

Report of Performance and Compliance Co-ordinator

Subject: Draft Equality Plan 2025 - 2029

Purpose of Report

To ask Members to comment on the Draft Equality Plan 2025-29 in advance of it going for internal and external consultation.

Introduction/Background

Under the Equality Act 2010 (Statutory Duties) (Wales) Regulations 2011, the National Park Authority is required to:

- prepare and publish its equality objectives at least every four years from the first date of publication.
- publish a statement setting out the steps it has taken (or intends to take to meet the objectives) and how long it expects to take to meet each objective
- make appropriate arrangements to monitor progress towards meeting its objectives and to monitor the effectiveness of its approach
- give appropriate consideration to relevant equality information it holds when considering what its equality objectives should be.

We have reviewed our current Objectives and Plan and developed a draft plan for 2025-2029. This review has considered:

- Current performance in terms of actions within existing equality plan
- Range of evidence including:
 - EHRC - Equality and Human Rights Monitor: Is Wales Fairer? 2023
 - Well-being of Wales and National Indicators
 - Wider research and data relevant to the Park area and the work of the Authority. Including Census 2021 data.
 - Performance against our previous equality objectives.
 - Analysis of the Authority recruitment and workforce data.
- Feedback from regional online survey consultation with other public bodies
- Feedback from other consultation activities Traeth Mawr, Beach Wheelchair Survey, Experiences for All Report, National Park Management Plan Special Qualities Survey.
- Workshop with key Authority officers
- how the plan integrates with our other strategic and operational plans and outcome of any integrated assessments on them. Including the interrelationship of actions with activities within Delivery Plans.

- Strategic links and policy developments including:
 - Welsh Government Remit Letter and Equality Objectives
 - Well-being of Future Generations Well-being Goals and Sustainable Development Principles
 - Pembrokeshire Well-being Plan and Public Services Boards, including its poverty work stream and strategy.
 - Welsh Government Equality related action plans including Anti Racist Wales Action Plan and LGBTQ+ Action Plan
 - Introduction of Socio Economic Duty and Socially Responsible Procurement Duty.

Please see the supporting evidence document for further information on factors that have influenced the review of the equality plan.

Please note reference is made in the plan to Socially Responsible Procurement Strategy, this strategy is currently under development.

Draft Objectives

Each of our Objectives sit under a longer term aim. Where significant changes have been applied or new objective introduced these are highlighted below in red. The proposed objectives are as follows:

Long Term Aim: Create a Park that is a Landscape for Everyone

Equality Objective: By 2029, promotion of the National Park as a destination is representative of more diverse audiences and we will have removed some barriers to accessing the Park for underrepresented groups or those who face specific barriers. **[Child Poverty Objective]**

Equality Objective: By 2029, we will have developed and delivered projects and schemes that have positive benefits for those facing inequalities and deprivation. **[Child Poverty Objective]**

Equality Objective: **By 2029, collective and collaborative action with range of partners is supporting designated landscapes to be landscapes for everyone.**

Equality Objective: **By 2029, the Authority through its placemaking activities is supporting an increase in the availability of affordable housing in the Park area.** **[Child Poverty Objective]**

Long Term Aim: Our services and projects are designed to be accessible and inclusive

Equality Objective: By 2029, staff, Members and volunteers will be trained and have skills needed to design, procure and deliver accessible and inclusive services.

Long Term Aim: Our workforce is diverse, we are an employer of choice and staff feel supported within an inclusive and fair work environment.

Equality Objective: By 2029, we will have increased potential routes into employment for underrepresented groups in our workforce.

Equality Objective: By 2029, we will through well-being initiatives, training and associated policies provide a supportive and inclusive workplace.

Equality Objective: By 2029, we will have reviewed outcome of pay and grading review and its gender pay gap analysis and developed and implemented an action plan in response if required.

Long Term Aim: A diverse range of people can influence the work of the Authority and decisions that affect the Park area.

Equality Objective: By 2029, we will create opportunities for underrepresented groups within our governance and wider structures to influence decisions about the Park and work of the Authority.

Equality Objective: By 2029, we will provide Members and Officers with the skill set and information to take account of equality considerations when making decisions.

Equality Objective: By 2029, we will have in place mechanisms to enable a wide range of groups and people to participate in an ongoing conversation about the Park.

The plan presented is a draft plan and the final version of the Equality Plan will be presented to Members for approval in December.

Financial considerations

Delivery of actions within this plan will be linked to our corporate planning and budget cycles. To support this consideration has been made of how activities interrelate with deliverables in existing Delivery Plans. There is potential in some areas to seek external funding and work in partnership with others to deliver projects. There are financial risks associated with legal claims if we fail to comply with different aspects of the Equality Act.

Risk considerations

Reputational and financial risks associated with legal claims if we fail to comply with different aspects of the Equality Act. Use of equality impact assessments and training of staff can help prevent the risk of this occurring.

Delivery of some aspects of this work is dependent on securing external/ additional funding.

Integrated Assessment Summary

Equality/ Socio Economic Duty/ Health Outcomes

Objectives and actions within the plan should help address following impacts:

Accessing the national park can be challenging for some groups due to various barriers. These include issues around transport, cost, lack of representation, safety concerns, physical barriers and lack of accessible facilities and informational barriers. The Authority has already begun work in this area but there is more to do. Our approach takes a targeted approach to remove barriers focused on what is feasible in terms of the size and remit of the Authority and working collaboratively with others to influence strategic issues such as transport.

Access to the outdoors and nature can have positive impact on people of all ages in terms of mental health and well-being and physical well-being and groups currently experiencing worse health outcomes. The Authority has experiences in working collaboratively with others to develop targeted projects. Including working with MIND Pembrokeshire and Carmarthenshire on Roots to Recovery project and working with early years settings as part of its First 1000 days project. We also provide outdoor education opportunities and volunteering and social action opportunities. Particular groups are underrepresented in the environment sector and it is important that we break down barriers so that more diverse range of people can take part in and feel ownership of nature recovery activities.

End Child Poverty Coalition analysis of 2021/22 data showed Pembrokeshire as the county with the fifth highest % of children living in poverty in Wales after housing costs are considered at 29.0%. Housing costs are a major factor in determining whether people are pulled into poverty, with the cost of housing a key driver of poverty for renters in particular. The provision of affordable housing particularly for young people and families, continues to be an issue identified at a national and local level and is playing a role in child poverty rates in the county.

Lack of access to toilets can prevent or make it difficult for people to access recreational, volunteering, social and community engagement opportunities in the Park. This is exacerbated for people who have additional needs relating to health, disability, faith or caring responsibilities. Provision of accessible and changing place toilets play an important role in supporting disabled people and carers accessing the Park.

Lack of accessible, reliable, regular and affordable public transport can impact on access to recreation, services, employment and education opportunities in the Park and wider Pembrokeshire. This can be a particular issue for older people, young people and disabled people. People with certain protected characteristics may fear that they will be vulnerable to or experience hate crime and harassment, including sexual harassment when on public transport. When exploring themes related to just transition to net zero and use of sustainable transport options, consideration is needed of how options can meet the need of people across the protected characteristics.

Developing inclusive services ensures that all individuals regardless of their background have equity in terms of access to the services and opportunities provided by the Authority. It helps remove barriers or negative experiences that people can experience in terms of our services.

It is important that the Authority complies with Public Sector Bodies (Website and Mobile Applications) Accessibility Regulations (amended 2022) in terms of its external website and apps and internal intranet site.

To deliver inclusive and accessible services, staff, Members, and volunteers need the appropriate knowledge, awareness, skills, and tools.

Under the Social Partnership and Public Procurement (Wales) Act 2023 the Authority must now comply with the Socially Responsible Procurement Duty. There are opportunities for actions in this area to align with activities on implementing specific Welsh equality duties on procurement. The Authority is developing a Socially Responsible Procurement Strategy and this strategy will strengthen Authority's wider equality and procurement work.

People can face a range of barriers to being able to access employment which impact on workplace diversity. Intersectionality a combination of more than one protected characteristic and socio-economic factors can lead to or perpetuate distinct forms of discrimination or disadvantage when accessing employment opportunities.

The Authority's Annual Health and Safety Report notes that Stress, Anxiety, Depression (SAD) continues to be the top cause of absence from the workplace, in common with other organisations. Workplace well-being can be influenced by a variety of factors, including discrimination and bullying and harassment. Learning opportunities for Members can further support effective scrutiny of the work of the Authority on equality and inclusion matters.

Equality Impact Assessments as part of our integrated assessment processes provide an opportunity for Authority Members and Officers to consider different perspectives and impacts of policies and decisions on people with protected characteristics.

Members play a central role in leading the work of the Authority and making decisions that affect the Park. It is important that we continue to engage with support programmes and plans to increase representation in local politics and in Welsh Government Public Appointee processes.

Welsh Language

The Authority has in place a separate Welsh Language Promotion Strategy specifically focused on Welsh Language promotion.

The Authority has in place a separate Welsh Language Promotion Strategy and must comply with the Welsh Language Measure (Wales) 2011. It is important to consider the relationship between equality and Welsh Language. For example, in terms of disability we need to meet the needs of Welsh language speakers and learners who have accessible communication and additional learning needs. Project checklist and other actions linked to accessibility will consider needs of Welsh Language service users or staff who require reasonable adjustments linked to communication in Welsh.

The Welsh Government's Anti Racist Wales Action plan includes following goal: That the voices of Black, Asian and Minority Ethnic Welsh speakers are heard and listened to and that more is done to promote access to the Welsh language by ethnic

minority communities in the areas of education, language learning, the workplace and community activities.” The use of the active offer approach is also important in terms of delivery of our health and inclusion focused projects. The strategy includes following action: Deliver a programme of opportunities across outreach work supporting people to use Welsh and develop their Welsh Language Skills. This aligns with deliverables within our Welsh Language Promotion Strategy. Our outreach work includes early years activities.

Wider actions on affordable housing should support sustainable communities.

Climate/ Section 6 – Biodiversity Duty

Particular groups are underrepresented in the environment sector and it is important that we break down barriers so that more diverse range of people can take part in and feel ownership of nature recovery activities. Actions within the plan will help ensure that a wider range of people are able to contribute to improving the resilience of the National Park, whether through taking part in projects that benefit the Park, volunteering with the Park, working for the Authority or getting involved in decisions about the Park. The plan includes following action on “Develop and secure funding for nature recovery projects that provide opportunity for wider range of people to participate in taking action in support of nature. Building on approach taken in terms of gaining funding for Pathways project linked to supported volunteers assisting with invasive species work.”

The Plan considers responses to just transition that aim to ensure the journey to net zero is fair and to respond inequitable impacts of climate change. In particular through collaborative working with other designated landscapes and capturing wider views and perspectives from groups whose voices are underrepresented in wider environment sector, in particular when looking at areas such as nature recovery and ensuring just transition in terms of decarbonisation.

Reference made to socially responsible procurement duty and actions included linked to socially responsible procurement strategy.

Transport is a big barrier for some groups of people in Pembrokeshire preventing them from taking up opportunities in the Park. Our projects through providing minibuss transport to activities can help remove this barrier. Authority is actively considering how it can reduce emissions in terms of its minibuss provision as funding allows and is currently purchasing an accessible electric mini bus.

Well-being of Future Generations

This Plan considers the five ways of working and will support delivery of the Well-being goals for Wales:

Long Term: The plan identifies steps that will help provide a strong foundation for longer term change. All our objectives sit under longer term aims.

Prevention: The plan is focused on delivering interventions that will look to prevent problems occurring or getting worse in terms of the Park, services we deliver and our workforce.

Integration: Actions within this plan are integrated within our Delivery Plans and assurance frameworks to support mainstreaming delivery and monitoring. Our Well-being Objectives take account of Pembrokeshire Well-being Plan and equality impact assessment on National Park Management Plan.

Collaboration: From experience we know that positive change can only be achieved through working together with others. Our objectives and associated actions recognise the important role collaboration with partners will play.

Involvement: Our Objectives can only be achieved by proactively involving and listening to people. Engagement will be used to ensure we develop the right interventions to break down barriers to support a more diverse range of people to take action for nature or experience the outdoors and wonders of the Park. We will involve staff in shaping workplace based actions.

Recommendation

Members comment on the Draft Equality Plan 2025-29.

Pembrokeshire Coast National Park Authority

Strategic Equality Plan and Objectives 2025 – 2029

[Draft]



**Parc Cenedlaethol
Arfordir Penfro**

**Pembrokeshire Coast
National Park**

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If you require this document in an accessible format please contact: info@pembrokeshirecpast.org.uk

Our Commitment and Duties

Pembrokeshire Coast National Park Authority (the Authority) Strategic Equality Plan 2025-29 describes how we aim to continue our commitment to equality and the legal obligations contained within the Equality Act 2010. This plan sets out the Authority's Strategic Equality Objectives.

The Authority is committed to

- ensuring everyone involved with the Authority is treated with respect, equity, fairness, and dignity through our inclusive culture.
- working to create a fairer society by promoting equality of opportunities and good relations.
- supporting the Park to be a landscape for everyone, helping more people to enjoy, experience and help look after the Park's special qualities.
- working collaboratively with others in support of achieving our equality objectives.

Public Sector Equality Duty – The General Duty

As a public body we must meet the Public Sector Equality Duty set out in the Equality Act 2010.

When making decisions and delivering services, we must have due regards to:

- Eliminating discrimination, harassment, victimisation and any other conduct that is prohibited under the Act.
- Advancing equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it.
- Fostering good relations between persons who share a relevant protected characteristic and persons who do not share it.
- When thinking about how to advance equality of opportunity between persons who share a relevant protected characteristic and those who do not, we also need to:
 - Remove or minimise disadvantages suffered by persons who share a relevant protected characteristic and are connected to that characteristic.
 - Meet the needs of persons who share a relevant protected characteristic that are different from the needs of the person who do not share it.
 - Encourage persons who share a relevant protected characteristic to participate in public life or in any

other activity in which participation by such persons is disproportionately low

Public Sector Equality Duty – The Specific Duties

The Welsh Government published regulations that introduced the Specific Duties for Wales in March 2011 to support better performance of the General Duty. Under the Specific Duties the Authority is required to:

- Set Equality Objectives and publish a Strategic Equality Plan.
- Ensure that we engage with people who have an interest in how the Authority's decisions affect them.
- Collect and publish information relevant to compliance with the General Duty
- Carry out Equality Impact Assessments and publish the results if there is a substantial impact identified.
- Publish employment monitoring information annually.
- Promote knowledge and understanding of the General Duty amongst our employees and use our staff appraisal procedures to identify and address the training needs of our employees.
- Set a gender pay equality objective where a gender pay difference is identified.
- Consider including conditions relevant to the General Duty in our procurement processes.

Who Is Protected Under the Equality Act 2010?

