

Welsh Language

Promotion Strategy

Strategaeth
Hybu'r
Gymraeg

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

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Introduction

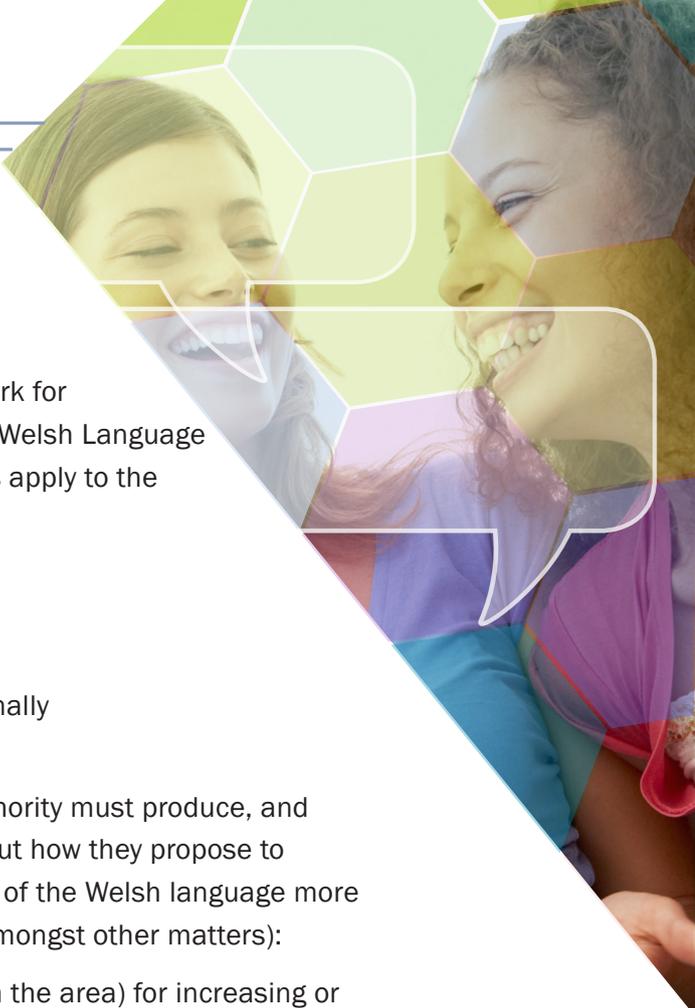
The Vale of Glamorgan Council is required to develop a 5-year strategy to promote the Welsh language. This task is a statutory requirement relating to the Welsh Language (Wales) Measure passed by the National Assembly for Wales in 2011. The Measure includes:

- giving the Welsh Language official status in Wales meaning that Welsh should be treated no less favourably than the English language;
- establishing the role of the Welsh Language Commissioner who has responsibility for promoting the Welsh language and improving the opportunities people have to use it;
- creating a procedure for introducing duties in the form of language standards that explain how organizations are expected to use the Welsh language and create rights for Welsh speakers;
- making provision regarding promoting and facilitating the use of the Welsh language and increasing its use in everyday life;
- making provision regarding investigating an interference with the freedom to use the Welsh language.

The Measure gives the Welsh Language Commissioner authority to impose duties on a wide range of organisations to provide services in Welsh, to mainstream the language into policy development, and to develop strategies with regard to increasing the use of Welsh at work.

Together with all other local authorities in Wales, the Vale of Glamorgan Council received its Statutory Compliance Notice under Section 44 of the Welsh Language (Wales) Measure 2011 on 30 September 2015. The Compliance Notice is a document that has been issued by the Welsh Language Commissioner outlining the 172 specific Standards the Council will need to comply with in respect of the delivery of Welsh language services.

The collective effect of the Compliance Notice and Standards is that greater compliance will be required by the Council with regards to the delivery of services through the medium of Welsh - whether it is paper based, internet, social media and interactive mediums, or face-to-face/telephone conversations. Failure to comply will leave the Council at considerable risk of incurring civil penalties which can include fines of up to £5,000 per breach.



The Welsh Language Standards are the new framework for extending the use of Welsh and replace the previous Welsh Language Schemes. The duties which come from the Standards apply to the following operational areas:

- Delivering Welsh-medium services
- Policy making that promotes the Welsh language
- Operating through the medium of Welsh
- Keeping records about the Welsh language, and finally
- Promoting the Welsh language.

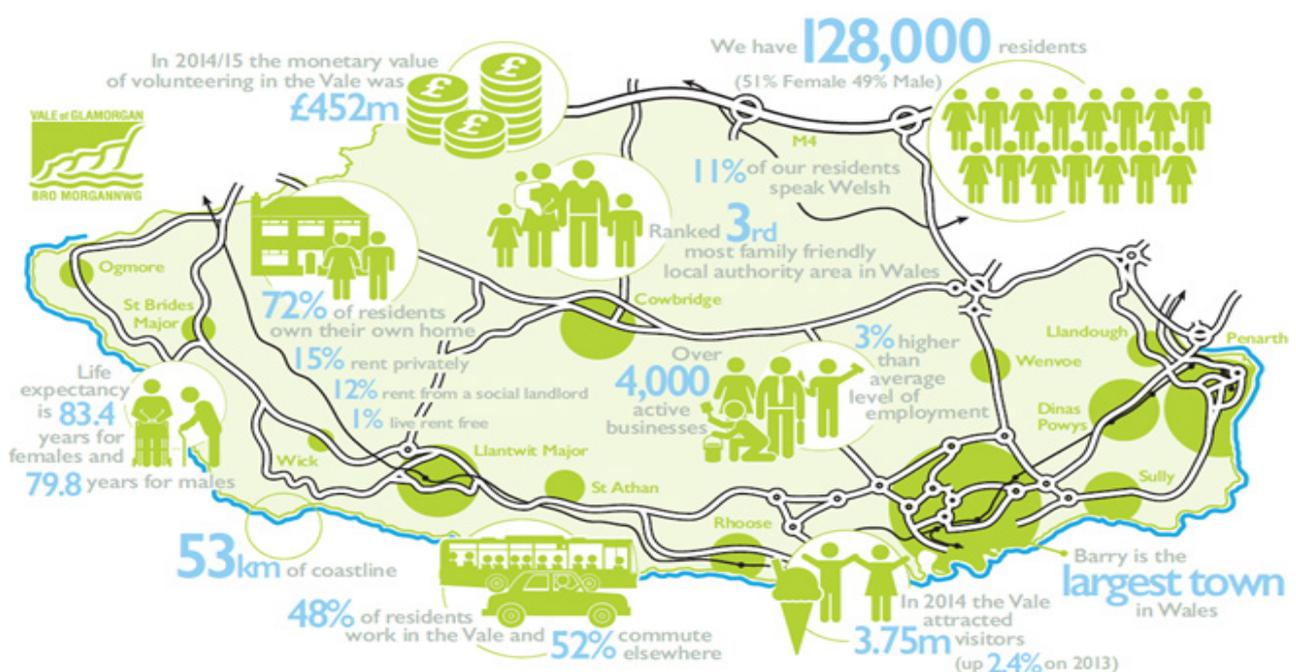
Standard 145 (Promotion) states that every local authority must produce, and publish on their website, a 5-year strategy that sets out how they propose to promote the Welsh language and to facilitate the use of the Welsh language more widely in their area; and the strategy must include (amongst other matters):

- a) a target (in terms of the percentage of speakers in the area) for increasing or maintaining the number of Welsh speakers in the area by the end of the 5 year period concerned;
- b) a statement setting out how they intend to reach that target; and
- c) conduct a review of the strategy and publish a revised version on their website within 5 years of publishing a strategy (or of publishing a revised strategy).

The Welsh language promotion standards impose duties on local authorities across Wales to promote the use of Welsh more widely and to support and encourage its use within the communities they serve.

Background

With a population of 126,700 according to the 2011 Census, the Vale of Glamorgan Council serves one of Wales' most diverse local authority areas. It contains areas that are attractive, vibrant and thriving. Much of the county is characterised by rolling countryside, coastal communities, seaside resorts, busy market towns and rural villages. The area also benefits from good road and rail links and Cardiff Airport, the national airport for Wales. The area's distinctive and unique character is one which the Council is working hard to protect and where possible enhance. There are however, areas of poverty and deprivation and the Council is working with local communities and other partners to ensure that the needs of different communities are understood and are met, so that all citizens can look forward to a bright future. A wide range of regeneration and community projects across the Vale are helping to improve people's quality of life and to attract investment. This includes the regeneration of urban areas such as Barry and also Creative Rural Communities projects, which work to improve the sustainability of rural communities and the economy. These projects will contribute to the long term well-being of residents now and in the future. The Vale of Glamorgan has many assets in the form of its communities, an active third sector, businesses and the natural environment.



The Council's recently published Corporate Plan recognises that the changing demographics in the Vale of Glamorgan will significantly affect the demand for its services. The trend of an ageing population across Wales is particularly challenging in the Vale of Glamorgan, where it is predicted that the number of over 65s will increase by 36.4% by 2030. It is also predicted that the number of over 85s in the Vale of Glamorgan will increase by 79% in the same period. This will clearly place further demand on social care services and other services such as housing. When coupled with a decrease in the working age population by 5.1% over the same time period, this will place significant demands on services and the funding available to deliver them.

According to the Office of National Statistics, 77.7% of residents in the Vale of Glamorgan are economically active compared with a Welsh average of 75%. The employment structure of the Vale is dominated by four main sectors, namely Human Health and Social Work Activities (18.4%), Wholesale and Retail Trade (13.2%), Education (11.8%) and Manufacturing (11.8%). The authority has four communities that are amongst the most deprived in Wales which represents 5.1% of all communities in the Vale.

According to the 2011 census figures, 13,189 Welsh speakers live in the Vale; this represents 10.8% of the total population. A more detailed language profile of the county borough is provided in Section 4.



Policy Context

Local authorities and other public bodies have been required to produce Welsh Language Schemes since the passing of the Welsh Language Act in 1993 which stipulated that the Welsh language and English language should be treated on the basis that they are equal. The Welsh Language Standards, which are fairly recent developments, aim to build on the foundations set by the previous language schemes.

