

Pendine Community Council

Annual Report 25/26

A warm hello to all the residents of Pendine.

The Local Government and Elections (Wales) Act 2021, introduced as soon as reasonably practicable after the end of each financial year, that a community council must prepare and publish a report (an “annual report”) about the council's priorities, activities and achievements during that year.

This is our report for 2025/2026, Pendine Community Council hopes this will be of heed to you. There were four appointed Councillors of Pendine Community Council in 2025/2026. Councillors are office holders who sign a declaration of acceptance of office upon their election or appointment - they are therefore a part of the local government structure of Wales. Although they carry out many community activities on a voluntary basis, they are not volunteers.

At the head of the Council is the Chairman, who is elected annually from among its serving Councillors. The Chairman for 2025/26 was Councillor Andrew Shaw, the Vice-Chair was Councillor Hayley Thomas. The council has the opportunity to appoint 7 councillors and two Youth Representatives. A Community Youth Representative represents the youth sector and is a ‘voice’ on the Community Council for local issues affecting young people. There was no Youth Representative for 2025/2026, but councillors would welcome further youth representation in future.

Historically, the council met on the third Tuesday of the month but due to venue availability, we currently meet formally on the third Wednesday evening of the month at 7 pm at Llanmiloe Resource Centre or other communicated venue. Members of the public are welcome and encouraged to attend meetings.

These are very structured meetings with very full agendas. Anyone is welcome to observe and there is an opportunity at the start for public questions, but it is a working meeting rather than a public presentation. Depending on what projects are being dealt with, in order to be more proactive, members may meet in between monthly meetings and bring matters back to the full council.

Your Community Council

The Community Council owns the foreshore from the MOD sign right through to the New Inn at Amroth, the play area by St Margaret's Church (at the top of the hill) , Hafan y Mor Motor Home Park, Gordy Woods, Beach slipway and top car park and the grass areas on the hill. The Council provides promenade lighting, seats throughout the community and Christmas lights.

Organisations can apply to the Council for small grants to organise community events and activities. The Council works with Carmarthenshire County Council and as a statutory consultant, comments on planning applications. The Council is not responsible for Rights of Way, but regularly brings access issues to the notice of Carmarthenshire County Councils Rights of Way Officer.

Your Community Councillors for 25/26 were:

Cllr Andrew Shaw - Chair

Cllr Hayley Thomas– Vice Chair

Cllr Steve Rundle

Cllr Barry O'Connor

Message from the Chair for 25/26 – Cllr Andrew Shaw

As Chairman of the Community Council, I am pleased to reflect on what has been an exceptionally positive and active year for our community.

Throughout the year, the Council has remained focused on supporting community life, welcoming visitors, and promoting events that showcase the very best of our village. A wide range of successful activities and events have taken place across the calendar year, bringing residents and visitors together and contributing positively to the local economy and community spirit.

Our monthly produce markets have continued to grow in popularity, supporting local traders and providing a valued community gathering point. In August, the Family Fun Day and Sandcastle Competition once again proved to be a highlight of the summer season, attracting families and visitors to enjoy the unique setting of Pendine Beach. September saw the return of the Vintage Hot Rod Association event, which brought enthusiasts and spectators from across the region, while in November the Dredgers Motocross Event, professionally managed by Let's Go Racing, delivered another successful and well attended weekend for motorsport enthusiasts. We were also delighted to welcome the Heart of Wales Vintage Lorry Run, which concluded its journey on Pendine Beach, providing a memorable celebration of heritage vehicles in a truly unique setting.

I would like to extend my sincere thanks to our residents for their continued support and engagement, to the volunteers who generously give their time to help events run smoothly, and to our local businesses, whose involvement and resilience are vital to the strength of our local economy. My thanks also go to my fellow councillors, whose commitment, teamwork, and dedication make this work possible, and to the many visitors who choose to spend time in our community and contribute to its vibrancy.

I would also like to place on record my particular thanks to our Clerk, whose dedication and professionalism are instrumental in keeping the Council functioning smoothly. Their work in managing the Council's administration, overseeing finances, and ensuring strong governance and regulatory compliance provides an essential foundation for everything we do. The Clerk's guidance, attention to detail, and commitment to best practice allow councillors to focus confidently on representing the interests of the community.

