

Meeting of:	Learning and Culture Scrutiny Committee
Date of Meeting:	Thursday, 10 February 2022
Relevant Scrutiny Committee:	Learning and Culture Corporate Performance & Resources
Report Title:	Welsh Language Promotion Strategy
Purpose of Report:	To seek Scrutiny Committee's views on the draft Welsh Language Promotion Strategy 2022-2027 following a period of assessment and consultation, and to seek Members' views on the proposed Action Plan.
Report Owner:	Rob Thomas, Chief Executive
Responsible Officer:	Tom Bowring – Head of Policy and Business Transformation
Elected Member and Officer Consultation:	The strategy has been subject to public consultation, staff consultation, consultation with Scrutiny Committees and with partners. This has informed the development of the accompanying action plan.
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 for the next five years, commencing 1 April 2022.
<p>Executive Summary:</p> <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 Scrutiny Committee with:

- A report detailing the consultation activity undertaken and results (Appendix A).
- An updated assessment of the current (2017-22) five-year Welsh Language Promotion Strategy (Appendix B).
- An updated five-year Welsh Language Promotion Strategy, following a period of consultation (Appendix C).
- An accompanying Action Plan to pursue the objectives and commitments contained in the Strategy (Appendix D).
- An Equality Impact Assessment relating to the Strategy and Action Plan (Appendix E).

Following consideration by Members, the minutes from this meeting will be referred to the Council's Cabinet for consideration alongside the above documents at a meeting where approval will be sought for the same, with work on the strategy & action plan commencing from 1 April 2022.

Recommendations

1. That Committee consider the content of this report and Appendices.
2. That Committee refer any comments on to Cabinet for their consideration at the meeting where they will be presented with the Council's five-year Welsh Language Promotion Strategy (2022-2027), action plan, assessment of the current strategy, consultation report and equality impact assessment.

Reasons for Recommendations

1. To provide Scrutiny Committee with an overview of the work undertaken to develop the new strategy and accompanying action plan following a period of consultation.
2. To enable Cabinet to consider the views of the Scrutiny Committee when considering this matter in due course and that the revised strategy and action plan are in place for the beginning of the 2022/23 financial year as required by the Welsh Language Standards.

1. Background

- 1.1 The Welsh Language (Wales) Measure 2011 established a legal framework that apply 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 On 8th November 2021, Cabinet considered an assessment of the current five-year strategy and new draft strategy for the period 2022-27 for the purpose of consultation (minute C720 refers), including referring the report to Scrutiny Committee (Learning & Culture and Corporate Performance & Resources) during the consultation period.
- 1.6 Following conclusion of the consultation period, this report presents:
 - A report detailing the consultation activity undertaken and results (Appendix A).
 - An updated assessment of the current (2017-22) five-year Welsh Language Promotion Strategy (Appendix B).

- An updated five-year Welsh Language Promotion Strategy, following the period of consultation (Appendix C).
 - An accompanying Action Plan to pursue the objectives and commitments contained in the Strategy (Appendix D).
 - An Equality Impact Assessment relating to the Strategy and Action Plan (Appendix E).
- 1.7 Following consideration by Members, the minutes from this meeting will be referred to the Council’s Cabinet for consideration alongside the above documents at a meeting where approval will be sought for the same, with work on the Strategy & Action Plan commencing from 1 April 2022 in line with duties placed on the Council by the Welsh Language Standards.

2. Key Issues for Consideration

Consultation on the Draft Strategy & Assessment of the Current Strategy

- 2.1 Following approval from Cabinet in November 2021, the draft five-year Welsh Language Promotion Strategy 2022-27 and assessment of the current strategy were consulted upon from November 2021 – January 2022.
- 2.2 The aim of this consultation was to capture feedback from citizens and key stakeholders on the contents of the draft strategy and assessment and to feed into the process of developing an action plan to deliver on the aims of the strategy over the next five years.
- 2.3 Appendix A provides the Committee with a consultation report outlining the methods, response rate and responses to the consultation. In total 136 responses to the survey were received.
- 2.4 The consultation was undertaken using an online survey promoted via the Council’s social media channels, via a workshop discussion with partners via Fforwm Iaith and was also referred by Cabinet to Learning & Culture Scrutiny Committee (minute 637 refers) and Corporate Performance & Resources Scrutiny Committee (minute 557 refers) for consideration.
- 2.5 A number of the consultation comments, received from all the sources listed above, have been incorporated into revised draft strategy and in particular the action plan. The assessment is based on historic information, the strategy on legislation and statutory duties, but it is the action plan that is the document that is significantly driven by local issues and is therefore the most important in terms of reflecting the local voice. To that end, the action plan contains a selection of anonymised comments from consultation respondents that are appropriate to each theme.

Assessment of the Current Welsh Language Promotion Strategy (2017-22)

- 2.6 As noted above, the responses to the consultation have primarily been used to update the draft future strategy and to inform the development of the action plan.

- 2.7 However, the opportunity has been taken to make minor revisions to the assessment, which is set out at Appendix B for completeness. The overall assessment of the current strategy and recommendations for progressing this arena of work remain materially unchanged from the version Committee considered during the consultation process.