The Welsh Assembly has been instrumental in producing a raft of policies and strategies aimed at increasing the numbers able to speak Welsh and promoting its use in everyday life. For example, in 2003 the Welsh Assembly Government published a national plan to create a bilingual Wales entitled *laith Pawb*. In the introduction to the plan, the First Minister at the time, Rhodri Morgan said – *‘[the] Welsh Assembly Government believes that the Welsh language is an integral part of our national identity. The Welsh language is an essential and enduring component in the history, culture and social fabric of our nation. We must respect that inheritance and work to ensure that it is not lost for future generations.’* The introduction went on to say that *‘[the] Assembly Government is committed to taking the lead in working to support and promote the Welsh language [and] will do all we can to create the right conditions in which the Welsh language can grow and flourish in all aspects of Welsh life.’*

The publication of *laith Pawb* included, for the first time in the nation’s long history, a commitment by any form of government to the principle of creating a truly bilingual Wales. The vision presented in *laith Pawb* is a country - *‘where people can choose to live their lives through the medium of either or both Welsh or English and where the presence of the two languages is a source of pride and strength to us all.’*

One of the key policy documents underpinning this vision is the Welsh Government’s Welsh-medium Education Strategy launched in 2010. Leighton Andrews, the Minister for Children, Education and Lifelong Learning at the time wanted to create an education and training system - *‘that responds to the growing demand for Welsh-medium education and increase the numbers of learners able to reach fluency and use the language in their communities, families and the workplace.’* The strategy clearly states that – *‘Welsh-medium education from the early years, with robust linguistic progression through every phase of education, offers the best conditions for developing future bilingual citizens. Developing language skills is a process that happens over a period of time.’*



All local authorities have been required to create a framework through Welsh in Education Strategic Plans (WESPs) which describe how they will contribute to the outcomes and targets set out in the Welsh Government's overarching Welsh Medium Education Strategy and how they will set about developing Welsh-medium education. The School Standards and Organisation (Wales) Act 2013 aimed to build upon the previous non-statutory WESPs by placing them on a statutory footing. The Act placed a duty upon local authorities to consult on, produce and publish a five-year Welsh in Education Strategic Plan to be submitted for approval by Welsh Ministers.

In order to provide an impetus for developing language use in the community, the Welsh government in April 2012, published a Welsh Language Strategy called - *'A living language: a language for living 2012-1017'*. The strategy reflects the government's vision for increasing the number of people who both speak and use the language. It builds on the vision outlined in *'Iaith Pawb - A National Action Plan for a Bilingual Wales'* that was published in 2003.

The document underlines the importance of a strong Welsh-medium education system as a long term basis for promoting the use of Welsh across a variety of social domains. By the same token, it also notes that the education system alone is not enough to produce Welsh speakers who see value in using the language in their daily lives at home, socially or professionally.

There are two core elements to the strategy, which is first to encourage children and people of all ages to acquire the language, such as encouraging language transmission in the home, ensuring further growth in Welsh-medium education and Welsh for Adults, and secondly, to create opportunities for people to use the language on a daily basis, either socially, at work, when receiving services or when enjoying entertainment and recreation.

The strategy has six aims:

- to encourage and support the use of the Welsh language within families;
- to increase the provision of Welsh-medium activities for children and young people and to increase their awareness of the value of the language;
- to strengthen the position of the Welsh language in the community;
- to increase opportunities for people to use Welsh in the workplace;
- to improve Welsh language services to citizens;
- to strengthen the infrastructure for the language, including digital technology.

Welsh Government later published a policy statement in 2014 building on the foundations of the original strategy called – ‘A living language: a language for living – Moving Forward’ which sets out the government’s policy objectives for the Welsh language up to 2017. These amendments were informed by a number of developments since the initial launch which included the publication of the 2011 census results and a series of high-level policy discussions and reviews.

In light of this, the government has identified four themes to focus on for the next three years:

- The need to strengthen the links between the economy and the Welsh language that recognises the synergy between nurturing economic growth, jobs, wealth-creation, and the well-being of the Welsh language;
- The need for better strategic planning for the Welsh language by Welsh Government, local authorities and other public bodies;
- The need to encourage more use of Welsh in the community with a particular focus on increasing the number of people who learn Welsh through the education and training system and turning these learners into speakers;
- The challenge of changing linguistic behaviour by being more positive and less negative about the way we talk and feel about the language.

The Strategic Framework *Mwy na Geiriau / More than Words* was drawn up by the Welsh Government in 2012 with the aim of strengthening Welsh language services in health, social services and social care. The framework provides a systematic approach to improving services for those who need or choose to receive their care in Welsh. It recognises that for many Welsh speakers being able to use your own language needs to be seen as a core component of care, not an optional extra.



Many service users are very vulnerable, so placing a responsibility on them to ask for services through the medium of Welsh is unfair. Central to the strategy is the challenge of developing the 'Active Offer', namely that staff members offer Welsh language services to patients, rather than wait for patients to request them.

The strategy was updated in 2016 with '*More than just words.... follow-on strategic framework for Welsh Language Services in Health, Social Services and Social Care 2016-2019*'. The ultimate aim of the follow-on strategic framework is to ensure that NHS Wales, social services and social care will have mainstreamed the Welsh language into virtually all aspects of their day-to-day business. This will involve recognition that many vulnerable people, such as older people who suffer from dementia or stroke also lose their second language and many toddlers only speak Welsh. It also highlights the fact that care and language go hand in hand and the quality of care can be compromised by the failure to communicate with people in their first language.

The Active Offer continues to be a core element and has been built into the updated Vale of Glamorgan social services practice and processes at Contact, Referral, Assessment and Review stages. The Council recognises that it is important that staff offer Welsh language services to users, rather than expect service users to have to ask for them. This proactive approach should create the right environment where users feel empowered and confident that their needs will be met and assured that they are in control and fully understand the services being offered

Making an 'Active Offer' means not making assumptions that all Welsh speakers speak English anyway. It ensures Welsh-speaking service users are treated with dignity and respect by asking them what their preferred language is and acting on it. Thus, raising the levels of Welsh language skills within its workforce and within the services it commissions is a major challenge for Vale of Glamorgan Social Services.

The Well-being of Future Generations (Wales) Act 2015 was published by the Welsh government to improve the social, economic, environmental and cultural well-being of Wales. It requires public bodies to think more about the long-term, work better with people and communities and each other, look to prevent problems and take a more joined-up approach to sustainability. The Act puts in place seven well-being goals, including – '*a society that promotes and protects culture, heritage and the*

Policy Context

Welsh language, and which encourages people to participate in the arts, and sports and recreation.'

The Act establishes a statutory Future Generations Commissioner for Wales and also establishes Public Services Boards (PSBs) for each local authority area in Wales. Each PSB must improve the economic, social, environmental and cultural well-being of its area by working to achieve the well-being goals.

More recently, a draft of a new strategy following on from the current strategy – *'A living language: a language for living 2012-2017'* was launched at the National Eisteddfod in Abergavenny this year with the aim of creating a million Welsh speakers by 2050. In the Foreword to the draft strategy Alun Davies AM, the Minister for Lifelong Learning and Welsh Language states clearly that – *'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.....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.'*

The 'creating a million Welsh speakers' strategy contains six development areas - Planning and Language Policy, Normalising the use of Welsh, Education, People, Support and Rights.

Welsh Government has invited responses to the consultation document by 31st October, 2016.

Welsh language profile



Although there was an overall decline in the number of Welsh speakers in Wales between 2001-2011, the census results for 2011 show that there was an increase in the number of people able to speak Welsh in the Vale of Glamorgan, but a slight decrease in percentage terms, as the table below shows:

Table 1: **Number and Percentage of Welsh Speakers in 2001 and 2011**

	Number of Welsh Speakers		Percentage of Welsh Speakers	
	2001	2011	2001	2011
Vale of Glamorgan	12,994	13,189	11.3	10.8
Wales	582,368	562,016	20.8	19.0

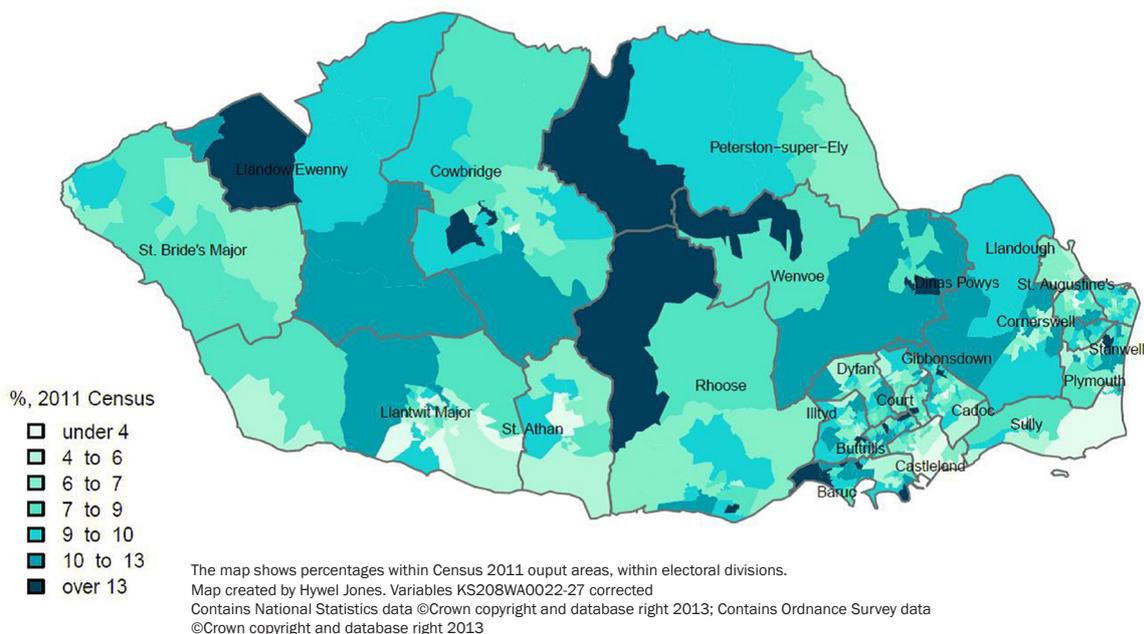
The figures show that there were 195 more Welsh speakers in the County Borough in 2011 than in 2001, however the proportion of Welsh speakers has decreased slightly by 0.5% which reflects the overall growth in the population of the Vale over the last ten years.

