and opportunities for discussion, though some felt the experience could have been strengthened by including more practical exercises.

- **Experiential learning**

A clear theme was the value of experiential learning in building participants' confidence and competence. Several identified as kinaesthetic learners and appreciated the hands-on approach. One reflected, *"I learn by doing – content was useful"*. Others noted how the role-play exercises supported their listening skills and real-world application. Engaging directly in story collection helped participants connect more deeply with the individuals they worked with and with the purpose of their work. One person commented that it *"Helped me understand the person more... realise how hard the support workers work,"* while another described a moment of *"Deep empathy rather than a short burst."*

- **Understanding method and process**

For people to feel confident about gathering a story, an understanding of the method was important alongside clarity of roles and connections. Having a point of contact was seen as essential - *"Personal contact was really important!"*, while others reported confusion about process and responsibilities: *"Didn't know who to send the story to."*

Practical tools, such as the story template and use of audio recorders, were also appreciated. These were seen as useful in capturing depth that might otherwise be missed: *"The recorder picked up things that didn't come out in conversation."*

- **Strong positive emotional impact of story collection**

Story collection was often described as a powerful and emotional experience. Many participants found it meaningful and rewarding. This emotional resonance appeared to strengthen the sense of purpose and reminded participants of the human element at the core of their work: *"It's the person that connects."*

- **Barriers included time, confidence, and clarity**

Despite the benefits, a number of practical and emotional barriers were identified. Time was a major factor, with some needing to work outside normal hours to collect or transcribe stories: *"It took hours and hours to transcribe."* Others mentioned confidence issues or the importance of cultural and linguistic alignment — such as wanting a Welsh-speaking connector for a particular story. One participant noted they *"Didn't like doing my own story... wanted it to be another connector."*

- Desire for ongoing support, community and reflection

There was a strong appetite for continued support beyond the initial training. Participants suggested regular online check-ins or community calls to share learning and support each other, such as *“Teams calls every month - develop a community of story gatherers.”*

For some, the reflective nature of MSC had also led to personal growth. As one person shared, *“Have never been reflective before... learning about self a little bit more.”* Others spoke of developing awareness around listening, body language, and their evolving role as a researcher.

- MSC is supporting a shift in changing organisational culture and practice

There are indicators that MSC is shifting how organisations think about evidence and impact. Several participants noted a move away from purely quantitative reporting: *“Previously, no stories in reports – just metrics and numbers”* and *“wow we’ve got a story in it... a really great way to show change.”* Others reflected on how this method could help embed a new culture where stories are seen as central to understanding change.

4.4 Did the Learning Panels support structured reflection, learning and collaboration for participants?

Semi structured interviews were held with eight Learning Panel participants representing the three tiers of the panel. These interviews focused on participant’s experience of engaging with the panels, particularly in relation to: community led outcomes; policy and operational decision making; collaboration and partnership; MSC as a tool for learning. Participants also reflected on the method and process itself. Thematic findings are outlined below.

- Understanding of community led outcomes

Many participants already held a strong belief in the value of community-led outcomes prior to taking part. However, the Learning Panel experience reinforced and deepened these beliefs, often in emotionally resonant ways. Rather than changing their conceptual understanding, the storytelling process helped surface the lived complexity behind community-led work. Participants described how hearing MSC stories helped move beyond transactional views of service delivery (‘professional A refers to organisation B’), instead illuminating the relational, often transformative, nature of small-scale interventions. One participant shared: *“It wasn’t always just a specific service that brought the outcome around... there’s just so much more to it... the stories brought home to me the importance of investing in community-led initiatives.”*

For some, the process also strengthened their ability to advocate for community-led work, grounding familiar ideas in tangible experience: *“I think we all know it’s the right thing to do. But to get that buy-in from partners... it needs more than a conceptual model.”*

Recurring insights included the underestimated power of modest investments in local organisations, the role of confidence and identity, and the limitations of system-led assumptions. The story of the VC Gallery stood out to many, revealing how social connection and belonging can matter more than formal services: *“If we’re investing in these organisations... they should be first. The third sector shouldn’t be contacted after social services - they should be the first port of call.”*

Others spoke of how the stories challenged assumptions, particularly the notion of communities as passive recipients. One participant highlighted: *“The assumption is that people will take, not give... but people can be part of the solution too.”*

- Policy and operational decision making

While still early days in terms of informing policy change, participants agreed that MSC is already shaping thinking and influencing practice. The process deepened understanding of impact and highlighted the importance of reflection: *"Gathering a case study or a quote doesn't necessarily pinpoint the most important part of the intervention in the way MSC does."*; *"It's definitely changed the way that practitioners are looking at the impact of the work that they do around prevention and early intervention."*

Several noted the stories' cumulative influence on strategic thinking, even without clear policy shifts: *"These stories have probably influenced some of my recent thinking around how we need to reconfigure the front end of adult services."* The stories also helped centre people's experiences in strategic development: *"It made me rethink the person at the end of the story... whilst they went on a project for one thing, they came out with something totally different.;"* *"What is the importance to the people on the ground? What are they actually telling us?"*

Participants saw potential for MSC to inform organisational priorities in the future, especially if patterns begin to emerge: *"If there ends up being a pattern of stories that clearly shows a need for change... I'm completely open to being led by the data."*

However, there were also warnings. Without follow-through, there's a risk that the learning could be lost: *"We're on a journey... it feels like we're stepping our toe in the water."*; *"People might go away and do nothing."*

The need to learn from failure was also highlighted: *"I think people are frightened that if they say something didn't work, we'd cancel it altogether... but we can learn just as much from what didn't work as what did."*

Some saw potential for MSC to become a routine part of decision-making but this would require leadership: *"You'd like to see leaders take it back into their organisations, not just leave it as something the PSB are doing over there."*

- Collaboration and partnership

The MSC process reinforced the importance of collaboration and created a sense of shared purpose across sectors. As one participant noted: *"It reminded us why it's important to think about strengthening communities in partnership."*

For many, the panels offered a 'safe space' for reflection, particularly valued by those in operational or delivery-focused roles: *"We're often focused on delivery and improvement – this gave us space to reflect."*; *"It felt like a safe and respectful space where it was okay to be emotional about the stories."*

Several highlighted the value of reconnecting with their values: *"Being reminded of why we do what we do... and what in our system is making a difference and what maybe isn't."* Stories from groups not directly funded by the PSB were especially powerful: *"We wouldn't necessarily hear about the impact of groups like the VC Gallery or Age Cymru unless they reported directly to us."*

However, some noted limitations in reach and system-wide integration: *"The PSB is a relatively small bunch of individuals... there's a whole group of other officers who haven't been exposed to this."*; *"It shouldn't feel like a niche evaluation tool."* There were also concerns about lack of feedback loops: *"The presence of the PSB doesn't seem that tangible... just feels a bit too distant."*

Participants were hopeful about expanding the approach: *"We probably need more stories from other organisations so they can build confidence and relate to it more."*; *"It's got real potential*

across the RPB... but it has to be more than a one-off story; it needs to be part of a change cycle."

