

THE VALE OF GLAMORGAN COUNCIL

LEARNING AND CULTURE SCRUTINY COMMITTEE: 9TH DECEMBER, 2021

REFERENCE FROM CABINET: 8TH NOVEMBER, 2021

**“C720 DRAFT WELSH LANGUAGE PROMOTION STRATEGY (EL/PR)
(SCRUTINY – LEARNING AND CULTURE) –**

The Welsh Language Standards (Standards 145 and 146) required Local Authorities to:

- produce and publish a five-year strategy setting out how they intend to promote the Welsh language and to facilitate the use of Welsh more widely in their area;
- include a target for increasing or maintaining the number of Welsh speakers in the area by the end of the five-year period;
- include a statement explaining how the organisation intended to reach that target;
- review the strategy and publish a revised version of it on the website within five years of the date of publication of the strategy (or the date of publication of a revised version of it);
- after five years, assess the extent to which the Council had followed that strategy and met the target it had set;
- publish the assessment on the website, showing the number of Welsh speakers in the Local Authority’s area, and the age of those speakers;
- note in the assessment a list of activities arranged or funded by them to promote the Welsh language during the previous five years.

The report presented Cabinet with an assessment of the 2017-22 Promotion Strategy and a draft of a new five-year strategy for the 2022-27 period. The report sought Cabinet approval to consult on these documents in order to inform and finalise the 2022-27 Promotion Strategy and to inform the development of an action plan to pursue its commitments.

The Leader was pleased that the assessment had concluded that the Vale of Glamorgan Council had clearly made significant progress since 2017 in terms of promoting the Welsh language, both internally and publicly, and had done so against a backdrop of ongoing austerity and the unprecedented COVID-19 pandemic conditions. There were strong foundations upon which to build and many of the targets and actions would continue into the new Strategy. Much had changed since 2017 however, and so the draft strategy reflected current circumstances and had adapted its approach in some areas.

Cabinet Members were asked to consider and approve the draft as the basis for consultation as described in the indicative timetable in Paragraph 2.11 of the report.

This was a matter for Executive decision.

Cabinet, having considered the report and all the issues and implications contained therein

RESOLVED –

- (1) T H A T the content of the report and the assessment of the current strategy (Appendix A to the report) be noted.
- (2) T H A T the draft Welsh language Promotion Strategy 2022-27 (Appendix B to the report) be approved as the basis for consultation as described in the report.
- (3) T H A T the consultation approach and timetable as set out in the report be approved.
- (4) T H A T the report and appendices be referred to Learning and Culture Scrutiny Committee and Corporate Performance and Resources Scrutiny Committee as part of the programme of consultation.
- (5) T H A T Cabinet receives a further report setting out the results of the consultation, a draft final version of the 2022-27 strategy, and accompanying action plan in due course.

Reasons for decisions

- (1) Having regard to the contents of the report and discussions at the meeting.
- (2) To the draft Welsh Language Promotion Strategy (2022-27) be approved for consultation.
- (3) To ensure that effective consultation is undertaken within the necessary timeframes for publishing the Draft Welsh Language Promotion Strategy.
- (4) To ensure that all relevant Scrutiny Committees have the opportunity to consider the Draft Welsh Language Promotion Strategy and provide feedback as part of the programme of consultation.
- (5) To ensure that a revised Welsh Language Promotion Strategy can be published in line with the statutory deadline set by the Welsh Language Commissioner.”

Attached as Appendix – Report to Cabinet: 8th November, 2021

Meeting of:	Cabinet
Date of Meeting:	Monday, 08 November 2021
Relevant Scrutiny Committee:	Learning and Culture
Report Title:	Draft Welsh Language Promotion Strategy
Purpose of Report:	To seek Cabinet endorsement of the draft Welsh language Promotion Strategy 2022-2027 for consultation and to review the assessment of the 2017-22 strategy.
Report Owner:	Leader and Cabinet Member for Performance & Resources
Responsible Officer:	Tom Bowring – Head of Policy and Business Transformation
Elected Member and Officer Consultation:	This will involve public consultation, staff consultation, consultation with Scrutiny Committees and with partners.
Policy Framework:	This is a matter for Executive decision by Cabinet. The current strategy is due to end in March 2022 and the Welsh language Standards state that another needs to be in place by then.
Executive Summary:	
<p>The Welsh Language Standards (standards 145 and 146) require Local Authorities to:</p> <ul style="list-style-type: none"> • produce and publish a five-year strategy setting out how they intend to promote the Welsh language and to facilitate the use of Welsh more widely in their area • include a target for increasing or maintaining the number of Welsh speakers in the area by the end of the five-year period • include a statement explaining how the organisation intends to reach that target • review the strategy and publish a revised version of it on the website within five years of the date of publication of the strategy (or the date of publication of a revised version of it) • after five years, assess the extent to which the Council has followed that strategy and met the target it has set • publish the assessment on the website, showing the number of Welsh speakers in your area, and the age of those speakers 	

- note in the assessment a list of activities arranged or funded by them to promote the Welsh language during the previous five years.

This report presents Cabinet with an assessment of the 2017-22 Promotion Strategy and a draft of a new five-year strategy for the 2022-27 period. The report seeks Cabinet approval to consult on these documents in order to inform and finalise the 2022-27 Promotion Strategy and to inform the development of an action plan to pursue its commitments.

Recommendations

1. That Cabinet considers the content of this report and the assessment of the current strategy (Appendix A).
2. That Cabinet considers and approves the draft Welsh language Promotion Strategy 2022-27 (Appendix B) as the basis for consultation as described in this report.
3. That Cabinet approves the consultation approach and timetable as set out in this report.
4. That Cabinet refers this report and appendices to Learning and Culture Scrutiny Committee and Corporate Performance and Resources Scrutiny Committee as part of the programme of consultation.
5. That Cabinet receives a further report setting out the results of the consultation, a draft final version of the 2022-27 strategy, and accompanying action plan in due course.