It is against the law to discriminate against someone because of their protected characteristics. This is the term used in the Equality Act 2010 to identify the types of things that affect how people are treated and can mean people may experience discrimination. The protected characteristics are:

- age
- disability
- gender reassignment
- marriage and civil partnership
- pregnancy and maternity
- race
- religion, belief or non-belief
- sex
- sexual orientation

The term ‘intersectionality’ acknowledges and examines how a combination of more than one protected characteristic and socio-economic factors can lead to or perpetuate distinct forms of discrimination or disadvantage.¹

Additional Duties

Socio Economic Duty and Child Poverty

The Socio-Economic Duty under the Equality Act 2010 which has been enacted in Wales places a legal responsibility on the

¹ [EHRC – Equality and Human Rights Monitor: Is Wales Fairer? November 2023](#)

Authority when it is taking strategic decisions to have due regard to the need to reduce the inequalities of outcome resulting from socio-economic disadvantage. Our integrated assessment process takes account of potential impacts for people experiencing socio-economic disadvantage.

The Children and Families (Wales) Measure 2010 legislation has been amended to take account of Well-being of Future Generations (Wales) Act 2015. The Duty to have a Child Poverty strategy is now discharged through relevant Public Services Boards well-being plans. The Pembrokeshire Well-being Plan has objective on “Work with our communities to reduce inequalities and improve well-being” and has project focused on reducing poverty and inequalities. The Poverty Group is responsible for delivering the Poverty and Inequalities elements of the PSB’s Well-being Plan. The group have produced an evidence-based strategy, [Tackling Poverty: Our Strategy 2023](#). The Authority is contributing to delivery of actions within the strategy action plan.

The [Welsh Government Remit National Park Authorities Terms of Government Remit Letter](#) notes that under Part 1 of the Children and Families (Wales) Measure 2010 we are required to publish child poverty objectives. We have noted below in the summary section which of our Equality Objectives also act as our Child Poverty Objectives.

Well-being of Future Generations Act

The Well-being of Future Generations (Wales) Act 2015 requires public bodies to act in accordance with the sustainable development principles.

This Plan considers the five ways of working:

Long Term: The plan identifies steps that will help provide a strong foundation for longer term change. All our objectives sit under longer term aims.

Prevention: The plan is focused on delivering interventions that will look to prevent problems occurring or getting worse in terms of the Park, services we deliver and our workforce.

Integration: Actions within this plan are integrated within our Delivery Plans and assurance frameworks to support mainstreaming delivery and monitoring. Our Well-being Objectives take account of Pembrokeshire Well-being Plan and equality impact assessment on National Park Management Plan.

Collaboration: From experience we know that positive change can only be achieved through working together with others. Our objectives and associated actions recognise the important role collaboration with partners will play.

Involvement: Our Objectives can only be achieved by proactively involving and listening to people. Engagement will be used to ensure we develop the right interventions to break down barriers to support a more diverse range of people to

take action for nature or experience the outdoors and wonders of the Park. We will involve staff in shaping workplace-based actions.

The Well-being of Future Generations Act puts in place a duty on the Authority as a public body to maximise its contribution to seven national Well-being goals. The Authority has in place a set of Well-being Objectives which support the Authority in delivering against the Well-being Goals. Whilst some of the Well-being Goals specifically relate to equality, it is important to note that equality objectives contained in this plan can support wider Well-being Goals. For example actions that break down barriers to support more people to take action for nature will contribute not only to ‘a more equal Wales’, but to ‘a healthier Wales’, ‘a resilient Wales,’ ‘a prosperous Wales’ and ‘a Wales of cohesive communities’.

Welsh Language

The Authority has in place a separate Welsh Language Promotion Strategy and must comply with the Welsh Language Measure (Wales) 2011. It is important to consider the relationship between equality and Welsh Language. For example, in terms of disability we need to meet the needs of Welsh language speakers and learners who have accessible communication and additional learning needs. The Welsh Government’s Anti Racist Wales Action plan includes following goal: “That the voices of Black, Asian and Minority Ethnic Welsh speakers are heard and listened to and that more is done to promote access to the Welsh language by

ethnic minority communities in the areas of education, language learning, the workplace and community activities.” The use of the active offer approach is also important in terms of delivery of our health and inclusion focused projects.

Socially Responsible Procurement Duty

Under the Social Partnership and Public Procurement (Wales) Act 2023 the Authority must now comply with the Socially Responsible Procurement Duty. This Duty requires the Authority to improve the economic, social, environmental and cultural well-being of its area by carrying out public procurement in a socially responsible way. There are opportunities for actions in this area to align with activities on implementing specific Welsh equality duties on procurement. The Authority is developing a Socially Responsible Procurement Strategy and this strategy will strengthen Authority’s wider equality and procurement work.



Mainstreaming and Monitoring Delivery

From experience we have identified that to achieve actions within the strategic equality plan and to give them visibility they need to be integrated into wider delivery and performance models for our corporate planning activities. As a result, actions identified within this plan are mainstreamed through:

- Delivery Plans that support our wider Well-being Objectives and Corporate Plan and associated performance reporting
- Assurance monitoring reported to Audit and Corporate Services Committee.

Progress against this plan will be reported annually through Annual Equality Report.

Please note alternative actions may be required to achieve objectives during the plan period, if this is the case these actions will be identified as part of the annual review of Delivery Plan and periodic review of Authority’s Corporate and Resources Plan.

The scope of delivery for some activities will be dependent on the Authority’s ability to secure additional external funding.

How we Developed our Objectives

We reviewed and identified where our equality objectives and plans could have greatest impact through:

1. Considering performance against our previous equality plan and objectives.
2. Considering the evidence:
 - EHRC - Equality and Human Rights Monitor: Is Wales Fairer? 2023
 - Well-being of Wales and National Indicators
 - Evidence and impacts identified as part of equality impact assessment of the Authority's draft revised National Park Management Plan
 - Pembrokeshire Well-being Assessment
 - Wider research and data relevant to the Park area and the work of the Authority. Including Census 2021 data.
 - Performance against our previous equality objectives.
 - Analysis of the Authority recruitment and workforce data.
 - Evidence used to inform development of Pembrokeshire Council's Strategic Equality Plan
3. Considering the feedback from engagement:
 - Regional online survey consultation with other public bodies
 - Feedback from other consultation activities Traeth Mawr, Beach Wheelchair Survey, Experiences for All Report, National Park Management Plan Special Qualities Survey.
 - Workshop with key Authority officers
 - **Internal and external consultation feedback**
4. Considered how the plan integrates with our other strategic and operational plans and outcome of any integrated assessments on them:
 - National Park Management Plan (and Park Purposes)
 - Local Development Plan 2
 - Well-being Objectives, Corporate and Resources Plan and associated Delivery Plans (including deliverables within Delivery Plans that could support delivery of objectives).
 - Welsh Language Promotion Strategy
 - Socially Responsible Procurement Strategy [Draft]
 - Wales ' Designated Landscapes – Inclusion, Diversity and Excellence Governance Action Plan
 - Pembrokeshire Youth Manifesto, which identifies areas for action on
 - Youth Empowerment
 - Living – including infrastructure, affordability, community
 - Learning – Aspire to inspire, nature education, support

- Working – Job Opportunities, More training, low wages

5. Considering Strategic links and policy developments

Regional

- Public Services Board Pembrokeshire Well-being plan, in particular its poverty work stream and strategy.
- Pembrokeshire Council's Strategic Equality Plan
- Pembrokeshire Toilet Strategy
- Development of Corporate Joint Committee for South West Wales and their role in terms of strategic transport planning
- Rights of Way Improvement Plan
- Pembrokeshire Destination Management Plan

National

- [Welsh Government Remit National Park Authorities Terms of Government Remit Letter](#)
- Welsh Government Equality related action plans and initiatives:
 - [Age friendly Wales: our strategy for an ageing society](#)
 - [Children and young people's plan.](#)
 - [Disability Rights Task Force](#)
 - [Anti-racist Wales Action Plan](#)
 - [Refugee and Asylum Seeker Plan \(Nation of Sanctuary\)](#)
 - [Advancing Gender Equality in Wales Plan](#)

- [Violence against women, domestic abuse and sexual violence strategy](#)
- [LGBTQ+ Action Plan for Wales](#)
- [Cymraeg 2050: a million Welsh speakers](#)
- Community Cohesion Programme
- [Welsh Government draft national equality objectives 2024-2028](#)
- [Just Transition Framework for Wales](#) that aims to implement actions to tackle climate change while also considering social equity
- [National Framework for Social Prescribing](#)
- [Draft Mental Health and Wellbeing Strategy 2024-2034](#)
- [Welsh Government's Young Person Guarantee](#) – commitment to provide everyone aged 16-24, living in Wales, with support to gain a place in education or training, help to get into work or self employment.

- Introduction of Socio Economic Duty under the Equality Act
- [Social Partnership and Public Procurement \(Wales\) Act](#) introduces the social partnership duty and socially responsible procurement duty. The Welsh Government also has in place a [Code of Practice on Ethical Employment in Supply Chains](#).

Please see the supporting Evidence document for further information on how the above influenced the creation of our Equality Objectives. An Equality Impact Assessment as part of an Integrated Assessment was completed for the Plan.

Summary of Our Objectives

The Park – A Landscape for Everyone

Long Term Aim: Create a Park that is a Landscape for Everyone

Equality Objective: By 2029, promotion of the National Park as a destination is representative of more diverse audiences and we will have removed some barriers to accessing the Park for underrepresented groups or those who face specific barriers. **[Child Poverty Objective]**

Equality Objective: By 2029, we will have developed and delivered projects and schemes that have positive benefits for those facing inequalities and deprivation, in particular children and young families from deprived areas. **[Child Poverty Objective]**

Equality Objective: By 2029, collective and collaborative action with range of partners is supporting designated landscapes to be landscapes for everyone.

Equality Objective: By 2029, the Authority through its placemaking activities is supporting an increase in the availability of affordable housing in the Park area. **[Child Poverty Objective]**

Our Services – Accessible and Inclusive

Long Term Aim: Our services and projects are designed to be accessible and inclusive

Equality Objective: By 2029, staff, Members and volunteers will be trained and have skills needed to design, procure and deliver accessible and inclusive services.

Our Workforce – Diverse, Supportive and Inclusive

Long Term Aim: Our workforce is diverse, we are an employer of choice and staff feel supported within an inclusive and fair work environment.

Equality Objective: By 2029, we will have increased potential routes into employment for underrepresented groups in our workforce.

Equality Objective: By 2029, we will through well-being initiatives, training and associated policies provide a supportive and inclusive workplace.

Equality Objective: By 2029, we will have reviewed outcome of pay and grading review and its gender pay gap analysis and developed and implemented an action plan in response if required.

Governance and Engagement – Increased Participation

Long Term Aim: A diverse range of people can influence the work of the Authority and decisions that affect the Park area.

Equality Objective: By 2029, we will create opportunities for underrepresented groups within our governance and wider structures to influence decisions about the Park and work of the Authority.

Equality Objective: By 2029, we will provide Members and Officers with the skill set and information to take account of equality considerations when making decisions.

Equality Objective: By 2029, we will have in place mechanisms to enable a wide range of groups and people to participate in an ongoing conversation about the Park.



The Park – A Landscape for Everyone

Long Term Aim: Create a Park that is a Landscape for Everyone

Equality Objective: By 2029, promotion of the National Park as a destination is representative of more diverse audiences and we will have removed some barriers to accessing the Park for underrepresented groups or those who face specific barriers.

Why this Objective

- ✓ Accessing the National Park can be challenging for some groups due to various barriers. These include issues around transport, cost, lack of representation, safety concerns, physical barriers and lack of accessible facilities and informational barriers.
- ✓ The Authority has already begun work in this area but there is more to do. Our approach takes a targeted approach to remove barriers focused on what is feasible in terms of the size and remit of the Authority and working collaboratively with others to influence strategic issues such as transport.
- ✓ Regenerative Tourism approaches for Authority Visitor Services and Centres should take account of inclusion and accessibility.

Action: Development of Get Outdoors Scheme, focused on:

- Delivery of Beach Wheelchair and Mobility Equipment Service
- Delivery of programme of targeted supported walking, supported volunteering and outdoor engagement activities
- Engagement with service users to audit our locations and the way we inform people about them to identify opportunities for improvement

Delivery/ Monitoring: Health, Well-being and Access Delivery Plan

Timescale: 2025- 2029

Lead Officers: Head of Engagement and Inclusion. Health and Well-being Officer.

Action: Delivery of Infrastructure related activities and projects that improve inclusive design/ access across sites in the Park. Informed by learning from Traeth Mawr project and outcomes of car park study and priorities identified as part of this study.

Delivery/ Monitoring: Health, Well-being and Access Delivery Plan

Timescale: 2025- 2029

Lead Officers: Director of Placemaking, Decarbonisation and Engagement. Head of Decarbonisation. Head of Engagement and Inclusion.

Action: Review our role and engagement with strategic partners including Corporate Joint Committee for South Wales to identify how we can best support and where feasible help retain and expand sustainable transport initiatives in the Park including accessible and affordable options.

Delivery/ Monitoring: Decarbonisation Delivery Plan

Timescale: 2025- 2029

Lead Officers: Head of Strategic Policy. Head of Regenerative Tourism.

Action: As part of development of action plans for each of the centres to support delivery of regenerative tourism, develop inclusion/ accessibility action plans. During implementation phase, carry out activities to promote lessons learnt (what worked/ how we overcame challenges) with wider sector.

Delivery/Monitoring: Supporting Regenerative Tourism through the visitor economy.

Timescale: 2025-2029

Lead Officers: Head of Regenerative Tourism. Head of Engagement and Inclusion.

Action: Develop a targeted main season campaign to raise awareness of easy access opportunities across the Park, including promotion of the beach wheelchair and mobility equipment scheme.

Delivery/Monitoring: Communications and Marketing Delivery Plan

Timescale: 2025/26

Lead Officers: Head of Marketing and Communications

Action: Mainstream accessibility as visible component of the NPA marketing brand by developing and rolling out a bank of photography and video assts to showcase a Park for all. As part of development of this work carry out engagement with those we are seeking to represent to ensure our approach is appropriate.

Delivery/ Monitoring: Communications and Marketing Delivery Plan

Timescale: 2025-2029

Lead Officers: Head of Marketing and Communications

² [Child Poverty Statistics - End Child Poverty / Child-Poverty-AHC-estimates-2015-2022 final.xlsx \(live.com\)](#)

Action: Review the Experiences for All Action plan in support of broadening our accessible communications resources. Review the accessibility and inclusivity of our communication and interpretation resources to increase representation, diversity and raise awareness of opportunities to experience the Park.

