

<ul style="list-style-type: none"> • 5.01 Need for a Town Development Officer to ensure a focus for the regeneration of Pembroke. To work with the community in identifying role in terms of marketing, events, funding and information co-ordination • 5.02 Establish a marketing strategy and promote a calendar of local events • 5.03 Identify opportunities for the use of existing buildings through a study; explore options for the Town Hall as a Community Centre • 5.04 Notice boards, community newsletter, newspapers and local radio to promote information; improve information available at railway station and route into town • 5.05 Pursue the idea of providing advice within the Community Centre e.g One Stop Shop; ensure better publicity for existing County Council computer links in Town Hall • 5.06 Encourage local people to respond to Consultation documents; explore the possibility of extending the available information available on the 'Pathway' computer • 5.07 Establish internet links between youngsters in Pembroke and worldwide; develop a Pembroke Web site • 5.08 An unofficial Ambassador Scheme, register of exiles and annual ceremonies for returning Pembroke people • 5.09 Undertake a study to assess ways of developing current and new sports facilities • 5.10 explore idea of creating a local Eco Centre • 5.11 Undertake a survey to ascertain what talents are available from the active retired population • 5.12 Work with existing senior citizens groups to identify and provide appropriate facilities; encourage all residents to complete PCC Housing Needs Survey • 5.13 Feasibility study to assess methods of improving access; funding has been offered by local voluntary groups to upgrade existing Town Trail • 5.14 Work with young people through the Youth Forum to undertake 	<ul style="list-style-type: none"> • Development Officer in place since October 2003 • Marketing strategy for P21C done for us by PBI in 2006. Festival and environmental events happen each year and are publicised. • Foundry House purchased as Pembroke's Community Centre in April 2007 • Notice board outside the town hall in regular use. NETWORK newsletter delivered quarterly to "every house" in the town – Radio Pembs used for What's On and advertising when necessary • Pembroke 21C applying for funding to work with partners and refurbish the Centre so that advice sessions can be held with CAB/ Job Centre Plus etc. • P21C has responded to local consultation documents and to the Wales Spatial Plan consultation • Pembroke 21C has developed its own website and sites for the Festival and the Pembroke Story. Linked to Pembroke Town website. • Trustee of Pembroke 21C on the Pembs Access Group carried out audit of the Main Street. Upgrading the Town Trail will be an outcome of The Pembroke Story.
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<p>an audit of venues, facilities, activities and services</p> <ul style="list-style-type: none"> • 5.15 Work with Authorities to improve public transport; ensure good response to PCC Local Transport Plan consultation; explore opportunities for community transport / shared cars; ensure good public transport for village communities • 5.16 Work with PCC and Housing Associations to increase awareness of local need; ensure community awareness and involvement in LA Local Plan consultation 	
<ul style="list-style-type: none"> • 6.01 A Local Environment Group has been formed to address general appearance of the town and encourage community participation • 6.02 Planting schemes to provide a floral welcome; approach signs to signify the historical significance of the town • 6.03 Improve the visual appearance of the station; ensure good information on where to go and what to see; locate public telephone • 6.04 Colour washing main street premises; upgrade the shop fronts in Main Street; SPARC to prepare a design brief for consultation • 6.05 Comprehensive lighting system • 6.06 Develop measures to overcome traffic problems • 6.07 Work with Highway Authority and Police to enforce parking restrictions etc; investigate free parking for residents; investigate improved facilities for cyclists; investigate establishment of new safe bridleways • 6.08 Pursue current work; secure Heritage Lottery Funding • 6.09 Improve facility with tree planting, designated dog areas etc; review Town Council's idea for development • 6.10 Introduce series of Award Schemes locally • 6.11 Improve seating, flowerbeds and street lighting; invest in festive banners; erect a statue of Henry vii • 6.12 Identify key areas around the town for tree planting opportunities • 6.13 Support voluntary activities of Pembroke Mill Pond Environmental Task Group 	<ul style="list-style-type: none"> • P21C Environment and Heritage Group has carried out several small projects – painting bus shelter, planting and the refurbishment at St Michael's square and installing the Poyer Bench with the Civic Trust. • Litter pick group set up and carrying out monthly litter picks. • Town Council puts floral baskets around lampposts • Shop front design prepared by Acanthus Holden. Exhibited twice in the Town Hall and also in the Eastgate Centre. 60 people responded and the majority did not want it – Chamber of Trade did not want it. • Woodland project at Holyland linked woodland with Mill Ponds. Improved amenity close to town centre. • Town Council presents annual awards • Festival banners on lamp posts each summer • Pembroke Mill Ponds Action Group very active – Project Officer in place – improvements to the LNR taking place.
<ul style="list-style-type: none"> • 7.01 Develop small business centre; establish training and research links with Pembrokeshire College and Pembroke School; Undertake a 	