- **MSC as a tool for learning**

"Stories in principle are to improve, not prove. They're there for learning"

Participants saw strong potential for MSC to embed learning within systems and services, if cultural and structural support is in place. There was consensus that stories must be treated as tools for learning, not only evidence of success: *"It's not just about evaluating. It's a tool for critical reflection, adaptive management, quality assurance – and convening."*

The process was seen as valuable for deeper listening and cross-sectoral learning: *"It's a rare thing for us to sit and talk about what really matters... this process makes space for that.";* *"What I liked was hearing different people's reasons for significance. It opened my eyes to things I hadn't thought about."*

Participants emphasised that MSC should complement, not replace, other methods: *"It's not trying to replace your dominant methodology... it's a complementary tool."* There was appetite for using stories in formal reporting, such as to Welsh Government due to their ability to communicate impact beyond metrics. Tools like the Social Value Engine were suggested to support this.

- **Reflections on process and future use**

Participants valued the way MSC worked across different levels, from frontline delivery to strategic boards, helping connect lived experience with system-level thinking: *"This is the first time I've seen something that links the lived experience directly to what's on the PSB agenda."*

However, they also reflected on practical challenges, including clarifying purpose, streamlining the model, and improving accessibility. There was discussion about using a two-tier panel model rather than three, as many individuals sat on multiple tiers.

The idea of pre-reading stories split opinion. Some valued the opportunity to reflect beforehand: *"It gave me time to read and reread... when I'm listening, I tend to write and miss bits."* Others preferred reading together in the room. Participants agreed flexibility is key, depending on context and purpose.

A recurring theme was the central role of the story gatherer: *"If that element isn't right, you've got nothing to look at... no stories, no learning."* Support, training and peer learning were suggested to improve this role.

Participants also raised issues around permissions, materials, and communication: *"People kept asking for leaflets and information to help them tell their stories... there was still demand for more accessible materials."*

Many suggested holding reflective feedback sessions after each round to consolidate learning and improve story collection: *"Story gathering is a skill - listening deeply and capturing the essence takes effort... we may need to recruit and train people with those talents."*

Finally, participants emphasised the need for longer-term investment and clear leadership: *"We fall into the summative evaluation trap... and we forget to build in evaluation resource. If we don't invest, we just revert to type.";* *"We need someone who can articulate how this fits into a wider framework - someone with confidence and credibility. That's what will build the system's confidence too."*

4.5 Cost effectiveness and resource implications

This section provides a brief value-for-money assessment of the MSC pilot phase, considering time, cost, and capacity.

4.5.1 *Time and resource commitment*

The MSC approach was delivered over a one-year period (April 2024 – March 2025), with a total budget of £15,600 provided through RIF funding. The work was co-delivered by a shared partnership between TFC and PCC with responsibilities and capacity split between both organisations. This allowed for flexible and adaptive delivery, but constrained capacity at times. Additional time and resource would have enabled a wider reach and deeper engagement, including more stories, more follow-up with storytellers, and broader involvement in the panel process.

4.5.2 *Unexpected costs or savings*

One of the most significant unaccounted contributions was the pro bono time offered by partners and facilitators, particularly during reflective practice sessions and story panel facilitation. This voluntary commitment reflects a strong sense of belief in the value of the work but is unlikely to be sustainable in the longer term without dedicated support.

4.5.3 *Implications for scaling and sustainability*

Feedback from partners suggests that scaling the MSC approach would require additional and more consistent resource, including coordination, training, and administrative support. In particular, sustaining the quality of story collection, translation, analysis, and facilitation would not be possible without a larger delivery team or greater mainstream buy-in. However, the pilot has demonstrated that meaningful insight can be generated within a modest budget with the right infrastructure and support.

4.5.4 *Early insights into value*

While it is too early to draw conclusions about the long-term return on investment, initial reflections indicate value in terms of influence and learning. Partners reported deeper understanding of community strengths and new forms of dialogue that may not have been possible through traditional consultation or reporting mechanisms. Several partners have expressed interest in further exploring how MSC insights might shape programme design or PSB-level decisions. Capturing this impact systematically would require follow-up evaluation in future phases.

5 Conclusion

This evaluation demonstrates that, although still in its early stages, the MSC approach offers valuable and distinctive insights into community-led outcomes for Pembrokeshire's Strengthening Communities Programme. The Project has helped surface what matters most to individuals and communities and highlighted the wider conditions that enable or hinder change.

The Project successfully gathered eight stories of change and used these to prompt shared learning across three tiers of cross-sector Learning Panels. Those interviewed, both Learning Panel participants and story gatherers described how the process reinforced their understanding of the importance of relationships, trust, identity, and belonging, elements that are often missing or undervalued in formal evaluation frameworks. For many, MSC shifted the

tone of discussion away from outputs and towards deeper, more human reflections on impact. The process of sharing MSC stories at panel level prompted a new way of listening and learning, encouraged honest discussion and helped connect operational realities with strategic thinking. The process was described as emotionally powerful and thought-provoking, helping participants to see beyond transactional service models and towards a more relational foundation for thinking about wellbeing.

The Project also surfaced important challenges. Story gathering is skilled and emotionally demanding work that requires proper support, training, and protected time. Participants emphasised the need for clearer feedback loops, greater consistency in the methodology, and better communication about how stories are used in decision-making. Many also noted the cultural and systemic tensions MSC brings to light. These include the gap between what communities value as evidence and what institutions typically measure.