Five-Year Welsh Language Promotion Strategy 2022-27

- 2.8 Following the conclusion of the consultation, the draft five-year Welsh Language Promotion Strategy has been reviewed and updated to reflect the themes of the consultation and to draw closer alignment with other key relevant Council documents, notably the Corporate Plan and the Welsh in Education Strategic Plan.
- 2.9 The draft Strategy (Appendix C) 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.
- 2.10 The 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
- 2.11 The draft strategy sets out a number of aims within each of these themes that the Council, in partnership, will pursue over the five-year period.

Action Plan

- 2.12 To ensure the delivery of the commitments outlined in the five-year strategy, an action plan has been developed which can be found at Appendix D to this report.
- 2.13 As with the strategy itself, the action plan is structured by the three themes of Cymraeg 2050. Within each theme are a series of actions and targets to be delivered. Committee will note the importance of the Council's partnership working arrangements as a means of delivering the action plan.
- 2.14 The plan also highlights the alignment of each action with the Council's well-being objectives.
- 2.15 The Council will monitor the delivery of the action plan annually via the Annual Welsh Language Monitoring Report which has historically been presented to Scrutiny Committee (Learning and Culture) and it is proposed in future to report to both Learning & Culture and Corporate Performance & Resources Scrutiny Committees for oversight on its delivery. The progress made will also be regularly discussed in partnership settings, such as Fforwm Iaith and the Council's Equalities Consultative Forum.

- 2.16 Committee members are requested to consider the contents of this report and appendices and refer any comments onto Cabinet for consideration alongside Cabinet's consideration of proposals to endorse the strategy and action plan for delivery from 1st April 2022.

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 has been developed in consultation with key partners and stakeholders and in consideration of these organisations' relevant objectives.

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 The draft strategy contains a series of aims to increase the use of Welsh by council staff. These include training opportunities for staff in terms of Welsh lessons and the provision of Welsh awareness lessons as part of workforce development.

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.
- 4.7 An Equality Impact Assessment has been undertaken to accompany the strategy and can be found in Appendix E to this report. The Equality Impact Assessment identifies the following impacts:
- Age - Positive
 - Disability - Neutral / Positive
 - Gender reassignment, including gender identity - Neutral / Positive
 - Marriage and civil partnership (discrimination only) - Neutral / Positive
 - Pregnancy and Maternity - Neutral / Positive
 - Race - Neutral / Positive
 - Religion and belief - Neutral / Positive
 - Sex - Neutral / Positive
 - Sexual orientation - Neutral / Positive
 - Socio-economic considerations - Positive
 - Welsh language - Positive
 - Human rights - Neutral

5. Background Papers

[Draft Welsh Language Promotion Strategy, Cabinet, 8th November 2021](#)

Welsh Language Standards Compliance Notice

Welsh commissioners' guidance on Promotional Strategies

Corporate Plan 2020-25

Cymraeg 2050

Welsh Language Promotion Strategy 2017-22



Welsh Language Promotion Strategy 2022-2027 - Consultation Report

The Council is required to produce and publish a five-year strategy setting out how we intend to promote the Welsh language and to facilitate the use of Welsh more widely in the Vale of Glamorgan. This is in line with the Welsh Language Standards (145 and 146).

The Council has therefore undertaken an assessment of its first five-year promotion strategy (2017-2022) and produced a draft promotion strategy for 2022-27, which were the subject of a consultation exercise during late 2021.

The aim of this consultation was to capture feedback from citizens and key stakeholders on its contents and to feed into the process of developing an action plan to deliver on the aims of the strategy over the next five years.

The consultation ran between November 2021 and January 2022. An online questionnaire was launched via the Council's website and was promoted through the Council's Twitter and Facebook channels.

The consultation was divided into three themes, as the new strategy and action plan are based on the Welsh Government's own Cymraeg 2050 strategy: Increasing the number of Welsh speakers, Increasing the use of Welsh and Creating favourable conditions. Each theme also proposed a set of aims.

Respondents were asked whether they thought these were the right aims and whether they had any other suggestions. They were also asked what their hopes and aspirations were for the Welsh language.

There were 136 responses in total, and a somewhat even spread between Welsh speakers and non-Welsh speakers. An almost 50/50 split of those who had children said that they were already receiving / would likely be receiving their education through the medium of Welsh.

The responses were consistent throughout the consultation, with all themes receiving a close to 50/50 split between yes and no responses. A small portion of respondents consistently gave a maybe response. The comments offered were also reflective of this, with many strongly for or against the strategy's aims as a whole.

It should be noted here that many of the negative comments received were noting objections to having the strategy at all. Those comments need to be acknowledged as having been received, however it is beyond the scope of this consultation to include non-compliance with statutory duties as a recommendation.

The main points raised in agreement with the themes were that the Welsh language should be treated with respect and equal to English and should be given the opportunity to thrive. This included that more effort should be made to integrate it into society, for example using shop signs and Welsh place or street names.

