Welsh Language Annual Report

2022-23



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Introduction

I am delighted to present Carmarthenshire County Council's Welsh Language Annual Report for 2022-23, which is the first full year in my role as Portfolio Holder for the Welsh Language and Education on behalf of the Council.

This is our seventh year implementing the Welsh Language Standards, and despite the financial challenges facing the public sector we have managed to maintain high standards in providing services to our residents in Welsh. We are extremely proud of our ongoing efforts to promote the Welsh language internally, in various policy areas and under the responsibilities of our Promotional Standards.

Following the Local Government elections, the Welsh Language Advisory Panel was reestablished, and this cross-party Panel met twice, in October and March. The March meeting was a great opportunity for us to have a Welsh Government presentation on the 2021 Census data and to consider the difficult realities and challenges ahead following the disappointing results for Carmarthenshire. Monthly meetings have also been established between the Council Leader, and the Rural Affairs Portfolio Holder, as well as Head of ICT & Corporate Policy, Policy, Performance and Partnership Manager, and me, to further engage with the decline in Welsh speakers in Carmarthenshire and we have engaged with a range of stakeholders to discuss and plan the next steps. It's fair to say that it's time to change gear as we try to tackle the situation and we will do what we can, working with our partners, to do so over the coming period.

The in-house simultaneous translators have been extremely busy during the year with extensive use of Welsh on the chamber floor as well as online. Hybrid meetings were added to the mix this year, with the successful integration of simultaneous translation into this platform as well. We're extremely proud of the proactive and effective manner the Council has managed to encourage the use of Welsh in our meetings, adapting to all the different platforms, and the tireless work of the Translation Unit and the IT Division is commendable. High standards were demonstrated as usual in all our marketing work, and our communications were delivered in accordance with the Standards without fail, including the messages across our social media platforms, simultaneously in Welsh and English.

It has been a very busy year in terms of promoting the Welsh language, with all the work of reporting on the first Promotion Strategy and drafting the second Promotion Strategy. Tremendous work has been done coordinating partners' input and jointly planning through the Welsh County Strategic Forum, which the Council also leads. We have benefited from the voluntary work of Meri Huws chairing the Forum adeptly for another year and the fruits of all this work will appear in 2023/24, with a new Strategy and a continuation of the implementation of the action plan.

The Council committed funding to welcome the Urdd Eisteddfod to Carmarthenshire too. Despite the financial challenges, it was felt to be an important investment to promote the Welsh language, and to provide valuable opportunities for our young people to use Welsh, and to raise the status of Welsh as a living language in the County. Every opportunity was used to promote the event and to get as many of our young people involved as possible in



Eisteddfod activities. A number of departments within the Council collaborated with organisations from the Strategic Forum to support schools to compete in the Eisteddfod, focusing on those who do not normally compete. The response has been overwhelmingly positive with the County's English primary and secondary schools taking this unique opportunity to take pride in and use the Welsh language. 90% of schools in Carmarthenshire were successfully supported to compete in the 2023 Eisteddfod, which had its local and regional rounds during 2022-23.

There have been more changes to the workforce with most staff returning to some extent to the office, resulting in more opportunities to use Welsh informally. We continued, however, with the monthly *Clwb Clebran* to encourage people to devote an hour a month to hearing and using Welsh informally, online.

Two other specific projects are worth mentioning in this introduction, namely the efforts to promote the Welsh language in our significant economic plans, and the start of the work of increasing administration through the medium of Welsh. Both projects emphasise our ambition as a Council to promote the use of Welsh in all our work. Further information on these projects is available in the report itself.

I look forward to another busy and full year promoting the Welsh language and working with all our partner to make progress in Carmarthenshire.

Councillor Glynog Davies Cabinet Member for Education and Welsh Language Carmarthenshire County Council



Compliance with Service Delivery Standards

Ensuring overall compliance

We produced a new <u>Compliance</u> Plan during the year which is a more static document than the previous Action Plan. The Plan sets out the compliance procedures that are permanently in place rather than setting out annual actions. It sets out how the Council complies with the Standards, how we oversee the compliance and promote and facilitate the use of our services. It will be a useful document for ensuring the longevity and consistency of our compliance procedures and has been posted on our website to explain what the public can expect from the Council in terms of compliance.