Despite these challenges, the evaluation shows that MSC has the potential to become a powerful tool for both individual and organisational learning. It can contribute to more collaborative, reflective, and responsive services if the approach is adequately supported and embedded. The findings also highlight the need for dedicated resourcing, clearer structures, and a long-term commitment to using stories not just as evidence, but as a foundation for decision-making.

MSC should not be seen as a replacement for traditional evaluation, but as a complementary approach that brings depth and a human perspective to understanding change. When implemented with care, time and intention, it offers a way to bridge lived experience and system-level learning. In doing so the approach has the potential to create space for honest discussion and reflection, stronger collaboration, and ultimately, more meaningful outcomes for people and communities in Pembrokeshire.

6 Recommendations for 2025 – 2026

The following recommendations have been identified to inform the Project in 2025-2026.

1. Acknowledge the time needed to build trust in the MSC method by creating dedicated space to reflect on the process and ask questions.
2. Set realistic expectations and recognise that MSC is a long term approach that requires commitment and time to build relationships. Communicate this clearly and honestly.
3. Support the people who are collecting and sharing stories because the work can be tiring and emotionally challenging. Provide not only training but also protected time, peer support and recognition for those involved in story collection and facilitation.
4. Prioritise hands-on, practice-based training that builds confidence in story gathering. Design training sessions that go beyond theory to focus on how they can be applied - including listening skills, framing open questions, and navigating consent and ethics. Use role play, examples, and reflection to help people prepare for the emotional and relational aspects of the work. Revisit and adapt training based on feedback and experience.
5. Establish clear dimensions for story collection that align with the agreed domains of change, and ensure space is made for capturing less positive or challenging stories. These dimensions should be regularly reviewed and refined as the project evolves.
6. Make MSC more accessible and easier for people to take part by offering flexible ways to be involved and contribute – such as shortlisting stories or creating summaries.

7. Clarify that MSC is a complementary method and can support learning but is not a replacement for other forms of evaluation. Recognise that it can bring depth and lived experience to existing data and decision making processes.
8. Ensure strong feedback loops throughout the MSC process and make sure that story tellers, story gatherers and panel members all hear about what actions or next steps have been taken. Ensure there is a follow up conversation to show how stories are being used, what decisions they're informing and what changes (if any) are happening as a result.
9. Share stories more widely by finding ethical and creative ways for the stories to be heard, beyond the panels. Use them in ways that make lived experience visible and influential.
10. Recognise and accommodate the tensions in the process – between accountability and learning, or system needs and personal stories. Explore these challenges to help shape the Project.
11. Ensure the process is adequately resourced with time, people and funding for all stages of the MSC approach, from collecting stories to using them to support learning. View MSC as a tool that contributes to a cultural shift in ways of working rather than a fixed evaluation tool.

References

Davies, R.; Dart, J. (2005). *The 'Most Significant Change' (MSC) Technique*

Public Health Wales. (2020). *Social determinants of health: The evidence.*

World Health Organization. (2008). *Closing the gap in a generation: Health equity through action on the social determinants of health.* Final report of the Commission on Social Determinants of Health. Geneva: WHO.

Appendices

Appendix 1 – Story of change template

Name of Story Gatherer	
Age and gender of storyteller	
Title of - Project / Activity / Service	

Part 1 Background of the storyteller

Background of the story teller – <i>(such as where they live, how old they are)</i>		
Consent to share story <i>(describe who and where the story might be shared before asking the person)</i>	YES	NO
Details of consent <i>(such as being anonymous)</i>		
Signature of storyteller		

Part 2: Individual reflection for storytellers:

Ask the story teller to 'Close your eyes and think about the following question

Question 1 - Over the past six months, what good or bad changes to your well-being have come about as a result of?

It might be a story about:

- A change for you – such as the way you feel, or the way you do things
- A change for someone else – such as the way they feel, or they do things
- A change in the way something happens at work
- Something else

Part 3: The changes

List of changes (good or bad) <i>(write these as short bullet points, about 3 or 4)</i>
1. 2. 3. 4.

Which of these changes is most significant to storyteller and why <i>(pick one of the changes from the list just made)</i>
The change: Why:
What it was like before the change
What it is like now
What happened to make the changes come about?
A snappy title for the story <i>(ask the storyteller to think of a title)</i>

Appendix 2 - Evaluation questions training sessions 1 and 2

1. Beth yw eich profiad o'r Newid Mwyaf Arwyddocaol (MSC) cyn hyfforddiant heddiw? :: What is your experience of Most Significant Change (MSC) before today's training?

- ☐ Nid oes gennyf brofiad o MSC :: I have no experience of MSC
- ☐ Mae gennyf ychydig o ddealltwriaeth am MSC :: I have a little understanding of MSC
- ☐ Mae gennyf ryw faint o wybodaeth am beth yw MSC :: I have some knowledge of what MSC is
- ☐ Rydw i wedi bod ar hyfforddiant MSC yn flaenorol :: I have previously been on MSC training

Sylwadau :: Comments:

2. I ba raddau fyddwch chi'n cytuno â'r datganiadau canlynol, 1 yn 'Ddim llawer' ac 5 yn 'Llawer iawn (Os gwelwch yn dda cilchwch y rhif) :: To what extent would you agree with the following statements? 1 is 'Not a lot' and 5 is 'A great deal'

(Participants were asked to circle, or tick the number

- a. Roeddwn i'n teimlo'n ddiogel ac yn gyfforddus yn cymryd rhan :: I felt safe and comfortable taking part 1 2 3 4 5
- b. Gallwn i wneud cysylltiadau rhwng yr hyn a drafodwyd a fy mywyd neu waith :: I could make connections between what was discussed and my life or work 1 2 3 4 5
- c. Roeddwn i'n teimlo'n rhan o'r broses ac yn gallu cyfrannu fel roeddwn i'n dymuno :: I felt involved and able to contribute as and when I wanted 1 2 3 4 5
- d. Roeddwn i'n teimlo bod y gweithdy yn ystyrlon ac yn cynnwys pwrpas clir :: I felt the workshop was meaningful and had a clear purpose 1 2 3 4 5
- e. Roeddwn i'n teimlo'n cael fy ngwerthfawrogi ac yn cael fy nghlywed :: I felt valued and listened to 1 2 3 4 5

3. A wnewch chi argymhell y gweithdy hwn i eraill sydd â diddordeb mewn Newid Mwyaf Sylweddol? :: Would you recommend this workshop to others interested in Most Significant Change?

