





# What has Objective1 done for Me?

Pembrokeshire Partnership Management Board





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## What has Objective 1 done for Me?

Contents



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Abbreviations

- WEFO Welsh European Funding Office
- PPMB Pembrokeshire Partnership Management Board

Sources – Analysis of WEFO Quarterly Monitoring Report for February 2007, Pembrokeshire County Council Socio-Economic & Environmental Analysis of Pembrokeshire (2007), PPMB Annual Reports

#### What has Objective 1 done for Me?

## **Objective1**

#### Foreword

Welcome to our Objective I Brochure. The good news is that Pembrokeshire benefited from an investment of over  $\pm 100$  million as a result of European Objective I funding received between 2000 and 2006!

This brochure has been published to highlight what has been achieved with this funding. We have not been able to include all our successful projects, but those featured here have all in some way contributed towards:

- creating sustainable jobs
- helping businesses invest and grow
- assisting people gain skills and take up employment
- improving our buildings
- protecting and enhancing our special environment

Objective I contributed to the success of a huge variety of schemes ranging from pioneering transport ideas to providing grants and support to local businesses and community projects; from building new industrial units through to supporting groups of vulnerable young people across Pembrokeshire, and many more.

The aim of European funding is to help those regions lagging behind in development to become more prosperous. Figures published recently demonstrate that Pembrokeshire's economy is indeed improving, with the lowest unemployment rate in the county for many years.

The role of the Pembrokeshire Partnership Management Board (PPMB) in this was to oversee the delivery of Objective I in Pembrokeshire. PPMB members from the public, private and voluntary sectors were able to advise the Welsh European Funding Office (WEFO) on our priorities, as it was WEFO that was legally responsible for making the decisions on how Objective I funding was spent.

As Chairman of the PPMB I must express my thanks to all the organisations that ran Objective I projects in Pembrokeshire: to them we owe our success. My thanks are extended also to all PPMB members, WEFO staff and the Pembrokeshire County Council European and Economic Development personnel who provided the PPMB Secretariat.

What then of the future? The Objective I programme period is now over, but West Wales has secured further funding under the 2007 to 2013 European Convergence Programmes and Rural Development Plan. Our aim now is to build on the best of Objective I to carry Pembrokeshire's success forward into the future.

John Allen-Mirehouse Chairman, PPMB



Councillor John Allen-Mirehouse Chairman



Fiona Walder Vice-Chairman



Stephen Cole Vice-Chairman

The PPMB Secretariat would like to thank members of the PPMB and all project sponsors who contributed towards the production of this brochure.

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### **Developing Vibrant Communities**



### Keyfund (PAVS)

The Pembrokeshire Keyfund grant scheme was set up to enable voluntary and community groups to apply directly for European funding through a simplified, locally administered, pre-matched scheme.

Experience gained from previous European programmes showed that the requirement of matchfunding and the complexities of the

application and monitoring processes were particularly challenging for community groups.

Working in partnership with local communities, Pembrokeshire County

Council and PLANED launched the Keyfund scheme in September 2002. It was administered by PAVS (Pembrokeshire Association of Voluntary Services).



Offering grants of between £3,000 and £10,000, the scheme ran until February 2006. During this time £367,138 was allocated to 48 voluntary groups in the County.

The impact of the scheme on groups in Pembrokeshire has been wide reaching. To date 19 part-time jobs have been created, 13 buildings improved and 25 projects awarded funds to improve community services.

#### Pride in Our Community (Keep Wales Tidy)

The aim of this project is to 'secure a substantial, long term reduction in fly-tipping through encouraging communities to take ownership of local problems'.

This is being tackled through joined-up education, enforcement, prevention and practical improvement initiatives in those communities affected.

The Objective I funded project is targeting householders, businesses and others who may be contributing to the problem.

The project was first established as part of a partnership to tackle the problem of fly tipping in South West Wales. In Pembrokeshire, project officers' work with their partners to raise awareness of the problems of fly-tipping, encourage people to deal with waste more sustainably and make it more difficult for fly-tippers to dump their waste.

They also work towards prosecuting those who do fly-tip.

Four clean-ups have taken place so far, including a major event at Hobbs Point in lune 2006. To

date, I I tonnes of waste have been cleared by volunteers.