Menter Bro Morgannwg recently commissioned a Welsh Language Profile of the area. By using the data in the profile it would enable it to plan strategically for language growth and to operate as an influential partner with the Vale of Glamorgan Council and others in the process of providing social opportunities for people of all ages to use the language in the community and to assist with meeting the requirements of the Welsh language standards. The language profile includes useful maps and tables showing the geographical distribution of Welsh speakers, their age profiles and patterns of language use. The map below, taken from the language profile, shows where those who are able to speak, read and write Welsh live, with the darker shaded areas showing where the highest proportion of Welsh speakers can be found:

Welsh language profile

The Vale of Glamorgan Table: Welsh Language Skills

KS207WA0014 (Can speak, read and write Welsh)



The map indicates that the geographical spread of those able to speak, read and write Welsh is fairly widespread with pockets in the west, east and central parts of the county denoting communities with substantial proportions of Welsh speakers. However it is noticeable that the main area of language density is along the spine of the county which includes many sparsely populated rural communities.

The table below shows in more detail the overall population by Community in the Vale of Glamorgan and the percentage of Welsh speakers based on the 2011 Census. The communities that saw the biggest increase in percentage terms were Colwinston with a + 5.3% increase over ten years, followed by Llangan which saw a + 4.2% increase and Welsh St Donats with a 4% increase. The communities that had lost the highest percentage of Welsh speakers in this period were St George's and St Bride's Super Ely with a reduction of 3.2% and Llandow with 3.1%. The communities are presented in descending order starting with those that saw the highest percentage increase since 2001.

Table 2:
Percentage of Welsh Speakers by Community

Community	2011	2011	% Difference
Colwinston	7.8	13.1	5.3
Llangan	9.3	13.5	4.2
Welsh St Donats	14.1	18.1	4.0
St Nicholas and Bonvilston	10.2	14.1	3.9
Ewenny	13.2	16.8	3.6
Wenvoe	11.4	13.0	1.6
Llanfair	12.2	13.6	1.4
Peterston-Super-Ely	10.5	11.9	1.4
Llandough	7.7	8.4	0.7
Llancarfan	13.5	13.8	0.3
St Brides Major	10.0	10.2	0.2
Barry	11.1	11.1	0.0
Rhose	10.3	10.1	-0.2
Penarth	11.4	11.2	-0.2
Dinas Powys	10.5	9.9	-0.6
Cowbridge and Llanblethian	12.6	11.9	-0.7
Michaelston le Pit and Leckwith	12.5	11.6	-0.9
Llanmaes	10.8	9.6	-1.2
Wick	12.2	10.9	-1.3
Sully and Lavernock	10.1	8.7	-1.4
St Athan	9.5	8.0	-1.5
Penllyn	13.1	11.3	-1.8
St Donat's	10.6	8.8	-1.8
Pendoylan	13.2	11.3	-1.9
Llantwit Major	12.4	9.6	-2.8
Llandow	18.0	14.9	-3.1
St George's/St Bride's Super Ely	11.8	8.6	-3.2

The top six communities with the highest percentage of Welsh speakers can be seen in the table below:

Community	% Welsh Speakers
Welsh St Donats	18.1
Ewenny	16.8
Llandow	14.9
St Nicholas and Bonvilston	14.1
Llancarfan	13.8
Llanfair	13.6

These statistics show that almost one in five of the population in Welsh St Donats and one in six in the community of Ewenny speak Welsh.

Whereas the table above identified communities with the highest percentage of Welsh speakers, the table below highlights the four communities with the highest number of Welsh speakers according to the 2011 census:

Table 3: **Communities with the Highest Number of Welsh Speakers**

Community	Number of Welsh Speakers	% Welsh Speakers
Barry	5,114	11.1
Penarth	2,226	11.3
Llantwit Major	1,152	12.4
Dinas Powys	777	10.4

It is evident that a substantial number of Welsh speakers (over 5,000) live in Barry and to a lesser extent Penarth (over 2,000). It would seem therefore that these communities in particular will serve as the main focal points for language activities moving forward alongside other communities that are seeing a growth in Welsh-medium education.

The *adjacent* data shows that the age profile of Welsh speakers in the Vale of Glamorgan varies significantly. Not surprisingly perhaps, the highest percentages are found amongst the younger age groups which emphasises the enormous influence of the education system, in particular the growth of Welsh-medium schools in recent years. It is particularly encouraging for example that the number of 3-4 year olds able to speak Welsh has increased significantly, probably reflecting the availability of pre-school provision in Welsh and the fact that more parents are choosing to speak Welsh to their children at home.

Although the numbers able to speak Welsh are at their highest in the school-age groups, these figures need to be accompanied by a health warning as the proportion denoted as Welsh speakers in 2011 in the 5-9 years age group (28.5%) is much higher than those of the same age group in Welsh-medium education (15%), which is a far more realistic measure of language ability. The inflated figure probably reflects the linguistic assessment of parents whose children study Welsh as a second language in English-medium schools and may be over optimistic in terms of their overall language skills.

Table 4: **Comparison in numbers/percentages across age ranges – between 2001 a 2011**

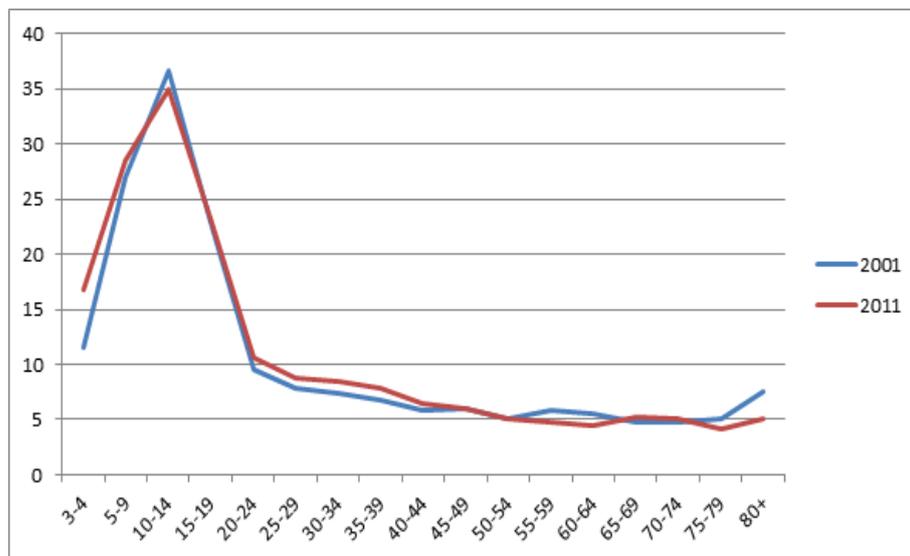
Age Group	Number of Welsh speakers 2001	Number of Welsh speakers 2011	% Welsh speakers 2001	% Welsh speakers 2011
All (over 3)	12,994	13,189	11.3	10.8
3-4 years	366	503	11.6	16.7
5-9 years	2,176	1,975	27.0	28.5
10-14 years	3,139	2,764	36.7	35.0
15-19 years	1,781	1,897	23.0	23.3
20-24 years	534	721	9.6	10.6
25-29 years	489	608	7.9	8.7
30-34 years	576	616	7.3	8.5
35-39 years	610	619	6.8	7.8
40-44 years	499	577	5.9	6.5
45-49 years	490	565	6.0	6.0
50-54 years	445	445	5.0	5.0
55-59 years	428	391	5.8	4.8
60-64 years	341	376	5.5	4.4
65-69 years	255	355	4.8	5.2
70-74 years	234	279	4.7	5.0
75-79 years	224	178	5.1	4.2
80+ years	407	320	7.6	5.0

Given that the figures may be over-inflated, it is still heartening to note that over a third of 10-14 year olds have been recorded by parents as Welsh speakers. However, it is a matter of grave concern that the bilingual skills acquired at school are not maintained to the same degree in young adulthood. The figures show for example that 36.7% of children in the 10-14 age group in 2001 were fluent Welsh speakers, but only 10.6% of the same cohort, ten years later in 2011 admitted to having Welsh language skills. This again in part reflects the possible over-optimistic assessment of language skills by parents but it also demonstrates how quickly language skills can be lost if not actively maintained. This is evidenced by research carried out by Menter Bro Morgannwg in 2013 which showed that 32% of the respondents who had attended Welsh-medium schools no longer use any of their Welsh language skills.