The Welsh medium provision of correspondence, telephone service, web pages, the intranet, staff newsletters and social media in accordance with the Standards has been firmly in the Council's operations for many years now. Frontline jobs are still advertised at level 3, requiring verbal fluency. The frontline service provided by our Contact Centre has become busier and for the first time this year, due to recruitment issues, we have advertised jobs at a lower level of Welsh medium fluency. For the first time, therefore, we have had to adjust our procedures to meet demand while ensuring that the Welsh-medium service would not be affected.

A new social media policy was formulated this year, which stated:

5.13 You must ensure that all communications are compliant with the Welsh Language Standards (No.1) Regulations 2015 that are applicable to all Council employees and communications made on the Council's behalf. All communications must be bilingual. In order to safeguard you and your department it is important that you note that any failure to adhere to the standards set out in the regulations can result in a substantial fine of up to £5,000 which in the event of a breach will be the responsibility of the department from which the breach originates. The necessary guidelines and training on the standards of practice necessary to be compliant with the regulations will be supplied by the Marketing and Media Team.

Again, this ensures lasting and consistent compliance across Council departments in terms of social media communication.

During the year, a request was made by the Welsh language Commissioner for evidence on our compliance with the Standards. We completed a self-assessment questionnaire providing 28 pages of examples of the range of our provision: from forms, official notices, wording in policies, pictures of self-service machines to marketing. High assurance of compliance was noted for 17 of the Standards and medium assurance of compliance for 7 of the Standards were identified. None of the Standards were identified as lower than medium assurance.

A request also came from the Welsh language Commissioner for evidence on our current practices in promoting Welsh language services, and for the data we have on the use of Welsh language services. The information was provided in accordance with the request and, whilst



we were able to ensure compliance with the Standards, we also recognised that we could do more to promote to staff the documents and services available to them under the operating Standards. Similarly, we clarified that we have access to a large amount of data relating to the use of our services through the medium of Welsh but that it has not been our priority to make use of them to date.

We had not received the Annual Assurance Report 2022-23 at the time of preparing this report, nor was there feedback on the self-assessments during the year, but no negative feedback was received from the Commissioner's Office either.

Consultation: Correspondence, consultation documents and meetings: Standards 4-7, 27-29, 44.

22 consultations were conducted this year and they were all advertised and administered bilingually.

The Public Services Board (PSB) Well-being Plan for Carmarthenshire was completed during the year. The work was led by the County Council and was a good example of delivery of correspondence according to the Standards. Forms, marketing materials and public events were all delivered in accordance with the Standards. There was information on social media, in staff newsletters and press releases in accordance with the Standards, which encouraged participation and input from the public.

Bwrdd Gwasanaethau Cyhoeddus Sir Gâr	87	Cylch Gorchwyl Terms of Reference • Paratol a chyhoeddi asesiad o gyflwr lleslant economaidd, cymdeithasol, amgycheddol a dwyllianol y s W cardyrddin.	 To prepare and publish an assessment of the state of economic, social, environmental and cultural welbengin (Carmarthenshire
Carmarthenshire Public Services Board	Constanting Constant Constanting Constant Constanting Constanting Constanting Constanting Constanting Constanting	 Paratoi a chyboeddi Cynllun Uesiant Lled ar gyfer ys iry no ddi macinoi led a'r camau y mae'n bwradu eu cymryd I'w cyflawni. Cymryd polo cam chesynnol i gwrdd â'r amcanioni lleol a cosdwyd ganddynt. Paratoi a chyboeddi actorddia blynyddol sy'n nod cymrydd y Bwrdd o ran cyflawni'r amcanion lleol. 	To prepare and publish a Local Welf-Being Plan for the county setting out local objectives and the steps it proposes to take to meet them. To take all reasonable steps to meet the local objectives they have set. To prepare and publich an annual report that sets out the Board's progress in meeting the local objectives.

Example of slides from a presentation

In addition, there were specific consultation events: at Carers Rights Day and at the Pride Event for example. This was done bilingually and encouraged participation in Welsh at every opportunity.