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• The Objective I programme commenced in 2000 and closed on 31 December 2006

• The Objective I programme has been financed by £1.3 billion of EU Structural Funds

#### **Developing Vibrant Communities**

### **Objective1**

#### Supporting Communities (PLANED)

PLANED (Pembrokeshire Local Action Network for Enterprise & Development) accessed Objective I funding to encourage local people, organisations and elected representatives to come

together to identify community needs and use skills and talents to support community activities.

The project aimed to encourage community engagement in regeneration projects leading to increased economic activity and to help individuals grow in confidence and then seek employment using skills and experience gained from participation in community projects.



Community Action Plans formed a large part of community activity. Local people worked through Community Forums to design and implement projects ranging from the provision of

community facilities, production of local newsletters, to heritage and environmental enhancement activity.

PLANED assisted in the production of over 40 Action Plans and 35 projects. This highlighted how a variety of practical projects can help to foster community spirit, enhance the quality of life and benefit the local economy. For further information see www.planed.org.uk



#### Learning in the Voluntary Sector (PAVS)

This project aims to provide training for volunteers, paid staff and trustees working within the Pembrokeshire voluntary and community sector, through the



Since the start of the project, there have been more than 500 learner enrolments on 60 courses delivered through the open training programme. The project has also supported courses delivered through organisational learning plans. As well as direct delivery of training courses, PAVS has facilitated 10 'Build on your Skills'



participatory training needs analysis workshops for voluntary sector groups and networks (128 participants), and organised 2 conferences (110 participants).

A quarter of courses delivered through the Learning in the Voluntary Sector project offered learners the option of achieving a nationally recognised qualification. With 148 learners registered for accreditation, the project has successfully enabled 70% to achieve the qualification, and help a further 5% work towards submission of OCN portfolios.

- The Objective I area covers approximately 60% of Wales including West Wales and the Valleys
- Objective I in Wales is administered by the Welsh European Funding Office (WEFO), part of the Welsh Assembly Government



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## Improving Communication Links to, from and within the County



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#### Pembrokeshire Community Minibus Sharing Scheme (PACTO)

This project aims to give local community and voluntary groups greater access to minibuses. The project is being developed by PACTO (Pembrokeshire Association of Community Transport Organisations) with funding from Objective 1, Pembrokeshire County Council and Pembrokeshire Voluntary Transport.

As part of the scheme PACTO has acquired another wheelchair-accessible minibus, which means that there are seven minibuses available for community groups to use. The project is developing a new electronic 'shared diary' system for vehicle bookings. It has established a training team to deliver minibus driver assessments for community and voluntary



groups and is also continuing to develop Dial-a-Ride services for people without access to other transport -- particularly in Maenclochog and the surrounding area.

In addition, the project has provided a parttime co-ordinator for the Preseli Rural Transport Association, which operates the Green Dragon minibus in the area. For more information please see www.pembrokeshiretransport.co.uk

#### mLearning Project (Pembrokeshire College)

The mLearning project began in 2005 with the objective of encouraging individuals between the ages of 16 to 24, and not in education, training or employment, to review their lifestyle and achieve their ambitions.

To early 2007, a total of 63 individuals have enrolled with the project. Ten of the 21 who have left the project have gained a place in full time education or employment and achieved qualifications.

Many of those who continue in the project have already gained qualifications and are working to improve upon their achievement. mLearners receive weekly one-on-one tuition at a location of their choosing and when appropriate they are loaned a stateof-the-art Personal Digital Assistant (PDA). This device enables them to communicate with their mTutor, search the internet and learn on-line.

In 2006 the project gained a National Beacon Award for the innovative use of technology in the learning environment.



- The PPMB was established to offer advice to WEFO on projects affecting Pembrokeshire
- The PPMB secretariat established by Pembrokeshire County Council provided applicants with a free advice service to help them obtain funding

#### Improving Communication Links to, from and within the County

## Objective1

#### Greenways Promotion (PLANED)

Pembrokeshire Greenways encourages both local residents and visitors to access the countryside using sustainable means of transport through walking, cycling, bus and train travel.

The Greenways programme operates throughout Pembrokeshire and is managed by the Greenways Partnership.

Partners include; Countryside Council for Wales, National Trust, Pembrokeshire Access Group, Pembrokeshire Coast National Park Authority, Pembrokeshire County Council, Pembrokeshire Local Health Board and PLANED. There is also a 'Consultative Forum' of local businesses and organisations. Successful schemes developed by Greenways include the construction of disabled access facilities, the Pembrokeshire 'Puffin' coastal bus services, which run up and down the entire National Park coastline and a series of way-marked walking and cycling routes with links to public transport.