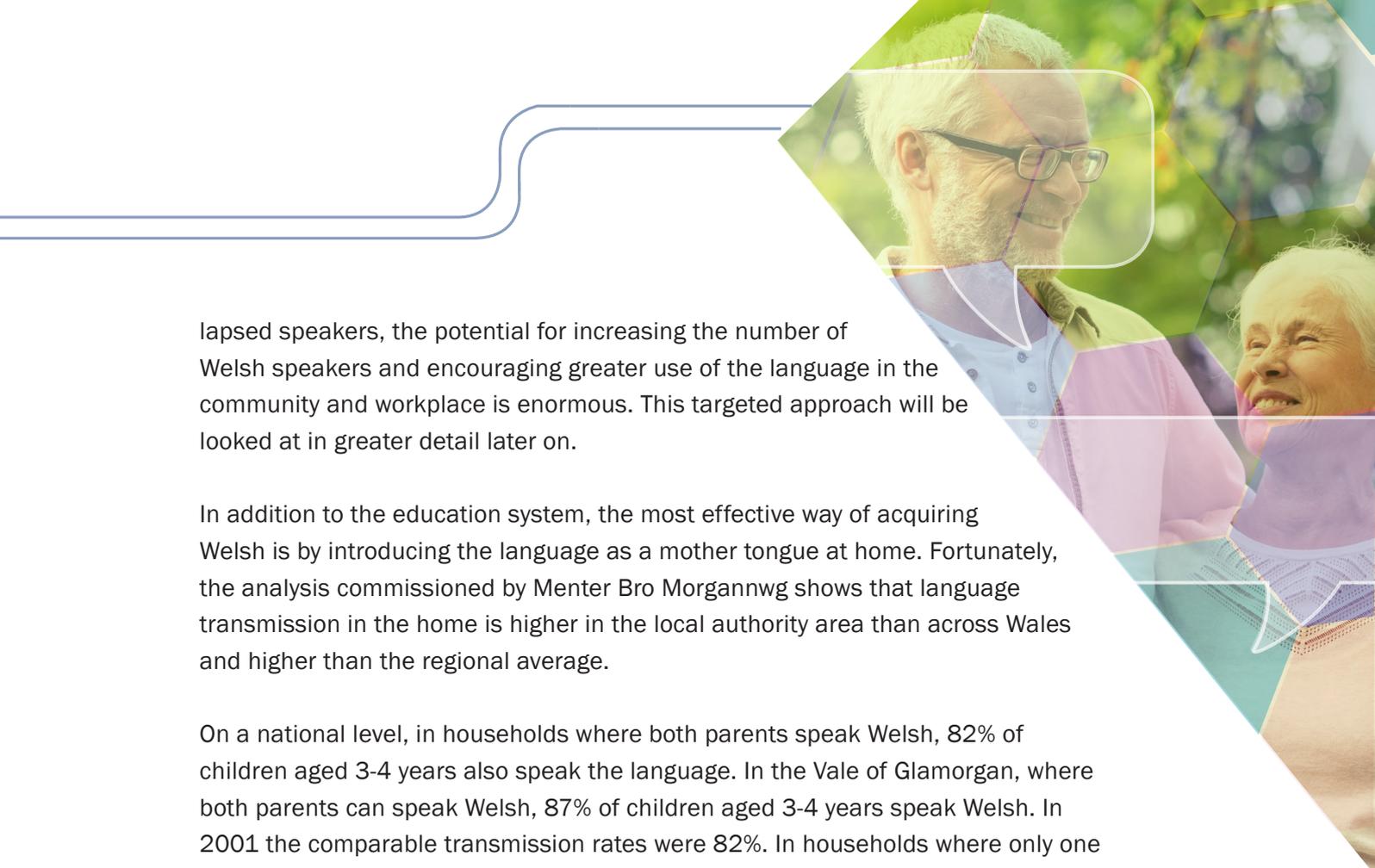
Welsh language profile

The graph below highlights this clearly by showing that the pattern of language decline amongst the post-16 age groups is fairly consistent according to the most recent decennial census results. The peaks at the age of 10-14 can clearly be seen in 2001 and 2011, followed by a dramatic reduction in language use in subsequent age groups. Unfortunately this recurring pattern of language decline has been in existence for too long and needs to be addressed by language planners as a matter of priority so that the investment in Welsh-medium education yields better long term results in terms of home, community and workplace usage.

Graph 1: **Percentage able to speak Welsh according to age groups based on 2001 and 2011 census figures**



The graph above is stark evidence of a worrying, cyclical trend of lost opportunities. Clearly, hundreds of young people who had bilingual skills a few years ago have allowed those skills to become eroded to a point where they are no longer actively functional. This inevitably leads to a lack of confidence in using those skills and a perception by users that they have no further value or merit. This is unquestionably deeply disappointing for those involved in language promotion; on the other hand trying to re-engage these young adults with Welsh so that they could somehow regain their language proficiency would be a worthwhile and rewarding challenge. In one sense, this would be a far simpler process than teaching someone to speak Welsh from scratch. By targeting these



lapsed speakers, the potential for increasing the number of Welsh speakers and encouraging greater use of the language in the community and workplace is enormous. This targeted approach will be looked at in greater detail later on.

In addition to the education system, the most effective way of acquiring Welsh is by introducing the language as a mother tongue at home. Fortunately, the analysis commissioned by Menter Bro Morgannwg shows that language transmission in the home is higher in the local authority area than across Wales and higher than the regional average.

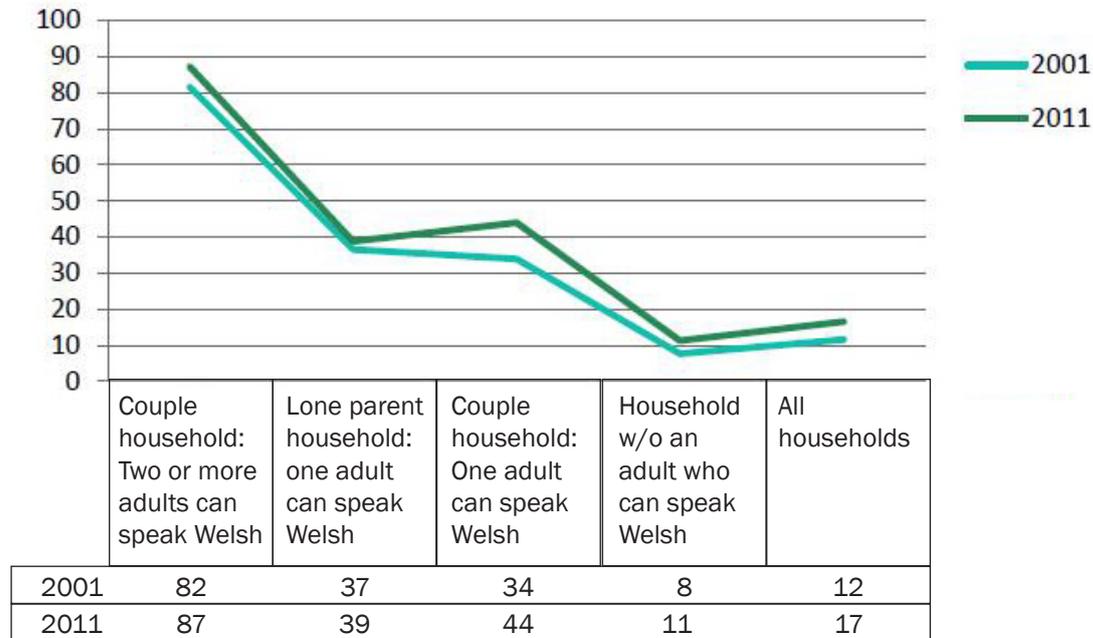
On a national level, in households where both parents speak Welsh, 82% of children aged 3-4 years also speak the language. In the Vale of Glamorgan, where both parents can speak Welsh, 87% of children aged 3-4 years speak Welsh. In 2001 the comparable transmission rates were 82%. In households where only one parent can speak Welsh, the transmission rates recorded in the Vale of Glamorgan in the 2011 Census are 44% which is higher than the 34% recorded in 2001, but slightly below the national rate of 45%.

This considerable decline in mother tongue transmission has a significant effect on language sustainability and undermines the process of re-establishing Welsh as the language of the home, which is probably the most influential domain of language reproduction. After about three generations of Welsh-medium education, encouraging greater use of Welsh as a home language is proving to be a stubborn nut to crack.

According to Professor Joshua Fishman, who, until his recent death was one of the world's greatest authorities on language planning, the family is the most common and inescapable basis of mother tongue transmission and language acquisition. He stressed in his book 'Reversing Language Shift' that - *'The road to societal death is paved by language activity that is not focused on intergenerational continuity i.e. that is diverted into efforts that do not involve and influence the socialization behaviours of families of child-bearing age'*.

Graph 2 Language Transmission in the home

Vale of Glamorgan: % of children aged 3 to 4 who can speak Welsh



Source: Welsh Language Commissioner/Statiath

Another way of acquiring Welsh of course is by learning the language as an adult. Until April of this year, Welsh language classes in the Vale were provided by the Welsh for Adults Centre at Cardiff University, but are now run by the Vale of Glamorgan Council, Learn Welsh the Vale, who recently won the contract to organise Welsh for Adults courses in the area. As well as the once weekly courses, Learn Welsh the Vale also provides intensive courses (4 hours a week), day schools and taster sessions for adults at different levels of proficiency. They also provide Welsh in the Workplace courses for Council staff.

Although the Census is the key source of information for the number of people who are able to speak Welsh, other sources also offer useful data. One important source of information is the Welsh Language Use Survey which was commissioned by the Welsh Government and the Welsh Language Commissioner. The survey was conducted over a period of two years between 2013 and 2015. The previous Welsh Language Use Survey was carried out by the Welsh Language Board between 2004-06.



The most recent survey shows that the number of fluent Welsh speakers has decreased in over half the local authority areas (12 out of 22 areas) between 2004-06 and 2013-15, mainly in the traditional Welsh-speaking areas of north and west Wales. However, there was an increase in the number of fluent Welsh speakers in several local authority areas in south-east Wales, with the biggest increase in Cardiff and Rhondda Cynon Taf. Unfortunately, the Vale of Glamorgan was not one of these authorities. In fact, the most recent survey shows that the Vale of Glamorgan has seen a fall of 700 in the number of fluent speakers during this period. On the other hand however, the survey shows that the Vale saw an increase of 480 in the number of non-fluent speakers.

The Language Use Survey also shows that the percentage of people in the area who speak Welsh every day has gone down from 50% to 41%. Respondents also said that the main domains of language use were the home, meeting up with friends, and to a lesser degree, the workplace. This pattern of language use underlines the need to create social opportunities for young people and adults to meet and use the language in a fun and convivial environment.

Key language

development areas

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

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

Welsh-medium Education

Early Years Provision

Mudiad Meithrin is a voluntary organisation supporting Welsh-medium early years education in the Vale. Currently they provide 6 Cylchoedd Ti a Fi (parent and toddler groups) and support 8 Cylchoedd Meithrin (nursery groups) in the county borough.