Reasons for Recommendations

1. To provide Cabinet with an overview of the relevant Standards and to review the effectiveness of the existing strategy.
2. To enable Cabinet to consider the draft Welsh Language Promotion Strategy (2022-27).
3. To ensure that effective consultation is undertaken within the necessary timeframes for publishing the Draft Welsh Language Promotion Strategy.
4. To ensure that all relevant Scrutiny Committees have the opportunity to consider the Draft Welsh Language Promotion Strategy and provide feedback as part of the programme of consultation.
5. To ensure that a revised Welsh Language Promotion Strategy can be published in line with the statutory deadline set by the Welsh Language Commissioner.

1. Background

- 1.1 The Welsh Language (Wales) Measure 2011 established a legal framework that applies to certain organisations requiring them to comply with Standards in relation to the Welsh Language through regulations (The Welsh Language Standards (number 1) Regulations 2015).
- 1.2 The Welsh Language Commissioner issued every Local Authority in Wales with a Compliance Notice, which includes a list of 172 Standards, in September 2015.
- 1.3 Standard 145 of the Compliance Notice requires the Council to produce and publish a five-year strategy which sets out how the Council will promote and facilitate the use of the Welsh Language more widely in the Vale of Glamorgan. The strategy should also include: a target for increasing or maintaining the

percentage of Welsh speakers in the Vale of Glamorgan; and a statement on how the target will be reached

- 1.4 The Standards require that the strategy should be reviewed or revised every five years and be informed by an assessment of any previous strategy.
- 1.5 This report provides Cabinet with an assessment of the current strategy, 2017-22 (Appendix A), a draft of the Promotion Strategy 2022-27 (Appendix B) and the details of the proposed consultation process to inform a final draft.

2. Key Issues for Consideration

An Assessment of the 2017-22 Promotion Strategy

- 2.1 The Council has engaged the services of an external consultant to undertake an independent assessment of the current Welsh Language Promotion Strategy. This assessment is contained in Appendix A to this report.
- 2.2 The assessment sets out the overall aim of the 2017-21 strategy, draws from the four annual monitoring reports published during the lifespan of the current strategy and provides an assessment of the four themes of the strategy (in addition to reflecting on the partnership approach to its delivering).:
 - Welsh for Adults
 - Children, Young People and Families
 - Community Activities
 - Welsh in the Workplace
- 2.3 The assessment report also makes a series of recommendations that have been considered and reflected in the development of the updated draft strategy.
- 2.4 Section eight of the Assessment provides a general conclusion and summary of the recommendations made. The assessment concludes “The Vale of Glamorgan Council has clearly made significant progress since 2017 in terms of promoting the Welsh language, both internally and publicly, and has done so against a backdrop of ongoing austerity and the unprecedented COVID 19 pandemic conditions. There are strong foundations upon which to build and many of the targets and actions will continue into the new Strategy. Much has changed since 2017 however, and so the draft strategy reflects current circumstances and has adapted its approach in some areas”.

Draft Welsh Language Promotion Strategy 2022-27

- 2.5 Drawing on the conclusions and recommendations of the assessment described above and reflecting the Council’s Corporate Plan 2020-25 and other policy developments, Appendix B presents to Cabinet a draft Welsh Language Promotion Strategy 2022-27.

- 2.6 The draft Strategy is structured so as to provide an overview of the context within which the Strategy (and subsequent action plan) will operate. This reflects the Welsh Language Measure, Welsh Government’s Cymraeg 2050 strategy, the Welsh in Education Strategic Plan (WESP), population data and Welsh Language speakers, socio-economic considerations and the Well-being of Future Generations Act.
- 2.7 The draft Strategy is structured by the three themes from Cymraeg 2050:
- i. Increasing the number of Welsh speakers
 - ii. Increasing the use of Welsh
 - iii. Creating favourable conditions – infrastructure and context
- 2.8 The draft strategy sets out a number of aims within each of these themes that the Council, in partnership, would pursue over the five-year period.
- 2.9 Informed by the consultation process, an action plan to deliver these aims will be developed, to be reported to Cabinet alongside the post-consultation draft.
- 2.10 Cabinet Members are requested to consider and approve this draft as the basis for consultation as described below.

Consultation Process

- 2.11 Subject to approval of the draft strategy, a public consultation on the draft strategy will run for a period of six weeks, as outlined in the indicative timetable below.

8 th November 2021	Cabinet approve the draft Promotion Strategy for consultation
10 th November 2021 – 5 th January 2022	Consultation on the draft Promotion Strategy including key stakeholders and relevant Scrutiny Committees (Learning & Culture and Corporate Performance & Resources).
January 2021	Strategy amended in response to the consultation feedback. Action Plan developed.
10 th February and 17 th 2022	Learning & Culture and Corporate Performance & Resources Scrutiny Committees consider the revised Promotion Strategy and draft Action Plan.
28 th February 2022	Cabinet considers final draft Promotion Strategy, including Action Plan and consultation feedback.
By 21 st March 2022	Final Promotion Strategy Published prior to the pre-election period.

It is proposed that alongside a general public consultation process on the draft strategy, a series of targeted focus groups will also be held with key stakeholders. The Strategy and its Action Plan will be reported for final consideration by Cabinet, for implementation from 1 April 2022.

- 2.12 Cabinet Members are requested to approve the approach taken to developing the draft strategy, the necessary timeframes for consultation and approvals and the factors which will need to be considered when finalising the Promotion Strategy by March 2022.
- 2.13 Cabinet is recommended to refer this report and appendices to Learning and Culture Scrutiny Committee and Corporate Performance and Resources Scrutiny Committee as part of the programme of consultation.

3. How do proposals evidence the Five Ways of Working and contribute to our Well-being Objectives?

- 3.1 The Council's Corporate Plan 2020-25 contains a series of commitments to the Welsh Language.
- 3.2 Long Term - the Promotion Strategy outlines the Council's plans for the next five years and helps contribute to the Welsh Government's target for one million Welsh speakers by 2050.
- 3.3 Prevention – the Promotion Strategy strengthens the Council's commitment to the Welsh language and takes a proactive approach to preventing the decline of the language.
- 3.4 Integration - the achievement of the action plan that will be developed to accompany the Promotion Strategy reflect the Council's understanding of the impact of its decisions/actions on those of our partners.
- 3.5 Collaboration - the Promotion Strategy involves other key partners in the achievement of shared goals for the Welsh language.
- 3.6 Involvement – the Promotion Strategy will be developed in consultation with key partners and stakeholders.

