

CYMUNED UNOL

("Community Together")

Report on the event promoting **Community Led Town Regeneration**

held on March 14th - 15th 2016
at the Phoenix Centre, Goodwick, Pembrokeshire SA64 0AA



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Transition Bro Gwaun



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CYMUNED UNOL – COMMUNITY TOGETHER

This two day event held on the 14th and 15th of March 2016 was organised by Transition Bro Gwaun, and funded by Fishguard and Goodwick Town Team to promote Community Led Town Regeneration. It was attended by over 50 organisations and individuals from the local area and further afield - including statutory and 3rd sector organisations, voluntary and community groups, local businesses and social enterprises, town and county councilors, and interested individuals.

Issues for discussion with particular emphasis on the Well Being of Future Generations Act :

- Regeneration: New thinking on how to revive town centres and local economies.
- Sustainability : Ensuring planning enables better resilience in communities that will meet the need for future generations.
- REconomy : Ensuring our trade is anchored in 'Wellbeing', is community supported and sustainable

The functions of the seminar were:

- To bring individuals and organisations together to discuss the strengthening of local economic and social resilience.
- To list our resources and sources of appropriate advice and support.
- To look at strategies to :

Enhance the well being of our community and thus that of its members, while ensuring respect for our natural environment, for example, by promoting a low carbon economy.

To develop more community led enterprises

To encourage and support individuals, especially the youth to develop entrepreneurial skills and talents that will lead to rewarding occupations, and be sustainable for future generations.

Speakers

- [Peter Davies](#), previously the [Climate Change Commissioner for Wales](#) and now the new chairman of [Wales Council for Voluntary Action](#),
- Sinead Henahan providing a Town Team Perspective.
- Julian Dobson, key speaker on day one and author of 'How to save our Town Centres,'
- Jay Tompt, co-founding member of the Totnes REconomy project

Summary of Key speakers address:

Peter Davies:

- **Importance of using the new act in developing our communities in ways that suits us.**
Act becomes law on 1st April 2016. It incorporates 7 long term goals which are allied to UN goals and a set of Indicators.
- **Reminder of the Welsh Governments duty of sustainable development and its application to the public sector.**
- All public bodies will be required to set objectives and monitor them. This will be overseen by the Welsh Audit Office. PSB:
- All Public Service Bodies must have well-being plans
- **Future Generations Commissioner will also hold public bodies to account.**

Sinead Henehan:

- **Supplied background information regarding decline of Town Centres.**
Reduction of disposable income, Trend for Out of Town shopping areas,
- **Survey 2104 for Fishguard (Vacancy was 9%).**
Need for 'more than retail'.
Ensuring 'people ' are a priority
Need for interim projects while developing diversification to include, community housing, health, entertainment as well as retail.
- **Portas' review:**
Recommended Town Team Model and PCC use with 6 Pembrokeshire towns.
Fishguard and Goodwick had exteriors painted, festival support, Coastline project, Work with Cruise liners and Pop up shops.

Julian Dobson:

- **Me towns to 'we' towns:**
- Information presented on the many positive strategies employed by other towns to breathe life back into their centres.
- The impressive energy and commitment in our area
- Ideas on what kind of space people want to be in i.e. Todmorden, and the concept of a garden space where all spaces have the potential to become a garden, growing food that is available for all.
- Space as 'promenade', a place to walk, to sit and meet.
- In Melbourne people started using back alleys as places people could enjoy walking through.
- Copenhagen, while often being cold, has increased it's street sitting.
- The AGORA type idea that has been adopted by Totnes in which the market 'wraps itself around', the civic centre. The area is a place for people to come together for education, justice, town Hall and many other activities as well as commerce.

- Resource for all, based on trust and cooperation in the community.
- The problems of supermarkets and the income they generate not going into the community.
- Creating true resilience for future generations.
- **Neglected buildings:**
- the company were urged to consider who this serves, to ask what incentives an owner has in developing a site in a way that serves the community and isn't just about profit.
- Local people taking charge of their communities raised issues of funding and discussions of the right to compulsory purchase.
- Property as a usable valuable space, not an investment
- **What creates 'value'?**
- If it doesn't work for people it won't work for commerce. Involve everyone.
- Oikos (Household) Multi functioning centres for all ages that is not focused on finance but connectivity. The well-being of all.
- **Local Currency:**
- Adoption of local currencies i.e Brixton, Totnes.
- **ISSUES RAISED:**
- Parking issues were raised and accessibility and the need to look at how people can be persuaded to use methods of transport that they might not have originally been happy with. We also talked about making people aware of what our area has to offer. Digital signage was discussed as well as maps on walls and a general agreement that small signs don't get noticed.
- Issues of extended opening hours and of free parking versus pay for parking were raised.
- How to engage young people and to create 'play' spaces for all ages also elicited discussion with a view that festivals were a good draw that fed into local commerce.
- How to get people with second homes to stay longer was also discussed and a concern that this sector of our community were largely invisible.
- Clearer what's on and where signs. Perhaps painted on walls. Free Wi Fi

