



KEEP WARM, KEEP WELL IN PEMBROKESHIRE

A report on the multi-agency partnership approach in response to the cost of living crisis during **2023-24**

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Introduction

Keep Warm Keep Well (KWKW) in Pembrokeshire is a programme of support originally established in October 2022 for residents of Pembrokeshire during the cost of living crisis. The cost of living crisis affects everyone and continued to be a worrying and uncertain time for many. Therefore, for a second year running, work took place to connect people to local information, support and services to help them throughout the coldest months of the year. Across Pembrokeshire, we once again saw communities and organisations responding by offering a range of local solutions including the continuation of some Warm Welcome Community Spaces, low or no cost hot meals in community venues, activities to reduce social isolation and loneliness and encourage opportunities for peer support, plus energy, money, and debt advice.

A partnership approach

PAVS has a successful track record of leading on collaborative multi-agency and cross-sector programmes, including the [Keep Warm, Keep Well in Pembrokeshire](#) programme in winter 2022-23. The Association has established and positive working relationships in place to mobilise activity and investment within the tight timescales that we are working to for the Keep Warm, Keep Well campaign.

The campaign was again led by the Pembrokeshire Community Hub in partnership with Pembrokeshire County Council, Pembrokeshire Association of Voluntary Services (PAVS) and a variety of agencies including Hywel Dda Health Board, Emergency Services, and the Voluntary Sector.

As the County Voluntary Council for Pembrokeshire, PAVS sits on a wide range of strategic and operational planning groups at local and regional level and has continued to ensure that KWKW in Pembrokeshire is known to professional practitioners and embedded in supportive structures.

The Keep Warm, Keep Well in Pembrokeshire Steering Group

The Steering Group has once again played a key role in developing a coordinated package of information, advice and practical support for people in Pembrokeshire experiencing financial hardship as a result of rising energy and living costs. PAVS continued to take a lead facilitating monthly steering group meetings, which brought together representatives from a wide range of partner organisations. The steering group reports to the Poverty Working Group led by Pembrokeshire County Council. This Group is now a Bronze subgroup of the Pembrokeshire Public Services Board. The programme was kept under review by the Keep Warm, Keep Well Steering Group and adapted in light of service demand and available resources.

Pembrokeshire Community Hub – Single Point of Contact

For the second year running, the Pembrokeshire Community Hub, a multi-agency partnership between PAVS, Pembrokeshire County Council and Hywel Dda UHB, originally established in March 2020 in response to the COVID pandemic, was made the single point of contact for anyone experiencing financial hardship or who would like information about what support is available in their area as part of the Keep Warm, Keep Well programme of support.

Pembrokeshire Community Hub Manager Lee Hind explains “The interactive map <https://pembrokeshirecommunityhub.org.uk/keep-warm-keep-well-in-pembrokeshire/warm-welcome-map> was again used to show warm welcome spaces across the County, where community settings and local libraries enabled citizens to access a space where hot drinks and food were available as well as support to find other assistance under the programme such as energy advice. The map again formed part of a trove of information available on the Hub platform under headings such as Energy, Money, Care, Transport and Food.”

Funding priorities for 2023-24

Food poverty

Food banks in the Trussell Trust network in Wales distributed 185,320 emergency food parcels between 1 April 2022 to 31st March 2023, including 69,683 parcels for children. This is the most parcels that the network in Wales has ever distributed in a financial year and represents a 41% increase from the same period in 2021/22. The need seen in this 12-month period is even greater than that seen by the network in the first year of the COVID-19 pandemic. It is important to recognise that data from food banks in the Trussell Trust network is just one part of the picture of need across Wales. There is a wide range of other emergency food provision that will be supporting people that is not captured in this parcel data. <https://www.trusselltrust.org/wp-content/uploads/sites/2/2023/04/EYS-Wales-Factsheet-2022-23.pdf> PATCH in Pembrokeshire and the St David’s Peninsula Food Pod also report a steep increase in demand.

Energy poverty

Citizens Advice Pembrokeshire provide energy vouchers through a national scheme using a platform called [Charis](#) which is designed to support those in hardship with a utility debt. The national scheme provides £30 per household up to 3 times for people on a pre-payment meter. CAP identified that this scheme is insufficient (particularly for families with children) and so last winter a local scheme was designed based on the concept of a scalable offer tailored to meet

identified needs if additional funding were available. Wraparound support would also be provided for people accessing the energy voucher scheme.

An enhanced energy voucher scheme was also developed for households with a disability or caring responsibility, including Young Carers and Young Adult Carers. CAP provided an enhanced energy voucher scheme to these groups. This included trialing the use of cash vouchers through the Charis system. <https://www.carersuk.org/policy-and-research/state-of-caring-survey/>

There are a lot of people in Pembrokeshire who are off-grid and rely on oil. Census 2021 data shows that 22.7% of households in Pembrokeshire have oil central heating. In rural areas such as Crymych, Hermon and Tegryn, Clarboston Road, Keeston and Angle, this is as high as 65%. [Type of central heating in household - Census Maps, ONS](#) The Discretionary Assistance Fund (DAF) provides a £250 contribution to oil for those who are eligible, but the minimum spend for people to get their tanks filled can be much higher, up to £500. There are a number of households who would benefit from a pot of funding to top up the DAF so that households can afford the minimum order. The Steering Group decided to make this support available to this group once again. This was again administered successfully by the Housing Gateway team in Pembrokeshire County Council.

Debt support

The Joseph Rowntree Foundation reported in [July 2023](#) that an acceleration in inflation, driven by the price of essentials like energy and food, solicited a range of coping mechanisms from households. Those most fortunate were able to cut back on more luxury spending, or reduce the amount put aside each month for savings. Others were forced to actively spend savings, or relied upon support from relatives and friends.