4. Resources and Legal Considerations

Financial

- 4.1 The cost of the assessment of the current Promotion Strategy and development of the 2022-2027 Promotion Strategy has been met from the existing Policy & Business Transformation service budget.
- 4.2 Officer time is needed to collect, analyse and report on Welsh language information every year.
- 4.3 The actions ensure that the Council complies with legislation (avoiding a potential adverse cost implication for non-compliance).

Employment

- 4.4 There are no direct employment implications associated with this report, however the draft strategy contains a series of aims to increase the use of Welsh by Council staff.

Legal (Including Equalities)

- 4.5 There is a requirement to produce a five-year Welsh Language Promotion Strategy introduced by the Welsh Language Measure 2011, and the Welsh Language Standards (No.1) Regulations 2016. The specific standards applicable are 145 and 146. The aim of this strategy is to have a positive impact on the Welsh Language and the population of the Vale of Glamorgan.
- 4.6 Failure to publish and implement the Welsh Language Promotion Strategy would be a breach of the Council's obligations under the Welsh Language (Wales) Measure and could result in a fine.

5. Background Papers

Welsh Language Standards Compliance Notice

Welsh commissioners' guidance on Promotional Strategies

Corporate Plan 2020-25

Cymraeg 2050

Welsh Language Promotion Strategy 2017-22



Assessment of the Vale of Glamorgan Council's Welsh Language Promotion Strategy 2017-2022

**Undertaken in accordance with Welsh Language
Standard 146 during September/October 2021 by**



14th October 2021 - Draft version 2

Mae'r ddogfen hon hefyd ar gael yn Gymraeg
This document is also available in Welsh

Contents

Section	Title	Page
1.	Introduction and Background	1
2.	Overall aims of the 2017-2021 strategy	
3.	Assessment - The Partnership Approach	
4.	Assessment - Welsh for Adults	
5.	Assessment - Children, Young People and Families	
6.	Assessment - Community Activities	
7.	Assessment - Welsh in the Workplace	
8.	General Conclusion and Summary of Recommendations	

Statutory Duty under the Welsh Language Measure 2011, and the Welsh Language Standards (No.1) Regulations 2016:

<p><i>Welsh Language Standard 145:</i></p> <p>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) -</p> <ul style="list-style-type: none">(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; <p>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).</p>
<p><i>Welsh Language Standard 146:</i></p> <p>Five years after publishing a strategy in accordance with standard 145 you must—</p> <ul style="list-style-type: none">(a) assess to what extent you have followed that strategy and have reached the target set by it, and(b) publish that assessment on your website, ensuring that it contains the following information -<ul style="list-style-type: none">(i) the number of Welsh speakers in your area, and the age of those speakers;(ii) a list of the activities that you have arranged or funded during the previous 5 years in order to promote the use of the Welsh language.

1. Introduction and Background

The Vale of Glamorgan Council was required by the Welsh Language (Wales) Measure 2011 to produce and publish its first 5-year Welsh Language Promotion Strategy and Action Plan in 2017 (found here - [Vale of Glamorgan Welsh Language Promotion Strategy 2017-2022](#)), and since its publication, has also to date published annual monitoring reports on progress against the Strategy's actions:

- [Update on Welsh Language Promotion Strategy 2017-18](#)
- [Update on Welsh Language Promotion Strategy 2018-19](#)
- [Update on Welsh Language Promotion Strategy 2019-20](#)
- [Update on Welsh Language Promotion Strategy 2020-21](#)

The work of promoting the Welsh language has been ongoing in the Vale of Glamorgan for many years, however, the strategic focus brought by the Promotion Strategy for the Council and its partners has delivered a number of positive outcomes, as evidenced in these annual reports against actions.

The Council, along with all other named bodies who had to produce and publish such strategies, must also publish an assessment report and review of progress against the targets over the lifetime of the strategy.

It is important to note from the outset that as the current Strategy is still in its final year of implementation, the review and assessment can only cover four full financial years and part of the final year.

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 2020 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 and of that population, those aged 3 or over who are recorded as being able to speak Welsh stands at 23,500 (or 18.5%) (see Section 3 for further information on this).

This assessment report was therefore commissioned in September 2021 in order to provide an independent, external review of the Vale of Glamorgan Council's 5-year Strategy 2017-2022, prior to the Council commencing the drafting, consultation period and approval of its 2nd 5-year Strategy for the period 2022-2027.

The assessment report was prepared by Dai Thomas of Cwmni2 and completed via desktop research. It focusses on the four themes in the Council's 2017-2022 document as well as some general areas, in order to assess progress and to suggest recommendations to be included in the draft Strategy during the consultation period.

The new 5-year draft strategy and action plan are due to be published for full consultation between November 2021 and January 2022. This assessment report and draft Equality Impact Assessment will form background papers to that process.

Recommendations are made at the end of Sections 2-7 of the assessment for ease of reference, with a summary of all those recommendations provided in Section 8 along with some general conclusions.

Welsh speakers in the Vale of Glamorgan

Part of the assessment’s requirements is to analyse whether the Strategy has achieved its aims not only in terms of promoting the Welsh language but of how well it has met its target in terms of increasing or maintain its numbers of Welsh speakers.

Specific targets within sections of the strategy’s action plans show that numbers in certain categories have increased significantly. Due to any area’s population not remaining static from week to week let alone from year to year however, a simple population comparison can hide a number of other factors that have affected the figures.

The overall figures based on the financial year-end estimates from StatsWales since 2017 show annual fluctuations but no significant increase or decrease in numbers or percentages, therefore the actions taken by the Vale of Glamorgan and its partners in the strategy have helped maintain the numbers of Welsh speakers in the county.

