

CYNGOR SIR CEREDIGION COUNTY COUNCIL

Report to: Cabinet

Date of meeting: 03/12/2024

Title: Ceredigion Welsh Language Strategy 2024-29

Purpose of the report: To approve the Welsh Language Strategy 2024-29

For: Decision

Cabinet Portfolio and Cabinet Member:

Councillor Catrin M S Davies, Cabinet Member for Culture, Leisure and Customer Services

Introduction

Ceredigion County Council has a statutory duty to comply with the Welsh Language Standards, in accordance with the Welsh Language Measure (Wales) 2011. The Promotion Standard (145/146) places the duty on Local Authorities to develop a Language Strategy, which outlines how the Authority will work with partner organisations to promote the Welsh language and to facilitate the use of the Welsh language more widely within the local area.

This Strategy will replace the Ceredigion Language Strategy 2018-23, which was developed by the Ceredigion Public Services Board's Bilingual Future Executive Group.

One of the main aims of the Bilingual Futures Forum will be to collaborate across the County to fulfil the requirements of the Language Strategy 2024-29.

The Bilingual Futures Forum held a workshop in 2023, to begin the planning of a Language Strategy. Following subsequent meetings of the Bilingual Futures Forum, an agreement was reached to consult publicly with the draft Strategy in July and August 2024.

Public Consultation

Between the 26th of July and 31st of August 2024, Ceredigion County Council consulted with residents on Ceredigion's Welsh Language Promotion Strategy 2024-2029 via a survey. The production of a 5-year strategy to promote the Welsh language in Ceredigion is a statutory requirement under the Welsh Language Standards. The Strategy has been produced collaboratively with a number of different organisations (e.g., members on the Ceredigion Bilingual Futures Forum, key stakeholders and third sector organisations).

This Strategy builds on the foundations laid by the 2018-2023 Welsh Language Strategy and the work done by the Council and its partners to increase the opportunities to use the Welsh language throughout the County. Several ambitious actions and outcomes have been noted in the Strategy so as to maintain and promote the Welsh language in Ceredigion. The consultation was designed to inform the draft

Strategy, to ensure that residents' views and comments are considered before the publication of the final Strategy.

The survey was available to complete online and paper copies were available in all Ceredigion libraries. Different formats of the survey (large print etc.) were accessible on request. A wide variety of stakeholders were informed of the public consultation on the Strategy via email. The consultation was advertised via social media and shared on the Council's website

A total of 72 responses were received, 48 questionnaires completed in English and 24 in Welsh. To read a full breakdown of responses see **Appendix 1**.

Rather than focusing directly on the Strategy itself, there are some comments on familiar arguments including funds / money should be spent elsewhere, poverty, homelessness, litter, picking issues, lack of care facilities for the elderly, closure of village schools, maintenance of the major towns, enforcement of the Strategy and inclusiveness of the Strategy.

However, the other responses received were supportive of the aims and actions presented in the draft document; and where appropriate, the comments are included as proposed amendments to the Strategy. In addition, the Ceredigion Bilingual Futures Forum discussed the Strategy at their last meeting.

The Strategy was presented to the Council's Language Committee on the 14th of November, and to the attention of the Council's Cabinet on the 3rd of December.

Amendments to the Ceredigion Language Strategy 2024/29

All proposed changes have been highlighted in the Amended Ceredigion Language Strategy document (**Appendix 2**).

Amendments following the Public Consultation	Page
Introduction	
<p><u>Original Sentence</u></p> <p>We want to ensure that bilingualism is promoted naturally, and that the Welsh language is protected to allow future generations to use and enjoy it.</p> <p><u>Amended Sentence</u></p> <p>We want to ensure that the use of Welsh is promoted naturally, and that the Welsh language is protected to allow future generations to use and enjoy it.</p>	Pg 5

	<p><u>Original Titles</u></p> <p>Dysgu / Byw / Perthyn / Llwyddo</p> <p><u>Amended Titles</u></p> <p>Learn / Live / Belong / Succeed</p>	<p>Pg 12</p> <p>Only changed in English version</p>
	<p><u>Original Sentence</u></p> <p>Newcomers assimilated to become a natural part of the community</p> <p><u>Amended Sentence</u></p> <p>Support newcomers to become a part of the community</p>	<p>Pg 12</p>
Strategic Aim 1		
	<p><u>Original Sentence</u></p> <p>Support CWLWM and the Childcare Unit to maintain childcare provision: Cylchoedd Ti a Fi, Cylchoedd Meithrin and Play Groups to support parents and children at the start of their Welsh-medium education journey through immersion.</p> <p><u>Amended Sentence</u></p> <p>Supporting childcare provision and early years education : Cylchoedd Ti a Fi, Cylch Meithrin and Play Groups to support parents and children to begin the journey of Welsh-medium education through the immersive approach.</p>	<p>Pg 17</p>
	<p><u>Original Sentence</u></p> <p>CWLWM, Childcare Unit, Schools Service</p> <p><u>Amended Sentence</u></p> <p>CWLWM, Childcare Unit, School Service, Day Nursery, Family Centres, Family Workers, Parent Groups, After school and children's Clubs, Cylchoedd Ti and Fi</p>	<p>Pg 17</p>
	<p><u>Original Sentence</u></p> <p>Sub-group on the Normalisation of the Welsh language among Children and Young People to focus on the opportunities available for the informal use of the Welsh language. Analyse services and map the current provision to identify gaps in Welsh-medium provision in sports and leisure, and</p>	<p>Pg 18</p>

	<p>prioritise areas for improvement.</p> <p><u>Amended Sentence</u></p> <p>Maintain a Normalising Welsh language among Children and Young People sub-group to address the opportunities available for informal use of Welsh. Analyse services and map existing provision to identify gaps in Welsh-medium provision in various areas and prioritise areas for improvement.</p>	
	<p><u>Original Sentence</u></p> <p>Monitor the number in the education workforce receiving training to learn Welsh or improve their language skills</p> <p><u>Amended Sentence</u></p> <p>Monitor the number in the education workforce receiving training to learn Welsh or improve their language skills; and actively using the Welsh language as a result</p>	Pg 19
Strategic Aim 3		
	<p><u>Original Sentence</u></p> <p>Newcomers assimilated to become a natural part of the community</p> <p><u>Amended Sentence</u></p> <p>Newcomers supported to become part of the community</p>	Pg 28
	<p><u>Original Sentence</u></p> <p>Support the work of Bro 360 to market Welsh-medium cultural and social events. Encourage opportunities to share important stories locally.</p> <p><u>Amended Sentence</u></p> <p>Support the work of Bro 360 and local Papurau Bro to market Welsh-medium cultural and social events. Encourage opportunities to share important stories locally.</p>	Pg 31
	<p><u>Original Sentence</u></p> <p>Increase opportunities for people to learn and practise the language in their communities and support them to become a natural part of the bilingual community</p>	Pg 32

	<p><u>Amended Sentence</u></p> <p>Increase opportunities for people to learn and practise the language in their communities and support them to become a part of the bilingual community.</p>	
	<p><u>Original Sentence</u></p> <p>Promote more fluent Welsh speakers to take part in a 10-hour mentoring scheme over a cup of team– a speaking scheme.</p> <p><u>Amended Sentence</u></p> <p>Promote more fluent Welsh speakers to take part in a the 10-hour informal mentoring scheme – ‘SIARAD’ scheme.</p>	Pg 32
	<p><u>Original Sentence</u></p> <p>Coordinate a project focussing on the assimilation of immigrants in order for them to become involved naturally in the county's bilingual communities and understand the importance of using the Welsh language</p> <p><u>Amended Sentence</u></p> <p>Coordinate a project focussing on supporting newcomers to become involved in the county's bilingual communities and to understand the importance of using the Welsh language</p>	Pg 32
	<p><u>Original Sentence</u></p> <p>Number and percentage of Welsh language opportunities in arts projects and programmes and participation</p> <p><u>Amended Sentence</u></p> <p>Number of Welsh language opportunities in arts projects and programmes and participation.</p>	Pg 33
Strategic Aim 3		
	<p><u>Original Sentence</u></p> <p>Share good practice among businesses about the benefits of bilingualism and also the benefits associated with offering a service in Welsh.</p>	Pg 38

	<p><u>Amended Sentence</u></p> <p>Share good practice among businesses and promote the benefits of bilingualism and also the benefits associated with offering a service in Welsh</p>	
	<p><u>Original Sentence</u></p> <p>Economy and Regeneration Service, Menter Iaith Cered</p> <p><u>Amended Sentence</u></p> <p>Economy and Regeneration Service, Menter Iaith Cered, Aberystwyth University.</p>	Pg 38
	<p><u>Original Sentence</u></p> <p>Develop a career path for post-16 year olds across CCC services, including opportunities for work experience, volunteering, traineeships and apprenticeships which make use of Welsh language skills.</p> <p><u>Amended Sentence</u></p> <p>Develop a career path for post-16 year olds across CCC services, including opportunities for Welsh medium, work experience, volunteering, traineeships and apprenticeships.</p>	Pg 38
	<p><u>Original Title</u></p> <p>Porth Gofal Service, Planning Service</p> <p><u>Amended Title</u></p> <p>Porth Cymorth Cynnar Service, Planning Service</p>	Pg 39
	<p><u>Original Title</u></p> <p>Porth Gofal Service, Planning Service, Finance and Procurement Service</p> <p><u>Amended Title</u></p> <p>Porth Cymorth Cynnar Service, Planning Service, Finance and Procurement Service</p>	Pg 39

	<p><u>Original Title</u></p> <p>Housing Service, Porth Gofal Service</p> <p><u>Amended Title</u></p> <p>Porth Cymorth Cynnar Service</p>	Pg 39
	<p><u>Original Title</u></p> <p>CCC Address Management Service</p> <p><u>Amended Title</u></p> <p>CCC Customer Contact and ICT</p>	Pg 39
	<p><u>Original Sentence</u></p> <p>Number of businesses who receive advice on increasing the use Welsh via ARFOR 2.</p> <p><u>Amended Sentence</u></p> <p>Number of businesses who receive advice on increasing the use Welsh via ARFOR 2; and the number who increase the use of Welsh as a result</p>	Pg 40
	<p><u>Original Sentence</u></p> <p>Number of opportunities for young people to access apprentice-ship schemes which make use of Welsh language skills in the workplace across the county.</p> <p><u>Amended Sentence</u></p> <p>Number of Welsh medium apprenticeship schemes in the workplace across the county.</p>	Pg 40

Wellbeing of Future Generations:

Has an Integrated Impact Assessment been completed? If not, please state why.

Yes- appendix 3.

Summary of Integrated Impact Assessment:

Long term: This Strategy is a 5-year plan 2024-2029. The long-term vision is to contribute to the Welsh Government's One million Welsh Language Strategy of one million Welsh speakers by 2050.

Collaboration: The Council has collaborated with partner organisations, which are part of the Ceredigion Bilingual Futures Forum, to develop and then implement this Strategy.

Involvement: As well as consulting with members of the Bilingual Futures Forum, a public consultation will take place between July and September 2024.

Prevention: The Aim of the Language Strategy is to maintain and promote the Welsh language in all possible aspects of life.

Integration: The Welsh language is a key part of Ceredigion's culture and heritage, and therefore the policy contributes to the viability of Welsh within the County.

Recommendation(s):

- i. To note the responses received during the Public Consultation.
- ii. To approve the Ceredigion Language Strategy subject to the changes highlighted in the strategy (see appendix 2).
- iii. To note the content of the Integrated Impact Assessment (appendix 3).

Reasons for decision:

Ensure compliance with a statutory duty in accordance with the requirements of the Welsh Language Standards, (Standard 145 and 146) to develop and publish a Welsh Language Strategy.

Overview and Scrutiny:

Ceredigion Bilingual Future Forum and Language Committee

Policy Framework:

Requirement of Welsh Language Standards imposed on the Council

Corporate Well-being Objectives:

Creating Caring and Healthy Communities

Finance and Procurement implications:

To be decided

Legal Implications:

N/A

Staffing implications:

N/A

Property / asset implications:

N/A

Risk(s):

N/A

Statutory Powers:

Welsh Language Measure (Wales) 2011

Background Papers:

None

Appendices:

Appendix 1: Report on Public Consultation

Appendix 2: Ceredigion Language Strategy 2024-29 (Amended copy)

Appendix 3: Integrated Impact Assessment

Corporate Lead Officer:

Elen James, Corporate Lead Officer: Lifelong Learning

Reporting Officer:

Carys Lloyd-Jones, Language Policy Officer

Date:

06/11/2024





Cyngor Sir
CEREDIGION
County Council

Public Consultation on Ceredigion Council's Welsh Language Promotion Strategy 2024 to 2029

Consultation Feedback Report

PUBLIC CONSULTATION
WELSH LANGUAGE PROMOTION STRATEGY
2024-2029

SUMMER 2024
26/07/2024 - 31/08/2024

September 2024



72

Responses received
(with 286 written comments)



53%

agreed with the overall **vision** of
the Strategy
(47% disagreed)

53%

agreed with the 4 strategic
themes
(47% disagreed)



50%

agreed with actions under
Strategic Theme 1
(49% disagreed, 1% unanswered)

53%

agreed with actions under
Strategic Theme 2
(47% disagreed)



56%

agreed with actions under
Strategic Theme 3
(44% disagreed)

56%

agreed with actions under
Strategic Theme 4
(44% disagreed)



51%

agreed that the Strategy will
have a **positive impact** on the
Welsh Language
(49% disagreed)

Consultation undertaken between 26th of July and 31st of August 2024

The survey was available online via the Council's website, printed copies at libraries and advertised through social media.

A total of 72 responses were received.

The full results and the equality and diversity information are contained on pages 22 to 26.

Background

Between the 26th of July and 31st of August 2024, Ceredigion County Council consulted with residents on Ceredigion's Welsh Language Promotion Strategy 2024-2029 via a survey. The production of a 5-year strategy to promote the Welsh language in Ceredigion is a statutory requirement under the Welsh Language Standards. The Strategy has been produced collaboratively with a number of different organisations (e.g., members on the Ceredigion Bilingual Futures Forum, key stakeholders and third sector organisations). The Strategy sets out a vision on how the Council, working in collaboration with other partner organisations, will promote the Welsh language and facilitate the wider use of Welsh within the local area:

"We want to see the Welsh language and Welshness as belonging to all in Ceredigion and a source of pride amongst all residents of the County".

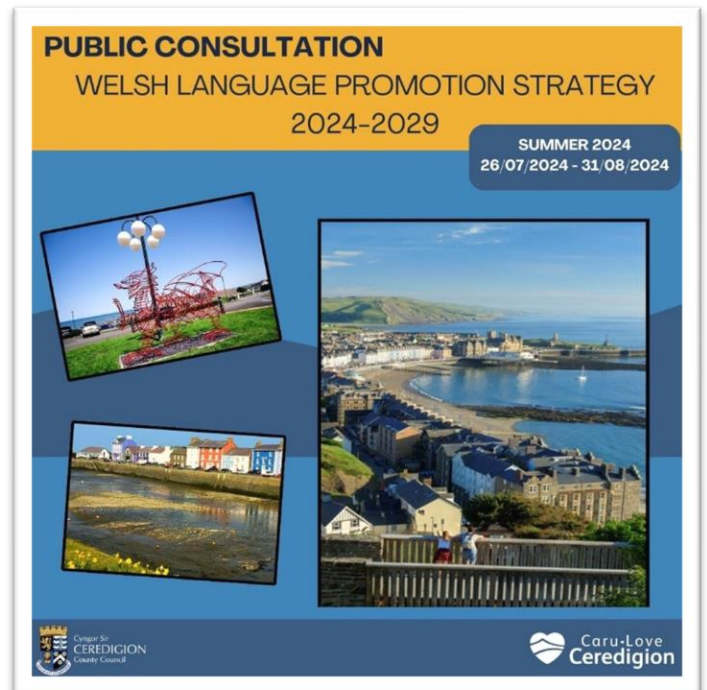
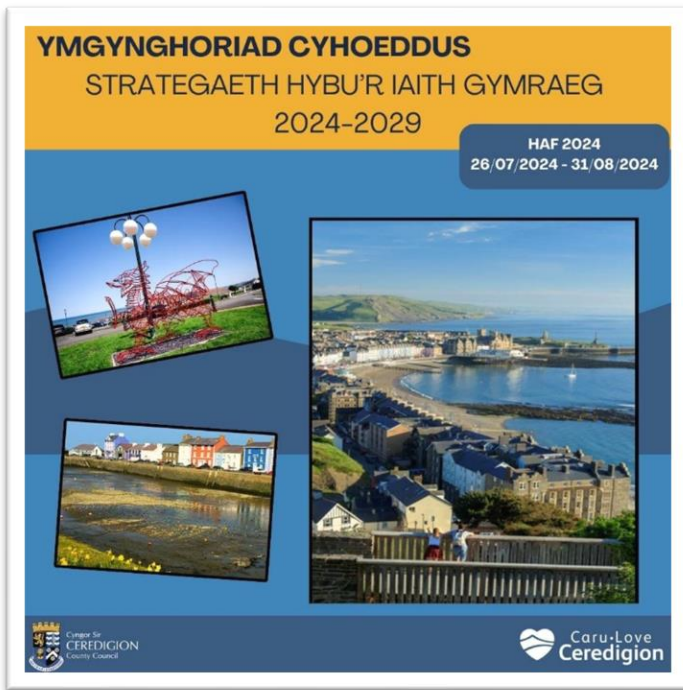
(Ceredigion County Council, Welsh Language Promotion Strategy 2024 to 2029, pg. 5).

This Strategy builds on the foundations laid by the Welsh Language Strategy 2018-2023 and the work carried out by the Council and its partners to increase the opportunities to use the Welsh language across the County. Several ambitious actions and outcomes are set out within the Strategy in order to maintain and promote the Welsh language in Ceredigion. The consultation was designed to inform the draft Strategy, to ensure that the views and comments of residents are considered before the final Strategy is published.

The consultation sought residents' comments and feedback on the Strategy's vision and the four strategic themes:

1. Strategic Theme 1 – Learning (Children, Young People and the Family)
2. Strategic Theme 2 – Live (Service in the Workplace)
3. Strategic Theme 3 - Belong (Community)
4. Strategic Theme 4 – Success (Infrastructure)

The survey was available to complete online and paper copies were available in all Ceredigion libraries. Different formats of the survey (large print etc.) were accessible on request. A wide variety of stakeholders were informed of the public consultation on the Strategy via email. The consultation was advertised via social media and shared on the Council's website. A sample of the promotional materials are shown below.



Response Rate

There was a total of 72 responses to the consultation including 286 written comments for the open questions 2,4,6,8,10,12,14,15 and 17. There were 70 forms submitted online along with 2 survey forms sent via CLIC/email. Overall, one third (33%/24) were completed in Welsh and two-thirds (67%/48) were completed in English. On average, respondents took 30 mins 05 seconds to complete the online survey.

The pages that follow provide a summary of the findings. Information on equality and diversity monitoring are included towards the end of the report (pages 22-26).

Main Findings

Question 1:

This is the clear vision set for the 2024-2029 Strategy:

“Increase the use of the language in all aspects of county life. Our vision is that Welsh and Welshness will belong to all in Ceredigion and be a source of pride among all residents of the county.”

In addition, to make the vision a reality 4 strategic themes were set – Ceredigion is a place where it is possible to learn, live, belong and succeed through the medium of Welsh.

By carrying out the actions highlighted in this Strategy:

- We wish to see everyone in the county giving the Welsh Language status, promoting its value and use as a living community language.
- We want to see increased use of the language in all aspects of public life in the county; where residents can live, learn, belong and succeed through the medium of Welsh.
- We want to ensure that bilingualism is promoted naturally, and that the Welsh language is

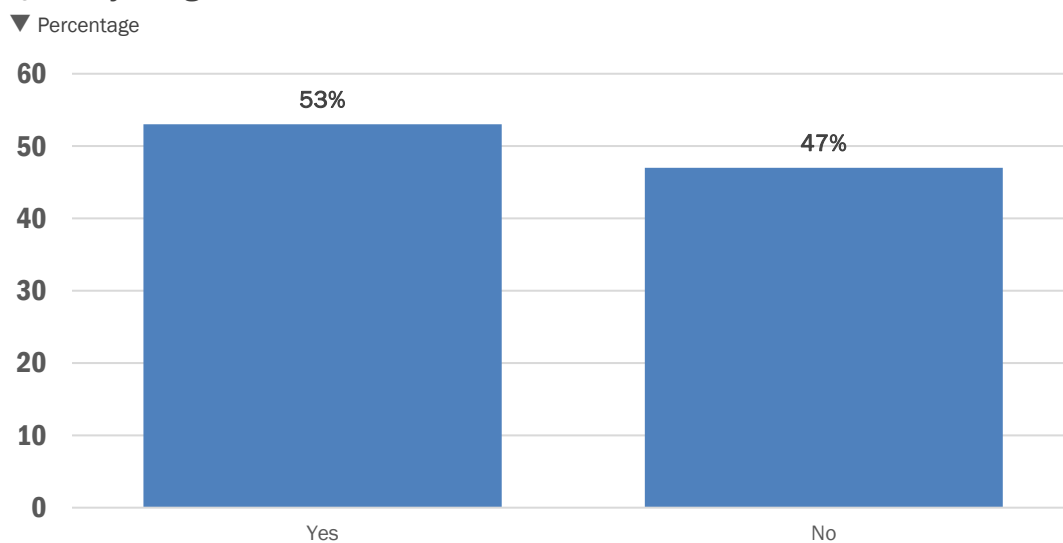
protected to allow future generations to use and enjoy it.

We assume that the percentage of Welsh speakers will increase by 1.5% from 45.3% in 2021 to 46.8% in 2029. This will result in an increase of 612 Welsh speakers on the baseline of 2021. This means that by 2029 there should be 32,292 Welsh-speaking residents in Ceredigion.

Do you agree with the overall vision set out above?

There was almost a 50/50 split between those answering, 'Yes' and those answering 'No' to this question, which asked if participants agreed with the overall vision of the Strategy. All 72 respondents answered this question. Just over half (53%) or 38 respondents agreed with the overall vision set out in the strategy, whilst the remaining 47% (34 respondents) disagreed.