Looking ahead, the Council is excited for the new season and the opportunities it presents. We look forward to building on recent successes, exploring new initiatives, supporting community-led ideas, and identifying further opportunities that will benefit the village. By continuing to work collaboratively and positively, we hope to realise new possibilities that enhance community life while protecting the unique character and appeal of our area.

Together, these efforts will help ensure our village remains welcoming, resilient, and forward-looking. The Community Council remains committed to working in the best interests of all who live in, work in, and visit our community.

Andrew Shaw

Chair – Pendine Community Council

Achievements for 25/26

In May 2025 we welcomed the Heart of Wales Vintage Lorry Run, who chose to conclude their journey on Pendine Beach. We were delighted to host the event and were impressed by the level of interest and attendance it attracted. Visitors travelled from far and wide to attend what was a relatively small-scale event, which was received with overwhelming positivity. Following its success, we are pleased to confirm that the event will return to Pendine in May 2026.

- Following the positive feedback received in 2024, our monthly Produce Markets returned for the 2025 season. Despite facing some challenges with the Welsh weather, the markets once again proved to be a fantastic success, promoting local businesses and bringing the community together to enjoy the wide range of produce and goods on offer.
- Our thanks go to Nicola Bellarby, Liz and Steve Rundle for their hard work in sourcing vendors and assisting with the organisation and setup of the markets. We would also like to thank all of the stallholders for their continued support and for helping make the markets such a success. Finally, we extend our gratitude to Parkdean for allowing the use of their car park, which has been instrumental in making these events possible.
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- In August, we hosted our Family Fun Day and Sandcastle Competition for the second year running. Despite facing some challenges with high winds, the event was a fantastic success, with over 40 entries into the sandcastle competition.

We were delighted that the RNLI kindly acted as judges, and we would like to thank them for taking the time to support the event.

Building on the success of the previous year, we expanded the day's activities to include a DJ, children's entertainment, donkey rides, and small fairground attractions, followed by live music for adults into the evening. We would like to thank both the Bistro and The Springwell for acting as venues and supporting the event.

It was a wonderful day, bringing the community together while also providing an enjoyable experience for visitors to the area. We are grateful to everyone who contributed to making the event such a success.

- In September, we welcomed back the VHRA (Vintage Hot Rod Association), although slightly later than their usual June dates due to unsuitable tides earlier in the year.

Weather conditions proved challenging on the Saturday, with heavy downpours significantly impacting anticipated beach parking revenue. Despite this, a strong turnout of dedicated car enthusiasts attended, travelling from across the country and as far afield as Portugal and Switzerland. Sunday, in contrast, brought glorious weather and saw excellent attendance.

This event continues to have a very positive impact on our community, increasing footfall and generating valuable income for local businesses. Although overall parking revenue was lower than in previous years due to the weather, the council still generated over £4,500, equating to approximately 912 vehicles parked over the weekend. This highlights just how dependent our community is on favourable weather conditions.

None of this would be possible without the ongoing support of our volunteers, who generously give their time to ensure operations run smoothly. We are extremely grateful for their dedication. A special thank you also goes to the Council, as this event requires significant planning and coordination.

Finally, we would like to extend our sincere thanks to the VHRA for their continued partnership and for bringing such a unique and well-loved event to our community.

- In November, we saw the welcome return of the Dredgers Motocross event on the sands, managed by Let's Go Racing. The weekend was split across two exciting days, with junior riders taking to the track on Saturday, followed by adult races on Sunday.

This event brought a real buzz to Pendine at a time of year when the village typically begins to quieten for the winter. It provided a much-needed boost in footfall, drawing spectators and competitors alike and bringing energy and activity back to the beachfront.

The event itself was truly impressive, with the organisers transforming the sands into an incredible motocross track. The skill, speed, and determination on display made for a thrilling spectacle, and the atmosphere across the weekend was fantastic. It was very well attended, with visitors gathering to watch the action and support the riders.