- ☐ Byddwn :: Yes
- ☐ Na fyddwn :: No
- ☐ Efallai :: Maybe
- ☐ Ddim yn siŵr :: Not sure

Sylwadau :: Comments:

4. A oedd y deunyddiau a'r adnoddau a ddarparwyd yn ddefnyddiol wrth ddeall y dull Casglu Stori Newid Mwyaf Sylweddol? :: Were the materials and resources provided helpful in understanding the Most Significant Change Story Gathering approach?

- ☐ Oedd :: Yes
- ☐ Nag oedd :: No
- ☐ Yn rhannol :: Partly
- ☐ Ddim yn siŵr :: Not sure

Sylwadau :: Comments:

5. Rhowch unrhyw adborth arall am y gweithdy yn y blwch isod os gwelwch yn dda :: Please provide any other feedback about the workshop in the box below

Appendix 3 - Evaluation questions PAVS Training

Adborth: Newid Mwyaf Pwysig / Feedback: Most Significant Change

1. Sut wnaethoch chi ffeindio'r sesiwn heddiw? / How did you find today's session?

- ☐ Ardderchog / Excellent
- ☐ Da / Good
- ☐ Iawn / Okay
- ☐ Gellid bod yn well / Could be better

Pam? / Why?

2. Pa ran o'r sesiwn wnaethoch chi ei fwynhau fwyaf? / What part of the session did you enjoy the most?

3. Oes unrhyw welliannau y byddech chi'n eu hawgrymu? / Are there any improvements you would suggest?

4. A ydych chi'n teimlo'n fwy hyderus wrth ddefnyddio'r dull Newid Mwyaf Pwysig? / Do you feel more confident using the Most Significant Change approach?

- ☐ Ydw / Yes
- ☐ Ychydig / A little
- ☐ Nac ydw / No

5. Unrhyw sylwadau pellach? / Any further comments?

Appendix 4 - Story gatherer interview schedule

1. Background

- How did you hear about the MSC (Most Significant Change) work?
- What brought you to the training?

2. Training

- What did you think of the training content?
- How did you find the format and length of the session?
- Was the location suitable?

3. Operations

- How did you find the communication and logistics leading up to the session?
- Were the materials and resources useful and accessible?

4. Story gathering

- How did you identify which story to gather?
- How did it feel to gather the story?
- Roughly how long did it take you?
- Would you be interested in gathering more stories in future?

5. Learning for the project

- What helped or enabled you to take part and gather a story?
- What barriers or challenges did you face?

Appendix 5 - Learning Panel member interview schedule

Understanding of community-led outcomes

- After participating in the MSC panel, how has your understanding of community-led outcomes changed, if at all?
- Did any particular story or theme challenge your assumptions or reveal something new about community priorities?

Policy and operational decision-making

- Can you describe any ways the stories shared through MSC have influenced your thinking about policy or operational decisions?
- Do you feel the MSC process provides evidence that is useful for shaping priorities within the PSB or your own organisation? Why or why not?
- Have you taken (or do you plan to take) any action as a result of what you heard during the panel?

Collaboration and partnership

- Did the MSC panel help you reflect on current or new opportunities for collaboration with other organisations or sectors?
- How, if at all, did the process contribute to a stronger sense of shared purpose among statutory and non-statutory partners?
- Do you think the MSC process strengthens relationships across the PSB and its wider network? Why or why not?

Learning – individual and organisational

- What personal learning or insight did you gain from the MSC panel?
- How could the MSC method be better used to support organisational learning across the PSB and partners?

Decision-making impact

- Do you see the MSC method as a valuable tool for capturing impact in complex or long-term programmes? Why or why not?

Reflections and future use

- Would you recommend continuing to use the MSC method in the future? If so, in what ways could it be improved or expanded?
- Any other thoughts?

Appendix 6 - Story gatherer codes

1	Gaining an independence
2	Regaining independence
3	Being heard
4	Big man's adventure
5	Belonging – 40+ years to get there
6	Finding my voice
7	Employee scheme enables engagement
8	Age Cymru Case Study

Appendix 7 - What does this mean for your organisation?

Theme	Comments
Listening and engagement	<i>"We need to listen more"</i> <i>"Opportunity to change and improve services"</i> <i>"Example of how to shift engagement"</i> <i>"Co-creation and active listening"</i> <i>"Pausing to listen, not something we do in this busy world"</i>
Early intervention and prevention	<i>"Can we reach parents before they get to breaking point?"</i> <i>"Less likely for the child to end up within the Criminal Justice system - issues resolved at early stage"</i> <i>"More focus on well-being of children and supporting families"</i> <i>"More preventative work needed... catalyse these connections/multi-agency working"</i> <i>"How can we collectively support more of these sort of programmes - a more social model of health & well-being"</i> <i>"Less pressure on clinical services"</i>
Partnerships and collaboration	<i>"Supporting partnership activity"</i> <i>"Thinking about being more open and collaborating with others"</i> <i>"Multi-agency working"</i> <i>"There's significant benefits to partnership community-based services and third sector work"</i> <i>"Increased awareness, identify routes to support services, wider partnership knowledge"</i> <i>"We need to replicate this kind of provision - it is transformational for individuals"</i> <i>"Providing a supportive space builds confidence and connections - value far exceeds cost"</i>
Organisational mindset and learning	<i>"Learning about what works"</i> <i>"Letting go and assuming we have all the answers"</i> <i>"Don't assume what someone needs/values"</i> <i>"We need a fundamental mindset shift in public services"</i> <i>"We are making a difference"</i> <i>"Role model - do it ourselves"</i> <i>"As an employer - staff will be more engaged"</i> <i>"Employer seeing the value of employee volunteering schemes and acting on it"</i> <i>"Releasing staff to volunteer through a small amount of their working time can have a massive impact"</i> <i>"We need to get on and launch the refreshed volunteering strategy and actively promote it"</i>
Measurement and evidence	<i>"Need to work out how to use a different form of measurement credibly attracts funding"</i> <i>"We are also looking at how we can triangulate different types of data to give the full picture - outputs, MSC stories and SROI/social value"</i> <i>"Important to gather these stories and not solely rely on numbers to justify spend"</i>

