

Meeting 45
1st December 2025, 14:00-16:00

**Online Meeting
MINUTES**

Members Present:

Hazel Lloyd Lubran (HLL)	Chair, CAVO
Gavin Bown (GB)	Vice-Chair, Natural Resources Wales
Barry Rees (BR)	Ceredigion County Council
Wyn Morris (WM)	Department for Work and Pensions
Steve Thomas (ST)	Aberystwyth University
Iwan Cray (IC)	Mid and West Wales Fire and Rescue Service
Geroge Holloway (GH)	One Voice Wales
Vanessa Cashmore (VC)	Coleg Sir Gar
Cllr Bryan Davies (BD)	Ceredigion County Council
Bruce Bolam (BB)	Hywel Dda University Health Board
Rebecca Doswell (RD)	University Wales Trinity Saint David

Also in attendance:

Carys Lloyd-Jones (CLJ)	Ceredigion County Council
Elinor Ashworth-Chandler (EAC)	Ceredigion County Council
Mandy Williams (MW)	Co-Production Wales
Lara Edwards (LE)	Hywel Dda University Health Board
Richard Dearing (RD)	Natural Resources Wales
Cllr Catrin Davies (CD)	Ceredigion County Council
Cllr Wyn Evans (WE)	Ceredigion County Council
Alex Martin (AM)	Hywel Dda University Health Board
Cllr Matthew Vaux (MV)	Ceredigion County Council
Eirlys Lloyd (EL)	Ceredigion County Council
Claire Bryant (CB)	Office of the Police Crime Commissioner
Arwyn Davies (AD)	Ceredigion County Council
Cathryn Morgan (CM)	Ceredigion County Council
Amy Richmond-Jones (ARJ)	Mid and West Wales Fire and Rescue Service
Greg Jones (GJ)	Ceredigion County Council
Geinor Jones (GeJ)	Hywel Dda University Health Board

PSB Support Team:

Diana Davies (DD)	Ceredigion County Council
Tim Bray (TB)	Ceredigion County Council
Neil Coetzee (NC)	Ceredigion County Council
Lynne Walters (LW)	Ceredigion County Council
Teleri Elias (TE)	Ceredigion County Council
Anwen Thomas (AT)	Ceredigion County Council (minutes)
Rhidian Jones	Translator

Sioned Bowen	Translator	
Members of the Public Attendees:		
None present.		
45.1	Apologies, introductions & disclosures of interest	
The Chair, Hazel Lloyd Lubran (HLL), welcomed those present to the meeting. There were no members of the public in attendance.		
Apologies were noted for the following:		
Megan Harris – Public Health Wales		
45.2	Minutes of the previous Ceredigion PSB meeting – 15/09/2025	
The minutes from the meeting held on 15.09.2025 were agreed as a true record.		
45.3	Completion of actions and matters arising from previous meeting 15th September 2025	
The actions from the previous meeting on 15.09.25 were considered as below:		
Action Log – 2 June 2025		
1.	The PSB's Terms of Reference to be reviewed ahead of September's PSB meeting. On Hold, depending on merger discussions.	Partnerships Team
2.	PSB Support team to convene a focus group to consider and explore innovative practices for potential building sharing and co-location in Aberystwyth. This action and below (3), also the discussion from the meeting have now been combined into a single, streamlined action.	Partnerships Team / ALL
3.	CAVO to reach out to the 3rd sector to enquire about any office or building needs and plans in Aberystwyth. As Above	Hazel Lloyd Lubran
4.	Support Team to share Shared Prosperity Fund workshop reports and findings; Hazel Lloyd Lubran to provide further updates following the 3rd June 2025 meeting. Complete	Partnerships Team / Hazel Lloyd Lubran
5.	All PSB members to present the Fair Work Charter to their organisations for formal approval and sign-up. All members will be asked for an update on progress at the next PSB meeting. Complete.	ALL
6.	The Partnership Team to explore creating a Welsh version of the PSB activity tracker. Complete	Partnerships Team
7.	PSB support team to contact all partners prior to the next PSB meeting to collate an update on progress of formal approval for the Fair Work Charter. Complete	Partnerships Team
8.	Tim Bray to share the outcome of PSB regional merger discussions from Carmarthenshire and Pembrokeshire meetings. Complete	Tim Bray
9.	Neil Coetzee to consider if there is any further information that can be provided in relation to options 2 and 3a in the regional options paper. Completed	Neil Coetzee
10.	All PSB members to share options 2 and 3a with their organisations and gather feedback in readiness for the November meeting. If members cannot attend the meeting, comments must be submitted to the PSB support team beforehand. Complete	All