Overall, the return of this event was a great success, providing both entertainment and a valuable boost to the local community as the winter season approached.

- The 2025 season welcomed some very special visitors to our beach, as Mike's Donkeys attended throughout the summer months. Their presence brought great joy to both locals and visitors, with many delighted to see donkeys return to Pendine Sands.

The feedback received was overwhelmingly positive, highlighting the enjoyment and nostalgic charm they added to the beach experience. We are therefore very pleased to confirm that the donkeys will be returning again for the 2026 season.

A special thank you goes to our dedicated wardens, Garvey, Steve, and Lennie, along with our beach parking collectors, for their outstanding work throughout the 2025 season. Their commitment, professionalism, and friendly approach ensured that beach parking operations ran efficiently and smoothly.

Their efforts were reflected in the year's results, with beach parking revenue reaching £20,804.90. While this represents a slight decrease compared to the previous year, this can largely be attributed to the torrential downpour experienced on the Saturday of the Hot Rods event, which significantly impacted attendance.

I am sure everyone will agree that Garvey, Steve, and Lennie were a fantastic addition to the Council's seasonal team and were warmly welcomed into the community.

As always, we extend our sincere thanks to them for their hard work, dedication, and the positive contribution they have made.

We would also like to extend our thanks to the Chair, Andrew Shaw, and Councillor Steve Rundle for their continued support of the team.

- Filming and event income for 2025 totalled £5,582.00. Although this represents a slight decrease compared to previous years, the Council remains optimistic, particularly as there were no major productions hosted during this period.

Pendine continues to be a sought-after location, and the Council is committed to actively promoting its unique coastal setting to both the events and filming industries. We are continuing to advertise and engage with potential organisers and production companies, with the aim of building on this figure in 2026.

We look forward to welcoming new opportunities and seeing Pendine featured in future events, as well as film and television projects.

- Following the successful launch of the Pendine Motorhome Park, Hafan Y Môr, in February 2024, we are pleased to report continued growth throughout the 2025 season (April 2025 – March 2026).

The site achieved an average occupancy rate of approximately 38%, a significant increase from its first year of operation and a strong indicator of its growing success and popularity. Net income (after commission fees but before VAT) totalled £28,786.81. After VAT, this equates to approximately **£23,989.01** in true net income.

Encouragingly, we have seen a high number of loyal customers returning time and time again, demonstrating the park's appeal and the positive experience it offers to visitors.

Looking ahead, the Council has taken the decision not to directly operate Hafan Y Môr for the 2026 season. Instead, the site will be leased to a separate entity under a structure which we believe will provide continued benefits directly back into the community.

- In November, Pendine Community Council donated £1,000 towards the annual fireworks display held at Llanmiloe Playing Fields. The event was a tremendous success, attracting a large number of residents and visitors who enjoyed a spectacular display in a warm and welcoming atmosphere. The Council extends its sincere congratulations and thanks to the Llanmiloe Community Association for organising such an outstanding community event.
- In December, we hosted our third Christmas Experience event—and what a fantastic occasion it turned out to be!

Disaster nearly struck on the Thursday before the event, as severe weather and an incoming storm meant we were unable to erect the marquees as planned at the Motorhome Park. However, in a last-minute effort to avoid cancellation, Parkdean very kindly stepped in and offered the use of the Sands Venue. This truly saved the day, providing not only a dry and ready-made space but also easing the overall operational burden. We are incredibly grateful for their support.

The event itself was a huge success, with a wonderful atmosphere created by our residents, volunteers, and caravan owners. Highlights of the evening included a special visit from Santa, a fantastic performance from the Wurlitzers, and beautiful carols from Pastor Haydn and the children of Llanmiloe School, which brought a real festive spirit to the occasion.

The evening was filled with great food from The Rib & Oyster, a fully stocked bar thanks to the LCA, and plenty of dancing—many certainly danced the night away! The raffle was also a great success, raising over £900 for our local primary school to support the purchase of supplies and learning resources.

A huge thank you goes out to everyone who rolled up their sleeves and got stuck in to make the event possible. From organisers to volunteers, performers to supporters—this truly was a community effort, and what a fantastic night it was.

