

THE VALE OF GLAMORGAN COUNCIL

WORKING TOGETHER  
FOR A BRIGHTER FUTURE

# WELSH LANGUAGE PROMOTION STRATEGY 2022 - 2027



DEVELOPED IN ACCORDANCE WITH  
WELSH LANGUAGE STANDARD 145

# INTRODUCTION

In September 2015, the Welsh Language Commissioner issued local authorities in Wales with their first Compliance Notices under the Welsh Language Measure (Wales) 2011

(specifically for local authorities, the Welsh Language Standards (No.1) Regulations 2015).

The Welsh Language Standards are therefore the current framework for Welsh language in the following five areas of work:

- Delivering Welsh medium Services
- Policy making in a way that promotes the Welsh Language
- Operating through the medium of Welsh
- Keeping records about the Welsh Language, and finally
- Promoting the Welsh Language.

Mae copi o'r Cynllun ar gael yn Gymraeg.  
A copy of this plan is available in Welsh.

“ The Corporate Plan has a particularly strong emphasis on collaboration and working in partnership. This partnership working is wide ranging, including working with families, children and young people, our partners in health, the Police and the Fire service as well as other public sector bodies, the third sector, Town and Community Councils and our communities. ”

Under Standard 145, the Vale of Glamorgan Council was required to develop a 5-year strategy to promote the Welsh language and its first strategy covers the period 2017-2022. At the end of the 5 years, an assessment of progress and achievement is required (under Standard 146), which can be found in a separate document, and a new strategy for the next five years must be prepared following that assessment and a period of consultation. The new strategy and action plan are the result of that assessment and consultation process.

The strategy document itself is a high-level one and contains details on the legal duties with which the Vale of Glamorgan Council must comply. These are statutory requirements and cannot be changed, however it is the associated Action Plan that is perhaps the most important of this set of documents, as it is within the actions that have been developed and agreed upon that our local voice and approach can be heard.

The Action Plan has been developed in consultation with numerous local and regional partners because although it is the Council that has the strategic lead and statutory responsibility for the Promotion Strategy, the actions cannot be achieved by one organisation alone and so partnership working is vital for the strategy's success. This partnership approach is also shown in the Council's current Corporate Plan "Working together for a brighter future":

The new strategy builds upon previous statutory duties and Council policies and the success of its first strategy and has been updated to reflect newer duties. The strategy has been restructured to align with the three themes within Welsh Government's "Cymraeg 2050: A million Welsh speakers" strategy. It has ensured that each target links with the Council's 4 Well-being objectives as shown in the Corporate Plan 2020-2025.



**Cllr. Neil Moore**  
Executive Leader and Cabinet Member  
for Performance and Resources



**Rob Thomas**  
Chief Executive  
Vale of Glamorgan Council

# THE STRATEGY'S WIDER CONTEXT

The Promotion Strategy does not exist in isolation; it forms part of the wider policy framework of the Council and Welsh Government.

In this section, the links between the Promotion Strategy and those other policies will be outlined so that elected members, officers and partners understand those connections. Each subsection also notes (where relevant) to which of the Cymraeg 2050 themes it most clearly aligns.

This wider legislative context will also help link this Promotion Strategy with other work undertaken by the Council when preparing integrated impact assessments, helping to ensure that the Welsh language is properly considered in the decision-making process.



## The Welsh Language Measure 2011 and the Welsh Language Standards (No.1) Regulations 2016:

The main legislative driver for the Promotion Strategy is Standard 145 of the 2016 regulations:

“ You must produce, and publish on your website, a 5-year strategy that sets out how you propose to promote the Welsh language and to facilitate the use of the Welsh language more widely in your area; and the strategy must include (amongst other matters) –

- a) a target (in terms of the percentage of speakers in your area) for increasing or maintaining the number of Welsh speakers in your area by the end of the 5-year period concerned, and
- b) a statement setting out how you intend to reach that target; and you must review the strategy and publish a revised version on your website within 5 years of publishing a strategy (or of publishing a revised strategy). ”

The requirement for the assessment is under Standard 146.

There are however other Standards that impact on how the strategy is developed and published as they cover all aspects of the Council's policy-making process, not just those relating to the Welsh language.

- Standards 88-90 - which relate to developing or updating policies and their effects of the Welsh language (part of the impact assessment process).
- Standards 91-93 - which relate to consultation on policy decisions and their effects of the Welsh language (part of the impact assessment process)

But beyond the Standards themselves, many other Council and Welsh Government policies and sources



of information have to be acknowledged in order to understand their links to the targets and actions in the Action Plan and to make sure that targets are not duplicated, or that Welsh language targets do not sit outside other reporting and monitoring processes.

Welsh language impact assessments must also therefore reference a range of factors including links to wider legislation and details of supporting evidence and mitigating factors - all of which support the **Theme 3 - Creating favourable conditions** outcome.

**let's talk...**  
We're asking residents what life in the Vale of Glamorgan is currently like so we can develop a plan to improve the wellbeing of our communities

**amser siarad...**

Rydyn ni'n gofyn i breswylwyr sut beth yw bywyd ym Mro Morgannwg ar hyn o bryd er mwyn i ni allu datblygu cynllun i wella lles ein cymunedau

Have your say by completing our online survey, which can be accessed by scanning the QR code through [valepsb.wales](http://valepsb.wales) or by calling 01446 700 111

Dweud eich dweud trwy gwblhau ein harolwg ar-lein. y gellir ei gyrchu trwy sganio'r cod QR, trwy [valepsb.wales](http://valepsb.wales) ffonio 01446 700 111

