



Complete Agenda

Democratic Service
Swyddfa'r Cyngor
CAERNARFON
Gwynedd
LL55 1SH

Meeting

LANGUAGE COMMITTEE

Date and Time

2.00 pm, THURSDAY, 13TH OCTOBER, 2016

Location

Siambr Dafydd Orwig, Council Offices, Caernarfon, Gwynedd. LL55 1SH

Contact Point

Ann Roberts

01286 679780

annelizabethroberts@gwynedd.llyw.cymru

(DISTRIBUTED 05/10/16)

LANGUAGE COMMITTEE

MEMBERSHIP (15)

Plaid Cymru (8)

Councillors

Craig ab Iago
Alan Jones Evans
Charles Wyn Jones
John Wyn Williams

Elwyn Edwards
Gweno Glyn
R. Hefin Williams
Gareth Wyn Griffith

Independent (4)

Councillors

Thomas G. Ellis
Eirwyn Williams

Eric M. Jones
Elfed Williams

Llais Gwynedd (2)

Councillors

Alwyn Gruffydd

Owain Williams

Labour (1)

Councillor Sion W. Jones

Aelodau Ex-officio / Ex-officio Members

Chairman and Vice-Chairman of the Council

Other Invited Member

Councillor Dyfrig Siencyn, Cabinet Member - The Welsh Language

A G E N D A

1. APOLOGIES

To receive apologies for absence.

2. DECLARATION OF PERSONAL INTEREST

To receive any declaration of personal interest

3. URGENT BUSINESS

To note any items that are a matter of urgency in the view of the Chairman for consideration

4. MINUTES

4 - 7

The Chairman shall propose that the minutes of the previous meeting of this committee held on 5th July 2016 be signed as a true record

5. REPORT OF THE CABINET MEMBER - THE WELSH LANGUAGE

To submit the report of the Cabinet Member – The Welsh Language

6. WELSH LANGUAGE STRATEGY CONSULTATION

8 - 42

To present the Cabinet Member's report and draft response

7. WELSH IN EDUCATION STRATEGIC PLAN - DRAFT

A verbal report by the Gwynedd Area Education Officer

8. UPDATE ON THE IMPLEMENTATION OF THE WELSH LANGUAGE STANDARDS

43 - 44

A Report by the Language Development Officer, Workplace to update the members on the implementation of the Welsh Language Standards

9. LANGUAGE COMPLAINTS

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To submit the report of the Language Development Officer

LANGUAGE COMMITTEE, 05.07.16

Present: Councillor Eirwyn Williams (Chairman)
Councillor Charles Jones (Vice-chairman)

Councillors: Elwyn Edwards, Alan Jones Evans, Gweno Glyn, Alwyn Gruffydd, Charles W.Jones, Eirwyn Williams, Elfed Williams, Hefin Williams, and John Wyn Williams

Also in attendance: Councillor Dyfrig Siencyn (Cabinet Member - Welsh Language).

Officers: Arwel Ellis Jones (Senior Manager - Democracy and Delivery), Gwenllian Williams (Welsh Language Development Officer), Hawis Jones (Strategic Planning, Performance and Projects Manager), Debbie Anne Jones (Welsh Language Officer) and Ann Roberts (Member Support Officer).

Apologies: Councillor Tom Ellis, Eric M. Jones and Owain Williams.

1. ELECTION OF CHAIR

RESOLVED to elect Councillor Eirwyn Williams as Chair of this committee for 2016/17.

2. ELECTION OF VICE-CHAIR

RESOLVED to elect Councillor Charles Jones as Vice-chair of this committee for 2016/17.

3. DECLARATION OF PERSONAL INTEREST

No declarations of personal interest were received from any members present.

4. MINUTES

The Chair signed the minutes of the previous meeting of this committee that took place on 21 April, 2016, as a true record.

In a enquiry regarding the name of a local beach, the Welsh Language Development Officer confirmed that she had received a response from five local community/town councils noting that both names were used - Traeth Greigddu and Black Rock. The Welsh Language Development Officer would return to the other three community councils for a response so that evidence could be provided to the OS.

Reference was made to an English map submitted to the Planning Committee on Monday, 4 July and it was agreed that the matter would be discussed with the Planning Department.

5. REPORT OF THE CABINET MEMBER - THE WELSH LANGUAGE

Debbie Anne Jones was welcomed back to the Council following maternity leave.

Submitted – the verbal report of the Cabinet Member - the Welsh Language, detailing recent developments in the field, including:-

- Language Audit and the action plan. Promoting the Welsh Language by means of our valuable resource, namely our staff.
- Meeting with nearby Councils to discuss how to respond to the emerging Language Standards requirements.
- Bangor University conference and their research which provided evidence. Need for more collaboration.
- Meeting with Aberystwyth University. It was reported that the University was exploring research fields in housing, the movement of people and others.
- Bangor Language Centre would be opening at the end of the summer.
- Meeting to be arranged with Welsh Government civil servants to discuss Gwynedd Council's Hunaniaith.

RESOLVED to note the content of the report.

6. LANGUAGE COMPLAINTS

Submitted – the report of the Welsh Language Development Officer detailing the latest language complaints to hand and the responses.

A complaint had been made regarding English only swimming certificates presented to children by the Leisure Centre in Pwllheli.

A member reported that she had submitted a complaint a fortnight previously about a sign which had errors in the Welsh language. The Welsh Language Development Officer had not received the complaint thus far.

It was reported that the language audit showed the need to target specific fields such as signs and leisure.

RESOLVED to note the content of the report.

7. THE ANNUAL REPORT TO THE LANGUAGE COMMISSIONER

Submitted - the report of the Language Development Officer to the Welsh Language Commissioner, reporting against the language standards that came into force on 31 March 2016.

It was noted that the language standards were minimal and it was Gwynedd Council's ambition to achieve the higher levels.

RESOLVED to note the content of the report.

8. LANGUAGE AUDIT - RESULTS OF THE LANGUAGE AUDIT AND ACTION PLAN

Submitted - the report of the Welsh Language Development Officer by the Senior Manager – Democracy and Delivery. Details were provided on how the audit was undertaken and the results from the work which led to the further action steps. It was reported that there was a gap in some service elements which prevented a complete Welsh language service being offered, for example, systems not available in Welsh. Nevertheless, it was reported that there would be communication with other bodies to put pressure on them to offer a Welsh language service.

The 'mystery shopper' exercise found that the Welsh language pattern in youth clubs was very disappointing with the need to equip staff to be more confident to use the Welsh language all the time.

It was reported that the Council had not prepared an explanation of what exactly the Welsh Language Policy entailed when using the language. Consequently, new guidelines had been produced recently which included a reference to assistance. Reference was made to the need for contracts with external companies to include conditions which detailed what exactly was required, for example, installing Welsh language signs, and the need for a Welsh speaking officer on the site.

It was noted that recruitment in some fields was difficult and that there were arrangements in the pipeline to discuss the matter with every Head of Service in turn as a result of previous decisions by this Committee.

It was agreed that it was necessary to change staff and managers' behaviour and this could be influenced by the Internal Communications Team. It was noted that the phrase "Always start every conversation in Welsh" was very important in changing staff and managers' behaviour.

A member suggested that it would be very valuable to ask for feedback regarding the Language Charter from head teachers of schools. Concern was expressed by the member that the paperwork with the Language Charter was becoming a burden on the schools. In response to the member's concern, the Senior Manager – Democracy and Delivery reported that Gwynedd Council had experimented with the Language Charter for two years and were now examining what was good practice.

The Welsh Language Development Officer explained that the Council was in the process of developing a language web for the office which included eight simple questions on the use of the Welsh language, staff awareness and confidence. With the language web, the Welsh Language Development Officer would be hearing from the officers themselves rather than managers as it was only the opinion of managers which was received from the Welsh language audit. It was intended to use that for targeting interventions in departments which needed attention.

The observation was made that staff needed encouragement and reference was made to the unbelievable work which had been achieved recently by the Welsh football team and Gwynedd Council could achieve similar work. It was noted that two Hunaniaith community officers had visited Youth Clubs providing presentations on Welsh history.

RESOLVED to note the content of the report.

9. LANGUAGE INVESTIGATION - THE VISIBILITY OF THE WELSH LANGUAGE IN GWYNEDD

Submitted - the report of the Strategic Planning Performance and Projects Manager providing an update on the work of the investigation thus far. It was reported that good progress was being made with the work and the aim was to report to the Language Committee in January 2017.

RESOLVED to note the content of the report.