Q1. Do you agree with the overall vision set out above?



This survey asked a series of equalities monitoring questions (results of which can be viewed in full on pages 22-26 of this report). This enables us to compare the survey by a respondent's characteristics. The analysis revealed a slight difference in respondent's perception of the vision according to their preferred language. Of those who agreed with the Strategy's vision, just over three-fifths (61%/23 respondents) said that their preferred language was Welsh, whilst under one-third (29%/11 respondents) said that their preferred language was English. The remaining 18 respondents either did not answer this question or preferred not to say (25%).

Furthermore, a similar trend is seen when comparing support of the vision by a respondent's identified nationality. The results show us that the majority of those who agreed with the vision identified as Welsh/Cymreig (26 respondents). On the other hand, the majority of those who disagreed with the vision identified as British (16 respondents). The above highlights a divergence in support for the vision according to a respondent's preferred language and national identity, which could suggest varying levels of interest in the promotion of the Welsh language (as reflected in Question 2 below) and/or levels of investment.

Question 2: Please comment here.

Question 2 enabled participants to supply any comments relating to the 'overall vision' which was set out in Question 1. There was a total of 44 written comments to this question, amounting to 61% of all respondents. These comments varied greatly, with some recurring themes. The table below sets out the themes and the number of times they were mentioned within the comments *Those who decided to answer this question largely comprised of the respondents who disagreed with the overall vision (47% of total respondents – refer to Question 1 above), which should be taken into consideration when interpreting the themes..*

The most common theme in these comments was *Opposition to perceived forcefulness of Strategy / Concerns around Inclusivity* (13 / 30%). These could be individual themes, but in this instance, they have been grouped together because a lot of the comments mentioned both simultaneously. These comments noted:

- Changing English medium school to Welsh medium schools in Ceredigion and ALTE levels for Ceredigion jobs are examples of forcing Welsh upon people.
- Both languages should be treated equally and that English should be taught just as much, especially if learners pursue careers or further education outside of Wales.
- Perception that there is too much emphasis on the Welsh language which is driving people out of the County. Some of these comments have come from people who feel as though they themselves are being pushed out of the County.

The second most common theme emerging from these written comments was *Funding / money should be spent elsewhere* (10 comments or 22% of all written comments). It was noted a number of times that there shouldn't be as much emphasis or money spent on this Strategy and the Welsh language given the number of challenges that are affecting residents negatively. Some of the other concerns listed that were perceived to be of greater importance include:

- Poverty
- Homelessness
- Refuse collection issues
- Lack of care facilities for the elderly
- Closure of village schools
- Upkeep of the major towns

There were approximately 5 comments (11%) with a more positive stance towards the overall vision of the Strategy. One comment noted that they like the "intention of inclusivity" and that the focus of the vision was clear and achievable. Another 4 respondents noted that they *agreed with the vision to some extent but included additional comments*, for example a couple of respondents had concerns around how the targeted number of Welsh speakers will be reached.

Theme	Number of mentions
Opposition to perceived forcefulness of Strategy / Concerns around Inclusivity	13
Funding / money should be spent elsewhere	10
Agreement with overall vision	5
Agreement with overall vision with additional comments	4

The following table provides a sample of the comments received.

Sample Comments	
"What I strongly disagree with, is how the Welsh language is forced upon people. You might kid yourselves and call this an 'opportunity', but you are basically forcing kids, young people, and people (working in education for example) to speak Welsh."	"The consultation provides no information about the cost of implementation. At a time where services are being cut I don't believe that the Council can afford this Language Strategy."
"I understand this policy but in the current situation feel that the budget would be better spent on those living in poverty and/or requiring care"	"Ffocws clir a chyrrhaeddadwy"
"My concerns are that Wales maybe disadvantaged by not being able to secure the best talent. More emphasis should be on bilingual services."	"I agree with the vision but have concerns."

Question 3:

To contribute towards the vision the Ceredigion Language Strategy has identified four strategic themes. These strategic themes have been formulated so that they harmonise with the Welsh Government's strategic areas in it's Welsh Language Strategy 2050 Million Welsh Speakers. This will ensure that strategic aims cascade from the highest level to the local level.

Strategic Theme 1 – Learning – Main Focus – Children, Young People and the Family

Strategic Theme 2 – Live- Main Focus - Service and the Workplace

Strategic Theme 3 – Belong - Main Focus - Community

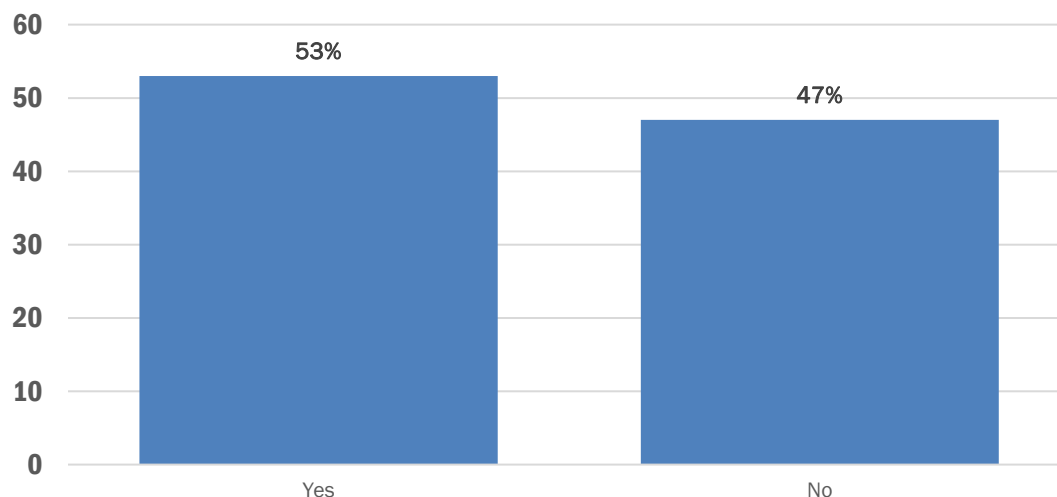
Strategic Theme 4 – Success - Main Focus - Infrastructure

Do you agree with the 4 strategic themes above?

Question 3 was a closed question which asked respondents if they agreed with the 4 strategic themes included in the Welsh Language Strategy. All 72 respondents answered this question. Similar to Question 1, there was an almost 50/50 split between those who agreed and disagreed. Just over half (53% or 38 respondents) said that they agreed with the 4 strategic themes included in the Strategy whilst the remaining 47% (34 respondents) disagreed.

Q3. Do you agree with the 4 strategic themes above?

▼ Percentage



There is a visible trend between preferred language and the response to this question. Out of the 38 respondents that agreed with the 4 strategic themes, 61% (23 respondents) said that their preferred language was Welsh and just 26% (10 respondents) said that their preferred language was English. Of those who disagreed with the 4 strategic themes, 59% (20 respondents) said that their preferred language was English, whilst just 1 respondent (3%) said that their preferred language was Welsh. The remaining 18 respondents either did not answer this question or preferred not to say (25%). There is a clear recurring theme, that those who's preferred language is Welsh tend to be more in agreement of the Strategy compared to those who's preferred language is English.

Question 4: [Please comment here.](#)

Question 4 was another question that asked for any comments in relation to Question 3. There were 36 responses to this question, which is approximately 50% of all respondents. Similar to Question 2 there was a wide range of free text responses to this question, below is an analysis of the main themes from these responses.

Around 11 respondents (30%) said that overall, they agreed with the 4 Strategic Themes (*Agree with 4 Strategic Themes*) set out in Ceredigion's Welsh Language strategy. Some respondents said that the themes were a sensible focus and that they aligned with Welsh Government 'Cymraeg 2050' strategy. Additionally, comments agreed with the themes but noted that it was good to focus on other areas apart from education.

Approximately another 10 respondents (27%) alluded that there is too much emphasis on the use and promotion of the Welsh language (*Opposition to perceived forcefulness of Strategy*). These respondents noted that Ceredigion residents should have the choice to learn, live and communicate through the medium of Welsh or English and are similar to the themes that appeared in Question 2. There were again further comments around the education system in Ceredigion, and how children should be able to choose what language they learn in.

The remaining comments were very varied but included respondents not agreeing with the 4 main themes and noting that money could be spent *elsewhere* (*Funding / money should be spent elsewhere*). Additionally, one respondent said that the strategy needed to include more on Welsh learners, whilst another respondent thought the opposite and said that these themes should also consider fluent Welsh speakers. There are also a number of respondents who have concerns around non-Welsh speakers being driven out of the County because they cannot or won't be employed, concerns noted are those around the loss of skills and that qualified workers are not employed because they cannot speak Welsh.

Theme	Number of mentions
Agree with 4 Strategic Themes	11
Opposition to perceived forcefulness of Strategy	10
Funding / money should be spent elsewhere	3
Other	12

Sample comments from Question 4 are included below:

Sample Comments	
Mae'r themâu'n chai cyffrous ac yn addas iawn.	Too much emphasis on forcing the Welsh Language as a must do it should live harmoniously alongside the English language.
"I believe Welsh language should be taught mandatory until the age of 11 (final primary school year). After which, children and parents should be able to decide for themselves which language they wish to continue with into their secondary school years. Officers in work places should communicate in the language they feel most comfortable in, but a standard level of English should be prioritised in all roles as the mother language of the UK (and the world)."	You have stopped employing non Welsh speaking teachers resulting in a lot of good teachers leaving the county.
Cytunwn ynghylch pwysigrwydd alinio themâu strategol y strategaeth hon â strategaeth Cymraeg 2050 Llywodraeth Cymru.	Wholly unnecessary. A waste of public money

Question 5:

Strategic Theme 1 – Learning – Main Focus – Children, Young People and the Family

Actions:

1. Raise parents' awareness of the benefits of transferring the language at home
2. Maintain childcare and early years education opportunities through the medium of Welsh
3. Support WESP objectives to increase the number of confident Welsh speakers
4. Ensure that an ability in the Welsh language is seen as a valuable skill for training and work amongst Further Education and Higher Education students

5. Raise awareness amongst employees who have contact with children and young people of the need to develop positive attitudes towards the Welsh language (link to Theme 3: Belong, and support WESP Outcome 5)

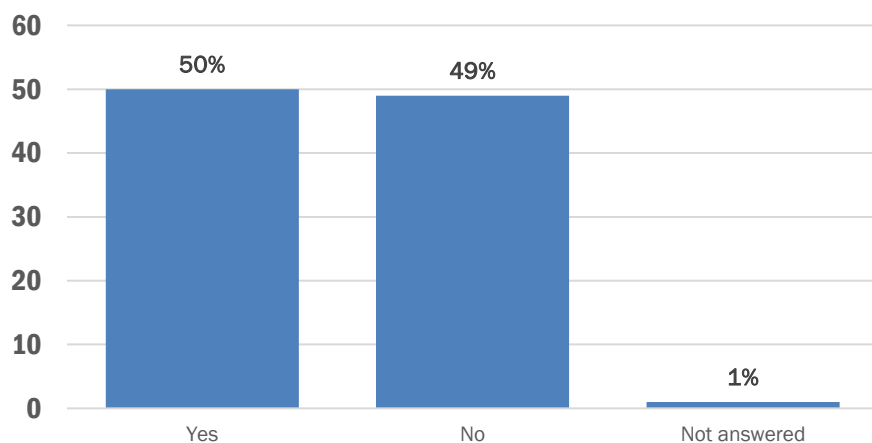
For more information on how we will implement actions refer to pages 17-18 of the Strategy.

Do you agree with the actions outlined above?

Question 5 asked respondents to read through the actions outlined in Strategic Theme 1 of the Strategy, with the main focus here being on learning. Again, there was almost an equal split between those agreeing with the actions (50%/36 respondents) and those saying disagreeing (49%/35 respondents). There was also 1 participant that did not answer this question (1%/1 respondent).

Q5. Do you agree with the actions outlined above?

▼ Percentage



Question 6: After considering the information on pages 17-18, are there any other opportunities that we should be paying particular attention to?

Question 6 allowed respondents to comment on any other opportunities that the Strategy should be paying attention to. This was an open text question and there were 34 responses (47% of all respondents). A number of varied suggestions were put forward from respondents, making it difficult to group into themes. The box below outlines the two key themes and the number of mentions, but the analysis below and sample comments show how varied the responses were.

Theme	Number of mentions
Opposition to perceived forcefulness of Strategy	5
Funding / money should be spent elsewhere	3

The majority of comments did not specifically answer Question 6, instead they used this as an opportunity to express their concerns with the Strategy/promotion of Welsh language use. A number of comments noted that Ceredigion residents should be able to choose between Welsh or English education or that all education should be bilingual, which are similar to previous comments. These respondents have clear concerns around Welsh only education limiting children later in life and that children/parents/guardians should be given the opportunity to choose which language they are

educated in. These comments have been grouped under the *Opposition to perceived forcefulness of Strategy* theme.

There are a range of further comments from respondents, but no clear themes emerge. Comments included:

- Increasing the popularity of using Welsh amongst teenagers and young adults. Suggesting to use a survey to capture where Welsh language is used to help inform target areas.
- An observation that children and young people do not use as much Welsh as is thought and describes English as the language of the 'playground'.
- A suggestion to improve the facilities for adult Welsh learning
- Increased provision of Welsh speaking childcare facilities in the County
- Importance of supporting non-Welsh speaking families in the County
- The need to include infants aged 0-3 within the Strategy

Below is a list of sample comments from the answers to this question.

Sample Comments	
A key challenge is in making the Welsh language desirable/fashionable for young people. What can be done to make Welsh 'cool' so that 14-16 year olds actively want to speak it?	Mae 'dysgu' yn dechrau o geni - felly rhaid cynnwys oedran 0-3 mewn unrhyw penderfyniadau. Mae'n bwysig bod Canolfannau Teulu, Gweithwyr Teulu, Grwpiau Rhieni a plant/Cylchoedd Ti a Fi yn hybu cyfloedd yn y Gymraeg a bod gwerth l'r Gymraeg yn ogystal. Sicrhau bod pobl ifanc ddim yn colli eu hyder yn yr iaith Gymraeg yn yr ysgol Uwchradd (11-16) (mae'r oedran yma ddim yn rhan wedi'i abnabod yn y cynllun??)
Encouragement rather than enforcement.	Again the NO OPTION policy of making all children in early years education learn through the medium of Welsh, I believe is wrong! Instead of support and encouragement it is being used as a no choice policy.
We should be talking bilingual not specifically just Welsh. English is just as important and even more so in the wider world.	On line free training work related credits time at work to learn welsh

Question 7:

Strategic Theme 2 – Living -Main Focus- Service and the Workplace

Actions:

6. Ensure that the principles of the Welsh Language Standards form the basis of the Council's approach to delivering its services to the public so that service users can readily access services in their chosen language.
7. Develop campaigns to ensure that Ceredigion residents understand that they are welcome to use the Welsh language when contacting the Council
8. Improve the Council's bilingual culture and ethos, providing training and social opportunities for staff to work in Welsh and develop their confidence to use Welsh in the workplace
9. Increase recognition that the Welsh language is a valuable skill in the workplace

10. A wide range of Welsh classes available to Council staff and partner organisations

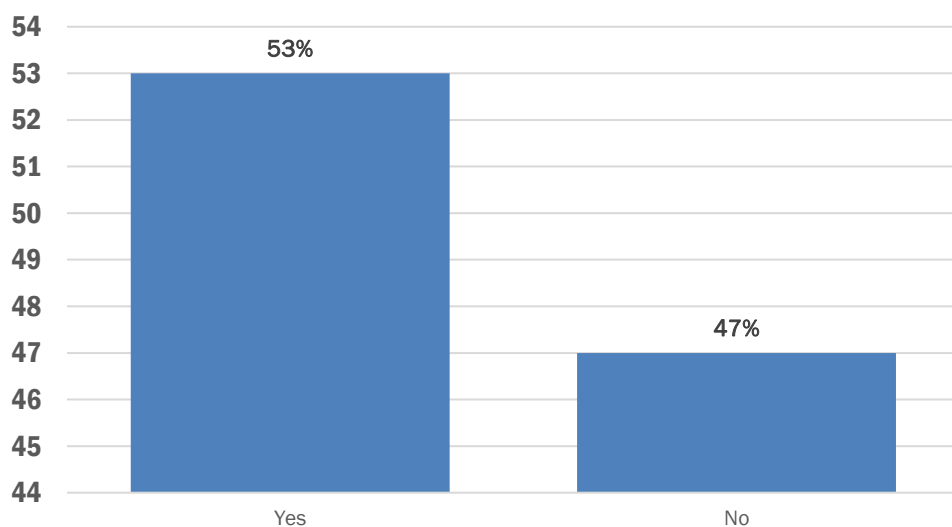
For more information on how we will implement actions refer to pages 24-25 of the Strategy

Do you agree with the actions outlined above?

A little over half of respondents (53%) agree with the outlined actions included under Theme 2 of the Welsh Language Strategy. The remaining respondents (47%) disagreed. This was a closed question which only enabled participants to choose between two answers, although there was an opportunity to provide further comments in the next question.

Q7. Do you agree with the actions outlines above?

▼ Percentage



Question 8: After considering the information on pages 24-25, are there any other opportunities that we should be paying particular attention to?

Question 8 was an open-ended question, which allowed respondents to comment further on any other opportunities that the Strategy should be paying attention to. Much of the information on pages 24-25 relate to the workforce and how Welsh can be improved internally within the Council. There were 32 responses to this question, amounting to 44% of all respondents. Again, there was a wide range of comments with varying suggestions.

Theme	Number of mentions
Funding / money should be spent elsewhere	5
Increasing staff confidence	3
Opposition to perceived forcefulness of Strategy	6

Again, respondents voiced their concerns around funding for this project and how this money could be used within other Council services, such as filling in potholes and improving refuse collections.

There are a number of comments (approx. 5) which mention increasing the provision of Welsh learning opportunities to staff, both online and in-person. Comments relating to this also mention increasing staff confidence in using the language and providing more opportunities internally for staff to get help with their Welsh.

Another recurring theme notes that many of the actions outlined are targeted to Welsh speakers only and do not seem to include non-Welsh speaking staff. Additionally, it is noted a few times that people should be employed by the Council because of their skills/qualifications and not because they can speak Welsh. Respondents with this opinion also note that the workplace is becoming less accessible to talented people who do not speak Welsh.

Again, a similar reoccurring theme seen is that the Welsh language should not be forced upon Ceredigion people and that staff in particular should be able to choose which language they communicate in, whilst many do note that bilingualism is important, they state that it should be a choice. On the other hand, a few comments note that not enough Welsh is being used in the workplace and that all workers should be learning Welsh, whilst the Council should be making sure that this is monitored.

Sample comments from Question 8 are outlined below:

Sample Comments	
Ensuring training is provided during working hours.	Making the workplace less accessible to talent by promoting a language many don't speak isn't a great idea.
But no mention of providing training, support and FREE courses to provide non Welsh speakers with the language skills to use Welsh in this way. Again basically targeted to existing Welsh speakers rather than creating new ones as you would expect if you WANT to increase the number of Welsh speakers. It also feels that non Welsh speakers are excluded from job opportunities and almost feels like active racism in certain situations!	Staff should communicate in the language they are most comfortable in. Pushing Welsh language as mandatory in some roles is in my view discriminatory.
Aberystwyth town centre is desperately in need of revival. This investment in the language seems a waste when everything is in such a sore state.	Again offer workplace Welsh language courses face to face as well as online. Actively train Welsh speaking staff techniques to mentor/support learners in the workplace, don't just assume they know how to do it effectively - especially managers. Actively

Question 9:

Strategic Theme 3 – Belong - Main Focus - Community

Actions:

11. Ensure wide-ranging awareness amongst Ceredigion residents of all the cultural and social opportunities available within the county
12. Maintain the status and importance of the Welsh language within communities in Ceredigion,

promoting its value and use

13. Increase opportunities for people to learn and practise the language in their communities and support them to become a natural part of the bilingual community

14. Coordinate a project focusing on the assimilation of immigrants in order for them to become involved naturally in the county's bilingual communities and understand the importance of using the Welsh language

15. Support and promote increasing opportunities to volunteer through the medium of Welsh

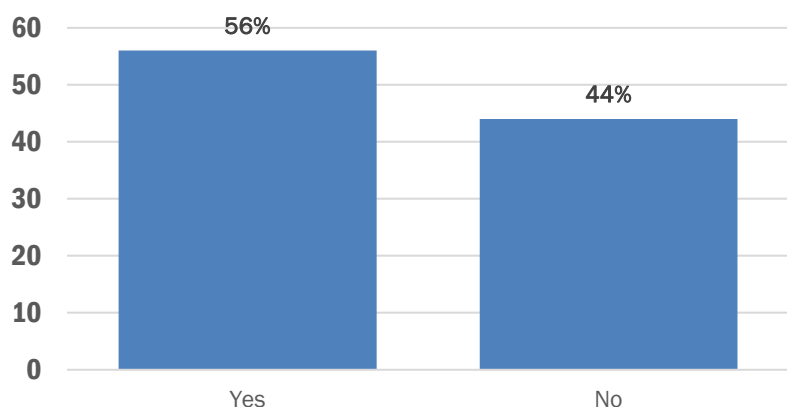
For more information on how we will implement actions refer to pages 31-32 of the Strategy.

Do you agree with the actions outlined above?

All 72 participants answered this question, which asked whether they agreed with the outlined actions for the theme of 'Belong'. The results of this question show us that there are slightly more respondents agreeing with the outlined actions above (56% / 40 respondents) and less respondents disagreeing (44% / 32 respondents). This differs to some of the other results we've seen so far, where there has been a slightly more equal number for responses for each.

Q9. Do you agree with the actions outlined above?

▼ Percentage



Question 10: After considering the information on pages 31-32, are there any other opportunities that we should be paying particular attention to?

There were 29 responses (40% of the total participants) to this open-ended question. The table below outlines some of the main themes that came out of the responses. Much like the other comments throughout this survey, there were a wide range of responses.