**15/07/2021 - 19/09/2021**

let's talk amser siarad

## Cymraeg 2050:

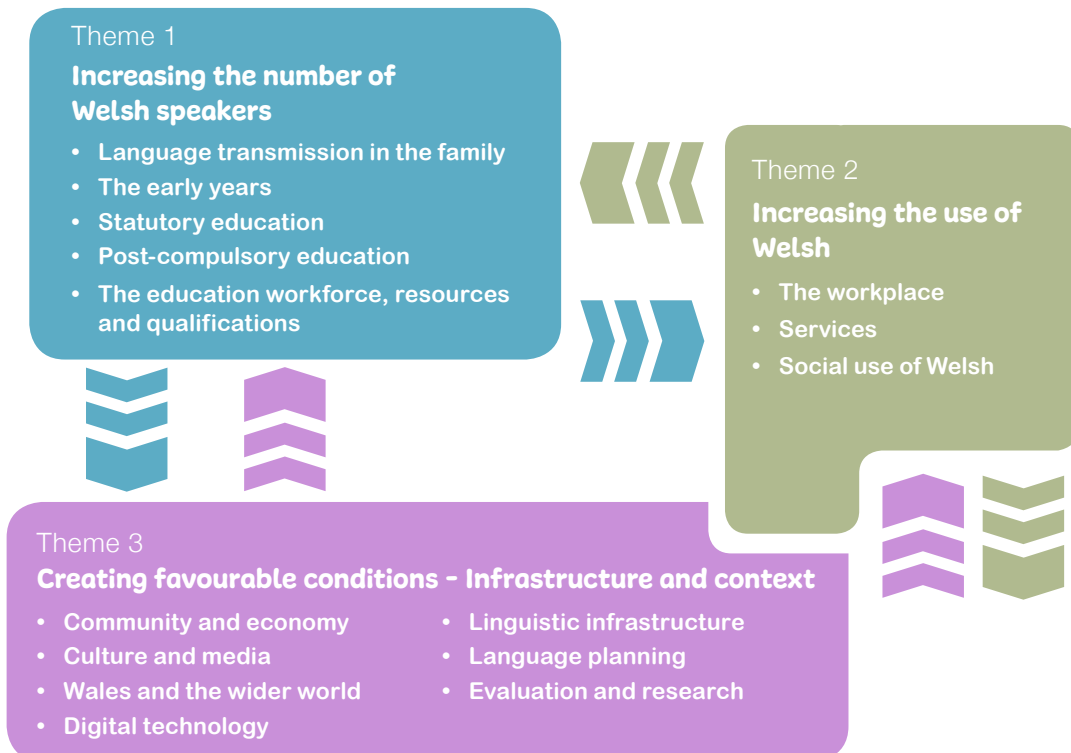
This is the Welsh Ministers' strategy for the promotion and facilitation of the use of the Welsh language. It sets out the Welsh Government's long-term approach to achieving the target of a million Welsh speakers by 2050. The aim of the Strategy is to reach a position where the Welsh language is an integral element of all aspects of everyday life, as noted in the extract below:

“ The year 2050: The Welsh language is thriving, the number of speakers has reached a million, and it is used in every aspect of life. Among those who do not speak Welsh there is goodwill and a sense of ownership towards the language and a recognition by all of its contribution to the culture, society and economy of Wales. ”

The Vale of Glamorgan Council's updated Promotion Strategy (and the associated Action Plan) have been restructured from their previous format in order to align with the three themes of Cymraeg 2050.



See **Section 3 - Key language development areas** for more information on these themes and their links to the Action Plan.



## The Welsh in Education Strategic Plan (WESP):

Welsh in Education Strategic Plans are a requirement under the Welsh in Education Strategic Plans (Wales) Regulations 2019 and also Education is central to the Welsh Government's Cymraeg 2050 vision.

The Promotion Strategy and WESP are linked across a wide range of education areas and so to avoid duplication, the actions relating to Welsh-medium education that are in the Council's draft Welsh in Education Strategic Plan will be considered as being part of section 1 of the Promotion Strategy's Action Plan.

The 2020/2021 Pupil Level Annual School Census (PLASC) figures show that the Vale of Glamorgan has 3,112 pupils in Welsh-medium education, compared with 2,760 for 2016/2017, an increase of 11.3%.

Linking the WESP, Cymraeg 2050, the Promotion Strategy and the Standards around policy making and impact assessments is the School Organisation Code November 2018 (2nd edition), where paragraph 1.4 states:

“ Where proposals affect schools where Welsh is a medium of instruction (for subjects other than Welsh) for some or all of the time, local authorities should carry out a Welsh Language Impact Assessment.

In all cases local authorities should consider:

- The extent to which the proposal would support the targets in the approved Welsh in Education Strategic Plan (WESP).
- How the proposal would expand or reduce Welsh language provision and in the case of the latter, set out why provision will be reduced.”

Links to

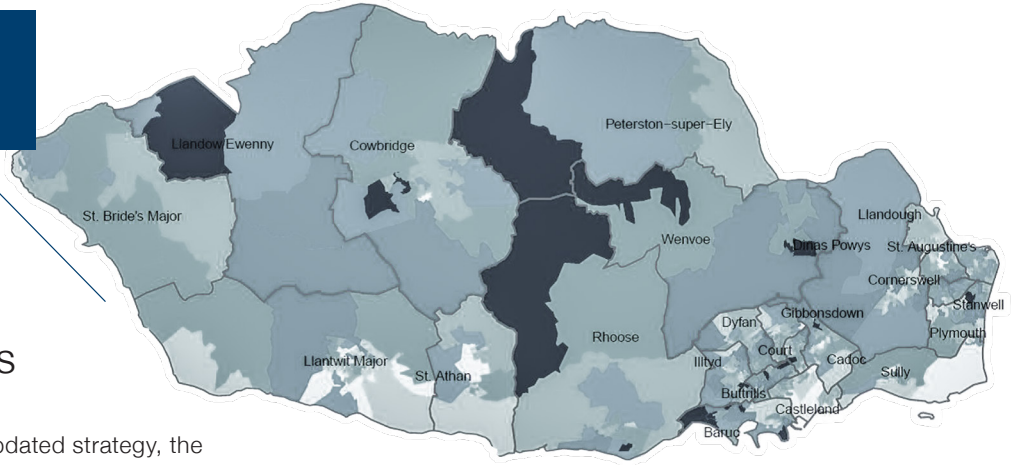
**Theme 1 - Increasing the number of Welsh speakers**  
**Theme 2 - Increasing the use of Welsh**





**The Vale of Glamorgan**  
**Welsh language skills**  
**KS207WA0014**  
 (Can speak, read and write Welsh)

- %, 2011 Census
- under 4
  - 4 to 6
  - 6 to 7
  - 7 to 9
  - 9 to 10
  - 10 to 13
  - over 13



## Population Figures

At the time of developing the updated strategy, the Census 2021 figures were not available, though they will be used in annual action plan updates during the strategy’s lifetime. The strategy therefore has to use the data that is available, and the population figures are therefore taken from StatsWales 2021 mid-year Population Estimates.

Those estimates show that the Vale of Glamorgan Council serves a population of 135,295 people, compared with 130,690 as shown in the equivalent mid-year estimates from 2017.

Year-end population figures from 2021 (financial year ending March 2021) show that the numbers of those aged 3 or over who are recorded as being able to speak Welsh stands at 24,400 (or 19.4%).

Links to **Theme 1 - Increasing the number of Welsh speakers**

## Welsh speakers by Ward and TAN 20

Technical Advice Note (TAN) 20 provides guidance on how the numbers of Welsh speakers in an area should be given appropriate consideration in the planning system via the Local Development Plan (LDP) process, and on compliance with the requirements of planning and other relevant legislation.

That consideration concerns determining whether there are areas of linguistic sensitivity or significance within the boundaries of the local planning authority.

The map above provides 2011 Census data demonstrating the Welsh language skills of people by ward in the Vale of Glamorgan.

Areas of linguistic sensitivity are areas where a significant proportion of the population speak Welsh, either compared with the local area in general or where the percentage is equal or higher to the national average. Each local planning authority’s areas of linguistic sensitivity or significance will therefore be different. There are no such designated areas identified in the Vale’s LDP (these are usually areas where at least 20% of the population speak Welsh), however the 2016 Language Profile for the county (available in full here), which is based on the 2011 Census figures, shows that of the 27 wards, 9 have percentages of over 13% with the highest, Welsh St Donat’s at 18.1%.