A large portion of respondents also suggested that Welsh learning classes for adults should be free or more heavily subsidised, particularly so that they could help with their own children's education. Many also said that both children and adults needed more opportunities to use the language outside of the classroom.

In addition to the general public consultation, a dedicated face-to-face session (socially distanced) was run on the draft assessment and strategy with the Vale's Fforwm Iaith (the Welsh language forum) on the 22nd November 2021 in the Palmerston Centre For Lifelong Learning, to gain insight into the progress of the first 5-year strategy and to find out what their organisations felt needed to be included in the next. This was also an opportunity to align actions to improve the partnership approach needed to deliver the strategy.

Finally, the draft assessment and strategy were the subject of presentations at two of the Council's Scrutiny Committee meetings via Microsoft Teams - Corporate Resources and Performance (17/11/21) and Learning and Culture (09/12/21). The final set of documents will be presented again as part of the formal approval process in February 2022, however these sessions allowed members and other to raise questions on the drafts and suggest amendments.

A number of the consultation comments, received from all the sources listed above, have been incorporated into the final versions of the documents, in particular the action plan. The assessment is based on historic information, the strategy on legislation and statutory duties, but it is the action plan that is the document that is significantly driven by local issues and is therefore the most important in terms of reflecting the local voice. To that end, the action plan contains a selection of anonymised comments from consultation respondents that are appropriate to each theme.

17th January 2022



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

**Undertaken in accordance with
Welsh Language Standard 146**



November 2021

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

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

<i>Welsh Language Standard 145:</i>
<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>
<i>Welsh Language Standard 146:</i>
<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, as part of the Council's work in drafting, consulting on, and approving of its 2nd 5-year Strategy for the period 2022-2027.

The assessment report was prepared by Dai Thomas of Cwmni2 and completed initially via desktop research, with additional information being provided by the Welsh Language Forum following a presentation and discussion session in November 2021.

The assessment focusses on the four themes in the Council’s 2017-2022 document as well as some general areas, in order to assess progress and offer recommendations during the consultation period.

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.

Below is a table (provided by Mudiad Meithrin) showing progression data for children moving from Cylchoedd Meithrin y Fro to primary schools, during the time of the 5-year Promotion Strategy (i.e. since the financial year 2017-2018).

School year	Number of locations	Number of cylchoedd meithrin	Numbers that have attended a cylch meithrin	Numbers that have transferred from the cylch to the school	Welsh School	%
2017-2018	7	10	281	163	145	88.96%
2018-2019	7	9	295	150	132	88.00%
2019-2020	7	8	287	183	151	82.51%
2020-2021	7	10	275	122	111	90.98%

The percentage of progression is very good considering that the national average is **89.9%** and consideration should be given to supporting an increase in the numbers of Cylchoedd Meithrin in order to build on this success.

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 WESP in order to maintain those 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** 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;
- x. Consider an action around supporting an increase in the numbers of Cylchoedd Meithrin in order to build on this success.
- 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.

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:

- xii. 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;
- xiii. 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:

- xiv. 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 updated 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 WESP in order to maintain those 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** 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;
 - x. Consider an action around supporting an increase in the numbers of Cylchoedd Meithrin in order to build on this success.
 - 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 of 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.
- xvi. The draft action plan to be streamlined to merge/remove duplication, additional partners to be added and new/updated actions included where relevant and possible following the consultation period.



Welsh Language Promotion Strategy 2022-2027

**Developed in accordance with
Welsh Language Standard 145**

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

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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 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 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 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

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.

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.

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.

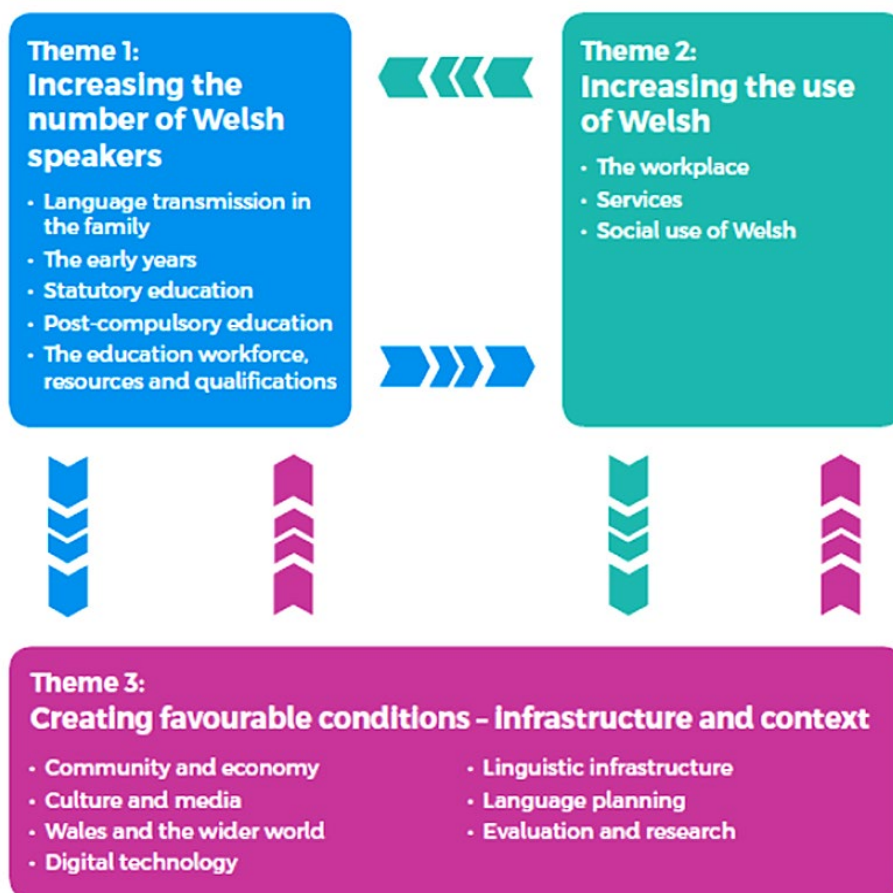
Welsh language impact assessments must also therefore reference a range of factors including links to wider legislation and details of supporting evidence and mitigating factors - all of which support the ***Theme 3 - Creating favourable conditions*** outcome.

