

# **Pembroke Report**

**Shaping our Futures**  
**Sustainable Project Planning -**  
**February 2009**



Afkennig Iwyddwr Gweddrosia  
dros Gynnyddia Cwladig gan  
Llywodraeth Cymru a Lloegr  
Rural Community Action is  
financed and facilitated by the  
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## **Background:**

Following discussion with Pembroke 21C it was agreed that PLANED would assist in the updating process for their Action Plan. Any new proposals would be given to the committee for them to incorporate in which ever way was most appropriate. A list of actions achieved since the 2000 Action Plan was compiled. This was followed by community workshops where local people were invited to update the Action Plan, adding proposals, ideas and comments.

### **Achievements since 2000 Action Plan:**

#### **Community Activities, Facilities and Communication:**

- Development Officer in place since October 2003
- 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 Pembrokeshire 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.
- Pembroke 21C has developed its own website and sites for the Festival and the Pembroke Story. Linked to Pembroke Town website
- Pembroke 21C part of a local Stakeholder Group talking to PCC about a community arts centre on the South Quay site.
- Town Council presents annual awards
- Festival banners on lamp posts each summer

#### **Youth**

- Plans for Big Lottery application and Pembroke 21C CIC to deliver training in skills to young people without skills and for volunteers.

#### **History and Heritage:**

- The Pembroke Story oral history looks at old traditions.

#### **Businesses and Local Economy:**

- Marketing strategy for Pembroke 21C done by PBI in 2006.
- 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.
- 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 ideas for local growing schemes and community café.

## **Transport and Traffic**

- Sustrans cycle route through Pembroke – along the Commons. Pembroke 21C has community cycle scheme.

## **Environment**

- Trustee of Pembroke 21C on the Pembrokeshire Access Group carried out audit of the Main Street. Upgrading the Town Trail will be an outcome of The Pembroke Story.
- Pembroke 21C 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
- Woodland project at Holyland linked woodland with Mill Ponds. Improved amenity close to town centre.
- Local Nature Reserve status of middle and upper ponds.
- Pembroke Mill Ponds Action Group very active – Project Officer in place – improvements to the Local Nature Reserve taking place
- Pembroke 21C carried out training of Volunteer Mill Ponds Wardens.
- Sustainable Energy Group – developing lifestyle audit

## **Taking action forward**

- Pembroke 21C established in 2001 – incorporated in 2004 and became a registered charity. Since raised nearly £800K for the local community
- Pembroke 21C members and sub-groups constantly initiating action and working with the community. Pembroke 21C held a public meeting about the South Quay site.
- Pembroke 21C has responded to local consultation documents and to the Wales Spatial Plan consultation
- 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.

## **Sustainable Project Planning Workshops**

In addition to noting the achievements from the 2000 Action Plan, it was agreed that methods of implementing the opportunities in a sustainable way should be considered. Two workshops – one in Foundry House Community Centre, Pembroke and the other in Golden Manor Community Hall, Pembroke, were organised to assist this process.

Invitations were sent to all households in the community and local groups and societies were encouraged to participate.

The following is a record of the Foundry House workshop.

## Activity 1: Something Special:

Participants were asked to illustrate or describe the special qualities of their community using words, drawings and diagrams. They were encouraged to try and capture the ephemeral qualities as well as the physical attributes.

There was an overall feeling of enjoyment of living in the area and pride in the local landscape and environment. Peace and quiet enjoyed out of season was balanced with concern about visitor numbers and impact on the environment.

- 'Y' 'a' Boy
- A previous era
- Castle walk
- Castle x2
- Close to National Park
- Commons and stream
- Commons x2
- Conservation Area
- Friendly, especially to incomers
- Friends are close – you know everyone's mum
- Good Bus Service
- Good Community x2
- Good Quality of Life
- Good Taxi Services
- Happy Place
- Historic Buildings
- Historic main street with burgage plots
- History x2
- Holyland Walk
- Holyland Wood
- I was born here
- Laidback
- Lots of Opportunities
- Lots of volunteers
- Main Street – has its own character
- Mix of inhabitants cultural and historical
- Near the Coast x2
- Not overly mobile
- One of the best Castles
- Opportunities for Older People
- Peaceful x2
- Pembroke Quay, Millpond, Castle-pond and wildlife
- People are friendly – time
- People help each other
- Ponds

- Quality of life – sense community
- Railway Links
- Safe
- Schools
- Schools are good
- Sense of History
- Setting x2
- Some Good Little Shops
- Spirit
- Sports teams e.g. Rugby
- Surrounding Environment
- Surrounding landscape (beach and countryside)
- Swans
- Those who move away come back
- Unique historical heritage and architectural mix
- Unique location on limestone outcrop
- Walking Opportunities
- Walled town (one of few)
- Waterway
- We acknowledge each other
- We know the baddies
- Wildlife and Millponds
- You know your neighbours

### **The Young people thought**

- Its fun that we have lots of parks and Youth Clubs
- The Tanyard is a good place for young People because it keeps young people out of trouble
- The Castle is special because it is over 100 years old
- We have good wildlife in Pembroke
- There are good hair dressing shops
- We have lovely shops like New Look and we have a new Spar as well
- We have a good school, one of the best. The teachers make us see some sense!
- The green is a place where lots of people live. We have its Ups and Downs. We have a park there. The Green is a good place.

## **Activity 2: PEMBROKE IN THE BIGGER PICTURE**

Participants at the workshop firstly looked at the impact of the world on Pembroke and of Pembroke on the world.