Theme	Number of mentions
Funding / money should be spent elsewhere	7
Inclusivity	7
Opposition to perceived forcefulness of Strategy	5

A recurring theme in the written responses to this survey is around *funding concerns*. In the open-ended responses to this question, there are approximately 5 comments which mention money or funding. Approximately 3 of these respondents note that Ceredigion should be using and promoting what is already available in the Welsh language first, before spending more money. The other half of these comments (approx. 2) have more of a negative stance, with concerns that money is being wasted and that it should be spent in other areas.

Inclusivity is another theme appearing in the written comments to Question 10. Comments range from noting that Welsh learners should be allowed to make mistakes to suggestions that Welsh language and English language organisations should work together when setting up festivals, open days etc. Additionally, the theme of inclusivity includes comments around geographical locations and that all areas of Ceredigion should be included within this Strategy.

Other topics that were mentioned less frequently, and did not relate to the themes above, these include: the need for grants given by the Council to be conditional on recipient organisations using some Welsh, the perceived forcefulness of the Strategy, or the need to amend some of the wording within the Strategy as it is perceived to be negative towards the English language.

A selection of comments from Question 10 are outlined below:

Sample Comments	
Angen hyrwyddo mwy o beth sydd ar gael yn y Sir yn barod cyn gwario rhagor o arian.	Yes but maybe need to reword some sentences so they don't sound aggressive. E.g. newcomers assimilated to become a natural part of the community. Assimilated doesn't sound great when talking about newcomers or immigrants (not necessarily the same thing as a newcomers could be welsh from a non speaking Welsh family)
It feels as though the larger wards in the County, for example Penparcau aren't included and that this would appear to be an obvious target to reach out to. Especially with the Hwb, and large school. Isn't there a bigger population than Tregaron, Cardigan, Aberaeron and Lampeter. Appears that that the Hwb could be used as a Welsh Language base, obvious really. There's no point doing things in areas where there are few people or no sense of community like Aber town centre.	Allow people to speak Welsh naturally. If people want to speak Welsh, their is already ample opportunity to do so. No further action is required and would be a waste of money and resource.
Opportunities should be in both languages not just through the medium of Welsh.	Mae nifer o'r Camau Gweithredu yn ymwneud â chyrrff a mudiadau Cymraeg ond mae angen estyn allan i sicrhau bod digwyddiadau a gweithgareddau cymunedol sy'n cael eu trefnu yn digwydd trwy'r Gymraeg.

Question 11:

Strategic Theme 4 – Success - Main Focus – Infrastructure

Actions:

16. Ensure that all Council policy decisions consider the effects on the Welsh language (positive and negative effects)

- 17. Support Ceredigion's Economic Strategy to ensure prominent visibility for the Welsh language in any plans
- 18. To review the Local Development Plan, to enable more young people to build a home for life
- 19. Increase the availability of affordable housing so that people can stay in their local area and continue to contribute to the vitality of the Welsh language
- 20. Ensure that the Council together with partner organisations play their part in ensuring that the language is at the heart of technological innovation to enable the use of the Welsh language in all digital contexts

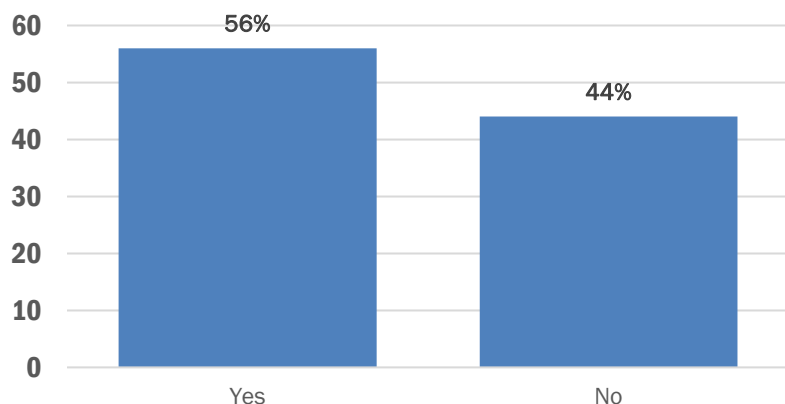
For more information on how we will implement actions refer to pages 38-39 of the Strategy.

Do you agree with the actions outlined above?

All 72 respondents answered Question 11 which asked participants if they agreed with the actions set out under *Strategic Theme 4 – Success – Main Focus – Infrastructure*. These actions ranged from ensuring all Council policy decisions consider the effects on the Welsh language, to the Council and partner organisations ensuring that language is at the heart of technological innovation. Over half of the respondents (56% or 40) agreed with actions 16 to 20 and 44% (32 respondents) disagreed with the actions.

Q11. Do you agree with the actions outlined above?

▼ Percentage



Question 12: After considering the information on pages 38-39, are there any other opportunities that we should be paying particular attention to?

Over a third (38% or 27) of respondents provided written comments in response to this question. Respondents used this as an opportunity to highlight their general agreement or disagreement with the actions and/or suggested areas where particular attention should be given. The comments varied considerably, however, there were some reoccurring themes. The table below sets out the most common themes that arose. The theme of *infrastructure and community support* had the greatest

number of mentions (8 mentions), followed by *alignment of Strategy with broader policies and decisions* and *support for local economy and businesses*, with 6 mentions respectively. *Promoting the Welsh language use and visibility* and the *principle and scope of the Strategy* had 5 mentions each.

Theme	Number of mentions
Infrastructure and community support	8
Misalignment of Strategy with broader policies and decisions	6
Support for local economy and businesses	6
Promoting the Welsh language use and visibility (positive/negative)	5
Concerns relating to the principle and scope of the Strategy	5

**Figures do not sum to total responses as some comments included more than one theme.*

Overall, approximately 40% of the comments were positive, in support of the information on pages 38-39 and/or suggested areas to focus on:

- Large consensus that the availability of affordable housing for local people needs to increase (this was the most common answer overall, with 8 mentions).
- Some agreed with the need to encourage and support businesses in using the Welsh language, including sharing good practices (5 mentions).

Similarly, 40% of the comments were negative, disagreeing with the information and actions on pages 38-39:

- Some had concerns about the correlation between Welsh language promotion and the Local Development Plan (LDP) and housing needs (4 mentions).
- A small number disagreed with the general overarching principle of the Strategy (i.e., promoting/influencing language use) and concerns that Welsh language promotion is being prioritised over the need to address and maintain basic Council services (2 mentions respectively)

The remaining 20% of the comments provided additional suggestions/opportunities not included in pages 38-39 that respondents felt should be considered. Comments varied greatly and suggestions included: making the Welsh language more visible in public spaces to providing incentives for Welsh-speaking staff.

The following table provides sample comments from Q12:

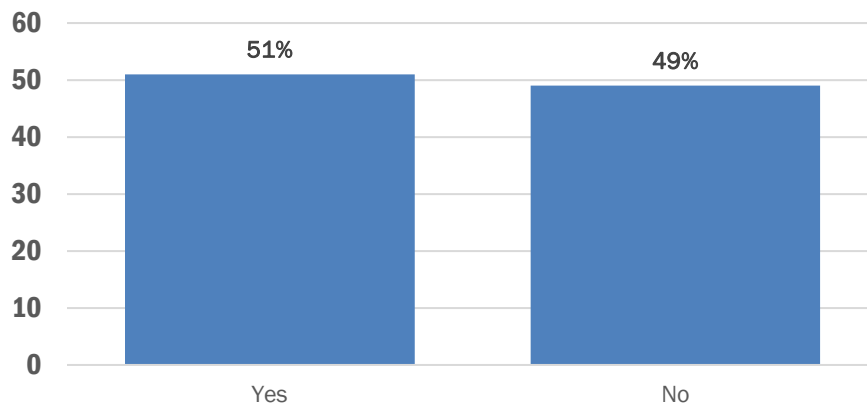
Sample Comments	
"Being aware that housing in the county for many is expensive and unattainable - the increase of affordable housing is good. Is there some way this budget could go toward improving salaries within the county also? To help support Welsh speakers to remain."	"Local development plan has nothing to do with language and everything to do with improving connectivity, opportunity of education and accessibility to employment as well as the housing strategy which sees landlords creaming off money out of the hands of those who need it rather than those mortgages being available to buyers who intend to live in those houses. Yes older housing stock does need incentives to young people to renovate back into the market."
"Credwn bod angen cryfhau'r nod sy'n awgrymu rhannu arfer da ymysg busnesau am fanteision dwyieithrwydd. Er mwyn normaleiddio'r Gymraeg mae angen cyfleoedd i ddefnyddio'r Gymraeg mewn sefyllfaoedd bob dydd. Gellid gwneud hyn trwy adeiladu ar waith blaenor."	"The council should be working on providing the basic services which they fail to do currently. Spend money where it's needed and not on unwanted plans and scheme such as this."

Question 13: Do you think the Strategy will have a positive impact on the Welsh language?

All 72 respondents answered Question 13 which asked if the Strategy would have a positive impact on the Welsh language. Respondents were narrowly in favour of the Strategy having a positive impact on the Welsh language, with just over half of the respondents (51% or 37) selecting 'Yes'. However, the remaining 49% disagreed with the Strategy having a positive impact on the Welsh language.

Q13. Do you think the Strategy will have a positive impact on the Welsh language?

▼ Percentage



The survey responses reveal a notable disparity in perceptions of the Strategy based on national identity. Among those identifying as Welsh (refer to equalities and monitoring section – Question 40, pp.22-26), a significant majority (74%) believe the Strategy will have a positive effect on the Welsh language. In contrast, only 6% of respondents identifying as British, and none of those identifying as English or Cornish, share this positive view. This suggests a divergence in support for the Strategy, which is correlated with the respondents' national identity, which may indicate differing levels of investment or interest in the promotion of Welsh language.

Question 14: Please comment here.

Question 14 asked respondents to include any comments relating to whether the Strategy would positively impact the Welsh language (Question 13). Just under half (46% or 33) of respondents provided written comments in response to this question. Written comments to this question varied greatly, with some recurring themes. The table below sets out the themes and the number of times they were mentioned within the comments.

Theme	Number of mentions
Positive impact on the Welsh language but with conditions/caveats	8
Doubts about the efficacy/purpose of Strategy	7
Concerns relating to inclusivity	6
Positive impact on the Welsh language without conditions	5
Opposition to perceived forcefulness of Strategy	5
Uncertain	1
Other	1

A small majority of comments (24%/ 8 mentions) expressed that the *Strategy would have a positive impact on the Welsh language, but with conditions or caveats*, often suggesting improvements or adjustments. Most of these suggestions are retained within the responses to previous questions. Suggestions varied from: ensuring the Strategy has sufficient investment to succeed, support provided to businesses to operate bilingually, and providing support/promotion of Welsh language to communities that are non-Welsh speaking, are to name a few.

The second most common theme related to doubts about the *efficacy/purpose of the Strategy*, included within 21% of the comments (mentioned 7 times). Different points were put forward, however, overall, they related to: too much emphasis on Welsh language promotion policies, concerns regarding the cost of implementation and the need to invest in other areas (such as, job creation).

Concerns relating to inclusivity was the third most prevalent theme contained within 18% of the written responses (mentioned 6 times). These comments were largely split into two groups, those which expressed that the actions underpinning the Strategy need to be inclusive and accessible to *all* residents, and those who felt that non-Welsh speakers are marginalised currently and/or by the Strategy (e.g., particularly in relation to jobs requiring fluent Welsh speakers).

15% of the written comments expressed that the *Strategy would have a positive impact on the Welsh language as it currently stands*. These comments provided unconditional support for the Strategy and its impact. On the other hand, a similar proportion (15% of comments/5 mentions) *opposed the perceived forcefulness of the Strategy*. These negative responses focused on the perception that the Strategy is forcing the use and promotion of the Welsh language, potentially leading to division or adverse reactions.

The table below provides sample comments from Q14:

Sample Comments	
<p>"But only with the revisions outlined. Too many think that the way to promote the Welsh language is by forcing people to speak and refusing to accept other languages, it almost feels like the 'Welsh Not' in reverse! The key thing here is PROMOTE not FORCE."</p>	<p>"It's a positive that the language is getting this attention. The aims are right, everything that can be done to protect and grow the language should be done."</p>
<p>"The Welsh language is lovely. I have been learning it myself but it's difficult and many people fail to stick it out. Those people are unable to apply for some jobs because they are not fluent, thus reducing the available pool of talent available for some jobs. Non Welsh speakers feel marginalised. I believe only a minority of people access the councils website in Welsh?"</p>	<p>"Mae angen sicrhau bod y Gymraeg di-Gymraeg yn teimlo'n rhan bwysig o'n gymunedau a'n diwylliant. Yn aml mae nhw yn tueddu i teimlo fel trigolion 'llai' na'r Gymru Gymraeg."</p>

Question 15: If you have any additional or general comments on the Strategy, please note them below.

Just under a third of respondents (32% or 23) submitted an answer to Question 15, which asked them to note any additional or general comments on the Strategy. Comments were grouped into seven

themes (see table below).

Theme	Number of mentions
Concerns about resource allocation and prioritisation	6
Practical strategy implementation concerns	5
Doubt about the effectiveness/sincerity of the Strategy	4
Inclusivity of the Strategy for both Welsh and non-Welsh speakers	2
Cultural and educational importance	2
Calls for broader engagement and research	2
Other	2

A narrow majority of comments (6/26%) related to *concerns about resource allocation and prioritisation*. Similar to previous responses, this group of respondents felt that resources would be better spent in other areas, such as social care, job creation and building homes. Others were of the opinion that the Strategy should be re-visited to ask residents where they would like the Council's resources to be allocated.

Just over one-fifth (22%/5 mentions) were *concerned about the practicality of the Strategy's implementation*. Comments focused on how the Strategy should be implemented, with concerns about feasibility and practicality. These comments ranged from: strengthening and increasing the number of targets to ensuring Council staff are bilingual in the first instance, before implementation.

Doubts about the effectiveness/sincerity of the Strategy was the third most common theme, comprising of 17% of comments (mentioned 4 times). This group of respondents expressed doubt about the effectiveness or sincerity of the Strategy, suggesting it may be unrealistic. Some felt that the views of those who did not support the Strategy would not be listened to, whilst others thought it was a waste of time.

The three other themes: *inclusivity of the Strategy for both Welsh and non-Welsh speakers, cultural and educational importance* and *calls for broader engagement and research* all received 2 mentions each. Comments ranged from seeking best practice from other small countries that have integrated language into their communities e.g., Netherlands, to finding ways to be inclusive of all residents (including non-Welsh speaking residents).

The table below provides sample comments from Q15:

Sample Comments	
Yn gyntaf, hoffem ni nodi cyn lleied o dargedau sydd yn y ddogfen. Mae ffyrdd o fesur cynnydd yn cael eu crybwyll ond does dim targedau fesul cam. Dim ond un targed, ar gyfer y nifer o siaradwyr Cymraeg yng Ngheredigion yn 2029, sydd yn y ddogfen ac rydym eisoes wedi dadlau bod hyn yn rhy wan o lawer. Heb dargedau pendant, mae'n anodd gweld sut fydd cynnydd mewn unrhyw feysydd yn cael ei flaenoriaethu dros amcanion y Cyngor mewn meysydd eraill nad sydd yn cyfrannu at y Gymraeg..."	"Please be clear that there also has to be recognition of providing good skills for life and investing in good skills. Two specific measures in this plan I believe will prevent Ceredigion from recognizing good talent which should be done over language spoken. 1. Promoting more qualifications in the medium of Welsh in the Secondary phase.... 2. To increase the number of Welsh speaking staff at the council at a time when the number of Welsh speaking adults has decreased in the council will mean that jobs and promotion are being given more on language ability than skill."

“Redirect the Welsh speaking budget for the next five years into social care and building homes for rent.”

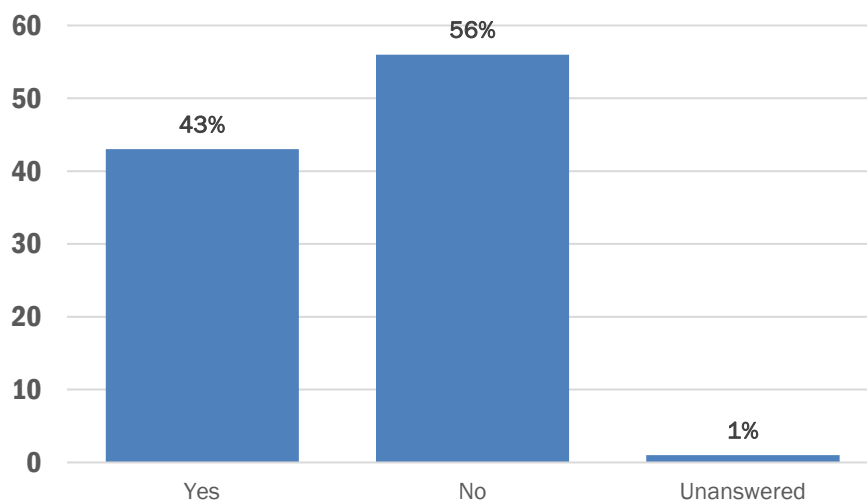
“Dylai'r pwyslais fod ar Gymry a Chymry di-Gymraeg yr ardal i'w hannog i ddysgu a defnyddio'r iaith”

Question 16: Is there a role for yourself or your organisation in trying to achieve the vision?

Over half of the respondents (56% or 40 respondents) said that there was not a role for them or their organisation in trying to achieve the Strategy's vision. Just over two-fifths (43% or 31 respondents) said that they/the organisation did have a role, and one respondent left this question unanswered. The proportion of respondents that felt that they/the organisation did not have a role in trying to achieve the vision is higher than expected, however, this may be driven by the high proportion of respondents answering as an individual (90%) compared to on behalf of an organisation (8%), reflected in Question 18 overleaf.

Q16. Is there a role for yourself or your organisation in trying to achieve the vision?

▼ Percentage



Question 17: Please state your role and what strategic goal it would contribute to.

31 respondents (41%) provided responses to this question, which asked them to state their role and the strategic goal it would contribute to. Of the 31 that answered this question, 25 of the respondents that they had a role in trying to achieve the vision, whereas the remaining 6 said that they did not (Question 16). Responses to this question varied, some noted the strategic goal, some explained how they would contribute to the Strategy, whilst others used it as an opportunity to express their disagreement or concerns with the Strategy/ vision.

The responses have been grouped under the four strategic themes, these include responses that directly mentioned the goal their role would contribute to, and those that referenced particular focus areas within the strategic goal but did not specifically mention the goal. The latter have been allocated a goal(s) which was determined by the focus areas of their response.

Strategic Goal	Number of mentions
Strategic Goal 1 - Learn	13
Strategic Goal 2 - Live	15
Strategic Goal 3 - Belong	11
Strategic Goal 4 – Succeed	4
Other	6

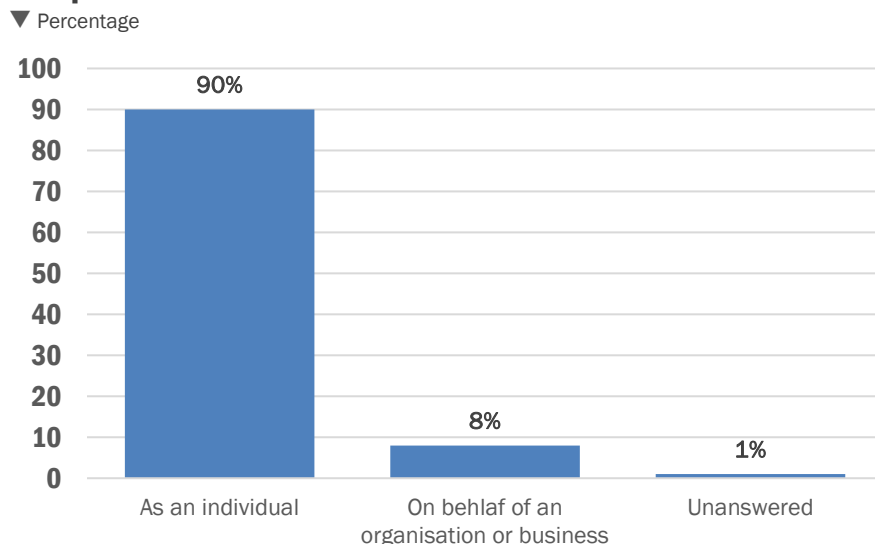
Out of the 31 responses, *Strategic Goal 2 – Live* was referenced the most (15 mentions), these responses included: using Welsh language daily in the workplace, encouraging others to use/speak Welsh, and a commitment to increasing the number of Welsh speakers by 2050 by organisations. The second most referenced goal was *Strategic Goal 1- Learn* (13 mentions), responses included: teaching and promoting Welsh language use through work (e.g., School Teacher) and the role that all residents have to learn and promote Welsh language in the County. The third most common goal mentioned was *Strategic Goal 3 – Belong* (11 mentions), responses included the promotion and daily use of the Welsh language in the community. Lastly, Strategic Goal 4 – Succeed received the least number of mentions (4 mentions) and did not have any additional comments.

The ‘other’ category includes responses that did not relate to any strategic goal, and these responses were largely in disagreement with the Strategy (6 mentions). Responses included: the perceived marginalisation of non-Welsh speaking residents by the Strategy, the lack of need for the Strategy and comments relating to the perceived impact of changing six form provision hindering the clarity of the Strategy.

Question 18: Please indicate whether you are completing the questionnaire:

Of the 72 respondents, 90% completed the questionnaire as an individual and 8% completed on behalf of an organisation or business. 1% of respondents left this question unanswered.