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) 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 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

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%).

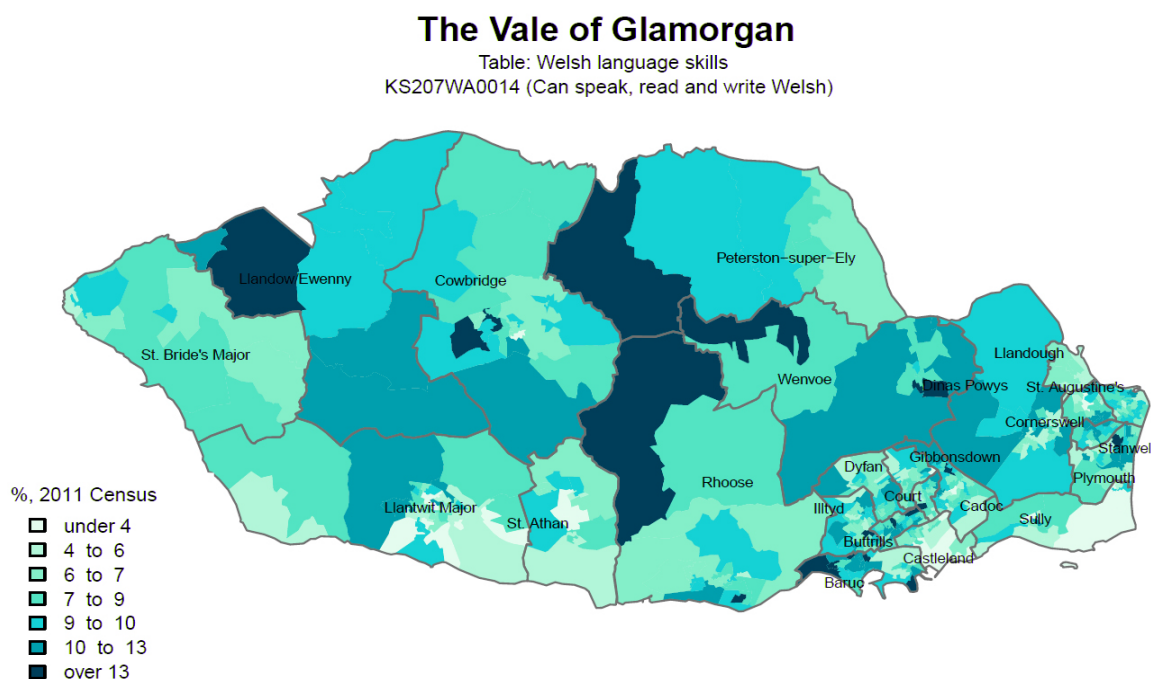
Links to:

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.

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 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).

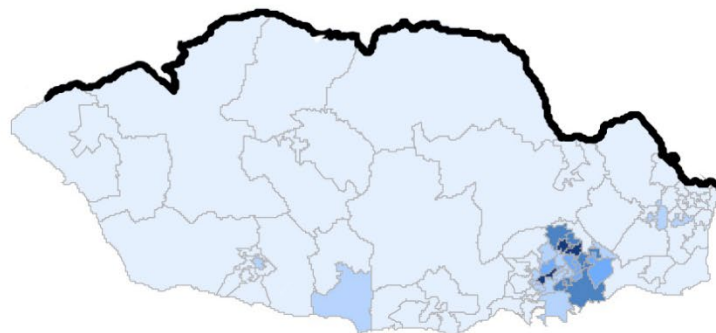
Welsh Index of Multiple Deprivation (WIMD) 2019

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.

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.



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

3. 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.

Appendix A - 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



Welsh Language Promotion Strategy 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

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.

The Action Plan also draws the connections between actions and their contribution to the Council's Corporate Plan Well-being Objectives.

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. 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.

