

COMMUNITY ENGAGEMENT

About the club:

- Clarbeston Road AFC
- Located Pembrokeshire, West Wales
- FAW Platinum Accredited Club
- 16 teams from Under 7s through to Seniors for both males, females and players with a disability
- Insport Disability Sport Wales Ribbon Accredited Club

What did the club do?

The club had been a part of the local area for 60 years but wanted to ensure that they truly understood the community and its aspirations.

The club had an ambitious ground and facilities development programme and to be successful in attracting funding to support this, they needed to be able to demonstrate the community need.

With facilitation from a local community support organisation, PLANED, the club worked with other community organisations including Wiston Community Council, St Mary's Church Wiston Restoration Committee and Clarbeston Road Memorial Hall Committee to produce a Community Wellbeing and Assessment Plan to inform the county wide plan for Pembrokeshire Public Services Board, as required by the Wellbeing of Future Generations Act (2015).

A well-attended Community Visioning event for local residents and a separate event for children at a local primary school led to the production of a Community Well-being plan setting out the aspirations of local people for their community.

The process overall was very successful and not only did it confirm the importance, local people attach to the work completed by the club. It also helped the club itself rediscover local organisations and understand their ambitions as well.



How did the club do this?

Identified services already being delivered within the community, preventing any duplication of work. They did this by being vigilant across the community communications shared through social media and newsletters.

Engaged directly with people in the community to better understand their needs and aspirations.

Developed relationships with other organisations to understand if there was scope for collaboration.

Identified the skills and assets of local organisations and individuals which helped to gather everyone together for the community visioning event.

Developed and refined plans based on the knowledge gained about the needs and wishes of local people to ensure that the ambitious ground and facilities development programme was still fit for the community.

Rediscovering our local community has enabled us to see where there is scope for cooperation and partnership working with organisations and groups, will not only support our club ambitions but also our collective community ambitions too.

- Steve Brown, Chairperson