New analysis for this blog from their [cost of living tracker survey](#) showed that for a fifth (20%, 2.3 million) of low-income families, these financial coping strategies have included taking on new lending to pay bills like rent and energy. In total, 5.7 million families among the poorest 40% had around £14.2 billion in unsecured debt (personal loans, credit cards, overdraft facilities, pay-day lenders and licensed doorstep loans) between them as of May 2023, around £2,500 on average per family.

Insolvency cases are highly regulated and the Citizens Advice Pembrokeshire debt team have to spend a significant amount of time processing these cases. There are often multiple creditors and getting every single fact and figure correct is imperative. The Keep Warm, Keep Well Steering group decided additional funding was needed to continue to support the debt team to deal with the increasing number of clients.

Brief Overview of Funded projects

The following was funded as part of the KWKW in Pembrokeshire programme:

Food Poverty Support Grant

Available to constituted voluntary and community groups, this grant was targeted to reach those most in need of food/meals this winter.

Food Bank support

To support voluntary sector food banks to keep up with increasing demand for food parcels, at record levels.

Supporting Community Action Fund (SCAF)

Constituted voluntary and community groups, and Town and Community Councils, in Pembrokeshire were invited to apply for additional funding to:

- a) Help people cope with financial hardship e.g. helping families to maximise their income, direct support for people experiencing hardship
- b) Providing a Welcoming Community Space bringing people together for information, support and advice e.g. providing activities, food & cost of living support

Winter Warm Packs

Each pack contained a range of items to help people living in cold conditions in Pembrokeshire to keep warm, including a fleece blanket, hat, scarf, gloves, microwaveable heat pack or hot water bottle, and thermal mug.

Energy Support scheme Energy vouchers to support those in hardship with a utility debt. Wraparound support also provided for people accessing the energy voucher scheme.

Enhanced Energy Support scheme

Additional vouchers for those who may be disadvantaged due to having to manage a health condition or a caring responsibility.

Essential items for Unpaid Carers

A cash voucher pilot to support unpaid Carers in a crisis with essential household items.

Debt support Fees for Debt Relief Orders to help expand the current debt support provision to more people.

Discretionary Assistance Fund top-up There are a lot of people who are off-grid and rely on oil. The Discretionary Assistance Fund (DAF) provides a £250 contribution but the minimum spend for people to get their tanks filled is £500. There would be a small demographic of people who would benefit from a pot of funding to top up the DAF so that people can get their tanks filled up.

Warm Room at Home scheme Small repairs, equipment, and adaptations to ensure older people can have at least one warm room in their home.

Energy efficient cooking equipment Distribution of free air fryers to households who would benefit from them the most, including unpaid Carers.







Pet food bank donations The price of pet care has risen by more than 12% in the past year on top of bills and the 18.2% rise in food costs. An animal welfare charity has urged people in need to use their pet food bank as the cost of living crisis has seen more pets being given up as families struggle to afford the cost of food and medication.

Essential items for families with newborns and young children Equipment and clothing for families/children, including Winter and newborn baby bundles helping to support new parents experiencing hardship, regardless of their circumstances.

Communications & marketing of “Keep Warm, Keep Well in Pembrokeshire” campaign Development of interactive map of warm spaces; newspaper and social media marketing; repository of information on Connect Pembrokeshire platform, to ensure people know how to reach out for support.

Deliverables

	<p>Warm Welcome Community Spaces</p>	<p>25 Warm Welcome Community Spaces provided with grant funding from SCAF Round 7</p> <p>1,138 Warm Welcome Community Space sessions were delivered.</p> <p>3,553 people benefited from Warm Welcome Community Spaces.</p> <p>24,070 Warm Welcome Community Space sessions attended</p>
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		<p>441 volunteers were involved in the coordination and delivery of Warm Welcome Community Spaces receiving SCAF7 grant funding</p> <p>22,160 hours of volunteering were recorded by SCAF7 grant recipients</p>
	Energy & Fuel	<p>749 energy vouchers issued</p> <p>350 Warm Packs distributed</p> <p>490 air fryers distributed</p> <p>61 £250 DAF fuel top-ups issued</p>
	Money management	<p>174 families and 160 individuals in crisis received holistic financial support</p> <p>10 families and 1 individuals assisted with Debt Relief Orders/bankruptcy fees</p> <p>Gains recorded for Bankruptcy and DRO's - £173,333.59.</p>
	Food	<p>61,636 hot meals were provided by SCAF 7 Grant recipients</p>
	Pet food	<p>228 individuals and families supported</p> <p>54,861 meals provided for pets</p>
	Essential items	<p>399 families supported by Baby Bank</p> <p>461 babies/children supported by Baby Bank</p> <p>1004 items/clothing bundles distributed by Baby Bank</p>
	Communication & information	<p>1814 calls received by the Pembrokeshire Community Hub</p> <p>1994 views of the Keep Warm, Keep Well in Pembrokeshire webpage</p> <p>452 views of the interactive Warm Welcome Community Spaces map</p>

		<p>81 KWKW campaign posts/ads on social media received a total of 12,851 interactions.</p> <p>Several Pembrokeshire Community Support Network (PCSN) meetings hosted by PAVS</p> <p>2 x Keep Warm, Keep Well Networking events</p>
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Projects in detail

Food support

It was decided by the Keep Warm, Keep Well Steering Group that a substantial amount of funding would be allocated to tackling food poverty, due to the data being reported by national and local food bank agencies.

Last winter, the Local Authority received £220,000 in total from Welsh Government to support with tackling food poverty in Pembrokeshire. This year, the Local Authority received only £36k from Welsh Government, leaving a shortfall of £184k when compared to the funding level to tackle food poverty last winter.

The Steering Group agreed that Food was a key priority for programme spend this winter, particularly targeted support to reach those who need it most. Therefore it was proposed that available funding was allocated as follows:

a) Direct funding to the 3 main food banks in Pembrokeshire to support with demand for emergency food parcels.