Vale of Glamorgan Council's Welsh Language Promotion Strategy Action Plan 2022-2027

Theme 1: Increasing the number of Welsh 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)

Action	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 Iaitth 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
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	2 - To support learning, employment and sustainable economic growth
1.3	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 and Skills) in partnership with: Canolfan Dysgu Cymraeg Genedlaethol (National Centre for Learning Welsh)	2 - To support learning, employment and sustainable economic growth

Action	Aims	Activity	Target by 2027	Responsibility	Link to Corporate Plan Well-being objective
1.4	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
1.5	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
1.6	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
1.7	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

Action	Aims	Activity	Target by 2027	Responsibility	Link to Corporate Plan Well-being objective
1.8	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	1 - To work with and for our communities 2 - To support learning, employment and sustainable economic growth
1.9	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	2 - To support learning, employment and sustainable economic growth 3 - To support people at home and in their community

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)

Action	Aims	Activity	Target by 2027	Responsibility	Link to Corporate Plan Well-being objective
2.1	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 and Welsh Language Team) in partnership with: Canolfan Dysgu Cymraeg Genedlaethol (National Centre for Learning Welsh)	2 - To support learning, employment and sustainable economic growth
2.2	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

Action	Aims	Activity	Target by 2027	Responsibility	Link to Corporate Plan Well-being objective
2.3	Provide opportunities for Welsh learners to integrate into Welsh speaking networks and organisations	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	Draw up an annual calendar of events and provide marketing support	Vale of Glamorgan Council (Learn Welsh the Vale) in partnership with: Menter Bro Morgannwg; the Urdd	1 - To work with and for our communities 3 - To support people at home and in their community
2.4	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	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	Programme to be agreed and implemented	Vale of Glamorgan Council (Vale Youth Service / Leisure Services) in partnership with: Children and Young People's Programme Board; Menter Bro Morgannwg; the Urdd	2 - To support learning, employment and sustainable economic growth 3 - To support people at home and in their community
2.5	Encourage greater social use of Welsh by pupils attending Ysgol Gymraeg Bro Morgannwg - online and in the community	Ysgol Gymraeg Bro Morgannwg to agree a Mission Statement and code of conduct and establish a Young People's Welsh Language Forum	Arrange at least 3 significant Welsh language activities during each school year Forum to include representatives of every school year	Vale of Glamorgan Council (Learning and Skills) in partnership with: Ysgol Gymraeg Bro Morgannwg; the Urdd;	2 - To support learning, employment and sustainable economic growth 3 - To support people at home and in their community
2.6	Support current Welsh-medium youth clubs	Support current clubs and investigate the possibility of setting up similar provision elsewhere	Extend current provision to include Penarth and Cowbridge	Vale of Glamorgan Council (Learning and Skills) in partnership with: the Urdd; Menter Bro Morgannwg	2 - To support learning, employment and sustainable economic growth 3 - To support people at home and in their community

Action	Aims	Activity	Target by 2027	Responsibility	Link to Corporate Plan Well-being objective
2.7	Increase number of Welsh language activities that cater for the interest of families	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	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	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	1 - To work with and for our communities 3 - To support people at home and in their community
2.8	Develop the Welsh music scene and the arts	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	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	Vale of Glamorgan Council (Learn Welsh the Vale) in partnership with: the Urdd; Menter Bro Morgannwg; Vale of Glamorgan Council; all Fforwm Iaith Partners	1 - To work with and for our communities 3 - To support people at home and in their community
2.9	Increase fitness, leisure and well-being opportunities through the medium of Welsh	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	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	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	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

Action	Aims	Activity	Target by 2027	Responsibility	Link to Corporate Plan Well-being objective
2.10	Enable staff and elected members to be aware of history and culture of Welsh language including compliance with Welsh language legislation	Arrange a programme of Welsh Language Awareness and Compliance training and include in induction for new staff and members	Develop and deliver a training programme	Vale of Glamorgan Council (Learn Welsh the Vale / Equalities and Welsh Language Team)	2 - To support learning, employment and sustainable economic growth 4 - To respect, enhance and enjoy our environment
2.11	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
2.12	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
2.13	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
2.14	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 and context

“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 and education.” (consultation comment)

“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)

“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)

Action	Aims	Activity	Target by 2027	Responsibility	Link to Corporate Plan Well-being objective
3.1	Use social media to share information with young people and job seekers about job opportunities and apprenticeships that require bilingual skills	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	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	Careers Wales; LEA; Ysgol Gymraeg Bro Morgannwg; Cardiff and Vale College; the Urdd	2 - To support learning, employment and sustainable economic growth 3 - To support people at home and in their community
3.2	Hold a Careers/Jobs Fair event targeted at promoting bilingual skills as work-related skills	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.	One event per financial year	Vale of Glamorgan Council (Learning and Skills) in partnership with: Careers Wales; all Fforwm Iaith Partners; Ysgol Gymraeg Bro Morgannwg; Cardiff and Vale College; the Urdd; Cardiff and Vale Health Board; regional partners, for example, neighbouring local authorities	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
3.3	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;	2 - To support learning, employment and sustainable economic growth 3 - To support people at home and in their community

Action	Aims	Activity	Target by 2027	Responsibility	Link to Corporate Plan Well-being objective
3.4	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	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
3.5	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	1 - To work with and for our communities 2 - To support learning, employment and sustainable economic growth
3.6	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, and 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;	2 - To support learning, employment and sustainable economic growth
3.7	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