PROJECT UPDATE

July 2025



PSB Project Lead:	Pembrokeshire Nature Partnership
Update on project activity <i>What has gone well? Have there been any issues / barriers to progress?</i>	Work continues on headline action 1. In this reporting period Pembrokeshire Nature Partnership has engaged with the WG Action Plan for Pollinators Taskforce and their 30x30 OECM Working Group; Liaised with NRW's Area Statements Team; Facilitated the Nutrient Management Board development of phosphate monitors; engaged with Wales Environment Link on the development of statutory targets for biodiversity; assisted PCNPA with dark skies mapping and the development of their Partnership Plan; Engaged with PCC over their response to the WFG Commissioner's report and recommendations. Headline action 2, sub action 1 continues with projects delivered on the public estate under the Local Places for Nature programme and assisting partners with securing funding for and delivering projects under NLHF for a PCNPA/NT collaboration (Landscape Connections); WWF under their Wholescapes Project; development of proposals under Coastal Capacity and National Forest Landscape Schemes. Resource has been requested to address sub action 2 and discussions are ongoing. Work to address sub actions 3, 4 and 5 is ongoing in an ad-hoc manner, which would be better directed if the framework in sub action 2 was developed.
Update on engagement and involvement activity	Engagement with various departments of several PSB members is ongoing, including in this reporting period WG, Hywel Dda Health Board, NRW, PCNPA and PCC. Presentation to the National Forest for Wales Stakeholder Group on practical delivery on the County Farm Estate. Public engagement ranged from individual landowner site visits (x6) to a field trip to Skomer for Planners and elected members to raise issues of light pollution and the international importance of seabird colonies. 75 enquiries responded to with advice/support/networking.

What are the priorities for the next reporting period? (i.e. up to next PSB meeting)	Plan and deliver actions under LPfN programme across the public estate. Engage with PSB to address headline action 2, sub action 2 in order to stimulate and record actions under the remaining sub-actions.
Please provide any other relevant information (e.g. data collected, survey results, training opportunities etc.)	

PROJECT UPDATE

July 2025



PROJECT: Climate Adaptation

PSB Project Lead:	Tom Luddington
Update on project activity <i>What has gone well? Have there been any issues / barriers to progress?</i>	Despite a lack of core funding for PCF to do Climate Adaptation work since end March 25, PCF have continued to develop and promote the Pembrokeshire Climate Adaptation toolkit using PCF CIC (own) funds. PCF have continued to pilot the CA toolkit's use with Saundersfoot community. PCF have also prepared multiple funding applications to source funding to continue with this work, and attended external meetings and events to promote the Pembrokeshire Climate Adaptation Toolkit and promote Pembrokeshire's collaborative and place-based approach to CA.
Update on engagement and involvement activity	Stakeholder mapping and two full working group meetings have taken place in Saundersfoot chaired and minuted by PCF, with input from PCC, PCNPA, NRW, The Crown Estate, Saundersfoot Harbour Authority, Saundersfoot Community, residents and businesses. Actions arising from these meetings are being progressed. The Pembrokeshire CA toolkit had been officially launched with press release, blog, social media. Press coverage in Business News Wales, Western Telegraph, Tenby Observer etc. See example of press here. Attended and delivered a presentation in Cardiff at the Wales at the Wales Coastal Group meeting. Attended a MACC Hub (Maximising Adaptation for Climate Change) event, funding workshop and communication workshop in Cardiff. Prepared a Pembrokeshire Climate Adaptation Toolkit poster for upcoming MACC Hub conference in Edinburgh.

	Funding applications underway with WWF Cymru and Welsh Marine and Fisheries Scheme to continue CA work. Both looking positive to undertake different aspects of the CA work in Pembrokeshire. Further community / consultancy meeting planned in Saundersfoot to look into scoping study options with Geologist, community councillors and Consultant from Royal Haskoning for CA in Saundersfoot.
What are the priorities for the next reporting period? (i.e. up to next PSB meeting)	Organise and facilitate further progress for use of CA toolkit / Pilot in Saundersfoot / other coastal communities in Pems. Secure funding from WWF / WMF scheme. Organise future full working group meetings and events in Saundersfoot and roll out use of toolkit across Pembrokeshire in line with funding bids / contracts if confirmed. Meeting being organised with National Infrastructure Commissioners for Wales to share best practice across Wales. Input in MACC Hub conference and prepare MACC Hub funding application.
Please provide any other relevant information (e.g. data collected, survey results, training opportunities etc.)	Blog on CA toolkit launch. Press on CA toolkit launch: Tenby Observer: https://www.tenby-today.co.uk/news/saundersfoot-leads-the-way-in-launching-new-climate-adaptation-toolkit-808122 Newsletter: https://www.pembrokeshirecoastalforum.org.uk/climate-adaptation-through-co-creation/ Business News Wales: https://businessnewswales.com/pembrokeshire-launches-toolkit-to-help-coastal-communities-adapt-to-climate-change/

Western Telegraph:

<https://www.westerntelegraph.co.uk/news/25271795.climate-adaptation-toolkit-launched-pembrokeshire/>

PROJECT UPDATE

22nd July 2025



PROJECT: Reducing Poverty and Inequalities

PSB Project Lead:	Darren Mutter
Update on project activity <i>What has gone well? Have there been any issues / barriers to progress?</i>	LIFT ○ We have now gone live as an authority with our licences to use the Low Income Family Tracker (LIFT) allowing us to begin implementing targeted campaigns to increase people's benefit uptake in the county. The LIFT steering group has now been established with a schedule of meetings agreed in order to work towards planning and implementing the first campaigns under this project area. A draft press release has been developed, along with a communications plan to accompany the first campaign, in order that public enquiries that will likely be directed to a number of different agencies and individuals when the campaign is launched, can be handled and directed to the correct person for support. ○ <i>Appendix A</i> is the draft press release for LIFT

LIFT SUMMARY - ALL WARDS // PEMBROKESHIRE // MAY 2025

LA **Pembrokeshire** • Ward filter: **(All)**

LOW-INCOME COHORT OVERVIEW

9,414 low-income households

with **3,640** children

3,388 households below poverty line

with **2,203** children

30% of the low-income households

367 households with a cash shortfall

with **34** children

4% of the low-income households

House with shortfall set to **decrease by 3.0%** by 2026

POLICY REFORM TIMELINE



Overall **2,123** impacted by housing reforms, **590** are £30 or more worse off per week. **59%**, or **573** households, are expected to be worse off by an average of **£96** per month. Of these, **0** are already in cash shortfall.