- PATCH
- Pembrokeshire Foodbank
- Peninsula Community Pod

Referrals to Food Banks can either be through agencies, families, concerned others or self-referrals. All Food Banks are accessible to everyone living in Pembrokeshire.

b) Food Poverty Support Grant for voluntary groups to feed people in the community who need it most.

Grants awarded

Group	Activity	Accessibility
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Action for Children	Continuation of the provision of hot meals to young carers accessing this service. Support Young Carers and their families in crisis by giving food hampers/parcels when most in need.	Young carers and their families accessing this service
ASD Family Help	Working with families through learning events to understand preparing, costing, making and eating of food on a budget including making food at these events to support that leaning.	Families and young people accessing this service
Citizens Advice Pembrokeshire	Provision of food vouchers to support those in most need.	Available to everyone
Jig-so	Supporting families living in rural north Pembrokeshire through outreach session in St. Dogmaels, Boncath, Goodwick and Crymych, who are experiencing fuel and food poverty, to make healthier food choices for improved wellbeing.	All families accessing this service
Milford Youth Matters	To provide additional resources to the already well-established winter warmer nights and add new ways of distributing food to young people.	Young people accessing this organisation
Pembrokeshire Action for the Homeless (PATH)	Provision of food vouchers.	All accessing this service
Pembrokeshire Baby Bank	Provision of baby formula and ready-made baby food.	Referral basis only.
Plant Dewi	Provision of a range activities including weekly breakfasts, lunches and teas in Pembroke, Pembroke Dock and Milford Haven.	All accessing this service
POINT	Provision of hot meals each day for those attending POINT.	Young people accessing this organisation

Pembrokeshire Peoples First	Primarily for the provision of hot meals for those attending PPF sessions, with additional meal provision for people in times of crisis.	All accessing this service
Tanyard	Provision of hot meals for those attending The Tanyard and a range of 'take home' snacks.	Young people accessing this organisation
The Hive	Provision of hot meals for those attending The Hive. In partnership with Flying Start nurses, the provision of family meals for their attendees encouraging social experiences and peer networking along with wholesome food.	Young people accessing this organisation. Vulnerable parents/families accessing specific services in partnership with HDUHB
The Third Place	A wide range of activities including soup each day at lunchtime for those needing to access a hot lunch meal; take away tea twice a week targeted at families in the locality and a Christmas community celebration.	Available to everyone
VC Gallery	The provision of hot lunches to a wide range of people at Pembroke Dock. Weekly bacon sarnie breakfast on Mondays in Pembroke Dock, Haverfordwest continental breakfast club each Friday and the provision of food for those volunteering at their Dig for Victory Garden each week.	All accessing this service

Supporting Community Action Fund Round 7 – Living Well and Welcoming Community Spaces Fund

The Supporting Community Action Fund (SCAF) is a fund distribution mechanism developed and managed by Pembrokeshire Association of Voluntary Services (PAVS) to enable a range of funding sources to be distributed to the sector in Pembrokeshire. Through SCAF Round 7 PAVS worked in partnership with Pembrokeshire County Council and Hywel Dda University Health Board to deliver Welsh Government funding to support groups addressing local need.

Round 7 provided up to 100% of project revenue costs (may include minor items of equipment relating to the overall project, up to 10% of the grant request) to a maximum value of £5,000 for eligible activity.

Living Well & Welcoming Community Spaces Fund themes:

- Addressing loneliness & social isolation e.g. enabling people to connect with each other & participate in community based activities and provision of food/ refreshments
- **Helping people cope with financial hardship e.g. helping families to maximise their income, direct support for people experiencing hardship**
- Supporting unpaid carers e.g. ways to help unpaid carers take a break, ensuring unpaid carers can access information & support they need and provision of food/ refreshments
- **Providing a Welcoming Community Space bringing people together for information, support and advice e.g. providing activities, food & cost of living support**
- Improving mental & physical health and wellbeing e.g. using green spaces to improve wellbeing, increasing range of green prescribing opportunities, exercise & dance classes

Key Outputs:

- Total number of Warm Welcome Community Space sessions provided – 1,138
- Total number of Warm Welcome Community Spaces sessions attended – 24,070
- Total number of people attending Warm Welcome sessions – 3,553
- Total number of meals provided – 6,638
- More than 441 volunteers involved
- 22,160 hours of volunteer time recorded (which equates to a value of £253,510.40 when costed at the national living wage)

Round 7 had a total pot of £134,291, which was fully allocated to 37 organisations.

Please take the time to read the full report including outputs and outcomes which can be found here.

<https://www.pavs.org.uk/wp-content/uploads/2024/09/SCAF-Report-23-24-Rd-7.pdf>



Warm Welcome Community Spaces were added to the interactive map hosted on the Pembrokeshire Community Hub website, administered by PAVS.

Warm Welcome Community Spaces provided a wide range of activities and support, with visits from local support organisations such as the Pembrokeshire Community Hub & Community Connectors, FRAME’s Community Fuel Champions, Age Cymru Dyfed, PACTO, Hywel Dda Community Outreach Team, and many others.



PAVS Community Connectors also continued to work with Pembrokeshire County Council to distribute Red Boxes to Warm Welcome Community Spaces and offer the Period Dignity subscription.