Action	Aims	Activity	Target by 2027	Responsibility	Link to Corporate Plan Well-being objective
3.8	Review memberships of local and regional Welsh language networks	Fforwm Iaith to review memberships of local and regional Welsh language networks and 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
3.9	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 Rhwydiaith network	1 - To work with and for our communities 2 - To support learning, employment and sustainable economic growth
3.10	In line with the WESP, develop projects under the Sustainable Communities for Learning Programme (previously 21 st 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
3.11	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	1 - To work with and for our communities 4 - To respect, enhance and enjoy our environment

Action	Aims	Activity	Target by 2027	Responsibility	Link to Corporate Plan Well-being objective
3.12	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)	2 - To support learning, employment and sustainable economic growth
3.13	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	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
3.14	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	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

Equality Impact Assessment

Including the Welsh Language and Socio-economic Duty

Please click on headings to find [general guidance](#) or section guidance with an example. You will find supporting information in appendices at the end of the guidance.

When you start to assess your proposal, arrange to meet Tim Greaves, Equality Co-ordinator, for specific guidance. Send the completed form to him for a final check and so that he can publish it on our Vale of Glamorgan equality web pages.

Please also contact Tim Greaves if you need this equality impact assessment form in a different format.

1. [What are you assessing?](#)

The Vale of Glamorgan's draft Welsh Language Promotion Strategy 2022-2027

2. [Who is responsible?](#)

Name	Tom Bowring	Job Title	Head of Policy and Business Transformation
Team	Equalities and Welsh Language	Directorate	Resources

3. [When is the assessment being carried out?](#)

Date of start of assessment	17 th January 2022
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4. [Describe the proposal?](#)

What is the purpose of the proposal?

This Welsh Language Promotion Strategy is an updated version (for 2022-2027) of the Vale of Glamorgan Council's previous (and first) 5-year Welsh Language Promotion Strategy.

Why do you need to put it in place?

To comply with Welsh Language Standards 145 (to have a strategy in place) and 146 (to have carried out an assessment on the previous strategy).

Do we need to commit significant resources to it (such as money or staff time)?

Officer time

What are the intended outcomes of the proposal?

To have a five-year strategy in place that promotes the use of Welsh in the Council and the Vale of Glamorgan.

Equality Impact Assessment

Including the Welsh Language and Socio-economic Duty

Who does the proposal affect?

Note: If the proposal affects lesbian, gay, homosexual, or transgender people, ensure you explicitly include same-sex couples and use gender neutral language.

The proposal affects everyone, whatever their protected characteristics, as everyone should have the opportunity to learn and use Welsh.

Will the proposal affect how other organisations work?

Many of the actions proposed will involve working in partnership with other organisations including Menter Bro Morgannwg, members of the Fforwm Iaith, Mudiad Meithrin, Canofan Dysgu Cymraeg Genedlaethol (National Centre for Learning Welsh), the Urdd, and Cardiff and Vale University Health Board.

Will the proposal affect how you deliver services?

The aim of the proposal is to increase the opportunity for people to use Welsh in everyday life, including how they use our services.

Will the proposal impact on other policies or practices?

The proposal will impact on policy and practice by ensuring that use of the Welsh language is promoted and there are more opportunities to learn and use Welsh.

Can you change the proposal so that it further promotes equality of opportunity and fosters good relations?

Consideration has been given to how to ensure that everyone has the opportunity to learn Welsh and access Welsh medium education. In particular, there is an action to ensure that Welsh medium education is promoted to Black, Asian and minority ethnic people.

How will you achieve the proposed changes?

An action plan has been developed which outlines the key steps we will take to achieve the proposal. Most of the actions require us to work in partnership with other organisations as outlined above.

Who will deliver the proposal?

The Council will deliver the proposal in partnership with other organisations as detailed in the accompanying action plan.

How will you know whether you have achieved the proposal's purpose?

We will monitor progress and achievements and report on this annually via the Annual Welsh Language Monitoring Report.

5. [What evidence are you using?](#)

Equality Impact Assessment

Including the Welsh Language and Socio-economic Duty

The Gunning Principles, established from past court cases, can be helpful in ensuring we apply fairness in engagement and consultation:

Principle 1: Consultation must take place when the proposals are still at a formative stage. You must not have already made up your mind.

Principle 2: Sufficient reasons must be put forward to allow for intelligent consideration and response. Have people been given the information and opportunity to influence?

Principle 3: Adequate time must be given for consideration and response. Is the consultation long enough bearing in mind the circumstances?

Principle 4: The product of consultation must be conscientiously taken into account when finalising the decision.

Have you complied with the duty to engage as described above and are you sufficiently informed to proceed?

Yes		No	
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Engagement (with internal and external stakeholders)

The draft assessment and strategy was presented via Microsoft Teams for discussion and comment at two of the Council's Scrutiny Committee meetings - Corporate Resources and Performance (17/11/21) and Learning and Culture (09/12/21) during the consultation period. These documents were also considered by the Council's Strategic Leadership Team and specific officers in Education, Leisure and Planning in finalising the documentation.

