

7 Pembrokeshire Haven

7.1 INTRODUCTION

The event was held on the 10th December 2003 at the Picton Castle in Haverfordwest. Fourteen people attended, representing national and local organisations as shown in the Appendix. This was smaller than most events but still managed to cover a considerable scope of issues in constructive debate and discussion.

7.2 GENERAL OVERVIEW

Following opening presentations, participant comments and questions included: the need to include maritime and coastal issues; need for analysis of finance and resources; queries about how the Plan will be used to deliver on regeneration, and how it will relate to community strategies.

Discussion of zone attributes, in groups, produced observations that there are different English/Welsh-speaking identities within the zone; there is a problem of out-migration of young people; more emphasis is needed on the uniqueness of the area including exploiting the potential to build sustainable tourism.

Consideration of the sustainability matrix led to conclusions that: the high quality environment was relatively robust; community identity and spirit was high but sustainability could be threatened by out-migration of young people; it was difficult to generalise across the zone on prosperity; physical access problems were difficult to address because of the lack of critical mass of users, but broadband access should also be considered as an important connector.

Discussion using the cards focused on brownfield development to minimise impacts on the environment; emphasising distinctiveness as a key to tourism development and sustainable communities; a mix of actions to enhance prosperity including brownfield development, tourism, broadband and ICTs – generally building on local strengths. Action was needed to strengthen transport hubs and linkages on several fronts. Pembrokeshire College could well have an important role in developing the knowledge economy and acting as a catalyst for collaboration with others.

Two themes were chosen for detailed discussion in the afternoon: economic development and infrastructure. Groups produced a wide range of ideas for practical action, with associated agencies and key interests. There was a good balance between aspiration and realism, with a recognition that many of the key actors were already attempting to act in concert on the key themes, but more needs to be done.

7.3 THE EVENT

Following an explanation of the purpose of the day and a presentation of the Plan, comments and questions were taken from the audience. These concerned:

- The need to include maritime and coastal issues as well as ports in the Plan content
- How will the Welsh Assembly use the Plan to deliver on regeneration issues?
- Analysis of finance and resources is missing in the document – both existing spend and the implications of the Plan
- How will the Plan relate to Community Strategies?
- Pembrokeshire is considered to be “peripheral”. This is also reflected in its decision-making powers

The audience then split into three groups. The discussions are summarised in the following sections:

7.4 ZONE ISSUES

An increase in population is projected for Carmarthenshire – but the average age is increasing.

- Pembrokeshire also has different areas:
 - the North is Welsh speaking
 - the South is English speaking
 - West Carmarthen is Welsh speaking

Therefore there are different identities within the zone – it is not homogeneous

- The last two censuses for Pembrokeshire have shown that the population for the area has ‘levelled out’, and there has been a reduction in household size. This is very relevant to the challenge of maintaining balanced, sustainable communities. These demographic changes will affect service pressures and provision in sectors such as health.
- A counter view was that there is no straightforwardly declining or static population; rather in-migration and an increase in house building is taking place.
- The problem is considered to be the out-migration of *young* people. Movement within the area and the age structure is of importance (increasing proportion of the elderly) and has a negative impact on sustainable communities and provision of services such as health care.
- The attributes listed in the Plan are generally representative of the Zone. However, the word ‘significant’ should be omitted when referring to multiple deprivation.

Multiple deprivation is only relevant for three wards

- It was considered that an opportunity for the area to build on its assets to develop a viable, high quality and sustainable tourist industry exists.



Considering the Zone

- There is also potential to foster and develop the knowledge industry.
- Some thought that issues missing from the Plan included: explicit recognition of current and future drivers for change:
- More emphasis is requested on uniqueness of the area: both (inland) waterways as a potential catalyst and off-shore and coastal issues are missing.
- Some felt there was too much focus on urban developments, and a need to emphasise rural areas more.
- A frank recognition of the issue of critical mass is important: we need to understand how many people are required to ensure sustainable service provision?