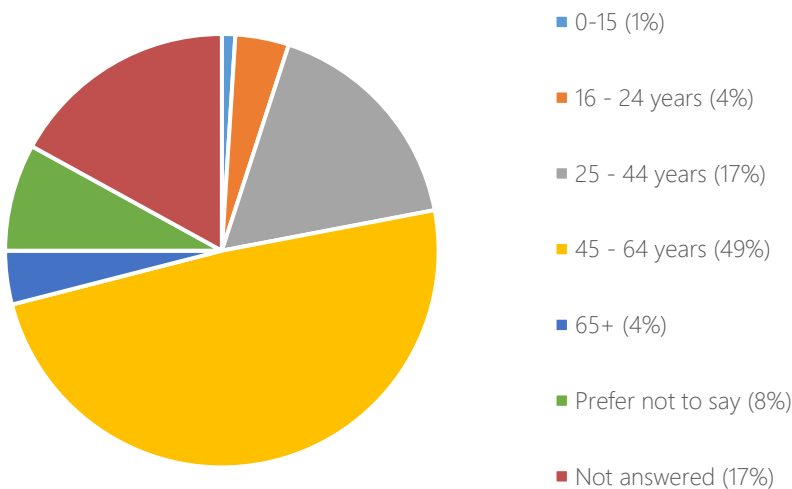
Q18. Please indicate whether you are completing the questionnaire:



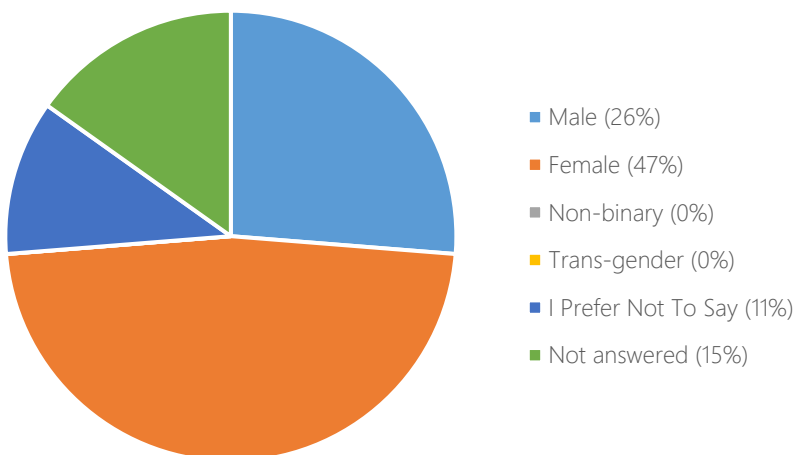
Equality and Diversity Information

The Council's standard demographic and equalities monitoring questions were asked as part of the survey. These questions are voluntary and help us to understand if the survey sample is representative of the views of Ceredigion residents (a representative sample is a small subset group that seeks to proportionally reflect specified characteristics exemplified in a target population). The first section provides the data collected from the voluntary equalities monitoring questions (question 37 to 46 in the survey). The second half compares the equality and diversity monitoring data with the 2021 Census data, to provide an overview of the key demographic groups, highlighting which groups are over or under-represented in the survey.

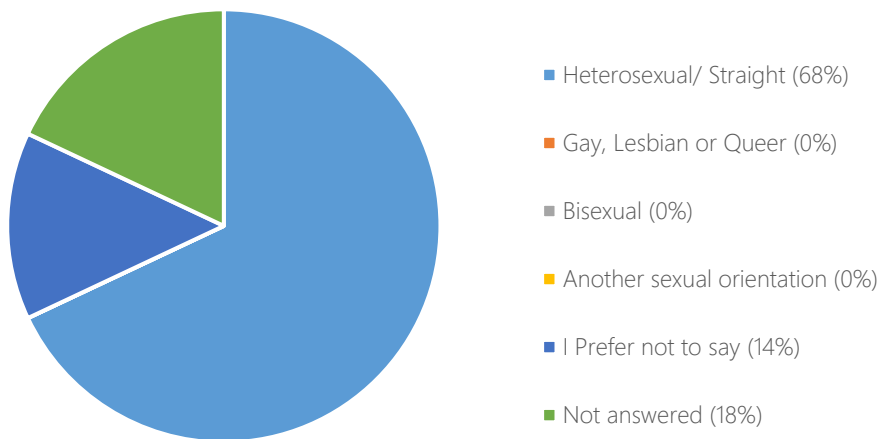
20. What is your age group?



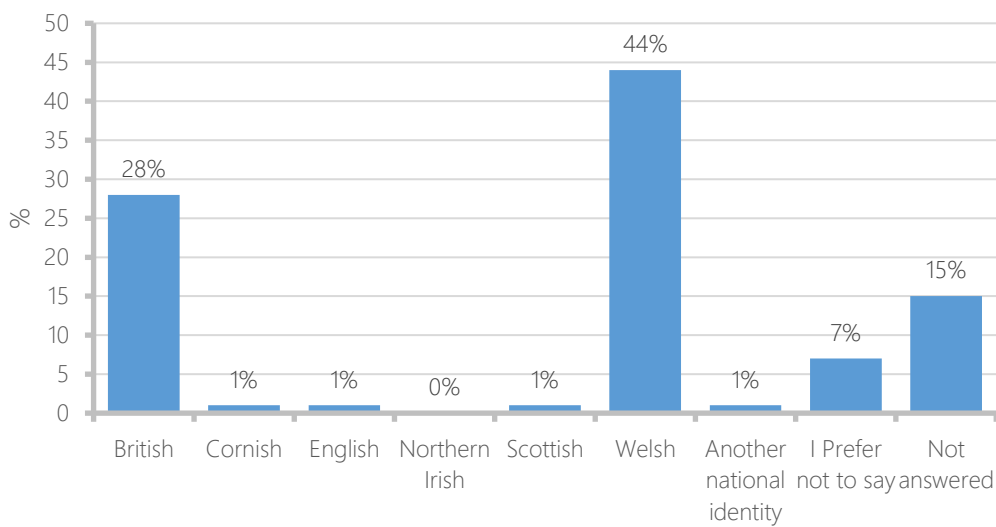
21. What gender do you identify as?



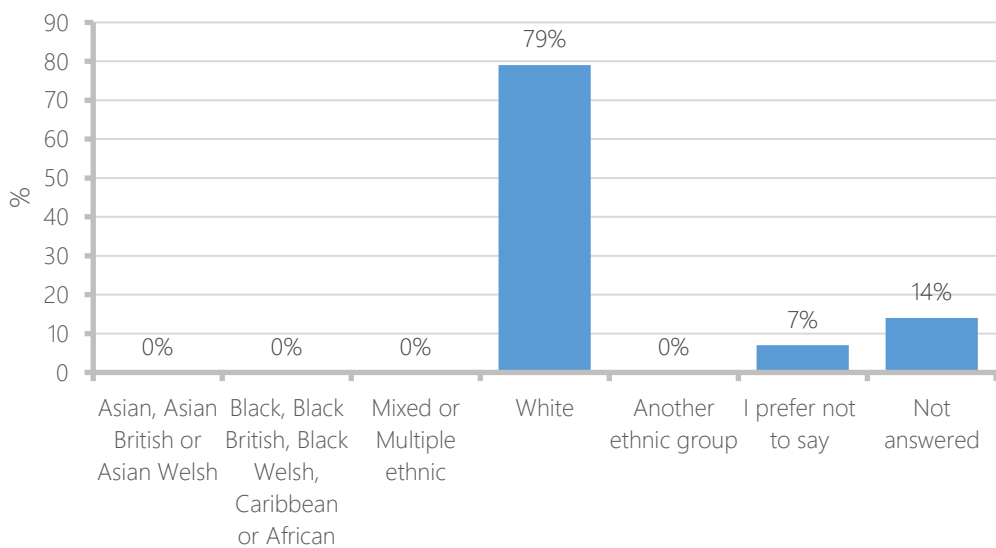
22. Which of the following options best describes how you think of yourself?



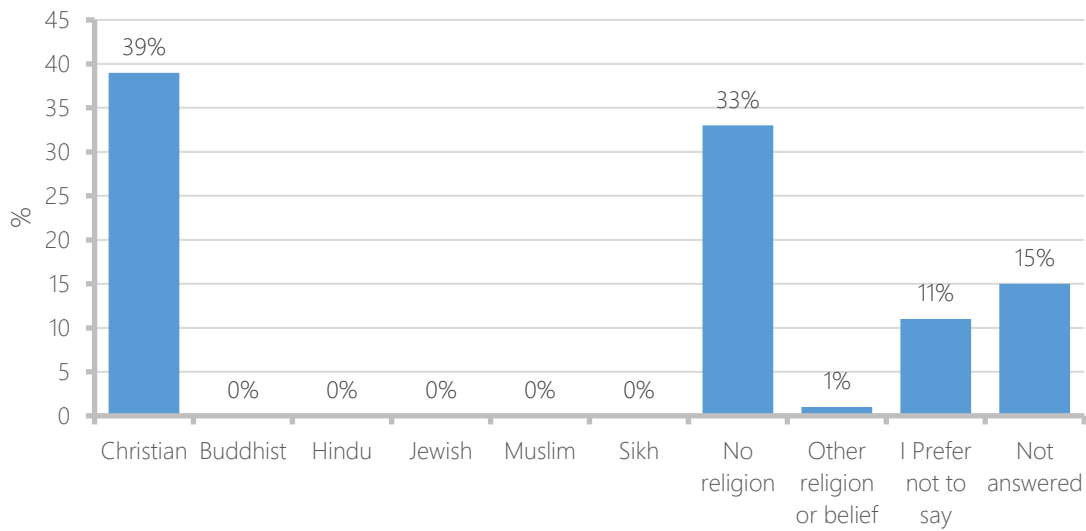
23. How would you describe your national identity?



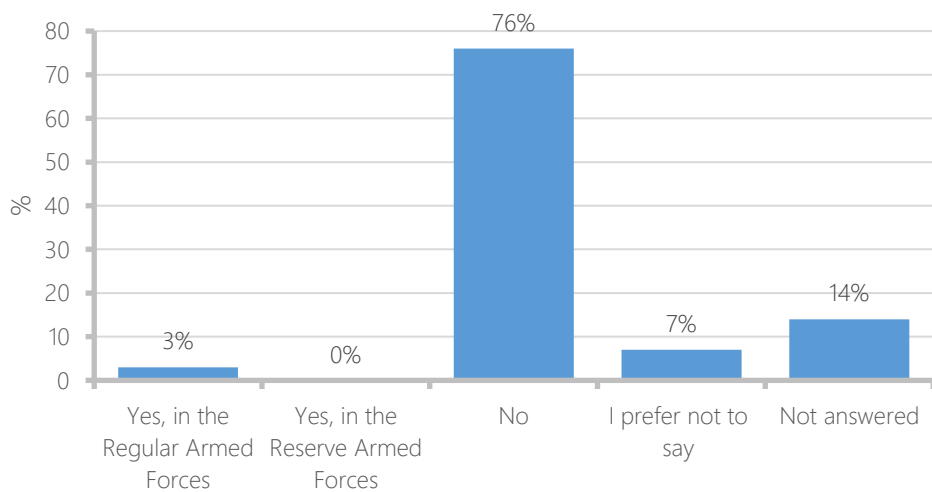
24. How would you describe your ethnic group?



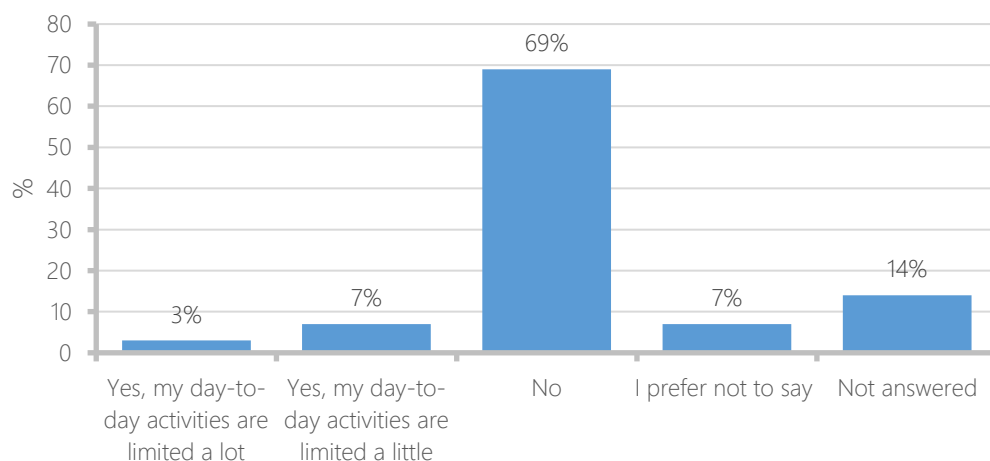
25. What is your religion or belief?



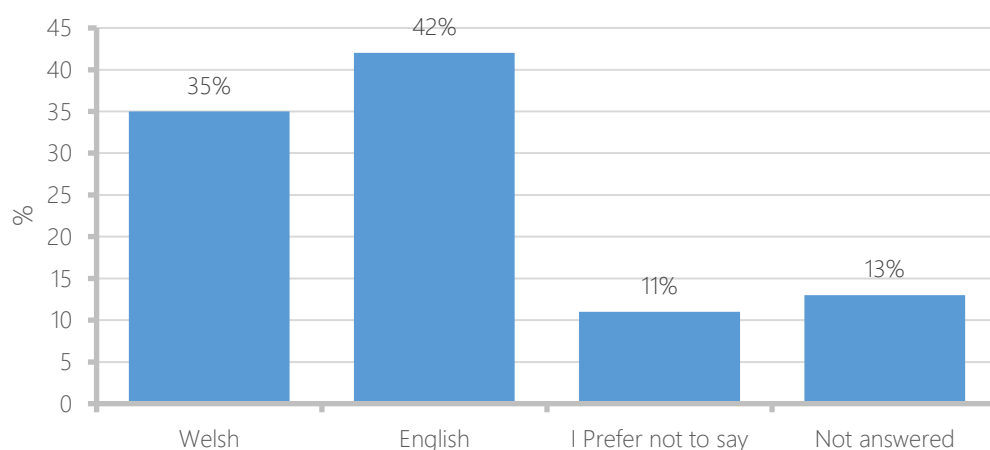
26. Have you previously served in the UK Armed Forces?
(current serving members should tick 'no')



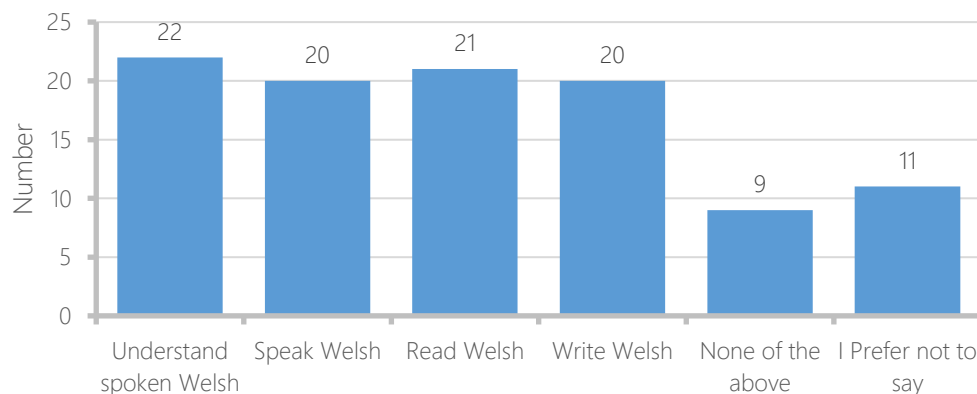
27. Do you have a long term physical or mental health condition or illness that reduces your ability to carry out day-to-day activities?



28. What is your preferred language?



29. Can you understand, speak, read or write Welsh?



*This question contained multiple answers and therefore does not sum to the total number of responses.

The following section provides an overview of the respondents population characteristics, highlighting which groups are over or under-represented in the survey.

Age

Overall, the survey captured the views of residents from all ages. However, looking at the Ceredigion's age profile (using 2021 Census data), there was an under-representation of the younger age groups (15 years and under and 16 to 24 years), and the older age groups (65+ years), and over-representation of older adults (45 to 64 years old) of survey respondents. The age group which had an accurate level of representation (i.e., closest to the County-wide profile), was the 25- to 44-year-olds, according to the 2021 Census 19.0% of Ceredigion residents are within this age group compared to 17.0% survey respondents.

Gender

Our consultation survey had significantly more female participation compared to males. Out of the 72 survey respondents, 47% were female and 27% were male. It is difficult to understand the extent to which a gender was over or underrepresented as a small proportion of respondents preferred not to say their gender (8%) and 11% left this question unanswered. However, what is clear is that men's views were underrepresented within this consultation. Typically, research has found that males are less likely to participate in surveys compared to females.

National Identity

The majority of respondents identified as being 'Welsh' (44%), this is expected and is fairly similar to the make-up of Ceredigion's total population, with 46.7% identifying with the Welsh nationality in the 2021 Census. The second most common nationality identified was 'British' (28.0%), which is assumed and its positioning correlates to the County-wide figure. However, there was an underrepresentation of English respondents, with as little as 1% being captured in the survey. This compares to 14.6% of Ceredigion residents identifying as 'English' in the 2021 Census. As 7.0% 'preferred not to say' and 15.0% did not answer this question, it is difficult to understand the true extent of this underrepresentation.

Ethnicity

The majority of respondents (79.0%) were of 'white' ethnicity, 7.0% 'preferred not to say' and 14.0% did not answer the question relating to ethnicity. None of the respondents identified their ethnicity as Asian, Asian British or Asian Welsh, Black, Black British, Black Welsh, Caribbean or African, or Multiple Ethnic. The views of these ethnic groups are underrepresented within the consultation, as between 0.5% and 1.5% of the resident population comprise of these other ethnic groups.

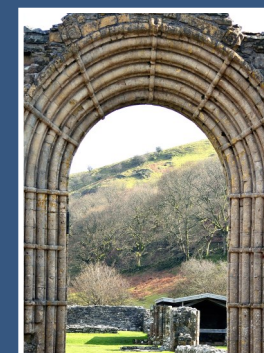
Religion

A narrow majority of respondents noted that they were Christian (39.0%), which is the main religion in Ceredigion as recorded by the 2021 Census (46.7% of residents). The second most common religion

identified was 'no religion', with approximately one-third of respondents (33%) selecting this religion type (compared to 43.0% of residents as recorded by the 2021 Census). No respondents identifying with religions, such as, Buddhist, Hindu, Jewish, Muslim and Sikh participated in the survey. Although these groups only comprise of 0.1% to 0.9% of the resident population, the lack of participation highlights their underrepresentation within the survey findings. Approximately 15% did not answer the question relating to religion and 11.0% preferred not to state their religion.



Cyngor Sir
CEREDIGION
County Council



WELSH LANGUAGE PROMOTION STRATEGY 2024-29

Prepared in accordance with the Welsh Language (Wales) Measure 2011 under the requirements of the Welsh Language Standards

A Welsh and English version of this document is available on the Council's website: www.ceredigion.gov.uk



FOREWORD BY CABINET MEMBER FOR THE WELSH LANGUAGE AND CULTURE

As the Senedd adopted the Welsh Language Measure in 2011, two important legal principles relating to the Welsh language have been established:

- ◆ The Welsh language should not be treated less favourably than English in Wales
- ◆ People in Wales should be able to live their lives through the medium of Welsh if they wish to do so.

Also set out is the Welsh Government's Welsh Language Strategy, which aims to create one million Welsh speakers in Wales by 2050.

The Strategy sets out three themes to achieve the aim:

- ◆ Increase the number of Welsh speakers
- ◆ Increase the use of the Welsh language
- ◆ Create favourable conditions – infrastructure and context

With this as background, and as the Cabinet Member with responsibility for the Welsh Language for Ceredigion Council, I am delighted to present the Ceredigion Language Strategy for 2024-29.

The purpose of this Strategy is to show the Council's commitment to encourage and promote the language throughout the Council and outline our vision for increasing the use of the Welsh language in Ceredigion. The plans and projects outlined focus on areas where the Council has influence such as the Council's workforce, education, *Cered* work etc.

This Strategy reflects on our responsibility towards the Welsh language, and our willingness as a Council to act to protect the Welsh language, to prevent further declines in the number of Welsh speakers that are in the County and to increase the number of people that uses the Welsh language as the main language to communicate. This Strategy will not only look at increasing the number of Welsh speakers, but it will also reflect our objective to increase the use of the Welsh language and to ensure that the workforce, users, residents, learners, and others feel that the Welsh language is worth using.

We want everyone to be proud of their Welsh skills and be willing to bring it into parts of society where it's not that obvious now.



Councillor Catrin M S Davies

Cabinet Member for the
Welsh Language and Culture,
Ceredigion County Council



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INTRODUCTION

This strategy builds on the foundations laid by the Welsh Language Strategy 2018-23 and the excellent work carried out by the Council and its partners to increase the opportunities to use the Welsh language across the county. The viability of the Welsh language is dependent on having communities where a significant proportion of the population can speak Welsh and is able to use the language in all aspects of their everyday life.

Our actions will need to contribute towards raising awareness of the importance of the Welsh language as an essential part of Ceredigion's identity and heritage; introducing definite and specific interventions to encourage the use of the Welsh language in all aspects of the county's social, cultural and economic life.

This Strategy sets out a number of ambitious actions and outcomes in order to see the language thriving across the county. The Strategy will also contribute towards reaching the Welsh Government's Welsh Language Strategy 2050, which sets the target of having one million Welsh speakers in Wales by 2050.



OUR VISION

We want to see the Welsh language and Welshness belong to everybody in Ceredigion and feel a sense of pride amongst all the counties' residents.

By carrying out the actions highlighted in this Strategy:

- We wish to see everyone in the county giving the Welsh language status, promoting its value and use as a living community language.
- We want to see increased use of the language in all aspects of public life in the county; where residents can live, learn, belong and succeed through the medium of Welsh.
- **We want to ensure that the use of Welsh is promoted naturally, and that the Welsh language is protected to allow future generations to use and enjoy it.**
- We assume that the percentage of Welsh speakers will increase by 1.5% from 45.3% in 2021 to 46.8% in 2029. This will result in an increase of 612 Welsh speakers off the baseline of 2021. This means by 2029 there should be 32,292 Welsh-speaking residents in Ceredigion.



The position of the Welsh language in Ceredigion



The position of the Welsh language in Ceredigion

The Census results every ten years are the main source of data on the Welsh language in Wales and are used by Welsh Government to assess progress against the target of one million Welsh speakers by 2050. The 2021 Census data was released on the 6th of December 2022, reporting that the number of Welsh speakers has fallen across Wales from 19% to 18%.