The draft assessment and strategy was also presented for discussion and comment at a dedicated face-to-face session (socially distanced) with the Vale's Fforwm Iaith (the Welsh language forum) on 22 November 2021 in the Palmerston Centre For Life Long Learning. This was to gain insight into the progress of the first 5-year strategy and to find out what organisations felt needed to be included in the next. Organisations present were:

- Menter Bro Morgannwg
- Mudiad Meithrin
- Merched y Wawr
- Yr Urdd
- Learn Welsh the Vale
- Vale of Glamorgan Welsh-medium schools

Please see the associated Consultation Report for full details.

Equality Impact Assessment

Including the Welsh Language and Socio-economic Duty

Consultation (with internal and external stakeholders)

The consultation ran between November 2021 and January 2022. An online questionnaire was launched via the Council's website and was promoted through the Council's Twitter and Facebook channels.

The consultation was divided into three themes, as the new strategy and action plan are based on the Welsh Government's own Cymraeg 2050 strategy: Increasing the number of Welsh speakers, Increasing the use of Welsh and Creating favourable conditions. Each theme also proposed a set of actions.

Respondents were asked whether they thought these were the right actions, whether they had any other suggestions. They were also asked what their hopes and aspirations were for the Welsh language. There were 136 responses in total.

Please see the associated Consultation Report for full details.

National and Local data and research

The Strategy document links the Welsh Language to other relevant legislation and uses those, together with various relevant data sources and statistics to ensure that the Vale of Glamorgan Council pays due and appropriate regard to Welsh language considerations in its decision-making processes.

These are:

- The Welsh Language Measure 2011 and the Welsh Language Standards (No.1) Regulations 2016
- Cymraeg 2050 (the Welsh Government Strategy)
- The Welsh in Education Strategic Plan (WESP) - many aims and actions in both the promotion strategy and the WESP are interlinked, and responsibility is shared between the same partners
- School Organisation Code November 2018 (2nd edition)
- 2020/2021 Pupil Level Annual School Census (PLASC) figures
- Population Figures (Census 2011 and StatsWales 2021 mid-year Population Estimates) - the 2021 Census figures will be incorporated into the Action Plan update as per action 3.14
- Welsh Speaker by Ward and TAN 20
- Socio-economic Considerations, including consideration of the Welsh Index of Multiple Deprivation
- The Well-being of Future Generations Act

Equality Impact Assessment

Including the Welsh Language and Socio-economic Duty

6. [How robust is the evidence?](#)

Does it show what the impact will be (positive and negative)?

The evidence has informed the action we will take to promote the Welsh language and these actions will have a positive impact by making the use of Welsh more available to everyone and by making learning opportunities more available to those wanting to learn. The links with the WESP ensures that all aspects of Welsh language learning, from the statutory school age provision through to adult and community learning and social/extracurricular activities have been given due consideration by the Council.

What are the gaps?

We have not identified gaps. The data that has yet to be published from the 2021 Census has been factored into an Action Plan review in year two of this new five-year strategy.

What will you do about this?

We will continue to work with our partners and take account of any emerging evidence as we do so.

What monitoring data will you collect?

We will continue to collect data on the number of Welsh learners and speakers in the Vale of Glamorgan.

How often will you analyse and report on this?

We will analyse and report on this at least annually via the Annual Welsh Language Monitoring Report.

Where will you publish monitoring data and reports?

We will publish the Annual Welsh Language Monitoring Report on our website.

7. [Impact](#)

Is there an impact?

Yes, the Promotion Strategy aims to deliver positive impacts for Welsh speakers and learners in the Vale of Glamorgan, but the updated action plan also has specific links to speakers/users of other languages, and the Black, Asian and minority ethnic community to increase the accessibility of Welsh language courses and activities to a wider audience.

Equality Impact Assessment

Including the Welsh Language and Socio-economic Duty

If there is no impact, what is the justification for thinking this? Provide evidence.

There are no instances of No Impact noted.

If there is likely to be an impact, what is it?

Age - Positive

Various targets within the Strategy's Action Plan deal with increasing linguistic skills, social activities and careers opportunities for specific age ranges - including pre-school, statutory education age, young adults, all adults and people of all ages who for example are seeking employment.

Disability - Neutral / Positive

The actions within the Action Plan are available to all Welsh speakers and learners regardless of their individual circumstances. With many activities being moved to online ones due to the Covid pandemic, this has increased the accessibility of Welsh language courses for example for many people and the updated Action Plan contains options for both online and in-person activities to be held. Action 2.3 specifically refers to social activities to bring Welsh speakers and learners together, with a specific programme to target those from protected characteristic groups.

Gender reassignment, including gender identity - Neutral / Positive

The actions within the Action Plan are available to all Welsh speakers and learners regardless of their gender identity. Action 2.3 specifically refers to social activities to bring Welsh speakers and learners together, with a specific programme to target those from protected characteristic groups.

Marriage and civil partnership (discrimination only) - Neutral / Positive

The actions within the Action Plan are available to all Welsh speakers and learners regardless of their marital status.

