



# **Welsh Language Promotion Strategy 2017-2022**

**Developed in accordance with Welsh Language  
Standard 145 during September/October 2021**

**14<sup>th</sup> October 2021 - Draft version 2**

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

# Vale of Glamorgan Council

## Welsh Language Promotion Strategy 2022-2027

### Contents

| Section    | Title  | Page |
|------------|--|------|
| 1          | Introduction   | 1    |
| 2          | The Strategy's Wider Context   | 2    |
|            | i) The Welsh Language Measure 2011 and the Welsh Language Standards (No.1) Regulations 2016: | 2    |
|            | ii) Cymraeg 2050   | 3    |
|            | iii) The Welsh in Education Strategic Plan (WESP)  | 4    |
|            | iv) Population Figures   | 4    |
|            | v) Welsh Speaker by Ward and TAN 20  | 5    |
|            | vi) Socio-economic Considerations  | 6    |
|            | vii) The Welsh Language and Future Generations   | 7    |
| 3          | Key language development areas   | 8    |
| Appendix A | Action Plan to Promote the Welsh language *  |      |
| Appendix B | Assessment of the first Promotion Strategy 2017-2022 *                                       |      |
| Appendix C | List of Consultees *   |      |

This draft strategy will be circulated for consultation during November and December 2021 and is subject to change prior to the final version being approved and adopted by March 2022.

\* The appendices will be finalised during the consultation along with the impact assessment and are not currently included.

# 1. Introduction

In September 2015, the Welsh Language Commissioner issued local authorities in Wales with their first Compliance Notices under the Welsh Language Measure (Wales) 2011 (specifically for local authorities, the Welsh Language Standards (No. 1) Regulations 2015). The Welsh Language Standards are therefore the current framework for Welsh language in the following five areas of work:

- Delivering Welsh medium Services
- Policy making in a way that promotes the Welsh Language
- Operating through the medium of Welsh
- Keeping records about the Welsh Language, and finally
- Promoting the Welsh Language.

Under Standard 145, the Vale of Glamorgan Council was required to develop a 5-year strategy to promote the Welsh language and its first strategy covers the period 2017-2022. At the end of the 5 years, an assessment of progress and achievement is required (under Standard 146), which can be found in Appendix B, and a new strategy for the next five years must be prepared following that assessment and a period of consultation. This is the draft of that new strategy for consultation purposes.

The strategy document is a high-level one and contains details on the statutory requirements with which the Vale of Glamorgan Council must comply, but it is within the associated Action Plan (that will be developed during the consultation process) that the detail of the work will be further articulated.

The Action Plan will be developed in consultation with numerous local and regional partners because although it is the Council that has the strategic lead and statutory responsibility for the Promotion Strategy, the actions cannot be achieved by one organisation alone and so partnership working is vital for the strategy's success.

This partnership approach is also shown in the Council's current Corporate Plan "Working together for a brighter future":

*The Corporate Plan "has a particularly strong emphasis on collaboration and working in partnership. This partnership working is wide ranging, including working with families, children and young people, our partners in health, the Police and the Fire service as well as other public sector bodies, the third sector, Town and Community Councils and our communities."*

The new strategy builds upon previous statutory duties and Council policies and the success of its first strategy but has been updated to reflect newer duties. The strategy is a high-level document and has been restructured to align with the three themes within Welsh Government's "Cymraeg 2050: A million Welsh speakers" strategy. It has ensured that each target links with the Council's 4 Well-being objectives as shown in the Corporate Plan 2020-2025.

**Cllr Neil Moore**  
**Executive Leader and Cabinet Member**  
**for Performance and Resources**

**Rob Thomas**  
**Managing Director**

## 2. The Strategy's Wider Context

The Promotion Strategy does not exist in isolation; it forms part of the wider policy framework of the Council and Welsh Government. In this section, the links between the Promotion Strategy and those other policies will be outlined so that elected members, officers and partners understand those connections. Each subsection also notes (where relevant) to which of the Cymraeg 2050 themes it most clearly aligns.

### i) **The Welsh Language Measure 2011 and the Welsh Language Standards (No.1) Regulations 2016:**

The main legislative driver for the Promotion Strategy is Standard 145 of the 2016 regulations:

*You must produce, and publish on your website, a 5-year strategy that sets out how you propose to promote the Welsh language and to facilitate the use of the Welsh language more widely in your area; and the strategy must include (amongst other matters) -*

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

The requirement for the assessment is under Standard 146.

There are however other Standards that impact on how the strategy is developed and published as they cover all aspects of the Council's policy-making process, not just those relating to the Welsh language.