The position in Ceredigion

- Just under half of the population **45.3%** (31,680 residents) stated that they could speak Welsh. This means that there are 3,290 fewer Welsh speakers in the county since 2011
- **71.8%** of children aged 3-15 can speak Welsh in Ceredigion (-1,052 fewer Welsh speakers)
- **42.4%** of people aged 16-64 can speak Welsh in Ceredigion (-2,284 fewer Welsh speakers)
- **39.9%** of people aged 65+ can speak Welsh in Ceredigion (+ 61)

Ceredigion continues to be regarded as one of the strongholds of the Welsh language. Ceredigion continued to be the local authority with the third largest proportion of Welsh speakers nationally (**45.3%**), after Gwynedd (**64.4%**) and Anglesey (**55.8%**).

31,678

Welsh speakers in Ceredigion

(As at March 2021)



45.3%

Of Ceredigion's population state they can speak Welsh

2.0

Percentage point decrease in the proportion of Welsh speakers since 2011



-3,286

Welsh speakers in Ceredigion since Census 2011

59.0%

Can speak Welsh in Aberaeron LSOA, the highest proportion of Welsh speakers across the County

(The lowest is Penrhiw, 19.7%)



Breakdown of Skills

Speak Welsh – 45.3%
Can speak, read and write Welsh – 37.3%
No skills in Welsh – 43.6%

46.7%

Of Ceredigion residents state their nationality as "Welsh only"

(0.1 percentage points increase since the 2011 Census)



Breakdown of Welsh speakers by age

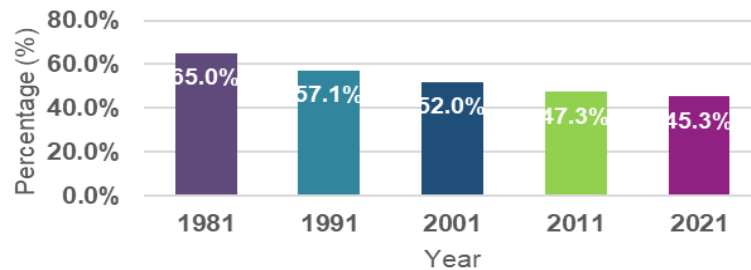
3-15: 71.8%
16-64: 42.4%
65+: 39.9%



The position of the Welsh language in Ceredigion (continued)

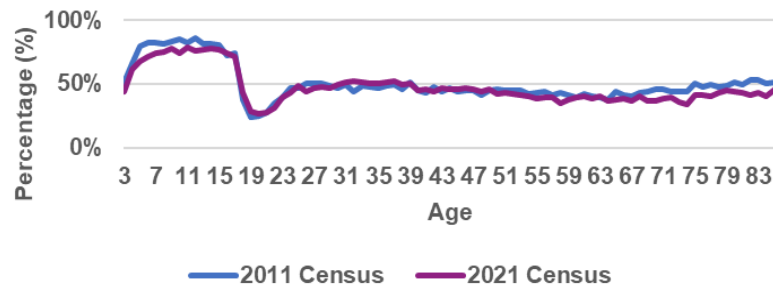
The figures for the number of Welsh speakers has been falling since the 1981 Census. However, the speed of the decline has been slower over the last decade (a decrease of 2% compared with 2001-2011 (a decrease of 4.7%).

Percentage of residents aged 3 years and over reported being able to speak Welsh 1991, 2001, 2011 and 2021 Census



Despite the general fall in the number and percentage of Welsh speakers, there has been an increase in the proportion of adults who can speak Welsh (people between 16 and 44 years of age) since the 2011 Census (an increase of 2.2%). This new trend is a positive one, suggesting that progress is being made in terms of keeping Welsh speakers in Ceredigion.

Percentage of people aged three years and over who can speak Welsh in Ceredigion, by single year of age, 2011 and 2021 Census




Conclusions

When analysing the Census reports we see that there is a continuous decline in the number and strength of communities who use the Welsh language as their main means of communication. A number of factors have contributed to this linguistic decline, view bullet points.

As a result, this Strategy aims to introduce definite and specific interventions to increase the opportunities for residents across the county to use and promote the Welsh language on a daily basis.

- Families failing to transfer the language.
- Lack of Welsh-medium social opportunities affecting individuals' confidence in their ability and skills.
- Outward migration of young people.
- Low status of the Welsh language as a business language.
- Lack of availability of housing and affordable homes.
- Demographic mobility.
- Influence of technology.

POLICY CONTEXT



The following section outlines the statutory framework and policy relevant to this Strategy.

When implementing the Strategy we will be aware of the Welsh Government and the Welsh Language Commissioner's policy priorities in relation to the Welsh language in addition to the thematic strategies which Ceredigion County Council contributes towards their implementation within the county.

POLICY CONTEXT

The development of a Five-year Strategy to promote and facilitate the use of the Welsh language across Ceredigion is a statutory requirement arising from the Welsh Language Standards Regulations (No. 1) 2015 in accordance with the Welsh Language (Wales) Measure 2011.

The Welsh Language (Wales) Measure 2011 established two important legal principles relating to the Welsh language:

- The Welsh language should not be treated less favourably than English in Wales.
- People in Wales should be able to live their lives through the medium of Welsh if they wish to do so.

Welsh Language Standards Regulations (No. 1) 2015

The Welsh Language (Wales) Measure 2011 established a legal framework to place a statutory duty on public bodies to comply with standards of conduct relating to the use of the Welsh language. Ceredigion County Council has been implementing these standards since March 2016. In accordance with this, the Council has a statutory duty to prepare and publish an annual report detailing implementation of the Welsh Language Standards.

The purpose of the Welsh Language Standards is to:

- Improve the Welsh language service for Welsh speakers
- Increase the use made of Welsh language services
- Make it clear to organisations what they need to do in relation to the Welsh language
- Ensure alignment of duties imposed on bodies within the same sectors
- Place duties on Local Authorities to develop and publish a Five-year Strategy explaining how it will work with key partners to promote and facilitate the use of the Welsh language more widely across the county (Standard 145)

Cymraeg 2050 one million Welsh speakers

The Welsh Government's vision in this Strategy is to have a million Welsh speakers by the year 2050. The Strategy sets out three themes to achieve the aim:

- Increase the number of Welsh speakers
- Increase the use of the Welsh language
- Create favourable conditions – infrastructure and context

Ceredigion County Council's Welsh Language Promotion Strategy 2024-29 will contribute towards achieving this ambition locally in Ceredigion.

The Well-being of Future Generations (Wales) Act 2015

The Act places a duty on the County Council to set out and publish well-being objectives which aim to improve social, economic, environmental and cultural well-being, creating the Wales we want now and in the future. One of the seven well-being objectives is, '**A Wales of vibrant culture and thriving Welsh language.**'

Ceredigion Public Services Board has developed a Well-being Plan (2023-2028) to enable us to work together towards achieving the aims set out in the Act. The basic principles include recognising that the county's bilingual nature is a feature to be maintained and developed; and as a result the viability of Welsh-speaking communities is a prominent theme in the work programmes.

POLICY CONTEXT

Corporate Strategy 2022-2027

Ceredigion County Council has a long history of planning to provide Welsh-medium services for our Welsh-speaking users, and the language is given a prominent place in our action plans. The viability of the Welsh-speaking community is a cross-cutting theme in the Corporate Strategy's work programme; and that Strategy outlines the County Council's vision, that is:

"Ceredigion County Council delivers value for money, bilingual public services that support a strong economy and healthy environment whilst promoting well-being in our people and our communities"

Welsh in Education Strategic Plan (WESP)

Ceredigion County Council has secured Welsh Government approval for its Welsh in Education Strategic Plan 2022-32 outlining how the county will achieve the Welsh Government's aims and targets and better plan for Welsh-medium education in the county. The Council's vision as part of this plan is:

"Ceredigion County Council is clear in its aim and principle of developing pupils' skills to allow them to use Welsh and English fluently and confidently. This will enable them to become full members of the bilingual society that they are part of, developing pride in the languages, heritage and culture of Ceredigion and Wales".

The Strategy has a crucial role to play in the Council's efforts to increase the number of residents who acquire Welsh language skills, and it will be essential that Ceredigion's Welsh Language Strategy reinforces and supports this Plan.

'More Than Just Words' Strategic Framework

This framework places an expectation on Ceredigion County Council to plan and deliver care and social services through the medium of Welsh. Central to the strategy is the challenge of developing the 'active offer', that is members of staff offer service users a Welsh language service from the first point of contact so the user does not have to ask for a Welsh language service.

Ceredigion Planning Policy

This policy recognises the role the planning system plays in contributing to the viability of the Welsh language by creating sustainable conditions for thriving communities supported by an awareness of relevant linguistic planning principles. The Planning Service will investigate how best to support the use of the Welsh language, by considering designating the whole of Ceredigion as a linguistically 'sensitive' area. Where part of the plan will give specific consideration to communities where the use of the Welsh language is a natural part of everyday life when making its decisions and formulating policies.

Ceredigion Economy Strategy (2020-35)

The economy is important to the future of the Welsh language as a community language. Ceredigion's Economy Strategy (2020-35) was published in 2022, and this Strategy also recognises the need to protect and improve our cultural identity, helping to boost the resilience and growth of the Welsh language.

THEMES

In order to realise the vision we have set out 4 strategic themes for this Strategy, all of which have a significant number of associated areas of work. Ceredigion is a place where you can learn, live, belong and succeed through the medium of Welsh.



(Children, Young People and Family)

- More parents transferring the language at home
- Maintaining the percentage of Welsh childcare provision
- More children supported to receive Welsh-medium education
- Children and young people appreciate the Welsh language as a valuable skill for training and work
- Increased use of the Welsh language in settings outside the classroom



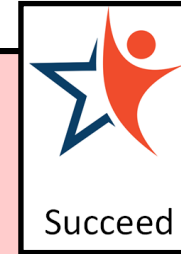
(Services and the Workplace)

- More high-quality Welsh-medium services available
- Increased use of the Welsh language services available
- Increase the use of Welsh in the workplace
- Value the workforce's Welsh language skills
- Increase the number receiving support to learn or develop Welsh language skills in the workplace



(Community)

- Maintain lively Welsh medium community activity
- Widespread awareness of the value of the Welsh language and an increase in its use
- **Support newcomers to become a part of the community**
- Increase in the number attending 'Welsh for Adults' programmes in the community
- More opportunities to volunteer through the medium of Welsh



(Infrastructure)

- All Council policy decisions have a positive effect on the use of the Welsh language
- Maintain a thriving economy which values the Welsh language and Welsh skills
- Maintain a land use planning policy that contributes to the sustainability of the Welsh language
- Sufficient supply of affordable housing allowing people to stay in their local area and continue to contribute to the vitality of the Welsh language
- Take advantage of technology to facilitate use of the Welsh language



learn

Bydd plant y cae lleol sy'n wreiddiau i gyd

Yn blant y gymuned, plant Cymru a'r byd

Ceri Wyn



Learn

What we want to achieve

- More parents transferring the language at home.
- Maintaining the percentage of Welsh childcare provision.
- More children supported to receive Welsh-medium education.
- Children and young people appreciate the Welsh language as a valuable skill for training and work.
- Increased use of the Welsh language in settings outside the classroom.

STRATEGIC THEME 1



- ⇒ Transferring the language from one generation to the next within the family is crucial in order to support and protect the Welsh language. The strategy recognizes the importance of the education system as the main means of producing new Welsh speakers in Ceredigion. This Strategy will accompany the Welsh in Education Strategic Plan 2022-32 (WESP). This ensures opportunities for children and young people to learn, hear and use the language at school as well as outside the classroom.
- ⇒ One of the most obvious elements necessary to learn a language is immersion in that language. It is important that children from a young age hear and see the language and are encouraged to use the language. Parents/carers and other members of the family will be supported to introduce and use the Welsh language at home and transfer the Welsh language to their children. The Childcare Unit will continue to promote Welsh language lessons 'Camau' to the childcare sector where the majority are private businesses / Voluntary or volunteer-managed organisations. The Unit will work closely with CWLWM and Flying Start members to support staff, the workforce and children to begin the journey of Welsh-medium education. We see effective early immersion in all our Welsh-medium schools. Following a consultation, transitional schools 2 will immerse learners in the foundation Learning on a rolling programme from September 2024. The Category 3 and 3P (and Secondary) secondary schools also provide immersion and improve to ensure linguistic continuity and Welsh-medium provision. If families move to the area there is a strategic system of primary language centres (3 locations) for these new arrivals. (There are also additional opportunities to immerse our latecomers in our language centres.)

STRATEGIC THEME 1



- ⇒ By categorising schools by their Welsh medium provision, we aim to ensure that there are adequate opportunities of Welsh medium education available in all schools in the county, whilst also supporting our pupils' skills allowing them to make use of the Welsh language fluently and confidently in a range of situations. The WESP will focus on increasing the number of pupils who are taught in Welsh, it will ensure that more children use the language when moving from primary to secondary school and that more pupils study for qualifications through the medium of Welsh.
- ⇒ The implementation of the National School Language Charter framework influences pupils' language use outside the classroom and is vital as our children and young people continue to use Welsh throughout their school career and after they leave formal education. We will support the Promoting the Welsh Language in Education Officer and work together with a variety of stakeholders to secure more opportunities for children and young people to use the language in different contexts. We will collaborate with those organisations who offer social provision in Welsh. We will also have a positive influence on the county's leisure and youth service which can offer particular opportunities for children to hear and use the Welsh language in an informal and fun environment.
- ⇒ Post-compulsory education providers have a duty to promote the language as a valuable skill and asset when young people choose a career path. Influencing early on in children and young people that the language is an important skill helps them for training and the world of work. The language learning develops cognitive, belonging and identity elements as well as the skill that leads to employability.



LEARN – what will be done

1 Raise parents' awareness of the benefits of transferring the language at home	
Action	Who will be involved
Provide direct information and advice to parents on the value of the Welsh language and the support available. Wide distribution of the information booklet 'Byw a Bod' and 'Cymraeg i Rieni'. Republish the 'Byw a Bod' information booklet and update the 'Byw a Bod' video.	Schools Service, Mudiad Meithrin(CWLWM), Childcare Unit, Porth Cymorth Cynnar, Theatr Felinfach, Health Visitors HDUHB
Promote the 'Cymraeg for Kids' programme for Welsh and non-Welsh parents, and support the project to encourage language transmission within the home. Free Welsh lessons for Cylch Aberystwyth parents and T2 Schools (dependent on grants)	Mudiad Meithrin (CWLWM), Aberystwyth University, National Centre for Learning Welsh, Porth Cymorth Cynnar, Health Visitors HDUHB, Schools Service
Run social sessions for families to encourage use of the Welsh language at home amongst those parents who can already speak Welsh but who do not use it.	Menter Iaith Cered, Theatr Felinfach, Mudiad Meithrin
2 Maintain childcare and early years education opportunities through the medium of Welsh	
Action	Who will be involved
Supporting childcare provision and early years education : Cylchoedd Ti a Fi, Cylch Meithrin and Play Groups to support parents and children to begin the journey of Welsh-medium education through the immersive approach.	CWLWM, Childcare Unit, School Service, Day Nursery , Family Centres, Family Workers, Parent Groups, After school and children's Clubs, Cylchoedd Ti and Fi
Collaborate to promote accredited Welsh-medium childcare courses and increase the number of apprenticeships in the sector in order to expand the Welsh-medium workforce in the childcare sector.	Mudiad Meithrin, Urdd Ceredigion, Coleg Ceredigion, Ceredigion Training
Raising awareness about the value of Welsh among the childcare sector including breakfast clubs and unregistered after school clubs supporting them to provide a proper language service. Promote the Camau Welsh language course which is available for free.	Childcare Unit, Schools Service, CWLWM, National Centre for Learning Welsh
3 Support WESP objectives to increase the number of confident Welsh speakers	
Action	Who will be involved
Support the implementation of CSGA priorities in the development of the 7 outcomes – including teaching all pupils primarily through the medium of Welsh until the age of 7 and contributing to the vision of the Welsh Government's 2050 Welsh Strategy.	Schools and Lifelong Learning Service
Support the implementation of the Ceredigion Schools Language Charter, with the specific aim of encouraging informal use of the Welsh language amongst Ceredigion pupils. (Link to WESP Outcome 5).	Schools and Lifelong Learning Service
Develop the education workforce to increase the number who are confident to teach through the medium of Welsh by creating resources e.g. podcasts for teachers.	Schools Service, Coleg Ceredigion, Ceredigion Training, Centre for Learning Welsh and the Sabbatical Schemes University of Wales Trinity Saint David
Promote Welsh Language Immersion Centres for latecomers ensuring that they are integrated into Welsh-medium education.	Schools Service



LEARN – what will be done

4 Ensure that an ability in the Welsh language is seen as a valuable skill for training and work amongst Further Education and Higher Education students

Action	Who will be involved
Improve the provision for post-16 pupils, ensuring that a broad, appropriate, bilingual and fair choice of subjects is offered to learners which meets their needs, develops their skills and supports the needs of the local economy.	Lifelong Learning Service, Aberystwyth University, Hyfforddiant Ceredigion Training, Coleg Ceredigion
Work together to develop a resource to use to promote the value of the Welsh language as a skill in the workplace. Create an image of Ceredigion as a lovely place to live, whilst also stressing the importance of culture and language in work. Profi project: films with employers who use the Welsh language.	Schools Service, Welsh Language Policy Officer, Culture Service, Job-Centre Plus, Youth Service
Promote the Welsh Government's offer to provide free Welsh lessons for young people aged 16-25.	Schools and Lifelong Learning Service, Aberystwyth University, Coleg Ceredigion, Ceredigion Training, Youth Service
Work with our local universities to enable our county to become one of the training centres for social care in Wales, as well as nursing degrees at Aberystwyth University.	Public Services Board, Lifelong Learning Service, Aberystwyth University, University of Wales Trinity Saint David

5 Raise awareness amongst employees who have contact with children and young people of the need to develop positive attitudes towards the Welsh language (link to Theme 3: Belong, and support WESP Outcome 5)

Action	Who will be involved
Maintain a Normalising Welsh language among Children and Young People sub-group to address the opportunities available for informal use of Welsh. Analyse services and map existing provision to identify gaps in Welsh-medium provision in various areas and prioritise areas for improvement.	Leisure Service, Youth Service, Urdd Gobaith Cymru, Young Farmers, Theatr Felin-fach, Menter Iaith Cered, Arad Goch
Encourage social club leaders to increase their use of the Welsh language with a positive influence on the language usage of children and young people; including the Wellbeing Service and the Youth Service. (Opportunity for all children in the county to learn to swim through the medium of Welsh). Make use of Cadernid Iaith training.	Work through the Sub-group on the Normalisation of Welsh among Children and Young People

LEARN - how will we measure progress?

- Maintaining and supporting the Welsh-medium early years childcare and early education settings, to enable young children to acquire the Welsh language
- Monitor the number of newcomers with primary school aged children who receive language immersion education
- Increase in the number of secondary pupils studying Welsh as a subject for a first language qualification
- Increase in the number of secondary pupils studying other subjects through the medium of Welsh
- Increase in the number of students studying Welsh-medium further education courses, specifically courses on a career in health and care
- Monitor the number in the education workforce receiving training to learn Welsh or improve their **language skills; and actively using the Welsh language as a result**
- More leisure and social activities for children and young people through the medium of Welsh





live

*Mae cartre, mae cyfle, mae gwyliau a gwaith
yn rhan o'r olygfa o'r caeau i'r traeth
Ceri Wyn*



Live



What we want to achieve

- More high-quality Welsh-medium services available.
- Increased use of the Welsh language services available.
- Increase the use of Welsh within workplaces.
- Value the workforces' Welsh language skills.
- Increase the number receiving support to learn or develop Welsh language skills in the workplace.



Live



- ⇒ We will ensure that the needs of users who speak Welsh are central to our plans, and that we also work to encourage our residents to use those Welsh language services which are available to them. This means planning our services in a way which prevents any barriers to using the Welsh language, and that the Welsh language service is as readily available as the corresponding service in English. When organising our services the Council will ensure compliance with the Welsh Language Standards requirements.
- ⇒ We will ensure that our workforce understands the importance of delivering services in Welsh, especially frontline services, and care and well-being services. We will ensure that this language choice is available to them from the first point of contact through Clic Ceredigion customer care service.
- ⇒ We will address the requirements of the Welsh Government's Strategic Framework 'More Than Just Words' to improve care services in Welsh; making it a requirement to provide the offer from the first point of contact, and ensuring that the Welsh language is a key consideration when commissioning services.
- ⇒ Our Lifelong Learning Services will work hard to develop community resilience and plan their services to ensure that there are equal opportunities to use the Welsh language. This will also mean working with other organisations through the Bilingual Future Forum to develop understanding and share best practice when planning and delivering high-quality services in Welsh.



Live

- ⇒ Ceredigion County Council is one of the largest employers in the county and can provide leadership and set a strong example in terms of developing the Welsh language, promoting the county's rich and unique identity. The Council will continue to implement targeted plans setting out how it will provide support for the use of the Welsh language in the workplace. The Council will ensure that it has a skilled workforce who has the confidence to use Welsh in their day-to-day work by ensuring that Welsh speakers are located in the correct roles.
- ⇒ There is huge potential to learn, improve and use the Welsh language at work, giving people more confidence in their skills. By developing confidence in work, people can become more confident when using the language in the community and also at home. The Council will build on the foundations which have already been laid through working in partnership with the National Centre for Learning Welsh in order to part fund a laith Gwaith tutor. This scheme will enable the Council to provide a wide-ranging programme to support our staff in the acquisition of Welsh language skills whilst developing their confidence to engage more extensively with the public.
- ⇒ Evidence shows that individuals who work for an employer who supports the use of the Welsh language are much more likely to use the language themselves. Therefore we want to ensure that the Council sets a good example for other organisations within the county by stressing the importance of Welsh language skills in the workforce, and being seen as an organisation which uses the language naturally as part of everyday life.