10. REPORT OF THE WORKING GROUP ON THE WELSH LANGUAGE AND LOCAL GOVERNMENT

Submitted - a report published by the Working Group on the Welsh Language and Local Government, June 2016, by the Welsh Language Development Officer. It was noted that the report was very positive for Gwynedd and proposed 14 recommendations. It was reported that Gwynedd Council was already responding to most of these recommendations. It was noted that one of the recommendations was very relevant to Gwynedd, namely "Local Governments, including in their function as Local Education Authorities, should be under a statutory duty to undertake workforce planning in terms of linguistic skills, and where required, to provide suitable training to meet those needs".

RESOLVED to note the contents of the report and to send the following observation to the Public Services Minister, noting that the Language Committee welcomes the report which is moving in the right direction and is looking forward to the next steps.

11. THE LANGUAGE COMMITTEE'S WORK PROGRAMME FOR 2016-17

Submitted – the report of the Senior Manager - Democracy and Delivery on the Committee's work programme for the coming year.

A member suggested that there was a need for a statement from the Council on the development of the Language Plan. It was reported that a new Strategic Plan would be submitted in March 2017 with a statement of intent to be submitted to staff prior to that. It was reported that consideration would be given to strengthen meetings of the full Council and to include a discussion statement on 'the state of the nation' regarding important plans. It would be possible to include in this such matters as the language audit.

RESOLVED to note the content of the report.

Everyone was thanked for their contribution to the Language Committee and Wales was wished well for tomorrow.

The meeting commenced at 10.00am and concluded at 11.35am.

Agenda Item 6

MEETING:	LANGUAGE COMMITTEE
DATE:	13 OCTOBER 2016
TITLE:	THE COUNCIL'S RESPONSE TO THE CONSULTATION DOCUMENT: A MILLION WELSH SPEAKERS BY 2050
AUTHOR:	DEPUTY COUNCIL LEADER
PURPOSE OF THE REPORT	<p>The Language Committee is duty bound to fulfil a consultative role on language promotion strategies within the county.</p> <p>The purpose of the report is to seek members' views on the consultation document: A Million Welsh Speakers by 2050, and receive any additional observations to my draft response to the consultation document on behalf of Gwynedd Council.</p>

1. BACKGROUND

- 1.1 The Language Committee is duty bound to fulfil a consultative role on language promotion strategies within the county.

2. CONSULTATION DOCUMENT: A MILLION WELSH SPEAKERS BY 2050

- 2.1 On 1 August 2016, Welsh Government published a consultation document: *Consultation on a Welsh Government draft strategy: A million Welsh speakers by 2050*. The consultation period is being extended until 31 October 2016.

- 2.2 The consultation document reflects the long-term vision of Welsh Government for the Welsh language, and details that by the year 2050: *'the Welsh language will be thriving, and the number of speakers will have risen to a million. It is natural to use it in every aspect of life, and among those who do not speak it there is goodwill towards it and an appreciation of its contribution to the culture and economy of Wales.'*

- 2.3 In order to realise the strategy's aim of doubling the number of Welsh speakers by the middle of the century, Welsh Government has identified 6 key areas for action:

1. Planning and language policy
2. Normalisation

3. Education
4. People
5. Support
6. Rights

A copy of the consultation document is available in Appendix 1.

3. MY DRAFT RESPONSE TO THE CONSULTATION DOCUMENT ON BEHALF OF GWYNEDD COUNCIL

- 3.1 As Deputy Council Leader with responsibility for the Welsh language, I have drafted a response to the consultation document on behalf of the Council. A copy of the draft response is included as Appendix 2.
- 3.2 I am eager to obtain the views of members of the Language Committee on the consultation document, and similarly, I am eager to receive any additional observations to include as part of the Council's response to the consultation document.
- 3.3 After receiving the observations of members of the Language Committee, I will amend the response and subsequently my draft response will be submitted before the Leadership Team on 18 October 2016, before being forwarded to Welsh Government.

4. RECOMMENDATIONS

Members are asked to:

- discuss the content of the consultation document: A million Welsh speakers by 2050
- submit any additional observations to be included as part of my response to the consultation document on behalf of Gwynedd Council.

Welsh Language Unit
Welsh Language Division
Education and Public Services
Welsh Government
Cathays Park
Cardiff CF10 3NQ

UnedlaithGymraegWelshLanguageUnit@cymru.gsi.gov.uk

27 September 2016

Dear Sir / Madam,

Gwynedd Council appreciates and is grateful for the opportunity to submit the following observations on the consultation document 'A Million Welsh Speakers by 2050'. These observations are submitted in a positive spirit and we hope that they will be of assistance to the Welsh Language Unit when drawing up the final document.

General Observations

We welcome the fact that the intention of this strategy is to increase the number of Welsh speakers; and believe that setting an ambition for the strategy is essential. Nevertheless, setting an ambition, namely a target of a million speakers by 2050, is a very generalised aim and as is it located so far into the future, it would be completely irrelevant and something for which nobody would be accountable. Also, no milestones have been set to assess progress and growth over such an extended period of time.

The Office for National Statistics has informed us, based on existing population shift - that there will be more in-migrants than Welsh people living in Wales within 70 years, therefore, we question the significance of the million, in the context of the likely population of Wales by 2050. In other words, if a million Welsh speakers is achieved, what will be the equivalent figure and percentage in terms of non-Welsh speakers? Also, we must rationalise and consider the value of counting all Welsh 'speakers' if they exist in virtual communities and voids across the world.

The strategy is different to *A Living Language: A Language for Living* as it places much more emphasis on education and the growth of Welsh-medium education as the main medium for realising the ambition. Consequently, the document could be considered as an education strategy for the south-east only. This change of emphasis also undervalues the key contribution made by geographical areas that are the traditional strongholds of the language - areas that were given focus and recognition for their contribution towards maintaining the number of speakers to date in *A Living Language: A Language for Living*. Undoubtedly, the growth of Welsh-medium education is *one* way of realising the ambition; however, there is a substantial risk from overly focussing on increasing *numbers*, without balancing that with the **number** who *use the* Welsh language every day and area where the **density** of Welsh speakers means that this is the main language of the majority of the residents of the community, and in turn, the language is a part of the fabric of those communities. Without a doubt, there is a need for linguistic planning interventions to focus on areas that continue to be strongholds for the Welsh language such as communities in Gwynedd and Anglesey and Uwch

Aled in Conwy, in order to maintain the linguistic health of the communities and prevent a pattern of linguistic decline that is already afoot in a vast number of areas across Wales.

Except for this change of emphasis in education, this strategy generally reflects what is already taking place in Wales in the linguistic planning field, and reflects some of those traditional fields where action is already being taken.

The document also reflects fields that the Government's Education Department and Public Services are directly responsible for. This shows that the strategy fails to ensure that the Welsh language and responsibility for promoting the language and realising the ambition has not been main-streamed throughout the Government's range of work and departments, fields such as: business and the economy, culture and sport, health and social care, housing and regeneration, people and communities, and planning. Unless these core fields are included, you will be left with an education strategy to be used as a mechanism to create a million Welsh speakers that does not have any correlation with key catalysts that contribute to that, such as employment opportunities in jobs where Welsh language and bilingual skills are required, housing, etc.

With the exception of the strategy's ambition, the expectations noted are vague at best, and the lack of detail regarding the methods of measuring the impact and progress against the strategy's requirements and vision makes the task of ensuring that the ambition is realised very difficult. Considering that the document is a consultation on how to realise the ambition, one of the strategy's basic weaknesses is a lack of information and solid commitment that explains 'how' this will be achieved. Indeed, one could argue that failing to include short and medium-term milestones is a fundamental weakness considering the ambitious long-term targets noted in the strategy. Therefore, it is essential to include robust requirements and measures alongside any action plan created to accompany this strategy, in order to ensure that the vision is realised. Nevertheless, what you actually need to achieve the ambition of a million speakers by 2050 is nothing short of a revolution!

At present, there is no basis to the Strategy's number planning projections and this leads to the conclusion that the target of a million Welsh speakers is not valid or achievable. Furthermore, in light of the linguistic findings of the 2011 Census, where a drop was seen in the numbers and percentages of Welsh speakers, and the failure to achieve a number of targets of Iaith Pawb; it is fair to ask on what grounds was such an ambitious target for the future set?

Development field 1: Planning and language policy

It is acknowledged that main-streaming is essential, and key in terms of Welsh-language promotion as it is an incredibly effective way of rooting linguistic planning as an integral part of plans, policies and strategies; however, it is acknowledged that this is not the only means of linguistic planning.

Although there are opportunities available to disseminate the message about the Welsh language and take advantage of a broader workforce to promote the language, there is an obvious risk with main-streaming also, as the Welsh language will be secondary to the main work of any occupation that the Welsh language is main-streamed into; e.g. midwifery, health visitors, Flying Start and Families First schemes.