Cylchoedd Ti a Fi are provided in the following locations:

- Cowbridge
- Gwaun y Nant (Barry)
- Ysgol Bro Morgannwg (Barry)
- Llantwit Major
- Penarth
- Dinas Powys

Cylchoedd Meithrin are available in the following locations:

- Capel Bethesda (Barry)
- Capel Bethel (Penarth)
- Dechrau Dysgu, Gibbonsdown, Barry
- Pili Pala, Barry
- Cylch Meithrin Llanilltud Fawr (Llantwit Major)
- Cylch Meithrin Y Bontfaen (Cowbridge)
- Penarth
- Cylch Meithrin Dinas Powys

The percentage of children transferring from cylohoedd Meithrin to Welsh-medium education is currently 82%.

Mudiad Meithrin is hoping to start a Cylch Ti a Fi and Cylch Meithrin in Rhoose in the near future.

Primary Provision

The Vale of Glamorgan at the moment has 7 Welsh-medium primary schools:

Table 5:

Welsh-medium primary schools, number of pupils (2016) and capacity

School	Pupil Numbers (Sept 2016)	Capacity
Ysgol Iolo Morganwg, Cowbridge	195	210
Ysgol Gymraeg Dewi Sant, Llantwit Major	107	180
Ysgol Pen y Garth, Penarth	356	420
Ysgol Sant Curig, Barry	380	420
Ysgol Sant Baruc, Barry	188	210
Ysgol Gwaun y Nant, Barry	196	270
Ysgol Nant Talwg/Ysgol Bro Morgannwg, Barry	165	180

These figures show that at present there are sufficient surplus places in all of the Welsh-medium schools which enable them to cope in the short term with the predicted increased demand for Welsh-medium education in the Vale.

Based on 2015 data, approximately 1,600 pupils were assessed through the medium of Welsh in Year 2 in the primary sector which equates to about 15% of the total cohort. The number in 2010-11 was 1,407 which is an increase of 210 pupils. According to the latest Welsh in Education Strategic Plan (WESP) report, the percentage of seven-year-old children taught through the medium of Welsh has steadily increased over the past five years. The figure for 2015 was 15.1% compared to 12.7% in January 2011.

The Vale of Glamorgan Council is committed to ensuring that additional Welsh medium pre-school and primary school places of the highest standard are provided to meet the forecast growth in demand and that these are accessible within a reasonable distance from pupils' homes. Plans have been completed to extend places at the Welsh-medium starter schools established in September 2011 - at Ysgol Nant Talwg in Barry and Ysgol Gymraeg Dewi Sant in Llantwit Major with the

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provision of two new 210 place school buildings with nurseries. Plans have been progressed to provide an additional 210 primary school places and additional nursery places in Barry through the incremental expansion of Ysgol Gwaun Y Nant, which is located in the eastern side of Barry, by 30 places each year from September 2015. This means that the capacity in Welsh-medium primary schools will be increased from the current 1,890 places to 2,100 places by 2021. The local authority has recently carried out an assessment of the demand for Welsh-medium education in the county and is currently analysing the data collected.

In September 2015 Ysgol Gymraeg Nant Talwg and Ysgol Gyfun Bro Morgannwg amalgamated to become an all-through 3-19 Welsh medium school called Ysgol Gymraeg Bro Morgannwg.

Secondary Provision

Vale of Glamorgan has one Welsh-medium comprehensive school which is Ysgol Gymraeg Bro Morgannwg in Barry. The current number of secondary pupils attending the school, as identified in the Pupil Level Annual School Census (PLASC) in January 2016, is 835 pupils. At the moment, there is a surplus capacity of 316 secondary age pupil places (27.45%). However, due to the predicted rise in pupil numbers feeding through from the primary sector, there will be too few secondary places to accommodate the additional pupil numbers from 2020 onwards. Therefore, there is a need to expand the capacity of the secondary pupil places from 1,361 places to 1,660 places by 2020 to ensure that these pupils are able to attend the local Welsh medium all-through school in the future. Approval was received from Cabinet to progress an initial feasibility study during the summer of 2016 into the expansion of the school on its existing site. The outcome of this consultation will inform the Vale of Glamorgan's bid for capital funding through Band B of the 21st Century Schools Programme.

Transition rates between Key Stage 2 and 3 have been consistently high over recent years with more learners seeking to improve their language skills on transfer from primary to secondary school. The transfer rate in 2015 was 98%. In 2015, at the end of KS3, 9% of the Year 9 cohort in the Vale of Glamorgan was assessed in Welsh First Language. 100% of Year 9 pupils at Ysgol Bro Morgannwg were assessed in Welsh First Language.

In 2015, 130 out of 142 pupils in Year 11 (91.5%) in Ysgol Bro Morgannwg studied five or more qualifications through the medium of Welsh. This represented 8.3%



of the total local authority cohort of 1560. This compares with 99% of pupils who studied five or more qualifications through the medium of Welsh in 2013 at Ysgol Bro Morgannwg which represented 7% of the total cohort of 1,633.

Further Education

Cardiff and Vale College are the main providers of post-16 education in the county. As part of the 14-16 vocational provision, the college works closely with Ysgol Gymraeg Bro Morgannwg. Pupils from the school attend the college twice a week for Hair and Beauty sessions delivered through the medium of Welsh. Under this same provision, Welsh medium pupils are offered Welsh support in sessions that are not delivered through the medium of Welsh (eg. Construction) - this support is often useful in terms of assisting pupils with unfamiliar vocabulary and so on.

Childcare courses in the Vale sites are delivered through the medium of English, however all courses contain a Welsh module (Agored Cymru units) and these are delivered bilingually.

The laith ar Waith provision continues to grow each year within the College, and this academic year it is predicted that approximately 100 Hair and Beauty students, 50 Art students, 50 Construction students and 150 Childcare students will study laith ar Waith at the Vale sites. These units are delivered primarily bilingually, though some are delivered purely in Welsh - depending on the level of Welsh the students have.

The college is planning to increase their Welsh language provision in the coming years across all key government priority subject areas.

Language Transmission in the Home

As noted above, where both parents can speak Welsh in the Vale of Glamorgan, 87% of children aged 3-4 years speak the language. In 2001 the comparable transmission rates were 82%, which is a considerable increase over a period of 10 years. This is higher than the all-Wales average of 82%. In households where only one parent can speak Welsh; the transmission rates recorded in the 2011 Census are 44% which again is a substantial increase from the 2001 figure of 34%.

The main scheme in Wales concerned with increasing the number of bilingual families who transmit the Welsh language to their children was the TWF project which was established in 2001 by the Welsh Language Board, but was disbanded

Key language development areas

by Welsh Government earlier this year to be replaced by a scheme called ‘Cymraeg i Blant’. The focus of the TWF project was to highlight the value of the Welsh language and bilingualism to parents, prospective parents and the general population; and to encourage families to raise their children to be bilingual.

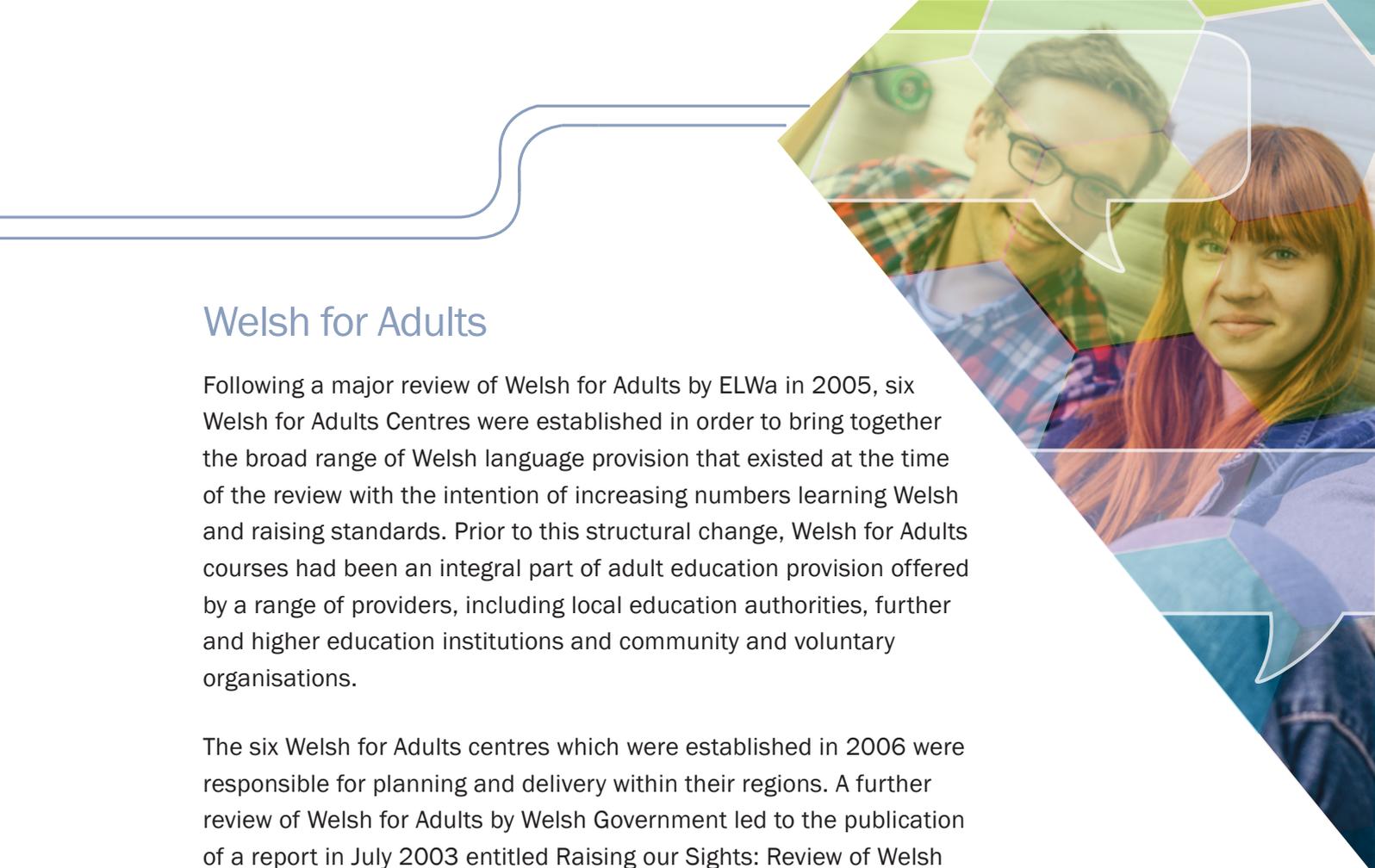
Although it was never operational in the Vale of Glamorgan, an evaluation of the project showed that within the home, a number of factors influence language transmission, including high levels of parental Welsh language fluency and confidence in using Welsh, together with positive attitudes towards bilingualism. A strong sense of Welsh identity had a similar affirmative influence. Family and friends and childcare provision were also shown to affect the language patterns of families with small children.