Working in small groups each participant was given cards that raised sustainability issues in global terms. (See Appendix 1 for the full list of cards)

Group members discussed the cards that meant the most to them and sorted them into themes. Each group presented a summary of their discussions:

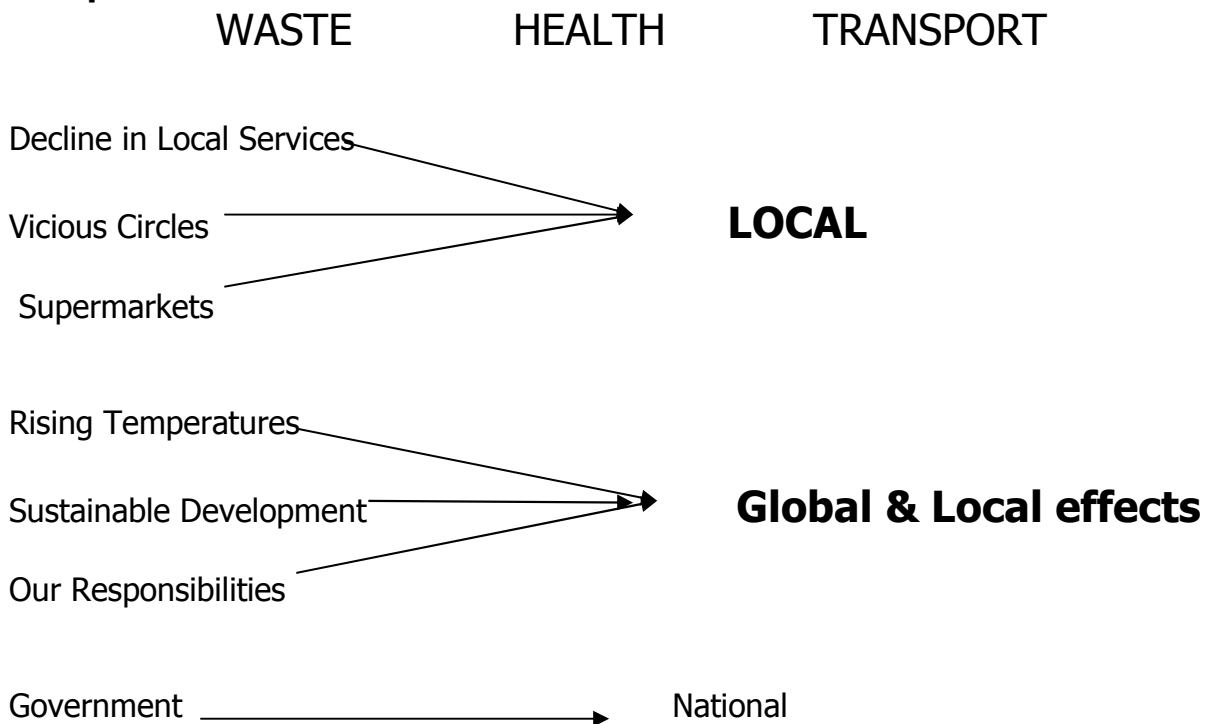
## Your Community in the Bigger Picture

Participants at the workshop firstly looked at the impact of the world on Pembroke and of Pembroke on the world.

Working as a group each participant was given cards that raised sustainability issues in global terms. Each group discussed the cards that meant the most to them and categorised them into themes. See Appendix 1 for the list of cards and charts of how the groups presented their discussions.

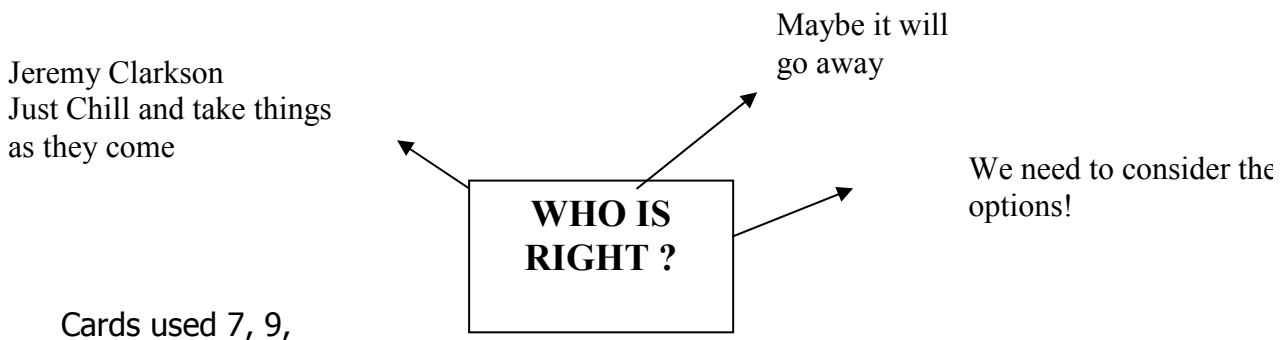
the following comments are the result of their discussions:

### Group 1



Cards used: 18,16,25, 15, 22, 1, 4, 10, 24.

### Group 2



## A Young Persons Diet and Chemicals in Cotton

The young people had been studying FAIR TRADE in school and were very concerned about the lives that children in 3<sup>rd</sup> world countries have.

Cards used: 12, 28,

### **Group 3**

10. Responsibilities

3. Money

5. Sustainability-Don't cheat the Children

16/18. Waste & the cost of Waste

4. Eco Footprint- over consumption of resources



17. unsustainability of transporting goods across the world which can be bought here

Waste and the cost of Waste

21. Travel distances

Resulting pollution

ALL THIS LEADS TO:

22. Rising temperatures & EXTINCTION

### **Group 4**

5. Sustainability

9. Climate Change

13. Obesity

17. Waste

30. Recycling

### **Group 5**

16/30. Cost of Waste

10/19. Carbon footprint

4/29. Stewardship

12/14. Food

24/25. Sustainable Development

### **Group 6**

15/25. Loss of local shops & facilities through growth of supermarkets

26/7/31. Multinationals and their power will gradually kill off local communities & Commodities

—————→ EXTINCTION

2/19/2. The challenges of Climate change & loss of biodiversity caused by increased consumption of resources

The health challenges

—————→ EXTINCTION

26. Poor farming practices —————→ Bad Food —————→ Poor awareness of Nutrition

—————→ EXTINCTION

## **Activity 3 An Ideal Community - Vision 2020**

**Participants were asked to spend a few minutes thinking about how they would like their ideal community to look in approximately 10 years time.**

**They presented their ideas:**

### **Group 1**

Use the 'Pembroke Pound'

No Plastic Bags

Rickshaws & Bike Transport

Locally Grown Food – Self Sufficient

Spanking new Community Centre

Better Footpaths linking and opening up to the Coastal Path & Pembroke Dock etc.