One of the consistent messages heard from discussions with professionals and community representatives when drawing up the Gwynedd Language Strategy 2014-2017 was the importance of the relationship between the economy, housing and the Welsh language. Welsh Government, through its policy guidance in the fields of the economy, planning and housing, has a key role to play when promoting the Welsh language and to mainstream the language to national plans. However, from some of the major economic programmes in the past, such as Objective 1 and Convergence it

appears that the Government at the time was not progressive to give a central place to the Welsh language in these fields. In order to realise the target of a million Welsh speakers, it must be ensured that similar opportunities in the future are not lost.

In order to ensure the success of the main-streaming, there is a need to set clear expectations and ensure a robust accountability procedure in order to ensure that the Welsh language is central to every development, project and programme. The inclusion of clauses such as 'consideration to the Welsh language', and 'influence' do not provide a sufficiently robust vision and guidance for the strategy, and leads to ambiguous expectations, and provides an open door for people not to give the Welsh language a central place, and undermines the challenging and firm ambition of reaching a million speakers by 2050.

Continuing to undertake and commission quality comprehensive research to increase our understanding of factors that influence the Welsh language is key, and there is a need to ensure substantial investment in this field in order to ensure that the interventions implemented are fit for purpose.

Development field 2: Normalisation

We welcome the vision where the Welsh language is a completely normal part of everyday life, and that there is goodwill towards the language and a will to use the language. Nevertheless, the steps intended to take towards realising the vision in this section are very vague, and it could be argued that those elements relating to accessing and using Welsh-medium services would tie-in better in development field 6: Rights, as the availability of Welsh-medium services, the right to Welsh-medium services, and the use made of them go hand in hand. It could also be argued that normalisation is a horizontal theme or aim, rather than a development field.

We welcome the intention and commitment to gain a better understanding of what influences linguistic attitudes and choices, and initially focus on linguistic identity and the psychology of using the Welsh language. Gwynedd is offered as a relevant and interesting sample for this research.

In addition, evidence-based linguistic planning is extremely important in the current climate where we are required to prioritise our efforts on those things which will make a real difference to the situation of the Welsh language and the use made of the language.

Development field 3: Education

The proposal to strengthen strategic planning processes for each education and training stage in order to ensure growth in Welsh-medium education is welcomed. Nevertheless, reference should also be made to bilingual education in this context, in order to acknowledge the value of an education policy such as Gwynedd's policy which has the following aim: *'ensure that all of the County's pupils have well-balanced and age-appropriate bilingual skills to enable them to be full members of the bilingual society of which they are part.'* Indeed, should this not ultimately be the objective of this part of the strategy?

We also welcome the proposal to move away from the concept of 'second-language', and in order to realise that in the areas considered to be strongholds of the Welsh language, it is essential to ensure commitment to substantial investment in immersion plans, and a provision for latecomers in the primary and secondary sectors. This will be essential in order to achieve the aim of ensuring an increase in the number of Welsh speakers, and ensure that the existing provision is not weakened by

inward migration, which, according to the Office for National Statistics, will increase over the lifespan of this Strategy and beyond.

In terms of developing a new Curriculum for Wales, and embedding some of the essential components of the Language Charter firmly in that Curriculum, it is integral that language awareness for all education stages becomes a core part of the new curriculum. The best way of achieving this would be through the medium of the Literacy Framework; global citizenship; PSE; or the Welsh Baccalaureate.

Ensuring a Welsh-medium and bilingual provision in itself will not lead to the necessary growth in numbers who follow Welsh-medium courses. Consequently, a comprehensive plan will be needed to encourage learners to follow Welsh-medium and bilingual courses; in particular in Further Education and Higher Education, similar to the bursaries offered by Coleg Cymraeg Cenedlaethol and some Universities, to ensure appropriate linguistic continuity through the whole education and training system.

This would be a means of overturning the trend of a substantial drop in the numbers who follow Welsh-medium and bilingual courses between each key stage, and onwards to further and higher education. It is felt that there is a need to ensure that further and higher education are included as a key part of the commitments made in this section. The availability of Welsh-medium and bilingual vocational courses is key in order to normalise the Welsh language and ensure a natural Welsh and bilingual path from education to employment. This should also be linked with employment, training, apprenticeships and employability in order to plan a chain of linguistic continuity from statutory education to employment that will subsequently further influence the language of adults, who will, in turn, become parents themselves. In this context, there is ambiguity regarding how Welsh Government intends to realise its objective of improving continuity rates, in particular in the following context: *'Develop innovative opportunities to enable new speakers to become confident to use Welsh in the workplace, socially and in the home.'*

There is a need to include targets and a detailed timetable to realise this, if Welsh Government is serious about achieving the ambition of a million speakers by 2050. In terms of methods to measure the impact of that, the following measures are suggested as a starting point:

- Number of Welsh-medium and bilingual schools
- Number and % of learners receiving Welsh-medium and bilingual education
- Number and % of Yr2 learners being assessed in the medium of Welsh
- Number and % of learners following Welsh-medium and bilingual courses in the secondary sector
- Number and % of learners following Welsh-medium and bilingual further education courses
- Number and % of learners following Welsh-medium and bilingual higher education courses

In terms of encouraging young people to use the Welsh language in informal and social situations, we appreciate the Government's commitment and investment in disseminating the Language Charter nationally - a plan that was originally developed for Gwynedd schools. We are incredibly proud of this relationship with Welsh Government and are confident that the commitment will continue, as the contribution of the Language Charter is key in the challenge of converting speakers who receive a Welsh-medium/bilingual education into speakers.

Nevertheless, it could be argued that the objective noted in this part of the strategy is restricted to education establishments and, despite ensuring that the investment in education creates speakers, it is key that Leisure Centres, youth provisions and sports clubs similarly become a part of this

strategy. This raises a broader question regarding the relationship of this strategy with the requirement on Local Authorities themselves to draw up Welsh language promotion strategies.

In addition, with a number of Local Authorities externalising services such as leisure and youth services and the ambiguity regarding whether or not the trusts established for this purpose are covered under the Language Standards, it has never been so important to ensure that these fields, which are so influential in terms of the informal language of children and young people, are included in the strategy and that they are accountable for that. In this context, the Language Initiatives have a key role to play on a county, regional and national level also.

Development field 4: People

It is believed that this section should include a greater focus on the role of parents and the family as a key sphere for language transfer.

According to the 2011 Census, it was seen that 90% of 3-4 year olds in Gwynedd could speak Welsh when two parents speak Welsh in the home. This percentage drops to 82% in the homes where a single parent speaks Welsh; and drops further to 63% when only one of the two parents speaks Welsh; there is a further drop to 35% in homes where there are no Welsh speakers at all. The above-mentioned percentages convey the need for direct and substantial intervention in language transfer in areas that are Welsh language strongholds, such as Gwynedd.

Despite the proposal to main-stream elements of TWF's work field to midwives and health visitors; there are further opportunities to influence language transfer in the field of child care and as part of national programmes such as Flying Start and Families First, as well as a part of an education system that targets prospective parents. It must be ensured that Welsh language promotion and messages about the advantages of bringing up children bilingually are embedded as the core responsibility of these intervention programmes, coupled with methods of measuring this work.

To this end, language transfer rates in areas such as Gwynedd also convey the greatest potential to increase the number of speakers, as households with one of two parents speaking Welsh, and households with a Welsh-speaking single parent already possessing Welsh language skills, choose not to use the language. There is a key role for the Language Initiative (in the absence of TWF and Cymraeg i Blant) to plan specific intervention in response to this.

It is acknowledged that what is now considered as a 'community' has changed, evolved and that it is a difficult concept to define; however, we must not underestimate the value and significance of a 'geographical' community that brings people together through the medium of Welsh. This is where the foundations of Welsh speakers' identities and values are set, where community leaders are nurtured, and where Welsh speakers are empowered to offer a range of activities and modern and attractive events that normalise the Welsh language in an informal and pleasant context. In other words, live life mainly through the medium of Welsh.

Also of significance to a 'geographical' community that is essential to the viability of the language is the fabric of the Welsh language community that is located in the language's strongholds across Wales. A high number of Welsh speakers are produced in these areas; and in turn, this has been responsible for the growth in the number of speakers in other areas of Wales, such as Cardiff. The importance of these areas - which was so apparent in *A Living Language: A Language for Living* - has been completely lost in the new strategy. One cannot overstate the utmost importance of the Welsh language strongholds in order to ensure the viability of the language in the future. To reiterate this, a number of worldwide linguistic planning experts acknowledge the significance of communities

where over 70% of the population speaks the language. This is the reason why we believe that this Strategy needs to set targets, a focus and emphasis on appropriate and balanced linguistic planning in these communities in Gwynedd, Anglesey and Conwy with the Language Initiatives acting as a strategic lead and co-ordinator of linguistic interventions at grass-roots level.