7.5 SUSTAINABILITY MATRIX (1)

	Environment	Community	Prosperity	Accessibility
1				
Robust				
Stable				
Fragile				
	"NOW"			

The diagrams show:

1. The "Now" Matrix set after group discussion (average of all groups)

2. The Matrix adjusted to show the affects of the implementation of the Plan (average of all groups)

Environment

- Some considered the Environment could only be rated as *stable*
- However the combined (and aggregated) view was that the environment was considered to be **robust** but susceptible to external shocks. The area survived the 'Sea Empress' incident and Pembrokeshire generally has also withstood different 'development' pressures.
- features

Community

- This is more than just the 'population', but was viewed by some to be *stable*
- There is a strong community identity and spirit. However, problems such as lack of capital and different cultural heritages, pose a threat to existing communities. Furthermore, the out-migration of youngsters has an impact on their long term sustainability.
- On balance the Community was rated as **fragile**

Prosperity

- The groups found it difficult to generalise on prosperity as the area covered such a diverse range of communities and wealth distribution
It was accepted there were some problems of rural (rather than multiple) deprivation and also some loss of major local employment.
- The area strongly influenced by low GDP (it is an Objective 1 region). However, quality of life can be seen as much more positive in other respects

Overall Prosperity was graded as **fragile**.

Accessibility

- Some felt accessibility, in terms of services and ICT, is not very stable, and may arguably be deterring business activity.

- There is a lack of Broadband access, in common with many rural areas.
- There is also a lack of rail infrastructure and sustainable transport choices generally.
- These access issues too costly and difficult to implement on any great scale primarily because of the lack of critical mass in population numbers.

Accessibility was therefore allocated in the *fragile* category.

7.6 PRIORITIES AND TIMESCALES

Groups considered the range of Plan cards listed in the table (and given in the PDF document accompanying this report).

The placement of the cards in the Timescale / Priority matrix is shown in the table below.

Figure 1 - Group Card Placements

Challenge	Timescale			Priority			Weighted Priority
	Short	Medium	Long	High	Medium	Low	
Competing Demands (1)	1	1	1	3			9
Infrastructure (8)	3			3			9
The Knowledge Economy (11)	3			3			9
Cultural Economy (13)	1	1	1	3			9
Distinctiveness (6)	1		2	3			9
Skills (14)	2		1	3			9
Travel Times (16)	1	2		3			9
Transport Hubs (18)	1	2		2	1		8
Brownfield Development (2)		3		2	1		8
Centres (5)*	2			2			6
Ireland Transport(17)*	1	1		1	1		5
Ireland Employment Activities (12)	1	1		1	1		5
Linkages (15)*		1	1	1	1		5
Employment and Growth (10) *		1	1	1	1		5
Urban Area Performance (7) *	1		1	1	1		5
Opportunities (3)*	1			1			3
Integration (4)*	1			1			3
Neighbouring Zones (9)*			1		1		2
Collaborative Work:							
Water (B)	2	1		3			9
The Knowledge Economy (E)	2	1		3			9
Disadvantaged Areas (D)	1	2		2	1		8
Town Network (A)*	2			2			6
A 40 Upgrading (F)*	1	1		2			6
Note: Actions with an asterisk indicate that one or more groups dropped them from the selection. Weighted Priority is determined by multiplying High priority scores by 3 and Medium by 2 and then adding across all priorities Dark cells indicate the degree of consensus light shading indicates little consensus.							



Cards on the Planning Sheet

Added cards:

A wide range of extra cards was added by participants, representing ideas beyond those listed in the Plan. These included:

- The need to make provision for affordable housing and mixed tenure development
- Addressing rural deprivation and the future of rural communities
- North-South communication
- Identifying barriers to sustainable development within legislation, regulations, policies, specifications, for instance in VAT
- Improving accessibility to the round
- Developing and implementing an integrated coastal zone management strategy
- Increasing economic activity by addressing social exclusion
- Use the community planning process to join up the planning and delivery of local services (incl. leisure and health)
- Clarification of the Spatial Plan's links to sustainable energy

Summary

- There is no easily discernable cluster of high priorities from these groups. Instead there is a mix of management, transport, knowledge, culture and skills - indicating a broad approach to the area's development.
- A middle range of priorities tend to be related to transport, suggesting recognition that this cannot be transformational in isolation.
- At the lower end of the priority scale, links to other areas (including Ireland) were identified.
- A significant number of cards were rejected by one or more groups.