<p>sustained marketing campaign</p> <ul style="list-style-type: none"> • 7.02 Develop a project to encourage people to buy local goods • 7.03 Develop a regular Producers / Farmers / Gardeners Market; encourage local hotels and restaurants to use local products • 7.04 Explore opportunities for extending existing Credit Unions; explore potential for a LETS scheme; investigate the opportunity for energy-efficiency and recycling products via Pembrokeshire Energy Agency; investigate the potential of a mass surface scheme • 7.05 Establish an Arts Centre; encourage PCC to develop plans on the South Quay site for this purpose • 7.06 Emphasise Pembroke's role as a quality, heritage destination; encourage specialist shops and businesses; provide live music throughout the town • 7.07 Develop further the proposals made in 'The Future of Tourism in Pembroke'; ensure that all proposals have long term sustainability • 7.08 Marketing strategy should be designed for Pembroke; high quality web site should be established • 7.09 Undertake a study to ascertain what opportunities a Language Centre could provide • 7.10 Investigate food and drink as a source of future local economic growth • 7.11 Study to look at how the ferry traffic can benefit Pembroke; liase with relevant companies to encourage tour buses to stop in Pembroke 	<ul style="list-style-type: none"> • Farmers Market in place since Summer 2006 now held every two weeks in the town hall. Network runs a Buy Local page and promotes the market. • Pembroke 21C part of a local Stakeholder Group talking to PCC about a community arts centre on the South Quay site. • Websites established. • P21C ideas for local growing schemes and community café.
<ul style="list-style-type: none"> • 8.01 Work with PCC to ensure development of area; exhibition and design centre planned for the North Quay – study to explore this • 8.02 Study to explore ideas and investigate local Nature Reserve status; re-examine problems concerning flooding of Castle Pond walkway and examine double gate system • 8.03 Improve liaison between castle and local businesses in terms of promotions, opening hours etc • 8.04 New monument of the King; focus attention on town as the birthplace of Henry vii • 8.05 Feasibility study of damming river; improve the riverside at 	<ul style="list-style-type: none"> • Local Nature Reserve status of middle and upper ponds.

<p>Monkton</p> <ul style="list-style-type: none"> • 8.06 Ensure Maritime History is highlighted in proposed developments for other sites • 8.07 Archaeological digs open to the public proposed with courses open to public; could be combined with museum • 8.08 Extension of cycle routes to Pembroke; ensure link to National Sustrans route through PCC Cycle Officer • 8.09 Celebrate local old traditions 	<ul style="list-style-type: none"> • Sustrans cycle route through Pembroke – along the Commons. P21C has community cycle scheme. • The Pembroke Story oral history looks at old traditions.
<ul style="list-style-type: none"> • 9.01 Youth Forum to develop young people • 9.02 Creation of a business centre; link to E-commerce Centre in Pembroke Dock • 9.03 Work with SPARC, PBI and others to establish a scheme that develops hobbies • 9.04 Establish appropriate volunteer training schemes in association with relevant bodies such as PAVS • 9.05 Undertake a talent audit to discover and release the talents of local people 	<ul style="list-style-type: none"> • P21C carried out training of Volunteer Mill Ponds Wardens. Plans for Big Lottery application and Pembroke 21C CIC to deliver training in skills to young people without skills and for volunteers.
<ul style="list-style-type: none"> • 10.01 Local people must initiate action in their locality • 10.02 Partnerships to be established to ensure a more complex support structure • 10.03 Community Regeneration Partnership to take responsibility for the project and drive it forward – ‘Pembroke into the 21st Century Partnership’ ideal vehicle and can constitute as a Community Association • 10.04 Partnership to work closely with the Town Council and include members of all existing organisations. Resources of SPARC available to provide advice and support 	<ul style="list-style-type: none"> • Pembroke 21C members and sub-groups constantly initiating action and working with the community. P21C held a public meeting about the South Quay site. • Pembroke 21C established in 2001 – incorporated in 2004 and became a registered charity. Since raised nearly £800K for the local community. • Pembroke 21C discussing possible Convergence funded regeneration project with PCC and other stakeholders. • P21C works closely with the Town Council – has councillors on its Trustees – and with many other partners.

What has happened not on the original action plan:

- Woodland regeneration at Holyland
- Sustainable Energy Group – developing lifestyle audit
- The Pembroke Story – HLF funded to tell the stories of Pembroke
- Purchase of Foundry House