Pregnancy and Maternity - Neutral / Positive

The actions within the Action Plan are available to all Welsh speakers and learners regardless of whether they are pregnant or on maternity leave.

Race - Neutral / Positive

The actions within the Action Plan are available to all Welsh speakers and learners regardless of their ethnicity. Action 2.3 specifically refers to social activities to bring Welsh speakers and learners together, with a specific programme to target those from protected characteristic groups, however more directly, Action 2.15 aims to make Welsh

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medium education and social activities available to all residents of the Vale regardless of background or location, via initial data gathering and a subsequent awareness raising campaign.

Religion and belief - *Neutral / Positive*

The actions within the Action Plan are available to all Welsh speakers and learners regardless of their religious beliefs or non-belief. Action 2.3 specifically refers to social activities to bring Welsh speakers and learners together, with a specific programme to target those from protected characteristic groups

Sex - *Neutral / Positive*

The actions within the Action Plan are available to all Welsh speakers and learners regardless of their gender. Action 2.3 specifically refers to social activities to bring Welsh speakers and learners together, with a specific programme to target those from protected characteristic groups.

Sexual orientation - *Neutral / Positive*

The actions within the Action Plan are available to all Welsh speakers and learners regardless of their sexual orientation. Action 2.3 specifically refers to social activities to bring Welsh speakers and learners together, with a specific programme to target those from protected characteristic groups.

Socio-economic considerations - *Positive*

Section 2 vi) of the updated Strategy addresses the link between Socio-economic considerations and the Welsh language with the 2019 WIMD data in map form, to compare with the ward map of Welsh speakers from the 2011 Census. The strategy recognises that the Vale is a rural county and so communities of interest may be more isolated (other than possibly digitally) if they do not live in the major towns. Action 2.15 aims to make Welsh medium education and social activities available to all residents of the Vale regardless of background or location via initial data gathering and a subsequent awareness raising campaign. There are also a number of actions around Welsh as a work and careers skill to help job seekers and young adults.

Welsh language - *Positive*

The Strategy and Action Plan are specifically designed to provide a positive impact on the Welsh language in the Vale, not only for existing Welsh speakers and learners, but as shown above, for wider groups across the Vale, both location wise and in terms of different groups within the population.

Human rights - *Neutral*

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The UK's Human Rights Act 1988 covers matters that include the right to a private life, home and correspondence, freedom of expression, freedom of assembly and association amongst others. When taken in conjunction with the laws in Wales whereby Welsh and English have equal status, it follows that the above rights exist regardless of the language of the individual.

How do you know?

Explain this for each of the relevant protected characteristics as identified above.

The strategy and actions have been developed in consultation with partners to improve opportunities to learn and use Welsh for all protected groups. We will monitor impact as we implement the plan.

What can be done to promote a positive impact?

Explain this for each of the relevant protected characteristics as identified above.

The purpose of the Strategy and Action Plan is to promote the Welsh language to everyone. We will monitor whether we are reaching protected groups as part of our general monitoring.

What can be done to lessen the risk of a negative impact?

No negative impacts have been identified.

Is there a need for more favourable treatment to achieve equal outcomes? (Disability only)

No need has been identified at this stage.

Will the impact be positive, negative or neutral?

No negative impacts have been identified. The impacts as noted above will be Positive or Neutral/Positive, as summarised below:

- Age - *Positive*
- Disability - *Neutral / Positive*
- Gender reassignment, including gender identity - *Neutral / Positive*

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- Marriage and civil partnership (discrimination only) - *Neutral / Positive*
- Pregnancy and Maternity - *Neutral / Positive*
- Race - *Neutral / Positive*
- Religion and belief - *Neutral / Positive*
- Sex - *Neutral / Positive*
- Sexual orientation - *Neutral / Positive*
- Socio-economic considerations - *Positive*
- Welsh language - *Positive*
- Human rights - *Neutral*

8. Monitoring ongoing impact

Date you will monitor progress and outcomes

Annually in June.

Measures and outcomes that you will monitor

The measures included in the Action Plan.

Date you will review implemented proposal and its impact

January 2027

9. Further action as a result of this equality impact assessment

Possible Outcomes	Say which applies
No major change	
Adjust the policy	
Continue the policy	Continue with the approval process of the Strategy and Action Plan, for implementation from 1 April 2022.
Stop and remove the policy	

10. Outcomes and Actions

Recommend actions to senior management team

Outcome following formal consideration of proposal by senior management team

11. Important Note

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Where you have identified impacts, you must detail this in your Cabinet report when seeking approval for your proposal.

12. [Publication](#)

Where will you publish your approved proposal and equality impact assessment?

In addition to anywhere you intend to publish your approved proposal and equality impact assessment, you must send a copy to Tim Greaves, Equality Co-ordinator, to publish on the equality pages of the Vale of Glamorgan website.

13. [Authorisation](#)

Approved by (name)	Tom Bowring
Job Title (senior manager)	Head of Policy and Business Transformation
Date of approval	26 January 2022
Date of review	June 2023 and annually thereafter