A specific strategy and substantial investment is therefore needed to maintain and strengthen the strongholds as areas that act as a catalyst for the growth of the Welsh language across Wales. To this end, every department within the Government will need to acknowledge the particular significance of these areas and prove how any schemes they have will affect the strongholds and the Welsh language. To achieve this, we believe that 70%+ communities should be designated as areas of special linguistic significance.

Development field 5: Support

We welcome the Government's proposal to invest, develop and influence in order to ensure a firm infrastructure for the Welsh language in the fields of corpora, dictionaries and terminology resources, along with technological and digital developments to ensure the availability of various and relevant Welsh language mediums.

It is very important that the Welsh language is a part of new technological development and that there is room for the Welsh language in these developments. This is extremely important in terms of influencing the psychology of children and young people and their use of the Welsh language, and is a way of making the language relevant to all life contexts.

However, further information is required regarding the steps intended to be taken in the short, medium and long-term to realise this, along with the level of investment in order to achieve the aim, and the measuring methods that will be in place and who will be responsible for its delivery.

Development field 6: Rights

Gwynedd Council is an organisation that already embraces the Welsh language and the impact of its language policy in terms of its internal administration is far-reaching. As a result of the policy, the Welsh language has been normalised as a natural working medium, and enables thousands of staff members to work through the medium of Welsh every day. The side effect of this is that the majority of the county's residents now contact the Council through the medium of Welsh completely naturally, and the influence of the Council as an employer can be seen in the growth of Welsh communities such as Llanrug.

This is proof indeed that the ambition cannot be realised through legislation and rights alone, but rather through commitment, a strong political vision and bravery, as was experienced when implementing Gwynedd's language policy since 1996, and previously in Dwyfor District Council. Disseminating this language policy to other counties is what is likely to achieve Welsh Government's ambition of creating a million speakers by 2050. After all, in Gwynedd, we have the rare opportunity of being able to profess and make more comprehensive and regular use of the range of Welsh language skills (speaking, reading and understanding written Welsh) from the cradle to the grave.

Ensuring real opportunities for as many people as possible to be able to live and work through the medium of Welsh is the way to realise the ambition of a million speakers by 2050. This means, within the next 5 years, that Local Authorities in the North and west, Anglesey, Conwy, Ceredigion, Carmarthenshire and Pembrokeshire need to commence the process of planning, adopting and

implementing a policy that notes that the Welsh language will be the internal administrative language of the organisation.

There is a risk for the existing standards system to become burdensome in terms of its administration with nothing added to the user's experience, and that they will not encourage compliance through a regulatory process alone. Encouragement and promotion is needed to achieve the aim. Therefore, we agree with the need to develop a better balance between promotion, legislation and regulatory, providing clarity regarding the roles of key stakeholders. However, it is unlikely that achieving this will directly contribute towards reaching the million. A specific and comprehensive strategy is required to support and empower people to feel confident to use the Welsh language when accessing services, that the experience and availability of those services encourages and facilitates the use made of the Welsh language, and in turn, that this becomes something completely natural. This cannot be realised without planning and delivering a purposeful bilingual public sector workforce.

No reference is made to the private sector and third sector in the strategy and this may be the most suitable place to include them. Indeed, businesses need to be encouraged to be proactive in developing the use of the Welsh language, and clarity is needed regarding the roles of the Commissioner, the Government, the Language Initiatives and business support agencies in this respect.

Indeed, seeing businesses making visual use of the Welsh language is a way of rooting key messages about the Welsh language and its value in the subconscious, and thus influence people's psychology regarding the language. However; people's ability to engage with each other at work, with colleagues or customers, through the medium of Welsh is of key importance to the ambition.

To this end, more opportunities are needed for those who are able to speak Welsh to use it at work - in their engagement with each other, their customers and with their employers. We spend a very large percentage of our lives in the workplace, therefore, opportunities to use the Welsh language at work are extremely important, and it is unlikely that giving the individual an opportunity to do that in itself, will achieve the aim. There is a need to develop Welsh language workplaces, Welsh language internal administration and normalise the Welsh language in the workplace. Enabling the workforce to use the Welsh language at work (and not through rights alone), will lead to an increase in the general use made of the Welsh language. In this context also, there is a need to increase awareness of the Welsh language as a skill and increase the workforce's pride of the skills they have in the Welsh language. Therefore, having linguistic Skills Strategies that will plan and create a bilingual workforce that will be able to provide services for the public in accordance with the statutory language standards will be integral. We know that this is not currently the case as the majority of public bodies have an insufficient supply of bilingual staff to provide Welsh-medium services.

In the current economic climate, which will unavoidably lead to an increase in commissioning services from the public sector, and less provision of services directly, it is extremely important that the private sector locally and nationally in Wales can and have to respond positively to the increasing demand for some services, but also that they can provide those services wholly through the medium of Welsh.

Similar to the private sector, there will be opportunities for the third sector to benefit from outsourcing some public services and there will be a need to identify the key players in this context, and to work closely with them to enable them to deliver services through the medium of Welsh over

a period of time. Nevertheless, the procurement culture and expectations in terms of following linguistic requirements has existed since the Welsh Language Act 1993 but that there is still room for improvement to improve the supply of Welsh language services that are externalised to these sectors. This is why there is a need to emphasise the role and contribution of both sectors - as an employer and service provider - within this Strategy.

Section 5 - Action in the short-term: the first five years

It is acknowledged that the education system and ensuring that the Welsh-medium and bilingual education provision is extended is *one* method of increasing the numbers of people who are *able to* speak Welsh. However, the education system alone is unlikely to produce speakers, as stated in *Iaith Pawb* previously: *A language which is confined to the educational sector is not a living language*¹

Consequently, the Welsh language must be rooted in the communities around every Welsh-medium and bilingual school across Wales in order to ensure sufficient opportunities to turn the learners of the education system into speakers, and take advantage of intensive social and community opportunities to use the Welsh language beyond school. Again, this is a key role for the Language Initiatives and other partners across Wales and a comprehensive strategy and investment is needed to achieve this, in order to ensure that the substantial investment in Welsh-medium education bears fruit and realises the aim of producing additional skilled Welsh *speakers*, who can then contribute to realising the ambition of reaching a million speakers by 2050.

We welcome the reference to extending the Language Charter to schools across Wales as a medium to support the Welsh-medium/bilingual education system to produce Welsh *speakers*. Methods of measuring the impact of the Charter's intervention by means of the language web produces annual data about the attitudes and use of language of children and young people across Wales. Therefore, the language web will be an important tool over the next five years (and beyond) as a way of measuring the likelihood of realising the ambition of a million speakers by 2050. However, as we are aware, a substantial number of people leave the Welsh language behind as they leave school at 16 and so, failing to include further and higher education and employment within the strategy leaves it incomplete.

Welsh Government has certainly set the challenge of reaching a million speakers by the middle of the century. The greatest challenge for the Government (and for us all), is *how* this will be realised, and *ensure* that it is realised.

Thank you for the opportunity to submit these observations on the Strategy: A million Welsh speakers by 2050. Hopefully they will be useful as you draw up the final document.

Yours sincerely,

Dyfrig Siencyn
Deputy Council Leader

1 Iaith Pawb: A National Action Plan for a Bilingual Wales, Welsh Assembly Government 2003.



Welsh Government
Consultation Document

Consultation on a Welsh Government
draft strategy: a million Welsh
speakers by 2050

Date of issue: 1 August 2016

Action required: Responses by 31 October 2016

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

Consultation on a Welsh Government draft strategy: a million Welsh speakers by 2050

Overview

Section 78(1) of the Government of Wales Act 2006 requires Welsh Ministers to adopt a strategy stating how they propose to promote and facilitate the use of the Welsh language. Section 78(4) requires the Welsh Ministers to keep the strategy under review and enables them from time to time to adopt a new strategy. Therefore, this consultation seeks your views on our proposals for the strategy which will supersede the current Welsh language strategy: *A living language: a language for living* (2012–2017) when that strategy's period comes to an end. In line with the duty at Section 78(5) of the Act, we are publishing this consultation document to give everyone a chance to have their say on our plans to realise our vision of a million Welsh speakers by 2050.

How to respond

Responses to this consultation should be e-mailed/posted to the address below to arrive by **31 October 2016** at the latest.

Further information and related documents

Large print, Braille and alternative language versions of this document are available on request.