Year-end estimates (financial)	2017	2018	2019	2020	2021
Overall population (aged 3+)	122,700	123,900	123,300	123,600	125,700
Number of Welsh-speakers	24,600	23,800	25,700	25,600	24,400
Percentage of Welsh-speakers	20.0%	19.2%	20.9%	20.7%	19.4%

The new 5-year plan’s actions will need to bear these figures in mind when setting new targets for the period 2022-2027, if it is to support the Welsh Government’s aim of achieving a million Welsh speakers by 2050.

2. Overall aims the 2017-2021 strategy

The text below is an extract from the 2017-2021, noting what the Vale of Glamorgan Council and partners hoped to achieve over the 5-year period.

In order to maintain and increase the number of Welsh speakers over the next five years the Vale of Glamorgan Council and its partners need to prioritise some key policy areas for action, which include:

- i. Expanding Welsh-medium education from pre-school to post-16*
- ii. Improving language transmission in the home*
- iii. Increasing the number of adults learning Welsh*
- iv. Extending opportunities for children, young people and families to use Welsh as a social language*
- v. Increasing provision of community and leisure activities through the medium of Welsh*
- vi. Expanding the use of Welsh in the workplace.*

These were brought together under 4 themes in the Strategy and Action Plan (see below), with associated targets, and it is these targets under those themes that form the basis of the 4 (to date) annual monitoring reports:

- Welsh for Adults
- Children, Young People and Families
- Community Activities
- Welsh in the Workplace

The Strategy also sits within a wider policy and legislative context and as can be seen below, though the specific focus may differ slightly, the 4 themes broadly align with the well-being objectives that can now be seen in the Council's Corporate Plan 2020-2025:

- To work with and for our communities
- To support learning, employment and sustainable economic growth
- To support people at home and in their community
- To respect, enhance and enjoy our environment

In addition, they also fit easily into the three themes of the Welsh Government's strategy "Cymraeg 2050: a million Welsh speakers".

- Theme 1: Increasing the number of Welsh speakers
- Theme 2: Increasing the use of Welsh
- Theme 3: Creating favourable conditions - infrastructure and context

In order to therefore create even greater links and cohesion in terms of the various themes and objectives, it will be proposed as part of the consultation that the new Strategy follows Cymraeg 2050, which will entail a re-ordering of any actions being carried forward, but with each action also clearly linked to one of the 4 well-being themes in the Corporate Plan.

This will enable councillors, officers and most importantly the Strategy's stakeholders to monitor and report on progress in a more streamlined way, avoid duplication of effort and allow greater partnership working to be undertaken locally and regionally, given that many other organisations are also using the Cymraeg 2050 themes as a template.

The following sections of this report form the main basis of the assessment, beginning with a general overview and then a summary of the achievements under the 4 Strategy themes. The Strategy's annual monitoring reports provide the detail behind the assessment and can be read in detail by following the links noted on page 1.

Recommendations to take forward to the updated Strategy's consultation draft:

- i. The draft strategy 2022-2027 to use the 3 themes within Cymraeg 2050 as its framework;
- ii. The action plan to note against each action, which of the well-being objectives from the Corporate Plan it also contributes towards.

3. Assessment - The Partnership Approach

Though the requirement to produce and publish 5-year Welsh Language Promotion Strategies is a statutory duty placed on named bodies in their Welsh Language Standards compliance notices, no single organisation would be capable of delivering on every action that is required and so partnership working is of paramount importance.

The Strategy's Action Plan noted:

"The Action Plan reflects the partnership approach that is essential to achieving these aims. Although the local authority will be the lead partner in most of the activities proposed, in some instances other organisations will be better placed to undertake this role."

This partnership approach is also echoed clearly in the Council's current Corporate Plan "Working together for a brighter future":

"It is only by working together, listening and respecting each other that we can successfully meet the many challenges facing our communities and public services today. This 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."

A review of the 4 annual monitoring reports evidences this in the Responsibility column against each individual target - the table below is a simple summary of the number of partners in the Vale involved in each of the four themes of the action plan.

Table 1.1

Theme	Number of targets	Number of partners
Welsh for Adults	7	3
Children, Young People and Families	19	7
Community Activities	5	6
Welsh in the Workplace	14	1

Including the Council itself, the Action Plan show partnership working between a total of 10 organisations from the public, voluntary and further/higher education sectors across the four themes (with many working across all four, which is the reason why the partners per theme is greater than the total number of partners involved).

This also does not reflect the fact that various internal Council departments were involved in different actions, nor that both Sporting Associations and Welsh-medium Schools are listed as a single partner, therefore the actual number of partners involved will have been far greater than the above table shows.

The annual report updates, by policy area, are looked at in the next sections of this assessment, and provide an overview of progress from 2017. It is clear from the narrative and information provided however that the partnership working approach has benefitted the progress of the Strategy and helped the Vale of Glamorgan Council deliver on its statutory duty under Standards 145 and 146.

Recommendations to take forward to the updated Strategy's consultation draft:

- iii. Continue and strengthen the partnership approach with the Fforwm Iaith and other existing partners;
- iv. Are the updates shown in the Promotion Strategy annual monitoring reports also reflected in the Council's internal departmental monitoring to its committees? For example, Leisure Services are a partner under the Children, Young People and Families theme but do they report their Welsh language progress only in the Strategy's monitoring report, or is that information also included in their own annual progress reports? Are the Welsh language actions only listed here and not in their own departmental plans? If only listed and reported here, mainstreaming the information in all reports could be one way of raising awareness of Welsh language issues and duties with staff and elected members;
- v. The current action plan does not refer to regional partnership working, nor to Cardiff and Vale UHB for example - the updated draft strategy might wish to consider making new partnership links to broaden the range of targets and actions available. This would not necessarily mean an increase in costs, as so many other organisations also have 5-year Promotion Strategies in place that are being updated, and may in fact mean economies of scale in some cases (as will be noted in more detail in the recommendations in the sections that follow).