11.	PSB support team to schedule a regional PSB options regional merger meeting in November to include feedback and a vote as agenda items. Complete	Partnerships Team
12.	Cathryn Morgan to arrange a meeting for Greg Jones and Aime Andrews to discuss the potential of the community led kitchen network being held at Lampeter Wellbeing Centre. Complete	Cathryn Morgan, Greg Jones
13.	PSB support team to contact Ceredigion Youth Service to explore whether young people who are at risk of offending could be involved in community led kitchen project by Amie Andrews. Complete	Partnerships Team
14.	PSB Support Team to circulate the Innovation Labs presentation and Aime Andrews' contact details to PSB members. Members are invited to contact AA directly with any comments or suggestions. Complete	Partnerships Team
15.	Further information on 'Ceredigion People's Panel' to be shared with the PSB by Cathryn Morgan. Complete	Cathryn Morgan
16.	Neil Coetzee to provide update on data sharing options at next PSB. Complete.	Neil Coetzee
17.	PSB support team to arrange a presentation on Economic Strategy at the next PSB meeting. Complete	Partnerships Team

- **Fair Work Charter (update from partners)**

The Chair confirmed that as agreed at the previous meetings, all partners were required to provide an update on the fair work Charter.

On behalf of Ceredigion County council Bryan Davies (BD) presented the fair work Charter to Scrutiny, which was approved and will be discussed at Cabinet on 2 December. The initiative demonstrates collaboration among public organisations to establish fair work standards across the county and its partners. Cathryn Morgan (CM) has led updates on this work, supported by numerous meetings and contributions, including significant input from HR and procurement teams. It is hoped that PSB Partners involved will now formally commit to the Charter and adopt the standards. Special thanks were extended to Sara Rees from Hywel Dda for her involvement.

Steve Thomas (ST) shared Aberystwyth University's perspective, noting that discussions are ongoing with them. Initial feedback has been positive, and the hope is to adopt the Charter as soon as possible.

Iwan Cray (IC) noted that he was unable to attend the initial meeting where the fair work Charter was presented but confirmed it was shared with the MAWWFRS board and is happy to support, with no major issues identified. IC queried how reporting would work, whether individual organisations should report against the Charter or as a board? Diana Davies (DD) clarified that the Charter includes a yearly reporting mechanism. It will feed into the PSB's annual report each year, and partners can also include it in their own annual reporting.

Gavin Bown (GB) noted that as NRW operates nationally, he has asked whether any other PSBs have undertaken a similar process; none were identified yet. He confirmed agreement with the Charter,

highlighting that some elements are already in place. Catrin Davies (CD) added that the conversation originated from Public Health Wales requesting a focus on equality and health, and one way to improve equality was through developing a Fair Work Charter.

Bruce Bolam (BB, Health Board) The Health Board has recently completed its second social partnership duty annual report in September (being finalised and submitted to Welsh Government). The Charter has gone through staff partnership groups and engagement processes.

HLL noted that for CAVO, a process has been developed, and discussions have taken place. Although CAVO is a smaller organisation, there is support for the Charter, though it may take a little longer to fully align with all its elements. Over the coming year, work will continue with the wider third sector to identify which elements can positively impact the sector. This process has also led to discussions of a wellbeing policy for CAVO.

Tim Bray (TB) noted the PSB support team will continue to record partner updates and add them to the activity tracker.

45.4 Ceredigion Local Well-being Plan:

- Review of Activity Tracker (Meeting 45)

The Chair confirmed that all partners had received the activity tracker prior to the meeting, and all are encouraged to share updates in relation to actions with the partnerships team.