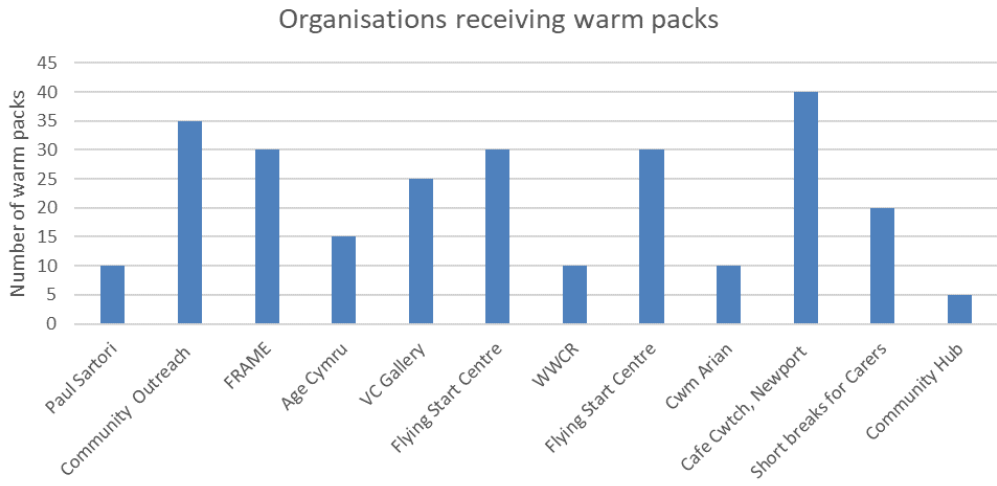
The Community Connector for Children, Families and Young People administered 51 Period Dignity subscriptions on behalf of the Local Authority.

Winter Warm Packs

Working with colleagues in Ateb and volunteers, West Wales Care & Repair once again agreed to coordinate the distribution of Winter Warm Packs in Pembrokeshire. Each pack contained a range of items to help people keep warm during the cold winter months - including a fleece blanket, hat, scarf, gloves, microwaveable heat pack or hot water bottle, and thermal mug.

A total of 350 Warm Packs were distributed across Pembrokeshire

- Warm packs were delivered to 90 people from 86 referrals received from various organisations.
- In addition to individual warm packs that were delivered directly to people at home by local courier service, West Wales Care and Repair delivered 52 boxes of warm packs (260 individual warm packs in total) to 13 community based organisations across Pembrokeshire from where they were distributed, working closely with the Pembrokeshire Community Hub.



- 56% of referrals were for females, 44% males. 79% of warm packs were distributed to people aged over 50.
- The warm packs project was coordinated this year by Volunteer Administrator, Elaine. Elaine was based at Kensington Court, ateb's independent living scheme in Steynton, Milford Haven. The project was kicked off with a volunteer session on 28th November 2023 where the warm packs were packed into mailing bags by ateb tenants who live at De Clare Court independent living scheme and ateb's Independent Living Coordinators.
- We asked OCS who run the catering service at Kensington Court to order soup and hot chocolate sachets to be included in the warm packs which they provided for us free of charge. Photos below of the volunteers helping out on the day.



Ateb independent living scheme tenant volunteers and staff from ateb and West Wales Care & Repair

Energy Poverty

Citizens Advice Pembrokeshire (CAP) provides energy vouchers through a national scheme using a platform called Charis which is designed to support those in hardship with a utility debt. The national scheme provides £30 per household up to 3 times for people on a pre-payment meter. It was identified by the KWKW Steering Group that the national scheme is insufficient, particularly for families with children. CAP was commissioned to design and deliver a local scheme based on the concept of a scalable offer tailored to meet identified needs, together with the provision of wraparound support and advice on energy/debt to alleviate financial hardship for individuals/families. An additional scheme was also developed to provide some added energy support to households with a disability and/or unpaid Carer.

749 energy vouchers were issued by Citizens Advice Pembrokeshire to people in need which included 174 families and 160 individuals, all of whom were in crisis.

Debt support

Insolvency cases are highly regulated, and the Citizens Advice Pembrokeshire Debt team have to spend a significant amount of time processing these cases on behalf of individuals. There are often multiple creditors to consider, and it is essential that every fact and figure is correct. Keep Warm, Keep Well funding was used to expand the current debt support service so that more clients can benefit and to cover fees for Debt Relief Orders.

**10 individuals and 9 families supported with Debt Relief Orders or
bankruptcy fees.
Gains of £173,333.59 recorded**

Debt relief orders and bankruptcy offer a fresh start to people who simply can't repay their debts. But upfront application fees mean that some people are priced out of these options and with nowhere else to turn.

Recent Citizens Advice data shows 50% of the people we help with debt have a negative budget - meaning their income doesn't even cover essential bills and spending. This rises to nearly 6 in 10 (59%) for people who fit the main qualifying criteria for a DRO. Saving up for fees can mean going without basics or falling further into debt. Our data shows that 9 in 10 people (89%) who had been in DRO or bankruptcy struggled to pay the fee.

In other cases, fees mean enduring the negative effects of problem debt for very long periods of time. For the minority of debt clients with spare income, saving for a DRO takes nearly six months, while saving for bankruptcy could take 1 year and 10 months.

The availability of funds from KWKW has ensured that clients are able to access the most suitable options for them to deal with their debts to be able to make a fresh start and are not excluded due to costs.

Fuel Assistance

There are a lot of people who are off-grid and rely on oil, particularly in a rural County like Pembrokeshire. For those eligible, the Discretionary Assistance Fund (DAF) provides a £250 contribution but the minimum spend for people to get their tanks filled is £500. We identified that there would be a small demographic of people who would benefit from a pot of funding to top up the DAF from £250 to £500 so that people can get their tanks filled up.

Between 1st April 2023 and 31st March 2024 we have helped 61 households with fuel assistance, mainly boiler oil.

16 of these households were Gypsy/Traveller households.

5 clients had also received this assistance in the first round of funding, again were very thankful that the assistance was there again for them.

To qualify for a DAF award for Emergency Assistance Payment (EAP) you must

- be in extreme financial hardship, for example you've lost your job, applied for benefits, and waiting for your first payment or have no money to buy food, gas and electricity.
- be in a crisis and in need of immediate financial support.
- live in Wales.
- be over 16.
- have no other money, for example savings, and considered all other legal and responsible lenders such as credit unions.