Delivery/ Monitoring: Communications and Marketing Delivery Plan

Timescale: 2025 – 2029

Lead Officers: Head of Marketing and Communications

Equality Objective: By 2029, we will have developed and delivered projects and schemes that have positive benefits for those facing inequalities and deprivation, in particular children and young families from deprived areas.

Why this Objective

- ✓ End Child Poverty Coalition analysis of 2021/22 data showed Pembrokeshire as the county with the fifth highest % of children living in poverty in Wales after housing costs are considered at 29.0%.²
- ✓ The Authority has experiences in working collaboratively with others to develop targeted projects. Including working with MIND Pembrokeshire and Carmarthenshire on Roots

to Recovery project and working with early years settings as part of its First 1,000 days project.

- ✓ In developing projects we take a people led approach recognising the importance of getting beneficiaries involved in designing projects. It is important that we embed the 5 steps to mental well-being in our activities.
- ✓ Transport is a big barrier for some groups of people in Pembrokeshire preventing them from taking up opportunities in the Park. Our projects through providing minibuss transport to activities can help remove this barrier.
- ✓ Particular groups are underrepresented in the environment sector and it is important that we break down barriers so that more diverse range of people can take part in and feel ownership of nature recovery activities.

Action: Develop and secure funding for nature recovery projects that provide opportunity for wider range of people to participate in taking action in support of nature. Building on approach taken to gain funding for Pathways project linked to supported volunteers assisting with invasive species work.

Delivery/ Monitoring: Resourcing and Broadening our Funding Delivery Plan

Timescale: 2025-2029

Lead Officers: External Funding Manager. Head of Nature Recovery. Head of Engagement and Inclusion.

Action: Use outcome of Stakeholder mapping exercise identifying underrepresented groups and community/ support link groups to build links and empower external groups (with a focus on those supporting underrepresented groups in terms of access to outdoors/ nature opportunities or who face additional barriers) to increase access and participation in health and well-being benefits of the Park.

Delivery/ Monitoring: Health, Well-being and Access Delivery Plan

Timescale: 2025-2029 (Some activity will be dependent on securing additional funding)

Lead Officer: Head of Engagement and Inclusion

Action: Develop and gain funding for successor project to Roots to Recovery working in partnership with MIND Pembrokeshire and Carmarthenshire.

Delivery/ Monitoring: Health, Well-being and Access Delivery Plan

Timescale: 2025 -2029 (Dependent on securing additional funding)

Lead Officer: Head of Engagement and Inclusion. Learning and Inclusion Team leader.

Action: Deliver First 1,000 days project and use outcomes from project to develop programme of support for young families and children. Including working with groups who are supporting families and people in Pembrokeshire facing poverty – linked to the work of the Pembrokeshire Public Services Board Poverty in Pembrokeshire Sub Group and Strategy.

Delivery/ Monitoring: Health, Well-being and Access Delivery Plan. Pembrokeshire Services Board monitoring of Tackling Poverty, Our Strategy 2023 action plan.

Timescale: 2025 -2029 (Dependent on securing additional funding)

Lead Officer: Head of Engagement and Inclusion. Learning and Inclusion Team leader.

Action: Develop a framework for annual participant survey to target regular participants in our volunteering, projects etc. With electronic survey (Microsoft Forms) and then tailored approach to support service users where this is more appropriate. With annual service user report produced outlining – what people said/ what we will do and what we have done and why.

Delivery/ Monitoring: Engagement, Involvement and Learning about the Park Delivery Plan

Timescale: 2025 -2026 (Development and piloting – ongoing after this).

Lead Officer: Head of Engagement and Inclusion.

Action: Deliver a programme of opportunities across our outreach work supporting people to use Welsh and develop their Welsh Language Skills.

Delivery/ Monitoring: Pembrokeshire Life Delivery Plan. Welsh Language Promotion Strategy.

Timescale: 2025- 2029

Lead Officer: Head of Engagement and Inclusion

Action: Provide opportunities for children and young people to benefit from outdoor education, including opportunities to experience, learn about and take practical action in support of the Park and its Special Qualities.

Delivery/ Monitoring: Engagement, Involvement and Learning about the Park Delivery Plan

Timescale: 2025 -2029

Lead Officer: Head of Engagement and Inclusion

Action: Review our health and well-being offer to identify future role of the Authority in response to all-Wales framework for social prescribing. Taking on board learning from evaluation of the West Wales Walking for Well-being Project. Following completion of review and in line with its recommendations, explore opportunities to develop joint social prescribing projects with health, Public Health and Social Care providers.

Delivery/ Monitoring: Health, Well-being and Access Delivery Plan

Timescale: 2025-2029 (Some activity will be dependent on securing additional funding)

Lead Officer: Head of Engagement and Inclusion. Health and Well-being Officer.

Equality Objective: By 2029, collective and collaborative action with range of partners is supporting designated landscapes to be landscapes for everyone.

Why this Objective

- ✓ Some of the barriers people face to accessing and engaging with the Park are best addressed through developing collaborative approaches and solutions.

- ✓ The Authority through the Strategic Advisor on Governance, Inclusion and Diversity Excellence and Tirweddau Cymru is already working to develop and deliver collaborative projects that are supporting designated landscapes to be landscapes for everyone.
-

Action: Work with Tirweddau Cymru, Strategic Advisor on Governance, Inclusion and Diversity Excellence and other partners to develop and deliver collaborative projects that are supporting designated landscapes to be landscapes for everyone. With particular focus on:

- Collaborative youth engagement work
- Shared vision
- Responses to Anti Racist Wales Action Plan and wider Welsh Government equality action plans
- Responses to just transition that aim to ensure the journey to net zero is fair and to respond to the inequitable impacts of climate change.
- Strengthening connections, for example with Pride Movement (Pride Cymru/ Pride Pembrokeshire)

Delivery/ Monitoring: Wales' Designated Landscapes – Inclusion, Diversity and Excellence Governance Action Plan and Monitoring. Partnership Framework Monitoring Report. Partnership projects developed that Authority is lead partner on will be incorporated into relevant Delivery Plans.

Timescale: 2025- 2029

Lead Officers: Head of Engagement and Inclusion. Head of People Services.

Equality Objective: By 2029, the Authority through its placemaking activities is supporting an increase in the availability of affordable housing in the Park area.

Why this Objective

- ✓ The provision of affordable housing particularly for young people and families, continues to be an issue identified at a national and local level and housing costs are playing a role in child poverty rates in the county.
-

Action: Implement planning policy to support delivery of the Authority's targets for affordable dwellings to be built over the Local Development Plan period. Secure S106 agreements.

Delivery/ Monitoring: Pembrokeshire Life Delivery Plan. Annual Monitoring Report of Local Development Plan 2.

Timescale: 2025 2029

Lead Officers: Director of Placemaking, Decarbonisation and Engagement. Strategic Policy Manager. Development Management Manager.



Our Services – Accessible and Inclusive

Long Term Aim: Our services and projects are designed to be accessible and inclusive

Equality Objective: By 2029, staff, Members and volunteers will be trained and have skills needed to design, procure and deliver accessible and inclusive services.

Why this Objective

- ✓ To deliver inclusive and accessible services, staff, Members, and volunteers need the appropriate knowledge, awareness, skills, and tools.
- ✓ The introduction of Socially Responsible Procurement Duty and creation of associated strategy provides us with an opportunity to review and improve our approach to equality and procurement.
- ✓ The Digital Service Standards for Wales sets out expectations in terms of web accessibility, including meeting requirements under the Public Sector Bodies (Website and Mobile Applications) Accessibility Regulations.

Action: Integrate training needs on delivering accessible and inclusive services into development of wider staff, Members and volunteer training plans, including sourcing specialist training for relevant staff and volunteers.

Delivery/ Monitoring: Skills Development and Training Delivery Plan

Timescale: 2025 (Review annually based on outcome of Workplace well-being and development reviews.)

Lead Officers: Head of People Services

Action: Implementing actions within the Socially Responsible Procurement Strategy that support the objective on – Improving fair work and equality practices adopted by suppliers.

Delivery/ Monitoring: Equality/ Socially Responsible Procurement Assurance Monitoring

Timescale: 2025-2029

Lead Officers: Head of Decarbonisation. Head of Finance and Fundraising.

Action: In support of 'Fair work' considerations and seeking living wage accreditation put in place a plan to pay Authority contractors the real living wage.

Delivery/ Monitoring: Equality/ Socially Responsible Procurement Assurance Monitoring

Timescale: 2025-2026

Lead Officers: Head of People Services. CEO.

Action: Implement [Digital Service Standards for Wales](#) expectations in terms of web accessibility, including meeting requirements under the Public Sector Bodies Accessibility Regulations 2018 (amended 2022). Increase the number of documents published as HTML pages by default rather than PDF files, which are not as accessible.

Delivery/ Monitoring: Equality Assurance Monitoring

Timescale: 2025-2029

Lead Officers: Head of Marketing and Communications. IT Team Leader.

Action: Ensure revised project development process for IT resources or any website/app procurement takes account of Web Accessibility compliance considerations.

Delivery/ Monitoring: Digital Transformation Delivery Plan

Timescale: 2025-2029

Lead Officers: Head of Decarbonisation. Performance and Compliance Officer.

Action: Development of project checklist to include equality considerations to ensure projects developed are inclusive, accessible and take account of potential barriers or wider representation considerations.

Delivery/ Monitoring: Governance and Decision Making Delivery Plan

Timescale: 2025

Lead Officers: Performance and Compliance Officer. Head of Engagement and Inclusion.

Action: Sign up to the [zero-tolerance to racism policy](#) created by Zero Racism Wales. All organisations who sign up to the policy agree to take a stand against racism and promote a more inclusive and equal workplace and society, that gives every individual in Wales the right to feel safe, valued and included.

Delivery/ Monitoring: Assurance Monitoring

Timescale: 2025

Lead Officers: Chief Executive

Our Workforce – Diverse, Supportive and Inclusive

Long Term Aim: Our workforce is diverse, we are an employer of choice and staff feel supported within an inclusive and fair work environment.

Equality Objective: By 2029, we will have increased potential routes into employment for underrepresented groups in our workforce.

Why this Objective

- ✓ The Authority has seen an increase in the number of employees under 40, increasing from 21% in 2019/20 to 32% in 2023/24. The Authority took part in Kickstart Scheme and had developed trainee roles in Planning and HR. However wider work is needed to look at pathways to employment opportunities through skills development, training and apprenticeship opportunities.
- ✓ Wider underrepresentation for certain groups in terms of designated landscapes and environment sector impacts on pool of potential applicants. Working with partners including education providers we can support the sector to become an attractive employer of choice for all.

- ✓ Our recruitment practices should follow best practice, including addressing issues such as unconscious bias and that we remain a disability confident organisation.
-

Action: Continue to be a disability confident organisation, including applying for level 2 of the scheme and promoting our involvement.

Delivery/ Monitoring: Equality Assurance Monitoring

Timescale: 2025 -2029.

Lead Officers: Head of People Services

Action: Carry out a comprehensive review of the Authority's recruitment and selection process to ensure fairness within recruitment processes, including looking at potential barriers for younger applicants or those from other underrepresented groups in our workforce.

Delivery/ Monitoring: Equality Assurance Monitoring

Timescale: 2025 -2029.

Lead Officers: Head of People Services

Action: Explore new pathways to employment opportunities through skills development/ training/ apprenticeship

opportunities. Assessing feasibility, making connections with relevant providers and developing scheme were appropriate.

Delivery/ Monitoring: Skills Development and Training Delivery Plan

Timescale: 2025 -2029.

Lead Officers: Head of People Services

Action: Review our offer for further and higher education students with framework in place to support research opportunities and student placement requests.

Delivery/ Monitoring: Skills Development and Training Delivery Plan

Timescale: 2025 -2029.

Lead Officers: Head of People Services

Action: Development of Establishment and Workforce Plan, to take strategic approach to succession planning and opportunities for developing mechanisms to address underrepresentation in our workforce.

Delivery/ Monitoring: Skills Development and Training Delivery plan

Timescale: 2025 – 2029

Lead Officers: Head of People Services

Equality Objective: By 2029, we will through well-being initiatives, training and associated policies provide a supportive and inclusive workplace.

Why this Objective

- ✓ To get the best out of our employees we need a workplace culture that is safe and inclusive for all. Stress, anxiety, depression continues to be the top cause of absence from the workplace for the Authority, in common with other organisations. People with protected characteristics may face a range of additional factors that can impact on their well-being and experience at work.
 - ✓ Line managers play a crucial role in fostering an inclusive and supportive work environment and need support to develop the necessary knowledge and skills to achieve this.
-

Action: Undertake a review of all our well-being activities and work with staff reps and unions to develop a well-being offer that reflects current best practice.

Delivery/ Monitoring: Equality Assurance Monitoring

Timescale: 2025 -2029.

Lead Officers: Head of People Services

Action: Continue to review HR policies to ensure they reflect current best practice in terms of promoting inclusive workplace and recruitment practices.

Delivery/ Monitoring: Equality Assurance Monitoring

Timescale: 2025 -2029.

Lead Officers: Head of People Services

Action: Source and develop a suite of training for line managers to equip them to manage diverse teams and promote an inclusive culture.

Delivery/ Monitoring: Equality Assurance Monitoring

Timescale: 2025 -2029.

Lead Officers: Head of People Services

Action: Continue to carry out workplace and recruitment equality monitoring, improving levels of data and analysis of data and addressing data gaps in areas such as training.

Delivery/ Monitoring: Equality Assurance Monitoring

Timescale: 2025 -2029.

Lead Officers: Head of People Services. Performance and Compliance Officer.

Equality Objective: By 2029, we will have reviewed outcome pay and grading review and its gender pay gap analysis and developed and implemented an action plan in response if required.

✓ In 2024/25 when this plan was being reviewed the Authority was undergoing a pay and grading review and a gender pay gap analysis was due to be carried out as part of this work. Following outcome of this exercise the Authority will need to assess and if required implement a gender pay gap action plan.

Action: Review outcome of pay and grading review and its gender pay gap analysis and develop and implement an action plan in response if required.

Delivery/ Monitoring: Equality Assurance Monitoring

Timescale: 2025 -2029.

Lead Officers: Head of People Services

Governance and Engagement – Increased Participation

Long Term Aim: A diverse range of people can influence the work of the Authority and decisions that affect the Park area.

Equality Objective: By 2029, we will create opportunities for underrepresented groups within our governance and wider structures to influence decisions about the Park and work of the Authority.

Why this Objective

- ✓ Members play a central role in leading the work of the Authority and making decisions that affect the Park. It is important that we continue to engage with support programmes and plans to increase representation in local politics and in Welsh Government Public Appointee processes.
- ✓ The views of Next Generation matter to us. The Next Generation – Youth Committee provides an important mechanism for young people to have a say on the Park and work of the Authority, including through their Youth Manifesto activities.
- ✓ Our Volunteer forum provide an opportunity for volunteers from across the Authority including supported volunteers

to share, learn and also influence the work and volunteer offer of the Authority.