Recent activities include 'Pembrokeshire Greenways Trade Days' providing information and advice to tourism



businesses, and the promotion of various cycling initiatives such as Route 4 & 47 of the 'Celtic Trail' of the National Cycle Network.



#### Pembrokeshire E-Learning Portal (Pembrokeshire County Council)

The Pembrokeshire E-Learning Portal is an internet gateway into adult education. It covers a wide range of subjects, supporting courses previously taught in traditional ways with on-line activities and resources.

The Portal is similar to a collection of websites brought together to create a world of information to suit individual needs. It is unique in that it integrates multimedia activities, shared documents, chat, discussion, surveys and websites, as well as on demand video and video-conferencing.

It offers a safe environment for learning and is accessible from any computer and lap top with internet connection. The flexibility of the portal enables it to target new learners such as



those in rural locations and in areas of social deprivation, who might otherwise find formal learning opportunities difficult to access.

It is expected that over 2,300 new learners will benefit from the project.

- Pembrokeshire was allocated a total of £4.4 m of Objective I Rural Development funding
- £1.5 m of funding went to prioritised wards; Maenclochog, St Dogmaels, Pembroke Dock Llanion and Central, and Monkton



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#### Delivering Economic Growth based on Local Need





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#### Developing the Oil and Gas Industry in Pembrokeshire (PBI) advisors, who provide support

The ENERGIZE project focuses on the strategic development of Pembrokeshire-based SME's that supply goods and services to the oil, gas and related energy sectors.



The project is funded by PBI, Objective I, and Welsh Assembly Government's Pathway to Prosperity programmes.

It aims to help SMEs serve both the local energy sector as well as develop strategically to operate on a national and international level.

The project is delivered by specialist

sector. Services also include subsidised external consultancy for business improvements, and promotion of the capabilities of local SMEs to refineries and

In two years, over 90 local companies have benefited from ENERGIZE support and the programme's website

construction projects under the banner of

'The Milford Haven Energy Group'.

www.energizewales.com receives over 1,000 global visitors a month.

accommodation of a quality better than or

comparable to any in West Wales. The

offices comprise a net internal area of

2,138m<sup>2</sup>, with flexible internal designs adaptable to individual requirements.

Specifications include comfort cooling,

raised floors, full DDA compliance, security systems and broadband. On-site facilities

include a crèche, ample parking, with shops

and restaurants within walking distance.

#### Havens Head Business Park (MHPA)

Cedar Court in Milford Haven was granted funding to provide high quality office accommodation and stimulate business growth in the town.

The project specification aimed to meet the needs of dynamic businesses looking for accommodation to match their ambitions.

Cedar Court offers professional facilities in an attractive location and has successfully attracted new and expanding local

businesses as well as those relocating in the area, in particular those looking to utilise ICT.

Cedar Court provides modern office



The high standards and specifications of Cedar Court have only been achieved with Objective I support.

- £38.3|3.354

to companies to meet the requirements of the energy

#### Delivering Economic Growth based on Local Need

## Objective1

#### Pembrokeshire Technium Development (Pembrokeshire County Council)

The Technium project is part of a long-term strategy to broaden Pembrokeshire's economic base. In the shorter term it will provide a focus for the growth of young businesses developing new products and technologies.

Technium Pembrokeshire is a partnership involving Pembrokeshire County Council, Swansea University and the Welsh Assembly Government. This environmentally friendly building at Pembroke Dock was financed by a combination of Objective I and Local Regeneration Funds. It is these sources, plus contributions from the County Council and Swansea University, which will cover the initial operating costs until the project becomes self financing.

There are 19 Incubation Units within the main building and a further 13 Growth Units for tenant businesses, which will benefit from on-site provision of high quality business and academic support. Possible tenants will include new business start-ups, expansion of Research & Development activities for existing local businesses, inward investors, and spin out





companies from the University and Pembrokeshire College.

Swansea University's School of Engineering and School of Law will have a permanent presence in Technium undertaking research centred on new low carbon energy technologies. These will include developing a Centre for Energy and Environmental Law, a Centre of Excellence in Bio-Refining and a comprehensively equipped Power Electronics Laboratory.

Whilst Technium Pembrokeshire has a focus on energy, support is available to businesses working on innovative high-technology projects from other sectors. The Technium team will source appropriate academic support as required to meet business needs. More details are available on the Technium network website www.technium.co.uk

The Technium is part of a network of similar facilities across Wales. They are joined by a Virtual Private Network, which allows tenants to use high-speed data links and VOIP telephony.