A living language: a language for living – Moving forward (2014)

Welsh Medium Education Strategy: Next Steps (2016)

The consultation documents can be accessed from the Welsh Government's website at www.gov.wales/consultations

Contact details

For further information:
Welsh Language Unit
Welsh Language Division
Education and Public Services
Welsh Government
Cathays Park
Cardiff
CF10 3NQ

e-mail:

UnedlaithGymraegWelshLanguageUnit@wales.gsi.gov.uk

Tel: 0300 060 4400

Data protection How the views and information you give us will be used

Any response you send us will be seen in full by Welsh Government staff dealing with the issues which this consultation is about. It may also be seen by other Welsh Government staff to help them plan future consultations.

The Welsh Government intends to publish a summary of the responses to this document. We may also publish responses in full. Normally, the name and address (or part of the address) of the person or organisation who sent the response are published with the response. This helps to show that the consultation was carried out properly. If you do not want your name or address published, please tell us this in writing when you send your response. We will then blank them out.

Names or addresses we blank out might still get published later, though we do not think this would happen very often. The Freedom of Information Act 2000 and the Environmental Information Regulations 2004 allow the public to ask to see information held by many public bodies, including the Welsh Government. This includes information which has not been published. However, the law also allows us to withhold information in some circumstances. If anyone asks to see information we have withheld, we will have to decide whether to release it or not. If someone has asked for their name and address not to be published, that is an important fact we would take into account. However, there might sometimes be important reasons why we would have to reveal someone's name and address, even though they have asked for them not to be published. We would get in touch with the person and ask their views before we finally decided to reveal the information.

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Foreword

I have campaigned for the Welsh language for many years and it is therefore a privilege to lead on the Welsh language portfolio on behalf of the Welsh Government.

Our ambition as a Government is to reach a million Welsh speakers by 2050. There is no doubt that this is a challenge, but I believe that we need to set such an ambition if we are to make a real difference where the Welsh language is concerned.

I am very clear that it is our responsibility as a Government to set the direction and provide leadership for this work. This Government has the will and the commitment to do so. But it is also vital to us all as a nation to take ownership of the challenge.

Government cannot insist that a parent uses the Welsh language with a child. It cannot insist that children play together in Welsh. And it cannot require someone to use the Welsh language at the post office.

This is part of a plan for us as a nation and as a society. It is for all of us. That is why I am pleased to announce this consultation on the long-term strategy for the Welsh language.

We have set out our proposals in this document, and of course I'm keen for as many people as possible to respond. But I am not going to sit back and wait for your responses. Over the next few months I want to meet as many people as possible across the country to discuss, have conversations and share ideas. I want people to feel ownership of the vision, and I want to engender support for the vision.

One clear message contained in this document is that we need to get to a position where the Welsh language is a perfectly natural element of all aspects of everyday life. If we want to achieve that, the whole nation has to be part of the discussion – fluent Welsh speakers, Welsh speakers who are reluctant to use the language, new speakers who have learned the language, or people who do not count themselves as Welsh speakers. Everyone has a part to play, and I want everyone to contribute.

Together, we can grow the Welsh language and create a truly bilingual Wales.

Alun Davies AM

Minister for Lifelong Learning and Welsh Language

Section 1 – Executive summary

The year 2050

The Welsh language is thriving, and the number of speakers has risen to a million. It is natural to use it in every aspect of life, and among those who do not speak it there is goodwill towards it and an appreciation of its contribution to the culture and economy of Wales.

2016 – now and next

Our vision is clear – to have a million Welsh speakers by 2050. For us to achieve that, we believe that several things need to happen: more children in Welsh-medium education, better planning in relation to how people learn the language, more easy-to-access opportunities for people to use the language, a stronger infrastructure and a revolution to improve digital provision in Welsh, and a sea change in the way we speak about it.

This document sets out our strategic priorities on how to reach a million speakers, and describes the key things that need to happen if we are to achieve the necessary changes.

Our priorities

The Welsh language is one of Wales' treasures. It is part of that which defines us as a people, and an integral part of our everyday lives. According to the most recent Census in 2011 there were 562,000 Welsh speakers in Wales. On that basis, the aim of this strategy will be to almost double the number of Welsh speakers by the middle of the century. In order for that to happen, we believe we need to prioritise 6 key areas for action.

1 – Planning and Language Policy: For all the other elements of this strategy to be effective, we need to plan sensibly and deliberately to put the appropriate programmes in place at the appropriate time. For instance, if we are to increase the number of Welsh speakers on the scale needed, the first step in any strategy must be to create enough teachers to teach children through the medium of Welsh.

2 – Normalisation: By fostering a willingness to use Welsh among people who speak it, and goodwill towards it among those who don't, we want the language to be a normal part of everyday life. This means that people feel comfortable beginning a conversation in Welsh, that they can expect to receive services in Welsh, and that people are used to hearing it and seeing it.

3 – Education: We need to see a significant increase in the number of people receiving Welsh-medium education and who have Welsh language skills, as it is only through enabling more people to learn Welsh that we will reach a million speakers. Early years provision is also essential, as the earlier a child comes into contact with the language, the more opportunity he or she has to become fluent.

4 – People: As well as education, it will be essential to increase the number of people who transmit the language to their children. We also need more opportunities for people to use it in a variety of settings, and encourage more of them to take up those opportunities. These include opportunities as individuals, for the family, by taking part in local activities, or as members of networks or wider communities of interest that may be scattered throughout the world.

5 – Support: It is essential to develop a robust and modern infrastructure to support the language in order to increase the number of speakers, improve their confidence, and make it easier to use in a wide variety of settings. Digital resources, a healthy and diverse media, a responsive and modern translation profession, and a corpus which reflects and maintains the status of Welsh as a living language, are essential for Welsh speakers whatever their ability.

6 – Rights: Legislation provides an unequivocal basis for organisations to act in support of the language and for Welsh speakers to use it. We need to encourage individuals to take up the opportunities that come with these rights. The long term aim is to move to a situation where these rights are embedded as a natural part of services.

We propose these six development areas as a basis for deliberate action over the long term to realise the ambition of a million speakers.

Section 2 – Introduction

Why a long term strategy?

The target of a million speakers by 2050 calls for long term planning in order to make the necessary progress.

This document builds on previous Welsh Government strategies - *laith Pawb, laith fyw: iaith byw*, and *The Welsh-medium Education Strategy*. However looking at the long term means that with this strategy we must do things differently. This reflects the desire to set an ambitious and truly strategic direction for each area that influences the language. It also reflects the need for creativity if we are to reach the target of a million speakers.

This long term thinking chimes with the Welsh Government's recognition of the idea that language planning is something that can be measured over the period of a generation, and that there is a need to stand firm and recognise that the early years of this strategy will see steps taken to lay the foundations to enable this increase to happen. We foresee, therefore, that the largest increase in the number of Welsh speakers will happen towards the end of this strategy.

"A Wales of vibrant culture and thriving Welsh language" is one of 7 wellbeing goals in the Wellbeing of Future Generations (Wales) Act 2015. This means there is already a duty on a number of public bodies listed in the Act to achieve that goal in the long term, as one of the steps to create the kind of Wales we want to see in 2050.

One of this strategy's key messages is that the language needs to be considered and mainstreamed in every plan, policy and strategy across a wide range of organisations, as well as when making legislation.

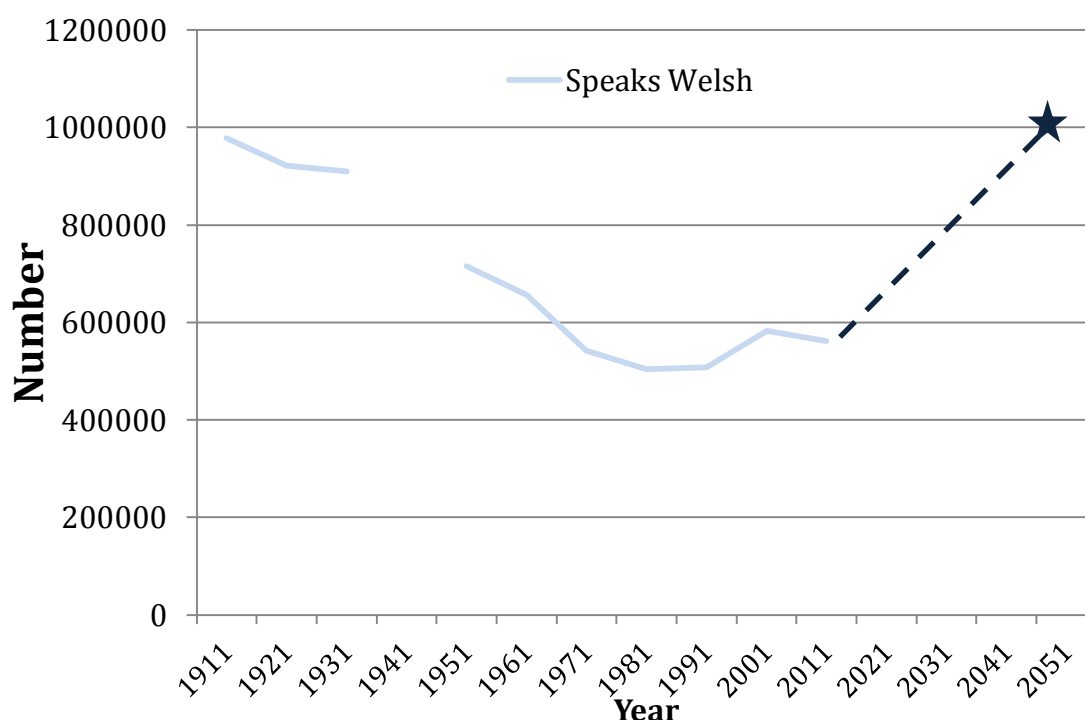
Consultation question: Do you agree with the approach of creating a long term strategy for the Welsh language?