4. Assessment - Welsh for Adults

Welsh is one of many subjects available to adults in the community as day or evening classes and increasingly as online course option (even before the pandemic made that a necessary option). Its broader significance however is that it whilst it can be a hobby for some, it links to literacy and employment issues for others. This theme is therefore a significant one for many reasons.

Though referring here to community courses in the main, Welsh for Adults action 1.3 shows that there is inevitably a crossover with the Welsh in the Workplace theme, in terms of adults who are also staff members of the Council. This issue is addressed in this section's recommendations.

The full detail of the progress made is noted in each of the 4 annual monitoring reports and so in order to avoid duplicating information that is available elsewhere, only some key actions are highlighted below in order to demonstrate the progress made since the Strategy was approved and implemented.

In 2017, the Council set itself a target (Welsh for Adults 1.1) of increasing the number of adults enrolling to learn Welsh by 20%, from a baseline of 180 enrolled at the time.

The year 4 update shows that by 2019, this had increased to 385, an increase of almost 114%, far in excess of the 20% target percentage figure.

Completion and progression rates have been less successful in comparison, but this has been a long-standing issue going back the early days of the very first Welsh Language Schemes in the late 1990s and has of course been exacerbated by the pandemic, and the shift from a classroom environment to online courses and the re-prioritising of workloads and changing work patterns.

Despite these issues however, the year 4 update shows that the number of learners on Higher and Fluency level courses increased from 24 in 2016 to 66 learners by 2020, an overall increase of 175%, again far in excess of the 20% target percentage figure.

The other actions under this theme show similar successes despite the pandemic, with many activities becoming virtual as a response to the situation. This shows that the Strategy's actions and the partners actioning them were able to adapt quickly to suit different circumstances, even ones as unexpected and unprecedented as the pandemic.

The benefits of this digital/virtual shift in terms of the Strategy are twofold, in that not only did it mean that classes and opportunities to learn and practice could continue during lockdown, but that with budgets and grant monies reducing each year, costs could be kept to a minimum whilst observing the safety measures in place.

Recommendations to take forward to the updated Strategy's consultation draft:

- vi. The seven current actions under this theme should be carried forward to the new Promotion Strategy 2022-2027 but allowing for amendments or additions during the consultation stage from partners and from other stakeholders, who may be able to add in their own targets on which they already must report elsewhere, in order to provide greater information and evidence of joint-working;
- vii. As part of the consultation draft however, the actions under this theme should be rearranged to sit under the three themes of Cymraeg 2050 and re-worded as necessary. For example, current action 1.1 could sit under the Cymraeg 2050 Theme 1 of "Increasing the number of Welsh speakers", 1.5 could be placed under Theme 2 "Increasing the use of Welsh" and actions under 1.7 (in terms of the platforms as opposed to the content) could sit under Theme 3 "Creating favourable conditions - infrastructure and context".

5. Assessment - Children, Young People and Families

Given its links to the success of so many national, regional and local strategies and targets, this theme is perhaps the most significant in terms of building the longer-term success of the language. Given its scope, it can be argued that it is in fact a cross-cutting theme as it can include formal Welsh-medium education, informal activities to increase the use of the language, community activities and so on.

The first 5-year plan notes that in order to avoid duplication "actions relating to Welsh Medium Education are in the Council's Welsh in Education Strategic Plan 2017-20". The link between the Promotion Strategy and the WESP was recognised at the time and given that the new WESPs are to be 10-year plans, that link must be maintained.

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%. The pupils in English-medium schools (19,924 for the same period) would also be learning Welsh as a second language to GCSE level.

The focus of the Welsh in Education Strategic Plan is of course primarily on statutory education and so the actions within the Promotion Strategy focus more on the wider aspects of ensuring that families can use the language in a variety of settings and that parents, who may be adult learners themselves or who learnt Welsh as a 2nd language at school, can practice their skills with their children.

The 19 actions in the first 5-year plan relating to this theme show a broad range of activities being delivered from a number of partners, from story time, drama, dance and cookery sessions (adapted to be virtual due to the pandemic) to more procedural matters such as ensuring that Welsh language issues are now a permanent item on the Client / Contractor management meetings in terms of leisure services (which also has the benefit of indirectly linking in to the practical implementation of Policy Making Standards 88-90 and the delivery of services by 3rd party contractors).

The actions that focus on the provision of Welsh-medium childcare show that though progress has been made, the pandemic has delayed their implementation and changed the landscape given how many people now work from home. The importance of childcare will remain an important part of achieving the targets in the new Promotion Strategy and childcare targets should be carried forward, with perhaps an additional requirement for some research into what the nature of demand might be post-pandemic.

Many actions in this theme focus on leisure activities, which links the Promotion Strategy directly to two of the 7 Future Generations goals, namely "A Wales of vibrant culture and thriving Welsh language" and "A healthier Wales". The focus on providing leisure opportunities through the medium of Welsh has been on fully Welsh language provision and even before the pandemic and the various lockdowns since March 2020, the annual reports evidence only limited success.

One possible recommendation, whose principle can be used across other similar activities, is that together with continuing to aim for Welsh-medium provision, that both leisure staff and those attending the various activities are encouraged and supported to add increasing levels of Welsh terminology to the activity (for example keeping score using Welsh numbers, learning Welsh terms for related activities such as swimming/nofio, pool/pwll, shower/cawod and so on).

This has been highlighted in the assessment because although bilingual skills are referenced where employment or career opportunities are referred to, they are not referenced in the same way for leisure activities or other community activities. This is potentially something that can be carried forward into the new strategy, as it would cover matters such as increasing use of Welsh by families who visit a leisure centre together socially for example as opposed to attending a formal lesson, and would also increase the vocabulary of staff without formal lessons.