The evaluation study also showed that the language profile of a community and the status afforded to the Welsh language were both critical indicators of language transmission in the home. Where Welsh is perceived to have a strong presence in a community or a desirable language for social networks or activities, parents are more likely to express intentions to transmit Welsh to their children.

Since April this year, the TWF project has been replaced by the ‘Cymraeg i Blant’ scheme. Its aims are broadly similar with the main focus being on persuading parents to speak Welsh to their children or at least send their children to *cylchoedd meithrin* and then Welsh-medium schools. The main activities include setting up baby yoga and baby massage groups and ‘*stori a chân*’ (story and song) sessions. The aim is to provide opportunities for parents and families to learn about caring techniques and parenting skills and to share information with them about the advantages of bilingualism and the benefits of Welsh-medium education.

‘Cymraeg i Blant’ sessions are currently held in the following locations across the Vale and are supported by a part-time project officer:

- Cowbridge
- Barry
- Llantwit Major
- Rhoose
- Penarth



Welsh for Adults

Following a major review of Welsh for Adults by ELWa in 2005, six Welsh for Adults Centres were established in order to bring together the broad range of Welsh language provision that existed at the time of the review with the intention of increasing numbers learning Welsh and raising standards. Prior to this structural change, Welsh for Adults courses had been an integral part of adult education provision offered by a range of providers, including local education authorities, further and higher education institutions and community and voluntary organisations.

The six Welsh for Adults centres which were established in 2006 were responsible for planning and delivery within their regions. A further review of Welsh for Adults by Welsh Government led to the publication of a report in July 2003 entitled Raising our Sights: Review of Welsh for Adults. Some of the key recommendations of the report included the establishment of a National Centre for Learning Welsh, disbanding the Welsh for Adults centres and reducing the number of providers through a competitive tendering process. The National Centre for Learning Welsh came into being in April 2016 and is responsible for all aspects of the Welsh for Adults education programme, from curriculum development and resources for tutors to research, marketing and e-learning.

Following the recent restructuring of providers, the Council's Adult Community Learning Service was awarded a three year contract to deliver courses in the Vale, taking over from the Cardiff University Welsh for Adults Centre. These include weekly and more intensive courses aimed at the general public and more targeted learners like – parents/families and those wishing to learn Welsh in the workplace. The type of provision also varies from the traditional classroom delivery to blended learning, which combines face to face classes with informal learning. Learners take part, outside the classroom, either alone or with a group, in non-structured activities.

According to figures received by the Adult Community Learning Service, 219 learners attended courses at different levels of competency in the

Key language development areas

Vale in 2015/16, which was a 6% increase on the previous year. In addition, 26 members of Council staff attended Welsh in the Workplace courses at different levels. In this new term, 33 Council staff have signed up for beginners level Welsh courses which is an increase on last year's numbers.

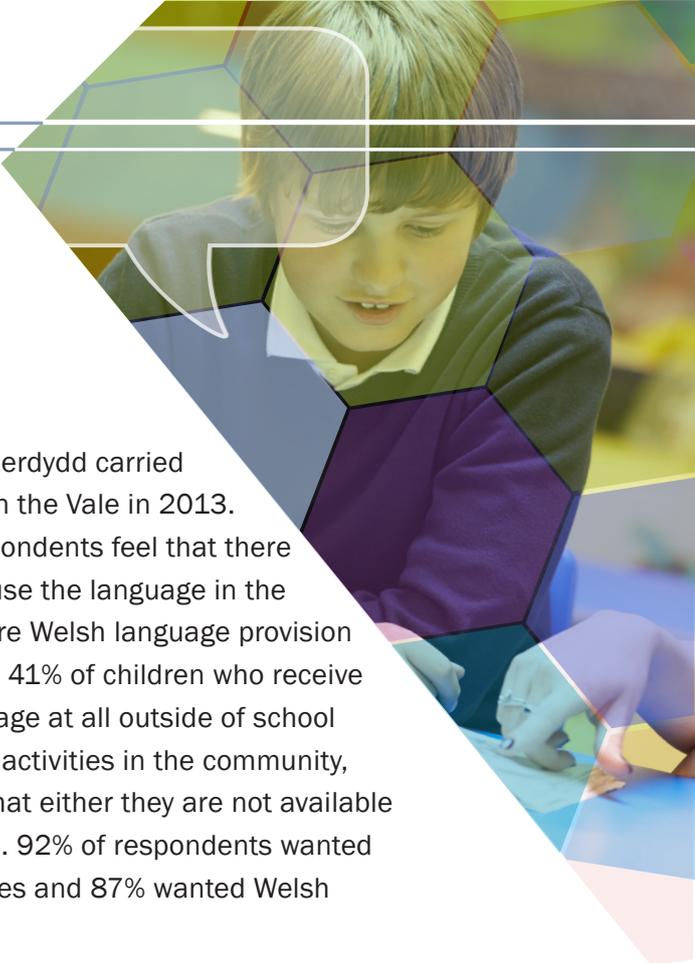
The target for 2016-19 is to increase the overall numbers attending Welsh for Adults courses by 20%.

Children, Young People & Families

Census results show that the Vale of Glamorgan has seen a considerable increase in the number of children and young people able to speak Welsh over the last thirty years. Although these figures are very welcome, they need to be treated with some caution, as it appears that about half of these are second language learners who are unlikely to retain their language skills into young adulthood.

In addition to second language learners, the challenge of maintaining language skills to young adulthood is also true for those who have received Welsh-medium education and have left school with a good level of fluency. The reality is that for many Welsh-speaking children from homes without Welsh-speaking parents/carers, school provides them with one of the few opportunities to use the language. As a result, evidence shows that a lack of opportunities to use the language leads to a lack of confidence and erosion of language skills. It is obvious therefore that the school setting alone is not enough; the child or young person needs to be supported at home (if possible) and encouraged to participate in wider social and cultural activities through the medium of Welsh to retain fluency in the language. There is also evidence that suggests that the language of interaction with friends is closely linked to the language the child or young person speaks, and that this also influences their attitudes towards either or both languages.

It has long been acknowledged by the Welsh Language Board during its existence and lately Welsh Government that we need to provide children and young people with a wide range of opportunities to use their Welsh outside school, so that they associate the language not only with education, but also with leisure and cultural activities and, above all, with fun and entertainment. It is hoped that by increasing the provision of Welsh-medium activities it increases the use of the language in the community and instils a sense of enthusiasm amongst children and young people and a positive attitude towards the language.



Community & Leisure Activities

Menter Bro Morgannwg in conjunction with Menter Caerdydd carried out a review of the social use of the Welsh language in the Vale in 2013. The findings show that the vast majority (80%) of respondents feel that there are insufficient opportunities available in the Vale to use the language in the community. 89% noted that they would like to see more Welsh language provision on offer by the Council and its partners. For example, 41% of children who receive Welsh-medium education do not use the Welsh language at all outside of school hours and 82% do not attend Welsh-medium clubs or activities in the community, which according to parents is mainly due to the fact that either they are not available near to where they live or they don't know about them. 92% of respondents wanted to see more Welsh language activities aimed at families and 87% wanted Welsh language provision for adults.

Despite these findings, quite a bit of work has already been done in the local authority area to provide children and young people with opportunities to enjoy activities through the medium of Welsh. This has been carried out by a number of organisations, some of which, like the Urdd and Menter Bro Morgannwg are entirely focused on increasing the use of Welsh in the community and during out of school hours. The activities and proposals set out in this Promotion Strategy seek to build on this foundation and take advantage of the growing number of opportunities to use social media and communication technology to share information and knowledge and create vibrant networks of language users.

Menter Bro Morgannwg already provides a play scheme during school holidays based at Ysgol Bro Morgannwg in conjunction with the Welsh-medium primary schools. It has also provided swimming lessons in Welsh for pre-school children and leisure activities for adults including yoga, local history, arts and crafts, playing the ukulele and poetry classes. A private operator also provides two weeks of Welsh-medium childcare during the summer holidays in Barry called Miri Mawr.

The Urdd provides a range of activities aimed at children and young people, including running a weekly youth club in partnership with the Youth Service, running three Adrannau Cymunedol (Community Clubs) and working closely with Ysgol Bro Morgannwg on providing leisure and sports activities for young people. The officer responsible for the outreach work at Ysgol Bro Morgannwg is jointly funded by the Urdd and the County Council.

Welsh in the Workplace

The Vale of Glamorgan Council, like all public bodies in Wales, has been required to prepare Welsh Language Schemes since the passing of the Welsh Language Act in 1993 which gave the Welsh and English languages equal status in public life. The Act placed a duty on the public sector to treat both languages equally when providing services to the public. The language schemes explained which services they would provide in Welsh and how an organisation would respond to phone calls, letters or emails from Welsh speakers. They also described how the Welsh language would be used on signs, forms and publications and how they would promote and facilitate the use of Welsh in the delivery of services.

Between 1994 and 2015, the Council produced and implemented three Welsh Language Schemes altogether. Up to 2014, responsibility for monitoring compliance with the schemes lay with the Welsh Language Board but the Welsh Language Commissioner now undertakes this role.