Conclusion:

Julian concluded by stressing that there are many issues facing the community but that local people were best placed to know where to look for support. He urged the knocking on doors, of ensuring our voices were heard and of not being afraid to improvise. Circuitous routes were often the most productive for bringing about the changes we seek.

DAY 2

Jay Tompt

- **Creating conditions for new economic actions and relationships to emerge and flourish:**

It is essential to find out what local people want for their communities to thrive. Strong communities have a sense of ownership...that to be successful, people need to feel that they are involved in creating and maintaining their towns and that their voices are heard.

- **The Totnes experience:**

Work already achieved in Totnes: Growing local food, creating a business incubator, Local entrepreneur forum, local shopping, local currency, community events.

Creating the right conditions for new actors/relationships. Taking time to meet people, make eye contact. Find out what people want. It is likely to be similar to your own wants.

- **The Business Incubator:**

Warm nurturing environments for young entrepreneurial life to grow. Community involvement. 'Getting behind' our local entrepreneurs and support in a variety of ways.

- **Community of Dragons:**

- Presenting opportunities for individuals to 'pitch' their business ideas locally and for the community to get behind its entrepreneurs and support them in a wide variety of ways.
- Local people and local investment
- What motivates people? Looking at General Well Being, with the sense that when people have their needs fulfilled, we have true wealth.
- Create events where a huge mix of people offer opportunities, not only for ideas but for people to connect. The focus of these event on local people and local investment
- Totnes had 3 in their first year with 4 entrepreneurs pitching to everyone. Not just about people wanting cash. It grows over time and Jay gave numerous examples of projects both in Totnes and around the world, some more successful than others. He reminded us that this all takes time to build.
- In Totnes, he explained 140 businesses now accept local currency, one Totnes pound equalling one pound sterling. This currency helps to support local independents, creates a sense of identity, and brings visitors back.
- **Discussion:**
- Supporting each other through shared procurement so that, local money reaches people at local level.

- Local investment with local people investing in their own community. In this vein we talked about **SOUP**, which involves raising funds by organising events with soup to become a fund for local ideas.
- **Anchor Institutes** : Described how difficult it can be for a community when a large employer leaves the area. He described how a not for profit local company started a business supplying local hospitals for example. This created jobs, and enlivened the local economy. They then created their own greenhouses and began supplying local grown food to the hospital.
- Other ideas involved the purchase of local land or property.

ACTIVITY:

Working in groups we looked at a number of artefacts (Sun Newspaper, KitKat, Pot Noodle, Bracelet) and discussed their value . What need was the artefact fulfilling? Did it do this well? Are any needs fundamental needs?

- All artefacts were meeting some need, depending on viewpoint: To be part of something. Were these needs or wants?
- All artefacts make money for someone somewhere, but there are consequences, not always beneficial to the community

Jay explained that we have infinite wants and if we are to change behaviour we must consider how to meet people's needs in a way that satisfies. He described 9 fundamental needs:

1. Subsistence,
2. Protection,
3. Identity,
4. Affection,
5. Participation,
6. Understanding,
7. Creation
8. Leisure.
9. Freedom

To satisfy these needs we need **SATISFIERS**.

He described coming together to pick, make and eat food as something that satisfies many of the above.

He went on to describe:

Pseudo Satisfiers and **Destroyer Satisfiers** and stressed that it was important that we understood how this works as when we have our needs met we are fulfilled and this equates to wealth.

The issue of supermarkets as 'leaks' in our communities was discussed and how moving to local suppliers and local shops not only provide a service but make it possible for people to live locally for longer. He said that it was not easy to persuade people to change habits and we should remember that there is not one solution, but that ultimately creating a place where people want to live is a good aim.

Local Multiplier: How does an economy work? Evidence shows that supermarkets

- have one employee for £145,000 of capital investment.
- Local shops have one employee for 45,000
- Mapping: Indigenous mapping...counting our resources.

Reminded again of the Environment Bill, which becomes The Environment Act on April 1st and 'The future Generations Act', a number of workshops identified some local issues and came up ideas:

- The seminar spoke of more street sitting,
- of greener spaces with food growing. A place that is more visually appealing, family friendly
- and where traffic is not an issue.
- The involvement of young people was seen as a priority
- and the use of empty buildings, possibly owned by the community was also discussed.