More Play areas

Wind Turbines – Self Sufficient in energy & Fuel

Power station→ Combined Heat & Power(CHP)

Careful development of housing, industry etc.

Sustainable buildings

More variety of activities & Clubs for all ages

No business rates→ Boost local shops

Thriving shopping centre

Republic of Pembrokeshire

2nd good attraction in Pembroke Developed + town Trail developed

Greater links with the continent & world through schools

No dog 'poo' or litter

Complete recycling- no landfill

### **Group 2**

All cars driven by Hydrogen

Less damage to the environment.

Grants for families who are less 'well off'

More rubbish bins in communities as there is rubbish left on the street

More public toilets that are clean

### **Group 3**

World heritage status for Pembroke – it has an amazing, unique heritage which is 'hidden' and neglected

Main street buildings need restoration – along traditional lines

Conservation Area status to be enforced

Restore South Quay as it was as maritime history centre but no faux mill

Better policing – close Paddles – alcohol free zone – less alcohol for sale

Need cinema/arts centre

Play areas for children

Cleanliness – litter etc

Traffic – turn right at Northgate

Public Transport

### **Group 4**

Tidy and attractive main street with a variety of shops and facilities

Better signage with information

Real affordable housing

Better play areas (especially near the Green)

Good street lighting

Proper enforcement to correct planning errors

More facilities for elderly and young

Improvements to South Quay and Castle Terrace

More planting everywhere

Museum, Cinema, free parking

Let it be litter free and dog poo free

### **Group 5**

People (community)

love for neighbours

all ages cared for

employment

potential realised

safe

family life/social responsibility not just rights

Environment

Main street

Litter

Transport

Natural environment

Services

Doctors

Transport

Tourism

### **Group 6**

State of the art 21C community Centre

No Recession

No flats on Mill Bridge or any other unsuitable development in our historic town

Better diversity of shops

Electric cars – no petrol or diesel  
Better playing spaces for children  
Retain local community spirit  
Encourage tourism  
No barrage  
Less negative T.V.  
Main street: busy/bright  
Ice rink – Mill Pond  
Free car parking  
Cottage hospital  
Improved doctors appointments/surgery

## **Activity 4: Updating the 2000 Action Plan**

The participants were asked to consider the 2000 Action Plan proposals and add anything relevant to Pembroke today – see below:

### **Youth**

- More support for the Tanyard Youth Project
  - Increase the days that it is open
  - More involvement in the Pembroke Festival
- Better links with 'Green Links CIC' for volunteers and Young People.
- Drop in youth facility open all hours
- Got their own Network
- Working group about to be formed to improve facilities for the young
- Better play areas to replace those that have been removed by PCC (especially on the Green).
- Play area
- Skateboarding somewhere? Its cheap and fun
- We need to begin to praise you and value them – its only a very few who spoil it for others
- More youth clubs and places for them to congregate
- Play areas need re-instating in Devon Drive, Ashdale, St Annes, The Commons and top of Grove Hill.

### **Tourism, Business and Employment**

- Cookery Demonstrations in the Town Hall with the Farmers markets
- Open Music events & concerts in Schools
- Better Restaurants
- A second attraction for Pembroke
- A sustainably Built link to Pembroke Dock
- More things happening with Pembroke Castle
- Things to happen during the winter (Winter Parade)
- Somewhere for visitors to go on a Sunday while waiting for the ferry
- Better Partnership working with Pembroke Dock E-Commerce Centre
- Christmas Ice Rink
- Build on Role as a quality heritage destination

## **Environment and Enhancement**

- Investigate the feasibility of Hydro power from the river
- Use Pembroke Flags to decorate the town prior to events
- Townscape Heritage Initiative
- Introduce 'Community Champions'
  - Environmental 'Oscars'
- Holyland Wood Coppicing Project
- Improve footpath links
- Better Play areas
- Promote the Community carbon Footprint
- Remove the Dam x2
- Signs- Welcome to Pembroke- Birthplace of the Tudor Dynasty
- Importance of quality lighting system for the high street
- Create a variety of shops
- Use closed or unused buildings

## **Highways and Transport**

- Introduce 'Rickshaws'
  - as a tourist attraction
  - Good for the environment
  - Local advertisers/ sponsorship
- Improve the cycle scheme
- Free Parking
- Take through traffic out of the main street
- 2 way traffic in Castle Terrace & West Hill
- Encourage Car sharing or have a minibus to Texaco and the Power station
- Traffic Lights or roundabout at the top of Bush Street
- Investigate improved parking for Grove School
- Need more affordable Housing

## **Heritage & Culture**

- Area around Royal George and South Quay to be developed for Exhibitions- not housing
- A Pembroke fair with 'Pseudo' stalls exhibiting farm implements, Hiring of labour, old traditions etc. with a farmers market
- Free entry to local facilities for local Families and Elderly
- The Town Trail – the numbers need replacing with plaques with brief explanations
- Sculpture needs all around the town
- A leaflet is needed to promote the lovely little gems in town as well as the key sites i.e. the cast iron fist at Stephens engineering, the Cherubs etc.
- We need a Cinema or somewhere to show films (21C?)
- Bring the Pantomime back
- More trees in Main Street particularly (PCC?)
- Need signs for tourists (PCC)
- Enhance the buildings we have
- Good parking needed
- More trees in the middle of town and general gardening

- Work with relevant agencies to establish a scheme that develops hobbies
- Celebrate local traditions
- New monument of the King; focus attention on town as the birthplace of Henry VII
- Improve liaison between castle and local businesses in terms of promotions, opening hours etc.
- Better informative signage suitable to a historic town (PCC?)
- More recognition to Arthur Morris, Head Fireman during oil fire.