Once evidence of EAP payment was provided, the Housing Support Team in Pembrokeshire County Council arranged for an extra £250 worth of fuel to be ordered directly from the oil company on their behalf.

Most referrals came from Citizens Advice Pembrokeshire with a few self-referrals via the Pembrokeshire Community Hub also.

Additional support was also made available to members of the Gypsy Roma and Traveller communities.

SAVE MONEY

FUEL PAYMENT

GYPSY ROMA AND TRAVELLER COMMUNITIES

Do you live in a caravan / trailer on a pitch?

You might be able to claim up to **£210** to help to heat your home

This payment is available to everyone, whether you are a Council tenant or a private resident. Please make sure that it is the pitch holder who makes contact.

**TO CLAIM THIS PAYMENT
PLEASE CALL 01437 764551 AND
ASK TO SPEAK TO THE
HOUSING SUPPORT TEAM**

PLEASE NOTE: WELSH
AVAILABLE
UPON REQUEST

Feedback from the Housing Support Team at Pembrokeshire County Council

One lady was very thankful that she could put her heating on for a bit longer as she had a chronic illness.

Another very grateful that the match funding was available, and not aware that she was eligible for help, and had gone without central heating over Christmas relying solely on a coal fire to keep the house warm.

One gentleman was having maintenance issues which had increased damp and mould issues in the property, and after running dehumidifiers, having the fuel meant that he could manage the damp and mould better.

Warm Room at Home scheme

West Wales Care and Repair helps older people in Pembrokeshire live independently in their own homes, delivering practical help to create safe, warm, and accessible homes. This help can range from delivering major modifications for people most in need, to offering advice and recommendations to people who need reliable professionals to carry out work.

Funding was awarded as part of the Keep Warm, Keep Well programme for adaptations, minor repairs, and distribution of equipment to ensure older people can have at least one warm room in their home. This included the distribution and installation (if appropriate) of items such as draft excluders, letter box covers, door seals, radiator foils, warm curtains and pole, door brushes, heaters, remote control socket, light bulbs, electric blankets, and oil filled radiators, to people referred to the delivery partner's current project which aims to improve the warmth, comfort, and quality of life for older people in Pembrokeshire.



Warm Room in the Home Scheme - Case Study

Linda is 84 years old and lived with her 45-year-old son who has complex mental health and physical needs. Linda has osteo-arthritis, osteoporosis, and asthma. Her mobility had declined recently, and she had a history of falls. She was referred to Care and Repair through the PIVOT service for a Healthy Home Check.

Linda was concerned about her reduced mobility and risk of falling. She was also finding her property very draughty and cold as she spent long periods of time sitting down due to her health conditions.

Following a Healthy Home Check by our Caseworker, we supplied and installed 2 aluminium draught brush excluders to the inner front and back wooden doors. We also fitted draught excluders to several internal doors. Linda was also provided with a heated fleece blanket and a hydrometer to monitor the small damp area in her bedroom. The equipment was provided through the KWKW Warm Room in the Home project. A referral was made to the Fire Safety Team as several internal doors had been removed to accommodate her son's complex health needs, therefore increasing the risk of fire spread.

To reduce the risk of falls, we provided and fitted 2 grab rails to aid her mobility over the kitchen and lounge door thresholds and fitted a mop stick rail for the hallway area. Linda's details were also added to the Priority Service Register (PSR) due to her risk of falls and frailty.

After the work had been completed, Linda spoke to our Caseworker and reported immediate draughtproofing improvements and that she was absolutely delighted with all the measures put in place.

Energy efficient cooking

Air fryers can be up to three times cheaper to run than traditional ovens, according to research by consumer group Which? New analysis suggests the fryers, as well as microwaves, pressure cookers and slow cookers, have cheaper running costs than conventional ovens. We know that energy bills are a real concern for people in Pembrokeshire especially when many are already

feeling the pressure of the cost of living crisis. Cooking is one of the everyday costs that really mount up over time.

After receiving positive feedback from last year's scheme, we decided to make funding available once again for the continued distribution of free air fryers available for Pembrokeshire households who:

- Are struggling to afford utility bills, and
- Do not currently have an air fryer in the home, and
- Could not afford to purchase one themselves

The air fryers were once again distributed by Pembrokeshire County Council's Supported Employment team, on behalf of the Keep Warm, Keep Well in Pembrokeshire Steering Group.



**490 air fryers were distributed between 1st April
2023 – 31st March 2024**

To ensure these air fryers reach those who would benefit from them the most, they are available by Referral Only from a professional. Referral partners included the Pembrokeshire Community Connectors and Hywel Dda's Community Development Outreach Officer, who shared the following feedback with us:

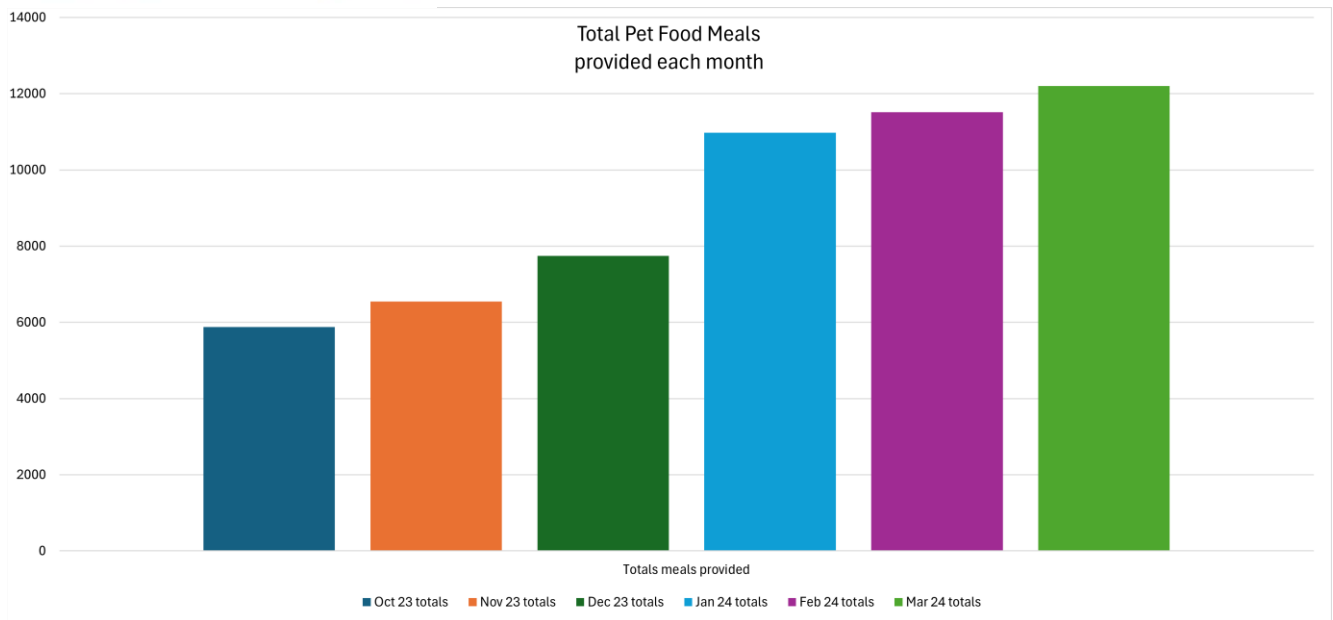
- Single dad - The air fryer was dropped off and his daughter said *"omg this amazing tonight we can have chips!"* Our oven has been broken for weeks and we cannot afford to buy a new one.
- Family of 4 – *"This has really helped me as I can now afford to cook my roasted veg without it costing the earth, it is so healthy as well"*.
- Single person – *"This has helped so much with what I can afford to cook, I can cook just about anything in it. It has been so good."*
- Young Father struggling to meet cost of living *"I literally cant tell you how much of a difference this will make to all of us. Thank you"*
- Single Dad with three children, his children said *"oh Wow Dad, we got an air fryer"* as I gave it to him. His youngest child said *"I cant wait to have chicken cooked in that"*.
- Single mother with 3 children *"I could never have afforded one of these as I'm spending £6 a day keeping the kids warm. Can't thank you enough"*

- *Elderly lady living on pension only was delighted as the colour matched her kitchen. She had stopped cooking hot meals as she could no longer bend to get food from the oven.*

Pet food bank donations



Cariat Pet Therapy acts as a pet food bank, purchasing and collecting donations of pet food for distribution to individuals and families who are struggling to buy food for their pets. The distribution of pet food to individuals/families in need enables them to pay energy bills and buy food for themselves and their dependents and cared for. Cariat Pet Therapy have a well-established Pet Food Bank in Pembrokeshire and work with Food Banks. The numbers of pet food meals being provided to families each month increased from 5,880 pet food meals in October 23 to 12,202 pet food meals in March 24.



From 1st October 2023 to 31st March 2024:

- **54,861 pet food meals were provided**
- **228 individuals/families were supported.**
- **6 volunteers contributed 117 volunteering hours**

Cariad Pet Therapy have shared the following feedback from several beneficiaries:

Pet Food Bank by Cariad Pet Therapy have been an amazing lifeline to me during an unforeseen financially challenging time.

If I could not look after my dog it would bring me down as it's only me and my dog. Without my dog I wouldn't be here is the truth. My consultant said it's the best thing I have ever done. Being able to give my dog 2 meals a day and especially the treats in wonderful! It really makes me smile.

My pets are getting good, quality food and even nice treats which is a luxury for them, they wouldn't get that without you. I always get such a consistent good service from you too. Without you they would have cheaper food, less food and therefore a worse lifestyle. No treats and less quality of food they would experience. This potentially saves me about £40 a month which is about half of my council tax bill so financially it's such a help.

It really does help me, especially with the cost of living. Just feeding my kids, it makes it impossible to feed my dogs too, my dogs would be suffering and neglected. I can just about cover and the bills but without the Pet Food Bank by Cariad Pet Therapy I would be going without for myself. I could never let them starve so it would be affecting my health that I would be starving and mentally worrying me if I can't cover everything.

This is a wonderful cause, supporting people who are temporarily financially challenged with a much-needed breathing space to keep their pets properly fed whilst sorting out their financial situations.

It's been 2 months now where I hit rock bottom and didn't know which way to turn but considering all I'm very glad that my pets never had to suffer. It wouldn't have been right me eating but not being able to feed my pets, I can't praise this organisation enough. A bad situation can happen to anyone but it's comforting to know that your pets are not left behind.

Fuel Poverty Advice

Pembrokeshire FRAME's Community Fuel Advice Champions continued to support the local community with friendly community support and advice about fuel poverty, energy efficiency, climate change, and sustainability as part of the Fuel Poverty Project funded by Wales and West Utilities. The Champions attended events, clubs, and groups to offer advice and to share information on the Priority Services register, Carbon Monoxide safety, information on keeping the home warm and identifying energy savings.

Pembrokeshire FRAME also kindly hosted a **Keep Warm, Keep Well Networking** event in March 2024, aimed at bringing professionals together to ensure that everyone is aware of the range of services available to ensure our citizens who need it get access to a wide range of support. Another networking event was also held in November 2023, kindly hosted by Citizens Advice Pembrokeshire. Both events were well attended and positive feedback was received from attendees who found the opportunity to network and share good practice and support very useful.