Action: Support programmes and plans to increase representation in local politics and in Welsh Government Public Appointee processes.

Delivery/ Monitoring: Equality Assurance Monitoring. Wales' Designated Landscapes – Inclusion, Diversity and Excellence Governance Action Plan and Monitoring.

Timescale: 2025 -2029.

Lead Officers: CEO. Democratic Services Manager. Head of People Services.

Action: Delivery of Next Generation and Youth Committee programmes including ongoing review and promotion of the PCNPA Youth Manifesto and magnification of Youth Voice in addressing issues related to the National Park and areas for priority action.

Delivery/ Monitoring: Engagement, Involvement and Learning about the Park Delivery Plan

Timescale: 2025 -2029

Lead Officers: Head of Engagement and Inclusion. Learning and Inclusion Team Leader

Action: Delivery of Volunteer Forum reflecting the diversity of volunteers.

Delivery/ Monitoring: Engagement, Involvement and Learning about the Park Delivery Plan

Timescale: 2025 -2029

Lead Officers: Volunteer Development Officer

Equality Objective: By 2029, we will provide Members and Officers with the skills and information to take account of equality considerations when making decisions.

Why this Objective

- ✓ Learning opportunities for Members can further support effective scrutiny of the work of the Authority on equality and inclusion matters.
 - ✓ Equality Impact Assessments as part of our integrated assessment processes provide an opportunity for Authority Members and Officers to consider different perspectives and impacts of policies and decisions on people with protected characteristics.
-

Action: Provide Members with equality and inclusion related training and learning opportunities.

Delivery/ Monitoring: Equality Assurance Monitoring. Wales' Designated Landscapes – Inclusion, Diversity and Excellence Governance Action Plan and Monitoring.

Timescale: 2025 – 2029

Lead Officer: Democratic Services Manager. Head of People Services.

Action: Continue to use Equality Impact Assessments as part of Integrated Assessments process to provide Members and Senior Managers with information they need to assess the impact of policies and decisions on protected characteristics. As part of this process explore how we can use wider engagement processes to capture different perspectives to inform assessments.

Delivery/ Monitoring: Equality Assurance Monitoring.

Timescale: 2025 – 2029

Lead Officer: Performance and Compliance Officer

Equality Objective: By 2029, we will have in place mechanisms to enable a wide range of groups and people to participate in an ongoing conversation about the Park.

Why this Objective

- ✓ Every five years the Authority is required to produce a National Park Management Plan which sets out how it would like to see the National Park managed, not just by the Authority itself, but by the other agencies and organisations whose activities might impact on the Park. It

is important that we develop mechanisms to support an ongoing conversation about the Park, including opportunities to capture the wider views and perspectives from groups whose voices are underrepresented in wider environment sector.

Action: Develop winter community engagement programme using information van.

Delivery/ Monitoring: Engagement, Involvement and Learning about the Park Delivery Plan.

Timescale: 2025 – 2029

Lead Officers: Head of Engagement and Inclusion

Action: Provide a variety of ways to get involved, with particular focus on providing a range of volunteering and social action opportunities.

Delivery/ Monitoring: Engagement, Involvement and Learning about the Park Delivery Plan.

Timescale: 2025 – 2029

Lead Officers: Head of Engagement and Inclusion. Volunteer Development Officer.

Action: Through our engagement and partnership work we will seek to develop opportunities to capture wider views and perspectives from groups whose voices are underrepresented in wider environment sector, in particular when looking at areas such as Nature Recovery and ensuring Just Transition in terms of Decarbonisation.

Delivery/ Monitoring: Engagement, Involvement and Learning about the Park Delivery Plan. Nature Recovery Delivery Plan. Decarbonisation Delivery Plan.

Timescale: 2025 – 2029

Lead Officers: Head of Engagement and Inclusion. Learning and Inclusion Team Leader. Health and Well-being Officer.

Pembrokeshire Coast National Park Authority

Strategic Equality Plan 2025-2029

Supporting Evidence Document

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1. Demographic Profile – Census 2021 Comparisons¹

Sex

	Pembrokeshire Coast		Pembrokeshire Local Authority		Wales
	Count	%	Count	%	%
All usual residents	20,922	100	123,360	100	100
Female	10,749	51.4	63,289	51.3	51.1
Male	10,173	48.6	60,071	48.7	48.9

Source: ONS - 2021 Census (TS008)

Population Density

	Pembrokeshire Coast	Pembrokeshire Local Authority	Wales
	Density	Density	Density
Usual residents per square kilometre	35.7	76.2	149.9

Source: ONS - 2021 Census (TS006)

Age

Note: The Park has older age profile than Pembrokeshire and Wales with 33.2% of people aged 65 and over, compared to 26.2% in Pembrokeshire, and 21.4% in Wales. The Park has a smaller population of people under 25 compared to Pembrokeshire and Wales, with 20.3% of usual residents under 25 in the Park, compared to 25.5% in Pembrokeshire, and 28.3% in Wales.

Age	Pembrokeshire Coast		Pembrokeshire Local Authority		Wales
	Count	%	Count	%	%
All usual residents	20,926	100	123,360	100	100
Aged 4 years and under	673	3.2	5,583	4.5	5.0
Aged 5 to 9 years	899	4.3	6,731	5.5	5.7
Aged 10 to 15 years	1224	5.8	8,495	6.9	7.0
Aged 16 to 19 years	715	3.4	4,889	4.0	4.6
Aged 20 to 24 years	751	3.6	5,621	4.6	6.0
Aged 25 to 34 years	1640	7.8	12,907	10.5	12.3

¹ [Topic Summaries - 2021 Census - Census of Population - Data Sources - home - Nomis - Official Census and Labour Market Statistics \(nomisweb.co.uk\)](#)

Aged 35 to 49 years	3012	14.4	19,461	15.8	17.6
Aged 50 to 64 years	5077	24.3	27,331	22.2	20.5
Aged 65 to 70 years	3759	18	17,445	14.1	11.6
Aged 75 to 84 years	2347	11.2	10,855	8.8	7.1
Aged 85 years and over	829	4	4,042	3.3	2.7

Source: ONS – 2021 Census (TS007B/ TS007)

Ethnic Group

Note: The Park population is slightly less ethnically diverse than Pembrokeshire population, with both being significantly less ethnically diverse than population for Wales as a whole.

Ethnic Group	Pembrokeshire Coast		Pembrokeshire Local Authority		Wales
	Count	%	Count	%	%
All usual residents	20,921	100	123,360	100	100
Asian, Asian British or Asian Welsh	152	0.7	1,159	0.9	2.9
Black, Black British, Black Welsh, Caribbean or African	30	0.1	244	0.2	0.9
Mixed or Multiple ethnic groups	166	0.8	1,162	0.9	1.6
White	20,516	98.1	120,375	97.6	93.8
Other ethnic group	57	0.3	419	0.3	0.9

Source: ONS – 2021 Census (TS021)

White - Gypsy or Irish Traveller Ethnic Group / Roma

Note: Pembrokeshire has the second highest count of people identifying as White – Gypsy or Irish Traveller across all local Authority's in Wales at 574, with only Cardiff having a higher count at 673.

Ethnic Group	Pembrokeshire Coast		Pembrokeshire Local Authority		Wales
	Count	%	Count	%	%
All usual residents	20,921	100	123,360	100	100
White: Gypsy or Irish Traveller	32	0.2	574	0.5	0.1
White: Roma	5	0	34	0	0.1

Source: ONS – 2021 Census (TS021)

Pembrokeshire County Council noted the following in terms of the Gypsy Traveller Accommodation Assessment (GTAA) as part of their Supporting evidence document for their Strategic Equality Plan:

- Pembrokeshire County Council contacted over 200 household addresses as part of the GTAA. 118 households completed the survey, 70 households either refused to take part or were unable to be contacted during the survey. This provides a total figure of 188 Gypsy and Traveller households, providing a response rate of 63%.
- An unmet need for 11 residential pitches, over the next five years (by the end of 2024) has been identified in this assessment. Over the plan period for PCC and PCNPA (up to the end of 2031 and 2033) this equates to an overall need for 46 residential pitches (net need from 2025 – 2033 is 35 pitches).
- Analysis of responses identified a need for additional accommodation. To help to plan future provision, respondents were asked what area within Pembrokeshire they would like to move to. The general locations identified by people in need area generally within the south of the county with Haverfordwest providing the furthest location to the north.
- The potential to identify sites for Gypsy and Traveller Accommodation to meet need identified within the GTAA has been through the following search:
 - To consider the Council's land register to identify land which is unused or under used in the Council's ownership and located in places where the Gypsy Traveller community wish to reside
 - To call for candidate sites and additional candidate sites as part of the Local Development Plan review process. The assessment has shown that whilst the four assessed sites considered in detail have the scale to accommodate Gypsy and Traveller provision, they are variously constrained by landscape and visual impact, location and proximity to settlements, access and flood risk. None of the sites provided a realistic option for allocation for Gypsy and Traveller site accommodation. Proposed candidate site - there were serious concerns raised regarding deliverability.
 - The Council has undertaken a GIS search of land and has identified a suitable parcel of land to provide additional pitches for Gypsies and Travellers and is currently in negotiation with the land owner to acquire the land.
- In addition to providing Local Authority pitches, Pembrokeshire County Council has a strong record of approving private pitches. The GTAA 2019 notes that 55 pitches had gained planning permission in Pembrokeshire since the first GTAA was produced in 2010, of these, 40 were on private sites. Since the GTAA 2019 was undertaken, planning permission has been granted for 6 additional Gypsy and Traveller pitches which reduces the immediate need from 11 pitches to 5 pitches.²

The Authority's Local Development Plan has in place policy 53 for proposals for Gypsy, Traveller and Showpeople sites where needs for Gypsy and Travellers site may arise outside of the findings of the Gypsy and Traveller Needs Assessment.

² Pembrokeshire County Council Strategic Equality Plan 2024-2028: Supporting Evidence
<https://mgenglish.pembrokeshire.gov.uk/mgConvert2PDF.aspx?ID=73946>

Religion

Note: The Park has higher percentage of people identifying as Christian at 52.9% than Pembrokeshire at 48.8% and Wales as a whole at 43.6%. 39% of people identify as having no religion, this is less than in Pembrokeshire at 43% and Wales at 46.5%. The Park and Pembrokeshire has a slightly higher % of Buddhists at 0.4% than Wales at 0.3 and slightly higher % of those identifying with Other religion at 0.6% compared to 0.5% in Wales.

Religion	Pembrokeshire Coast		Pembrokeshire Local Authority		Wales
	Count	%	Count	%	%
All usual residents	20,919	100	123,360	100	100
No religion	8156	39	52,998	43.0	46.5
Christian	11058	52.9	60,174	48.8	43.6
Buddhist	92	0.4	462	0.4	0.3
Hindu	19	0.1	161	0.1	0.4
Jewish	30	0.1	58	0.0	0.1
Muslim	68	0.3	587	0.5	2.2
Sikh	6	0	32	0.0	0.1
Other religion	135	0.6	746	0.6	0.5
Not answered	1,355	6.5	8,145	6.6	6.3

Source: ONS – 2021 Census (TS021)

Sexual Orientation

Note: Sexual Orientation data is not available at Park level. Profile of Pembrokeshire shows a 0.4% variation in terms of more people identifying as Straight or Heterosexual and 0.4% less identifying as Gay or Lesbian than for Wales as a whole.

Sexual Orientation	Pembrokeshire Local Authority		Wales
	Count	%	%
All usual residents aged 16 and over	102,550	100	100
Straight or Heterosexual	92,094	89.8	89.4
Gay or Lesbian	1,093	1.1	1.5
Bisexual	1,050	1.0	1.2
Pansexual	80	0.1	0.1
Asexual	52	0.1	0.1
Queer	12	0.0	0.0
All other sexual orientations	75	0.1	0.1
Not answered	8,094	7.9	7.6

Source: ONS – 2021 Census (TS079)

Gender Identity

Note: Gender Identity data is not available at Park level. Profile of Pembrokeshire in terms of Gender Identify closely aligns with profile for Wales.

Gender Identity	Pembrokeshire Local Authority		Wales
	Count	%	%

All usual residents aged 16 and over	102549	100	100
Gender identity the same as sex registered at birth	95794	93.4	93.3
Gender identity different from sex registered at birth but no specific identity given	121	0.1	0.2
Trans woman	58	0.1	0.1
Trans man	66	0.1	0.1
All other gender identities	72	0.1	0.1
Not answered	6438	6.3	6.3

Source: ONS – 2021 Census (TS078)

Disability

Note: 21% of the Park identified as being Disabled under the Equality Act, this compares to 22% in Pembrokeshire and 21.6% for Wales. There were 2,687 households in the Park with 1 person who identified as disabled under the Equality Act and 700 households with 2 or more people who identified as disabled under the Equality Act.

Disability	Pembrokeshire Coast		Pembrokeshire Local Authority		Wales
	Count	%	Count	%	%
All usual residents	20,922	100	123,360	100	100
Disabled under the Equality Act	4,396	21	27,173	22	21.6
Not disabled under the Equality Act	16,526	79	96,187	78	78.4

Source: ONS – 2021 Census (TS038)

Disability	Pembrokeshire Coast		Pembrokeshire Local Authority		Wales
	Count	%	Count	%	%
All usual residents	20,919	100	123,360	100	100
Disabled under the Equality Act: Day-to-day activities limited a lot	1930	9.2	12522	10.2	10.3
Disabled under the Equality Act: Day-to-day activities limited a little	2466	11.8	14651	11.9	11.3
Not disabled under the Equality Act: Has long term physical or mental health condition but day-to-day activities are not limited	1522	7.3	8116	6.6	6.6
Not disabled under the Equality Act: No long term physical or mental health conditions	15004	71.7	88071	71.4	71.8

Source: ONS – 2021 Census (TS038)

Disability – Age-Standardised Proportions

Disability (Age Standardised Proportions)	Pembrokeshire Coast	Pembrokeshire Local Authority	Wales
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	%	%	%
Disabled under the Equality Act: Day-to-day activities limited a lot	7.4	9.2	10
Disabled under the Equality Act: Day-to-day activities limited a little	10.1	11.1	11.1
Not disabled under the Equality Act	82.5	79.7	78.9

Source: ONS – 2021 Census (TS038ASP)

Number of Disabled People in the Household

Number of Disabled People in the Household	Pembrokeshire Coast		Pembrokeshire Local Authority		Wales
	Count	%	Count	%	%
Total: All households	9,781	100	55,488	100	100
No people disabled under the Equality Act in household	6,394	65.4	34,697	62.5	62.1
1 person disabled under the Equality Act in household	2,687	27.5	16,259	29.3	29.5
2 or more people disabled under the Equality Act in household	700	7.2	4,532	8.2	8.4

Source: ONS – 2021 Census (TS040)

Carers – Provision of Unpaid Care

Note: The Park has higher % of usual residents aged 5 and over that provide 19 hours or less unpaid care a week at 6% compared to Pembrokeshire and Wales. This remains true when Age Standardised proportions are considered.