## **Housing.**

- Sustainable Housing including
  - Energy efficiency
  - Renewable energy

## **Activity 5: Developing Our Ideas**

Participants were asked to identify a theme they wanted to work on e.g. Environment and form a working group around that theme. Each group looked at all the proposals under their chosen theme - new ideas and original Action Plan proposals.

They then chose one proposal to work up into a potential project, highlighting local strengths which might assist the project, challenges that would need to be considered and actions that might be taken to progress it.

They were encouraged to add any ways of making their projects more sustainable by looking at examples of successful projects from other areas (see Appendix 2 for list).

### **Group 1**

**Name of the Project:** Footpaths & Access.

**Description:** New improved footpaths linking-networking

- Castle Ponds → Pennar along the river
- Map different routes with hardness and length
- Castle Pond → Monkton
- Middle Pond → Golden Brake via Jack Suones Lane & Holyland Woodland
- Between Pembroke & Lamphey
  - Pill Road & Nash
  - Pembroke → Cosheston or Carew
- Linked to buses

**What strengths and opportunities exist in your community / area to aid this project?**

- Footpaths there need linking up
- Rights of Way Officers at PCC
- Tidy Towns have money
- Tourist area for walkers
- P21C set up to take the lead
- Woodland trust- wildlife

## **What can we do locally towards this idea and what organisation in your community might help?**

- P21C to work in partnership
- P21C subgroups –Environment & Heritage/ Pembroke Mill Ponds

### Part 2

Positive themes that link to the project:

- Interpretation Panels
- Linked to Galleries as an Art Trail
- Tours
- Heritage trail
- Buses & Rail- Coastal Cruiser
- Ramblers Association
- Steps 2 Health
- Pubs & Guest Houses
- Volunteers Young & Old
- Pembrokeshire Coast national Park (PCNP) gates

### **Positive Outcomes**

Help B&B's, Pubs etc.

Help the local economy

Tourism

Quality of Life

### **Group 2**

**Name of the Project:** Improving the South Quay Area for this summer (2009)

**Description:** 'Tarting Up' the P.C.C. owned buildings, tidying the environs, making it 'pleasing to the eye'

### **What strengths and opportunities exist in your community / area to aid this project?**

- Volunteer Groups, young people, Pembroke 21C, donated materials /time/church groups, YOT teams.....
- This has been an eyesore for 30 years- Time for Action!!!!

### **What can we do locally towards this idea and what organisation in your community might help?**

- Accrue materials/offers of help from local people/groups
- Take before and (hopefully) after records
- **Publicise & Make a fuss**
- Will promoter citizenship & cooperation

Cards used: 50. 55. 34. 56. 53. 12. 13. 16.

### **Group 3**

**Name of the Project:** Mill Bridge Local Energy project

**Description:** Put Turbines under the bridge-arch near to North Quay- water coming out of the millpond into Castle Pond to generate electricity & sell to the National Grid- Power the Street Lights profits to the Town

**What strengths and opportunities exist in your community / area to aid this project?**

- Used to be a Mill with a wheel
- Keeps the Mill pond freshwater
- Rose Blackburn
- Emyr Williams
- Sustainable Energy Group of 21C
- Eco Centre
- Text book design- local knowledge

**What can we do locally towards this idea and what your community might help?**

- Turbines made locally
- Local purchasing

Cards used: 3. 6. 7. 8. 26. 28

**Part 2**

Positive themes that link to the project:

- 29. Community groups
- 20. Tourism / accommodation / eating / activities
- 3. Enhancing environment
- 1. History & Heritage
- 34. Young people
- 5. Health
- 8. Social/ community activities
- 9. Festivals & events
- 10. Community facilities
- 19. Local skills
- 30. Business / tourism groups
- 33. Protecting plants & wildlife
- 35. Elderly People
- 39. Sympathetic Design

**Group 4**

**Name of the Project:** Youth

**Description:** Better Play Areas for Children of all ages  
Cinema, Skateboard Rink, Off Road biking,  
Extra disposal bins for Doggie do's especially on the path  
leading to Mill pond & Castle pond

- Parks with more exciting equipment
- Park wardens (adventure playground)

## **What strengths and opportunities exist in your community / area to aid this project?**

- Children in local schools/nurseries involved in fundraising
- Not 'Comic relief-Pembroke Relief'!!!
- Children design their own play activities local businesses to sponsor competitions
- Children respect their community
- Parent/carer/ Neighbourhood watch to warden parks
- Newsletter to detail progress on fundraising
- Town Hall thermometer

## **What can we do locally towards this idea and what organisation in your community might help?**

- Involve schools/nursery's/playgroups
- Involve local businesses
- Involve parents & carers

### **Part 2**

Positive themes that link to the project:

### **Group 5**

**Name of the Project:** Town Hall

**Description:** Develop its use as the 'Heart of the Community'

## **What strengths and opportunities exist in your community / area to aid this project?**

- Art
- Music
- Coffee Shop
- Meeting Place
- Heritage Centre
- Advice Facility

## **What can we do locally towards this idea and what organisation in your community might help?**

- Funding
- Volunteer Staff
- Use local Skills
- Town Council to agenda for discussion!!!

## **Conclusion and next Steps:**

After a full evening of work, a number of new proposals had been identified and discussed. Some trial project planning had taken place and

everyone had considered ways of making their project as sustainable as possible.

This report will be mailed to all participants and then the findings will be incorporated into the new Pembroke Action Plan.