- I 30 local projects supported by the PPMB have been approved for funding
- Some Objective I projects have been regional and operated over the whole of West Wales and the Valleys, including Pembrokeshire



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### Delivering Economic Growth based on Local Need



#### Identification and Development of New Tourism Product in Pembrokeshire (PBI)

The aim of this project by Pembrokeshire Tourism is to help micro and small businesses within the tourism industry in Pembrokeshire become more competitive by developing a collective approach to building a sustainable future.

The project focuses on developing a solid tourism base, with promotion of Pembrokeshire as an attractive year round destination.

Pembrokeshire Tourism aims to improve the quality of the tourism experience to meet the changing needs of visitors and advocates a sustainable approach to tourism that enhances the unique environment of Pembrokeshire. Assistance to businesses can take many forms, including networking events, free or discounted training, help with marketing, and addressing seasonality issues. Pembrokeshire Tourism has concentrated on building a firm membership base, and has launched a website for visitors and members.

Successful events have included a Cruise Conference where members and nonmembers examined ways in which businesses could work together to encourage cruise passenger expenditure in Pembrokeshire.

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#### Johnston Business Park (Court Vale Development Ltd)

Johnston Business Park is a brand new purpose-built business centre located mid way between Haverfordwest and Milford Haven.

The development has five 1,000m<sup>2</sup> high quality industrial units. The premises are especially suited to businesses in the light industrial sectors. It is also suitable for those with a requirement for storage or warehouse use.

The business park has onsite management, parking, and



all main services including gas. Leases can be tailored to suit individual requirements.

Pembrokeshire has one of the highest business start-up rates in the UK and the highest in Wales, but a shortage of units for new start-ups, expanding small businesses and those relocating. Objective I has helped to address this, by supporting projects to build premises suited to the needs of local businesses and inward investors.

It is anticipated that two jobs will be created per unit.

- Objective I has assisted small and medium sized businesses in Pembrokeshire over 12,000 times
- Businesses have received important advice on energy efficiency, waste minimisation and how to win public sector contracts

#### Encouraging People to Reach their Potential

## Objective1

#### **Technology Innovation Centre** (Pembrokeshire College)

Innovation is an essential requirement for new businesses. It involves the development of a pro-active culture within the business community and is the key

process that enables UK businesses to compete in the global environment.

The Innovation Centre at Pembrokeshire College boasts a range of services available to businesses in and around Pembrokeshire. Based on the main college campus, the centre benefits from the knowledge, expertise and specialist facilities held at the College.



State of the art technology for design, engineering, construction, business, marketing, media, photography and music are available to students and

businesses. Specialist resources and trained staff provide a range of full and part-time further and higher education courses in subjects crucial for the development of a competitive high-skill economy.

The Innovation Centre also houses six business incubation units, where local entrepreneurs can develop their businesses in a professionally supported environment.



#### **Training for Outdoor Providers** (The Princes Trust)

Objective I funding helped The Prince's Trust put together a training programme for Outdoor Activity Providers. The successful TOPS programme was developed to "home grow" instructors to tackle a severe shortage of locally based, qualified outdoor activity staff.

The focus of the programme was to help participants gain both qualifications and jobs in order to meet local industry needs.

Highly experienced instructors were therefore appointed to run the programme. In its first three years, up to 2002, 64



Thirty nine people gained relevant qualifications. Of these, nineteen gained direct employment in the outdoor activity sector, while fourteen found employment in related industries. Twenty four continued training after the programme ended.

This project demonstrated that high quality



training is needed in the outdoor activity industry. Many outdoor providers now offer local training for aspiring instructors.

- Since 2000, Objective I has helped to create over 4,000 jobs in Pembrokeshire
- Objective I has helped individuals with skills, careers advice and/or childcare over 32,000 times



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## Encouraging People to Reach their Potential





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#### **POPPI** (Pembroke Tanyard Management Trust)

The POPPI project aims to provide a second chance in learning and job skill opportunities for 150 disadvantaged young people in the Pembroke and Pembroke Dock area. It has also provided

25 opportunities for volunteers.

Since the project's launch in January 2006, 173 young people have started working towards one or more qualifications from Entry Level – Level 2. The initiative means young people can achieve not only qualifications but also more confidence and self esteem, and improved personal and social skills.