Provision of Unpaid Care	Pembrokeshire Coast		Pembrokeshire Local Authority		Wales
	Count	%	Count	%	%
Total: All usual residents aged 5 and over	20,247	100	117,777	100	100
Provides no unpaid care	17,903	88.4	104,887	89.1	89.5
Provides 19 hours or less unpaid care a week	1,214	6	5,828	4.9	4.7
Provides 20 to 49 hours unpaid care a week	394	1.9	2,693	2.3	2.2
Provides 50 or more hours unpaid care a week	736	3.6	4,369	3.7	3.6

Source: ONS – 2021 Census (TS039)

Carers – Provision of Unpaid Care – Age Standardised Proportions

Provision of Unpaid Care (Age Standardised Proportions)	Pembrokeshire Coast	Pembrokeshire Local Authority	Wales
	%	%	%
Provides no unpaid care	89.4	89.3	89.5
Provides 19 hours or less unpaid care a week	5.7	4.9	4.7
Provides 20 to 49 hours unpaid care a week	2	2.3	2.2
Provides 50 or more hours unpaid care a week	3	3.5	3.6

Source: ONS – 2021 Census (TS039ASP)

Health

Health	Pembrokeshire Coast		Pembrokeshire Local Authority		Wales
	Count	%	Count	%	%
Total: All usual residents	20921	100	123360	100	100
Very good health	9552	45.7	55187	44.7	46.2
Good health	7011	33.5	41206	33.4	32.4
Fair health	3046	14.6	18605	15.1	14.5
Bad health	1002	4.8	6375	5.2	5.3
Very bad health	310	1.5	1987	1.6	1.7

Source: ONS – 2021 Census (TS037)

Households by Deprivation Dimensions

Note: The Park has lower % households deprived in multiple dimensions compared to Pembrokeshire and Wales, however it has a higher % of households who are deprived in one dimension at 35.5% compared to Pembrokeshire at 34.7% and Wales at 33.4%. The household deprivation areas are:

- **Education:** A household is classified as deprived in the education dimension if no one has at least level 2 education and no one aged 16 to 18 years is a full-time student.
- **Employment:** A household is classified as deprived in the employment dimension if any member, not a full-time student, is either unemployed or economically inactive due to long-term sickness or disability.
- **Health:** A household is classified as deprived in the health dimension if any person in the household has general health that is bad or very bad or is identified as disabled. People who have assessed their day-to-day activities as limited by long-term physical or mental health conditions or illnesses are considered disabled. This definition of a disabled person meets the harmonised standard for measuring disability and is in line with the Equality Act (2010).
- **Housing:** A household is classified as deprived in the housing dimension if the household's accommodation is either overcrowded, in a shared dwelling, or has no central heating.

Households by Deprivation Dimensions	Pembrokeshire Coast		Pembrokeshire Local Authority		Wales
	Count	%	Count	%	%
Total: All households	9,781	100	55,488	100	100
Household is not deprived in any dimension	4,788	49	25,547	46	45.9
Household is deprived in one dimension	3,476	35.5	19,262	34.7	33.4

Household is deprived in two dimensions	1,265	12.9	8,565	15.4	16
Household is deprived in three dimensions	243	2.5	2,017	3.6	4.5
Household is deprived in four dimensions	9	0.1	97	0.2	0.2

Source: ONS – 2021 Census (TS011)

Economic Activity Status

Economic Activity Status	Pembrokeshire Coast		Pembrokeshire Local Authority		Wales
	Count	%	Count	%	%
Total: All usual residents aged 16 and over	18,130	100	102,551	100	100
Economically active (excluding full-time students): In employment	8,862	48.9	51,697	50.4	51.9
Economically active (excluding full-time students): Unemployed	343	1.9	2,485	2.4	2.5
Economically active and a full-time student: In employment	130	0.7	1,068	1	1.6
Economically active and a full-time student: Unemployed	43	0.2	284	0.3	0.6
Economically inactive: Retired	6,355	35.1	30,306	29.6	24.7
Economically inactive: Student	521	2.9	3,544	3.5	5.7
Economically inactive: Looking after home or family	656	3.6	4,755	4.6	4.3
Economically inactive: Long-term sick or disabled	736	4.1	5,632	5.5	5.9
Economically inactive: Other	484	2.7	2,780	2.7	2.9

Source: ONS – 2021 Census (TS066)

2. Visitor Data and Barriers to Access

There is limited data on visitors and protected characteristics, with information generally focused on age profile:

- In 2021 1 in 5 tourism day visits to Wales were made up of older independents. In contrast to other nations, these visits have the highest average spend at £52 per visit, es apart, as the big spend visits in England and Scotland are by younger pre-nesters.³

³ Welsh Government – Domestic GB Tourism Statistics: Wales Tourism Day Visits Annual Report 2022: [PowerPoint Presentation \(gov.wales\)](#)

- Trips by those in the family lifestage make up the largest proportion of trips to Wales, however, these trips have the lowest average spend and shortest duration. Trips by older independents, on the other hand, have the highest average spend and duration (average of 3.5 days versus 3 overall). One in five trips are made up of 16-24 year olds, these trips tend to look significantly different to those of other groups, for example, a higher proportion took package holidays (34% versus 18% overall).⁴

The Authority and Visit Pembrokeshire are working on a partnership project during 2024 to support the development of a world leading inclusive tourism offer as a USP for Pembrokeshire through the SPF Open to All project (OTA).

The Authority and Pembrokeshire County Council have a joint Rights of Way Improvement Plan 2018-2028, one aspect of the plan is addressing the need to improve access opportunities for groups with disabilities.

A number of reports or best practice guidance documents have been produced highlighting barriers that people with different characteristics or intersectionality of characteristics face to accessing the outdoors and nature and suggestions for improvement:

- Authority's Experiences for All Report
- [Changing Landscapes – Actioning Change, Backbone CIC's Symposium \(2021\)](#)
- [Access to nature in the English Countryside, The countryside charity \(2021\)](#)
- The Recreational Audit for disabled access in Pembrokeshire survey report, PCF (2016)
- Outside Voices, An anthology of lived experiences sets out different people's lived experience providing an insight into the stories of those who are not well seen, heard or represented in the outdoor sector: [outside-voices-report.pdf \(yha.org.uk\)](#)
- [Working Together to Create Change on Diversity in UK Walking and Hiking, All of the Elements x The Pilgrim Trust](#)
- [By All Reasonable Means – Least restrictive access to the outdoors \(2022\)](#)
- [Who has a public rights of way, Ramblers](#)
- [Surfing for Diversity, Waves Wahines CIC \(2022\)](#)
- [Adapt my Beach Report, How to create manage, sustain and improve inclusive beach, Mae Murray Foundation \(2023\)](#)
- Muslim Hikers – [Muslim Hikers x Wales Cost Path Partnership](#), [What are 'Proper Walkers' \(BBC News\)](#), [Mount Snowdon inaugural trek](#), [The Countryside Code](#)
- [Dementia-Friendly environment checklist, Alzheimer's Society](#)
- [Pembrokeshire Coastal Forum commissioned Ethnic Diversity Toolkit](#)
- [DEFRA - Landscapes Review - Final Report 2019 \(publishing.service.gov.uk\)](#)

⁴ Welsh Government – Domestic GB Tourism Statistics: Wales Overnight Tourism Survey: Annual Report 2022: [PowerPoint Presentation \(gov.wales\)](#)

The Traeth Mawr survey captured a range of views in terms of how site could be made more accessible and highlighted the importance of engaging with users to gain insight into barriers and developing appropriate solutions. It also highlighted challenges that can arise when implementing wider recreational management decisions. Some of the response themes highlighted under the question what would make Traeth Mawr more accessible included:

Topic	Response Themes	Sample of Quotes
General layout	<ul style="list-style-type: none"> • less gravel surfaces. • improved information boards • better toilets / toilet facilities/ changes places • changing facilities • better steps • ramp incline to beach, • picnic benches • shelter (trees) • removal of metal barriers and rock • access to BBQ/ fire pits • beach camping 	<ul style="list-style-type: none"> • "Proper Wheelchair access from the Iron bridge to the beach and carpark. Ensure appropriate suitable wheelchairs and suitable on site hoist. Proper changing room facilities shower and changing disabled bench." • "Proper accessible access, proper safe wheelchairs with five point harness plus recliner option with proper footplates with straps. Changing facilities with shower hoist and changing bench for disabled use only." • "A better slope from the disabled car parking spaces to the beach. Perhaps the slope could be made wider and less steep. My elderly mother uses a walker to negotiate the slope, and it's a bit steep near the bottom. Perhaps a resting area halfway would be useful too, just somewhere to pause and get your breath back without getting in the way of other people using the slope. I don't think I'd attempt it with the wheelchair." • "More and wider parking spaces for those with disabilities" • "Mobility wheelchair for relatives." • "More disabled parking. More spacious toilet cubical (have to touch toilet seats with legs to shut the door).
Transport	<ul style="list-style-type: none"> • Cycle routes & cycle racks • Public transport and buses • Footpath 	
Car park	<ul style="list-style-type: none"> • increased parking • disabled parking bays on both the left and right for café access and beach view options • Lower local fees prices • Extend length of free parking. 	
Drop off access.	<ul style="list-style-type: none"> • Requests have been made in relation to beach drop offs for horses and boats. 	
Outdoor mobility equipment	<ul style="list-style-type: none"> • Issues raised regarding awareness off the equipment, type and access all year. 	
Dogs access	<ul style="list-style-type: none"> • Dog behaviour management and cleanliness is a repeating issue. 	
Cleanliness	<ul style="list-style-type: none"> • Sewage, pollution and litter • Dog mess 	

		<p>Changing rooms to prevent people changing in toilets and getting everything wet and being in there a long Time. New seating is great, allows me to take in the view even on a bad day, however, there are not enough to accommodate need.”</p> <ul style="list-style-type: none"> • “Disabled parking near the beach - which is reserved for disabled people. Often find that spaces are taken by people who are not displaying a blue badge.” <p>“Switchback gentle slope Better quality toilets”</p>
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The Authority’s Beach Wheelchair survey alongside capturing positive impact this service has on those able to access it, also provides insight on how service can be improved and different challenges people can face depending on their different needs.

3. Hate Crime, Harassment and Domestic Abuse

Residents and tourists may be targeted in terms of hate crime and incidents due to their disability, gender identity, religion or belief or religious dress, race, ethnicity, nationality or sexual orientation. They may also be subjected to sexual violence, harassment or experience domestic abuse. This may impact on their use of public transport and access to opportunities and facilities within the Park and further afield. Staff, volunteers and Members could also experience hate crime, hate incidents, sexual violence, harassment or experience domestic abuse.

Hate Crime Figures for Dyfed Powys 2022/23⁵

Race	Total Religion	Sexual Orientation	Disability	Transgender	Total number of motivating factors	Total number of offences
458	24	128	106	34	750	750

⁵ Dyfed Powys Police Force Area – Hate Crimes Reported 2022/23:
<https://assets.publishing.service.gov.uk/media/65425d08d36c910012935bad/hate-crime-england-and-wales-2022-to-2023-data-tables-second-edition.ods>

4. EHRC – Equality and Human Rights Monitor: Is Wales Fairer? 2023⁶

Key findings for the 2023 report include:

Developments affecting multiple groups

- In 2021/22, 57.2% of people in Wales aged 16 and over were in employment. However, pre-pandemic employment growth has stagnated since our last statutory review, with gains in employment tailing off.
- In Wales adult and child poverty rates have been variable. It is too soon for the data to show the full effect of the pandemic and the cost-of-living crisis but in 2020–2022 over one-in-five people (adults and children), and over one-in-four children, were living in relative income poverty.
- Between 2020 and 2022 the number of families in temporary accommodation nearly doubled in Wales, from 2,324 to 4,465 households.
- Life expectancy at birth estimates for Wales suggest that improvements in life expectancy have been slowing, with suggestions that COVID-19 mortality contributed to a drop in life expectancy in the most recent figures. Average life expectancy in Wales is lower than England but higher than Scotland.

Children and Young People

- There are approximately 8,200 young carers in Wales, who are more likely than others of their age to live in deprived areas and experience disruption to their education.
- There were 7,080 children looked after (CLA) by local authorities in Wales in 2021. CLA numbers have been increasing substantially over the last decade compared to England and Scotland, until a recent decline.
- The proportion of young people not in education, employment or training (NEET) has been falling since 2010, but this decline has slowed since 2017.
- The highest unemployment rates are among the 16–24-year-old age group (11.4% in 2019/20) but the unemployment rate had declined notably between 2010/11 and 2019/20. There is no other age group that is more likely to be in insecure employment and earn less.
Levels of poverty remain high among young people aged 16–24, as 28% of people in this age group were in poverty in 2020-2022, in Wales.
- The pandemic had a negative impact on the mental health of children and young people as a higher proportion of pupils reported very high symptoms of poor mental health in 2021/22 (24%) compared to 2019/20 (19%). Wales has the highest demand for Community Mental Health Teams for children and young people in the UK.

⁶ EHRC – Equality and Human Rights Monitor: Is Wales Fairer? November 2023: [Equality and Human Rights Monitor: Is Wales Fairer? \(equalityhumanrights.com\)](https://equalityhumanrights.com)

- Though varying since 2010, suicides by young people aged 15–24 fell from 2016 and 2019 from 11.7 to 7.5 deaths per 100,000. In comparison, suicide rates increased in England and Scotland.