HLL noted that CAVO had asked the 3rd sector groups for locations and requirements for a place in Aberystwyth, however very few responses were received. HLL queried whether other partners were eager to follow this up and arrange an initial meeting? BR suggested inviting a representative from Welsh Government to the meeting and to add their input regarding the building in Aberystwyth.

Action- PSB Support Team and CAVO to coordinate a meeting and focus group, including a WG representative, to identify office/building needs and explore co-location opportunities in Aberystwyth.

45.5 Regional PSB Collaboration Discussions

- Update following the Additional PSB Meeting – **Regional Merger Discussion 20th November 2025**

TB provided an update following the regional merger discussion meeting which took place on 20/11/25. Minutes of this meeting had also been shared with partners.

TB noted that, in preparation for the meeting on 20 November, partners were asked to consider two options: Option 2, a merger of all three PSBs, and Option 3a, a formal collaboration between PSBs while retaining their individual structures.

On 20th November, there was strong attendance with all organisations represented, and each provided an update. Voting results were: 7 votes for Option 2, 3 for Option 3a, and 1 for Option 3b. **It was resolved that Ceredigion PSB's preferred option is Option 2.**

Following the November meeting this outcome was shared with Carmarthenshire and Pembrokeshire PSB's. Carmarthenshire had expressed a similar preference for Option 2, with caveats around local governance and representation (that had also been expressed by Ceredigion). Pembrokeshire favoured Option 3b.

In light of Ceredigion and Carmarthenshire preferring Option 2 Pembrokeshire were asked if they might reconsider however, they confirmed they were unlikely to change their position.

Further discussion led to the consideration of Option 4, a potential merger between Ceredigion and Carmarthenshire. It was noted that Carmarthenshire had already considered this at their own merger discussion meeting and were in favour. TB invited the Board to share their views on whether a regional PSB merger with Carmarthenshire would be accepted (Option 4)

HLL thanked TB for his update

BD noted the importance of agreeing on the same caveats as Carmarthenshire to ensure fair representation for both counties and expressed openness to exploring Option 4. IC and GB confirmed willingness to back Option 4 should Option 2 become unavailable. BB noted that, in previous discussions with Pembrokeshire, they expressed concerns similar to those raised in Ceredigion, particularly around preserving a strong locality focus. BB suggested that a Task and Finish Group could help illustrate potential benefits to Pembrokeshire and that there may be a change of their position in future - BB also confirmed that the Health Board is supportive of Option 4.

HLL added that developing a plan for a regional merger will require significant work, suggesting the establishment of a task and finish group to examine the details and practical implementation of Option 4.

DECISION: PSB Board members agreed to progressing with Option 4 (merge Ceredigion and Carmarthenshire PSB's) following the withdrawal of Option 2.

Action- PSB support team to establish a Task and Finish Group to explore Option 4, including identifying who needs to be involved and providing an outline plan for progressing the merger

45.6	Spotlight Session: Economic Strategy
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Arwyn Davies (AD) provided the board with a presentation on Ceredigion County Council's Economic Strategy.

The presentation outlined Ceredigion's refreshed long-term economic strategy, spanning from its original publication in 2021 through to 2035. It highlights the core themes of people, enterprise, places, and connectivity, along with key demographic trends, economic performance, and the main challenges shaping the county's future. Current work includes reviewing the county's economic position, identifying priority areas for improvement, and reassessing the original strategic themes. AD noted that many positive outcomes have already been achieved during this period and emphasised the importance of sharing these successes.

AD provided a reflection on historical macroeconomic influences. The workforce has grown steadily, peaking at 40,100 in early 2024. Homeworking increased significantly during the pandemic, with nearly one-third of residents working from home in 2021.

Average weekly earnings in Ceredigion reached £625.90 in 2024, the highest yet, though still below the Welsh average (£674.50). Rural poverty remains a major issue, driven by fuel poverty, poor access to services, labour market constraints, and housing affordability. Around 82% of homes are off the gas grid, and Ceredigion ranks among the worst for service access and housing affordability.

Gross Value Added (GVA) from production in Ceredigion rose to £1,703 million in 2023, signalling a strong post-pandemic recovery. GVA per head also increased to £23,313, now exceeding that of Powys. Tourism remains vital, with 2.87 million visitors in 2024, though economic impact fell slightly compared to previous years. Business activity is robust, with 2,955 active enterprises in 2023, the highest since 2010 and survival rates consistently above the Welsh average.