Comments drawn from the groups during discussion and noted by the facilitators were:

Environment issues

- Carmarthen often gets the disbenefits, such as heavy traffic from Ireland - lorry drivers who drive through but don't stop and spend in Carmarthen or Pembrokeshire
- Maximising the use of brownfield development opportunities should minimise impact on the environment: the WDA deals with small brownfield sites and brownfield development is partially driven by the UDP. Large brownfield sites from former military uses, refineries or power stations are much more problematic to address.

Community

- Distinctiveness is considered very important to this area – it is a key tourism resource and is also key to building sustainable communities and improving prosperity.
- “Ensure that development respects the cultural, linguistic and historical distinctiveness of the area”: There was considered a need to change people’s perception of Pembrokeshire as being peripheral. Restoration projects could help to achieve this.
- “Identify infrastructure constraints”: The constraints have largely already been identified. There is now a need to tackle them in a co-ordinated manner.

Prosperity

- “There is potential for urban areas to improve their performance, increasing prosperity of the zone as a whole”: Many businesses in the zone have done that by specialising. There is a need to *maximise* the potential of such enterprises.
- Broadband and ICT offers some opportunities
- Attracting back and/or retaining skilled people – using ‘the quality of life’ as a selling point – is desirable and feasible
- “Mobilise opportunities for economic development linked to indigenous potential, particularly in terms of tourism and recreation; natural resources; renewable energy; agriculture and lifestyle”: Main focus should be on *local* strengths. This reinforces the quality of lifestyle argument.
- “Promote public sector employment and SME growth”: Need to protect public sector employment as this is a major employer. However SME growth and added value should be a priority to enhance diversification, although high levels of SMEs are to be found in the Pembrokeshire area.
- We are slowly beginning to recognise the cultural economy and its importance in the area
- “Strengthen as a location establishing more balanced development with neighbouring zones”: The intention of this statement is somewhat unclear

Accessibility

- There is a need for the right infrastructure in place early on, otherwise other strategies like Community Strategies, which advocating sustainable transport, will be meaningless.
- Links and routes through will bring in benefits, but may also harm prosperity in terms of losing skilled /talented people
- Improving travel times and developing A40 links are important and very desirable, notably to the east and Ireland, mainly for economic reasons
- “Strengthen linkages within the zone and between zones to maximise potential”: Use the M4 Southern Corridor as an economic corridor and seek to strengthen linkages of

the Southern Corridor with the more peripheral rural West coast.

- “Support improved road, ferry and rail connectivity to Ireland”: This is a short-term aim because the INTERREG programme is running out soon
- “Identify and strengthen regional and local transport hubs”: Pembrokeshire is seen as having bad roads. To attract investment, this perception must change.

Collaborative Work

- “Exploit ways to develop the knowledge economy, strengthening key institutions such as Pembrokeshire College”: Not *only* Pembrokeshire College, but it can act as a catalyst for IMD and partnerships with higher and further education.

	Environment	Community	Prosperity	Accessibility
2				
Robust				
Stable				
Fragile				
	"THEN"			

7.7 SUSTAINABILITY MATRIX (2)

Based on the perceived impact of the card proposals, the future implications for the Sustainability Matrix criteria were:

Environment:

- The Plan was not considered to have a direct effect on the environment, but could be construed as ameliorating some of the effects of development.

Community:

- Would be raised from *fragile* to *stable*

Prosperity:

- Raised from *fragile* to *stable*

Accessibility:

- Accessibility was left as *fragile*

7.8 IMPLEMENTATION DISCUSSION THEMES

From the morning’s worksheets the following key priorities were selected.