Older People

- Among adults aged under 65 (excluding students), those aged 55–64 had the lowest employment rates (58.4%) and highest rates of economic inactivity (40.1%) in 2019/20. This age group's employment rates rose between 2010/11 and 2019/20, though they saw no growth in hourly earnings.
- The employment rate of those 65 and over (the 65–74 and over 75 age groups) increased between 2010/11 and 2019/20. Only 16–24 year-olds were more likely to be in insecure work than the 65–74 age group, as 11.7% of workers aged 65–74 were in insecure employment.
- Poverty rates rose among people aged 65–74 from 10.4% in 2010/11 to 18.0% in 2019/20. In 2021, 41% of all fuel-poor households were headed by someone aged 65 or over.
- Data for 2018–2020 shows females living in the most deprived areas of Wales can expect 53.3 years of good health and males can expect 54.2 years. When comparing the most and least deprived areas, there is a 16.9 year difference for women and a 13.4 year difference for men.
- The age group with the highest percentage of unpaid carers are 55–59 year-olds (18.5%), but the age group with the highest percentage providing more than 50 hours of care per week is 80–84 (7%).
- Older adults are at greater risk of digital exclusion and disadvantage. Those aged 65 or over are still significantly less likely, than younger age groups, to have internet access at home. Furthermore, only 24% of those over aged 70 are likely to use digital technology to support their health compared to 87% of people aged 16–19

Disability

- The education attainment gap at foundation phase level between disabled and non-disabled children has widened. In 2018/19, 42.5% of pupils with a disability / SEN achieved foundation phase outcomes compared to 92% of pupils without a disability / SEN.
- Disabled adults are less likely to be employed than non-disabled adults. However, the disability employment gap narrowed from 39.6 percentage points in 2013/14 to 36.2 percentage points in 2019/20. Despite employment gaps improving, earnings gaps are worsening, as disabled workers earned 15.1% less in 2019/20, compared to 8.0% less in 2013/14.
- Disabled people are less likely to be homeowners than non-disabled people and are more likely to be living in poverty and severe material deprivation. However, there has been a significant decrease in the proportion of disabled people living in severe material deprivation, from 40.5% in 2015/16 to 24.3% in 2019/20.

- Disabled adults report poorer mental health outcomes than non-disabled adults, as 34.3% of disabled people reported having poor mental health, compared to 15.4% of non-disabled people in 2018/19.

Gender Reassignment

- In 2021/22, 62% of school children who identify as neither a boy nor a girl report having been bullied in the past couple of months, compared to 28% of girls and 34% of boys. Those who identify as neither a boy or girl report having poorer mental health.
- Older trans people in Wales report that health and social care providers lack the knowledge required to care for them. Trans people also have concerns that they may not receive care sensitive to their gender identity, particularly in social care settings.
- Trans people in Wales are afraid of facing discrimination in the workplace. A 2018 survey found almost half of trans respondents hid their gender identity at work and almost a third experienced negative comments from co-workers.

Race

- In the primary education foundation phase, there are a range of disparities between the attainment of different ethnic groups. The most notable disparity is for Gypsy, Roma and Traveller (GRT), who have significantly lower attainment rates than all other ethnic groups.
- For school-leavers, aggregated data shows higher attainment among ethnic minority pupils compared to White British. However, the lack of disaggregation and detail in existing evidence could be hiding similar disparities to those found at Foundation Phase.
- In Wales, ethnic minority workers are more likely to be in insecure employment (8.0%) than White British workers (14.2%) in 2019/20. However, this gap in insecure employment has narrowed overtime. Ethnic minority workers were also more likely to work in a low paid occupation.
- Ethnic minority groups in Wales are more likely to report experiences of discrimination and bullying in the workplace.
- Ethnic minorities in Wales are more likely to be living in poverty, as 40% of ethnic minority-headed households (excl. White minorities) were living in poverty, compared to 22% of White-headed households. Some ethnic minority groups are also more likely to experience homelessness and overcrowding and are less likely to be homeowners.
- Evidence suggests that health and social care workers from ethnic minority backgrounds face serious discrimination and prejudice.
- The number of racially or religiously aggravated offences recorded by the police increased from 1,704 in 2017/18 to 2,934 in 2021/22. However, the proportion of offences resulting in a charge has decreased during this period. Black or mixed ethnic people are more likely to have experienced sexual assault in the past year than White, Asian or other ethnic groups.
- The proportion of public appointments of people from ethnic minority backgrounds has increased in recent years

Religion or Belief

- Religious minorities are less likely to be employed than those with no religious affiliation, with an employment rate of 52.2% compared to 65.9% for the No Religion group.
- Poverty rates increased in Christian headed households from 15.0% in 2011/12 to 20.2% in 2018/19, which has narrowed the poverty gap with the No Religion group.
- Christians are most likely to live in owner-occupied households while Muslims are most likely to live in privately rented or social housing. Muslims also experience the highest rate of overcrowding, as 14.2% of Muslim-headed households were overcrowded in 2021.
- There has been a decline in all religious and non-religious groups reporting good health in Wales between 2016 and 2019, with greater decline for religious minorities (-6.7pp) other than those with No Religion (-3.4pp) and Christians (-2.1pp).
- The number of racially or religiously aggravated offences recorded by the police has increased but the proportion of offences resulting in a charge has decreased

Sex, including pregnancy and maternity, and marriage and civil partnership

- Girls still have higher attainment rates than boys at all levels of compulsory education.
- The trend for more women than men to have post-compulsory qualifications at level 4 or above continues, as 61.3% of higher education students and 55.8% of apprenticeship starters were female in 2021/21. However, apprenticeship data shows that there is a clear gender distinction in subject choices between the sexes.
- The pay gap between men and women persists, as women are on average paid 14.1% less than men in Wales. However this gap has narrowed slightly between 2010 and 2019. The gender pay gap varies greatly across regions in Wales.
- Childcare needs and caring responsibilities continue to be a significant barrier to gender equality in employment and education.
- 89.1% of single-parent households in Wales are headed by women. Households most likely to be living in poverty are single parent households (38%).
- Women continued to report poorer mental health outcomes (22.6%) than men (20.3%) in 2018/19. Women are also more likely to report living with a lifelong disability or illness, despite living longer.
- Women are still more likely to be unpaid carers (12.0%) compared to men (9.0%) in 2021.
- Women's representation in local government and as chief executives in public appointments has risen.

Sexual Orientation

- Census data on sexual orientation is available for the first time. In 2021, around 77,000 people aged over 16 in Wales identified as gay, lesbian, bisexual or another sexual orientation. That is 3.0% of the total Welsh population.
- Gay and lesbian adults are more likely to be employed (67%) than adults who identify as heterosexual (55%), bisexual (52%) or any other sexual orientation (49%).
- Heterosexual workers are more likely to work in construction, manufacturing, agriculture, energy and water industries than all other sexual orientation groups.
- Lesbian, gay and bisexual people in Wales are at risk of experiencing a range of discriminatory or bullying behaviours while at work and in education. They are more at risk of hate crimes due to their sexual orientation.
- Lesbian, gay and bisexual groups experience poorer physical and mental health than heterosexual adults. The gap in physical health outcomes has improved over time, but the gap in mental health outcomes was unchanged before the COVID-19 pandemic. In 2018/19, 31.8% of lesbian, gay and bisexual respondents reported poor mental health, compared to 20.9% of heterosexual adults.
- Evidence suggests that sexual minorities' mental health has worsened during the pandemic, though more research is needed to understand the extent to which the gap may have widened with heterosexuals

5. Well-being for Wales and National Indicators⁷

Key findings from the Wellbeing of Wales 2023 report for more equal Wales include:

Age

- Children continue to be the population group most likely to be in relative income poverty. Latest figures show that this was the case for 28% of children in Wales compared to 18% of pensioners.
- Provisional estimates for 2021, show a decrease in young people's participation in education and the labour market largely driven by an increase in the economic inactivity rate (excluding students) for 16 to 18 year olds. It is too soon to assess the full impact of the pandemic on this trend.

Disability

- The employment rate among disabled adults aged 16 to 64 remains lower than among those who are not disabled. 49.1% of disabled adults aged 16 to 64 were employed in the year ending March 2023.

⁷ Welsh Government – Wellbeing of Wales, 2023, The goal for a more equal Wales
<https://www.gov.wales/wellbeing-wales-2023-more-equal-wales.html>

- In 2022-23 one in four (25%) disabled people lived in a household in material deprivation. This is more than twice as high as for people who are not disabled (11%).
- The disability pay difference in Wales was 9.7% in 2022, down from 11.4% in 2021. This means that disabled people in Wales earned, on average, 9.7% less per hour than non-disabled people.
- There were 864 hate crimes recorded by police in 2021-22 in which someone being disabled was considered a motivating factor, increasing by 71% from 504 in the previous year. These accounted for 14% of all recorded hate crimes.

Ethnicity

- Children from some ethnic groups continue to achieve better on average in school compared to others, with greater proportions of GCSE entries by Black, Asian and Minority Ethnic pupils awarded A*-A and A*-C grades in summer 2022 than White British pupils.
- There was a 27% increase in recorded race hate crimes between 2020-21 and 2021-22, although the proportion of hate crimes with race as a motivation factor decreased slightly.

Gender

- Girls continue to achieve better educational outcomes at GCSE. In summer 2022, girls were awarded more grades at A*-C than boys. The largest grade disparity was at the A* and A grade: girls were awarded 6.5 and 4.5 percentage points, respectively, more than boys. The grade disparity at A* widened in 2022.
- In April 2022, the (full-time) gender pay gap was 6.1%, an increase of 1.7 percentage points compared to the previous year.

Gender identity

- Data from the 2021 Census shows that more than 10,000 people (0.4% of the population) indicated that their gender identity was different from their sex registered at birth.

Marital status

- It remains true that those who are married are less likely to be in material deprivation than those who are separated or divorced.
- In 2020, marriage rates in England and Wales fell to their lowest level since 1862. While marriage rates had been declining since 2016, the large decrease between 2019 and 2020 is likely due to the pandemic restrictions that were in place for parts of the year.

Religion

- Census 2021 data shows that for the first time in Wales, the proportion of the population stating they had no religion (46.5%) was higher than the proportion identifying as Christian (43.6%). 2.2% of the population identified as Muslim and 1.4% with another religion (other than Christianity or Islam).
- The number of police recorded hate crimes reported to have been motivated by religion increased by 51% between 2020-21 and 2021-22.

Sexual orientation

- Data from the 2021 Census shows that 3.0% of the Welsh population identified as gay or lesbian, bisexual or another sexuality (other than heterosexual).
- There were 151 same-sex marriages in 2020, whilst same-sex civil partnerships have reduced substantially to around 30 a year.
- The latest National Survey for Wales results available (2022-23) indicate that people who are lesbian, gay or bisexual are about twice as likely to report feeling lonely than others.
- There were 1,329 hate crimes recorded by police in which sexual orientation was considered a motivating factor in 2021-22, increasing by 50% from 884 in the previous year. The proportion of hate crimes with sexual orientation as a motivation factor increased slightly.

Socio-economic disadvantage

- Between 2019-20 and 2021-22, over a fifth of the population (21%) were living in relative income poverty after paying their housing costs.
- In 2022-23, 16% of adults were classed as materially deprived (that is, unable to afford certain things such as keeping the house warm enough, making regular savings, or having a holiday once a year). Over half (56%) of single parents were in material deprivation in 2022-23 and 3% of households said they had received food from a food bank during 2022-23.
- Data on housing affordability shows that for the latest financial years for which data is available (2019-20 to 2021-2022) 18% of households spend 30% or more of their income on housing costs.

6. Pembrokeshire Well-being Assessment

Key findings from the Pembrokeshire Well-being Assessment include:

Pembrokeshire in Context

- Young people's participation in democracy needs to be strengthened.
- Pembrokeshire is amongst the least ethnically diverse areas in Wales.
- Democratic representation in Pembrokeshire, particularly within the Council, is not diverse.
- Pembrokeshire has an ageing population, which will have impacts on public services and the local labour market.

- Public transport in rural areas is a barrier to accessing services and employment opportunities.

Covid-19

- Covid-19 has exacerbated issues such as mental health, loneliness and health inequalities.

Poverty

- Poverty Child poverty rates in Pembrokeshire are unacceptable.
- In-work poverty is an increasingly common problem.
- The cost of living is rising across the UK, with more working families experiencing poverty.

Economy

- In some sectors, the wages in Pembrokeshire are comparatively low in relation to our neighbouring counties.
- Young people have told us that they are not confident that they will be able to live and work in Pembrokeshire in the future.
- The importance of digital connectivity is a priority for carers and people with a disability.
- Accessible and affordable childcare can be a barrier to parents returning to work.

Health and Social Care

- From a survey of our residents, affordability and accessibility to leisure services can be a barrier to healthy behaviours.
- Rates of smoking in Pembrokeshire are above the average in Wales. Evidence points to an increase in hazardous and harmful alcohol consumption. Evidence points to an increase in parental drinking having an impact on young people.
- Rates of diagnosis of dementia are projected to significantly increase over the coming years.
- Population projections suggest that the number of people aged 80 or over will increase significantly by 2040. There are year on year increases in the demand for domiciliary care packages.
- The number of unpaid carers is increasing and likely underestimated by official figures.

Housing

- Housing Availability and affordability of housing in Pembrokeshire is felt to be a barrier to staying in the county by young people.
- There are a significant number of second homes in the county, particularly in rural areas.
- There is a lack of affordable homes in the county. The need for affordable homes is projected to increase.

- We are seeing an increasing number of families presenting as homeless in the county.
- The growing ageing population is and will continue to put pressure on the demand for specialist accommodation.

Education

- The pandemic has had a significant impact on young people's education.
- Educational attainment for Pembrokeshire learners needs to improve, in particular for those on Free School Meals and those more able.
- There is an opportunity to increase skills levels especially through apprenticeships.

Safe, Cohesive and Resilient Communities

- Pembrokeshire has low levels of crime and disorder compared to other areas in Wales.
- There is an increase in public order offences (committed via social media or other digital means) and violence against the person.
- There is an increase in antisocial behaviour, particularly in our main towns.
- Domestic abuse related crimes are increasing.
- There is an increase in drug abuse, particularly in our main towns.
- Volunteering numbers in Pembrokeshire is increasing though the majority are over 65.

Culture and Leisure

- There is evidence that levels of health impacts our resident's ability to take part in cultural events.
- Public transport networks impact upon people's ability to attend arts and culture events.
- People who regularly attend arts and culture events report higher levels of well-being
- Welsh language speakers report that the ability to use Welsh informally and in the work place has a positive effect on their well-being. Pembrokeshire has the highest number of blue flag beaches and green coast awards in Wales.
- The presence of the National Park has a positive impact on the well-being of young people in the county, with many citing it as the best thing about Pembrokeshire.

7. What Matters to Young People

Pembrokeshire Youth Assembly – “What Matters to You? Consultation 2023

Identified that the top issues of concerns among young people are:

- The cost of living crisis - Support for families during the cost of living crisis and work to help prevent this impacting other areas such as young people's education, etc.
- Mental health, emotional health and well-being - Services should be improved with young people's help and mental health education should be compulsory and challenge stereotypes
- Housing - Youth homelessness is on the increase. Support young people and families in Pembrokeshire into housing that is suitable for their needs.⁸

Pembrokeshire Coast Next Generation Youth Manifesto – A call for change

Identifies areas for action on:

- Youth Empowerment
- Living – including infrastructure, affordability, community
- Learning – Aspire to inspire, nature education, support
- Working – Job Opportunities, More training, low wages.⁹

8. Regional Online Consultation

We worked collaboratively with public bodies in mid and west Wales to undertake a co-ordinated regional engagement exercise to ask about views on equalities via a survey. There were 60 responses to the survey in Pembrokeshire, with 237 responses received from across the region. Key areas of relevance in terms of Pembrokeshire results were:

- Disabled people: It was felt (by the largest number of respondents) that disabled people had a worse experience of education, work, levels of pay, access to care and support, housing, access to transport, health leisure and access to coast and countryside, crime, justice services, influencing decisions, information and digital services, getting on in a community and quality of life since 2019.
- People from an ethnic minority: It was felt (by the largest number of respondents) that people from an ethnic minority had a worse experience of education, levels of pay, access to care and support, health, leisure and access to coast and countryside, crime, justice, influencing decisions, information and digital services, getting on in the community, and quality of life since 2019.
- People who are lesbian, gay or bisexual (LGB): It was felt (by the largest number of respondents) that LGB people had a worse experience of getting on in the community.

