

Initial Work Programme for the Welsh Language Promotion Plan in Gwynedd 2018-2023

Introduction:

This work programme is proposed as a starting point for implementing the priorities identified in the Promotion Plan. It highlights schemes that are currently a part of the Council's work and also gives suggestions for projects that could be developed, jointly with other organisations, over the period of the Plan.

This work programme will be a live document, which will be updated and amended as discussions and schemes develop. Details about the exact projects or collaboration commitments will be added as they become known, and as new areas and opportunities arise in discussions with partner organisations.

Therefore, under every priority area, we remind you of what we have stated in the Promotion Plan that we would like to see happening, and what steps we hope to take in order to increase the use of the Welsh language in that area.

Priority Area 1 – The language of the family

The vision...

- Better collaboration between partner agencies in order to ensure that Welsh-medium care providers are monitored and supported appropriately.
- A better understanding amongst parents of the value of transferring the language to their children, and of the benefits of multilingualism.
- An increase in the number of pre-school age children that have access to play opportunities through the medium of Welsh.
- An increase in the number of parents who learn some Welsh and use those acquired skills with their families.
- An increase in the number of children who come from homes where more than one language is spoken who can speak Welsh.

Actions

- Establish collaboration and information-sharing arrangements on a county level for the Early Years field, with the aim of:
 - avoiding duplication and ensuring that resources are targeted appropriately
 - collaborating on a training programme for early years workers
 - developing ideas such as establishing a Language Charter for pre-school age care providers
 - identifying collaboration opportunities in order to increase Welsh-medium play and learning opportunities for the family.
- Offer training for care providers and providers of activities for pre-school age children and their parents in order to:
 - develop their understanding of the advantages of multilingualism and the way they can influence the attitudes of parents with whom they will come into contact
 - develop their understanding of how to support learners
 - develop bilingual introducing skills
- Offer support and collaboration with activity providers to increase the number of family activities offered through the medium of Welsh, and which give children and families opportunities to use and practise their Welsh in a wide variety of informal and supportive contexts.

3.2 Priority Area 2 – The language of learning

The vision...

- Schools that give the language prestige and value and encourage more use of the language as a medium for learning and socialising by continuing to implement the Language Charter and the Language Strategy.
- An increase in the number of young people that choose to study and receive qualifications through the medium of Welsh.
- More pupils continuing to improve their Welsh language skills in transferring from primary to secondary, and on to post-compulsory education.
- More extended learning opportunities offered to young people – in the form of work experience and apprenticeships with employers that give a prominent status to the Welsh language – which will develop young people’s understanding of the need for Welsh language skills in the workplace.

Actions

- Implement the current priorities of the Education Department’s plans which look at developing use of the Welsh language in an education and social context:
 1. Welsh in Education Strategic Plan
 2. Primary Schools Language Charter
 3. Secondary Sector Language Strategy
- Ensure that there are increasing opportunities for young people to gain qualifications and accreditations beyond the education provision and in various fields that will develop their Welsh-language skills.

This will be done by providing opportunities directly and also by influencing national providers and accreditors.
- Co-ordinate work with the Youth service to ensure that more extra-curricular and informal learning opportunities are offered through the medium of Welsh, consistently across the county.
- Develop a joint project between education providers and employers, in order to raise young people’s awareness about the need for Welsh-language skills for jobs at all levels, looking at securing formal and informal work experience, and develop an information sharing network between education providers and employers.

3.3 Priority Area 3 – the language of work and services

The vision...

- An increase in the number of residents who use the Welsh language in work and in using services – face to face and online
- An increased awareness amongst business owners and managers of the benefits of Welsh language skills in the workforce and the benefits of offering Welsh-medium services
- A better understanding and awareness of the opportunities provided by technology and resources to increase the use of the Welsh language and confidence in doing so within the workforce
- The Welsh language being given a central place in regional collaboration and in cross-county strategic plans.

Actions

- Collaborate on the Well-being Plan project through the Gwynedd and Anglesey Public Services Board to encourage more people to use the language in their first contact with public services.
- Implement the Gwynedd Council Plan project with the intention of encouraging businesses to use the language when offering services. This will include businesses and event organisers across several sectors.
- Continue to collaborate with the Betsi Cadwaladr Health Board on projects that offer guidance and training to the primary care sector.
- Research potential opportunities to contribute to strengthening and developing growth sectors in the county, such as technology and app development, looking at developing young people's skills in this field.
- Provide training within the Council which will increase confidence levels and use of the Welsh language in work and look specifically at developing the language skills of staff in work fields which are considered frontline, sensitive ones:
 - Youth
 - Leisure
 - Care

3.4 Priority Area 4 – the language of the community

The vision...

- Residents who are confident using whichever skills they have in Welsh when living their daily lives in our communities.
- The Welsh language visible, in activities and in advertising and fewer English only activities held in communities.
- Different social and community factions, including less willing speakers of the language, being made to feel a part of the “Welsh community”.
- Working to ensure that more community events are inclusive – that learners and less confident speakers feel that they are supported in Welsh-medium activities.
- An increase in the number and percentage of the population that consider themselves fluent Welsh speakers.
- Community councils and groups aware of their potential role and are given support to arrange and hold activities to actively promote the Welsh language.
- Young people being encouraged to be community leaders by organising events that influence the language use of their peers.
- The Welsh language given a clear priority in economic, housing and planning schemes locally in order to ensure that any schemes and developments contribute in a positive way towards the efforts to safeguard and strengthen the position of the Welsh language in our communities.

Actions

- Improve collaboration between the Council and community groups in order to ensure that community stakeholders have a voice when determining where resources and intervention are directed.
- Hold regular sessions with councillors and representatives of community councils and organisations in order to raise awareness about their role in promoting the Welsh language within the community.
- Provide targeted intervention for specific areas, through the work of *Hunaniaith*, which will seek to:
 - Provide varied and consistent opportunities for families, young people and learners to come together to use the language in a variety of contexts
 - Offer support to community groups and organisations to arrange and hold activities
 - Offer support for businesses to make more prominent use of the Welsh language

- Look at ways we can influence and ensure that major activities held in the county use the language proactively and reflect the linguistic constitution of the county, by:
 - offering support to event organisers
 - monitoring language use at events which are funded or receive support by the Council or Welsh Government
- Strengthen our influence on the private sector through the planning process, including:
 - Securing the impact assessment arrangements (SPG) within the planning process in order to ensure that any developers understand the effect of their plans on the local community and set and implement appropriate mitigation measures.
 - Contribute expertise to external groups or forums in the context of major developments such as Wylfa, Horizon.
 - Develop an information-sharing system with community councils and the planning department (and the National Park) in order to ensure that information about change of use applications are referred promptly for support and guidance.

3.4 Priority Area 5 – Research and technology – setting the right foundations

The vision...

- More people willing to use the Welsh language when using technology
- Supporting growth in the technology sector by promoting new developments and developing the skills of young people in the field
- More public and education institutions using Welsh-medium software and technology
- Develop a better understanding of people's habits when using the Welsh language in order to be able to find new ways of influencing language practices

Actions

- Collaborate with Bangor University on developing the *Arfer* project – which looks at changing the language use patterns and practices of colleagues – in order to find new ways of influencing people's language practices and ensure that they have the confidence to use the language with colleagues.
- Facilitate the process of sharing information about research fields and about new findings or publications that contribute to our understanding of practices and changes in the field.
- Offer work experience opportunities to students in relevant courses in order to give a practical experience and contribute to developing future expertise in linguistic planning.
- Develop ideas for projects that will increase the use of the language in the context of technology.