- Standards 88-90 - which relate to developing or updating policies and their effects of the Welsh language (part of the impact assessment process).
- Standards 91-93 - which relate to consultation on policy decisions and their effects of the Welsh language (part of the impact assessment process)

But beyond the Standards themselves, many other Council and Welsh Government policies and sources of information have to be acknowledged in order to understand their links to the targets and actions in the Action Plan and to make sure that targets are not duplicated, or that Welsh language targets do not sit outside other reporting and monitoring processes.

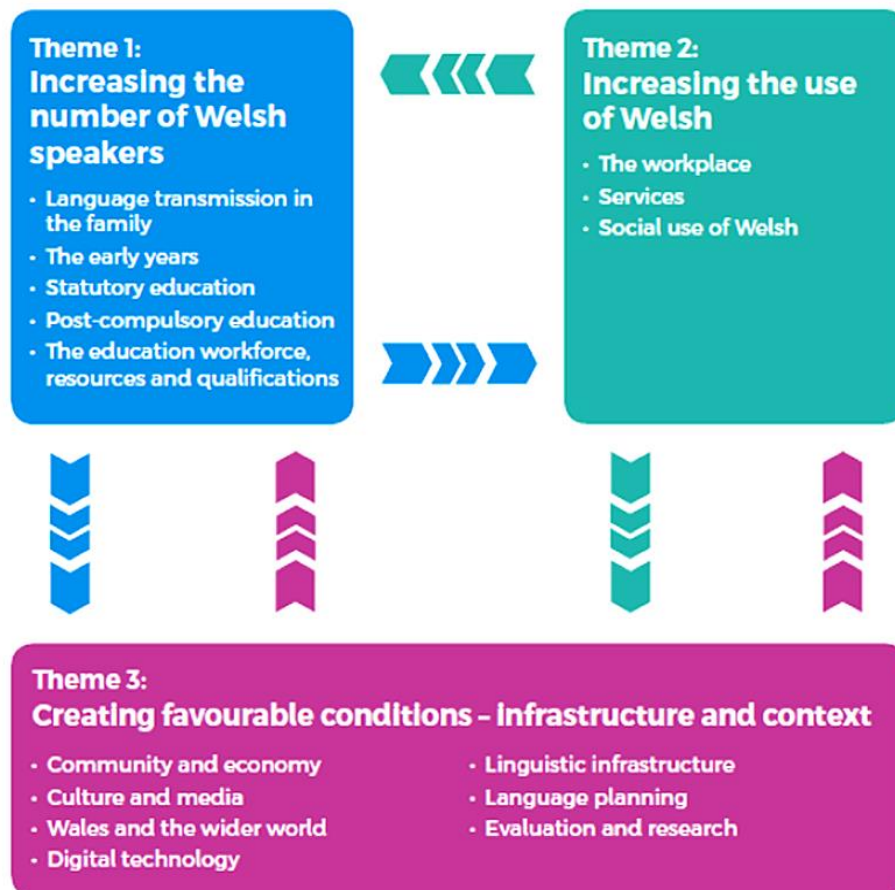
Welsh language impact assessments must also therefore reference a range of factors including links to wider legislation and details of supporting evidence and mitigating factors - all of which support the **Theme 3 - Creating favourable conditions** outcome.

## ii) Cymraeg 2050

This is the Welsh Ministers' strategy for the promotion and facilitation of the use of the Welsh language. It sets out the Welsh Government's long-term approach to achieving the target of a million Welsh speakers by 2050. The aim of the Strategy is to reach a position where the Welsh language is an integral element of all aspects of everyday life, as noted in the extract below:

*The year 2050: The Welsh language is thriving, the number of speakers has reached a million, and it is used in every aspect of life. Among those who do not speak Welsh there is goodwill and a sense of ownership towards the language and a recognition by all of its contribution to the culture, society and economy of Wales.*

The Vale of Glamorgan Council's updated Promotion Strategy (and the associated Action Plan to be developed) have been restructured from their previous format in order to align with the three themes of Cymraeg 2050.



See **Section 3 - Key language development areas** for more information on these themes and their links to the Action Plan.

### iii) The Welsh in Education Strategic Plan (WESP)

Welsh in Education Strategic Plans are a requirement under the Welsh in Education Strategic Plans (Wales) Regulations 2019 and also Education is central to the Welsh Government's Cymraeg 2050 vision.

The Promotion Strategy and WESP are linked across a wide range of education areas and so to avoid duplication, the actions relating to Welsh-medium education that are in the Council's draft Welsh in Education Strategic Plan will be considered as being part of the Promotion Strategy's Action Plan section 1.