Broadband availability has improved, with 57.6% of households now accessing full-fibre broadband, though still below the Welsh average. Mobile connectivity has benefited from the Shared Rural Network programme, but coverage gaps persist.

Welsh language use declined slightly between 2011 and 2021 but remains well above the national average. The Welsh Language Strategy (2024–2029) aims to increase speakers by 612 by 2029, supported by initiatives like the Arfor programme.

Moving forward, the strategy will prioritise skills development, youth retention, town regeneration, tourism, sustainability, and stronger governance. Key action points include simplifying commitments, setting SMART objectives, and fostering radical collaboration and public engagement.

Discussion

HLL emphasised the importance of ensuring the strategy aligns with PSB work and is kept concise. Important for the economy strategy to be considered when developing the new PSB Well-being Plan.

SD asked about how economic workstreams are clustered and the role of town centres in shaping the wider economy, including how a strong local presence can support talent retention within the county.

AD noted that clusters are considered a key element of economic development. There is a need to reflect on progress compared to five years ago and explore opportunities to bring businesses within the same sector together, fostering collaboration and knowledge sharing. Significant potential exists in areas such as food, agriculture, and Agri-tech, supported by ecosystems like Aber Innovation, the Food Centre, and planned initiatives in Lampeter, alongside partnerships with IBERS. The region benefits from a strong cluster of expertise, but the challenge remains in retaining this talent locally. Town centres hold emotional significance for communities. The focus should be on managing change proactively rather than perceiving it negatively. Collaborative efforts with partners across towns are essential to guide and shape this change effectively. Developments such as Aberystwyth's Old College project illustrate the opportunities available. There is scope across all towns to work together and realise positive transformation.

GB noted Ceredigion's consistently high levels of new enterprise creation and questioned the reasons behind this trend. AD confirmed it is a long-standing positive indicator but cautioned that business startups often occur out of necessity, with the early years being challenging and some enterprises closing when greater opportunities exist elsewhere.

HLL highlighted the ongoing work with towns and individuals since the strategy was launched, noting that each town is at a different stage of development. There is a need to consider how partners are using town centres and explore opportunities for future work, particularly around the data shared by AD. Significant investment has been made in communities through grant funding, with a substantial number of businesses supported. Data plays a crucial role in demonstrating impact, and sharing this information is essential to showcase the work being carried out through the poverty subgroup and other related groups.

HLL asked whether there is a way to share all the data collectively, enabling insights to be viewed at a county level rather than by individual organisations. HLL suggested hosting events across the county where people can discuss the strategy, share suggestions, and provide feedback. HLL also questioned whether partners should visit towns periodically, especially as work begins on the next Wellbeing Plan. This could involve using public buildings to invite residents and businesses to engage, with representatives from different organisations, present in one place to encourage collaboration. AD agreed that sharing data makes sense and helps turn evidence into action. AD noted that visiting towns has already proven valuable, with feedback and responses currently being collated to inform discussions on the economy and emerging themes.

Wyn Evans (WE) noted that Ceredigion is fortunate to have major public organisations such as the National Library, Universities and the hospital, and asked how much these established institutions help underpin other businesses and support the local economy. AD responded that their contribution is significant. Many organisations in sectors like food and agriculture hold contracts and form part of the wider ecosystem, providing essential support. Local employers also play a key role. Overall, established organisations are vital to the county's economic stability and growth.

DD highlighted that all discussed work will inform the next Local Wellbeing Assessment, with collected data being crucial to the process. A paper will be presented at the February board meeting outlining preparations for the assessment, including potential engagement in town centres. DD suggested that a dedicated group will be established to focus on data analysis, engagement, and consultation, ensuring these elements are fully integrated.

Action– The PSB support team will begin drafting an outline approach to the Well-Being Assessment to be presented at the February PSB meeting. This will include the convening or a working group of suitable representatives.

HLL asked how the economic strategy could align with other Ceredigion frameworks to support health economics. HLL highlighted the need for early data sharing, ongoing community engagement, and alignment with existing governance structures.