## APPENDIX 1

### Cards with References used in Activity 2–Pembroke in the Bigger Picture.

No.	Information
1	<p><b>A definition of sustainable development</b> It means finding a balance between:</p> <ul style="list-style-type: none"> <li>▪ Economic growth</li> <li>▪ Social progress</li> <li>▪ Environmental protection (5/4)</li> </ul>
2	<p><b>Six European sustainable development challenges</b></p> <ul style="list-style-type: none"> <li>▪ Global warming</li> <li>▪ Potential threats to public health, e.g. from food safety risks</li> <li>▪ Poverty and social inclusion</li> <li>▪ The implications of an ageing population</li> <li>▪ Loss of biodiversity in Europe</li> <li>▪ Transport congestion and regional imbalances (18/5)</li> </ul>
3	<p><b>Money</b> "Only when the last tree has died, and the last river has been poisoned, and the last fish has been caught, will we realise that we cannot eat money." (Chief Seattle) (12)</p>
4	<p><b>The Ecofootprint</b> This shows that if everyone in the world consumed as many resources as the people of Wales, we would need three planets. (4/10) The US would need nearly five planets. (20)</p>
5	<p><b>The three dimensions of sustainability</b></p> <ul style="list-style-type: none"> <li>▪ Futurity: not cheating our children</li> <li>▪ Equity: ensuring a fair share for all</li> <li>▪ Carrying capacity: the capacity of planet Earth to support the human species (20)</li> </ul>
6	<p><b>Apathy</b> By 2002 only 60,000 people in the UK had signed up for green electricity schemes, which match the power consumers use with power bought in from renewable sources. (12)</p>
7	<p><b>Jeremy Clarkson</b> "I do have a disregard for the environment... I think the world can look after itself and we should enjoy it as best we can." (1/9)</p>
8	<p><b>Two views on public awareness of sustainable development</b> Surveys by the Welsh Consumer Council show that:</p> <ul style="list-style-type: none"> <li>▪ "almost one third have heard of it" (18/22)</li> <li>▪ "at least 70% of the general public do not understand what it means" (20)</li> </ul>
9	<p><b>Maybe it'll go away</b> I ignore what I see in the media about climate change. It is too scary and overwhelming. Some scientists say it's a natural cycle and not due to human activity anyway. (12)</p>

10	<p><b>Our responsibilities</b>  We who are alive now do not have the right to degrade the planet for future generations nor do we have the right to end the existence of other species. (12)</p>
11	<p><b>Attitudes to transport</b>  In one survey in Wales:</p> <ul style="list-style-type: none"> <li>▪ 83% said that are too many cars on the roads today</li> <li>▪ 65% said they use cars to commute to work or school every day (21/10)</li> </ul>
12	<p><b>The effect of poor diet</b>  Children with a poor diet are 50% more likely to exhibit antisocial behavior at 17 than those with a healthy diet. This may be because a poor diet leads to a lower IQ. (2/7)</p>
13	<p><b>The cost of obesity</b>  The NHS spends £500million a year on the direct cost of obesity. The indirect effects, like diabetes and depression, cost another £1 billion. (2/6)</p>
14	<p><b>Ready meals</b>  British consumers spend £7,000 a minute on ready meals. That's three times more than any other country in Europe. (The Ecologist, September 2004, p37)</p>
15	<p><b>Vicious circles</b>  When some people switch to a new supermarket, local shops are weakened and close, forcing shoppers to go the supermarket and creating a vicious circle that no-one wanted. (7/15)</p>
16	<p><b>The cost of waste</b>  On average, £1 out of every £7.50 spent in a supermarket goes on the packaging. We then pay again for it to be disposed of. (22/7)</p>
17	<p><b>Fruit and veg waste</b>  A third of all fruit and vegetables in the UK is thrown away by farmers because supermarkets demand 'aesthetic perfection' regardless of the quality of the produce. (The Ecologist, September 2005, p10)</p>
18	<p><b>Waste in Wales</b>  The total amount of household waste per person rose from 437 kg in 1996/97 to 479 kg in 1999/2000. In the same period, the percentage that was recycled or composted rose from 4.1% to 6.4%. (24/18)</p>
19	<p><b>UK road traffic</b>  This increased by 17% between 1990 and 2002. This affects air quality, noise, congestion and carbon emissions from road transport. (16)</p>
20	<p><b>How far a ploughman's lunch can travel</b>  An apple from South Africa, cheese from Canada and butter from New Zealand between them travel more than 25,000 miles. (22/6)</p>
21	<p><b>Travel distances</b>  In 2001, a resident of Wales traveled an average 16,500 kilometers, of which 8,700km was by car and 6,700km by air. (32/4)</p>
22	<p><b>Rising temperatures</b>  The 1990s was the warmest decade in central England since records began in the 1660s. The average temperature is now rising at a rate of 2°C per century. (12)</p>
23	<p><b>Switch off your television</b>  10 trees' annual absorption of CO2 emissions could be saved by switching off your TV rather</p>