The challenge

The ambition of a million Welsh speakers is challenging, but achieving it would reverse the decline seen in this respect over the course of the twentieth century. In 1911 there were almost a million (977,000) Welsh speakers in Wales aged three and above.

The following chart shows the fortunes of the Welsh language over the course of the last century. According to Census figures, we need approximately 438,000 new Welsh speakers by 2050 to reach a million. It should be remembered that this is in addition to maintaining the present number of speakers as it is, with deaths and out-migration also affecting the present number of speakers.

Chart 1: number of people aged three and over who can speak Welsh, Census 1911-2011, as well as our ambition for 2050 (a)



(a) Note that no Census was conducted in 1941.

If there were to be an increase in the number of Welsh speakers during this strategy's lifespan, our assumption is that it would in all likelihood be slower than the dotted line above at the beginning of the period, accelerating towards the end. The task during the first part of this strategy will be to lay the foundations to allow this faster progress to take place.

Difference between sources

Although the Census is the key source of information for the number of people who are able to speak Welsh, and this is our starting point, other sources also offer estimates in this respect.

The Annual Population Survey gathers information about respondents' ability to speak Welsh, and how often they do so. The National Survey for Wales also collects this information, but also asks how fluent respondents are in Welsh, however this is for adults 16 years old and above only.

The Annual Population Survey estimates that about 26 to 27 percent (approximately 810,500) people three years old and above can speak Welsh. The National Survey for Wales estimates that about 23 to 24 percent (about 607,000) of people 16 years old and above can speak Welsh.

We don't know exactly why there is such a difference between the estimates, but differences between the way the surveys and Census are conducted are likely to have influenced the results. There are questions concerning the reliability of the Annual Population Survey data, therefore, and a project is underway to try to better

understand the differences between the Census and National Survey for Wales in this respect.

Language acquisition

If we look at Census figures, language transmission and the education system are the two areas that are essential for creating new speakers and for the language to thrive. The most recent Census figures show the importance of transmission within families where Welsh is spoken by both parents, and the importance of increasing the rate of transmission within bilingual families. At present, in households where both parents speak Welsh, 82 per cent of children between three and four years old can speak Welsh. In households where one parent speaks Welsh but the other does not, 45 per cent of children between three and four years old can speak Welsh.

If the rate of transmission had been 100 per cent (i.e. every parent of a child between three and four years old in households where at least one adult can speak Welsh transmits the language to their child) there would have been 6,300 additional Welsh speakers in the 2011 Census. There is a limit to the additional number of Welsh speakers that can be created through transmission from one generation to the next unless more parents decide, in the first place, to learn Welsh, and secondly to pass it on to their children. This is why it is essential to create speakers through the education system who will transmit the language to their own children.

We recognise that the education system is the main way for ensuring that children are able to develop their Welsh skills, and for creating new speakers. Data from schools tells us how many children are educated through the medium of Welsh. Currently around 22 per cent (about 7,900) of learners in year 2 are assessed in Welsh (first language). If this were to increase to 50 per cent, this would mean approximately 18,000 learners (on the basis of the size of the year 2 cohort in 2015), which would mean about 10,000 additional children. This equates to about 331 new Welsh-medium classes across Wales, and shows the importance of the education system's commitment to creating a million speakers.

It is also important to remember the importance of people who learn Welsh as adults. According to the latest data there are 15,520 people learning Welsh as adults. Further work is needed to get a clearer picture of the numbers who are learning Welsh and are confident to use it, and the new National Centre for Learning Welsh will address this.

Consultation question: Apart from a million Welsh speakers by 2050, there are no specific targets associated with this draft strategy as it stands. In your opinion, are there any targets or milestones that should be used to map the journey and measure our progress towards a million speakers?

We will use your suggestions to draft a blueprint or roadmap plotting the intended journey over the years to come.

Section 3 – Achieving the vision

Our vision is clear: we want to see a million Welsh speakers by 2050. How can we achieve this and meet the challenges outlined in the previous section?

It is clear to the Welsh Government that meeting this challenge calls for wide-ranging changes. We need to push the boundaries in order to make the changes needed for people to be confident to learn or use the Welsh language.

It must be acknowledged that the proposals in this draft strategy are not the beginning of the journey. There has been significant progress in terms of governmental support for the Welsh language over the past 15 years. Today, the Welsh language has official status, legislation is in place which gives Welsh speakers the right to Welsh language services, with a Commissioner to oversee the implementation of these rights. There is also a statutory basis for planning Welsh-medium education provision, and "a thriving Welsh language" has been included in one of the national well-being goals.

This draft strategy takes us forward to the next stage in our linguistic development as a nation and builds on the foundations already in place.

We are therefore clear that this consultation is about *how* we achieve our ambition.

Six areas of development

The remainder of this document presents proposals which convey the Government's commitment to influence the decisions made by people at key points in their lives. The intention is to ensure that the language is a relevant and attractive part of life from cradle to grave.

We have identified six strategic areas of development for achieving the vision:

1. Language planning and policy
2. Normalisation
3. Education
4. People
5. Support
6. Rights

General consultation questions:

Do you broadly agree with the six areas of development outlined in the strategy – Planning, Normalisation, Education, People, Support and Rights?

How can you contribute to achieving the strategy's vision?

Section 4 – Areas of development

In this section we introduce the six strategic areas and our main objectives, and suggest a number of steps to achieve the vision of creating a million Welsh speakers by 2050.

Development area 1: Planning and language policy

If we are to increase the number of speakers on the scale needed, we need to start with planning. This means mainstreaming the Welsh language so that it is an integral part of strategic planning at every level. Disseminating an understanding of deliberate language planning will be an important part of realising this, as will the need for consistent research and data collection in order to fully understand the situation of the Welsh language.

Because of the importance of education, ensuring there is a workforce that meets the need for Welsh-medium education and training is the starting point for creating more speakers. This means planning to support the training of teachers and learning assistants, expanding sabbatical schemes for the present workforce, and significantly increasing the number of workers in the childcare and early years sectors.

Objective:

Create a workforce with the appropriate skills to educate and provide services through the medium of Welsh.

How:

- Significantly increase the number of teachers and early years practitioners who are able to teach through the medium of Welsh, to enable us to educate more children and young people through the medium of Welsh.
- Increase the number of Welsh-medium childcare places, in order to satisfy the need among parents and carers and start as many children as possible on the journey to having two languages.
- Increase the number of people who are able to work through the medium of Welsh in a number of specialist areas and services, so that Welsh services are available to those who choose them.
- Normalise language planning and ensuring there are appropriate leaders in the correct positions, so that Welsh is an automatic part of workforce planning and when considering which skills are required.

Objective:

Ensure the Welsh language is higher on the agenda so that there is an awareness of the language, and positive action on its behalf, at the highest level within organisations, businesses and the political sphere.

How:

- Better strategic planning for the Welsh language across government and the wider public sector, especially in relation to economic development.
- As economic infrastructure is an essential part of language planning at the local level, develop our understanding of how to make the most of this and ensure that Welsh is considered at the beginning of any developments, projects or programmes.

Consultation question: Are there any other objectives or actions that should be included in this document in order to improve planning in relation to the Welsh language?

Development area 2: Normalisation

In order for our steps to plan for the Welsh language to be successful, we need to make the most of the goodwill that exists towards the language. We want the Welsh language to be a completely normal part of everyday life, with goodwill towards it and a willingness to use it.