Essential items for families with newborn and young children

Pembrokeshire Baby Bank are a trusted voluntary sector organisation who have been helping to support new parents experiencing hardship in Pembrokeshire since 2019. Although Pembrokeshire Baby Bank receive donations from the community of equipment and clothing for babies and children, there are many items that they can only purchase and provide as new, such as mattresses, toiletries, nappies, wipes and changing mats. Referrals to the Pembrokeshire Baby Bank have increased.



The Baby Bank reported the following *“We have been able to fulfil every referral that has come to us, some at very short notice that have come in as emergency.*

We noticed an increase in cots/cot beds, along with mattresses and bedding, the number of children who do not have a bed is scary, or a blanket to keep them warm! Stairgates also remain high on our list, safety in the home is essential so we do give a lot of these out. Our bundles of clothes include brand new socks and pants for children, something no children should not have. With the money we received we’ve been able to supply these items along with so much more. We are helping so many more families now who don’t have the basic items in their homes for their children.”

- **399 families supported**
- **461 babies/children supported**
- **1004 items/clothing bundles distributed**

The “Keep Warm, Keep Well in Pembrokeshire” campaign

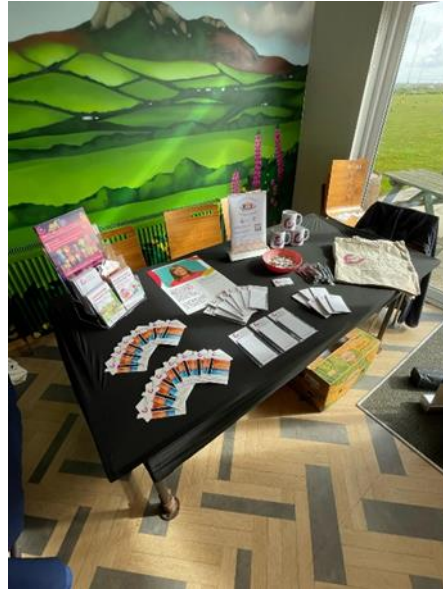
The campaign plan included promotion of KWKW on social media, local radio and local newspapers. People living in Pembrokeshire were reminded that for support during the cost of living crisis they can contact the Pembrokeshire Community Hub on 01437 723660 or email enquiries@pembrokeshirecommunityhub.org

The Pembrokeshire Community Hub continued to update an online repository of information on the Pembrokeshire Community Hub website <https://pembrokeshirecommunityhub.org.uk/> which hosted useful information and an interactive map of Warm Welcome Community Spaces across the county.





- **1814 calls received by the Pembrokeshire Community Hub at PAVS**
- **1994 views of the Keep Warm, Keep Well in Pembrokeshire webpage**
- **452 views of the interactive Warm Welcome Community Spaces map**
- **81 KWKW campaign posts/ads on social media received a total of 12,851 interactions.**







Pembrokeshire Community Hub (PAVS) staff also attended Warm Welcome Community Space events in order to promote the activities and support available to the wider community.



To ensure that information was as accessible as possible, we also produced an Easy Read version of the leaflet, supported by Pembrokeshire People First.

 <p>Hwb Cymunedol Sir Benfro Pembrokeshire Community Hub</p>	<p>Keep Warm, Keep Well in Pembrokeshire</p>
	<p>We all have to pay bills so we can keep ourselves warm over the winter months.</p> <p>You will have to pay for electricity, gas or oil.</p> <p>The prices of all of these has gone up a lot.</p> <p>This means it costs more to live well. People call this the Cost of Living.</p> <p>It affects all of us.</p>
  <p>Hwb Cymunedol Sir Benfro Pembrokeshire Community Hub</p>	<p>Sometimes we need to ask for help if we can't pay our bills or don't have enough money to stay warm.</p> <p>The Pembrokeshire Community Hub can help.</p>
	<p>The Pembrokeshire Community Hub can tell you about:</p> <ul style="list-style-type: none"> - Warm, welcome places you can go if your house is too cold

	<ul style="list-style-type: none"> - Who can help you if you can't pay your bills or don't have enough food or heat - Help you to get mobile data for your phones and other devices if you need it
	<p>The Pembrokeshire Community Hub have a team of people giving support.</p> <p>They need more people to help.</p> <p>If you would like to volunteer at the Hub, please call the number below.</p>
	<p>Pembrokeshire Community Hub:</p> <p>01437 723660 or email enquiries@pembrokeshirecommunityhub.org</p>
	<p>Or visit www.pembrokeshirecommunityhub.org.uk and click on 'Keep Warm, Keep Well'.</p>



The PAVS Pembrokeshire Community Hub are a registered Data Bank in were able to once again support people with data in the last financial year.

What is a Data Bank?

Good Things Foundation developed the National Databank to help people experiencing data poverty to access the internet. The National Databank distributes free data to people through community organisations, like PAVS.

What is data poverty?

If you are unable to afford an internet connection to meet essential needs, you may be experiencing data poverty. Data poverty means that you can't do things like apply for a job online, bank online or access essential services, due to having no internet connectivity.

Digital Data Bank:
How to Make Digital Work for You

A member of the
Online Centres Network

Find out more:
You may be eligible for FREE data

enquiries@pembrokeshirecommunityhub.org
01437 723660

Hwb Cymunedol
Sir Benfro
Pembrokeshire
Community Hub

Cymdeithas Cymunedol
Pembrokeshire
Community Committee

Volunteer involvement in the Keep Warm, Keep Well programme

Projects provided work opportunities for volunteers to get involved and make a difference.

Cariad Pet Therapy reported the following:

We asked a beneficiary of the service who was lonely as she has just lost her husband to volunteer with us, so she has someone to talk to. She is now a frequent member of the volunteer team.

“The volunteers bring a great energy and warmth, even just having a chat with the volunteers is great. You can really tell the team love their pets too. At first, I was embarrassed at coming and you are such a good team you are great at mitigating that which is really nice.”