Although POPPI is a 'standalone' project, it is an integral part of providing new chances for local young people. The project helps provide transitional work and has developed successful links with

Pembroke School and local statutory/voluntary organisations.

POPPI's success has attracted much interest within Pembrokeshire and beyond – including organisations such as NSPCC, Save the Children, and other agencies who wish to develop similar programmes for young people in disadvantaged areas.

#### Top for Disability (Pembrokeshire College)

Thanks to Objective I funding Pembrokeshire College has increased the support given to nearly 400 students with disabilities – facilitating access to



A dedicated work placement officer ensured all students with disabilities had access to positive work placement experiences. This

college provision and helping students gain qualifications from pre-entry through to university entry level.

Key aspects of the project involved the development of flexible transition, taster and learning programmes to facilitate informed choice that met individual needs, and using a multi-agency approach involving local partnerships with the Prince's Trust, schools, social services, and private residential homes. included individual support, transport and flexible hours; making adjustments to work areas; and improving employer attitudes. A good practice seminar on Supported Employment attended by regional and local delegates was organised.

The good work was recognised in 2005 when the project won the Mencap and RNIB Inclusive Beacon Award for Students with Learning Difficulties and/or Disabilities.

- Objective I has contributed towards an improved economic climate in Pembrokeshire since 2000
- Pembrokeshire's unemployment rate has fallen from 7.8% in February 2000 to 2.7% in February 2006

#### Promoting a Clean, Healthy and Valued Environment

## **Objective1**

#### Pembrokeshire Marine SAC Officer (MHPA)

The Pembrokeshire Marine Special Area of Conservation (SAC) is a designation that includes almost the entire Pembrokeshire coast and Milford Haven waterway.

The designation highlights this area as one of the most important in Europe for its special marine wildlife. It also ensures that this wildlife is protected by law.

As the site is the sea, it is not as easy to manage as land, which is always owned by organisations or individuals. It is essential for managers and users to work together to help protect it for future generations.

Objective I funding allowed the employment of a SAC Officer to organise discussion between all parties on how best to protect the Pembrokeshire Marine SAC, a large and complex underwater site.

Objective I funding has also helped developments in site management, and enabled the SAC Officer to produce valuable interpretative material and a website

www.pembrokeshiremarinesac.org.uk





#### The Cloisters Project (Dean of St Davids Cathedral)

The Cloisters project is the fifth and most ambitious in the Cathedral's Millennium Programme of renovation works.

Objective I.



Cathedral with St Mary's Hall but which fell into disuse during the 16th and 17th centuries.

The two storey Cloisters

are built on the footprint of the original cloisters. The new Cloisters accommodates toilets, display space for Cathedral treasures, education resource centre, exhibition area and vestries.

Within St Mary's Hall, a mezzanine floor has been inserted. The Hall accommodates the new Refectory (not funded by Objective I), exhibition space, choir practice room and music library.



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The key aim was to provide better facilities for the Cathedral's 300.000 annual visitors. It also aimed to solve the Cathedral's pressing space problems and make a distinctive contemporary contribution to the architecture of the Close. This was achieved with crucial funding from

The project has re-created the 14th century Cloisters which used to link the

- According to WEFO figures the number of jobs created in Pembrokeshire will exceed 6,000 by June 2008
  By June 2008 we expect 10,000 Pembrokeshire people to have gained qualifications through Objective I funded courses

## Promoting a Clean, Healthy and Valued Environment



#### Wave energy Power Plant Feasibility Study (Wave Dragon Wales Ltd)

Generating power for Pembrokeshire homes from waves originating between Wales and South America is the goal of Wave Dragon Wales Limited (WDWL).

The company has received Objective I funding for the feasibility stage of a project to harness the power of waves rolling onto the Pembrokeshire coast. The project

includes finalising the design, and obtaining all necessary permissions to site a full-scale (7MW) 'Wave Dragon' demonstrator two to three miles off the coast.



creates a 'head' of pressure, which causes the water to drain back to sea level through turbines, generating electricity. It is entirely sustainable and does not produce emissions of greenhouse gases. Future phases will see a

Wave Dragon is a floating platform with

two wings that focus waves towards and

over a ramp, filling the reservoir behind. This





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#### Pembrokeshire's Environmental Heritage (The National Trust)

Objective I funding has enabled the National Trust to deliver practical initiatives that preserve Pembrokeshire's special landscape and environment for the benefit of local people and visitors.

The conservation of endangered species and habitats was enhanced, and biodiversity in key areas was improved. The project provided practical help to National Trust farmers to ensure the long-term sustainability of the scheme.