There is a general awareness that people's attitudes can be very influential, be that a willingness or reluctance on the part of Welsh speakers to use the language. We therefore need to better understand that which influences attitudes and linguistic choices, with an initial focus on linguistic identity and the psychology of Welsh language use.

Evidence suggests that positive attitudes towards the language already exist, but that there is a disparity between these attitudes and the number of people who speak Welsh. The challenge is to work towards a situation where this goodwill towards the language is converted into speakers. We want to see Welsh as a normal part of everyday life – a language of habitual use for those who speak it, a natural choice for bilingual people, and accepted by those who don't speak it. We have already alluded to the importance of this in our policy document, *Bwrw Mlaen (Moving Forward)*:

“To change the patterns of linguistic behaviour we need to change the way we talk and feel about the language... Too often the debate around Welsh is focused on challenges, linguistic retreat and roadblocks to change.”

Objective:

For the Welsh language to be a natural element of being a citizen in Wales in order to make it relevant to everyone, whether they speak Welsh, English or any other language, and elicit an appreciation of it among people moving to Wales.

How:

- Foster a situation where it is completely normal for people to use the Welsh language in their dealings with the state and public institutions in Wales.
- Increase people's confidence to use Welsh so that they are more likely to begin conversations in Welsh and choose to use services in Welsh.
- Ensure that the Welsh language is more prominent in the audio-visual environment, so that it is evident it has official status and is an integral part of the linguistic landscape of Wales.
- Improve our understanding of what affects people's linguistic practices at key points in their lives by conducting long term longitudinal research.

Consultation question:

In your opinion, how else can we engender goodwill towards the Welsh language in order to further normalise it?

What else is needed to convert positive attitudes towards the language into speakers?

Development area 3: Education

By planning to ensure there are enough teachers to educate through the medium of Welsh, and by making the most of goodwill towards the language, this will create a positive environment for more people to learn Welsh.

The statutory education system is the principal method the Welsh Government has for ensuring children can develop their Welsh language skills, and for creating new speakers, but we must ensure that opportunities exist at every point in an individual's life to learn Welsh and learn through Welsh.

We will improve strategic planning processes for every phase of education and training in order to ensure growth in Welsh-medium education. This will be part of a cohesive policy that will include promotion, linguistic progression between different phases of education, and raising awareness of the advantages of Welsh-medium education.

The Welsh Government's commitment to introducing one continuum of learning for the Welsh language, is an important step in this respect. Perhaps the best way of describing the ability to communicate through Welsh is to compare it with an arc, or "continuum", that individuals can access at different points according to their ability. We should look at everyone on that arc in a positive light, and encourage people who use Welsh at any level to consider themselves Welsh speakers, without imposing artificial labels.

Our education system must promote ambition for the Welsh language, and offer enough flexibility to meet different needs from different parts of society. As we move forward, our policy in this respect must move away from the concept of "Welsh as a second language" towards an integrated and cohesive consideration of the language as a genuinely living language. It stands to reason that there will be challenges as we develop a new Curriculum for Wales which satisfies our aspirations, but the Welsh Government is fully committed to this approach.

Objective:

A significant increase in the number of children and young people educated through the medium of Welsh or bilingually in order to create more speakers.

An increase in the number of young people leaving school in Wales with bilingual skills that can be used in the workplace.

How:

- Increase the capacity to provide Welsh-medium education by supporting local authorities to plan to increase provision through their Welsh in Education Strategic Plans (WESPs).
- Move schools along the language continuum to increase the availability of Welsh-medium school places.

- Meet the increasing demand for Welsh-medium education through capital investment where appropriate.
- Expand the Welsh language immersion provision for latecomers, based on the latest evidence, and ensure that the provision is consistent.
- Teach Welsh as one language in order to create a continuum to improve progression and raise standards.

Objective:

Improve rates of progression between the different phases of education and the workplace (early years, primary education, secondary education, post-16 education, higher education, apprenticeships, the workplace), and ensuring there are opportunities for adults to learn the language.

How:

- Ensure that Welsh-medium courses are a natural choice for people in post-16 or higher education.
- Use the findings of longitudinal research to ascertain when specific interventions are most likely to increase the rate of progression.
- Develop innovative opportunities to enable new speakers to become confident to use Welsh in the workplace, socially and in the home.

Objective:

Ensure that educational institutions prepare young people to use Welsh confidently in informal and social situations.

How:

- Continue to develop and implement a framework which supports schools to encourage and increase pupils' informal use of Welsh in a variety of settings.

Consultation question: Are there any other objectives or actions that should be included in this document in order to increase the number of people who learn Welsh?

Development area 4: People

On a basic level, language exists because of people's interaction with each other. As with any language, people need opportunities to use Welsh whatever their ability or background. This entails opportunities for people as individuals or collectively, as part of a community.

We recognise that the meaning of "community" now includes networks of common interest and digital networks, which not only connect people scattered in cities or in the countryside, but which also bridge continents. That being so, we need to consider to what extent the emphasis on 'community' as a residential, geographical entity is still important? Is the density of speakers created as people travel to work more important than the neighbourhood where they live? Is the density of Welsh speakers on the ground as significant as it once was? Do we also need to continue to acknowledge the importance of communities in the traditional or historical sense?

There is a close relationship between language acquisition (it is widely recognised that the primary means of language acquisition are through transmission in the home, and education) and language use, because people need opportunities to practice and use the language in order to learn successfully. This relationship can be compared with the different strands of a rope, with the emphasis on one or another strand increasing or decreasing at different periods of an individual's life. The challenge for us as a government is to influence the decisions people make at these key points, and ensure the language is a relevant, attractive part of life from the cradle to the grave.

That being so, opportunities are needed at every stage of the linguistic journey, and in situations as various as all the ways people can choose to live their lives. It follows that if people want to make the most of these opportunities, they must also be offered proactively, without having to ask for them in Welsh. Ultimately the vision is for people who speak Welsh at any level of ability to be able to take up every opportunity to use it.

We must also remember that if we are to make Welsh a normal part of everyday life in Wales, and engender wide support for our efforts in relation to language acquisition, it will be essential to increase its use amongst those who already speak it.

Our efforts to increase the use of Welsh will depend on a combination of language acquisition, confidence and fluency, the quality of opportunities to use it, and people's eagerness to use their skills.

Objective:

Increase the rate of transmission within families in order to ensure that future generations can speak Welsh and use it.

How:

- Increase the opportunities for parents and carers to learn Welsh or gain confidence in their skills, in order to increase the amount of Welsh spoken in the home.

Objective:

Ensure that more places exist where it is completely obvious that Welsh is the natural language, so that it feels completely normal and safe to use Welsh as the default language.

Support communities or neighbourhoods where Welsh is used naturally as the common language.

How:

- Continue to support organisations and centres which offer Welsh services as the default.
- Ensure that there are a variety of social opportunities for people to increase their confidence and improve their skills as they learn Welsh.
- Improve our understanding of the local factors which affect the Welsh language, and of the discussions about how the definition of “community” is evolving, and plan accordingly.

Consultation question: Are there any other objectives or actions that should be included in this document in order to increase the number of people who use Welsh?

Development area 5: Support

To create the conditions to increase the number of people who speak and use the language, a strong infrastructure is needed.

Living languages evolve constantly and reflect the world around them. In order to ensure that Welsh continues to be a modern, relevant language, we believe that we need to maintain a modern linguistic infrastructure (including corpora, dictionaries, and terminology resources) and that it is essential to invest in technology – a constantly changing area – in order to be able to use Welsh in as many ways as possible.

Long term investment in this infrastructure will remain a priority in order to put the language on a sure footing for the future.

Objective:

Ensuring the infrastructure for the Welsh language is up to date and continues to develop.

How:

- Long term investment in corpus, dictionary and terminology projects, as well as educational resources.
- Provide leadership in relation to translation so that the profession develops in a way that meets the demand.

Objective:

Continue to develop the technological and digital provision to enable everyone to live their lives in Welsh.

How:

- Invest in projects to create a technological infrastructure (computer assisted translation, artificial intelligence, voice recognition technology etc) so that Welsh can be used on electronic devices.
- Influence the private sector to invest in language technology in Wales, in partnership with the language technology sector internationally.

Objective:

Diverse and relevant media are available in Welsh.

How:

- Although responsibility for broadcasting is not devolved to the Welsh Government, exert influence to ensure that the offer in relation to television and radio and all different kinds of media remain contemporary and relevant to Welsh speakers of all ages.
- Ensure that a wide choice of Welsh publications are available in various formats, in order to meet the demand from different audiences.

Consultation question: Are there any other objectives or actions that should be included in this document in order to improve the infrastructure that helps people to use Welsh?