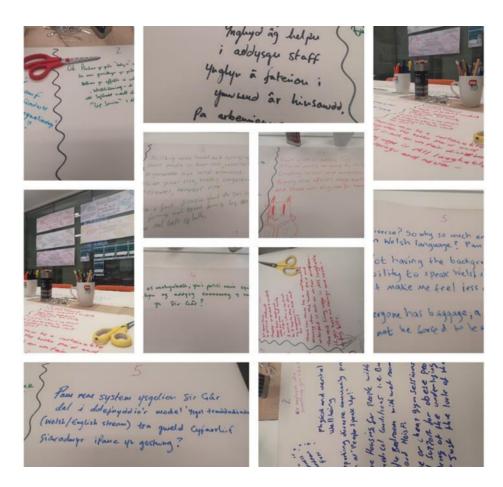


Photo of a bilingual creative engagement workshop

Meetings: Standards 32 a 33

Having used the *zoom* platform for a significant period of time after the pandemic to host meetings with simultaneous translation, we transferred to *Teams* when it became available. We produced a guide/e-module specific to Carmarthenshire County Council staff, explaining the steps to take when arranging simultaneous translation at meetings. This is elaborated in Case Study 2, under the Operating Standards.

Public Events: Standards 35 a 36

In relation to public events, there have been a number of examples of good practice in terms of operating in accordance with the Standards. The 'Ageing Well' event at the Botanic Garden was organised completely bilingually in terms of marketing and administration of the event. Every effort was made during the event to encourage the use of Welsh as well, by organising a guest speaker presenting mainly in Welsh and by ensuring bilingual staff when registering at the entrance, as well as at the information stalls. The presence of organisations working specifically through the medium of Welsh was also ensured.



Similarly, a careers event was held for former members of the Armed Forces. A particular effort was made to greet attendees in Welsh when registering and there were numerous examples of individuals who were Welsh speakers. There was also a guest speaker who addressed in Welsh at the signing of the Covenant, which was also fully bilingual.

The final example of good practice in holding public events in line with the Standards, was the collaboration event to air ideas about the rising cost of living. 100 individuals from public, private and third sector bodies attended and there were Welsh-medium presentations and discussion groups as part of the event.

Communication: Publicity materials or information, and website. Standards 37-38, 43, 46-49, 52-58.

Local Development Plan

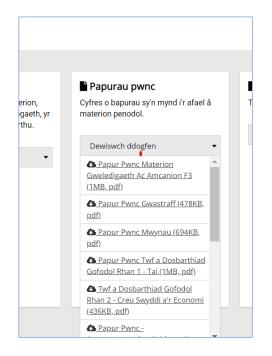
After adopting the Local Development Plan, we are required to ensure that its content remains up to date and that we make changes where necessary. This reflects the requirements of the Planning and Compulsory Purchase Act 2004, which is that the content of the LDP is regularly reviewed. One of the main ways to do this is through the Annual Monitoring Reports and understanding where the Scheme is performing well and where it may not be succeeding as intended.

The contents of the Review Report were considered at the Council meeting on 10 January 2018, and it was decided to begin the preparation of the Revised LDP 2018-2033. Immense work has been done in drafting documents and policies to accompany the Plan, and on conducting the necessary consultations. All have been compiled bilingually and have appeared simultaneously and to the same quality on our website.



Screenshot of the documents that all appear in Welsh on our website as part of the LDP process.





Screenshot of topic papers on the website

Specific and extensive work has been carried out on assessing the impact of the Plan on the Welsh language, which is detailed below (Policy Standards).

All the marketing work done in welcoming the British Women's Cycling Tour to Carmarthenshire was an example of marketing that was firmly in line with the Standards. Bilingual signage was used throughout the County in marketing the event and then in hosting the event. The work with the media was bilingual and the event was published bilingually at Pembrey Country Park.



Photo of bilingual graphic on race hoarding



Screenshot of race Welsh language marketing on website

Similarly, our campaigns have been robustly delivered in compliance with the Standards. A marketing campaign was undertaken for the new refuse collection program. The whole campaign was fully bilingual as detailed in Case Study 1.