Providing improved access was critical to the success of the project. Links to the Pembrokeshire coast path for less able visitors have been enhanced. New steps to the coast path have been built at Deer Park, Marloes and Little Haven. The coast path at Longhouse near Trefin has been realigned, with the traditional hedge bank rebuilt to retain landscape quality. The National Trust car park at Kete near St Ann's Head has been resurfaced and military history of the site interpreted.



- Objective I funding has helped create 100 new business premises totaling 30,000 sq. m of floor space
- Pembrokeshire County Council Business grant scheme has assisted 164 businesses providing £1 million of assistance

#### Regional Projects Funded by Objective 1

## Objective1

#### Genesis (Welsh Assembly Government)

Genesis Pembrokeshire is part of the Genesis Wales childcare project launched by the Welsh Assembly Government. Genesis Pembrokeshire is partfunded by Objective I and

led by Pembrokeshire County Council.

The project aims to provide new beginnings for parents and children by removing the barriers many parents face when returning to work or training, and increasing the availability of affordable, flexible and good quality childcare in Pembrokeshire.

This will be achieved by providing support for parents and existing childminders and



increasing childminder recruitment and mobile childcare, and helping to boost self-esteem and confidence of parents, especially mothers. The project will offer free or

subsidised childcare to eligible parents wishing to access work or training opportunities.

The project works with training providers and employers to ensure that local, appropriate training is available to meet the needs of parents. By providing a comprehensive package of advice and support, Genesis Pembrokeshire can offer real hope for the future.



#### **Tourism Business Grants** (Welsh Assembly Government)

The project focused on improving competitiveness through capital investment to ensure that the tourism product offers quality, value for money and variety. The project provided integrated financial assistance plus specialist tourism advice to

The project has been very successful with considerable demand from tourism SMEs. Around 80 projects received just under

£5million of grant resulting in £13million invested in tourism businesses in Pembrokeshire, and some 400 jobs created or

SMEs.



The St Brides Hotel, Saundersfoot received funding to help it become a luxury spa hotel. Folly Farm received funding towards a new indoor play area that will help to extend the season and in the north of the county, Newport (Pembs) golf club also benefited as part of the scheme, creating new accommodation to attract visiting golfers.



The project helped tourism SMEs improve the range and quality of their product and services and become more competitive.

- Unemployment is less seasonal than in 2000
- The proportion of economically inactive people in Pembrokeshire fell below the Welsh average in 2000



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### Regional Projects Funded by Objective 1



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#### Personal Emergency Equipment for Fishermen (South & West Wales Fishing Communities Ltd.)

Fishing is recognised as the most dangerous job in Britain. The aim of this project was to help to address this issue by



supplying additional personal safety equipment to 237 fishermen, all members of South and West Wales Fishing Communities Ltd.

Licensed commercial fishermen operating small vessels from South Wales ports have received additional safety gear including life rafts, emergency-positioning beacons, bilge alarms, gas alarms, immersion suits, autoinflating lifejackets and waterproof VHF radios.

In 2006, safety equipment was responsible for saving the lives

of four fishermen. Two crew members were able to deploy their life raft as their vessel sank in a storm. They used the emergency beacon to alert the Coastguard who was able to guide a helicopter to the scene, recovering them in thirty minutes. In another incident a vessel was hit by a freak wave and capsized. The Coastguard was alerted by an emergency beacon and a rescue ensued by the lifeboat.

#### Strategic Recycling Scheme (SRS) (Wales Council for Voluntary Action)

The Strategic Recycling Scheme is financed by Objective I and the Welsh Assembly Government and administered by the Wales Council for Voluntary Action.

Made up of seven partners all working 'Towards Zero Waste' in Pembrokeshire, it aims to encourage community action on waste related issues.

Working with community, voluntary and public/private businesses, Pembrokeshire County Council is the lead partner as grant recipients. Partner



organisations are looking to raise awareness on home composting and recycling initiatives, with officers to support and coordinate a team of volunteers throughout the county.

The partners are Milford Haven Plus, Fishguard Composting and Recycling Group, PLANED, Pembrokeshire Machinery

> Ring, Pembrokeshire FRAME Ltd, and The Real Nappy Network

For more information please see the website www.recyclepembs.co.uk

- The Objective I Programme will be succeeded by new programmes running up until 2013
- These programmes include two 'Convergence' Programmes and the Rural Development Plan