	than leaving it on standby. (An EU directive will soon require TVs etc. to be made so that they switch off after a short time.) (12)
24	<p><b>Challenges from Cynnal Cymru, the Sustainable Development Forum for Wales</b></p> <ul style="list-style-type: none"> <li>▪ Those in positions of power in Wales cannot lead on sustainable development because of their lack of understanding.</li> <li>▪ Different departments of the Welsh Assembly Government give out mixed messages (27/17)</li> </ul>
25	<p><b>Decline in local services</b></p> <p>In the last decade, Britain has lost:</p> <ul style="list-style-type: none"> <li>▪ A fifth of its post offices</li> <li>▪ A third of its bank branches</li> <li>▪ A quarter of its independent grocery stores</li> </ul> <p>(The Ecologist, September 2005, p62)</p>
26	<p><b>Organic farmland in Wales</b></p> <p>The area of organically managed farmland in Wales has increased significantly from under 1 per cent in 1998 to 4 per cent – but growth has stagnated. (32/14)</p>
27	<p><b>Vanishing varieties of fruit and veg</b></p> <p>Of the 550 varieties of pears available 100 years ago, 3 are still grown commercially. Resistance to ringspot in cauliflowers disappeared when the Cornish version became extinct in the 1940s. (The Ecologist, October 2003, p38)</p>
28	<p><b>Chemicals for cotton</b></p> <p>Percentage of the world's insecticides used to grow cotton: 25%</p> <p>Amount of chemicals it takes to make one cotton T-shirt: ¼ pound (Yes! Spring 2000, p11)</p>
29	<p><b>The environmental impact of Christmas</b></p> <p>Christmas tree lights used 10 hours a day for 12 days generate enough carbon dioxide to fill 12 party balloons. The UK throws away enough wrapping paper every Christmas to cover 350 thousand London buses!</p> <p><a href="http://www.ecocentre.org.uk/a-green-christmas.html">http://www.ecocentre.org.uk/a-green-christmas.html</a> (Accessed 201205)</p>
30	<p><b>Aluminum cans</b></p> <p>Recycling an old aluminum can into a new one takes just 5% of the energy needed to make a brand new one. It also avoids the environmental damage from mining and shipping the bauxite.</p> <p>(Ethical Consumer, May 2005, p18)</p>
31	<p>"Extinction is a difficult concept to grasp. It is an absolute and final act for which there is no remedy on earth or in heaven. A species once extinct is gone for ever." (Thomas Berry, theologian)</p> <p>'The Dream of the Earth' page 9, Sierra Club books 1990</p>

## **Appendix 2**

### **Exercise 2 Developing Our Ideas**

#### **Part 1 - Sustainable projects used as examples to help project creation.**

No	Information
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1	<p><b>Checklist for Sustainable Projects</b></p> <p>The checklist for the Sustainable Pembrokeshire Small Grants Scheme covers: community participation; economy and work; transport; waste and resources; building and land use; wildlife/open spaces; sending the right signals; and food.</p> <p><i>(Checklist for Sustainable Projects, Sustainable Pembrokeshire Small Grants Scheme, Pembrokeshire Association of Voluntary Services, undated)</i></p>
2	<p><b>What makes for quality of life?</b></p> <p>Rural citizens across Wales put most emphasis on:</p> <ul style="list-style-type: none"> <li>▪ Good quality employment opportunities</li> <li>▪ Affordable housing</li> <li>▪ Accessible services</li> </ul> <p><i>(Regeneration not stagnation, a manifesto for rural Wales, Welsh Local Government Association, 2004, p2)</i></p>
3	<p><b>Where Geneva gets its energy from</b></p> <ul style="list-style-type: none"> <li>▪ 88% large scale water power</li> <li>▪ 5% other renewable energy, such as solar power</li> <li>▪ 7% non-renewable energy</li> </ul> <p><i>(Green Futures, 55, Nov/Dec 2005, p4)</i></p>
4	<p><b>Biomass</b></p> <ul style="list-style-type: none"> <li>• Biomass means crops grown for fuel. In 2003 the EU used enough to save 70 million tonnes of oil</li> <li>• Wood pellets and sunflower seeds are used in UK power stations</li> </ul> <p><i>(Green Futures, 55, Nov/Dec 2005, p6)</i></p>
5	<p><b>Running cars on cooking oil</b></p> <p>A Pembrokeshire Farmer is running his car and farm vehicles on biodiesel, and has received support from Sustain Development Fund to convert other vehicles in the locality</p>
6	<p><b>Wind farms</b></p> <p>North Wales' first community-owned windfarm, Cwmni Gwynt Teg, will reduce CO2 emissions by 26,400 tonnes a year. It will supply 2,500 homes with electricity. A planned expansion would mean that it could supply four times that number.</p> <p><i>(Democs kit on climate change, nef, 2005)</i></p>
7	<p><b>The effect of generating your own energy 1</b></p> <p>"Its like growing your own vegetables"</p> <p>"I tell people all the time that I generate my own electricity. I love it. I think its fascinating." Male in Lancashire with a domestic wind turbine</p> <p><i>(Seeing the light: the impact of micro-generation on the way we use energy, Hub Research Consultants on behalf of the Sustainable Consumption Roundtable, October 2005, p7)</i></p>
8	<p><b>What engages people and schools producing their own energy</b></p> <ul style="list-style-type: none"> <li>▪ Something visible: the wind turbine turning</li> <li>▪ Easily accessible and readable meters showing how much they have produced</li> <li>▪ Red lights showing high energy production</li> <li>▪ Making a conscious link with warmth and light</li> </ul> <p><i>(Seeing the light: the impact of micro-generation on the way we use energy, Hub Research Consultants on behalf of the Sustainable Consumption Roundtable, October 2005, p54+71)</i></p>
9	<p><b>The benefits of healthy eating</b></p> <ul style="list-style-type: none"> <li>▪ Buying locally supports small businesses and reduces food miles and so pollution</li> <li>▪ Organic food reduces pesticide use and boosts wildlife on farms</li> <li>▪ Organic box schemes reduce packaging waste.</li> </ul> <p><i>(Green Futures Special Supplement on food, Nov/Dec 2005, p3)</i></p>