POTENTIAL FOR IMPACT

DISCRETIONARY SUPPORT

0

DHPs awarded

£0.0K

total amount awarded

135 not yet awarded a DHP but have a cash shortfall and were impacted by IIR reform

MAXIMISING BENEFIT TAKE-UP

153 appear eligible for Pension Credit but aren't in receipt

32 eligible for SDP as part of HB but are not in receipt

10 stopped HB/CTD, but may be eligible to CTS if now on UC

EMPLOYMENT SUPPORT

11%

of working-age in work

393 working-age households not in work appear to have lower barriers and could be prioritised for support

SUPPORTING CHILDREN

2,203

children below poverty line

32 with 3-4 year olds eligible for 30 hours free childcare

41 more could gain eligibility by working more hours

PREVENTING HOMELESSNESS

192

in temporary accommodation

57 households in private rental with a cash shortfall

1 in social rental with a cash shortfall and rent arrears

DEBT RECOVERY

674

households

£434.5K

total arrears (CT1 rent)

76 households in arrears have savings over £1000

0 have a cash shortfall and will be worse off under UC

PENDING CAMPAIGNS:

1. SDP- 15 people identified and letters to be finalised and issued W/C 21.7.25
2. PENSION CREDIT- approximately 160 people identified and letters to be finalised and issued over the Summer holiday period. Intention is to issue 30 letters per week over the holidays, allowing the teams time and capacity to respond to any additional enquiries and requests for support generated.
3. FREE SCHOOL MEALS- It is the intention of the LIFT steering group to prepare to action a free school meal campaign early in the Autumn Term. School Census data has already been prepared by the PCC data team and is ready to be exported to PiP. Once the data transfer process is completed, a cross check of the two data sets is required in order for us to filter out those eligible and not claiming their entitlement.
4. HEALTHY START- HDUHB are unable to provide us with a list of current claimants. We will instead look to issue letters to all 416 families currently identified as eligible but not claiming in September. This will be followed up with a second mail shot in January, as circumstances will have changed for some families during that period making them eligible for support. Draft letter *Appendix B* for information, pending logo and senior signature from PCC and Health:

PEOPLE PWR

- **As it currently stands, for every £1 we invest into People PWR £4 is generated in financial gains for local families across Pembrokeshire.**

The People PWR project has continued to increase people's income as a result of benefits access with the following update for Q1 of 25/26:

	April 2025	May 2025	June 2025	TOTALS
Professional Referrals	10	20	15	45
Self-referrals	8	5	18	31

	Total clients	18	25	33	76	We are currently in the process of a rate review for this service delivered by Citizens Advice, the outcome of which will be reported to PSB.
	Total financial gains	£26,585.28	£27,870	£50,012	£104,467.28	
	How many people had gains	7	7	6	20	
	Avg per person gain	£3,798	£3,981	£8,335	£5,223.36	
	Debts written off	0	0	0	0	
	DAF Applications	1	1	3	5	
	Food bank referrals	3	2	3	8	
	Fuel vouchers issued	2	0	4	6	
	Oil support	0	0	0	0	
Update on engagement and involvement activity	The Words Into Action' group made up of those with lived experience of poverty are currently putting the finishing touches to their project having presented at the Tackling Poverty Summit in April. It is intended that once this is finished that this group will form the basis of our sub-group to the poverty working group so that we can ensure we have that experienced voice present within the group.					
What are the priorities for the	1. Development of Lived-Experience Sub-Group.					

next reporting period? (i.e. up to next PSB meeting)	2. Develop relationship with ATD Fourth World – colleagues from ATD Fourth World have been invited to attend the poverty working group on 11th November 2025. 3. Ensuring that the campaign relating to pension credit is launched ahead of the deadline for applications for winter fuel payments.
Please provide any other relevant information (e.g. data collected, survey results, training opportunities etc.)	

DRAFT PRESS RELEASE- LIFT & PENSION CREDIT CAMPAIGN

Residents across Pembrokeshire are set to benefit in extra support following the launch of the Low Income Family Tracker (LIFT) initiative.

The pilot scheme aims to maximise household income for local residents through a targeted approach, ensuring that those eligible are fully claiming all of their entitlements.

LIFT is a tool administered by analytics company Policy in Practice. The software platform will bring together multiple datasets thus providing a more holistic view of households and valuable insights which will help maximise resident's income and reduce their costs.

The initial 12-month pilot seeks to contribute to addressing the £68m worth of unclaimed benefits in Pembrokeshire each year, according to estimated figures from Policy in Practice. This includes a high number of people not claiming recurring payments such as Child Benefit, Pension Credit and Carers Allowance, for example.

Through LIFT, Pembrokeshire County Council will be able to identify those eligible for support but not claiming their full entitlements across Pembrokeshire. Through the campaign work, if someone is identified as eligible for assistance that they are not accessing a letter will be sent out detailing what support they are missing out on and advice how to make a claim. You do not need to contact us to be part of this process, all residents on our database will automatically be included.

UK Government figures suggest that in Wales alone around £117m worth of Pension Credit money is left unclaimed each year. Insights such as this have helped us select our initial campaign, set to run over the Summer period, which will focus on Pension Credit.

Pension Credit is an important benefit for those who are eligible. As well as the direct payment received, claiming this entitlement also means you may be able to:

- Apply for a free TV licence if you're 75 or over.
- Additional support with paying rent (if you get the Guarantee Credit part of Pension Credit)
- Additional support for paying Council Tax (if you get the Guarantee Credit part of Pension Credit)
- Receive cold weather payments
- Receive the Winter Fuel Payment
- Get help with NHS costs if you get the Guarantee Credit part of Pension Credit. This can include things like prescriptions, dental and optical treatment support and transport costs for hospital appointments.

