

MEETING:	LANGUAGE COMMITTEE
DATE:	10 July 2018
TITLE:	Consultation on Gwynedd Language Promotion Plan (County Language Strategy)
AUTHOR:	Gwenllian Williams
PURPOSE OF THE REPORT	Give Members an update on the process of creating the Promotion Plan and report on the initial findings of the public consultation.

1. Background

- 1.1 In accordance with Standard 145 (Welsh Language Standards, Welsh Language Measure (Wales) 2011), we have a statutory obligation to publish a language strategy that explains how we intend to promote and encourage the use of the Welsh language in the county.
- 1.2 A draft strategy – the Gwynedd Language Promotion Plan - has been written on the basis of consultation with members, and taking into consideration other strategies and plans relevant to the field of work.
- 1.3 The Plan was published for public consultation on 24 April 2018 and the six weeks consultation period ended on the 5th of June.
- 1.4 It was possible to contribute towards the consultation through an online survey, by sending comments directly to the Language Unit, or by attending one of the open consultation events held in Bangor, Tywyn and Pwllheli.
- 1.5 A synopsis of the responses received is offered here. You can see a more detailed report as an attachment to this item.

2. Synopsis of the consultation responses

A synopsis is offered here of the responses received, and also an idea of the main themes raised in each priority field.

2.1 **121** individuals or organisations contributed towards the public consultation, with a wide cross-section of ages and locations across the county.

2.2 A total of **107** responses were received to the consultation through the on-line questionnaire, and the remainder contributed at public events or by sending in their observations directly.

2.3 In terms of the geographical division, the number of respondents per well-being area were as follows:

- Bala - 2
- Bangor – 22
- Caernarfon – 29
- Dolgellau – 4
- Ffestiniog – 5
- Llŷn – 17
- Porthmadog – 8
- Tywyn – 10

(10 of those who responded either had a postcode from outside Gwynedd or had one that could not be included in a well-being area).

2.4 The following shows the number of respondents per age group

- 18-29 – 15
- 30-39 – 26
- 40-49 – 27
- 50-59 – 18
- 60-69 – 16
- 70 or older - 3

Two of the respondents did not answer this question.

2.5 Interpretation of the general challenges (pages 2 and 3 of the Plan)

Main themes and nature of the observations:

- ***Lack of opportunities and lack of use***
- ***Inward migration and support for learners***
- ***The role of technology***

Proposals or comments that should be considered?

- i) Should there be a greater emphasis in the document on the support provided to people who move into the area and those who are willing to learn Welsh?
- ii) Should we consider including the aim of raising awareness about the opportunities and the schemes that are available to support learning at work - within the Council and beyond?
- iii) Should we include a general aim to increase the use of Welsh language in technology?

2.6 Priority Area 1: the Language of the Home

Main themes and nature of the comments:

- **Opportunities that include everyone without alienating people**
- **More support for parents to learn alongside their children**

Proposals or comments that should be considered?

- i) Should we consider including a specific target in the action plan to create a network that would include key partners in the field, to coordinate efforts and build on previous experience in the field?
- ii) Should we consider how we could influence the variety of opportunities that are on offer to parents and extended family to use and learn the Welsh language with their young children, in order to ensure that everyone is included, and that community groups are seen as opportunities to socialise and learn rather than solely a language group?
- iii) Should we amend the wording of the third bullet point "Increase the number of parents who are learning some Welsh and who use those skills with their families" - to either provide a better definition of "some", or to change the emphasis to increase opportunities to learn as a family, rather than an increase in the number of parents? By changing the emphasis this aim would include the entire family, and include an element of drawing attention and raising awareness of the opportunities available to parents and families to learn alongside their children.

2.7 Priority Area 2: the Language of learning

Main themes and nature of the observations:

- **Secondary education needs particular attention**
- **Need to ensure there are plenty of opportunities to continue to study through the medium of Welsh**
- **The importance of the Welsh language as a skill and the links with work**

Proposals or comments that should be considered?

- i) Should we consider extending the aim of improving contact with workplaces to include schools (not just the vocational sector as the Plan currently outlines)?
- ii) Should we consider including raising teacher awareness of their contribution to the broader vision as a strategic aim?
- iii) Should we prioritise further research to understand trends in pupils' language choice?

2.8 Priority Area 3: the Language of work and services

Main themes and nature of the observations:

- **Better support for businesses and learners**
- **Technology**
- **Simple and coherent language**

- **Equal focus on the public and private sectors**

Proposals or comments that should be considered?

- Should we consider how technology is reflected in the different fields and what is the Council's role in this?
- Should we set a specific aim to look at the support that is available for businesses and individuals to increase the use of the Welsh language, and to look at a specific targeting strategy for Gwynedd alongside Welsh for Adults and Work Welsh providers?

2.9 Priority Area 4: the Language of the Community

Main themes and nature of the observations:

- **Inclusion - important that everyone feels part of activities**
- **Community ownership ("encouragement not intervention")**
- **Support for learners, and translation support**
- **Collaboration with other bodies**

Proposals or comments that should be considered?

- Propose to change the wording of the third bullet point in the vision for this section to make it clearer that the aim is to influence activities that operate in English only, in order to increase the use of the Welsh language and ensure they are seen as bilingual, not monolingual events.
- The specific collaboration opportunities mentioned in the responses should be considered - specifically with Bangor University/Pontio and the National Park - and consider how we could turn these ideas into specific actions or aims for the final promotion plan.
- Should we be more explicit in terms of who the contributors are in this field - beyond hunaniaith - and note how we intend to work with communities e.g. set an aim to establish a community forum to play a part in setting the enterprise's priorities for the next three years (funding cycle)?

2.10 Priority Area 5: Research and Technology – Setting the Right Foundations

Proposals or comments that should be considered?

- Should we consider using an additional bullet point to say something along the lines of ..."Promote the development of new technologies for the Welsh language" - i.e. that we look at potential schemes of campaigns that look at the Council's contribution to developing and growing the software sector in Gwynedd.
- Should we include an additional aim that relates to public bodies' (and schools) use of Welsh language software - or include as part of the Work and Services field?

3. Next steps

- 3.1 The comments and ideas submitted in the responses to the consultation will be considered in forming the final Promotion Plan, that will be brought before the Cabinet in September and to the full Council meeting in the Autumn.
- 3.2 Work will also continue with internal departments and key partners to agree on actions or projects that will form the action plan for the Promotion Plan. Discussions have already been held with three internal departments – Corporate Support, Economy and Community and Education, and more discussions will be held during July.
- 3.3 This action plan will be presented alongside the final Promotion Plan in the autumn.

4. What is being asked of the members?

We ask the members to consider the responses to the consultation presented here, and offer their opinion on changes that should be considered for the final Welsh Language Promotion Plan for Gwynedd.