BB emphasised the importance of considering the regional health economy and noted that the executive team is collaborating closely with Swansea Bay on this. BB suggested that exploring the concept from Ceredigion's perspective would be valuable and recommended discussing it with HDDUHB Finance Director, who is actively involved in national discussions on developing the Welsh health and wellbeing economy.

The Chair confirmed that the updated economic strategy will be shared with board members when available.

45.7 Engagement

- Well-being Plan Information Events, PSB Events Attended

Teleri Elias (TE) confirmed that the latest version of the PSB Events Calendar is now available on the Council's website. TE reminded partners to share any upcoming wellbeing-related events taking place in Ceredigion to allow them to be included on the website. PSB promotional packs are also available for use at events alongside partners' own stands and resources.

- Age Friendly Ceredigion

Elinor Ashworth Chandler (EAC) noted the launch of an Age-Friendly Grant, now live on the Connect Ceredigion website. Grants of up to £500 are available to support intergenerational activities and events that help older people stay connected. The closing date is 28 January 2026, and funding is limited. More information can be found at: [Age Friendly Ceredigion 2026 - Connect Ceredigion](#)

There also is a public engagement initiative aimed at developing a draft Age-Friendly Action Plan for 2026–2029, which is currently out for consultation. The goal is to gather public opinions on how to make Ceredigion more age friendly. The engagement runs from 24 November to 28 February and is featured on the council's webpage and promoted via social media. Feedback can be provided through an online questionnaire, large-print paper copies (available in both languages) at libraries and wellbeing centres, and through focus groups facilitated by Elinor Ashworth Chandler within community groups. HLL proposed inviting EAC to provide an update following the consultation.

Link for the - [Age Friendly Ceredigion - Ceredigion County Council](#)

Action- Invite Elinor Ashworth Chandler back to a future meeting to review the responses gathered from the Public engagement on the Age-Friendly Strategy, on the needs of older people in Ceredigion.

DD highlighted that valuable information from the Age-Friendly consultation could be used for the local wellbeing assessment. DD suggested that EAC discusses with Rob Starr about the type of data required for the assessment.

Action- Diana Davies to ask Rob Starr to contact Elinor Ashworth Chandler so they can review the Age-Friendly Strategy findings ahead of the Well-being Assessment.

45.8 Whole systems approach to Healthy Weight- offer for next steps

Geinor Jones (GeJ) outlined the next steps for the whole-systems approach to healthy weight. A Wales-wide PSB workshop in Autumn 2024 identified access to affordable food as a key priority. The next phase will involve consulting all regional PSBs, with Carmarthenshire already interested and a presentation to Pembrokeshire scheduled for next week. GeJ also proposed a regional workshop in February 2026 to bring together all Hywel Dda PSBs and Ann Owen to share ideas and hear from expert speakers.

DECISION: All PSB board members agreed to a regional approach to the 'Whole systems approach to healthy weight' project with a workshop to be arranged for February 2026.

45.9	PSB Delivery Group Updates:
i.	Climate and Nature Climate Change Risk Assessment (CCRA) (Richard Dearing NRW) Richard Dearing (RD) reported good progress, with a joint working group established with Carmarthenshire to explore opportunities for collaboration on Climate Change Risk Assessment (CCRA). A joint specification has been developed, and the market was approached via the WG NRW framework. A consultant from Abergavenny has been appointed, offering Welsh language capability and a strong track record of working with PSBs. A timeline has been agreed, with a meeting scheduled for 8 December and plans to review Carmarthenshire's prioritisation work alongside Ceredigion's position in early January. Two online workshops will be arranged for mid-January to assess baseline risks and opportunities for collaboration, using separate PSB sessions or breakout rooms to represent place. In February, 12 targeted stakeholder interviews will be conducted with service leads and community leads, ahead of presenting findings to the PSB in February. TB thanked RD and NRW colleagues for progressing this area quickly. BB noted that the health board are close to finalising a climate adaptation plan which can be shared with RD and the Climate and Nature group.
ii.	Well-being in Lampeter – Greg Jones (GJ) GJ reported that the Lampeter group's initial priority was the development of the wellbeing centre, which opened in 2023. Since then, the centre has seen strong growth and a new generation of gym members. Following implementation, the group shifted its focus to youth provision, driven by UTWSD, resulting in increased opportunities for young people. However, the group noted that rather than driving new initiatives, its role has become more about information sharing, which could be done in alternative forums. It was agreed that the group should stand down for now and reconvene if new priorities emerge.
iii.	Well-being in Cardigan (Hazel Lloyd Lubran, CAVO) HLL noted that previous meeting minutes have been circulated to the board. The group continues to meet but is looking to take a task and finish approach around specific areas of work moving forward.
iv.	Poverty Group Update - Fair Work (Cllr Catrin Davies / Cathryn Morgan) Cathryn Morgan (CM) noted that the group received a presentation from Money Savers Guidance (MSG) who expressed interest in working more closely with poverty subgroup members. CM suggested starting by developing a partnership with one main organisation before involving others, further discussion will take place between CM as the local authority representative and MSG. Part two of the Rural Poverty presentation has been delivered, with the final part scheduled for early next year, HLL suggested Rob Starr presented this report on high level data at a future PSB meeting.
Action – Rob Starr to provide the final rural data report at a future PSB meeting. The subgroup also discussed its focus areas and how to work more effectively. An action was agreed	