This information must be considered appropriately when making policy decisions.

Links to **Theme 3 - Creating favourable conditions**



## Socio-economic Considerations

The Vale of Glamorgan is generally a prosperous county and according to the **Welsh Index of Multiple Deprivation 2019** report, there are only 4 areas in the most economically deprived 10% of Lower-Level Super Output Areas.

The county is a highly rural one aside from its main town centres however, and social or community deprivation as opposed to economic deprivation can exist in terms of accessing certain services.

Comparison of the map *below* (sourced from the 2019 report) with the map of Welsh speakers previously, shows that the areas where there are the highest number of Welsh speakers are outside the Vale's town centres, and so could potentially be isolated in terms of access to community Welsh language activities (other than digitally, though that depends on the quality of the digital infrastructure).

It may also be the case that in terms of the Ewenny/Llandow area for example, their proximity to Bridgend may mean that those Welsh speakers living there access community events in Bridgend rather than in the Vale, which could be reflected in the Vale's monitoring figures and achievements over the last 5 years. The same may be true eastwards due to the public transport links and close proximity to Cardiff.

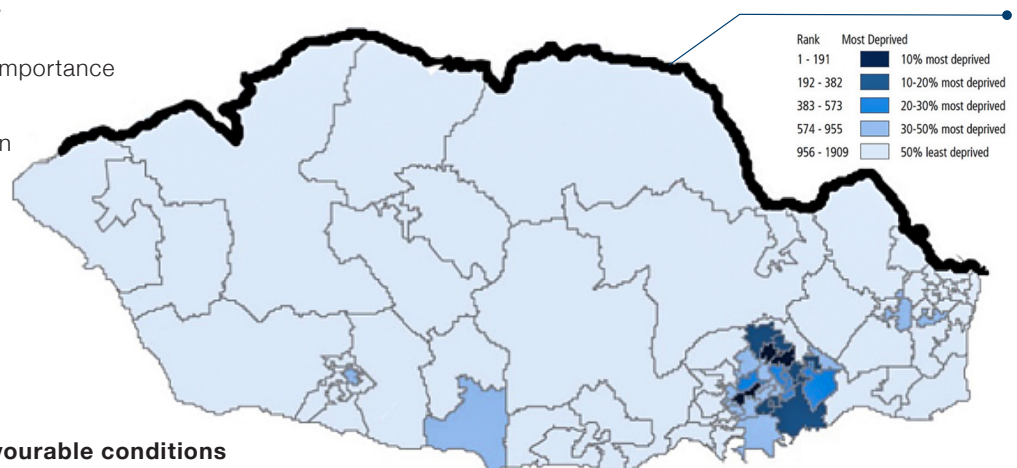
This example shows the importance of partnership working regionally as well as within the county itself and is reflected in partnership working actions in the updated action plan.

Links to  
**Theme 3 - Creating favourable conditions**



### Welsh Index of Multiple Deprivation (WIMD) 2019

Vale of Glamorgan Index of Deprivation by Lower Level Super Output Areas



# The Welsh Language and Future Generations

The seven Well-being Goals include A Prosperous Wales, aiming to create a skilled and well-educated population and A Wales of Vibrant Culture and Thriving Welsh Language. Each of the 7 Goals is important in its own right but they are not separate, and each form a vital part of how Wales should look and so each are inextricably linked.

In order to achieve the targets and actions in the both the Council's Welsh Language Promotion Strategy and WESP, looking at each of the Well-being Goals from a Welsh language perspective shows how the Welsh language forms a part of, and plays a part in, all aspects of education, health and social care, community cohesion, the economy and so much more.

The Welsh Language Commissioner's 2018 guidance document on Promotion Strategies covers this in more detail, with an adapted wheel infographic showing how the Welsh language is a part of each of the seven Goals.

The Council's Corporate Plan contains specific commitments for the five year period 2020-2025. In the Council's Annual Delivery plan, there are specific references each year to the actions that will be taken to pursue Welsh language specific commitments, and also to reflect the importance of considering the language when delivering other actions.

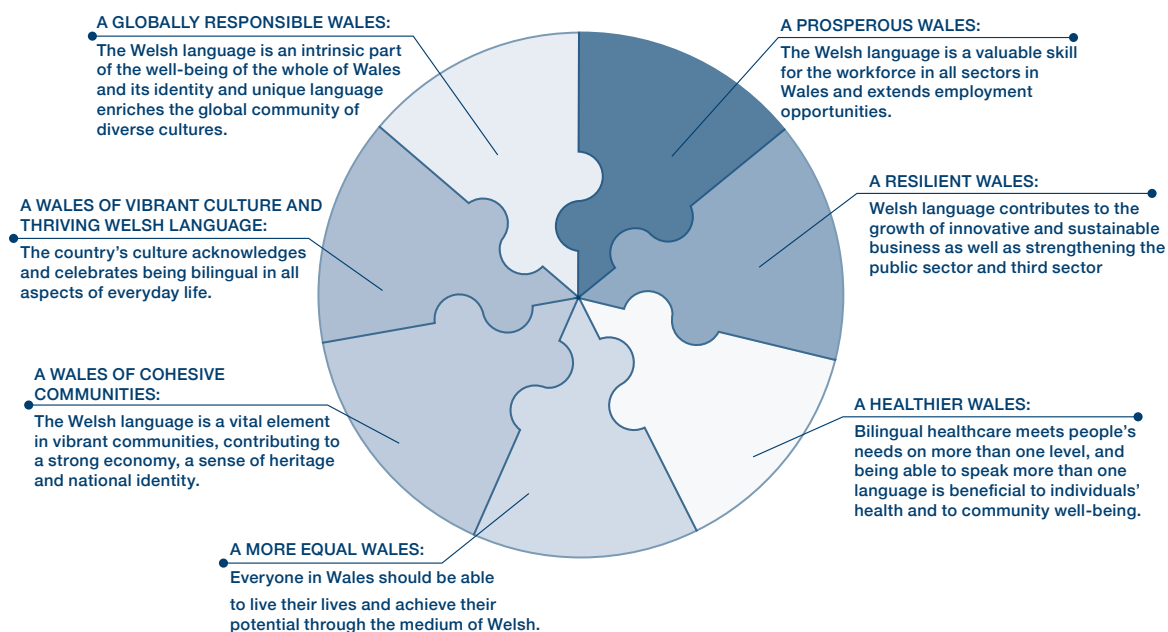
This strategy has been developed to consider the longer-term needs of the Vale's population and makes links with activities that cover generations (such as education). The strategy has involved our residents and partners in identifying the successes and areas for improvement in the previous iteration of the Strategy, and in identifying the actions we will take in the next five years.