10	<p><b>Local Purchasing.</b> 86 % of people in Crymych purchased locally produced food from independent village shops in Crymych.</p>
11	<p><b>Local sourcing in hospitals</b> The Royal Cornwall Hospital Trust now get their fish from Newlyn, 30 miles away, instead of Sweden. In all, hospital deliveries are down by 220,000 miles a year. <i>(Green Futures Special Supplement on food, Nov/Dec 2005, p15)</i></p>
12	<p><b>Festival &amp; Events.</b> 60% of attendees of Narberth Food Festival would not have spent money in the area if they had not attended the festival. The value of the festival to the area had a net impact of £34,510</p>
13	<p><b>Community Land Trusts (CLTs)</b> With CLTs, the community gets the benefit of rises in land values, not the homeowner. The To Gwyrdd community housing project aims to set one up in Newport. <i>(Sustainable Development Bulletin, WCVA, February 2004, p2)</i></p>
14	<p><b>FRAME Furniture Recycling Initiative</b></p> <ul style="list-style-type: none"> <li>• Providing recycled furniture for low-income families improves quality of life.</li> <li>• Stopping furniture going to landfill helps the environment</li> <li>• Training and employing disadvantaged people helps the economy.</li> </ul>
15	<p><b>The need to take a step back</b> "Although recycling schemes are important, it is better to look at the ways in which the total volume of waste produced can be reduced." <i>(Maximising the Environmental Sustainability of the West Wales and the Valleys Objective 1 Programme, ERM UK, 2000, p7)</i></p>
16	<p><b>Three attitudes to developing sites</b> Business as usual</p> <ul style="list-style-type: none"> <li>▪ Minimising impact on the environment, using best practice building methods</li> <li>▪ Sustainable development – thinking about what sorts of development are most sustainable and where they should go.</li> </ul> <p><i>(Maximising the Environmental Sustainability of the West Wales and the Valleys Objective 1 Programme, ERM UK, 2000, p11)</i></p>
17	<p><b>Bank closures</b> Wheathampstead, in Hertfordshire, lost its last bank in 1999, although it has 5,000 residents. A bakery, dry cleaners and newsagents closed in the following months. <i>(Ghost Town Britain, nef, undated, p25)</i></p>
18	<p><b>Ashling, Ceredigion</b> Benefits from restoring 40 acres of woodland:</p> <ul style="list-style-type: none"> <li>▪ Income from the sale of herbs, firewood and trellis</li> <li>▪ Project to make garden furniture under way</li> <li>▪ Training positions for five 18 – 25 year olds</li> </ul> <p><i>(Sustainability in Action in Ceredigion, Ymlaen Ceredigion, 2001, p39)</i></p>
19	<p><b>Cardboard to Caviar</b> A Huddersfield project for unemployed young people: supplies shredded cardboard as animal bedding; then uses worms to compost it; and uses surplus worms to feed sturgeon fish, with the aim of producing caviar. <i>(Green Futures, March 2003, p53)</i></p>
20	<p><b>Energy Champions for Homes in Oxford</b> The council in Oxford is recruiting a network of 'energy champions' from local community groups, and teaching them skills they can pass on about reducing heat loss in homes.</p>

	<i>(Green Futures, March 2003, p53)</i>
21	<p><b>West Berkshire Sustainable Lifestyles project</b></p> <p>This gives new tenants a 'moving-in pack' of low-energy lightbulbs, solar-powered radios, compost bins and other recycling and power-saving products. Six months later, it checks their savings on waste, water and energy.</p> <p><i>(Green Futures, March 2003, p53)</i></p>
22	<p><b>WyeCycle community business</b></p> <p>This persuaded 90 per cent of the 3,000 residents of Wye in Kent to recycle their waste. Municipal waste collections have reduced to once a fortnight, with the local authority's savings paid to WyeCycle.</p>
23	<p><b>Festival &amp; Events.</b></p> <p>There are over 300 community festivals and events in PLANED's Pembrokeshire festival and event guide which is distributed to 300 TIP's (tourist information points) and 200 people have attended PLANED's festival and event training.</p>
24	<p><b>Peak Eats Ready Meals</b></p> <p>This is a heat and eat service for holiday cottage guests in the Peak District. The dishes are sourced locally and from environmentally sensitive farming methods if possible.</p> <p><a href="http://www.localfoodworks.org/Web/SA/SAWeb.nsf/b663df7c7f96694580256bd8003b9129/cb9d2d08c4d84fdd80256caf003c100d!OpenDocument">http://www.localfoodworks.org/Web/SA/SAWeb.nsf/b663df7c7f96694580256bd8003b9129/cb9d2d08c4d84fdd80256caf003c100d!OpenDocument</a> (accessed 20<sup>th</sup> December 2005)</p>
25	<p><b>Y Gragen Eco Build</b></p> <p>This is an earth build cottage extension (known as clom). It follows sustainability principles such as: local sourcing; minimal environment impact; and a close relationship with the local history and landscape. <i>(National Park project description for website August 2004)</i></p>
26	<p><b>Whitesands Bay Initiative</b></p> <p>This project provided heat and light to a community building using carbon free technology. This included solar panels and a small wind turbine that are highly visible, encouraging their use by others. <i>(Nat Park project description for website August 2004)</i></p>
27	<p><b>Crymych CP School</b></p> <p>A project here installed a rainwater harvesting system to provide water to WC cisterns and a carbon neutral biomass wood pellet fuelled heating system. They will be used as teaching aids for on the environment.</p> <p><i>(National Park project description for website August 2004)</i></p>
28	<p><b>St Davids Junior School</b></p> <p>There is a project to put photovoltaic panels on the roof. The amount of energy produced will be displayed in several places (e.g. St Davids Tourist Information Centre) to raise awareness.</p> <p><i>(National Park website text Nov 2005)</i></p>
29	<p><b>Local Shops.</b></p> <p>There are now around 150 community owned shops and Post Offices trading in the UK. This number is increasing as rural communities find that community ownership is often the only way to have a shop in the village.</p>
30	<p><b>Cwm Harry Community Composting Scheme, Newtown</b></p> <p>Green waste and cardboard are collected from households, Powys County Council and retailers. This is turned into compost which supports a community food growing space. Profits go to a gardeners cooperative.</p> <p><i>(Environment Wales project list)</i></p>
31	<p><b>Festival &amp; Events.</b></p> <p>St Dogmaels has always had small individual events going on throughout the summer. Since forming an events group and working in an integrated way, the events have been brought</p>