to set up a task and finish group to concentrate on strategic objectives, and the possibility of hosting a regional poverty conference was explored.

45.10	Hywel Dda Health Board Clinical Services Plan: conscientious consideration of feedback
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Alex Martin (AM) confirmed that board members received the draft Clinical Services Plan (CSP) consultation report, the informing plan presentation, and the CSP alternative options document ahead of the meeting. The CSP consultation, held from May to August 2025 across nine Hywel Dda services, is now being analysed, with a full report due to the board in mid-February. Members can still share their views via the circulated survey, with feedback required by 11 December.

HLL emphasised the need to better understand feedback from the community, particularly in Ceredigion, to inform the development of the Wellbeing Plan. Several consultations are currently open for responses, and the outcomes will be valuable for all members. HLL also stressed the importance of maintaining ongoing engagement with the Health Board as this programme of work progresses.

It was also highlighted that there may be some opportunities to access data collected by the Project which could assist in the LWB assessment work.

45.11	Chairs update PSB Chairs' Future Generations Meeting
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HLL confirmed that the PSB Chairs' Future Generation Meeting has been postponed with no alternative date yet provided. Any updates will be shared via email if required.

45.12	Feedback from Ceredigion County Council Co-ordinating Overview and Scrutiny Committee
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Cllr Wyn Evans (WE) confirmed that the Ceredigion County Council Co-ordinating Overview and Scrutiny Committee considered the PSB minutes as well as the supporting papers discussed at the meeting with no issues raised.

45.13	Any Other Business
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The Chair confirmed that spotlight sessions at future meetings will focus on data analysis, digital and engagement to align with work which will be undertaken for the next local wellbeing assessment.

45.14	Date of next meeting: 9th February 2026, 2-4pm
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Ongoing Action Log	
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1.	The PSB's Terms of Reference to be reviewed ahead of September's PSB meeting. On Hold, depending on merger discussions.	Partnerships Team
2.	PSB Support Team and CAVO to coordinate a meeting and focus group, including a WG representative, to identify office/building needs and explore co-location opportunities in Aberystwyth.	Partnerships Team / Hazel Lloyd Lubran
3.	PSB support team to establish a Task and Finish Group to explore Option 4, including identifying who needs to be involved and providing an outline plan for progressing the merger	Partnerships Team
4.	The PSB support team will begin drafting an outline approach to the Well-Being Assessment to be presented at the February PSB meeting.	Partnerships Team

	This will include the convening or a working group of suitable representatives.	
5.	Invite Elinor Ashworth Chandler back to a future meeting to review the responses gathered from the Public engagement on the Age-Friendly Strategy, on the needs of older people in Ceredigion.	Elinor Ashworth-Chandler
6.	Diana Davies to ask Rob Starr to contact Elinor Ashworth Chandler so they can review the Age-Friendly Strategy findings ahead of the Well-being Assessment.	Diana Davies /Rob Starr
7.	Rob Starr to provide final rural data report at a future PSB meeting.	Rob Starr