- In January, Pendine Community Council froze the Precept again at 21/22 levels. e.g. £45 on a band D property.
- In 2025, we were pleased to welcome Barry O'Connor to the Council. Barry has quickly thrown himself into the role, bringing enthusiasm, commitment, and a positive approach to all aspects of Council work.

His willingness to get involved and support ongoing projects has been greatly appreciated, and he has already proven to be a valuable addition to the team. We look forward to continuing to work with Barry and to the contribution he will make in the years ahead.

- Finally, we would like to extend our sincere thanks to all of our volunteers and local businesses for their continued support throughout the year. As a small team, we simply could not deliver the range of operations and events without your help. Your time, effort, and generosity play a vital role in making everything possible. It is truly appreciated, and it is thanks to your support that we are able to bring such wonderful events to life within our community.

Vision Statement

The Community of Pendine is at the heart of everything we do. The needs and wishes of the residents are at the forefront of Pendine Community Council's priorities. Our aim is to foster community spirit and engagement to ensure Pendine is a safe, welcoming place to live and visit. Our objective is to enhance the facilities where possible for the well-being and benefit of all our residents and visitors.

Budget/Precept

The Precept for 2025/26 was set at £7,884.00. Pendine Community Council remains committed to keeping the precept as low as practically possible while continuing to deliver services for the community.

The precept is a tax charged to local residents to fund services provided within the community. We are pleased to confirm that the precept has remained static at this level for 2026/27.

Audits

Each year an audit is conducted on all the council's financial activities.

Internal Audit

An Internal Audit was carried out in May 2025 for the year ending 31st March 2025.

External Audit

In 2025, the Council received five years' worth of audited accounts from Audit Wales. These are now available to view on our website at www.pendinesands.org.

Street Lighting

The council is responsible for several streetlights throughout the village. A number are under the responsibility of Carmarthenshire County Council. We kindly ask, any issues arising with the streetlights are reported to www.carmarthenshire.gov.wales/home/council-services/travel-roads-parking/report-a-problem-on-a-road/report-a-faulty-street-light/.

In the event of an emergency please call 01267 234567 during office hours or 0300 333 2222 outside normal office hours.

Police

Pendine Community Council maintained strong links with Dyfed Powis Police and our Community support officers. We try to obtain regular updates on crime statistics for our area which are relatively low.

The current PCSO's for our area are:

Hefyn Davies

Sarah Thomas

They are contactable by calling 101 and asking to be transferred to Whitland Police Station.

Key Council objectives and priorities for the year 26/27

1. Putting the Community at the heart of all we do with more community events e.g Family Fun Day, Christmas, Produce Market.
2. We have begun development of a 5-year community plan, shaped by resident feedback, to ensure Pendine continues to thrive. This includes:
 - Targeted enhancement projects supported by our dedicated volunteer group
 - Ongoing repairs to the small and main slipways, including chains and posts
 - Promenade tidy-up and maintenance
 - Improvements to greywater disposal at Hafan y Môr
 - Installation of a new community planter, funded through the Christmas event and brought to life with help from our volunteers
 - Exploration of grant opportunities to support upgrades to key facilities such as the Village Hall and car park

Recognition and Thanks

Pendine Community Council would like to express their sincere thanks to:

- Shane Swale for composing our bespoke Tide Time tables which make Beach parking possible.
- All involved with the production and distribution of the Local Newsletter.
- All the volunteers who have assisted in events throughout the year for their hard work. We look forward to your continued support in 2026/27 and beyond.
- The RNLI lifeguards, for doing a great job keeping the beach safe for swimmers this summer season.

- Parkdean for their funding of the RNLI lifeguards for 2025 and allowing us to use the Scoops car park for events and finally saving our Christmas Experience Event by providing us with your fantastic venue.
- Llanmiloe Community and Jamie Rugg for allowing Pendine Community Council to use the resource Centre for meetings.
- All the local businesses who donate raffle prizes for our community fundraising events.
- To Steve, Garvey and Lennie, and our Beach Collectors for their contribution and service to Pendine Community Council.