	together to form a series of 12 events at Llandudoch Festival which takes place over a fortnight.
32	<b>Walking</b> Walking and cycling earn approximate average £81 million into the welsh economy each year ( <i>Wales Tourist Board.</i> )
33	<b>Footpaths</b> With the opening of Crymych area footpaths and the Preseli Circle 7 day walking trail 27 people have attended "Starting your B&B courses".
34	<b>Eco-tourism/Wildlife</b> PLANED research shows people came to Pembrokeshire because of the wildlife, landscape, heritage and for walking.
35	<b>Village Enhancement including footways</b> From St Florence people can access the Ritec walk. The walk which starts at the village shop where there is an interpretation panel, proceeds via the old mill to Tenby. The route is way marked and part of it has disabled access.
36	<b>Art &amp; Craft</b> There are more artists in Pembrokeshire than in Cornwall, but this is not widely known.
37	<b>Health</b> Walking for 20 minutes burns 80 calories, and cycling for 20 minutes burns 160 calories. In Wales 55.2% of adults are overweight or obese. In Pembrokeshire 36% of pupils are driven to school by car. <a href="http://www.caloriescounter.co.uk/fit_burn.asp">www.caloriescounter.co.uk/fit_burn.asp</a> and Welsh Health survey 1998: Cardiff Government Statistical Service 1999.
38	<b>Community Facilities</b> Llanteg Village Hall is used every night of the week, and hold IT as well as exercise classes.
39	<b>Heritage</b> Dale WI and Coastlands History Group have amassed a huge amount of history on World War 1 & 2 and have produced an interpretation panel in conjunction with the National Trust at Kete airfield.
40	<b>Youth</b> The young people of Newport came together, persuaded the Town Council and the community to support their ideas for a MUGA (multi use games area) and then they organised fundraising events to make it happen.
41	<b>Newsletter</b> Llanteg community have been producing their newsletter for 4 years and obtains sponsorship from 11 businesses.
42	<b>Farming.</b> Pembrokeshire Coast National Park Authority has a woodland centre which processes local timber into sustainable footpath furniture e.g. stiles and gates.
43	<b>Local Skills</b> Bloomfield community centre purchased seminar room furniture from a local carpenter using local materials.
44	<b>Environment</b> East Williamston Community Association have purchased 15 acres of land to develop as a community woodland and public space and are growing indigenous trees. The community now offer trees grown on this land for other community projects.
46	<b>Heritage</b> Carew Community hold an annual heritage exhibition and serve cream teas to visitors to raise funds.

47	<b>Energy</b> There are examples in Ireland and the rest of Europe where communities grow plants that produce methane which is used to heat the village.
48	<b>Work Units</b> There are 4 new food units at Horib, Llandysul, with a waiting list of new food processing businesses wanting to use them.
49	<b>Bioenergy</b> Pembrokeshire Bioenergy Farmers Co-operative are growing and marketing Elephant Grass for use in woodchip burners to heat houses, schools and community buildings
50	<b>Saving Water</b> The public toilets in Newport beach have waterless urinals.
51	<b>Public Buildings</b> The new home of the National Assembly for Wales has been built with energy efficiency in mind. The roof plane around the cowl turns down to form a funnel into the debating chamber, allowing ventilation and natural light.
52	<b>Composting</b> A new village hall near Lipany in Slovakia has effective compost toilets. <i>(Grundtig Report 2005)</i>
53	<b>Woodland</b> Colby woodland gardens are happy to provide native trees to community groups.
54	<b>Transport</b> The Pembrokeshire Greenways Initiative links footpaths to public transport, publicizing bus stops and railway stations.

### Appendix 3: List of themed cards (used for linking projects in Activity 4)

1	History & Heritage	Hanes a Threftadaeth
2	Access to the countryside	Mynediad i'r cefn gwlad
3	Enhancing environment	Gwella'r amgylchedd
4	Walking	Cerdded
5	Health	Iechyd
6	Village enhancement including footpaths	Gwelliannau pentref gan gynnwys llwybrau
7	Underground cables	Cebiau tanddaearol
8	Social/ community activities	Gweithgareddau cymdeithasol / cymunedol
9	Festivals & events	Gwyliau a digwyddiadau
10	Community facilities	Adnoddau cymunedol
11	Newsletter / websites	Cylchlythyr / gwefannau
12	Energy	Ynni
13	Waste / recycling	Gwastraffu / ailgylchu
14	Job opportunities / enterprise	Cyfleoedd cyflogi / menter
15	Farming	Ffermio
16	Work units	Unedau gwaith
17	Business directories	Cyfeiriaduron busnes
18	Craft	Crefft
19	Local skills	Sgiliau lleol
20	Tourism / accommodation / eating / activities	Twristiaeth / llety / bwyta ma's / gweithgareddau
21	Pubs/ banks / post offices	Tafarnau / banciau / swyddfeydd post
22	Housing	Tai
23	Healthy eating	Bwyta'n iach
24	Local produce / farm diversification	Cynnyrch lleol / arallgyfeiriad ffermydd
25	Transport	Trafnidiaeth
26	Farm diversification	Arallgyfeirio ffermydd
27	Saving energy & Water	Arbed ynni a dŵr
28	Green buildings	Adeiladau gwyrdd
29	Community groups	Grwpiau cymunedol
30	Business / tourism groups	Grwpiau busnes / twristiaeth
31	Recycled materials	Deunydd wedi'i ailgylchu
32	Local products / materials	Cynnyrch / deunyddiau lleol
33	Protecting plants & wildlife	Gwarchod planhigion a bywyd gwylt
34	Young people	Pobl ifanc
35	Elderly People	Pobl hŷn
36	Access for All	Mynediad i bawb