⁸ Pembrokeshire County Council – Strategic Equality Plan 2024-2028 Supporting Evidence: [mgConvert2PDF.aspx \(pembrokeshire.gov.uk\)](https://www.pembrokeshire.gov.uk/mgConvert2PDF.aspx)

⁹ Pembrokeshire Coast National Park Next Generation Youth Manifesto: <https://www.pembrokeshirecoast.wales/get-involved/next-generation/youth-manifesto/>

- People who are non-binary: It was felt (by the largest number of respondents) people who are non-binary had a worse experience of education.
- People who are trans-gender: It was felt (by the largest number of respondents) that people who are trans-gender had a worse experience of education and getting on together in a community.
- Younger people (under 25 years): It was felt (by the largest number of respondents) that younger people had a worse experience of levels of pay, access to care and support, housing and influencing decisions.
- Older people (65 years or older): It was felt (by the largest number of respondents) that older people had a worse experience of work, access to care and support, access to transport, health, leisure and access to coast and countryside, information and digital services and quality of life since 2019.
- People who are pregnant or have recently given birth: It was felt (by the largest number of respondents) that people who are pregnant or have recently given birth had a worse experience of work, levels of pay, and health.
- Females: It was felt (by the largest number of respondents) that people who are female had a worse experience of crime.

Additional feedback from Young Voices for choices Youth Forum who took part in the consultation:

As part of the consultation, it was felt by participants that:

- Disabled people had a worse experience of education, work, care and support, leisure and access to the coast and countryside and crime
- People from ethnic minorities had a worse experience of education and crime
- LGB people had a worse experience of education and leisure and access to the coast and countryside
- Young people under 25, transgender and religious people had a worse experience of crime
- Female, male and transgender people had a worse experience of Education
- All protected characteristics groups had a much worse experience of pay, housing, transport, health, good information and quality of life since 2019.

Young Voices for Choices Youth Forum respondents made these comments in response to the survey questions including:

- Work – not enough support for disabled people and young people under 25, more job opportunities
- Pay – cost of living and inflation, household bills, food and everything
- Care and Support – not enough support available e.g. emotional health, and sometimes difficult to find information

- Housing – lack of social housing, rent is high or unaffordable, youth homelessness is third highest issue concerning young people in Pembrokeshire in the “What Matters to You” consultation.
- Transport – cost, some villages only have a weekly bus, not enough hospital transport
- Leisure an access to the coast and countryside – more choices if you have money and transport, don’t have money or transport
- Health – can’t see a GP, access to a dentist, waiting lists, and long term effects of Covid on services.
- Crime – Hate crime has increased for protected characteristics, increase in online crime and older people vulnerable to financial crime
- Justice – like to think people are treated fairly, evidence more black people are stopped and searched by police
- Having a voice – internet available for people to have a voice, less people respecting each other, not living in kind times
- Good information and technology – more people learnt to use it during Covid, most people have smart phones, parking costs more when you use the app, should be information in different formats, easy read and know where to get right information
- Community – came together during Covid but everything seems to be reverting back
- Public Services – more training around protected characteristics and mental health, be honest and transparent about future plans, listen to public, make better use of resources, protect green spaces, make parking free.¹⁰

9. Welsh Government Priorities

Welsh Government Terms of Government Remit Letter for National Park Authorities in Wales

The remit letter makes reference to the following:

- Work with Housing Authorities, Community Land Trusts and private developers, to develop innovative solutions to acute housing issues, and contribute to the Welsh Language Communities Housing Plan.
- Engage with development of the proposed all Wales framework for social prescribing
- Increase engagement in opportunities for people in vulnerable or disadvantaged groups and under-represented communities to benefit from the landscapes you manage

¹⁰ Summary of results from Pembrokeshire County Council Strategic Equality Plan: <https://www.pembrokeshire.gov.uk/Strategic-Equality-Plan-2024-28/sepdevelopobjectives>

- Increase provision of skills training, apprenticeship and volunteering opportunities

Welsh Government Action Plans and Other Initiatives

- [Age friendly Wales: our strategy for an ageing society](#) (October 2021), followed by the [delivery plan](#) in 2022. The Plan has three cross cutting themes of Creating an age friendly Wales, Prioritising Prevention and A rights based approach. It has four aims of Enhancing Well-being, Improving local services and environments, building and retaining people's own capability and tackling age related poverty
- [Children and young people's plan](#) published in 2022 sets out the Welsh Government's vision for setting out the part that Welsh Government can play in making Wales a wonderful place for children and young people to grow up, live and work, and where everyone feels valued. The Welsh Government is also committed to the principles of the [United Nations Convention on the Rights of the Child](#) and children's rights are already enshrined in Welsh law under Rights of Children and Young Persons (Wales) Measure 2011 - underlining Wales' commitment to children's rights and the UNCRC.
- [The Disability Rights Taskforce](#) has been established to remove the barriers and inequalities experienced by disabled people, in Wales. The Taskforce works in co-production with people with lived experience and expertise, disabled people's organisations, Welsh Government policy leads and other interested bodies/organisations. The work is based on a common understanding of the social model of disability, human rights, lived experience and co-production, and is delivered by the following working groups:
- [Anti-racist Wales Action Plan](#), which is built on the values of anti-racism and calls for zero-tolerance of all racial inequality. It identifies a vision for an anti-racist nation where everyone is valued for who they are and the contribution they make. The Welsh Government is committed to creating an anti-racist nation by 2030. The Welsh Government is strongly committed to ensuring improvement of the situation for the Gypsy, Roma and Traveller communities and improvement of outcomes for Gypsy, Roma and Traveller communities has been identified as a crucial, cross-cutting priority.
- [Refugee and Asylum Seeker Plan \(Nation of Sanctuary\)](#). Refugees and asylum seekers often arrive in Wales following traumatic experiences in their countries of origin and on their journeys to the UK. Welsh Government has provided support as set out in the plan published in 2019 to ensure that these individuals are supported to rebuild their lives and make a full contribution to Welsh society.
- [Advancing Gender Equality in Wales Plan 2020 to 2023](#); outlines the Welsh Government's vision to ensure a gender equal Wales, which means an equal

sharing of power, resources, and influence for all women, men, and non-binary people.

- [Violence against women, domestic abuse and sexual violence: strategy 2022 to 2026](#) sets out actions to challenge and combat violence against women and girls, domestic abuse and sexual violence (VAWDASV).
- [LGBTQ+ Action Plan for Wales](#) states that the Welsh Government wants to make Wales the most LGBTQ+ friendly nation in Europe. It sets out the concrete steps that will be taken to strengthen equality for LGBTQ+ people, to challenge discrimination, and to create a society where LGBTQ+ people are safe to live and love authentically, openly and freely as themselves.
- The [Socio-economic Duty](#) came into force in Wales on 31st March 2021. The Duty requires relevant public bodies, including Welsh Ministers, to give due regard to the need to reduce inequalities experienced as a result of Socio-economic disadvantage when taking strategic decisions.
- [Cymraeg 2050: a million Welsh speakers](#), sets out the Welsh Government's ambition to see the number of people able to enjoy speaking and using Welsh reach a million by 2050.
- The Community Cohesion Programme operates across all 22 local authorities in Wales which, for the purposes of this programme, are divided into eight groups known as "Cohesion Regions". The Cohesion teams deliver a range of activities, including:
 - monitoring community tensions and working with partners to mitigate them
 - supporting public bodies and other organisations with the provision of training on equality and inclusion related issues
 - ensuring community cohesion issues are considered in the development of local authority plans and policies
 - fostering good relations by developing events and projects to bring people from across different communities together.
- Welsh Government's draft national equality objectives in the consultation on strategic equality plan 2024-2028:
 - We will create a Wales where everyone has opportunities to prosper in line with our organisational goal to reduce poverty.
 - We will create a Wales where everyone can be aware of their human rights, where they are protected, promoted, and underpin all public policy.
 - We will create a Wales where everyone can be aware of and has equitable access to high quality public services.
 - We will take action to prevent discrimination, victimisation, harassment, abuse, hate crime and/or bullying against all people, including violence against women, domestic abuse and sexual violence.

- We will create a Wales where everybody is able to participate in the workplace, have access to public transport and see themselves as reflected in the leadership of our public services.
 - We will create a Wales with fair and equal opportunities to gain employment and for fair and equal treatment in the workplace.
 - We will create an environmentally sustainable Wales with the capacity to both ensure our journey to net zero is fair and to respond to the inequitable impacts of climate change.¹¹
- Social Partnership and Public Procurement (Wales) Act introduces the social partnership duty and socially responsible procurement duty.¹² The Welsh Government also has in place a Code of Practice on Ethical Employment in Supply Chains.¹³
 - The Welsh Government's Just Transition Framework for Wales aims to implement actions to tackle climate change while also considering social equity. A consultation on the proposed framework, held from 4 December 2023 to 11 March 2024.¹⁴
 - The Welsh Government has in place a National Framework for social prescribing. Social prescribing is a way of connecting people, whatever their age or background, with their community to better manage their health and wellbeing. It can help empower individuals to recognise their own needs, strengths, and personal assets and to connect with their own communities for support with their health and wellbeing.¹⁵
 - Welsh Government's Young Person Guarantee – commitment to provide everyone aged 16-24, living in Wales, with support to gain a place in education or training, help to get into work or self employment.¹⁶
 - Welsh Government consultation on Draft Mental Health and Wellbeing Strategy 2024-2034.¹⁷

¹¹ Welsh Government - Consultation on the Strategic Equality Plan 2024-2028: [Consultation on the strategic Equality Plan 2024 to 2028: proposed principles of approach and objectives \[HTML\] | GOV.WALES](#)

¹² Welsh Government - Social Partnership and Public Procurement (Wales) Act: [Social Partnership and Public Procurement \(Wales\) Act | GOV.WALES](#)

¹³ Welsh Government - Ethical employment in supply chains: code of practice, guidance and training: [Ethical employment in supply chains: code of practice, guidance and training | GOV.WALES](#)

¹⁴ Welsh Government – Just Transition Framework [Just Transition Framework | GOV.WALES](#)

¹⁵ Welsh Government – National Framework for Social Prescribing <https://www.gov.wales/national-framework-social-prescribing-html>

¹⁶ Welsh Government – The Young Person's Guarantee [The Young Person's Guarantee | GOV.WALES](#)

¹⁷ Welsh Government -Draft mental health and wellbeing strategy [Draft mental health and wellbeing strategy | GOV.WALES](#)

10. Joint Priorities and Challenges

Poverty, Cost of Living and Affordable Housing

End Child Poverty Coalition analysis of 2021/22 data showed Pembrokeshire as the county with the fifth highest % of children living in poverty in Wales after housing costs are considered at 29.0%.¹⁸

The Pembrokeshire Well-being Plan has objective on “Work with our communities to reduce inequalities and improve well-being” and has project focused on reducing poverty and inequalities. The Poverty Group is responsible for delivering the Poverty and Inequalities elements of the PSB’s Well-being Plan.

The group have produced an evidence-based strategy, [Tackling Poverty: Our Strategy 2023](#).¹⁹ This strategy was developed in response to the previous data from End Child Poverty for 2019. The Authority is contributing to delivery of actions within the strategy action plan.

The strategy highlights a number of UK issues that have compounded poverty including the impact of the Coronavirus pandemic, cost of living crisis, impact of social security system in particular linked to universal credit (including local housing allowance) and impact of bedroom tax and benefit cap.

The strategy notes that PATCH the largest foodbank in Pembrokeshire distributed 165,000 meals to individuals and families during 2022-23 a 34% increase in demand from 2021-22. Pembrokeshire Foodbank saw demand increase by 1% from 2021-22 to 22-23 and they distributed 86,429 meals. The Peninsula Food Pod focusing upon Fishguard and St Davids provided 51,976 meals to people during 2022-23.

The Strategy identifies the following drivers for local child poverty in Pembrokeshire:

- Lack of affordable/available childcare: Pembrokeshire’s Childcare Sufficiency survey
- indicates this is likely to be a barrier to parental employment.
- Lack of affordable/available transport: Difficulties accessing childcare and
- employment within necessary times compounds the challenge for parental work.
- Lack of well-paid employment compatible with family life (particularly part-time).

¹⁸ [Child Poverty Statistics - End Child Poverty / Child-Poverty-AHC-estimates-2015-2022_final.xlsx \(live.com\)](#)

¹⁹ Pembrokeshire County Council – Tackling Poverty: Our Strategy [Tackling Poverty: Our Strategy 2023](#)

- High costs of housing with two or more bedrooms, affecting those with children.

JRF report on UK poverty 2022 noted that “Housing costs are a major factor in determining whether people are pulled into poverty, with the cost of housing a key driver of poverty for renters in particular.”²⁰

Pembrokeshire Council note in their evidence document for their Strategic Equality Plan that

- Pembrokeshire has experienced outward migration of local households and very significant increases in the levels of homelessness in recent years. The consequences of the Covid-19 pandemic and the cost of living crisis has only served to increase the pressure on homelessness services with the demand for temporary accommodation rising significantly. Additionally, ongoing cost of living crisis and high interest rates create risks around the ability of households to cover housing costs, increasing the risk of homelessness.
- As of the end of September 2023, Pembrokeshire was among the local authorities reporting the highest number of individuals sleeping rough. Pembrokeshire was the third highest with 14 rough sleepers, after Cardiff (30) and Newport (35). However, rough sleepers in Pembrokeshire decreased from June (27), July (24) and August (18) 2023.
- 92 additional affordable housing units were delivered in Pembrokeshire in 2022-23. Overall, providers delivered less than the 140 additional affordable housing units that they planned to deliver in 2022-23
- In Pembrokeshire - The average house price in 2022 was around £248,315, compared to £212,752 in September 2021, representing a 16.7% increase. In regard to the number of second homes in Wales, Pembrokeshire was ranked second highest of the local authorities at 16%.
- Pembrokeshire’s attractiveness as a tourist destination has led to significant numbers of residential properties being purchased as second homes or to support the tourism trade and therefore away from residential occupation by local households. The county has seen significant inward migration of affluent, older households from other parts of the UK, which has placed additional pressure on house prices to a point where they are unaffordable for the vast majority of local households. The private rented sector is unable to meet the local demand as private landlords have moved away from residential lettings due to increased government-imposed regulation and the more favourable financial returns offered by moving towards AirBnB and the short term holiday lettings market.
- Affordability for households in need is notably worse in the National Park area of Pembrokeshire
- The degree to which the lack of housing affordability is impacting on demand for social housing is evidenced by the growth in the number of applicants seeking housing through Choice Homes @ Pembrokeshire. Pembrokeshire County Council has social housing stock (as recorded 2022) of 5651, there

²⁰ JRF – UK Poverty 2022 <https://www.jrf.org.uk/file/58886/download?token=XLbzxN7W&filetype=full-report>

are also an additional 3,396 social housing rented properties owned by Ateb and Wales & West Housing associations.²¹

Progress on completions for the Authority on affordable housing is monitored via annual LDP monitoring targets. LDP 2 policy 48 set a target to delivery 362 affordable dwellings over the plan period 2016 to 2031. This equates to an annual target of 23 affordable dwellings. The data from the latest Annual Monitoring Report for the Local Development Plan shows:

- There were 27 affordable housing completions in 2023/24.
- Since 2015, 210 affordable homes have been completed, which is above the target of 207.