The 2020/2021 Pupil Level Annual School Census (PLASC) figures show that the Vale of Glamorgan has 3,112 pupils in Welsh-medium education, compared with 2,760 for 2016/2017, an increase of 11.3%.

Linking the WESP, Cymraeg 2050, the Promotion Strategy and the Standards around policy making and impact assessments is the School Organisation Code November 2018 (2<sup>nd</sup> edition), where paragraph 1.4 states:

*"Where proposals affect schools where Welsh is a medium of instruction (for subjects other than Welsh) for some or all of the time, local authorities should carry out a Welsh Language Impact Assessment.*

*In all cases local authorities should consider:*

- The extent to which the proposal would support the targets in the approved Welsh in Education Strategic Plan (WESP).*
- How the proposal would expand or reduce Welsh language provision and in the case of the latter, set out why provision will be reduced."*

#### **Links to:**

**Theme 1 - Increasing the number of Welsh speakers**

**Theme 2 - Increasing the use of Welsh**

### iv) Population Figures

At the time of developing the updated strategy, the Census 2021 figures were not available, though they will be used in annual action plan updates during the strategy's lifetime. The strategy therefore has to use the data that is available, and the population figures are therefore taken from StatsWales 2021 mid-year Population Estimates.

Those estimates show that the Vale of Glamorgan Council serves a population of 135,295 people, compared with 130,690 as shown in the equivalent mid-year estimates from 2017.

Year-end population figures from 2021 (financial year ending March 2021) show that the numbers of those aged 3 or over who are recorded as being able to speak Welsh stands at 24,400 (or 19.4%).

#### **Links to:**

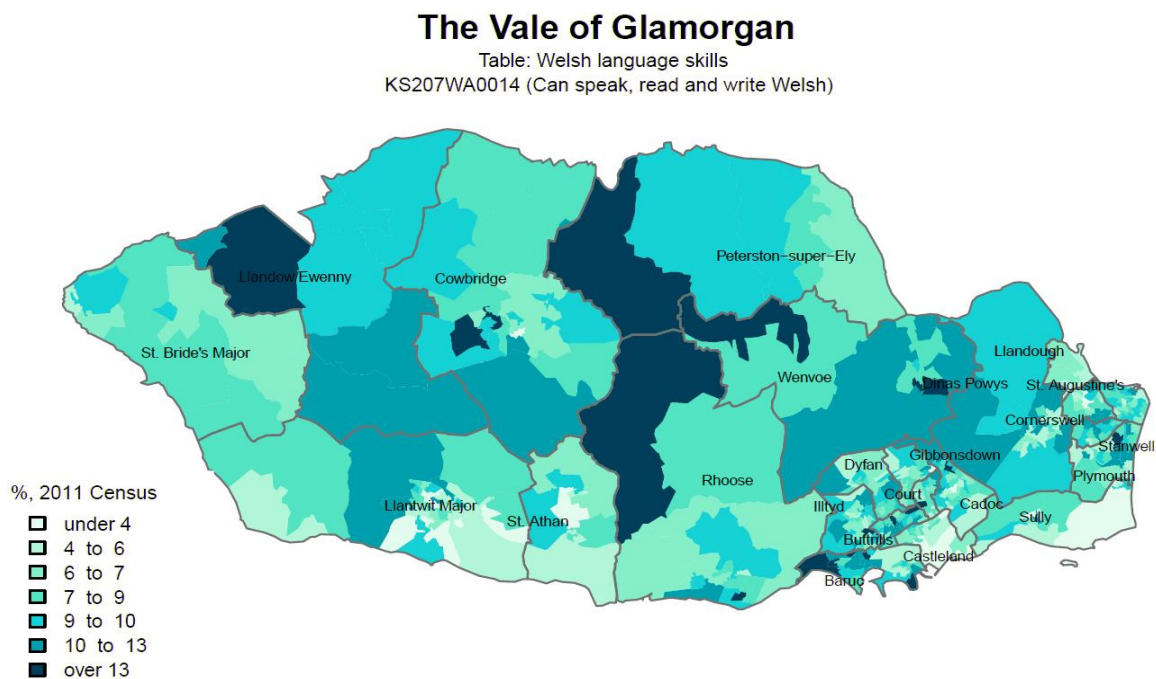
**Theme 1 - Increasing the number of Welsh speakers**



## v) Welsh speakers by Ward and TAN 20

Technical Advice Note (TAN) 20 provides guidance on how the numbers of Welsh speakers in an area should be given appropriate consideration in the planning system via the Local Development Plan (LDP) process, and on compliance with the requirements of planning and other relevant legislation. That consideration concerns determining whether there are areas of linguistic sensitivity or significance within the boundaries of the local planning authority.