The Strategy seeks to prevent the Council from not complying with its statutory obligations, but importantly also from preventing our residents from accessing high quality services bilingually and in ways that matter to them.

The Strategy will be delivered in partnership as illustrated in the accompanying action plan and this collaborative approach has been identified in the assessment of the first strategy as a success that will be fostered into the future. In delivering the Council's Strategy, consideration has been given to the needs of our partners and their Welsh language commitments and agendas in an integrated way, as illustrated throughout the documents.

Links to

- Theme 1 - Increasing the number of Welsh speakers**
- Theme 2 - Increasing the use of Welsh**
- Theme 3 - Creating favourable conditions**



# Cymraeg 2050

## A million Welsh speakers

# KEY LANGUAGE DEVELOPMENT AREAS

The following subsections are adapted from the Welsh Government's Cymraeg 2050 strategy.

Each section of the Action Plan contains local actions that will evidence the Council's commitment and activities to contribute towards the three themes




### Theme 1 - Increasing the number of Welsh speakers

There are two main methods of increasing the number of Welsh speakers:

- transmitting the Welsh language from one generation to the next in the family
- developing and sustaining skills through education and training, from the early years to Welsh-language provision for adults.

This Promotion Strategy and its actions acknowledge the key contribution of language transmission in the home to the future vitality of the Welsh language and how the education and training system is vital to create future generations of Welsh speakers.

### Aims:

1. **Language transmission in the family:** provide children in the Vale of Glamorgan with the best start in the language by expanding support for families to transmit the language in the home. 
2. **The early years:** expand Welsh-medium provision in the early years as an access point for Welsh-medium education.
3. **Statutory education:** support a statutory education system which increases the number of confident Welsh speakers.
4. **Post-compulsory education:** support the development of post-compulsory education provision, which increases rates of progression and supports everyone, whatever their command of the language, to develop Welsh language skills for use socially and in the workplace. 
5. **The education workforce, resources and qualifications:** continue to plan via the WESP and other routes:
  - i. the education and training workforce which can teach Welsh and teach through the medium of Welsh
  - ii. the resources and qualifications needed to support increased provision 

## Theme 2: Increasing the use of Welsh



People need opportunities to use Welsh in a variety of situations which reflect the diversity of their lifestyles. These include opportunities within the family, in the workplace, in local activities, or in wider interest networks and communities.

Opportunities and services in Welsh must be offered proactively, so that the individual does not have to request the Welsh language and can use it at every opportunity, anywhere and everywhere.

This will require targeting support in a way which acknowledges the different needs of different people. For example, new speakers, or parents/carers without Welsh language skills who send their children to Welsh-medium schools, have different needs from fluent, confident speakers.

Whether Welsh has been part of someone's upbringing, acquired at school or in adulthood, the Welsh language is for everyone, and our interventions will aim to give everyone the opportunity to use the language.

### Aims:

1. **The workplace:** increase the use of Welsh within the workplace across all Council departments. 
2. **Services:** increase the range of services offered by Council departments to Welsh speakers, and monitor/record an increase in use of Welsh-language services.
3. **Social use of Welsh:** with the Council's partners, embed positive language use practices supported by formal and informal opportunities to use Welsh socially. 

## Theme 3: Creating favourable conditions – infrastructure and context

This is about creating suitable conditions and an environment where the Welsh language and its speakers can thrive.



The economy is integral to creating the social conditions where Welsh speakers can use their language skills and whilst the Council acknowledges that it cannot control every factor which influences economic growth, there are things that can be influenced.

These include skills, the prestige placed on the Welsh language, the location of public sector jobs, ensuring that the Welsh language is seen as a valuable skill in large developments, and opportunities to use those skills.

In order to facilitate an increase in the number of Welsh speakers, raise their confidence and enable the language to be used in a variety of settings, the Council will continue to support Welsh language digital resources, communications and media, its translation services and partnerships, which make full benefit of the latest technology, and language resources. These are all elements that reflect and maintain the Welsh language's status as a living language and are essential for Welsh speakers whatever their ability.

For the Promotion Strategy to succeed the Council shares responsibility for language planning across a wider range of partner organisations, and in doing so continue to build capacity and expertise in language planning and increase understanding of bilingualism.

### Aims:

1. **Community and economy:** support the socioeconomic infrastructure of Welsh speakers across the county. 
2. **Culture and media:** ensure that the Welsh language is safeguarded as an integral part of our correspondence and communications.
3. **Wales and the wider world:** ensure that the Welsh language is an integral part of our efforts to welcome and integrate people who move to Wales.
4. **Digital technology:** ensure that the Welsh language is at the heart of innovation in digital technology to enable the use of Welsh in all digital contexts.
5. **Linguistic infrastructure:** ensure the continued development of Welsh language infrastructure (in terms of Council Welsh language impact assessments and reporting mechanisms for example) as integral to the delivery of this strategy.
6. **Language planning:** embed language planning and promotion locally and regionally, with a better understanding of and support for bilingualism and the needs of Welsh speakers. 

## List of Consultees

The list below contains information on those who were part of the consultation process, a full report on the consultation can be found in a separate document.

- **Public Consultation process via the council's website** (November 2021 to January 2022)
- **Additional social media promotion** (e.g. Facebook ad Twitter)
- **Corporate Resources and Performance Scrutiny Committee presentation** (17/11/21)
- **Learning and Culture Scrutiny Committee presentation** (09/12/21)
- **Vale of Glamorgan Welsh Language Forum Presentation at Palmerston Centre for Lifelong Learning** (22/11/21)  
for those in attendance and documents circulated further via email:
  - Menter Bro Morgannwg
  - Mudiad Meithrin
  - Merched y Wawr
  - Yr Urdd
  - Learn Welsh the Vale
  - Vale of Glamorgan Welsh-medium schools



THE VALE OF GLAMORGAN COUNCIL

WORKING TOGETHER  
FOR A BRIGHTER FUTURE

# WELSH LANGUAGE PROMOTION STRATEGY

## ACTION PLAN 2022-2027



# WELSH LANGUAGE PROMOTION STRATEGY



*Actions relating specifically to Welsh-medium education are in the Council's Welsh in Education Strategic Plan (WESP) and are referred to here for information, due to the close relationship between the two plans.*



# ACTION PLAN 2022-2027

The following Action Plan aims to build on the progress made by the Council and its partners in implementing the first 5-year Promotion Strategy.

The Action Plan continues to focus on growing the number of people able to speak Welsh, on increasing the use of the Welsh language in all aspects of community and public life and raising awareness of its importance as an essential part of the cultural identity and character of the area.

The Action Plan reflects the partnership approach that is essential to achieving these aims. Although the local authority will be the lead partner on many actions, the Council's partners will play a key role in undertaking many others.

This updated Action Plan has been restructured from the previous version to align with the three themes of the Welsh Government's Cymraeg 2050.