Promoting Services: Standard 81

Work was undertaken this year on promoting the Council as a bilingual workplace.

As the Commissioner was focusing on young people's rights on Welsh language rights day this year, we organised a competition for young people that would promote the opportunities for them to apply for a job through the medium of Welsh with the Council and use Welsh as a skill in the workplace. An e-postcard was sent out to every sixth form in the County advertising a competition to win the Welsh bucket hat.



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E-postcard sent to schools



This was an opportunity to promote Menter Gorllewin Sir Gâr's 'Profi' website and resources too. There were issues however with the distribution of the information. The message had not reached the young people in the most accessible format. Response was low and we will be looking for other opportunities to use the postcard in the future, at events rather than by email.

We have also created a new application form for work experience this year which ensured that we gather information on the applicants' language choice, so that we can arrange for them to work to an extent through the medium of Welsh. A great deal of work remains to be done in this area of promoting the Council as an employer that values bilingual skills and will be further developed through the Promotion Strategy.

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E-form to apply for work experience

We continued to promote Carmarthenshire Theatres' Welsh-language theatre shows. This year, we used the intranet to discount events such as the play, 'Tylwyth', promoting our Welsh-language theatres service to internal staff.



Screenshot of offer for Welsh language show in our theatres in staff newsletter

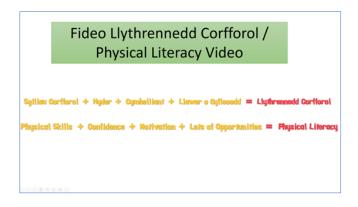


Announcing messages over a public address system: Standard 87

We provided audio recordings of common announcements for our leisure centres, to assist with the process of training staff to deliver bilingual announcements. Again, this will ensure consistency and accuracy in providing announcements in our public buildings in accordance with the Standards.

Provision of Education Courses: Standard 84

Active Sir Gâr staff, our leisure services, ran a new training program for Schools, to develop physical literacy in children. During the year, 20 workshops were held in schools, 17 of which were in Welsh or bilingual. We used *Sports Wales*' training resources, which were bilingual, and also produced our own training PowerPoint.



Slide from Welsh medium training PowerPoint



Case Study 1: Environment (New Refuse collection service)

Background

Recycling is very important to Carmarthenshire, and it is key that everyone plays their part in meeting the Welsh Government's ambitious targets. For the year 2022-23 the recycling target for local authorities in Wales is 64%. To meet these targets, Carmarthenshire County Council decided that new recycling systems had to be implemented. What the study will address is how well the Welsh language was used when promoting and marketing the new system. All documents circulated to the public, information on social media, pop up stall etc. were all bilingual.

Action

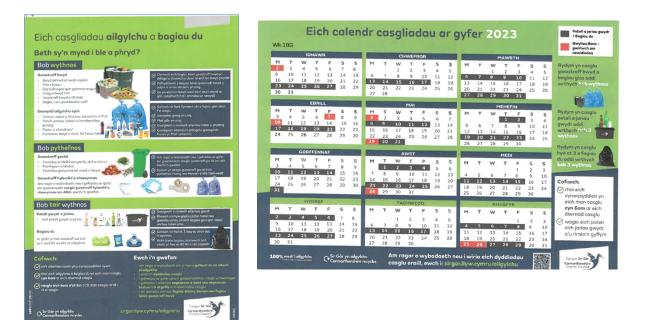
In 2021-22 Carmarthenshire's recycling percentage was 62%. As part of our ongoing aim to improve, a new system was introduced in January 2023. As a result, a plan had to be put in place to convey the planned changes to our residents. The first step was to distribute letters and calendars to all residents of the County, with a Welsh and English version distributed. The total number of letters sent to residents to date is 98,453 and these have been delivered by post. Obviously, the main message of the correspondence remained the same throughout, but it included variations such as the collection days and access issues etc.