The map below provides 2011 Census data demonstrating the Welsh language skills of people by ward in the Vale of Glamorgan.



The maps show percentages within Census 2011 output areas, within electoral divisions

Map created by Hywel Jones. Variables KS208WA0022-27 corrected

Contains National Statistics data © Crown copyright and database right 2013; Contains Ordnance Survey data © Crown copyright and database right 2013

Areas of linguistic sensitivity are areas where a significant proportion of the population speak Welsh, either compared with the local area in general or where the percentage is equal or higher to the national average. Each local planning authority's areas of linguistic sensitivity or significance will therefore be different. There are no such designated areas identified in the Vale's LDP (these are usually areas where at least 20% of the population speak Welsh), however the 2016 Language Profile for the county (available in full [here](#)), which is based on the 2011 Census figures, shows that of the 27 wards, 9 have percentages of over 13% with the highest, Welsh St Donat's at 18.1%.

This information must be considered appropriately when making policy decisions.

### ***Links to:***

### ***Theme 3 - Creating favourable conditions***

## vi) Socio-economic Considerations

The Vale of Glamorgan is generally a prosperous county and according to the [Welsh Index of Multiple Deprivation 2019](#) report, there are only 4 areas in the most economically deprived 10% of Lower-Level Super Output Areas.

The county is a highly rural one aside from its two main town centres however, and social or community deprivation as opposed to economic deprivation can exist in terms of accessing certain services.

Comparison of the map below (sourced from the 2019 report) with the map of Welsh speakers previously, shows that the areas where there are the highest number of Welsh speakers are outside the Vale's town centres, and so could potentially be isolated in terms of access to community Welsh language activities (other than digitally, though that depends on the quality of the digital infrastructure).

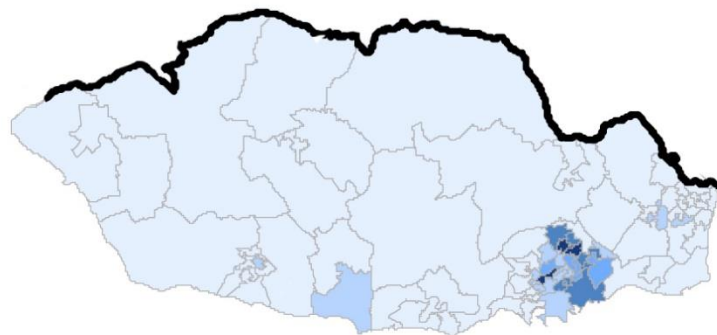
### Welsh Index of Multiple Deprivation (WIMD) 2019

#### Vale of Glamorgan Index of Deprivation by Lower Level Super Output Areas

by Lower Level Super Output Areas

| Rank       | Most Deprived        |  |
|------------|----------------------|--|
| 1 - 191    | 10% most deprived    |  |
| 192 - 382  | 10-20% most deprived |  |
| 383 - 573  | 20-30% most deprived |  |
| 574 - 955  | 30-50% most deprived |  |
| 956 - 1909 | 50% least deprived   |  |
|            | Least Deprived       |  |

Local Authority Boundary —



It may also be the case that in terms of the Ewenny/Llandow area for example, their proximity to Bridgend may mean that those Welsh speakers living there access community events in Bridgend rather than in the Vale, which could be reflected in the Vale's monitoring figures and achievements over the last 5 years. The same may be true eastwards due to the public transport links and close proximity to Cardiff.

This example shows the importance of partnership working regionally as well as within the county itself and is reflected in partnership working actions in the updated action plan.

#### ***Links to:***

#### ***Theme 3 - Creating favourable conditions***



## vii) The Welsh Language and Future Generations

The seven Well-being Goals include A Prosperous Wales, aiming to create a skilled and well-educated population and A Wales of Vibrant Culture and Thriving Welsh Language. Each of the 7 Goals is important in its own right but they are not separate, and each form a vital part of how Wales should look and so each are inextricably linked.

In order to achieve the targets and actions in the both the Council's Welsh Language Promotion Strategy and WESP, looking at each of the Well-being Goals from a Welsh language perspective shows how the Welsh language forms a part of, and plays a part in, all aspects of education, health and social care, community cohesion, the economy and so much more. The Welsh Language Commissioner's 2018 guidance document on Promotion Strategies covers this in more detail, with an adapted wheel infographic showing how the Welsh language is a part of each of the seven Goals.