The company were urged to consider:

- What were our strengths?
- What were our assets, both tangible and intangible, our skills, our land, our buildings?
- What gives us a sense of wellbeing?

We were asked to identify resources in terms of:

- The people who will oppose the plans.
- Who will it affect?
- Who are our allies, influencers and catalysts?
- How to reach new people and how to build on this to create strong ties.

GOLDEN RULES:

- Build networks
- Make relationships with 'intention'
- Weak ties: Make relationships with people we don't normally approach.

ACTIVITY SUMMARY

Who are allies and influencers?

- Allies: Keep Wales Tidy, Health Board, Greening, Volunteers.
- Influencers: Town and county councils, Chamber of Trade, Pres/social media, Education, Business, Town team/forum
- Catalysts: Youth, Stena
- Resources: Leisure Centre, TBG, School Council, Pembs youth forum
- Stakeholders: ACT investors, F and G residents, Schools, Stena, people with money, Retail/ business

- Supporters/opposers: ACT investors, Planners, National Parks, Rules and regulations, Go Fishguard, Ffwrn.
- Connectors: Marc, Tom, Churches, TBG

ACTIVITY:

Working in groups we discussed:

- involving young people,
- localising health care,
- how to get people engaged with the 'Incubator' and 'Community Dragon' concept

Summaries from Flipcharts below:

Involving young people

- Welsh Bacalaureate, Enterprise
- POINT (Build team skills)and TBG: Pitch real enterprise ideas at school Year 12
- Find links and build CONTENT

Partners:

Ecotricity, PCC Energy Team, TBG hel
Crossing Generations.

- Foundation future proofed
- Life skills: People, places, Health, Business, Resources.

RE LOCALISE HEALTH CARE:

- Use technology to deliver healthcare advice to support workers
- Local sheltered accommodation...no right to buy
- 3rd sector to provide non urgent / convalescent care
- Reinstate cottage hospital system serviced by GP's and DN's
- Beds in care homes
- Include friends /relatives /voluntary in provision of care
- Accessible local well being centre
- Solva Care...local businesses.
- Some welsh gov funding
- Home care by Solva?
- Profit back into communities
- Funded by recipients/ care packages/
- Recruit volunteers
- Technology :Carer/ patient submit photos o professionals, or skype.
- Specialist advice for GP's or re skill
- Re empower midwives to deliver care in communities
- Volunteer discharge from hospital scheme
- Use Red Cross, Pivot, Age Concern, PACTO.

INCUBATORS

- Purpose: Nurture /support potential and existing entrepreneurs
- Place? Fixed place? TGB? LIBRARY? School? Youth Club?
- Aimed at ? : Everyone but emphasis on young people
- Criteria? To be agreed
- Market research: to inform interested parties on needs of the area
- Identify people to set up and run the incubator
- Publicise: Have a coffee! Meet people
- Funding/Sponsorship?
- High level of local expertise needs to be identified

2017 Local (community) Entrepreneur Forum in F and G

- Money ? : Planed? RDP?
- Where?
- Who?: Active citizens, allies, influencers, press schools, other networks, U3A, Lions, RNLI, Men's society, Stena,
- How? : Soup , Permaculture, Dry run, Open mic with prizes , Open Space, School children, Find entrepreneurs, Who will benefit the community, Transport, Arts networks, Churches, Health Centres.

The Way Forward:

Transition Bro Gwaun was delighted that so many people travelled from across Pembrokeshire and beyond for this event. We warmly invite you all to keep in touch and to share with us skills and ideas that are being adopted within your own communities.

TBG will continue to focus its work within Fishguard, Goodwick and the surrounding area - a vibrant community with many local initiatives focussing on the regeneration of the two towns. It is essential to acknowledge the many projects and the truly exciting range of ideas that are being generated here and it is hoped that between us all we can create a way forward that is cohesive and well informed in its approach.

TBGs contribution to the development and regeneration of our Towns will be to take forward the promotion of Local Entrepreneur Forums. Our commitment will be to identify the skills and enterprise that exist here for developing sustainable businesses and social enterprises and to explore ways in which our community can work together to support and 'invest' in these new ventures. We are planning to set up a project group to take the lead on this and would like to hear from people who want to be part of it.

We also welcome feedback on the conference and this report and look forward to a free exchange of ideas in the future.

Please contact Chris Samra or Corinne Castle to register your interest or for more information - at transitioncafefishguard@gmail.com or on 01348 872019