Cllr Tessa Hodgson – Cabinet Member for Social Care and Safeguarding, said: 'By working in collaboration with Policy in Practice we will effectively identify those who are

eligible for financial assistance, instead of using a campaign model which places the emphasis on the resident to know what support they are entitled to.

We will raise awareness of unclaimed benefits and also target residents about the savings they may be able to claim – ultimately reaching people who are currently missing out on crucial payments.

Pension Credit is just the start for us, a number of targeted campaigns are being designed with wider services, such as Citizens Advice Pembrokeshire and Public Health Wales, in a joint effort to maximise income for local households.”

Should you have general queries about whether there is additional support available for your household, or to check if you are claiming everything you are entitled to, you can contact Advice Link Cymru on 0800 702 2020. Alternatively you can visit their website for more information on the ‘Claim What’s Yours Campaign’

<https://advicelinkcymru.org.uk/>

If you require more information on available financial assistance, or need support to make a claim, please see some key contact information below.

Useful links:

- Claim What’s Yours: 0800 702 2020 <https://advicelinkcymru.org.uk/>
- Age Cymru Dyfed- 03333 447 874 <https://www.ageuk.org.uk/cymru/dyfed/>
- Citizens Advice Pembrokeshire: 01437 806070 <https://www.pembscab.org/>
- Community Hub: 01437 723660 <https://pembrokeshirecommunityhub.org.uk>

<<Full Name>>

<<Address 1>>

<<Address 2>>

<<Address 3>>

<<Postcode>>

Council

Line 1

Line 2

Local Authority

Postcode

0208 937 1930

<<Date eg Thursday 1 December 2022>>

Dear <<salutation>> <<surname>>

Important: You may be missing out on up to £442 a year via Healthy Start

Our records show that you may be entitled to claim Healthy Start if you are not already accessing this support. Claiming Healthy Start Vouchers does not impact any other financial support you may be receiving.

The Healthy Start scheme key payment details are:

- Pregnancy: £4.25 per week from 10 weeks of pregnancy.
- Children (0-1 year): £8.50 per week for children from birth to one year old.
- Children (1-4 years): £4.25 per week for children aged between one and four years old.

Payments are added to a Healthy Start card every four weeks and will stop when your child turns four or if you no longer receive qualifying benefits. This means that if you qualify for the full available period (pregnancy through to the child being age 4), you would receive **£1,232.50** in total.

Healthy Start is worth up to £442 a year and can help you buy food and milk for your children if they are under 4 years old or for yourself if you are over 10 weeks pregnant. You can also get Healthy Start women's tablets and children's drops for free if you receive Healthy Start.

How much you will get will depend on the age of your children or your stage of pregnancy. You can get Healthy Start if you:

- Have at least one child under four years old or are over 10 weeks pregnant and
- Get Universal Credit and you earn less than £408 a month or
- Get Child Tax Credit, earn less than £16,190 per year and don't get Working Tax Credit

You can apply online www.healthystart.nhs.uk or over the phone via 0300 330 7010.

Yours Sincerely,

Pembrokeshire County Council & Hywel Dda University Health Board

Future Generations Report 2025 – recommendations for PSBs

Recommendation	Current activity in Pembrokeshire (if any)	Proposals to meet
<u>Climate and Nature</u> Climate resilience and adaptation must become a core public service priority. By the end of 2027, Public Service Boards should assess climate risks for their communities, updating their findings every five years as part of their Well-being Assessments	Pembrokeshire has a current Climate Adaptation Strategy approved by the PSB in September 2022.	Climate Adaptation Strategy to be updated during next Well-being Assessment (subject to resources). Current strategy was undertaken by a consultant grant funded through NRW.
<u>Health and Well-being</u> Public bodies and Public Service Boards should work together, along with the private and voluntary sectors, to implement the social model of health, placemaking and/or the Marmot principles to improve action on the wider determinants of health and reduce inequalities in their area	Pembrokeshire PSB's Well-being Plan states that: <i>Work on a social model of health and well-being was initiated by Hywel Dda Health Board in 2021. Areas of suggested focus include targeting those most affected by inequality, with a view to prioritising the future generation through their families, working with communities on what is important to them, developing leadership capacity in communities, and identifying ways that promote community ownership. Activity is in the initial stages of development but it is proposed that work will build on and contribute to projects within the PSB's Well-being Plan, and it is hoped that this will evolve into broader actions over the next 5 years.</i>	PSB members to consider whether there are any opportunities within the current Well-being Plan where the PSB can contribute or add value to work already underway.

<u>Health and Well-being</u> Public bodies and Public Service Boards should use the Public Service Boards' Well-being Assessments and Regional Partnership Board population needs assessment to identify the most significant inequalities in their populations and develop targeted plans to close the equity gap in health outcomes	Pembrokeshire PSB's Well-being Plan states that: <i>The Regional Preventions Board [also] operates as a sub-group of the West Wales Regional Partnership Board (RPB). The group is currently focused on prevention within the following areas and on supporting continuous engagement in the region;</i> • <i>Community based care – Prevention and community coordination Model of Care</i> • <i>The Emotional Health and Well-being Model of Care</i> • <i>The activity of the Innovations Forum (the social value forum for the Region)</i> <i>The PSB will contribute to this work where there are clear links to projects within our Well-being Plan and to prevention in the following areas;</i> • <i>Place-based approaches to addressing health inequality</i> • <i>Healthy eating and healthy weight</i> • <i>Health improvement linked to community engagement and activities to support strong communities</i> • <i>The role of green spaces in supporting wellbeing</i> • <i>An asset-based approach to supporting community capacity and capability</i>	PSB to consider whether there are any opportunities within the current Well-being Plan where the PSB can contribute or add value to work already underway.
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<u>Culture and Welsh Language</u> All public bodies and Public Service Boards should sign up to Placemaking Wales Charter and integrate its principles into their work	The Placemaking Charter agreement states that: "In signing the Placemaking Wales Charter [organisation name] agrees to support placemaking in all relevant areas of our work and promote the six placemaking principles in the planning, design and management of new and existing places"	The PSB is not involved in the planning, design or management of any new or existing places linked to any of our current Well-being Objectives. Our current Well-being Plan states that: <i>It is implicit in many of the project areas within the Plan that there will be indirect positive benefits on the culture of Pembrokeshire, for example, in protecting the natural environment and heritage of the County through steps to mitigate against climate change. We will engage with Welsh speaking communities in Welsh and acknowledge that ongoing delivery planning will be shaped by local, regional and national plans and strategies, including Cymraeg 2050. The PSB will ensure that the vision of the Cymraeg 2050 strategy – to increase the number of Welsh speakers, increase the use of Welsh and create favourable conditions within infrastructure and context for the use of the Welsh language – is embedded in its work wherever possible.</i> We could invite a representative from the National Library of Wales or Sport Wales to attend, however, these are national organisations so it is highly unlikely they
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		would have the resources to send representatives.
<u>Food</u> Each Local Authority should develop a local food resilience plan in collaboration with Local Food Partnerships and Public Service Boards. Welsh Government should ensure that the proposed Community Food Strategy provides long-term support to develop these plans	PLANED facilitates the Pembrokeshire Local Food Partnership, which is one of 22 across Wales, funded by WG via the WLGA into Local Authorities. There is positive work being done across the partnerships regionally, sharing info and ideas, and particularly recently on some work around food resilience and engaging those with protected characteristics with food. Welsh Government have released a regional grant scheme for local food partnerships. A joint bid under the banner of the Local Resilience Forum including Powys, Ceredigion, Carmarthenshire and Pembrokeshire has been submitted, with the decision made for PSBs to be included as contributors rather than formal partners in delivery. This takes into account the different stages that each of the PSBs in the Dyfed-Powys area are at with their involvement this work. The proposed project aims to start tackling the challenge of civil food resilience across the Dyfed Powys area through the following actions:	IT is a member of this group and can update PSB members on progress.