LIVE – what will be done



6	Ensure that the principles of the Welsh Language Standards form the basis of the Council's approach to delivering its services to the public so that service users can readily access services in their chosen language	
Action		Who will be involved
Improve the availability and quality of Welsh language services and meet the requirements of the Welsh Language Standards. Share any good practices with other organisations across the county through the Bilingual Future Forum.		Members of the Bilingual Future Forum
Promote the Welsh Language Commissioner's <i>Cynllun Iaith Gwaith</i> in relation to Clic services and ensure that a Welsh language service is always available.		Customer Contact Service
Further strengthen the provision and use of the Welsh language within the social care service in order to be able to deliver services in the users' preferred language by implementing the actions outlined in the Welsh Government's Strategic Framework: 'More Than Just Words'.		Through-age and Well-being Services, Hywel Dda Health Board
CCC services to include the promotion of the Welsh language as an objective in Business Plans so that Senior Officers can provide evidence of the work carried out to promote the use of the Welsh language and when planning Welsh-medium services. Firm evidence for the Annual Compliance Report.		CCC Democratic Services, CCC Services
7	Develop campaigns to ensure that Ceredigion residents understand that they are welcome to use the Welsh language when contacting the Council	
Action		Who will be involved
Develop dedicated campaigns promoting the services available in Welsh to allow more residents to use Welsh language services in writing, orally and on-line. Regular promotion of CCC Customer Charter.		CCC Language Policy Officer; Press Service
Information about the Welsh language available in one place on the Council's corporate website, making it easy for residents to access the information. This includes the Welsh Language Standards, Welsh in the Community – Menter Iaith Cered, Welsh in Education, Welsh in Business, Welcome to Ceredigion & Learning Welsh.		CCC Language Policy Officer
8	Improve the Council's bilingual culture and ethos, providing training and social opportunities for staff to work in Welsh and develop their confidence to use Welsh in the workplace	
Action		Who will be involved
CCC to implement Operating Standards in order to increase the use of the Welsh language in internal administration e.g. Welsh-medium HR Service; opportunities to increase staff confidence when using the Welsh language. Ensure that HR digital systems facilitate the use of the Welsh language use e.g. annual review system, Ceri-net.		People and Organisation Service
Review the Iaith ar Waith page, ensuring that appropriate support resources are readily available to assist staff when using the Welsh language.		Language Policy Officer
Establish good practices for the Welsh Language Awareness Course for public bodies and consider whether it is possible to plan and share resources with partner organisations to improve on what is already available.		Members of the Bilingual Future Forum
Develop a research questionnaire for the workplace in order to analyse how people choose a language / people's feelings towards the language in the workplace and what support is needed.		Language Policy Officer, People and Organisation Service



LIVE – what will be done



9 Increase recognition that the Welsh language is a valuable skill in the workplace

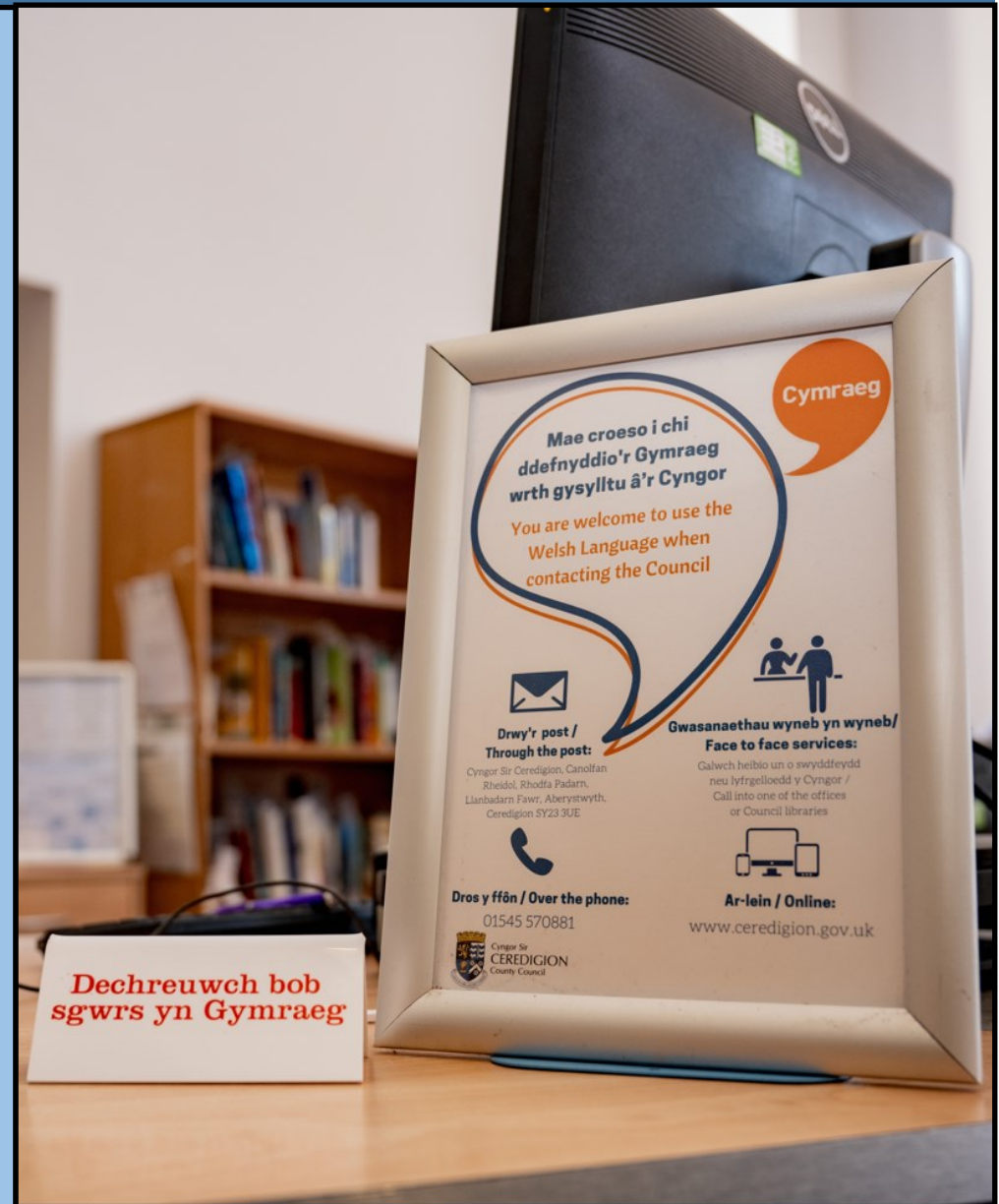
Action	Who will be involved
CCC to monitor Welsh language skills in the workforce annually to ensure an accurate overview of internal Welsh language skills.	People and Organisation Service
Develop guidelines to help managers recruit and assess Welsh language skills for new or vacant posts. Incorporate the Recruitment and Welsh Language Guide into the Council's Corporate Recruitment Policy.	Language Policy Officer, People and Organisation Service
Create opportunities to use Welsh informally in the workplace, using specific days in the calendar: Create e-newsletter to promote the Welsh Language and Welshness e.g St David's Day, Diwrnod Shwmae Su'mae, Dydd Miwsig Cymru etc.	Language Policy Officer, People and Organisation Service, Press Service, Menter Iaith Cered
Promote the work of the National Centre for Learning Welsh allowing more staff in a range of organisations across Ceredigion to take advantage of the opportunities offered under the 'Cymraeg Gwaith' scheme.	National Centre for Learning Welsh, Aberystwyth University

10 A wide-range of Welsh classes available to Council staff and partner organisations

Action	Who will be involved
Organise an annual event/ceremony to reward learners. Involve CCC workforce and the education workforce (sabbatical courses), those who have made an effort to learn Welsh including Childcare workers through the Camau scheme.	Language Policy Officer, Welsh Language Support Officer
CCC to deliver various training to improve the workforce's Welsh language skills and organise courses to increase confidence in using the Welsh language.	People and Organisation Service, National Centre for Learning Welsh Cymraeg Gwaith programme
CCC to make use of the on-line courses run by the National Centre for Learning Welsh to ensure that all members of staff have basic Welsh language skills (ALTE Level 1). A review of the effectiveness of ALTE levels as a resource to assess Welsh language skills internally.	Language Policy Officer, National Centre for Learning Welsh Cymraeg Gwaith programme, HR Service,
Discover opportunities to promote Welsh language learning courses in the community amongst those sending their children to Welsh medium nurseries and schools including 52 short 'Cymraeg Cyflym' ('Quick Welsh') videos and 4 'Y Gymraeg a Fi' ('The Welsh and Me') videos.	National Centre for Learning Welsh, Schools Service, Childcare Unit, Press Office CCC

LIVE - how will we measure progress?

- Annual Welsh Language Standards Compliance Report, Ceredigion County Council.
- Number of Welsh speakers choosing to use the Council's services in Welsh.
- Number of Council staff who have Welsh language skills.
- Number of Council staff receiving Welsh language awareness training and who understand the duty to act in compliance with the Welsh Language Standards.
- Number of individuals yet to reach the ALTE required for jobs i.e. the number of individuals who need to gain language skills within 2 years.
- More opportunities for staff to use Welsh in the workplace, by getting on with implementing the Welsh Language Commissioner's Workplace Package.
- Number of staff accepting the opportunity to learn Welsh, or improve their Welsh language skills.





belong

*Siaradwn, fel teulu, iaith ein gilydd,
adrodd ein straeon a chreu o'r newydd
Ceri Wyn*



Belong



What we want to achieve

- Maintain lively Welsh medium community activity.
- Widespread awareness of the value of the Welsh language and an increase in its use.
- **Newcomers supported to become part of the community.**
- Increase in the number attending 'Welsh for Adults' programmes in the community.
- More opportunities to volunteer through the medium of Welsh.

STRATEGIC THEME 3



Belong

- ⇒ Language needs to have a social and economic value and used as a result. We will support Menter Iaith Cered in its increasing efforts to develop the Welsh language at a community and social level in Ceredigion. Through partnerships and collaboration, Cered works as a driver and facilitator to increase the use of the Welsh language in the community.
- ⇒ We are aware that our Town and Community Councils have an important missionary role to play in promoting positive messages about the value of the Welsh language in our communities. Menter Iaith Cered will work diligently with Town and Community Councils by carrying out a Welcome to Ceredigion project through a rolling programme, focusing on those areas where there are a higher number of newcomers. The project aims to raise awareness of the importance of using Welsh as a living community language, highlighting the opportunities available to contribute and support locally whilst also helping people who are new to the county to understand how the Welsh language blends into its cultural and social life.
- ⇒ There will be close collaboration with other organisations who work to promote the Welsh language, that is the Urdd, Young Farmers, Merched y Wawr, Theatr Felinfach and Theatr Arad Goch in order to raise awareness amongst residents of all the cultural and social opportunities that are available across the county through the medium of Welsh.

STRATEGIC THEME 3



Belong

- ⇒ We will work with our partners involved in the Bilingual Future Forum to share positive messages about the value and importance of using the Welsh language across the county. We will use our influence to persuade event organisers to give the language fair visibility at events. Giving the Welsh language a status in small and large events across the county will show the wider community that the language is valued in all areas.
- ⇒ Volunteering projects are at the heart of the third sector, and the contribution made by volunteers enables organisations to deliver the services required by individuals. We will work with CAVO and Menter Iaith Cered to run dedicated campaigns to recruit volunteers, and ensure that opportunities are available to use Welsh language skills. We want the use of the Welsh language to be a normal part of everyday life in communities across the county so that speakers at all levels feel confident using the language in formal and informal situations.
- ⇒ We will support Dysgu Cymraeg Ceredigion (Aberystwyth University) in their increasing efforts to learn Welsh in our communities, and we will work together to promote events so that learners and less confident Welsh language speakers can participate in community events.
- ⇒ We want to ensure that the language is a source of pride and that our residents, whether they be fluent Welsh speakers, Welsh learners or non-Welsh speakers, respect the use of the native language. We want to move to a position where the Welsh language belongs to everyone in Ceredigion.



BELONG – what will be done



11	Ensure wide-ranging awareness amongst Ceredigion residents of all the cultural and social opportunities available within the county	
Action		Who will be involved
CCC to continue to support the county's local Eisteddfodau and agricultural shows through the Community Grants Scheme raising awareness and promoting important traditional and linguistic events within the county.		CCC Community Grants Service
Continue to use the Community Grants Scheme to support community organisations and events who make use of the Welsh language or commit to developing use of the Welsh language.		CCC Community Grants Service
Support activities run through the medium of Welsh for children and young people, and share information about activities by organisations e.g. Urdd Ceredigion, Ceredigion Y.F.C, Youth Service, Menter Iaith Cered, Theatr Felinfach, Theatr Arad Goch, Ceredigion Actif.		Members of 'LEARN' workstream
Support cultural and artistic organisations to provide a creative programme of Welsh-medium opportunities within their work programmes.		Culture Service
Support Aberystwyth's application to become a UNESCO City of Literature.		Economy and Regeneration Service, Culture Service
Support the work of Bro 360 and local Papurau Bro to market Welsh-medium cultural and social events. Encourage opportunities to share important stories locally.		All partners involved in the Bilingual Future Forum
12	Maintain the status and importance of the Welsh language within communities in Ceredigion, promoting its value and use	
Action		Who will be involved
To build on projects such as Gorwel a Gwreiddiau to promote Welsh culture and heritage working in an intergenerational way.		Menter Iaith Cered, Theatr Felinfach
Establish a network for organisers of musical gigs in Ceredigion to collaborate and share good practice.		Menter Iaith Cered
Investigate the idea of running a Cultural Festival in Ceredigion: an annual Festival to celebrate Welsh arts and culture in the county.		Bilingual Future Forum
Support St David's Day Parades in Aberystwyth, Lampeter, Cardigan and Tregaron and encourage similar celebrations in other areas e.g. Llandysul.		Menter Iaith Cered, Bilingual Future Forum
Use specific days in the calendar to promote the use of the Welsh language in the community and in the workplace e.g. Diwrnod Shwmae, Dydd Miwsig Cymru, St David's Day.		Members of the Bilingual Future Forum, CCC Press Service
Develop a resource encouraging stakeholders/organisers of major events to ensure the visibility of the Welsh language in any major event/public campaign.		Members of the Bilingual Future Forum



BELONG – what will be done

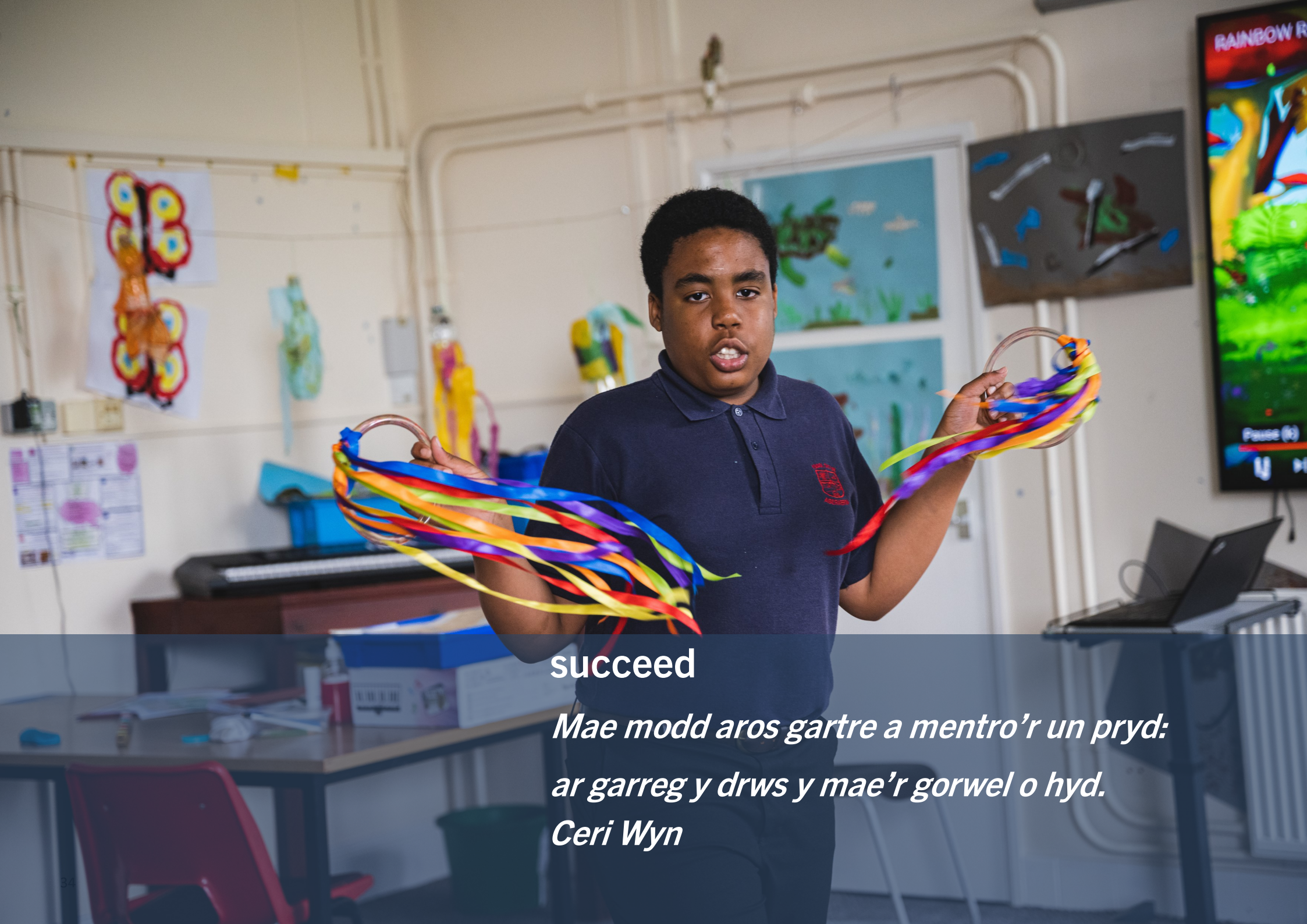


13	Increase opportunities for people to learn and practise the language in their communities and support them to become a part of the bilingual community	
Action		Who will be involved
Collaborate with Aberystwyth University to promote its Welsh for Adults provision, including: main-stream community courses in the community; an integrated Welsh for the Family programme focusing on the New Quay and Aberystwyth areas to accompany the change in school language as set out in WESP; a programme of activities to allow learners and new speakers to socialise; Cymraeg Gwaith courses and promote Welsh courses for refugees.		Welsh for Adults: Aberystwyth University, Dysgu Bro
Menter Iaith Cered to host a range of opportunities to bridge new Welsh speakers with Welsh speakers; including walks, coffee mornings, language festivals etc.		Menter Iaith Cered
Work with communities to identify language challenges and develop bespoke plans and projects e.g. Hapus i Siarad project. Promote more fluent Welsh speakers to take part in a the 10-hour informal mentoring scheme – ‘SIARAD’ scheme.		Menter Iaith Cered, National Centre for Learning Welsh
To host and support festivals that promote and facilitate the use of Welsh for new speakers.		Menter Iaith Cered, Bilingual Future Forum
14	Coordinate a project focussing on supporting newcomers to become involved in the county's bilingual communities and to understand the importance of using the Welsh language	
Action		Who will be involved
Welcome to Ceredigion project: Continue to promote resources to use to help assimilate people moving into the county with information on the use of the Welsh language within the county whilst raising awareness of the county's rich culture. Work with 3 pilot areas to develop a 'Welcome to Ceredigion' resources distribution plan, and create an action programme tailored to the needs of the local area.		Collaboration between the Council's Language Policy Officer and Menter Iaith Cered 3 Community Councils as a pilot area
Develop guidance providing practical ways of increasing the use of the Welsh language in Community and Town Council Committees, supporting them in their missionary role promoting positive messages about the value of the Welsh language within communities in Ceredigion.		Language Policy Officer
15	Support and promote increasing opportunities to volunteer through the medium of Welsh	
Action		Who will be involved
To encourage CAVO, to run deliberate campaigns to recruit volunteers, and to ensure that opportunities are available to use Welsh language skills..		CAVO, Menter Iaith Cered

Belong - how will we measure progress?

- Number of Urdd Ceredigion and Ceredigion Young Farmers members and number of accreditations.
- **Number of Welsh language opportunities in arts projects and programmes and participation.**
- Number of CCC community grants distributed and which include use of the Welsh language as part of the grant award conditions.
- Number of Welcome to Ceredigion postcards distributed and number of visits to the Welcome to Ceredigion resources pack on the Council's website.
- Number learning Welsh in community classes.
- Number of electoral wards where over 40% of the population speak Welsh.
- Number of activities facilitated by Menter Iaith Cered in communities, and the number attending.





succeed

*Mae modd aros gartre a mentro'r un pryd:
ar garreg y drws y mae'r gorwel o hyd.*

Ceri Wyn



What we want to achieve

- All Council policy decisions have a positive effect on the use of the Welsh language.
- Maintain a thriving economy which values the Welsh language and Welsh skills.
- Maintain a land use planning policy that contributes to the viability of the Welsh language.
- Sufficient supply of affordable housing allowing people can stay in their local area and continue to contribute to the vitality of the Welsh language.
- Take advantage of technology to facilitate use of the Welsh language.



- ⇒ Undoubtedly, the Welsh language will be given fair consideration in Council decisions and policies. We will achieve this by ensuring that impact assessments on any new proposals or policies take into account the possible effects on our residents' ability to use the Welsh language. Our aim is to direct our resources to these areas by regenerating the local economy and creating a thriving, healthy, safe and affordable environment where Ceredigion residents can succeed and prosper.
- ⇒ We are committed to working hard to bring economic recovery and success to Ceredigion. We will continue to progress the Mid Wales Growth Deal in order to realise the benefits of the £110m investment in the Mid Wales economy. Ceredigion Economy Strategy aims to boost the economy locally by identifying and developing opportunities for our residents and enterprises to grow and prosper in Ceredigion. We want young people who wish to stay in Ceredigion as well as those who might want to return to live and work here, to see Ceredigion as a place full of opportunities. Through this, we can create vibrant communities where our culture and language can thrive.
- ⇒ Language is a social medium and in order for a language to thrive the society for which it is a medium of expression must also thrive. Work and housing are two key aspects of the viability of any sustainable society, and in this respect, Ceredigion is a county where you can work and live locally.