- 1 Economic Development
- 2 Infrastructure

Two of the original groups merged in the afternoon. Each group selected a topic for discussion. After an initial analysis, this was passed to the other group for further elaboration.

Economic Development

Suggested actions:

- Development of environmentally sensitive/conscious businesses
- Identifying what is special or unique: and associated development of niche activities, e.g. food, culture, activities, heritage, arts and crafts
- Managing competing demands better



Tackling a Theme

- A general raising of awareness and standards across the board
- Nurturing local businesses: particularly through education Encouraging the adoption of an environmental accreditation scheme
- Focussing on adding value to existing businesses
- The need for 'appropriate' inward investment
- Sharing of information between companies and support organisations
- Training in advance of demand
- Improving access to market
- Improve management skills of local businesses
- Make suitable premises readily available
- Standardisation of monitoring standards or indicators

The actors to take this forward:

- Welsh Assembly Government, Countryside Commission for Wales, Welsh Development Agency, Pembrokeshire County Council, Local Authorities, Local businesses, Regional Tourism Partnership, MHPA, Wales Tourist Board, Pembrokeshire River Trust, PBI, Chamber of, Commerce and Trade, Education and Learning in Wales, Planed, Federation of small businesses, Voluntary sector, Environment Authority Wales, sustainable fishery project (freshwater), National Trust

Existing Structures:

- See above; as many are already in place
- Pembrokeshire Greenways Partnership
- Pembrokeshire Tourism Ltd
- Objective 1 Partnerships
- Busy Net

New Structures:

- A new public sector leadership in tourism was suggested

Blockages:

- Lack of consensus and direction
- Politics
- Parochialism
- Lack of local entrepreneurship
- Banks and other financial institutions not enough engaged
- Distance from suppliers and markets

Other:

- Resources: public sector to start it and to enable private sector to provide further investment
- Need for better understanding of performance of Objective 1 on unitary/LA level

Infrastructure

- The definition of Infrastructure embraces:

Road/ Rail/ Air/ Sea

- Telecommunication infrastructure
- Services/ Sewage
- Water/ Waste disposal/ Power

Actions proposed embraced:

- Stimulating a public registration for e-exchange
- Improved road and rail infrastructure
- The need for broadband accessibility particularly in rural areas
- The need for regular air services within Wales and connecting with international flights: funding for ILS
- Improve the Southern Corridor link
- Improve and upgrade sewage facilities
- Lobbying Parliament, SRA, Welsh Assembly Government about resources
- Improve reliability of rail services
- Innovative methods of service delivery, for instance using e-technology and mobile services: bring services to people
- Water management: increasing capacity and raising awareness (education) of the issues

Actors:

- Welsh Assembly Government, Pembrokeshire County Council, Welsh Development Agency and SWWEF, Environment Authority Wales
- For rail: Strategic Rail Authority
- For communications: BT, Welsh Assembly Government, Welsh Development Agency

For air: Department of Transport, Welsh Assembly Government, Pembrokeshire County Council, Civil Aviation Authority

- For sea: STENA, Irish Ferries
- For sewage/water: Welsh water, Environment Authority Wales
- Bus companies
- Pembrokeshire Greenway Partnership

Existing Structures:

- SWWEF
- ICT Task and Finish Group
- All Wales Air Travel Group
- Community Planning Process
- Objective 1 Local Partnerships

- Liaison of PCC with Welsh Development Agency
- Arrangements with ferry companies
- Switch
- Improve community inputs into existing Trunk Road Programme

New Structures:

- Use existing, apart from the need to establish something to address toxic waste disposal in Wales
- South West Wales Community Rail Partnership

Blockages:

- Current capacity restricts new sewage connection
- More an issue of resource to increase capacity

Other:

- No toxic waste disposal in Wales
- Potential for power generation (LNG, wind, wave, biomass, tidal)
- Need to minimise waste and energy at source

Appendix

WORKSHOP PARTICIPANTS:

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