Welsh Language Standards have now replaced the Welsh Language Schemes in accordance with the requirements of the Welsh Language (Wales) Measures 2011 and the Welsh Language Standards (No.1) Regulations 2015 which came into force on 31st March 2015. The Measure created a procedure for introducing duties in the form of language standards that explain how organisations are expected to use the Welsh language and support the Welsh Government's aims of:-

- increasing and improving Welsh language services for the people of Wales;
- ensuring greater clarity and consistency in terms of the services that can be expected in Welsh;
- giving the people of Wales rights in terms of receiving services through the medium of Welsh.

The Measure gives the Welsh Language Commissioner authority to impose duties on a wide range of organisations to provide services in Welsh, to mainstream the language into policy development, and to develop strategies with regard to increasing the use of Welsh at work.

The authority's action plan which outlines how it intends complying with the standards imposed by the Welsh Language Commissioner has been approved



by Council. The Council's commitments under the Welsh Language Standards have already been integrated into the authority's main planning documents including the Improvement Plan 2015, the Council's Strategic Equality Plan, the Welsh in Education Strategic Plan (WESP) and recent Welsh Government legislation - Wellbeing of Future Generations (Wales) Act 2015 and the Social Care and Well-being Act, 2016.

The Vale of Glamorgan Council is committed to creating an environment which encourages residents to use Welsh in their interaction with the Council and for staff to use Welsh in the workplace. In order to achieve these aims, the Council established a Welsh Language Standards Working Group in November 2015 to implement the standards. Chaired by the Council's Managing Director, the group was made up of Council officers from various departments and service areas. It met once a month to review progress on the action plan drawn up to meet the requirements of the 172 standards that have been condensed in to 38 action points. Going forward, the Council's Corporate Equalities Officer will provide quarterly updates on the action plan to the Council's Insight Board, which is chaired by the Managing Director and has Heads of Service representation as well as other senior officers.

The Welsh Education Strategic Plan (WESP) Forum in the Vale was established to support the planning processes for the 2014-17 Plan. The Forum comprises Head teacher representatives from Welsh-medium and English-medium Primary settings, senior staff member representative from the secondary sector and representatives of stakeholder organisations such as Mudiad Meithrin, the Urdd and Menter Bro Morgannwg as well as a RhAG officer who represents parents. Key principal officers from relevant service areas within the local authority involved with the Children and Young People's Plan, the Early Years Partnership, the Family Information Service, the Youth Service, Adult Community Learning and Equalities attend the Forum and contribute to the WESP. Representatives of the Central South Consortium (CSC) are also active members of the Vale's WESP Forum and contribute to the strategic document. The Forum is led by a senior officer from the Education and Skills Directorate who reports directly to the Director on the progress of the WESP and its Forum.

The Forum will continue supporting and challenging the 2017-20 WESP and will evaluate the impact and effectiveness of the Plan. The Forum will continue to meet twice a year and maintain its monitoring and evaluation schedule in order to collate information to inform the WESP's Annual Progress Report submitted to the Council's Educational Scrutiny Committee and Welsh Government.

Key language development areas

Strategic support is also provided by a wide range of partners through the Fforwm Iaith (Welsh Language Forum) which is co-ordinated by Menter Bro Morgannwg and includes organisations like Mudiad Meithrin, Urdd Gobaith Cymru, Welsh for Adults, Merched y Wawr, Cymrodorion Y Barri and representatives of Welsh-medium schools. The Fforwm mainly focuses on promoting and delivering community based activities. The Welsh Language Standards Working Group has already instigated a number of initiatives to promote and develop the use of Welsh within the authority. These include:

- Providing staff with Welsh language promotional material
- Installing software for spelling and grammar checks on staff computers
- Providing Welsh courses for staff during working hours
- Providing Welsh Language Awareness courses for staff
- Including Welsh language information in corporate induction
- Agree recruitment policy to increase bilingual capacity
- Identify a Welsh speaker in each department to act as language champion
- Establishing the language preference of staff for receipt of internal correspondence, forms, complaints and disciplinary procedures
- Delivering training to Cabinet and elected members on the implications of the Welsh Language Standards

A draft policy to promote the Welsh language in the workplace has been drawn up for approval by Cabinet and badges and lanyards denoting ability to speak Welsh have been distributed to staff. Posters (Hapus i siarad Cymraeg) and desk displays which encourage visitors to use Welsh have been put up in all Reception areas and a number of promotional materials have been produced helping staff to develop their language skills and access support.



Action Plan to Promote

Welsh Language in the Vale of Glamorgan

The following Action Plan aims to build on the progress made by the Council and its partners in developing the Welsh language in the Vale of Glamorgan over recent years. It is a five year plan which focuses on growing the number of people able to speak Welsh, on increasing its use in all aspects of community and public life and raising awareness of its importance as an essential part of the cultural identity and character of the area.

The Action Plan reflects the partnership approach that is essential to achieving these aims. Although the local authority will be the lead partner in most of the activities proposed, in some instances other organisations will be better placed to undertake this role. It is suggested that the first names in the 'Responsibility' column should act as lead partners.

To avoid duplication, actions relating to Welsh Medium Education are in the Council's Welsh in Education Strategic Plan 2017-20.

Based on the following activities along with the growth in demand for Welsh-medium education and demographic changes in the county, it is hoped that the Vale of Glamorgan will see an overall increase of between 500-700 Welsh speakers by 2021, compared to the 2011 census figures.

Policy Area	Aims	Activity	Target by 2021	Responsibility	
Welsh for Adults	1.1	Increase the number of adult learning Welsh	Increase marketing activity and extend number of courses available at all levels	Increase number of enrolments by 20%	Learn Welsh the Vale; Canolfan Dysgu Cymraeg Genedlaethol (National Welsh for Adults Centre)
	1.2	Increase the number of learners progressing from and Enry and Foundation levels to Higher level courses	Provide targeted support and guidance to encourage learners to progress to higher levels of fluency	Increase progression rates to higher levels by 20%	Learn Welsh the Vale; Canolfan Dysgu Cymraeg Genedlaethol (National Welsh for Adults Centre)
	1.3	Provide more language courses in the workplace at various levels of proficiency to enable more employees to work bilingually	Increase workplace provision in the public and voluntary sectors for beginners and tentative Welsh speakers	Increase workplace provision by 100%	Learn Welsh the Vale; Canolfan Dysgu Cymraeg Genedlaethol (National Welsh for Adults Centre)
	1.4	Provide informal opportunities for Welsh learners to meet and practise their language skills	Organise social activities and 'sesiynau sgwrs' (conversation sessions) to increase confidence and fluency levels	Establish 4 locations in the area to hold monthly opportunities for informal use of Welsh	Learn Welsh the Vale; Menter Bro Morgannwg
	1.5	Provide opportunities for Welsh learners to integrate into Welsh speaking networks and organisations	Plan a varied programme of social activities to bring Welsh speakers and learners together	Draw up an annual calendar of events and provide marketing support	Learn Welsh the Vale; Menter Bro Morgannwg
	1.6	Provide opportunities for parents and children to learn Welsh together	Arrange courses for families whereby adults and children can enjoy activities that support their language learning	Organise family language courses during school holidays	Learn Welsh the Vale;
	1.7	Provide online opportunities for Welsh learners to practise their Welsh	Set up a designated on-line chat room/forum for Welsh learners in the area	To be established by September 2017	Learn Welsh the Vale; Canolfan Dysgu Cymraeg Genedlaethol (National Welsh for Adults Centre)

Policy Area	Aims	Activity	Target by 2021	Responsibility	
Children, Young People and Families	2.1	Provide opportunities for children and parents to learn Welsh together	Arrange story time sessions in Welsh in various locations across the Vale, particularly in libraries	Establish story time sessions in all the major towns and establish as part of mainstream provision	Vale of Glamorgan Council; Menter Bro Morgannwg
	2.2	Work with key partners to create opportunities for children and young people to use Welsh outside school to strengthen the link between the language of education and the community	Develop a joint strategy that enables Welsh to become the language of social and leisure activities	Publish joint strategy by October 2017	Vale Youth Service; Children and Young People's Programme Board; Menter Bro Morgannwg; Urdd Gobaith Cymru;
	2.3	Increase the number of social activities through the medium of Welsh for primary age children	Arrange a series of recreational activities to cater for a variety of different interests, e.g. sport, drama, dance, arts and crafts, computer games, outdoor pursuits etc	Programme to be agreed and implemented by March 2017	Menter Bro Morgannwg; Urdd Gobaith Cymru;
	2.4	Provide support for parents with children in WM schools to alleviate concerns about helping with homework	Establish Homework Clubs in WM schools or Community Centres to support parents who are non-Welsh speaking	Discussions to be held during current academic year with a view of establishing Homework Clubs by September 2018.	WM Primary Schools; Ysgol Gymraeg Bro Morgannwg; Learn Welsh the Vale
	2.5	Encourage greater social use of Welsh by pupils attending Ysgol Gymraeg Bro Morgannwg	The school to agree a Mission Statement and code of conduct and establish a Language Use Forum	Language Use Forum to include representatives of every school year and to be established by September 2017	Ysgol Gymraeg Bro Morgannwg;
	2.6	Provide opportunities for young people in Ysgol Gymraeg Bro Morgannwg to use Welsh in the community	Establish a Young People's Forum in Ysgol Gymraeg Bro Morgannwg and support it to arrange a series of social activities	Arrange at least 3 significant Welsh language activities during each school year	Ysgol Gymraeg Bro Morgannwg; Urdd Gobaith Cymru