Infrastructure and Facilities

Lack of accessible, reliable, regular and affordable public transport can impact on access to recreation, services, employment and education opportunities in the Park and wider Pembrokeshire. This can be a particular issue for older people, young people and disabled people. People with certain protected characteristics may fear that they will be vulnerable to, or experience hate crime and harassment, including sexual harassment when on public transport. When exploring themes related to just transition to net zero and use of sustainable transport options, consideration is needed of how options can meet the need of people across the protected characteristics. This includes considerations on accessibility of options aimed at private car users e.g. considering accessibility of EV chargers for disabled car drivers looking to use them.

'No parking / too expensive' was the second most common thing people said stopped them from spending more time outdoors in the Experiences for All online survey (23% chose the option, second only to 'too busy working'). It was the top barrier for people likely to be on a low income and more likely to be a barrier for under 25s. Transport was one of the two barriers that were regularly mentioned in the stakeholder conversations for this research. Although 'no transport' was not a top barrier for the online survey respondents overall, it was more likely to be a barrier for: Under 25s; People likely to be on a low income; and D/deaf or hard of hearing people (or people who care for someone who is D/deaf or hard of hearing); it was also one of the top barriers for people who spend time in green and natural spaces less than once a week.

The Authority commissioned a report into access and travel management for the Pembrokeshire Coast which include considerations of making the Park accessible and welcoming to all. Officers are exploring how to prioritise and implement recommendations from the report. The Authority is also engaged with the Corporate Joint Committee for South West Wales which plays an important role in terms of regional transport planning.

²¹ Pembrokeshire County Council – Strategic Equality Plan 2024-2028 Supporting Evidence: [mgConvert2PDF.aspx \(pembrokeshire.gov.uk\)](https://www.pembrokeshire.gov.uk/mgConvert2PDF.aspx)

The Authority uses its own minibuses to help provide transport access to its activities for projects delivered in the Park.

Lack of access to toilets can prevent or make it difficult for people to access recreational, volunteering, social and community engagement opportunities in the Park. This is exacerbated for people who have additional needs relating to health, disability, faith or caring responsibilities. Provision of accessible and changing place toilets play an important role in supporting disabled people and carers accessing the Park.²² Poor toilet provision will impact on ability of locations within Park to be age and dementia friendly.²³

The issue of access toilets was highlighted within the Authority's National Park Management Plan Special Qualities survey, responses included:

- Threats of closing public toilets. The World Health Organisation website says these are essential.”
- “Closure of public toilets and lack of investment in renewing important infrastructure such as public toilets.”

The Authority is part of a Toilet Working Group with Pembrokeshire County Council and other partners to develop a strategy to seek grant funding to improve general toilet standards at locations around the coast and to develop an Accessible Coast project. The Authority agreed to a financial contribution to toilets of £110k per year to support toilets over a 2 year period. Regular meetings have been established between key officers of the Authority and Pembrokeshire County Council meeting every 2-3 months on this issue. The main area of work to date has been on sharing evidence on sites and identifying what additional baseline information may be required

Pembrokeshire County Council is required to have a Local Toilet Strategy under the Public Health (Wales) Act 2017.

12. Initiatives

- Organisations across Wales including Pembrokeshire County Council are signed up to the zero-tolerance policy to racism, created by Zero Racism Wales. All organisations who sign up to the policy agree to take a stand against racism, and promote a more inclusive and equal workplace and society, that gives every individual in Wales the right to feel safe, valued and included.²⁴
- Disability Confident is creating a movement of change, encouraging employers to think differently about disability and take action to improve how

²² Changing Places – Why Changing Places toilets are important

<https://www.pembrokeshire.gov.uk/public-conveniences-changing-facilities>

²³ Alzheimer Society – Dementia Friendly Environment Checklist [Dementia-Friendly Environment Checklist](#)

²⁴ <https://zeroracismwales.co.uk/pledge-as-company/>

they recruit, retain and develop disabled people. The Authority is a Disability Confident Level 1 employer and is looking to apply for level 2.²⁵

- Pride Pembrokeshire are working with local services, businesses and charities to create and educate a more inclusive and safer county for the LGBT community to thrive in.²⁶
- Funded by Pembrokeshire Youth Service, Pembrokeshire Youth Project (PYP) is a partnership between EYST Wales and Haverfordwest Mosque with the aim to build relationships and trust with diverse ethnic minority communities in Pembrokeshire and, eventually, further connect and amplify youth work for and within ethnic minority communities in the region. PYP will lead to more young people accessing youth work locally.²⁷
- Living Wage Accreditation²⁸

13. Examples of Authority projects supporting our existing Equality Objectives

- Roots to Recovery Project with MIND Pembrokeshire and Carmarthenshire
- Pathways Supported Volunteering Project
- First 100 Days
- Development of Get Outdoors Project and Beach Wheelchair and Mobility Equipment.
- Provision of accessible routes and viewing points
- Traeth Mawr Project
- Forest Holiday Bursaries providing opportunity for local schools to attend Lost Words Exhibition
- Authority minibus supporting people to get to Authority activities in the Park
- Next Generation Activities including Youth Committee and Youth Rangers
- Outdoor education provision
- Social action and volunteering opportunities
- Quiet hour at Castell Henllys and sensory hours at Carew

14. Authority Workforce and Recruitment Data

Note on Data: To align with Welsh Government open data source reporting, throughout the following tables, all figures are rounded to the nearest 10 and figures below 5 have been suppressed and are denoted by *. Percentages are rounded and where figures are below 5 corresponding percentages have been suppressed and are denoted by *. Totals may not sum due to rounding. Rounding in this way also helps protect the anonymity of staff and job applicants. This does mean that small changes in workforce or recruitment diversity or categories with low numbers will not

²⁵ <https://www.gov.uk/government/collections/disability-confident-campaign>

²⁶ <https://pembrokeshirepride.uk/>

²⁷ [Haverfordwest Youth Project — EYST](#)

²⁸ <https://livingwage.org.uk/accreditation>

be captured or identified within data represented below. Workforce data is based on headcount from the end of month extract as at 31st March of each financial year.

Below where possible and categories align we have compared data with 2019/20 data.

Age

The Authority has altered its reporting age for brackets for job applicants as a result direct cross comparison is not possible with previous years. The rounded data for 2023/24 shows that 36% of job applicants were under 30, 42% are between 30 -49, and 24% are between 50 and 64.

Job Applicants: Age

Age	2023/24	Census 2021 – Pembrokeshire
16-24	24% (80)	9%
25-29	12% (40)	5%
30-34	12% (40)	5%
35-39	9% (30)	5%
40-44	12% (40)	5%
45-49	9% (30)	6%
50-54	9% (30)	7%
55-59	9% (30)	8%
60-64	6% (20)	7%
65+	* (*)	26%
Prefer Not to Answer	* (*)	N/A
Not Declared	* (*)	N/A

32% of the Authority's workforce are 40 and under. In terms of long term trends this is positive increase on 21% of workforce that were under 40 in 2019/20. 16% of the Authority's workforce are 60 and over this is an increase on 14% in 2019/20.

Employees: Age

Age	2019/20	2023/24	Census 2021 - Pembrokeshire
20 years and under	* (*)	5% (10)	4.7% (16-20)
21-30	7% (10)	11% (20)	10%
31-40	14% (20)	16% (30)	10.3%
41-50	36% (50)	26% (50)	10.8%
51-59	29% (40)	26% (50)	13.6%
60 and over	14% (20)	16% (30)	33.6%

Gender Reassignment

There has been an increase in the number of job applicants providing this data since 2019/20.

Job Applicants: Birth Gender

Birth Gender	2019/20	2023/24	Census 2021 - Pembrokeshire
Same	86% (550)	97% (330)	93.4%
Not the same	* (*)	* (*)	0.3%
Prefer not to answer	2% (10)	3% (10)	N/A
Not Declared	12% (10)	* (*)	6.3%

Disability

There has been a significant increase in the % of job applicants identifying as having a disability since 2019/20 with a decrease in number of people not declaring.

Job Applicants: Disability

Disability	2019/20	2023/24	Census 2021 - Pembrokeshire
Identify as having a disability	3% (20)	12% (40)	22% (Disabled under the Equality Act)
Identify as not having a disability	80% (510)	85% (290)	78% (Not disabled under the Equality Act)
Prefer not to answer	3% (20)	3% (10)	N/A
Not Declared	14% (20)	* (*)	N/A

Due to data gaps caution is needed in terms of analysing this data however the 2023/24 rounded data is showing that 5% of the workforce identify as having a disability and this is an increase on 2019/20. However there has been an increase in number not declared.

Employees: Disability

Disability	2019/20	2023/24	Census 2021 - Pembrokeshire
Identify as having a disability	* (*)	5% (10)	22% (Disabled under the Equality Act)
Identify as not having a disability	79% (110)	55% (50)	78% (Not disabled under the Equality Act)
Not Declared	21%	40%	N/A

	(30)	(80)	
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Ethnicity

Due to the small numbers relating to Other Ethnicity, this group has not been disaggregated in the next two tables. However, it is recognised that it is important to consider representation and experiences relating to different ethnicities within the Other ethnicity category.

The Authority has seen a decrease in number not declared since 2019/20. With number of applicants identifying with Other Ethnicity categories at 3%.

Job Applicants: Ethnicity

Ethnicity	2019/20	2023/24	Census 2021 - Pembrokeshire
White	83% (530)	97% (330)	97.6%
Other Ethnicity	2% (10)	3% (10)	2.3%
Prefer not to answer	2% (10)	* (*)	N/A
Not Declared	14% (90)	* (*)	N/A

It is difficult to assess changes in patterns in terms of ethnicity and workforce profile due to % of information not declared, with an increase in number of staff not declaring in 2023/24 compared to 2019/20. Authority is reviewing the ethnicity categories on Cezanne system as some of the categories reflect US not UK terminology.

Employees: Ethnicity

Ethnicity	2019/20	2023/24	Census 2021 - Pembrokeshire
White	79% (110)	58% (110)	97.6%
Other Ethnicity	* (*)	* (*)	2.3%
Not Declared	21% (30)	42% (80)	N/A

Religion or Belief

Due to the small numbers relating to Other Religion/Belief, this group has not been disaggregated in the next two tables. However, it is recognised that it is important to consider representation and experiences of people with different religions and beliefs that fall under the Other Religion/ Belief category.

The Authority has seen a small increase in % of applicants from other religion/belief, from 2019/20 levels. There has been an increase in proportion of applicants who identify as having no religion and a decrease in number who identify as Christian.

Job Applicants: Religion or Belief

Religion or Belief	2019/20	2023/24	Census 2021 - Pembrokeshire
No Religion/ Belief	42% (270)	54% (190)	43%
Christianity	31% (200)	29% (100)	48.8%
Other Religion/ Belief	5% (30)	6% (20)	1.6%
Prefer not to answer	8% (50)	11% (40)	N/A
Not Declared	14%	* (*)	6.6%

It is difficult to assess changes in patterns in terms of religion or belief and workforce profile due to % of information not declared. The majority staff who have provided this data identify as having either no religion/belief or with Christianity.

Employees: Religion or Belief

Religion or Belief	2019/20	2023/24	Census 2021 - Pembrokeshire
No Religion/ Belief	36% (50)	32% (60)	43%
Christianity	28% (40)	21% (40)	48.8%
Other Religion/ Belief	* (*)	* (*)	1.6%
Prefer not to answer / Not Declared	36% (50)	47% (90)	6.6%

Sex

In 2023/24 there were more female applicants compared to male applicants. It is hard to assess changes in patterns as 13% had not declared this data in 2019/20.

Job Applicants: Sex

Sex	2019/20	2023/24	Census 2021 - Pembrokeshire
Female	42% (270)	57% (200)	51.3%
Male	43% (280)	43% (150)	48.7%
Other Term	* (*)	* (*)	N/A
Prefer not to answer	* (*)	* (*)	N/A
Not Declared	13% (80)	* (*)	N/A

The rounded data shows a higher % of female staff compared to male staff in 2022/23, with % males staff falling from 50% in 2019/20 to 42% in 2023/24.

Employees: Sex

Sex	2019/20	2023/24	Census 2021 - Pembrokeshire
Female	50% (70)	58% (100)	51.3%
Male	50% (80)	42% (80)	48.7%
Prefer not to answer/ Not Declared	* (*)	* (*)	N/A

Sexual Orientation

The Authority has seen an increase in the % of job applicants identifying as Lesbian, Gay, Bisexual or Other in 2023/24 based on the rounded data at 9% compared to 3% in 2019/20. It has also seen an increase in people providing this information.

Job Applicants: Sexual Orientation

Sexual Orientation	2019/20	2023/24	Census 2021 - Pembrokeshire
Heterosexual	80% (510)	83% (290)	89.8%
Lesbian, Gay, Bisexual or Other	3% (20)	9% (30)	2.3%
Prefer not to answer	3% (20)	9% (30)	N/A
Not Declared	14% (90)	* (*)	7.9%

Authority has seen an decrease in % of staff identifying as Lesbian, Gay, Bisexual or Other from 7% in 2019/20 to 5% in 2023/24. There has been an increase in number of people not declaring this information.

Employees: Sexual Orientation

Sexual Orientation	2019/20	2023/24	Census 2021 - Pembrokeshire
Heterosexual	64% (30)	47% (40)	89.8%
Lesbian, Gay, Bisexual or Other	7% (10)	5% (10)	2.3%
Prefer not to answer	7% (10)	5% (10)	N/A
Not Declared	34% (40)	42% (80)	7.9%