These themes are:

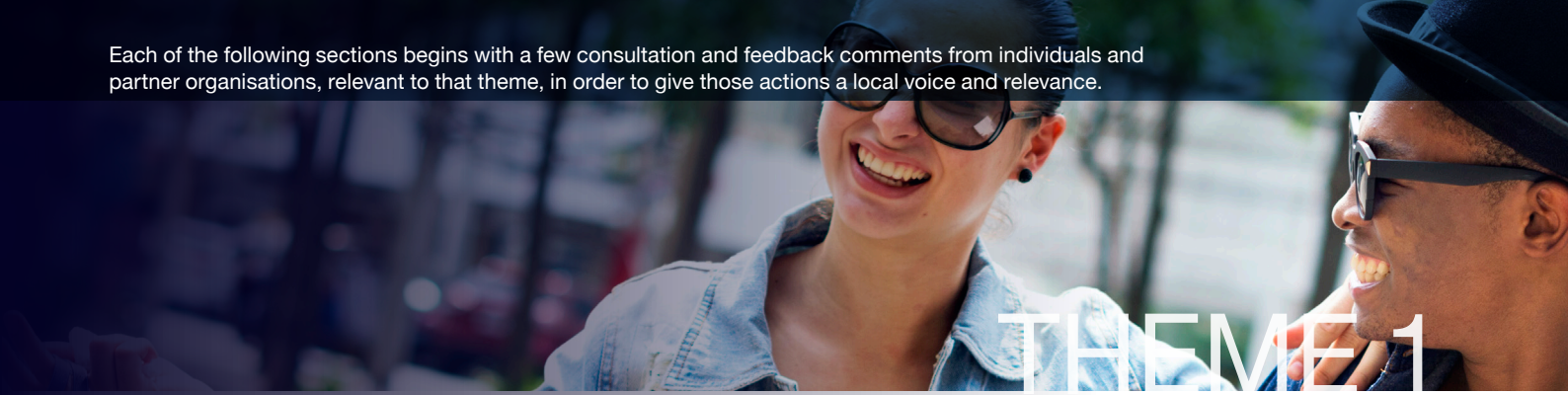
**Theme 1:**  
Increasing the number of Welsh speakers

**Theme 2:**  
Increasing the use of Welsh

**Theme 3:**  
Creating favourable conditions  
- infrastructure and context

The Action Plan also draws the connections between actions and their contribution to the Council's Corporate Plan Well-being Objectives. As actions are pursued, they will be reported upon annually in the Annual Welsh Language Monitoring Report, and will include case studies to show the impact the work is having.

Each of the following sections begins with a few consultation and feedback comments from individuals and partner organisations, relevant to that theme, in order to give those actions a local voice and relevance.



THEME 1

# INCREASING THE NUMBER OF SPEAKERS

(see also actions in the updated Welsh in Education Strategic Plan, which have not been duplicated here for the most part)

“ The Council is to be commended on the opportunities it provides for its workforce to learn Welsh. ”

(partner organisation comment)

“ We need more general marketing of Welsh language opportunities, not just about Welsh schools and formal education but everyday life opportunities ”

(consultation comment)

“ The strategy should consider an increased focus on activities for the 11-25 year old age range. There are enough statutory Education age actions and targets in the WESP ”

(partner organisation comment)

## ACTIONS WE WILL TAKE:

	AIMS	ACTIVITY	TARGET BY 2027	RESPONSIBILITY	LINK TO CORPORATE PLAN WELL-BEING OBJECTIVE
1.1	Survey preschool parents to identify future demand for Welsh medium education in the Vale of Glamorgan	WESP forum group on engagement established to seek ways of monitoring and assessing the demand for Welsh medium education as well as promoting the benefits of bilingualism - link with Health Board to provide information to new and prospective parents	Gather survey figures annually to inform the process of planning for school places and school buildings	Vale of Glamorgan Council (Learning and Skills) in partnership with: Flying Start Dechrau'n Deg; Menter Bro Morgannwg; Mudiad Meithrin; Cardiff and Vale Health Board; all other Fforwm Iaith partners	<ol style="list-style-type: none"> <li>To work with and for our communities</li> <li>To support learning, employment and sustainable economic growth</li> <li>To support people at home and in their community</li> </ol>
1.2	Develop and support Cylchoedd Meithrin and Cylchoedd Ti a Fi as a point of entry to Welsh medium education	Situation and feasibility report to be prepared in 2022/2023 showing likely demand, location options, other relevant issues	Increase number of Cylchoedd Meithrin by 50%, progress/increase to be reported annually	Vale of Glamorgan Council (Learning and Skills) in partnership with: Mudiad Meithrin; Menter Bro Morgannwg; Vale of Glamorgan Council; Flying Start Dechrau'n Deg	<ol style="list-style-type: none"> <li>To support learning, employment and sustainable economic growth</li> </ol>

# THEME 1

## ACTIONS CONT...

	AIMS	ACTIVITY	TARGET BY 2027	RESPONSIBILITY	LINK TO CORPORATE PLAN WELL-BEING OBJECTIVE
<b>1.3</b>	Increase the number of adults learning Welsh	Increase marketing activity and extend number of courses available at all levels, specific marketing aimed at 18-25 year olds and job-seekers as a work-related skill	Increase number of enrolments by 20%, progress/increase to be reported annually	Vale of Glamorgan Council (Learning & Skills in partnership with: Canolfan Dysgu Cymraeg Genedlaethol (National Centre for Learning Welsh)	2. To support learning, employment and sustainable economic growth.
<b>1.4</b>	Increase the number of learners progressing from Entry and Foundation levels to Higher level courses	Provide targeted support and guidance to encourage learners to progress to higher levels of fluency	Increase progression rates to higher levels by 20% from 2022 baseline figures	Vale of Glamorgan Council (Learning and Skills) in partnership with: National Centre for Learning Welsh	2 To support learning, employment and sustainable economic growth
<b>1.5</b>	Develop and support the Work Welsh scheme with the addition of a dedicated full-time Welsh tutor to train and support Council staff	The aim of the Work Welsh scheme is to ensure Council staff progression within levels. (Activity dependent on additional funding from National Centre for Learning Welsh)	Increase progression rates to higher levels by 20% from 2022 baseline figures	Vale of Glamorgan Council (Learning and Skills) in partnership with: National Centre for Learning Welsh	2. To support learning, employment and sustainable economic growth
<b>1.6</b>	Provide opportunities for children and parents to learn and practice Welsh together	Arrange story time sessions in Welsh in various locations across the Vale, particularly in libraries. Arrange courses for families whereby adults and children can enjoy activities that support their language learning	Establish story time sessions in all the major towns and establish as part of mainstream provision. Organise family language courses during school holidays	Vale of Glamorgan Council (Learning and Skills) in partnership with: Menter Bro Morgannwg; Mudiad Meithrin; Cardiff and Vale Health Board	1. To work with and for our communities 2. To support learning, employment and sustainable economic growth 3. To support people at home and in their community
<b>1.7</b>	Provide support for parents with children in Welsh-medium schools to alleviate concerns about helping with homework	Establish Homework Clubs in Welsh-medium schools or community settings to support parents who are non- Welsh speaking	Discussions to be held during current academic year with a view of establishing Homework Clubs	Vale of Glamorgan Council (Learning and Skills) in partnership with: Menter Bro Morgannwg; Welsh-medium schools	3. To support people at home and in their community