Recommendations to take forward to the updated Strategy's consultation draft:

- viii. The targets under this theme from the original strategy be transferred to **Theme 1: Increasing the number of Welsh speakers** in the new action plan and linked to the Council's new Welsh in Education Strategic Plan in order to maintain the links and continue to avoid duplication of targets and monitoring/reporting;
- ix. The provision of Welsh-medium childcare should remain an important part of the new Promotion Strategy under **Theme 3: Creating favourable conditions - infrastructure and context** and the targets should be carried forward with perhaps an additional requirement for some research into what the nature of demand might be post-pandemic. The delivery of that childcare would be best placed in the WESP and actions under either Theme 1 or Theme 2 of the new strategy;
- x. Consider an action/actions around increasing levels of Welsh terminology to activities such as swimming, other leisure and community activities so that the vocabulary of children, young people, parents and staff is increased, as would be the use and normalising of the Welsh language.

6. Assessment - Community Activities

In 2013, Menter Bro Morgannwg in conjunction with Menter Caerdydd carried out a review of the social use of the Welsh language in the Vale and the findings showed that the vast majority (80%) of respondents felt that there were insufficient opportunities available in the Vale to use the language in the community.

This research helped formulate a number of actions under this theme and others and whilst many actions appeared under the Children, Young People and Families theme, those under Community Activities focused particularly on the use of digital and communication technology and volunteering for example.

This theme ties in closely with the well-being objectives of the Council's Corporate Plan 2020-2025 and reinforces the need to make those links clear in the updated Promotion Strategy and Action Plan when these actions are moved to **Theme 3: Creating favourable conditions - infrastructure and context.**

The partnership working between the Council, Menter Bro Morgannwg and the Urdd is demonstrated effectively through the use of a range of digital media platforms including Twitter, Instagram and Facebook. Though many of the actions throughout the entire action plan are funded and supported by the Council, what is not clear from the annual reports however is whether the various partners promote joint-services or re-share each other's news/events.

This is possibly more an issue of how the reports are phrased in terms of these actions, rather than the actions not being done in this way, but updating the action or way of reporting on this in the new action plan may help in more fully noting the use of Welsh language on social media.

Recommendations to take forward to the updated Strategy's consultation draft:

- xi. Consider an action/actions around increasing levels of Welsh terminology to activities such as swimming, other leisure and community activities so that the vocabulary or children, young people, parents and staff is increased, as would be the use and normalising of the Welsh language;
- xii. Clarify the actions/targets/monitoring around bilingual and Welsh language social media in order to ensure that the results reported on show the full range of work being done by partners.

7 Assessment - Welsh in the Workplace

This theme is very much one of compliance by the Council to the requirements of the Welsh Language Standards and is therefore much more internally focussed than the preceding themes, even though delivery against many of the targets requires partnership working.

Monitoring and reporting on actions here therefore are not only part of the 4 annual reports noted in Section 1 previously, but also in terms of the annual compliance reporting against the Welsh Language Standards, the reports of which can be found on the Council's [website](#).

In order to assess progress therefore, both sets of reports were reviewed.

The Promotion Strategy's action plan for 2017-2022 appears to have taken some high-level actions and targets from the Standards and has reported on progress, but these reports do not contain statistical/numerical data, whereas the reports against compliance with the Standards do contain that information, based on progress data from the Improvement Plan.

For example, in the 2020-2021 annual report, action 4.2 of the Strategy's action plan notes that a second linguistic skills assessment of staff took place in September 2018 and that information was collected, but the data is not shown in the report. The data is shown however in the annual report against Standard 170 (2a):

A linguistic skills survey took place at the end of 2018 of all computer users. This indicated that 122 members of staff consider themselves 'good' or 'fluent' of 1572 responses. This represents a percentage of 6%.

The same is true of action 4.3, where the action plan annual report that "positive action" is being taken, but in the equivalent period annual compliance report against Standards 154 and 170 ch) notes the following:

April 2019 – March 2020 - 535 adverts were logged:

- 27 Welsh essential
- 508 Welsh desirable

All advertisements are either Welsh essential or desirable

The Council is therefore making better progress under this theme than is being reported in the Promotion Strategy's annual reports.

Recommendations to take forward to the updated Strategy's consultation draft:

- xiii. The monitoring of Welsh language actions is better integrated so that the statistics and narrative required by various monitoring and reporting pathways only needs to be collated once and can be copied between reports. This may also require adding additional actions to the Promotion Strategy in order to mirror reporting on overall compliance with the Welsh Language Standards.

8. General Conclusion and Summary of Recommendations

The Vale of Glamorgan Council has clearly made significant progress since 2017 in terms of promoting the Welsh language, both internally and publicly, and has done so against a backdrop of ongoing austerity and the unprecedented COVID 19 pandemic conditions.

There are strong foundations upon which to build and many of the targets and actions will continue into the new Strategy. Much has changed since 2017 however, and so the draft strategy reflects current circumstances and has adapted its approach in some areas.

Below is a full list of all recommendations taken from the previous sections for ease of reference. These will be used as part of the drafting process for the Promotion Strategy 2022-2027 and also as points of discussion during the consultation.

Full List of Recommendations

- i. The draft strategy 2022-2027 to use the 3 themes within Cymraeg 2050 as its framework;
- ii. The action plan to note against each action, which of the well-being objectives from the Corporate Plan it also contributes towards;
- iii. Continue and strengthen the partnership approach with the Fforwm Iaith and other existing partners;
- iv. Are the updates shown in the Promotion Strategy annual monitoring reports also reflected in the Council's internal departmental monitoring to its committees? For example, Leisure Services are a partner under the Children, Young People and Families theme but do they report their Welsh language progress only in the Strategy's monitoring report, or is that information also included in their own annual progress reports? Are the Welsh language actions only listed here and not in their own departmental plans? If only listed and reported here, mainstreaming the information in all reports could be one way of raising awareness of Welsh language issues and duties with staff and elected members;
- v. The current action plan does not refer to regional partnership working, nor to Cardiff and Vale UHB for example - the updated draft strategy might wish to consider making new partnership links to broaden the range of targets and actions available. This would not necessarily mean an increase in costs, as so many other organisations also have 5-year Promotion Strategies in place that are being updated, and may in fact mean economies of scale in some cases (as will be noted in more detail in the recommendations in the sections that follow);
- vi. The seven current actions under this theme should be carried forward to the new Promotion Strategy 2022-2027 but allowing for amendments or additions during the consultation stage from partners and from other stakeholders, who may be able to add in their own targets on which they already must report elsewhere, in order to provide greater information and evidence of joint-working;
- vii. As part of the consultation draft however, the actions under this theme should be rearranged to sit under the three themes of Cymraeg 2050 and re-worded as necessary. For example, current action 1.1 could sit under the Cymraeg 2050 Theme