STRATEGIC THEME 4



- ⇒ A key part of supporting the local economy will be implementing the ARFOR 2 programme building on the work already achieved. ARFOR is a joint initiative run by Carmarthenshire, Ceredigion, Gwynedd and Anglesey Councils and looks at utilising entrepreneurship and developing the economy to support the strongholds of the Welsh language, and in doing so maintain the language.
- ⇒ We will also work together with local Housing Associations and other affordable housing tenures to increase our stock of social housing to meet the needs of local people. In addition, the Community Housing Scheme will be implemented to support a new route to affordable housing ownership for eligible Ceredigion residents. Furthermore, the Planning and Land Use Policy will focus on the dynamics and needs of communities with a high density of Welsh speakers.
- ⇒ Welsh language technology can play an important role in increasing confidence and use of the Welsh language. The Council and other groups will look to increase opportunities to include the Welsh language in technology, in order to present the Welsh language easily and simply as part of any digital service.
- ⇒ Local businesses and organisations will give the Welsh language a prominent place in their activity, and direct them to the Welsh in Business scheme, the Welsh Language Commissioner and Menter Iaith Cered. Part of this will include placing an emphasis on Welsh as a working language and raising awareness of the value of the Welsh language as an important skill and resource when recruiting.



SUCCEED: what will be done



16		Ensure that all Council policy decisions consider the effects on the Welsh language (positive and negative effects)
Action	Who will be involved	
Collaborate with the Policy and Research Service to ensure that all Integrated Impact Assessments consider the decision's impact on the use of the Welsh language. Develop guidance on how to effectively assess the impact on the Welsh language.	Policy and Performance Service, Language Policy Officer	
Analyse and publish Census data within the county and the Promotion of the Welsh Language Strategy to identify and establish direct interventions and plans to increase the use of the Welsh language across the county.	Policy and Performance Service, Language Policy Officer	
17		Support Ceredigion's Economic Strategy to ensure prominent visibility for the Welsh language in any plans
Action	Who will be involved	
Share good practice among businesses and promote the benefits of bilingualism and also the benefits associated with offering a service in Welsh.	Economy and Regeneration Service, Menter Iaith Cered, Aberystwyth University	
Ensure that the value of the Welsh language, its use and sustainability are core factors in Cynnal y Cardi scheme activities.	Economy and Regeneration Service, Language Policy Officer	
Support the strategic objectives outlined in the Arfor scheme to trial innovative methods of promoting entrepreneurship, business growth, community resilience and the Welsh language.	Economy and Regeneration Service, Language Policy Officer, Menter Iaith	
Ensure that any projects through the <i>Transforming Towns Place Making</i> grant programme give prominence to the visibility of the Welsh language.	Language Policy Officer, Economy and Regeneration Service	
CCC to maintain a Procurement Policy to give value to the Welsh language, ensuring that requirements regarding the Welsh language are considered and included when appropriate in any contract, tender or legal agreement.	Finance and Procurement Service	
Develop a career path for post-16 year olds across CCC services, including opportunities for Welsh medium, work experience, volunteering, traineeships and apprenticeships.	Lifelong Learning Service, People and Organisation Service	
Ensure the position of the Welsh language as part of the Mid Wales Growth Deal and Growing Mid Wales.	Economy and Regeneration Service	
Support the Tir Glas project at University of Wales Trinity Saint David to promote Welsh-medium business opportunities.	University of Wales Trinity Saint David	
Continue to provide and develop technological support for Welsh speakers and Welsh learners to enable them to provide services in Welsh i.e. Computer software for checking spelling and grammar in Welsh, apps / dictionaries. Share any good practice.	Bilingual Future Forum	
Investigate the possibility of collaborating with the University's research departments to develop a better understanding of the habits of Ceredigion residents when using the Welsh language, and find new ways of influencing language habits.	Language Policy Officer, Aberystwyth University	



SUCCEED: what will be done



18	To review the Local Development Plan, to enable more young people to build a home for life	
Action		Who will be involved
Promote the sustainability of the Welsh language through Local Development Plan planning procedures: <ul style="list-style-type: none"> • Maintain and review Supplementary Planning Guidance: The Community and the Welsh Language • Strengthen the clause to erect bilingual signs and notices for developments and businesses • Carry out full linguistic impact studies for each stage of developing the new plan 		Planning Service
19	Increase the availability of affordable housing so that people can stay in their local area and continue to contribute to the vitality of the Welsh language	
Action		Who will be involved
Provide a wide-range of affordable housing options from initiatives for renting or home ownership. Ensure that Ceredigion continues to maintain a policy of promoting affordable housing based on local connection.		Porth Cymorth Cynnar Service , Planning Service
Continue to tackle the issues of second homes, summer home ownership, and converting residential homes to holiday homes by seeking Welsh Government support for the introduction of legislation under the Planning Act and Taxation Services. Support the work of setting a maximum cap on the number of second homes and holiday homes in a specific area.		Porth Cymorth Cynnar Service , Planning Service, Finance and Procurement Service
Develop a Community Housing Scheme to help people meet their affordable housing needs in their local communities by creating a pathway to home ownership.		Porth Cymorth Cynnar Service
Protect local Welsh place names by implementing CCC's street naming and numbering policy. Ensure that street names and new developments are Welsh only (including the unofficial name used for preliminary marketing and the development's final official name.) Encourage the use of original and historical house names.		CCC Customer Contact and ICT
20	Ensure that the Council together with partner organisations play their part in ensuring that the language is at the heart of technological innovation to enable the use of the Welsh language in all digital contexts	
Action		Who will be involved
CCC's IT Service and other organisations to ensure that technology and language resources continue to develop in order to strengthen the linguistic infrastructure; this includes embedding the Welsh language from the outset in any new IT system.		IT Service
Invest in smart technology to develop services and to form the basis of future practices.		Porth Cymorth Cynnar
Continue to provide and develop technological support for Welsh speakers and Welsh learners to enable them to provide services in Welsh i.e. Cysgliad package, apps / dictionaries. Share any good practice.		Bilingual Future Forum
Investigate the possibility of collaborating with the University's research departments to develop a better understanding of Ceredigion residents' habits when using the Welsh language, and find new ways of influencing language habits.		Language Policy Officer, Aberystwyth University, University of Wales Trinity Saint David

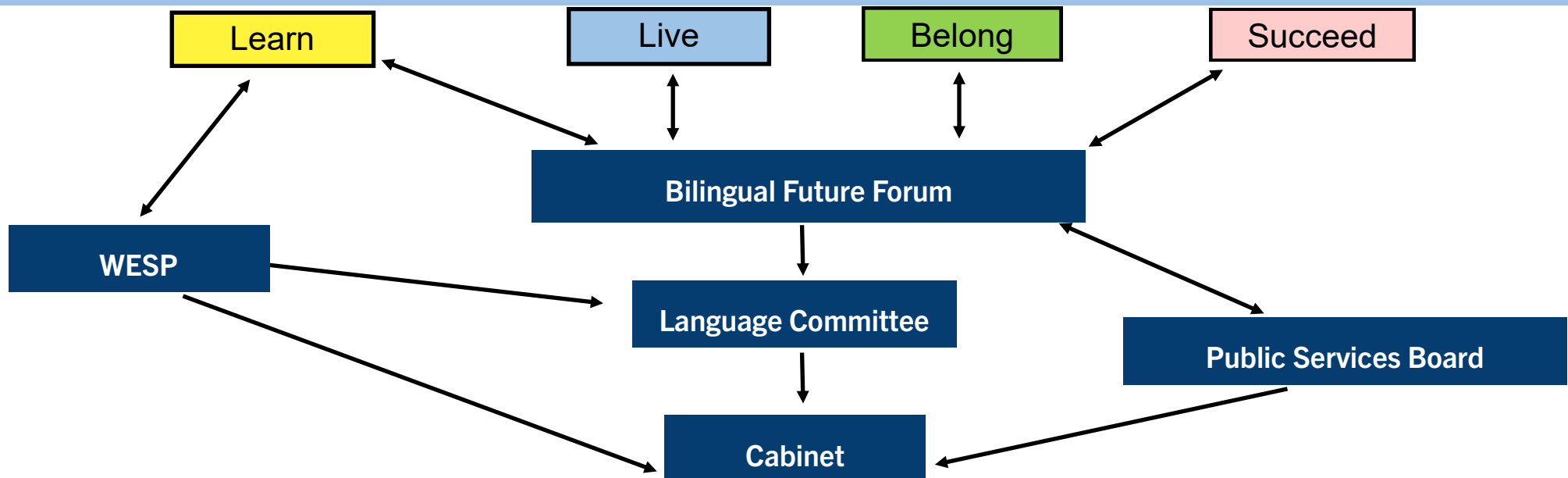
SUCCEED - how will we measure progress?

- Number of impact assessments which have considered the impact on the Welsh language.
- Number of businesses who receive advice on increasing the use of Welsh via ARFOR 2; **and the number who increase the use of Welsh as a result**
- Number of businesses displaying Iaith Gwaith signs and materials promoting the Welsh language within their business through a targeted campaign.
- Number of dedicated economic plans which contribute to increasing the use of the Welsh language and supported through the ARFOR 2 scheme.
- **Number of Welsh medium apprenticeship schemes in the workplace across the county.**
- Number of qualifying applicants with a local connection for social renting properties, for affordable homes and for community housing.
- The use of Welsh in Technology increases.



STRATEGY IMPLEMENTATION

- We want Ceredigion to be seen as a place where you can learn, live, belong and succeed through the medium of Welsh. Therefore we have set out a number of associated areas of work where the Council and its partners have and opportunity to act in order to maintain the use of the Welsh language.
- The success of the Strategy will be a collaboration between a number of public bodies and organisations, in order to try to maintain and expand the use of the language in all aspects of life in the county. In order to allow us to influence and monitor the implementation of the Strategy, we will continue to run the Ceredigion Bilingual Future Forum. In addition, we will maintain a structure of strategic groups to tackle the specific areas of work (see committee structure below).
- The Bilingual Future Forum along with the strategic groups have responsibility for monitoring the progress of the Welsh Language Promotion Strategy. The Bilingual Future Forum will also benefit from the opportunity to share information, coordinate efforts and identify further opportunities for collaboration. The Forum will meet three times a year and will be chaired by the Cabinet Member for the Welsh Language and Culture.
- Reports on the implementation of the Strategy will be presented to the Council's Language Committee with recommendations put forward to the Council's Cabinet for approval. Progress reports will also be shared with Ceredigion Public Services Board.



Membership of Ceredigion Bilingual Future Forum

- **Ceredigion County Council:** including:

Cabinet Member for the Welsh Language and Culture (Chair), Officers representing: Democratic Services, Welsh Language Development Team, Ceredigion Education Service, Childcare Unit, Ceredigion Youth Service, Clic Ceredigion and other relevant officers as required.

- **Aberystwyth University**
- **Barcud**
- **CAVO**
- **Cered (Language Initiative)**
- **Ceredigion Centre for Learning Welsh**
- **Coleg Ceredigion**
- **Cwmni Iait**
- **Dyfed Powys Police**
- **Hywel Dda University Health Board**
- **Job Centre Plus**
- **Mid and West Wales Fire and Rescue Service**
- **Mudiad Meithrin**
- **National Library of Wales**
- **Natural Resources Wales**
- **Theatr Felin-fach**
- **University of Wales Trinity Saint David**
- **Urdd Gobaith Cymru Ceredigion**
- **Welsh Government**
- **Young Farmers Clubs Ceredigion**



We would like to thank all our partners for their contributions, ready support and enthusiasm in preparing this Strategy.



Cyngor Sir
CEREDIGION
County Council



Contact Ceredigion County Council

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INTEGRATED IMPACT ASSESSMENT (IIA) TOOL

Proposal Details

Title of Policy / Proposal / Initiative	
Welsh Language Promotion Strategy Consultation 2024 – 2029	
Service Area	Officer completing IIA
Culture and Lifelong Learning Services	Carys Lloyd-Jones Language Policy Officer Carys.Lloyd-Jones@ceredigion.gov.uk
Corporate Lead Officer	Strategic Director
Elen James	Barry Rees
Please give a brief description of the purpose of the proposal	
<p>The Welsh Language Promotion Strategy lays a firm basis for how Ceredigion County Council will go about promoting the Welsh language and facilitating wider use of Welsh within the local area. It will be possible to further boost our Strategy in collaboration with other partner organisations. The development of the Strategy is a requirement of the Welsh Language Standards in accordance with Welsh Language (Wales) Measure 2011</p> <p>Ceredigion's Welsh Language Promotion Strategy aims to maintain and promote the Welsh language in all walks of life, and to show ways for empowering social networks in a bilingual area. Ceredigion remains a stronghold of the Welsh language, but communities are changing, and this can have an influence on the language and culture. Responding to those challenges, mitigating the risks facing the Welsh language and ensuring the viability of the Welsh language community means rigorous language planning together with significant action in all aspects of the county's social and economic life.</p> <p>The Strategy will also set Ceredigion's contribution towards reaching the Welsh Government's Welsh Language Strategy Cymraeg 2050, which sets the target of having one million Welsh speakers in Wales by 2050.</p> <p>According to the Welsh Language Strategy Cymraeg 2050 “The overarching message in this document is that we need to reach a position where the Welsh language is an integral element of all aspects of everyday life. If we want to achieve this, the whole nation has to be part of the journey – fluent Welsh speakers, Welsh speakers who are reluctant to use the language, new speakers who have learned the language, and also those who do not consider themselves to be Welsh speakers. Everyone has a part to play, and we want everyone to contribute to realising our ambition.”</p>	

Who will be directly affected by this proposal? [HINT](#)

In line with the actions of this strategy it can directly affect;

***All residents of Ceredigion**

***Children, Young People and Family**

***Services and workplaces that make up Ceredigion County**

***Community**

Have those who will be affected by the proposal had the opportunity to comment on it?

The Ceredigion County Bilingual Futures Forum has been a prominent part of creating this Strategy following discussions. The Forum is created from Council members and stakeholders who contribute and develop the Welsh language in Ceredigion.

There was a public engagement campaign during July and August 2024.

Version Control

The IIA should be used at the earliest stages of decision making, and then honed and refined throughout the decision-making process. It is important to keep a record of this process so that we can demonstrate how we have considered and included sustainable development, Welsh language and equality considerations wherever possible.

Version Number	Author	Decision making stage HINT	Date Considered	Description of any amendments made HINT
1	Carys Lloyd-Jones	Language Committee and Cabinet (to approve the draft plan before the public consultation)	10/07/2024 (Language Committee) 17/07/2024 (Cabinet)	
2	Carys Lloyd-Jones	Cabinet to approve plan before publishing Strategy	3/12/2024	Wording amendment

Council Corporate Well-being Objectives

Which of the Council's Corporate Well-being Objectives does this proposal address and how? Click here to read a summary of our [Corporate Strategy 2022-27](#)

<p>Boosting the economy, supporting business, and enabling employment.</p>	<ul style="list-style-type: none"> *Develop Mid Wales Growth Deal worth £110m *Supporting new and growing businesses in the County *Creating new job opportunities for employment skilled young people *Pursuing the Local Development Plan *Fair funding within Arfor programme *Supporting working parents in Ceredigion *Improving skills provision and learning opportunities for 16+ year olds *Further development of apprenticeships in the County
<p>Creating caring and healthy communities</p>	<ul style="list-style-type: none"> *Promoting the Welsh language in Ceredigion *Pursue initiatives to train and recruit Childcare and social care staff *Encourage and enable people to be physically active so that they can benefit from positive health and wellbeing *Improve the role of Community Connectors to support the development of resilient communities *Develop and increase the number of focused extracurricular and general holiday activity programmes
<p>Providing the best start in life and enabling learning at all ages</p>	<ul style="list-style-type: none"> *Delivery of the Welsh in Education Strategic Plan 2022 to 2032 *Ensure pupils are confident communicators in both English and Welsh by the end of Key Stage 2 (year 6) *Supporting Ceredigion Youth Council as a forum for children and young people

	<ul style="list-style-type: none"> *Develop the skills, knowledge and confidence of Children and Young People to exercise *Develop the leadership skills of our Children and Young People at the earliest opportunity *Support funded childcare provision for all two-year-olds *Working with partners to deliver the West Wales Maternity and Early Years Strategy *Support the development of Theatr Felinfach facilities *Providing support for schools to successfully implement the new Curriculum for Wales *Develop a Cultural Strategy and and Equity Strategy to support well-being in schools and communities
<p>Creating sustainable, greener, and well-connected communities</p>	<ul style="list-style-type: none"> *Working with Housing Associations to increase our social housing stock *We will continue to tackle the issues of second homes, summer home ownership, and converting residential homes to holiday homes by seeking Welsh Government support for the introduction of legislation under the Planning Act and Taxation Services. *Enabling more young people to build a home for life *Encourage retention of Welsh place names

National Well-being Goal: A Prosperous Wales

An innovative, productive, and low carbon society where everyone has decent work and there is no poverty.

Click [here](#) for information about a prosperous Wales.

Does the proposal contribute to this goal? Describe the positive or negative impacts. (Click [here](#) for information)

I anticipate several positive impacts, we will:

Share good practice among businesses about the benefits of bilingualism and also the benefits associated with offering a service in Welsh.

Support the strategic objectives outlined in the Arfor scheme to trial innovative methods of promoting entrepreneurship, business growth, community resilience and the Welsh language.

Develop a career path for post-16 year olds across CCC services, including opportunities for work experience, volunteering, traineeships and apprenticeships which make use of Welsh language skills.

Ensure the position of the Welsh language as part of the Mid Wales Growth Deal and Growing Mid Wales.

Support the Tir Glas project at University of Wales Trinity Saint David to promote Welsh-medium business opportunities.

The need for bilingual publication of documents can have a negative impact as it requires twice the work and twice the cost in order to comply with the Welsh Language Standards especially as almost everyone is able to speak English.

What evidence do you have to support this view?

*'Succeed' theme within the Language Strategy addresses a Prosperous Wales.

*ARFOR grant commitment - Supporting the communities that are strongholds of the Welsh language to thrive through economic interventions that will also contribute to increasing opportunities to see and use the Welsh language on a daily basis.

What action(s) can you take to mitigate any negative impacts or better contribute to this National Well-being Goal?

We will introduce the Welsh Language Promotion Strategy 2024 - 2029 and monitor progress consistently to measure success and effectiveness.

National Well-being Goal: A Resilient Wales

A society where biodiversity is maintained and enhanced and where ecosystems are healthy and functioning.

Click [here](#) for information about a resilient Wales.

Does the proposal contribute to this goal? Describe the positive or negative impacts. (Click [here](#) for information)

The strategy does not contribute to these goals.

What evidence do you have to support this view?

N/A

What action(s) can you take to mitigate any negative impacts or better contribute to this National Well-being Goal?

N/A

National Well-being Goal: A Healthier Wales

A society where people make healthy choices and enjoy good physical and mental health.

Click [here](#) for information about a healthier Wales.

Does the proposal contribute to this goal? Describe the positive or negative impacts. (Click [here](#) for information)

I anticipate several positive effects:

*Being able to connect to services in Welsh and receiving Welsh services is vital. In being able to do this people will be more comfortable to contact support services when needed and confident in being able to receive the support in their mother tongue.

* Menter Iaith Cered to host a range of opportunities to bridge new Welsh speakers with Welsh speakers including walks.

*The Strategy includes an aim to develop a Community Housing Scheme to help people meet their affordable housing needs in their local communities by creating a pathway to home ownership.

*We will work with our local universities to enable our county to become one of the training centres for social care in Wales, as well as nursing degrees at Aberystwyth University.

*The Sub-group on the Normalisation of the Welsh language will analyse services and map the current provision to identify gaps in Welsh-medium provision in sports and leisure, and prioritise areas for improvement.

*The strategy identifies opportunities for every child in the county to learn to swim through the medium of Welsh with our Wellbeing Centres Service and Youth Service.

* We will further strengthen the provision and use of Welsh within a social care service so that services can be delivered in users' preferred language by implementing the actions outlined in the Welsh Government's Strategic Framework: 'More than just Words'.

What evidence do you have to support this view?

Welsh Language Commissioner's Assurance Report.

[Assurance Report 2022-23 \(welshlanguagecommissioner.wales\)](https://welshlanguagecommissioner.wales)

Welsh Government Strategic Framework 'More than just Words'

[More than just words \(gov.wales\)](https://gov.wales)

What action(s) can you take to mitigate any negative impacts or better contribute to this National Well-being Goal?

We will introduce the Welsh Language Promotion Strategy 2024 - 2029 and monitor progress consistently to measure success and effectiveness.

National Well-being Goal: A More Equal Wales

A society where everyone has an equal chance whatever their background or circumstances.

This section is longer because you are asked to assess the impact of your proposal on each group that is protected by the **Equality Act 2010**.

Click [here](#) for information about equality in Wales.

Do you think this proposal will have a positive or a negative impact on people because of their age? (Click [here](#) for information)

Children and Young People up to 18

Positive

People 18-50

Positive

Older people 50+

Positive

Describe the positive or negative impacts.

There are several positive impacts:

*A number of reports indicate that some Welsh speakers wish to receive their services in their mother tongue. The aim is to ensure that this can be provided, so that County residents can access their services in their chosen language unhindered.

*We will support activities run through the medium of Welsh for children and young people, and share information about activities by organisations e.g. Urdd Ceredigion, Ceredigion Y.F.C, Youth Service, Menter Iaith Cered, Theatr Felinfach, Theatr Arad Goch, Ceredigion Actif.

*Activities are offered by Theatr Felinfach for all ages to ensure lifelong learning e. Tic Toc for the 2+ year olds and 'Hwyl a Hamdden' for the 50+.

*Ceredigion Actif, and also Ceredigion's Third Sector groups are a major contributor to youth e.g. the Urdd, Y.F.C

*Activities through the medium of Welsh are available to all ages in Ceredigion.