# THEME 1

## ACTIONS CONT...

	AIMS	ACTIVITY	TARGET BY 2027	RESPONSIBILITY	LINK TO CORPORATE PLAN WELL-BEING OBJECTIVE
<b>1.8</b>	Explore opportunities for staff across the Fforwm Iaith partnership to improve their language skills	Draw up a programme of language opportunities to develop the skills and confidence of Welsh speakers and learners	Deliver the training programme	Vale of Glamorgan Council (Learning and Skills) in partnership with: Vale of Glamorgan Council	<ol style="list-style-type: none"><li>1. To work with and for our communities</li><li>2. To support learning, employment and sustainable economic growth</li></ol>
<b>1.9</b>	Deliver a campaign to promote the use of Welsh in the home – promoting bilingualism and multi-language within non-Welsh speaking households	An increase in the number of families participating in Welsh and bilingual activity within the home	Agree and launch the campaign by September 2022 and progress to be reported annually by the delivery partners	Vale of Glamorgan Council (Learning and Skills) in partnership with: Menter Bro Morgannwg; Mudiad Meithrin; the Urdd; Vale of Glamorgan Council Welsh Language Officer	<ol style="list-style-type: none"><li>2. To support learning, employment and sustainable economic growth</li><li>3. To support people at home and in their community</li></ol>

# THEME 2

## INCREASING THE USE OF WELSH

“ The Council and its partners should work to normalise the use of Welsh in the county and its everyday visibility ”

*(consultation comment)*

“ There needs to be more opportunities for people to use and practice their Welsh in informal and supportive settings that cross all ages ... so many children are educated in Welsh medium schools but their language is only used in school. They need to be encouraged and given opportunities to use it socially as well. ”

*(Facebook comment)*

“ I also think that non-Welsh language organisations could be given targets to conduct Welsh language activities... this would provide opportunities for non-Welsh speaking individuals to get a taste of the language. ”

*(partner organisation comment)*

### ACTIONS WE WILL TAKE:

	AIMS	ACTIVITY	TARGET BY 2027	RESPONSIBILITY	LINK TO CORPORATE PLAN WELL-BEING OBJECTIVE
<b>2.1</b>	Continue to provide language courses at various levels of proficiency to enable more employees to work bilingually	Increase workplace provision for tentative Welsh speakers to boost confidence, including virtual courses	Increased workplace provision of different types of courses (classroom and online)	Vale of Glamorgan Council (Learn Welsh the Vale/Equalities & Welsh Language Team) in partnership with: Canolfan Dysgu Cymraeg Genedlaethol (National Centre for Learning Welsh)	2. To support learning, employment and sustainable economic growth
<b>2.2</b>	Provide informal opportunities for Welsh learners to meet and practice their language skills	Organise social activities and 'sesiynau sgwrs' (conversation sessions) to increase confidence and fluency levels	Continue to work with community groups and partners to organise and / or support regular informal meetings between learners, new speakers and speakers in the community. Include specific details in the agreement with Menter Bro Morgannwg	Vale of Glamorgan Council (Learn Welsh the Vale) in partnership with: Menter Bro Morgannwg	1. To work with and for our communities 3. To support people at home and in their community

# THEME 2

## ACTIONS CONT...

AIMS	ACTIVITY	TARGET BY 2027	RESPONSIBILITY	LINK TO CORPORATE PLAN WELL-BEING OBJECTIVE
<p><b>2.3</b> Provide opportunities for Welsh learners to integrate into Welsh speaking networks and organisations</p>	<p>Plan a varied programme of social activities to bring Welsh speakers and learners together, with a specific programme to target especially 11-25 year olds and also those from protected characteristic groups</p>	<p>Draw up an annual calendar of events and provide marketing support</p>	<p>Vale of Glamorgan Council (Learn Welsh the Vale) in partnership with: Menter Bro Morgannwg; the Urdd</p>	<p>1. To work with and for our communities 3. To support people at home and in their community</p>
<p><b>2.4</b> Work with key partners to create opportunities for children and young people to use Welsh outside school to strengthen the link between the language of education and the community</p>	<p>Develop a joint strategy that enables Welsh to become the language of social and leisure activities. Arrange a series of recreational activities to cater for a variety of different interests, for example, sport, drama, dance, arts and crafts, computer games, outdoor pursuits etc</p>	<p>Programme to be agreed and implemented</p>	<p>Vale of Glamorgan Council (Vale Youth Service / Leisure Services) in partnership with: Children and Young People's Programme Board; Menter Bro Morgannwg; the Urdd</p>	<p>2. To support learning, employment and sustainable economic growth 3. To support people at home and in their community</p>
<p><b>2.5</b> Encourage greater social use of Welsh by pupils attending Ysgol Gymraeg Bro Morgannwg - online and in the community</p>	<p>Ysgol Gymraeg Bro Morgannwg to agree a Mission Statement and code of conduct and establish a Young People's Welsh Language Forum</p>	<p>Arrange at least 3 significant Welsh language activities during each school year Forum to include representatives of every school year</p>	<p>Vale of Glamorgan Council (Learning and Skills) in partnership with: Ysgol Gymraeg Bro Morgannwg; the Urdd;</p>	<p>2. To support learning, employment and sustainable economic growth 3. To support people at home and in their community</p>
<p><b>2.6</b> Support current Welsh-medium youth clubs</p>	<p>Support current clubs and investigate the possibility of setting up similar provision elsewhere</p>	<p>Extend current provision to include Penarth and Cowbridge</p>	<p>Vale of Glamorgan Council (Learning and Skills) in partnership with: the Urdd; Menter Bro Morgannwg</p>	<p>2. To support learning, employment and sustainable economic growth 3. To support people at home and in their community</p>