- 1 of "Increasing the number of Welsh speakers", 1.5 could be placed under Theme 2 "Increasing the use of Welsh" and actions under 1.7 (in terms of the platforms as opposed to the content) could sit under Theme 3 "Creating favourable conditions - infrastructure and context";
- viii. The targets under this theme from the original strategy be transferred to **Theme 1: Increasing the number of Welsh speakers** in the new action plan and linked to the Council's new Welsh in Education Strategic Plan in order to maintain the links and continue to avoid duplication of targets and monitoring/reporting;
 - ix. The provision of Welsh-medium childcare should remain an important part of the new Promotion Strategy under **Theme 3: Creating favourable conditions - infrastructure and context** and the targets should be carried forward with perhaps an additional requirement for some research into what the nature of demand might be post-pandemic;
 - x. Consider an action/actions around increasing levels of Welsh terminology to activities such as swimming, other leisure and community activities so that the vocabulary or children, young people, parents and staff is increased, as would be the use and normalising of the Welsh language;
 - xi. Consider an action/actions around increasing levels of Welsh terminology to activities such as swimming, other leisure and community activities so that the vocabulary or children, young people, parents and staff is increased, as would be the use and normalising of the Welsh language;
 - xii. Clarify the actions/targets/monitoring around bilingual and Welsh language social media in order to ensure that the results reported on show the full range of work being done by partners;
 - xiii. The monitoring of Welsh language actions is better integrated so that the statistics and narrative required by various monitoring and reporting pathways only needs to be collated once and can be copied between reports. This may also require adding additional actions to the Promotion Strategy in order to mirror reporting on overall compliance with the Welsh Language Standards.

Additional Recommendations:

- xiv. High level action plan to be prepared as part of the consultation, articulating the 5-year strategic actions that will be taken, to be supplemented with an annual breakdown of actions to be completed over that 5-year period;
- xv. Updated Census/PLASC figures to be used in future, replacing current data as they become available, as part of the annual action plan reviews and monitoring.



Welsh Language Promotion Strategy 2017-2022

**Developed in accordance with Welsh Language
Standard 145 during September/October 2021**

14th October 2021 - Draft version 2

Mae'r ddogfen hon hefyd ar gael yn Gymraeg
This document is also available in Welsh

Vale of Glamorgan Council

Welsh Language Promotion Strategy 2022-2027

Contents

Section	Title	Page
1	Introduction	1
2	The Strategy's Wider Context	2
	i) The Welsh Language Measure 2011 and the Welsh Language Standards (No.1) Regulations 2016:	2
	ii) Cymraeg 2050	3
	iii) The Welsh in Education Strategic Plan (WESP)	4
	iv) Population Figures	4
	v) Welsh Speaker by Ward and TAN 20	5
	vi) Socio-economic Considerations	6
	vii) The Welsh Language and Future Generations	7
3	Key language development areas	8
Appendix A	Action Plan to Promote the Welsh language *	
Appendix B	Assessment of the first Promotion Strategy 2017-2022 *	
Appendix C	List of Consultees *	

This draft strategy will be circulated for consultation during November and December 2021 and is subject to change prior to the final version being approved and adopted by March 2022.

* The appendices will be finalised during the consultation along with the impact assessment and are not currently included.

1. 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.

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 Appendix B, and a new strategy for the next five years must be prepared following that assessment and a period of consultation. This is the draft of that new strategy for consultation purposes.

The strategy document is a high-level one and contains details on the statutory requirements with which the Vale of Glamorgan Council must comply, but it is within the associated Action Plan (that will be developed during the consultation process) that the detail of the work will be further articulated.

The Action Plan will be 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 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."

The new strategy builds upon previous statutory duties and Council policies and the success of its first strategy but has been updated to reflect newer duties. The strategy is a high-level document and 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
Managing Director

2. 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.

i) **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.

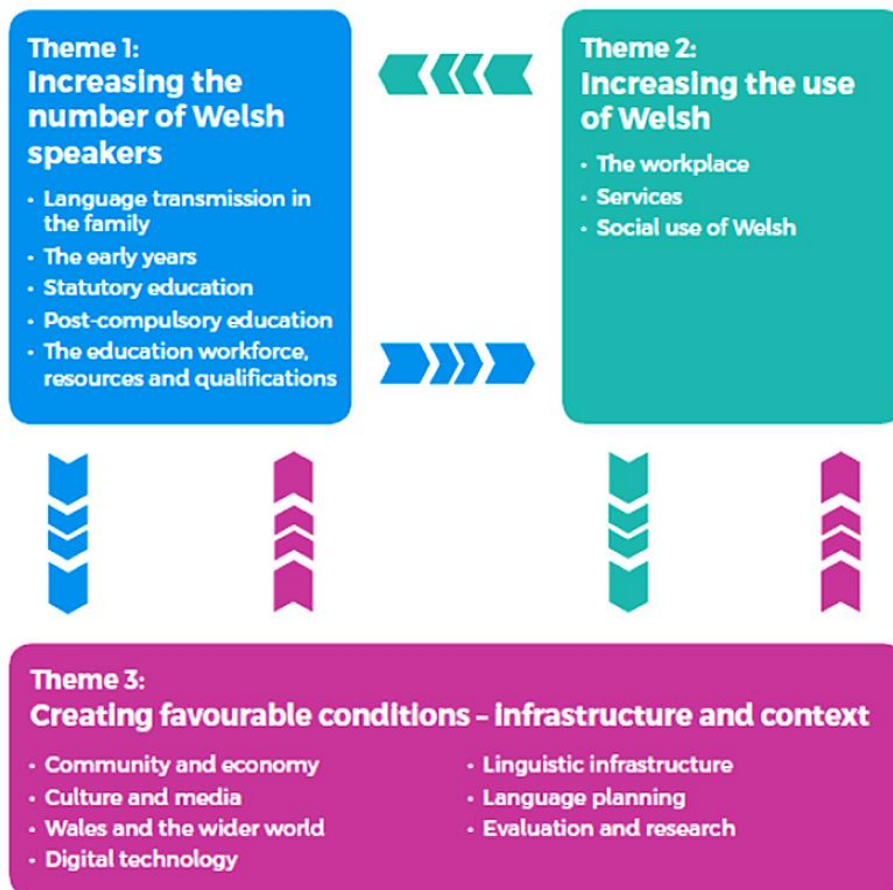
Welsh language impact assessments must also therefore reference a range of factors including links to wider legislation and details of supporting evidence and mitigating factors - all of which support the **Theme 3 - Creating favourable conditions** outcome.