*This can potentially have a negative impact if people don't want to speak Welsh

What evidence do you have to support this?

Ceredigion is one of the strongholds of the Welsh language, and according to 2021 Census results;

- **71.8%** of children aged 3-15 can speak Welsh in Ceredigion
- **42.4%** of people aged 16-64 can speak Welsh in Ceredigion
- **39.9%** of people aged 65+ can speak Welsh in Ceredigion

*More and more employers are keen to recruit staff who can work comfortably in both languages. Bilingualism strengthens cognitive abilities and bilingual people tend to be more creative and flexible.

*Being able to switch from one language to another confidently builds confidence and pride in the individual

[Annual Population Survey - Ability to speak Welsh by local authority and year \(gov.wales\)](#)

The Assurance Report (*Raising the Bar*) for 2022-23 by the Welsh Language Commissioner gives their views on organisations' compliance with Language duties.

[Assurance Report 2022-23 \(welshlanguagecommissioner.wales\)](#)

What action(s) can you to take to mitigate any negative impacts?

Is there an opportunity to use this proposal to eliminate unlawful discrimination, advance equality of opportunity or encourage good relations between people in this group and the rest of the population?

* The ability to speak Welsh gives a solid identity and a sense of belonging

*As various organisations including the YFC, the Urdd, CERED hold activities to promote the Welsh language, it is hoped that the negative attitude can be changed when immersed in Welsh activities.

*There are a number of leisure and cultural activities taking place in our county. These can be of interest to a large number of our residents whichever group of people they belong to. A number of these activities are offered by Theatr Felinfach, CERED and Ceredigion Actif.

Do you think this proposal will have a positive or a negative impact on people because of their disability? (Click [here](#) for information)

Hearing Impairment	None / Negligible
Physical Impairment	None / Negligible
Visual Impairment	None / Negligible
Learning Disability	None / Negligible
Long Standing Illness	None / Negligible
Mental Health	None / Negligible
Other	None / Negligible

Describe the positive or negative impacts.

The 'More than just Words' Strategic Framework provides evidence that better outcomes can be achieved when delivering a service in the service user's preferred language.

There is no direct impact on this group, the strategy is for everyone, we will adapt the services offered as necessary to ensure accessibility for all.

What evidence do you have to support this?

*Data from the 2021 Census for Ceredigion shows that 9.4% of the population with a disability or long-term health problem are severely limited on their day-to-day activity. (21 March 2021)

*Data from the 2021 census for Ceredigion shows that 12.5% of the population with a disability or long-term health problem are slightly restricted in their day-to-day activity. (21 March 2021).

*The County Council is therefore aware of these groups of people within Ceredigion

*Our Strategic Equality Plan (SEP) outlines how Ceredigion County Council will ensure that the actions we take are fair to all. Being treated fairly and with respect applies to all of us and to our families and friends, therefore the strategy benefits everyone in Ceredigion.

What action(s) can you take to mitigate any negative impacts?

Is there an opportunity to use this proposal to eliminate unlawful discrimination, advance equality of opportunity or encourage good relations between people in this group and the rest of the population?

We will introduce the Welsh Language Promotion Strategy 2024 - 2029 and monitor progress consistently to measure success and effectiveness.

Do you think this proposal will have a positive or a negative impact on people who are transgender? (Click [here](#) for information)

Trans Women	None / Negligible
Trans Men	None / Negligible
Non-binary people	None / Negligible

Describe the positive or negative impacts

The Strategy aims to ensure that Ceredigion residents have a choice of language when accessing services.

As a County Council we are aware of groups of people within our communities and our services are designed for everyone.

There's no discrimination within the strategy and there's no negative or positive impact on this particular group of people.

What evidence do you have to support this?

0.6% of the population of Ceredigion identify as non-binary or gender different from their sex registered at birth. This is about 400 people.

There is therefore a need to ensure that there is a choice of language for everyone within Ceredigion when accessing services.

[*Welsh language: Non-binary speakers want gender-neutral help - BBC News](#)

*One of the actions of the Welsh Government's LGBTQ+ Action Plan is to: Make Welsh support services available to LGBTQ+ Welsh speakers.

[LGBTQ+ Action Plan for Wales: themes, evidence and actions \[HTML\] | GOV.WALES](#)

What action(s) can you take to mitigate any negative impacts?

Is there an opportunity to use this proposal to eliminate unlawful discrimination, advance equality of opportunity or encourage good relations between people in this group and the rest of the population?

We will introduce the Welsh Language Promotion Strategy 2024 - 2029 and monitor progress consistently to measure success and effectiveness.

Do you think this proposal will have a positive or a negative impact on people with different sexual orientation? (Click [here](#) for information)

Bisexual	None / Negligible
Gay Men	None / Negligible
Gay Women/Lesbian	None / Negligible
Heterosexual/Straight	None / Negligible

Describe the positive or negative impacts

*The Strategy aims to ensure that Ceredigion residents have a choice of language when accessing services.

*The Equality Act 2010 strengthens your rights not to have someone discriminate against you. Discrimination means treating someone worse than other people because they are different. Those groups of people who have a right not to have people discriminated against have also been extended. The people who belong to these groups have what are called protected characteristics.

What evidence do you have to support this?

* 4.8% of Ceredigion residents identify as LGBTQ+. There is no positive or negative impact to this group of people.

*We need to consider whether the services provided are inclusive for everyone. There is therefore a need to ensure that there is a choice of language for everyone within Ceredigion when accessing services.

What action(s) can you to take to mitigate any negative impacts?

Is there an opportunity to use this proposal to eliminate unlawful discrimination, advance equality of opportunity or encourage good relations between people in this group and the rest of the population?

We will introduce the Welsh Language Promotion Strategy 2024 - 2029 and monitor progress consistently to measure success and effectiveness.

Do you think this proposal will have a positive or a negative impact on people who are married or in a civil partnership? (Click [here](#) for information)

People who are married	None / Negligible
People in a civil partnership	None / Negligible

Describe the positive or negative impacts

There is a need to ensure that there is a choice of language for everyone within Ceredigion when accessing services.

It is difficult to see how the proposal will negatively or positively affect anyone regardless of their marital status.

What evidence do you have to support this?

*There is no direct impact on this group of people

What action(s) can you to take to mitigate any negative impacts?

Is there an opportunity to use this proposal to eliminate unlawful discrimination, advance equality of opportunity or encourage good relations between people in this group and the rest of the population?

We will introduce the Welsh Language Promotion Strategy 2024 - 2029 and monitor progress consistently to measure success and effectiveness.

Do you think this proposal will have a positive or a negative impact on people who are pregnant or on maternity leave? (Click [here](#) for information)

Pregnancy	Positive
Maternity	Positive

Describe the positive or negative impacts

The Language Strategy seeks to address that new parents make the choice of language from the cradle. In addition a number of services across the County are putting schemes in place to try to ensure that a new parent receives their service in their preferred language (Flying Start, Family Information Service, Childcare Service, Cered).

What evidence do you have to support this?

We will:

*Provide direct information and advice to parents on the value of the Welsh language and the support available from the cradle.

*Distribution of the information booklet 'Byw a Bod' and 'Cymraeg i Rieni'. Republish the 'Byw a Bod' information booklet and update the 'Byw a Bod' video.

*Support CWLWM and the Childcare Unit to maintain childcare provision: Cylchoedd Ti a Fi, Cylchoedd Meithrin and Play Groups to support parents and children at the start of their Welsh-medium education journey through immersion.

What action(s) can you take to mitigate any negative impacts or better contribute to positive impacts?

We will introduce the Welsh Language Promotion Strategy 2024 - 2029 and monitor progress consistently to measure success and effectiveness.

Do you think this proposal will have a positive or a negative impact on people because of their ethnic origin? (Click [here](#) for information)

Asian / Asian British	None / Negligible
Black / African / Caribbean / Black British	None / Negligible
Mixed / Multiple Ethnic Groups	None / Negligible
White	None / Negligible
Other Ethnic Groups	None / Negligible

Describe the positive or negative impacts

People are not discriminated against because of their ethnic origin. The 2021 Census tells us that 3.7% of people in Ceredigion are of the following ethnic origin:

- Asian, British Asian or Welsh Asian: 1.5%
- Black, Black British, Black Welsh, Caribbean or African: 0.5%
- Mixed / Multiple Ethnic Groups: 1.2%
- Other ethnic groups: 0.5%

There is therefore a need to ensure that there is a choice of language for everyone within Ceredigion when accessing services.

What evidence do you have to support this?

Equality is at the heart of everything Ceredigion County Council does. Equality means understanding and addressing the barriers so that everyone has a fair chance to achieve their potential. We commit to treating all citizens with respect, and to providing services and offering employment opportunities that are responsive to people's diverse needs.

What action(s) can you take to mitigate any negative impacts?

Is there an opportunity to use this proposal to eliminate unlawful discrimination, advance equality of opportunity or encourage good relations between people in this group and the rest of the population?

We will introduce the Welsh Language Promotion Strategy 2024 - 2029 and monitor progress consistently to measure success and effectiveness.

Do you think this proposal will have a positive or a negative impact on people with different religions, beliefs, or non-beliefs? (Click [here](#) for information)

Buddhist	None / Negligible
Christian	None / Negligible
Hindu	None / Negligible
Humanist	None / Negligible
Jewish	None / Negligible
Muslim	None / Negligible
Sikh	None / Negligible
Non-belief	None / Negligible
Other	None / Negligible

Describe the positive or negative impacts

We do not anticipate any expected differential impact. Any beliefs, traditions or practices will be respected.

What evidence do you have to support this?

The majority of residents say they are Christian or have no religion.

In Ceredigion it is recorded that;
46.9% - Christian
42.8% - Non-belief
7.7% - Not answered
a 2.6% - Other

We as a County Council are aware of the diversity of religions in Ceredigion.

What action(s) can you to take to mitigate any negative impacts?

Is there an opportunity to use this proposal to eliminate unlawful discrimination, advance equality of opportunity or encourage good relations between people in this group and the rest of the population?

We will introduce the Welsh Language Promotion Strategy 2024 - 2029 and monitor progress consistently to measure success and effectiveness.

Do you think this proposal will have a positive or a negative impact on men or women? (Click [here](#) for information)

Men	None / Negligible
Women	None / Negligible

Describe the positive or negative impacts

There is a need to ensure that there is a choice of language for everyone within Ceredigion when accessing services.

There's little impact here.

What evidence do you have to support this?

N/A

What action(s) can you to take to mitigate any negative impacts?

Is there an opportunity to use this proposal to eliminate unlawful discrimination, advance equality of opportunity or encourage good relations between men and women?

We will introduce the Welsh Language Promotion Strategy 2024 - 2029 and monitor progress consistently to measure success and effectiveness.

Do you think this proposal will have a positive or a negative impact on people from the Armed Forces Community? (Click [here](#) for information)

Members of the Armed Forces	None / Negligible
Veterans	None / Negligible
Spouses	None / Negligible
Children	None / Negligible

Describe the positive or negative impacts

The Council is working towards the proactive proposal, where residents will be offered their services in their preferred language (Welsh or English).

What evidence do you have to support this?

The Language Strategy is for all Ceredigion residents

What action(s) can you take to mitigate any negative impacts?

We will introduce the Welsh Language Promotion Strategy 2024 - 2029 and monitor progress consistently to measure success and effectiveness.

Socio-economic Duty

Socio-economic disadvantage means living on a low income compared to others in Wales, with little or no accumulated wealth, making it more difficult to access basic goods and services.

Family background or where a person is born still affects their life. For example, a child from a wealthy family often does better at school than a child from a poor family, even if the poorer child is more naturally academic. This is sometimes called socio-economic inequality.

Do you think this proposal will have a positive or a negative impact on people experiencing socio-economic disadvantage?	Positive
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Describe the positive or negative impacts

There are several positive effects:

*We will promote the 'Cymraeg i Blant' project for Welsh and non-Welsh parents, and support the project to encourage language transfer within the household. Free Welsh lessons for parents of Cylch Aberystwyth and T2 Schools (dependent on grants).

*We would encourage social club leaders to increase their use of Welsh and

positively influence the language use of children and young people; includes the Welfare Centres Service and the Youth Service.

*A large number of activities promoting and promoting Welsh are available for free but there can be a negative impact when it is required to pay for Welsh activities.

*There is also the use of grants available to promote the Welsh language among young people.

What evidence do you have to support this?

*We will support St David's Day Parades in Aberystwyth, Lampeter, Cardigan and Tregaron and encourage similar celebrations in other areas e.g. Llandysul.

*We will support activities run through the medium of Welsh for children and young people, and share information about activities by organisations e.g. Urdd Ceredigion, Ceredigion Y.F.C, Youth Service, Menter Iaith Cered, Theatr Felinfach, Theatr Arad Goch, Ceredigion Actif.

*Activities offers to promote the Welsh language for free are available but others cost.

What action(s) can you to take to mitigate any negative impacts?

Is there an opportunity to use this proposal to eliminate unlawful discrimination, advance equality of opportunity or encourage good relations between people in this group and the rest of the population?

We will keep in mind the fact that some people cannot afford events and activities that cost and do what we can to ensure that they are able to attend.

National Well-being Goal: A Wales of Cohesive Communities **A society with attractive, viable, safe, and well-connected communities.**

Click [here](#) for information about cohesive communities.

Does the proposal contribute to this goal? Describe the positive or negative impacts. [HINT](#)

Several positive effects include:

*A large number of activities are organised in our communities. This includes community activities organised by CERED, YFC and the Urdd. There are activities within our communities.

*The fact that many of these activities take place within our communities ensures safe and fulfilled communities and contributes to the good facilities in our communities.

*'Hwyl a hamdden' sessions for adults 50+ will be held and also Tic Toc sessions for 2+ year olds and her parents available at Theatr Felinfach – this can have a positive impact on isolated people within our communities.

*We will continue to provide and develop technological support for Welsh speakers and Welsh learners to enable them to provide services in Welsh i.e. Cysgliad package, apps / dictionaries.

What evidence do you have to support this view?

Welsh Government's Welsh Language Cymraeg 2050 Strategy

[Cymraeg 2050: A million Welsh speakers \(gov.wales\)](#)

[welsh-language-policy-statement-ceredigion-county-council.pdf](#)

What action(s) can you take to mitigate any negative impacts or better contribute to the goal?

We will introduce the Welsh Language Promotion Strategy 2024 - 2029 and monitor progress consistently to measure success and effectiveness.

National Well-being Goal: A Wales of Vibrant Culture and Thriving Welsh Language

A society that that promotes and protects culture, heritage, and the Welsh language and which encourages people to take part in the arts, sports, and recreation.

Click [here](#) for information about culture and the Welsh language

Does the proposal contribute to this goal? Describe the positive or negative impacts.

*The Language Strategy is available in both Welsh and English.

*The main purpose of the Strategy is to increase the use of Welsh across the County.

*In line with the implementation of the Ceredigion Language Strategy, the Council is committed to fulfilling the requirements of the Welsh Language Standards to ensure the availability of Welsh-medium services of the same quality and availability and equivalent services in English.

*The Welsh language is a key part of Ceredigion's culture and heritage, and therefore the Strategy contributes to the development of the Welsh language within the County. In undertaking and developing the actions within the Strategy this gives everyone in Ceredigion whatever age the opportunity to participate in the sports and leisure arts in their mother tongue.

*Support the implementation of WESP priorities in the development of the 7 outcomes – including teaching all pupils primarily through the medium of Welsh until the age of 7 and contributing to the vision of the Welsh Government's Welsh Language Strategy 2050.

*WESP - By September 2032, Ceredigion County Council's aspiration is that all pupils in the authority's schools will receive Welsh-medium immersion education until the age of seven.

What evidence do you have to support this view?

* Cered Activities

* To make the vision a reality we have set 4 strategic themes for this Strategy, and for them a significant number of associate areas of work. Ceredigion is a place where you can learn, live, belong and succeed through the medium of Welsh

* Maintain and increase the use of Welsh in the provision and reception of public services

* Welsh Language Standards

[Welsh Language Standards | Cerinet \(ceredigion.gov.uk\)](#)

[WESP 2022-32 Draft.pdf \(ceredigion.gov.uk\)](#)

What action(s) can you take to mitigate any negative impacts or better contribute to the goal?

We will introduce the Welsh Language Promotion Strategy 2024 - 2029 and monitor progress consistently to measure success and effectiveness.

Please note any potential effects this decision would have on opportunities for people to use Welsh and on not treating Welsh less favourably than English. (Click [here](#) for information)

The main aim of this strategy is to promote people to use Welsh and not to treat Welsh less favourably than English.

National Well-being Goal: A Globally Responsible Wales

A society that considers how our actions might impact on other countries and people around the world.

Click [here](#) for information about global responsibility.

Does the proposal contribute to this goal? Describe the positive or negative impacts. [HINT](#)

* We would support Aberystwyth's bid to become a UNESCO City of Literature.

What evidence do you have to support this view?

[UNESCO : Building Peace through Education, Science and Culture, communication and information](#)

UNESCO - United Nations Educational, Scientific and Cultural Organization. It contributes to peace and security by promoting international cooperation in education, sciences, culture, communication and information.

What action(s) can you take to mitigate any negative impacts or better contribute to the goal?

We will introduce the Welsh Language Promotion Strategy 2024 - 2029 and monitor progress consistently to measure success and effectiveness.

Strengthening the Proposal

If you have identified any negative impacts in the above sections, please provide details of any practical changes and actions that could help remove or reduce the negative impacts.

What will you do?	When?	Who is responsible?	Progress
The need for bilingual publication of documents can have a negative impact as it requires twice the work and twice the cost in order to comply with the Welsh Language Standards especially as almost everyone is able to speak English.			
The Welsh Language Promotion Strategy will be constantly monitored and a report will be created annually.	Summer 2025	Language Policy Officer and Ceredigion's Bilingual Futures Forum	First Year
This can potentially have a negative impact if people don't want to speak Welsh.			
The Welsh Language Promotion Strategy will be constantly monitored and a report will be created annually.	Summer 2025	Language Policy Officer and Ceredigion's Bilingual Futures Forum	First Year

If no action is to be taken to remove or mitigate negative impacts, please justify why. (If you have identified any unlawful discrimination then the proposal must be changed or revised.)

How will you monitor the impact and effectiveness of the proposal?

The Bilingual Futures Forum which includes representation from Ceredigion County Council departments and all its partners in the Ceredigion Public Service Board is responsible for developing, monitoring and reviewing this Strategy.

The forum meets three times a year and provides annual progress reports to the Council's Language Committee and to Cabinet. Annual progress reports will be available to the public through the Council's website. Paper copies can be requested if necessary.

Sustainable Development Principle: 5 Ways of Working

Describe below how you have implemented the five ways of working in accordance with the sustainable development principle of the Well-being of Future Generations (Wales) Act 2015

<p>Long term Balancing short-term needs with long-term need and planning for the future.</p> <p><u>HINT</u></p>	<p>This Strategy is a 5-year plan 2024-2029 . The long-term vision is to contribute to the Welsh Government's One million Welsh Language Strategy of one million Welsh speakers by 2050.</p> <p>Welsh Government Welsh Language Strategy Welsh language Topic GOV.WALES</p> <p>Implement the Welsh Language Standards and review the Ceredigion Language Strategy action plan annually. Welsh Language Standards Cerinet (ceredigion.gov.uk)</p>
<p>Collaboration Working together with other partners to deliver.</p> <p><u>HINT</u></p>	<p>The Council has collaborated with partner organisations, which are part of the Ceredigion Bilingual Futures Forum, to develop and then implement this Strategy.</p> <p>We contacted and discussed regularly with all Forum partners to ensure that actions were measurable and effective for the next five years.</p>





<p>Involvement Involving those with an interest and seeking their views.</p> <p><u>HINT</u></p>	<p>As well as consulting with members of the Bilingual Futures Forum, a public consultation will take place between July and September 2024.</p> <p>The consultation announcements will be circulated widely including in public settings, social media and also on the county website.</p> <p>Follow the link to view consultation documents / response paper Engagement and Consultations - Ceredigion County Council</p>
<p>Prevention Putting resources into preventing problems occurring or getting worse.</p> <p><u>HINT</u></p>	<p>According to the 2021 Census showing a 2% reduction in the number of Welsh speakers in Ceredigion i.e in 2011 47.3% of Welsh speakers aged 3 or over were recorded in Ceredigion and by 2021 the figure had fallen to 45.3%. The County Council recognises this fall and has committed to being proactive to prevent any further deterioration by the next Census. This will be done by implementing the Welsh Language Standards and delivering a Language Promotion Strategy within the County. The Aim of the Language Strategy is to maintain and promote the Welsh language in all possible aspects of life.</p> <p>Documents on the Welsh page of the Council's website</p> <ul style="list-style-type: none"> • Ceredigion Language Profile • Welsh Standards Ceredigion
<p>Integration Considering the impact of your proposal on the four pillars of well-being (social, economic, cultural and environment) the objectives of other public bodies and across service areas in the Council.</p> <p><u>HINT</u></p>	<p>The Welsh language is a key part of Ceredigion's culture and heritage, and therefore the policy contributes to the viability of Welsh within the County</p> <p>Documents on the Welsh page of the Council's website</p>

Risk

Summarise the risk associated with the proposal.

	1	2	3	4	5
Impact Criteria	Very Low	Low	Medium	High	Very High
Likelihood Criteria	Unlikely to occur	Lower than average chance of occurring	Even chance of occurring	Higher than average chance of occurring	Expected to occur
Risk Description	Impact	Probability	Score (Impact x Likelihood)		
County Council fails to fulfil the statutory requirements of the Welsh Language Standards and risks being fined by the Welsh Language Commissioner for failing to ensure Ceredigion residents can access Welsh-medium services.	2	3	6		
Lack of capacity by partner organisations involved in the Bilingual Futures Forum to be able to fully implement the requirements.	2	3	6		

Sign Off

Position	Name	Signature	Date
Corporate Manager	Non Davies		08/07/2024
Corporate Lead Officer	Elen James		04/07/2024
Corporate Director	Barry Rees		03/07/2024
Portfolio Holder	Catrin M.S Davies Cabinet Member for the Welsh Language and Culture		10/07/2024