## ACTIONS CONT...

AIMS	ACTIVITY	TARGET BY 2027	RESPONSIBILITY	LINK TO CORPORATE PLAN WELL-BEING OBJECTIVE
<p><b>2.7</b> Increase number of Welsh language activities that cater for the interest of families</p>	<p>Build on the success of Gŵyl Fach y Fro and arrange similar events to coincide with Christmas, Santes Dwynwen and St David's Day celebrations</p>	<p>Working within the agreement with Menter Bro Morgannwg, facilitate regular family fun days during the year in different parts of the county and support the increase attendance at Gŵyl Fach y Fro to 3,000</p>	<p>Vale of Glamorgan Council (Learn Welsh the Vale) in partnership with: Menter Bro Morgannwg; the Urdd; Cardiff and Vale UHB; Flying Start Dechrau'n Deg</p>	<p>1. To work with and for our communities 3. To support people at home and in their community</p>
<p><b>2.8</b> Develop the Welsh music scene and the arts</p>	<p>Continue with the Welsh language music and arts provision in different locations across the Vale and build on the success of Gigs Bach y Fro</p>	<p>Hold a regular number of events each year for adults and young people around the Vale with an ambition that at least 60 people attend each event</p>	<p>Vale of Glamorgan Council (Learn Welsh the Vale) in partnership with: the Urdd; Menter Bro Morgannwg; Vale of Glamorgan Council; all Fforwm Iaith Partners</p>	<p>1. To work with and for our communities 3. To support people at home and in their community</p>
<p><b>2.9</b> Increase fitness, leisure and well-being opportunities through the medium of Welsh</p>	<p>Increase the number of swimming lessons and fitness classes that are available in Welsh for all schools and settings. Collaborate with sports associations to ensure that coaching is available through the medium of Welsh. Link with Health Board in terms of fitness as recovery</p>	<p>Agree a plan of action in Year 1 for increasing Welsh language provision for Welsh-medium schools and increased provision as appropriate for English-medium schools and other settings</p>	<p>Vale of Glamorgan Council (Leisure Services) in partnership with: Legacy Leisure (the Council's Leisure Management Contractor); the Urdd; Cardiff and Vale Health Board; Menter Bro Morgannwg; Cardiff and Vale College</p>	<p>1. To work with and for our communities 2. To support learning, employment and sustainable economic growth 3. To support people at home and in their community</p>
<p><b>2.10</b> Enable staff and elected members to be aware of history and culture of Welsh language including compliance with Welsh language legislation</p>	<p>Arrange a programme of Welsh Language Awareness and Compliance training and include in induction for new staff and members</p>	<p>Develop and deliver a training programme</p>	<p>Vale of Glamorgan Council (Learn Welsh the Vale / Equalities and Welsh Language Team)</p>	<p>2. To support learning, employment and sustainable economic growth 4. To respect, enhance and enjoy our environment</p>

# THEME 2

## ACTIONS CONT...

	AIMS	ACTIVITY	TARGET BY 2027	RESPONSIBILITY	LINK TO CORPORATE PLAN WELL-BEING OBJECTIVE
<b>2.11</b>	Encourage staff and elected members to use Welsh in internal and external meetings and in presentations	Provide training on presentational skills in Welsh and explore the practicalities of providing translation facilities at internal meetings	Develop and deliver a training programme	Vale of Glamorgan Council (Equalities and Welsh Language Team)	2. To support learning, employment and sustainable economic growth
<b>2.12</b>	Ensure that the websites and social media of all partners in the strategy are used to share information about the Welsh language	Further develop website and social media channels to provide information to Welsh speakers and learners and partner organisations about activities, events, job opportunities. Ensure that contact details of as many school leavers as possible are recorded (with GDPR considerations in place)	Regular information on Welsh Language specific activities is included in the Council's social media plans and in the further development of the website.	Vale of Glamorgan Council (Equalities and Welsh Language Team) in partnership with: all Fforwm Iaith Partners;	2. To support learning, employment and sustainable economic growth 3. To support people at home and in their community
<b>2.13</b>	Enable Welsh-medium education and social activities to be available to all residents of the Vale regardless of background or location	Gather and analyse anonymised data on the people accessing Welsh medium education and social activities around diversity, socio-economic position and if they are from Black, Asian and minority ethnic communities	Information gathered in Year 1, with a view to producing an awareness raising campaign in Year 2 and identifying any further actions to progress this work	Vale of Glamorgan Council (Equalities and Welsh Language Team) in partnership with: all Fforwm Iaith Partners	1. To work with and for our communities 2. To support learning, employment and sustainable economic growth 3. To support people at home and in their community
<b>2.14</b>	Increase the contacts and networking with non-Welsh language organisations in the private and voluntary sectors	Promote and encourage the Welsh language and multilingualism in general within sectors not directly covered by Welsh language legislation.	Engage with the private and voluntary sectors in the Vale of Glamorgan	Vale of Glamorgan Council (Equalities and Welsh Language Team) in partnership with: Menter Bro Morgannwg; all Fforwm Iaith Partners;	1. To work with and for our communities 2. To support learning, employment and sustainable economic growth





# THEME 3

## CREATING FAVOURABLE CONDITIONS - INFRASTRUCTURE & CONTEXT

“ The Council and its partners have many buildings across the Vale, could these be used in a shared way to hold Welsh language lessons or informal sessions? ”

*(consultation comment)*

“ Consideration should be given to innovative ways to ensure access to Welsh in the most rural areas of the county - geographical deprivation can lead to inequality of access to Welsh-medium care & education. ”

*(consultation comment)*

“ Promoting language skills in terms of careers is something that all partners can contribute towards and would be of great benefit to groups of school-leavers, young adults and those seeking re-training. ”

*(partner organisation comment)*

### ACTIONS WE WILL TAKE:

AIMS	ACTIVITY	TARGET BY 2027	RESPONSIBILITY	LINK TO CORPORATE PLAN WELL-BEING OBJECTIVE
<p><b>3.1</b> Use social media to share information with young people and job seekers about job opportunities and apprenticeships that require bilingual skills</p>	<p>Ensure that Careers Wales and careers officers in schools have the most up-to-date information about jobs requiring Welsh language ability and proactively share this information</p>	<p>Careers Wales, Ysgol Gymraeg Bro Morgannwg and Cardiff and Vale College to agree a plan of action and devise innovative ways of providing information via apps and social media</p>	<p>Careers Wales; LEA; Ysgol Gymraeg Bro Morgannwg; Cardiff and Vale College; the Urdd)</p>	<p>2. To support learning, employment and sustainable economic growth 3. To support people at home and in their community</p>
<p><b>3.2</b> Hold a Careers/ Jobs Fair event targeted at promoting bilingual skills as work-related skills</p>	<p>Arrange a Careers/ Jobs Fair either physically or on-line promoting bilingual skills as a work-related skill including sessions aimed at 16-25 year olds, and job-seekers returning to employment.</p>	<p>One event per financial year</p>	<p>Vale of Glamorgan Council (Learning and Skills) in partnership with: Careers Wales; all Fforwm Iait Partners; Ysgol Gymraeg Bro Morgannwg; Cardiff and Vale College; the Urdd; Cardiff and Vale Health Board; regional partners, for example, neighbouring local authorities</p>	<p>1. To work with and for our communities 2. To support learning, employment and sustainable economic growth 3. To support people at home and in their community</p>

