

The Vale of Glamorgan Council

Cabinet Meeting: 6 March, 2017

Report of the Leader

Welsh Language Promotion Strategy

Purpose of the Report

1. To seek Cabinet approval of the Welsh Language Promotion Strategy ([Appendix A](#))

Recommendations

1. That Cabinet notes the amendments made to the strategy following consultation set out in [Appendix B](#).
2. That Cabinet endorse the Welsh Language Promotion Strategy so it can be implemented on 1 April, 2017.

Reasons for the Recommendations

- 1-2. To comply with the requirements of the Welsh Language (Wales) Measure.

Background

2. The Welsh Language (Wales) Measure was enacted by the Welsh Assembly in 2011.
3. The Welsh Language Commissioner issued every local authority in Wales with a Compliance Notice, which includes a list of 172 Standards, in September 2015.
4. Standard 145 of the Compliance Notice requires the Council to produce and publish a 5 year strategy which sets out how the Council will promote and facilitate the use of the Welsh Language more widely in the Vale of Glamorgan. The strategy should also include a target for increasing or maintaining the percentage of Welsh speakers in the Vale of Glamorgan and a statement on how the target will be reached. The strategy should be reviewed or revised every 5 years.
5. A public consultation on the draft strategy for the Vale of Glamorgan ran for a period of six weeks from December 2016 to January 2017. The draft strategy was considered by the Learning and Culture Scrutiny Committee in its meeting of 12 December 2016 as part of the consultation.

6. In addition to comments received in that meeting, the Council received feedback on the draft strategy from a number of stakeholders, including:

Menter Bro Morgannwg
Operational Manager for Leisure, Vale of Glamorgan Council
Vale of Glamorgan Council Children and Young People's Partnership
Vale of Glamorgan Council Sport and Play Development
Operational Manager, Strategy & Resources
Governing Body of Evenlode Primary School
Flying Start, Vale of Glamorgan Council
School Improvement and Inclusion, Vale of Glamorgan Council
Vale of Glamorgan residents

7. Appendix B outlines the responses received and whether they are reflected in the revised strategy. The feedback received was mostly positive, with some of the requested amendments to the action plan designed to ensure that the actions were appropriate and achievable.
8. The revised strategy was endorsed at a meeting of the Learning and Culture Scrutiny Committee on 13 February, 2017.

Relevant Issues and Options

9. If approved the strategy and its Action Plan will be implemented on 1 April, 2017.

Resource Implications (Financial and Employment)

10. Funding for this strategy is derived from a number of sources. It is not envisaged that additional Council resources will be required

Sustainability and Climate Change Implications

11. The strategy contributes to the "Valuing Culture and Diversity" national well-being goal and is a key part of working sustainably with partner organisations.

Legal Implications (to include Human Rights Implications)

12. Failure to publish and implement the Welsh Language Promotion Strategy would be a breach of the Council's obligations under the Welsh Language (Wales) Measure and could result in a fine

Crime and Disorder Implications

13. There are no crime and disorder implications.

Equal Opportunities Implications (to include Welsh Language issues)

14. The aim of this strategy is to have a positive impact on the Welsh Language and the Welsh speaking population of the Vale of Glamorgan.

Corporate/Service Objectives

15. The priorities and principles of the Welsh Language Promotion Strategy contribute to the Council's Well-being Outcome 3: An Aspirational and Culturally Vibrant Vale. Under the objective of Valuing Culture and Diversity the actions "Work with partners to promote the Welsh Language" and "Implement the Welsh Language Standards to

improve access to services and information" are relevant.

Policy Framework and Budget

16. This is a matter for Executive decision by Cabinet.

Consultation (including Ward Member Consultation)

17. A public consultation

Relevant Scrutiny Committee

18. Learning and Culture.

Background Papers

None

Contact Officer

Huw Isaac, Head of Performance and Development

Officers Consulted

Trevor Baker, Operational Manager Strategy & Resources
Andrew Borsden, Lead Officer Social Inclusion and Wellbeing
Jeremy Morgan, Senior Governor Support Officer
Phil Southard, Culture and Community Learning Manager
Mared Furnham, Welsh for Adults Coordinator
Mark Davies, Children and Young People's Partnership Manager
Amber Condy, Flying Start Manager
David Knevett, Operational Manager Leisure
Suzanne Clifton, Interim Head of Business Management and Innovation
Debbie Maule, Children's Partnership Coordinator
Becky Wickett, Information Officer, Family Information Service

Responsible Officer:

Huw Isaac, Head of Performance and Development