### ***Links to:***

***Theme 1 - Increasing the number of Welsh speakers***

***Theme 2 - Increasing the use of Welsh***

***Theme 3 - Creating favourable conditions***

### 3. Key Language Development Areas

The following subsections are adapted from the Welsh Government's [Cymraeg 2050](#) strategy. Each section of the Action Plan will contain local actions that will evidence the Council's commitment to the three themes.

#### Theme 1: Increasing the number of Welsh speakers

There are two main methods of increasing the number of Welsh speakers:

- transmitting the Welsh language from one generation to the next in the family
- developing and sustaining skills through education and training, from the early years to Welsh-language provision for adults.

This Promotion Strategy and its actions acknowledge the key contribution of language transmission in the home to the future vitality of the Welsh language and how the education and training system is vital to create future generations of Welsh speakers.

Aims:

1. Language transmission in the family: provide children in the Vale of Glamorgan with the best start in the language by expanding support for families to transmit the language in the home.
2. The early years: expand Welsh-medium provision in the early years as an access point for Welsh-medium education.
3. Statutory education: support a statutory education system which increases the number of confident Welsh speakers.
4. Post-compulsory education: support the development of post-compulsory education provision, which increases rates of progression and supports everyone, whatever their command of the language, to develop Welsh language skills for use socially and in the workplace.
5. The education workforce, resources and qualifications: continue to plan via the WESP and other routes:
  - i. the education and training workforce which can teach Welsh and teach through the medium of Welsh
  - ii. the resources and qualifications needed to support increased provision.

#### Theme 2: Increasing the use of Welsh

People need opportunities to use Welsh in a variety of situations which reflect the diversity of their lifestyles. These include opportunities within the family, in the workplace, in local activities, or in wider interest networks and communities.

Opportunities and services in Welsh must be offered proactively, so that the individual does not have to request the Welsh language and can use it at every opportunity, anywhere and everywhere.

This will require targeting support in a way which acknowledges different needs by different people. For example, new speakers, or parents/carers without Welsh language

skills who send their children to Welsh-medium schools, have different needs from fluent, confident speakers.

Whether Welsh has been part of someone's upbringing, acquired at school or in adulthood, the Welsh language is for everyone, and our interventions will aim to give everyone the opportunity to use the language.

Aims:

1. The workplace: increase the use of Welsh within the workplace across all Council departments.
2. Services: increase the range of services offered by Council departments to Welsh speakers, and monitor/record an increase in use of Welsh-language services.
3. Social use of Welsh: with the Council's partners, embed positive language use practices supported by formal and informal opportunities to use Welsh socially.

### **Theme 3: Creating favourable conditions – infrastructure and context**

This is about creating suitable conditions and an environment where the Welsh language and its speakers can thrive.

The economy is integral to creating the social conditions where Welsh speakers can use their language skills and whilst the Council acknowledges that it cannot control every factor which influences economic growth, there are things that can be influenced.

These include skills, the prestige placed on the Welsh language, the location of public sector jobs, ensuring that the Welsh language is seen as a valuable skill in large developments, and opportunities to use those skills.

In order to facilitate an increase in the number of Welsh speakers, raise their confidence and enable the language to be used in a variety of settings, the Council will continue to support Welsh language digital resources, communications and media, its translation services and partnerships, which make full benefit of the latest technology, and language resources. These are all elements that reflect and maintain the Welsh language's status as a living language and are essential for Welsh speakers whatever their ability.

For the Promotion Strategy to succeed the Council needs to share responsibility for language planning across a wider range of partner organisations, and in doing so continue to build capacity and expertise in language planning and increase understanding of bilingualism.

Aims:

1. Community and economy: support the socioeconomic infrastructure of Welsh speakers across the county.
2. Culture and media: ensure that the Welsh language is safeguarded as an integral part of our correspondence and communications.
3. Wales and the wider world: ensure that the Welsh language is an integral part of our efforts to welcome and integrate people who move to Wales.

4. Digital technology: ensure that the Welsh language is at the heart of innovation in digital technology to enable the use of Welsh in all digital contexts.
5. Linguistic infrastructure: ensure the continued development of Welsh language infrastructure (in terms of Council Welsh language impact assessments and reporting mechanisms for example) as integral to the delivery of this strategy.
6. Language planning: embed language planning and promotion locally and regionally, with a better understanding of and support for bilingualism and the needs of Welsh speakers.



**Appendix A - Action Plan to Promote the Welsh language (to be included post-consultation)**

**Appendix B - Assessment of the first Promotion Strategy 2017-2022 (to be included post-consultation (appendix A to Cabinet report))**

**Appendix C - List of Consultees (to be included post-consultation)**