# THEME 3

## ACTIONS CONT...

	AIMS	ACTIVITY	TARGET BY 2027	RESPONSIBILITY	LINK TO CORPORATE PLAN WELL-BEING OBJECTIVE
<b>3.3</b>	Support the development of childcare through the medium of Welsh, including during school holidays	Carry out a review of the childcare needs of parents with children in Welsh-medium education and continue with Welsh-medium play schemes during school holidays	Support the development of after-school or wrap-around childcare where needs are identified and increase the numbers attending holiday play schemes	Vale of Glamorgan Council (Learning and Skills) in partnership with: Menter Bro Morgannwg; Children and Young People Partnership;	<ol style="list-style-type: none"> <li>2. To support learning, employment and sustainable economic growth</li> <li>3. To support people at home and in their community</li> </ol>
<b>3.4</b>	Raise awareness of Welsh language in digital and print networks	Continue to ensure that Welsh language content is included in on-line and printed news outlets	Develop provision to include articles both in the printed and on-line versions	Vale of Glamorgan Council (Communications) in partnership with: Menter Bro Morgannwg; all Fforwm Iaith Partners	<ol style="list-style-type: none"> <li>1. To work with and for our communities</li> <li>2. To support learning, employment and sustainable economic growth</li> <li>3. To support people at home and in their community</li> </ol>
<b>3.5</b>	Consider the possibility of the Fforwm Iaith partnership establishing a Welsh Language Centre / Community Hub in the Vale	Undertake a feasibility study to explore the potential of establishing a Centre/Hub in an accessible location, to promote social activities in Welsh and liaise with Glamorgan Volunteering Services to increase participation of non-Welsh language organisations	Carry out a feasibility study and funding opportunities, including considering the current models from across Wales, including the availability of suitable potential venues (by March 2023).	Vale of Glamorgan Council (Equalities and Welsh Language Team) in partnership with: all Fforwm Iaith Partners plus others locally such as Barry Town Council and across Wales such as other local authorities and Mentrau Iaith	<ol style="list-style-type: none"> <li>1. To work with and for our communities</li> <li>2. To support learning, employment and sustainable economic growth</li> </ol>
<b>3.6</b>	Provide Staffnet support for Welsh speakers and learners	Use Staffnet to sign-post staff to useful language resources, for example e-learning, on-line grammar and spell checkers, on-line dictionaries and translation tools, Welsh language courses, & activities in the community	Complete list of on-line resources	Vale of Glamorgan Council; Learn Welsh the Vale; Vale of Glamorgan Council Welsh Language Officer;	<ol style="list-style-type: none"> <li>2. To support learning, employment and sustainable economic growth</li> </ol>

## THEME 3

## ACTIONS CONT...

	AIMS	ACTIVITY	TARGET BY 2027	RESPONSIBILITY	LINK TO CORPORATE PLAN WELL-BEING OBJECTIVE
<b>3.7</b>	Develop confidence of Council staff and members in the use of written Welsh	Ensure Cysill and Cysgair (Welsh language grammar and spell checkers) are installed on all staff and elected members' computers as standard.	All computer packages installed and operational	Vale of Glamorgan Council (Equalities and Welsh Language Team)	2. To support learning, employment and sustainable economic growth
<b>3.8</b>	Review memberships of local and regional Welsh language networks	Fforwm Iaith to review memberships of local and regional Welsh language networks & update as necessary, inviting "missing" partners to attend the Fforwm Iaith and other groups. In accordance with Data Protection and GDPR considerations, assess what monitoring information can be shared between partners regionally to assist in achieving targets within the new Promotion Strategy.	Increase participation from other partners/sectors, for example, Cardiff and Vale University Health Board, housing associations, community and third sector organisations	Vale of Glamorgan Council (Equalities and Welsh Language Team) in partnership with: Menter Bro Morgannwg; all Fforwm Iaith partners	1. To work with and for our communities 2. To support learning, employment and sustainable economic growth 3. To support people at home and in their community 4. To respect, enhance and enjoy our environment
<b>3.9</b>	Increase partnership working on cross-boundary and regional projects	Where feasible, undertake projects between partners regionally to assist in achieving targets within the new Promotion Strategy	On-going	All Fforwm Iaith partners as relevant per project; regional partnerships and for a such as CCR, Grŵp Deddf, WLGA's Rhwydiath network	1. To work with and for our communities 2. To support learning, employment and sustainable economic growth
<b>3.10</b>	In line with the WESP, develop projects under the Sustainable Communities for Learning Programme (previously 21st Century Schools)	Develop more Welsh-medium schools, centres for adult and community learning, immersion, community groups as part of our strategic outline programme	On-going	Vale of Glamorgan Council in partnership with: all Fforwm Iaith partners; WESP group	1. To work with and for our communities 2. To support learning, employment and sustainable economic growth

# THEME 3

## ACTIONS CONT...

	AIMS	ACTIVITY	TARGET BY 2027	RESPONSIBILITY	LINK TO CORPORATE PLAN WELL-BEING OBJECTIVE
<b>3.11</b>	Explore the potential to undertake a Place Names project to list the Welsh/English and other place names, in line with the national online database	To consider the potential to list standardised place names in the Vale for use in street naming and signage	List completed and approved if pursued	Vale of Glamorgan Council (Policy and Business Transformation) in partnership with: Menter Bro Morgannwg; Welsh Language Commissioner's Place Names Panel; Local history groups	<ol style="list-style-type: none"> <li>1. To work with and for our communities</li> <li>4. To respect, enhance and enjoy our environment</li> </ol>
<b>3.12</b>	Review the Council's Language Skills Strategy and undertake an updated linguistic skills assessment	Review and update the Strategy and update the analysis of the linguistic skills of staff (Welsh and all other languages), identify gaps in service areas that require bilingual skills and identify training needs	Review the Language Skills Strategy during 2023 for approval in 2023, and produce an updated language skills audit and analysis	Vale of Glamorgan Council (Equalities and Welsh Language Team / Human Resources)	<ol style="list-style-type: none"> <li>2. To support learning, employment and sustainable economic growth</li> </ol>
<b>3.13</b>	Ensure that the monitoring information and data for the 5-year Promotion Strategy, WESP, annual Welsh Language Standards compliance and Linguistic Skills Strategy reports are compiled and reported on consistently	Increased consistency of reporting data across the reports to all relevant Scrutiny Committees and outside reporting bodies	Each year, the reports to show greater consistency and level of detail as well as progress	Vale of Glamorgan Council (all departments) in partnership with: all Fforwm Iaith partners	<ol style="list-style-type: none"> <li>1. To work with and for our communities</li> <li>2. To support learning, employment and sustainable economic growth</li> <li>3. To support people at home and in their community</li> </ol>
<b>3.14</b>	Undertake a review of this action plan at the end of year two and approve the updated version	Carry out a review of the actions in late 2023 to date and amend as required, taking into account any new circumstances	Promotion Strategy Action Plan updated and approved by March 2025	Vale of Glamorgan Council (Equalities and Welsh Language Team) in partnership with: all Fforwm Iaith partners	<ol style="list-style-type: none"> <li>1. To work with and for our communities</li> <li>2. To support learning, employment and sustainable economic growth</li> <li>3. To support people at home and in their community</li> <li>4. To respect, enhance and enjoy our environment</li> </ol>



# Working Together for a Brighter Future

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