Policy Area	Aims	Activity	Target by 2021	Responsibility	
Children, Young People and Families <small>cont.</small>	2.7	Provide opportunities for young people in Ysgol Gymraeg Bro Morgannwg to use Welsh outside the classroom	Support current Welsh-medium youth club at the Palmerston Centre, Barry and consider possibility of setting up similar provision elsewhere	Extend current provision to include Penarth and Cowbridge	Vale of Glamorgan Council; Urdd Gobaith Cymru;
	2.8	Share information with young people about job opportunities and apprenticeships that require bilingual skills	Ensure that Careers Wales and careers officers in schools have the most up-to-date information about jobs requiring Welsh-language ability and proactively share this information with young people	Careers Wales, Ysgol Gymraeg Bro Morgannwg and Cardiff and Vale College to agree a plan of action by September 2017 and devise innovative ways of providing information via apps and social media	Careers Wales; Ysgol Gymraeg Bro Morgannwg; Cardiff and Vale College;
	2.9	Use communication technology to advertise employment opportunities requiring bilingual skills	Develop a designated website, app and directory to advertise jobs and apprenticeships that require Welsh language skills	Set up an information sharing Hub for major employers in the area which can be used to recruit bilingual staff and apprentices	Careers Wales; LEA; Ysgol Gymraeg Bro Morgannwg; Cardiff and Vale College;
	2.10	Support the development of childcare through the medium of Welsh	Carry out a review of the childcare needs of parents with children in WM education	Support the development of after-school or wrap-around childcare where needs are identified.	Menter Bro Morgannwg; CYPP; Vale of Glamorgan Council
	2.11	Support the development of Welsh Medium childcare opportunities during school holidays	Continue with Welsh-medium play schemes during school holidays	Increase numbers attending holiday play schemes by 100%	Menter Bro Morgannwg; CYPP; Vale of Glamorgan Council
	2.12	Provide day care provision through the medium of Welsh	Carry out feasibility study to investigate viability of establishing WM day care provision in the Vale	Complete feasibility study by March 2017	Menter Bro Morgannwg; Vale of Glamorgan Council

Policy Area	Aims	Activity	Target by 2021	Responsibility	
Children, Young People and Families cont.	2.13	Increase number of Welsh language activities that cater for the interest of families	Build on the success of Gŵyl Fach y Fro and arrange similar events to coincide with Christmas, Santes Dwynwen and St David's Day celebrations	Arrange 3 family fun days during the year in different parts of the county and increase attendance at Gŵyl Fach y Fro to 3,000	Menter Bro Morgannwg; Urdd Gobaith Cymru; Learn Welsh the Vale; Vale of Glamorgan Council;
	2.14	Develop the Welsh music scene and the arts through the Gigs Bach y Fro scheme	Continue with the Welsh language music and arts provision in different locations across the Vale and build on the success of Gigs Bach y Fro	Hold 6 events a year for adults around the Vale and ensure that at least 60 people attend each event	Menter Bro Morgannwg; Vale of Glamorgan Council
	2.15	Increase leisure opportunities through the medium of Welsh for children and young people	Ensure that swimming lessons are available in Welsh for all WM schools	All WM primary schools to be offered swimming lessons through the medium of Welsh by September 2017	Vale of Glamorgan Leisure Services;
	2.16	Increase leisure opportunities through the medium of Welsh	Ensure that swimming lessons are available in after-school provision through the medium of Welsh at least at Level 1	Swimming lessons to be available through the medium of Welsh by September 2017	Vale of Glamorgan Leisure Services; Urdd Gobaith Cymru; Menter Bro Morgannwg
	2.17	Increase leisure opportunities through the medium of Welsh	Ensure that fitness classes are available through the medium of Welsh	Establish at least 2 WM fitness classes by September 2017 and increase number over the next five years	Vale of Glamorgan Leisure Services; Menter Bro Morgannwg; Urdd Gobaith Cymru
	2.18	Increase leisure opportunities through the medium of Welsh	Ensure that extra-curricular physical activities are available in a secondary school through the medium of Welsh for years 7-11.	Establish at least 5 extra-curricular Physical Activity sessions per week in the medium of Welsh by September 2017	Vale of Glamorgan Council (Sport Development team)

Action Plan

Policy Area	Aims	Activity	Target by 2021	Responsibility		
Children, Young People and Families <small>cont.</small>	2.19	Ensure that Leisure Centres proactively promote the use of Welsh	Appoint a Language Champion in main leisure centres with responsibility for actively promoting Welsh both visually and in its leisure provision	Training for Language Champions to be completed by September 2017 with monitoring processes established to evaluate progress on language use	Vale of Glamorgan Leisure Services; Urdd Gobaith Cymru;	
	Community Activities	3.1	Use communication technology as an information and networking platform for Welsh speakers and learners	Further develop 'Echlysur' in the Vale as a communication network which provides information to Welsh speakers and learners about activities, events, job opportunities etc	Expand marketing of the networking platform and set a five year target of 3,000 subscribers	Menter Bro Morgannwg; Youth Service; Ysgol Gymraeg Bro Morgannwg; Urdd Gobaith Cymru
		3.2	Use communication technology to keep in touch with pupils after they leave Ysgol Gymraeg Bro Morgannwg	Ensure that contact details of as many school leavers as possible are added to the networking platform	Collect contact details on an annual basis	Ysgol Gymraeg Bro Morgannwg; Urdd Gobaith Cymru Youth Service
		3.3	Ensure community and volunteer involvement in planning and organising Welsh language activities	Set up a Community Hub to promote social activities in Welsh	Establish a Community Hub in the Vale by September 2018 and support them to arrange an annual programme of popular activities/ events	Menter Bro Morgannwg; Urdd Gobaith Cymru; Vale of Glamorgan Council
		3.4	Raise awareness of Welsh language in digital and print networks	Continue to ensure that Welsh language content is included in the Glamorgan Gem which is a printed and on-line community newspaper	Develop provision to include articles in the Glamorgan Gem both in the printed and on-line versions	Menter Bro Morgannwg; Glamorgan Gem

Policy Area	Aims	Activity	Target by 2021	Responsibility
Community Activities <small>cont.</small>	3.5 Consider the possibility of establishing a Welsh Language Centre in the Vale	Undertake a feasibility study to explore the potential of establishing a Welsh Language Centre in Barry	Seek funding and carry out a feasibility study by September 2018	Vale of Glamorgan Council; Welsh Government; Menter Bro Morgannwg
Welsh in the Workplace	4.1 The Council to comply fully with the Welsh Language Standards	Continue to implement the Welsh Standards Action Plan	The Insight group receive regular updates on compliance developments and issues	Vale of Glamorgan Council
	4.2 Assess linguistic skills of staff	Carry out a comprehensive analysis of the linguistic skills of staff and identify gaps in service areas that require bilingual skills and identify training needs	Complete language skills audit and analysis by December 2017	Vale of Glamorgan Council
	4.3 Increase number of bilingual staff in order to provide services in accordance with requirements of the Welsh Language Standards	The Council to recruit sufficient Welsh speakers, invest in current Welsh speaking staff and support staff to increase their Welsh language skills across all levels of language learning	The Language Skills Strategy to be reviewed by September 2017 with the aim of ensuring by 2021 that the proportion of bilingual staff broadly reflects that of the County Council.	Vale of Glamorgan Council
	4.4 Adopt a proactive recruitment policy which will enable the Council to provide more bilingual services in line with the requirements of the Welsh Language Standards	All posts to be designated as either Welsh 'essential' or 'desirable'. Posts to be deemed 'essential' if no Welsh-speaker is currently employed in a service team or if the need for more bilingual capacity has been identified by managers.	A revised Language Skills Strategy outlining recruitment policy to be produced by March 2018	Vale of Glamorgan Council

Action Plan

Policy Area	Aims	Activity	Target by 2021	Responsibility	
Welsh in the Workplace	4.5	Provide opportunities for staff to improve their language skills	Draw up a programme of language courses to develop skills and confidence of Welsh speakers and learners	Agree a training programme by June 2017	Vale of Glamorgan Council
	4.6	Enable staff and elected members to be aware of history and culture of Welsh language including compliance with Welsh language legislation	Arrange a programme of Welsh Language Awareness and Compliance training and include in induction for new staff	Agree a training programme by June 2017	Vale of Glamorgan Council
	4.7	Create an environment that encourages greater use of Welsh	Produce resources, promotional material and visual impacts that promote language use and fosters respect and support for bilingualism	On-going	Vale of Glamorgan Council
	4.8	Provide intranet support for Welsh speakers and learners	Use intranet to sign-post staff to useful language resources e.g. e-learning, on-line grammar and spell checkers, on-line dictionaries and translation tools	Complete list of on-line resources by January 2017	Vale of Glamorgan Council
	4.9	Provide intranet support for Welsh speakers and learners	Develop intranet to sign-post staff to Welsh language courses and Welsh language activities in the community	Complete by October 2016 and continuously update	Vale of Glamorgan Council; Learn Welsh the Vale;
	4.10	Normalise the use of Welsh in the workplace	Assess language preferences of staff in relation to internal operations:-correspondence; forms; complaints; performance reviews; training needs; staff policies, internal meetings etc	Assessment to be completed by March 2017	Vale of Glamorgan Council

Policy Area	Aims	Activity	Target by 2021	Responsibility
Welsh in the Workplace <small>cont.</small>	4.11 Promote schemes that visually illustrate that Welsh is welcomed in the workplace	Continue to develop initiatives that create an environment which fosters the use of Welsh by staff, e.g. badges, posters, lanyards, use of Cymraeg logo on e-mail and intranet, e-mail signatures and out-of-office messages	On-going	Vale of Glamorgan Council
	4.12 Distribute Welsh language promotional material to staff on intranet	Distribute badges, lanyards, posters, create bilingual screen savers and promote Welsh language courses	On-going	Vale of Glamorgan Council
	4.13 Develop confidence in the use of written Welsh	Install Cysill and Cysgair (Welsh language grammar and spell checkers) on all staff and elected members' computers and iPads	All computer packages installed and operational by December 2016	Vale of Glamorgan Council
	4.14 Encourage staff and elected members to use Welsh in internal and external meetings and in presentations	Provide training on presentational skills in Welsh and explore the practicalities of providing translation facilities at internal meetings	Draw up a training programme by September 2017	Vale of Glamorgan Council

Appendix A

List of Consultees:

Vale of Glamorgan Council:

- Social Services Department
- Youth Service
- Adult Community Learning – Learn Welsh the Vale
- Vale of Glamorgan Children and Young People’s Partnership
- Leisure Services
- Performance and Development Services

Urdd Gobaith Cymru

Menter Bro Morgannwg

Ysgol Gyfun Bro Morgannwg

Mudiad Meithrin

Vale of Glamorgan Council Learning and Culture Scrutiny Committee