The warm packs project was coordinated this year by **West Wales Care & Repair** Volunteer Administrator, Elaine. Elaine was based at Kensington Court, ateb's independent living scheme in Steynton. The project was kicked off with a volunteer session on 28th November 2023 where the warm packs were packed into mailing bags by ateb tenants who live at De Clare Court independent living scheme and ateb's Independent Living Coordinators.



More than **441 volunteers** were involved in delivering the SCAF Round 7 projects and activities. The final monitoring reports returned to PAVS reflect an incredible level of volunteer time contributed to projects funded with over 22,160 hours of volunteer time contributed to Round 7 projects. Every single funded project had some volunteer involvement, which when costed at the national living wage hourly rate of £11.44 equates to a value of £253,510.40. This astonishing figure goes some way to putting a notional value on the incredible volunteer involvement in these projects. Most of the funded projects were significantly resourced by volunteers and there is no doubt that volunteers were vital to the delivery of all projects. These figures are one way of reflecting the huge efforts, resourceful approaches and value of the impressive volunteer input. The added value contributed alongside the grants awarded evidences the ability of the third sector to resourcefully “grow” a small grant. Volunteers were an integral part of the delivery, often benefiting from their involvement in these projects but also themselves needing support and co-ordination as part of the project delivery.

A visit from Welsh Government

We also welcomed Eluned Morgan MS, Senedd Member for Mid and West Wales, to Letterston's thriving Warm Room. The Friday Venue is a wonderful example of a grassroots community group continuing to provide a warm welcoming space for people of all ages to access a hot drink, meal and company in their local community on a weekly basis. Hosted at St. Giles Church Hall on St. David's Road, the space offers a welcoming space for Letterston residents to socialise, enjoy affordable food and beverages, and escape the winter chill. The visit provided an opportunity for Eluned to meet with both users and volunteers, hearing first-hand about the vital role the facility plays in the community. “I was truly impressed by the sense of community,” said Eluned. “It's clear that this space is much more than just a place to stay warm; it's a lifeline for many local residents, providing vital social connection and access to affordable food and resources.” Eluned Morgan concluded: “The Letterston Warm Room is a shining example of what can be achieved

when communities come together and are supported by the Welsh Government and organisations like PAVS, I am confident that this hub will continue to be a vital asset for Letterston for many years to come.”



Sophie Buckley, PAVS, (Front, left) and Eluned Morgan MS (front, right) with the wonderful volunteers of The Friday Venue at St. Giles Church, Letterston who provide a warm welcome every Friday morning.

Sharing good practice



Pembrokeshire’s Keep Warm, Keep Well programme was recognised in a national best practice report published in April 2024 by the Public Health Wales – Wider Determinants of Health Unit. The article features nine examples of recent work related to the cost of living crisis across Wales and the UK. The report is part of the Building a Healthier Wales

response to the cost of living crisis in Wales, using a public health approach. This follows the publication of Cost of living crisis in Wales: A public health lens by Public Health Wales and the successful All-Wales Cost of Living summit in March 2023. Attendees at the summit clearly identified that a series of case studies was needed to rapidly share best practice on responding to the cost of living crisis in a sustainable manner. The research question was “how have public bodies and voluntary/community sector organisations impacted on the negative consequences related to the cost of living crisis?”.

The report highlighted that the programme was built off an established multi-agency, cross-sector partnership with a coordinating role for the County Voluntary Council for Pembrokeshire (PAVS), partners included the local authority and voluntary/community sector. The Council already had experience of distributing local, regional and national funds when funding came in for work. The use of a single point of contact (the Pembrokeshire Community Hub) and central community

warm spaces (with co-location of several solutions) were consistently highlighted as good practice in the All-Wales Cost of Living summit. The report also recognised the significant volunteer involvement which made a crucial difference.

The full report can be accessed here <https://publichealthnetwork.cymru/wp-content/uploads/2024/04/Cost-of-Living-Case-Studies-V4.pdf>



Hwb Cymunedol
Sir Benfro
Pembrokeshire
Community Hub

Keep Warm, Keep Well in Pembrokeshire

The cost of living affects everyone.
Support is available via Pembrokeshire Community Hub.

Call **01437 723660** or email
enquiries@pembrokeshirecommunityhub.org



Support available:

- Map of warm welcome spaces available via www.connectpembrokeshire.org.uk or call the Hub to find your nearest.
- Information on a wide range of cost-of-living support.
- Connecting you with local support and services who can help when finances are stretched.
- Access to mobile data to stay connected.

One call, that's all

We're recruiting community volunteers to ensure no-one goes cold or hungry this winter – if you have a spare hour or two, please call us.



Hwb Cymunedol
Sir Benfro
Pembrokeshire
Community Hub

Cadw'n Gynnes, Cadw'n Iach yn Sir Benfro

Mae costau byw yn effeithio ar bawb.
Mae cymorth ar gael trwy Hwb Cymunedol Sir Benfro.

Ffoniwch **01437 723660** neu e-bostiwch
enquiries@pembrokeshirecommunityhub.org



Mae cymorth ar gael:

- Map o fannau croeso cynnes trwy www.cysylltusirbenfro.cymru neu ffoniwch yr Hwb i ddod o hyd i'ch un agosaf.
- Gwybodaeth am ystod eang o gymorth costau byw.
- Eich cysylltu â chymorth a gwasanaethau lleol a all eich helpu pan fydd arian yn brin.
- Mynediad i ddata symudol i gadw mewn cysylltiad.

Un alwad dyna i gyd

Rydym yn recriwtio gwirfoddolwyr cymunedol, i sicrhau na fydd unrhyw un yn oer na'n newynog y gaeaf hwn – os oes gennych awr neu ddwy yn sbâr, yna ffoniwch ni, os gwelwch yn dda.