Development area 6: Rights

Over the last half a century, several pieces of legislation have been passed which underpin people's right to use Welsh, their freedom to use the language, and to receive Welsh language services. The most recent of these is the Welsh Language (Wales) Measure 2011, under which the Welsh Language Commissioner's office was established. Although the Measure in and of itself does not mean that more people speak Welsh, it is a solid foundation upon which to build for the future, as it gives the language official status in Wales, introduces duties through the Welsh language standards on the basis that services are offered proactively, and permits any interference with people's freedom to use Welsh to be investigated.

The aim of the present rights is to improve the services provided by organisations which come under the Welsh language standards. We need to encourage individuals to take up the opportunities that come with these rights. The long term aim is to move to a situation where these rights are embedded as a natural part of services.

We will continue to review the legislation over the coming period in order to ensure that it is fit for purpose, and reinforces Welsh speakers' confidence to use services.

Objective:

Ensure the legislative foundation for the Welsh language is appropriate and up to date.

How:

- Make the most of the Welsh language standards as a way of improving awareness of the language amongst people and organisations, and to give people the right to receive services in Welsh.
- Strike a better balance between promotion, legislation and regulation.

Consultation question: Are there any other objectives or actions that should be included in this document in order to improve the rights of Welsh speakers?

Section 5 – Short term action: the first five years

Whilst our vision is a long term one, and the number of speakers is something that is measured on a generational basis, we must act to put the foundations in place now. And these actions must reflect our ambition.

We are clear that the education system will be key in creating future Welsh speakers. Our education system is, of course, completely dependent on our teachers. Therefore our priority over the next five years will be to increase the the system's capacity to meet the need to expand Welsh-medium education and improve the way Welsh is taught in our English-medium schools. This entails training new teachers and improving the skills of the present teaching workforce.

At the same time, we want to improve the regime for local authorities to plan for increasing Welsh-medium education. Work will continue to plan and develop a new curriculum for Wales, including the aspiration to introduce one continuum of learning for the Welsh language.

Beyond the education system, another priority for the next five years will be to develop and embed a culture of systemic planning for the Welsh language at every level of governance. Our first focus in this respect will be training leaders to plan for the Welsh language, and we will carefully consider our response to the *Language, Work and Bilingual Services* report, which was presented to the Cabinet Secretary for Finance and Local Government. Our work to ensure that clear measures are in place to mitigate the effects of the New Wylfa development on the Welsh language will be important in the context of the language's situation in north-west Wales, and will be an opportunity to learn valuable lessons about how to combine economic development and language planning.

Our lives are increasingly dependent on technology and the internet, and we must take decisive steps so that Welsh is, by default, a central part of any developments. We expect to see large strides being made during the next five years to ensure the technological infrastructure is in place to enable companies of all sizes to use and create digital tools and services for Welsh speakers.

While a number of our steps in the short term will create the infrastructure to increase the number of Welsh speakers over a longer period, not every language planning intervention is necessarily long term in nature. For instance, a parent's decision to introduce Welsh to a child from birth can bear fruit within three years, and the decision to send a child to Welsh-medium education can also bring positive results in a short period of time. Our Cymraeg for Kids programme will therefore be an important priority.

If we take an individual's period in school, there are a number of points where decisions – be they academic or social in nature – influence his or her linguistic journey. Extending the Welsh Language Charter – a framework to encourage children to use Welsh socially – to schools across Wales will be an important step in embedding a Welsh identity in our children. This will enable them to see for themselves the importance of the language, insist on speaking it and, in future, transmit it to their children.

We are entering a new period from the perspective of opportunities for adults to learn Welsh, with new structures in place that will lead to innovative opportunities for learners to gain confidence to use it in the workplace, socially, and in a family setting.

Being able to see and hear Welsh on the high street is an important part of normalising the language in our communities. We will work with partners to ensure that practical support is available to organisations that do not come under the Welsh language standards, in order to mainstream the language into the services they offer the public. This is an important part of our promotion work, and we will develop further plans to market and raise awareness of Welsh to support people to use it in ways that are practical, creative and enjoyable.

All this means creating detailed new policies, targeting areas where they are needed most, and ensuring they work towards the long term goals outlined in this draft strategy.

Consultation question: The Welsh Government will publish a series of detailed policies in specific policy areas during the strategy's lifespan. Which policies do you think we should prioritise for publication during the first five years of the strategy?

Section 6 – Closing remarks

It is a great honour for the Welsh Government to take the lead and set the direction in relation to planning for the Welsh language. Our aim is to put solid foundations in place to enable more people to speak Welsh, so that they then have the freedom to use it as they wish – to communicate, learn, work, create and enjoy.

In this draft strategy, we have set the challenge of reaching a million speakers by 2050, and have provided the context to explain the starting point. We have also outlined our long term vision in relation to issues which are common to so many of the world's languages.

We believe that our strategic areas – Planning, Normalisation, Education, People, Support, and Rights – outline the steps we need to take. We also recognise that we don't have all the answers, and that Welsh is a language for all of us and therefore everyone's responsibility, be they individuals, local authorities, businesses or government.

Your response to the consultation will guide our approach towards creating a million Welsh speakers over the next three decades and more.

MEETING:	LANGUAGE COMMITTEE
DATE:	13 OCTOBER 2016
TITLE:	UPDATE ON HTE IMPLEMENTATION OF THE WELSH LANGUAGE STANDARDS
AUTHOR:	GWENLLIAN MAIR WILLIAMS Language Development Officer, Workplace
PURPOSE OF THE REPORT	To update the members on the committee on the steps taken to implement the Language Standards since they became operational at the end of March 2016

1. BACKGROUND

The Welsh Language Standards came into force on 31 March 2016. A lot of work had already been done before this date to ensure that the Council is in a strong position to be able to comply with the Standards, including rewriting and publishing the Council's Welsh Language Policy.

2. STEPS TAKEN

Since March, the focus has been on having discussions with and raising the awareness of managers and staff of the requirements of the standards, advising on any changes or considerations needed to ensure compliance. This has included:

- Giving input to Language Awareness training provided by the Adults, Health and Welfare service for new social workers.
- Advising on the language issues relating to the new Staff Benefits Scheme to ensure the service provided complies with the needs of the Standards.
- Advising on changes needed to service agreements, including contracts for the provision of Home Care and with Swim Gwynedd, in order to ensure that any services provided by third parties does not work against the requirements of the Standards and the Council's Language Policy.
- Attend workshops and meetings relating to the More than Words strategy, organised by the Adults, Health and Wellbeing service, to ensure the steps recommended in response to the More than Words strategy also answer the requirements in relation to the Standards.

- Attend conferences organised by Bangor University on Behaviour Change to learn new ways of influencing the workforce.
- Meeting with teams of staff and managers to ensure they are aware of the requirements and the expectations relating to the Standards, including:
 - Management Team, Economy and Community department
 - Managers of Ymgynghoriaeth Gwynedd Consultancy (YGC)
 - Senior officers from the Finance and YGC departments

A communication plan is also being developed in collaboration with the communication team, that will ensure that regular messages are given to the staff regarding the expectations and requirements regarding compliance with the Standards.

The Language Awareness e-module has been completed, and is in the process of being tested. It will be live by the end of October, and we will need to consider ways of raising awareness of the module to ensure as many staff members as possible complete it.

3. **NEXT STEPS**

The focus for the next period will be on implementing the communication plan in order to raise awareness amongst all members of staff of the Language Standards and make sure they all understand the need to comply. More meetings will be organised with specific teams in order to discuss the relevance of the Standards in the context of certain services.

Any comments by the members about the progress so far is welcomed.

Agenda Item 9

MEETING:	LANGUAGE COMITTEE
DATE:	13 October 2016
TITLE:	LANGUAGE COMPLAINTS
AUTHOR:	GWENLLIAN MAIR WILLIAMS LANGUAGE DEVELOPMENT OFFICER
PURPOSE OF REPORT	PRESENT THE MOST RECENT COMPLAINTS TO THE COMMITTEE.

COMPLAINTS RELATING TO COMPLIANCE WITH THE LANGUAGE STANDARDS (Received from the Language Commissioner's office)

DATE	COMPLAINT	RESPONSE
No completed complaints to report since last meeting		

COMPLAINTS RECEIVED DIRECTLY REGARDING SERVICES OR THE COUNCIL LANGUAGE POLICY

DATE	COMPLAINT	RESPONSE.
12.07.16	Letter received in English from a Leisure Centre regarding swimming lessons.	Apologies sent from the Services manager and an explanation that it had been an administrative error and reassuring the complainant that officers would be reminded of the requirements regarding bilingual correspondence and that systems would be reviewed to ensure no reoccurrence.