ii) 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 to be developed) 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.

iii) **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 the Promotion Strategy's Action Plan section 1.

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

iv) **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%).

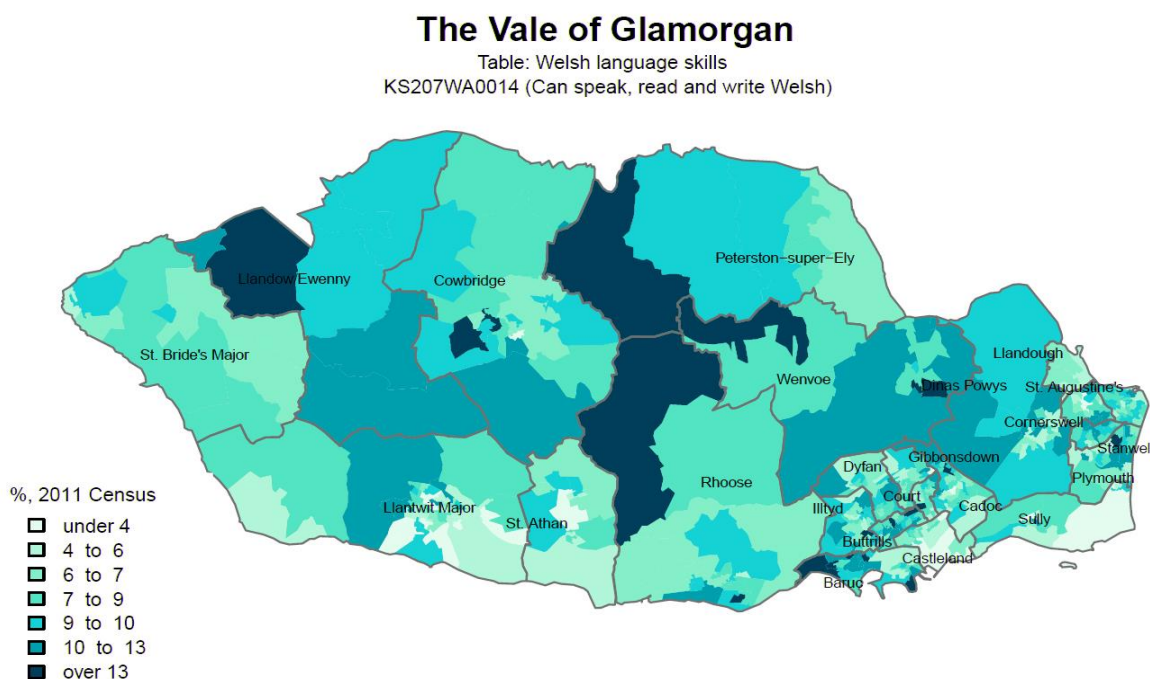
Links to:

Theme 1 - Increasing the number of Welsh speakers

v) 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 below provides 2011 Census data demonstrating the Welsh language skills of people by ward in the Vale of Glamorgan.



The maps show percentages within Census 2011 output areas, within electoral divisions

Map created by Hywel Jones. Variables KS208WA0022-27 corrected

Contains National Statistics data © Crown copyright and database right 2013; Contains Ordnance Survey data © Crown copyright and database right 2013

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

vi) 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 two 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).

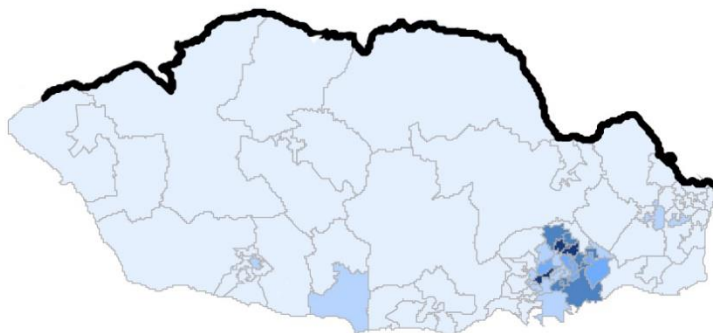
Welsh Index of Multiple Deprivation (WIMD) 2019

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

by Lower Level Super Output Areas

Rank	Most Deprived
1 - 191	10% most deprived
192 - 382	10-20% most deprived
383 - 573	20-30% most deprived
574 - 955	30-50% most deprived
956 - 1909	50% least deprived
	Least Deprived

Local Authority Boundary ———



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

vii) 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.



Links to:

Theme 1 - Increasing the number of Welsh speakers

Theme 2 - Increasing the use of Welsh

Theme 3 - Creating favourable conditions

3. Key Language Development Areas

The following subsections are adapted from the Welsh Government's [Cymraeg 2050](#) strategy. Each section of the Action Plan will contain local actions that will evidence the Council's commitment to 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 different needs by 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 needs to share 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.



Appendix A - Action Plan to Promote the Welsh language (to be included post-consultation)

Appendix B - Assessment of the first Promotion Strategy 2017-2022 (to be included post-consultation (appendix A to Cabinet report))

Appendix C - List of Consultees (to be included post-consultation)