	1. Commissioning a civil food resilience scoping report on critical infrastructure, population need and land use. 2. Increase diversification of food supply 3. Build short, strong supply chains across the region	
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Item 6

DATE OF MEETING	22 nd July 2025
REPORT TITLE	Proposal to discuss options for creating a regional PSB
STATUS	For discussion and decision
PURPOSE	On behalf of Ceredigion PSB, Ceredigion's PSB support team has been in contact with relevant officers in neighbouring PSBs to consider options for creating a single, regional PSB. Work has been ongoing to research options over the past few months to the point where a report will be developed for PSBs to consider, likely in the autumn.
RECOMMENDATION(S)	That the PSB determines if it wishes to receive a report on options for creating more formal or collaborative arrangements with Ceredigion and Carmarthenshire PSBs at its next meeting.
AUTHOR	Nick Evans, Corporate Policy and Partnerships Manager, PCC

Proposal to discuss options for creating a regional PSB

Introduction

In March 2025, Ceredigion PSB requested that officers in its support team approach Pembrokeshire, Carmarthenshire and Powys PSB support teams to discuss the possibilities around establishing a Regional PSB. Ceredigion PSB's rationale for a full merger is due to challenges that they are facing in attracting the correct level of representation at Board meetings. Although organisational representation has fluctuated in Pembrokeshire, the level of representation has generally not been an issue.

Legislative context

The Well-being of Future Generations Act allows for PSBs to either merge or collaborate with other PSBs, specifically;

- Two or more public services boards may agree to merge if they consider it would assist them in contributing to the achievement of the well-being goals.

If two or more boards merge—

- (a) references in this Part (other than in this section) to a public services board must be construed as references to the merged board, and
- (b) references in this Part to a local authority area must be construed as references to the combined areas of the local authorities that are members of the merged board.

- A merged board must, as soon as reasonably practicable after it is established, review—
 - (a) the local well-being plans in effect for its area immediately before it was established, and
 - (b) the local objectives set out in those plans.
- Two or more public services boards may agree to collaborate if they consider it would assist them in contributing to the achievement of the well-being goals.

For the purposes of this section, a board collaborates if it—

- (a) co-operates with another board,
- (b) facilitates the activities of another board,
- (c) co-ordinates its activities with another board,
- (d) exercises another board's functions on its behalf, or
- (e) provides staff, goods, services or accommodation to another board.

Situation to date

An initial discussion was held between the PSB co-ordinators from Carmarthenshire, Ceredigion, Pembrokeshire and Powys in April. Subsequently, Powys withdrew their interest believing that the regional footprint of four PSBs was too large an area.

Further research into potential options is planned, including meeting with PSB Co-ordinators from PSBs that have already merged (e.g. Anglesey and Gwynedd / Cwm Taf Morgannwg),

with a view to an options report be taken to respective PSB meetings for consideration and agreement in autumn 2025.

Discussions have, to date, taken place at officer support level and members of Pembrokeshire PSB have not formally discussed if the Board wishes to be part of these considerations. Therefore, the PSB is asked to consider if it wishes to receive the options report at its next meeting or if there is no appetite for being part of a regional PSB structure.

It should be noted that Pembrokeshire already collaborates with Carmarthenshire and Ceredigion PSBs informally where appropriate, with more in-depth collaboration last taking place during development of the last round of Well-being Assessments and Plans.

As additional context, partners will recall that in February 2020 Pembrokeshire and Ceredigion PSBs were approached by the Chair of Carmarthenshire PSB requesting consideration of a full merger and the creation of a regional PSB covering the three counties. Pembrokeshire PSB discussed this request at the time and rejected the proposal on the following basis:

- that while there was some merit in a formal regional approach, partners particularly valued the culture and behaviours of Pembrokeshire PSB and did not wish to see this lost
- that arrangements for progressing collaborative activity around shared regional priorities were working well
- that the move away from a County PSB would inevitably result in a dilution of representation with a loss of local voices
- that there would be complex accountability issues to work through in view of the requirement for the work of PSBs to be scrutinised
- that using a 'big theme' approach to addressing areas of commonality made sense but delivery must be focussed on local issues given the differences within and across the three counties
- that the complex policy landscape made establishing a common footprint which makes sense difficult, and that what makes the PSB different and unique is the focus on the well-being of local communities and places

To date, discussions around this recent proposal have taken place at officer support level and members of Pembrokeshire PSB have not formally discussed if the Board wishes to be part of these considerations. Therefore, the PSB is asked to consider if it wishes to receive the options report at its next meeting or if there is no appetite for being part of a regional PSB structure.