Example of a Welsh medium letter about recycling

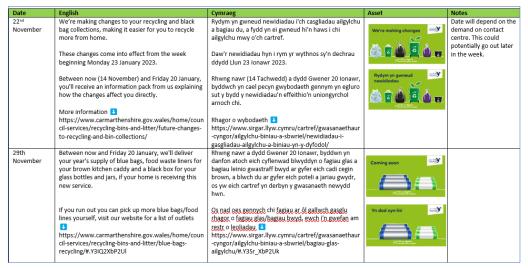


The second step during the engagement process was to send out an information pack to Carmarthenshire residents to prepare them for a change in service. This pack was designed with the same information and format in both languages, giving both languages equal prominence.



Examples of promotion work on new arrangements in Welsh

Social media played a key role in promoting the changes. Again, Welsh has been used alongside English. The table below shows the Plan for Social Media, with Welsh and English alongside each other as well as the resources in Welsh.



Bilingual marketing plan

As seen above there was a clear structure and good preparation in place in order to exhibit both languages effectively. From the plan, these were then shared on the Council's Twitter and Facebook pages. Below are some examples of what was shared.





Examples of social media posts

As part of the communication plan, an engagement programme was developed where staff members from the waste service were allocated, one per Hub each week on Mondays to engage residents and assist with any queries they may have. In addition, at the Hwbs a popup stand was used so that members of the public could see what service was being promoted. Shown below is the information that the pop up stand contained.



Example of information at the Hwb

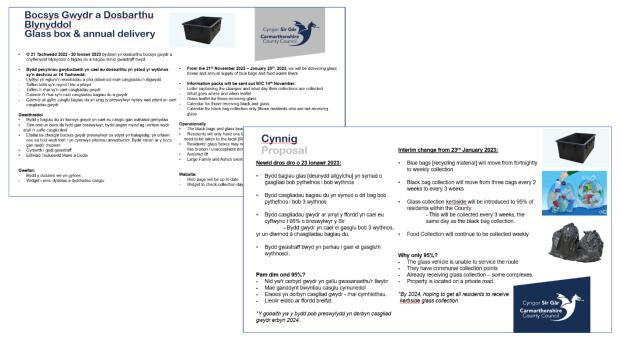


The changes to recycling collections were also promoted internally, in staff newsletters and on the intranet. Leading up to these changes all Council staff were made aware of the changes in the staff newsletter. The staff newsletters are published in Welsh and English.

Newidiadau i ga	sgliadau ailgylchu a biniau	
	Gallwch gofrestru i gael nail ai negas e-bost neu negas destun i'ch stgoffa am eich casgliadau aigylchu a bagiau du. Bydd y goasanaeth newydd yn cael ei lansio yn ddiweddiarach y mis hwn ar yr un pryd ag y byddwn yn gwneud rhai newidiadau i'ch casgliadau algylchu a bagiau du. O 23 Ionawr 2023 ymlaen. bydden yn casglu gwydr a bagiau du o gartrefi bob tair wythros. Bydd eich bagiau glas yn cael eu casglu bob wythros, ynghyd â'ch bin bwyd gwydd.	Cofrestrwch i gael eich atgoffa
	Mae hyn yn golygu y gallai eich diwrnodau casglu newid hefyd. Er mwyn gwneud hyn yn haws, rydym yn lansio'r gwasanaeth atgoffa hwn i roi gwybod i chi beth sy'n cael ei gasglu a phryd.	MAMM
	≥Cofrestrwch.yma	
	Gallwch fwrw golwg ar ein tudalennau <u>Qwestiwn ac, Ateb</u> cynhwysfawr i gael rhagor o wybodaeth am y newidiadau. Bydd y tudalennau yn parhau i gael eu diweddaru ar sail yr adborth a'r cwestlynau a dderbynnir.	

Information in Staff newsletter, Welsh version.

There was an engagement session with the Town and Community Councils where information was conveyed in the form of a presentation on the changes and how they will impact the County. This presentation went into detail, including information about the offer, glass boxes, email/text message notifications etc. The main language of the presentation was Welsh with the Welsh text first on the left side.



Screenshot of bilingual presentation

<u>Result</u>

Since the changes were announced and the new system became operational, Welsh has continued to be used continuously, mainly in social media publications. Below is an example which explains that recycling collections remain the same on the Bank holiday. Not everyone



was happy with these changes at first, but the complaints system also allows complaints through the medium of Welsh!



Example of a Welsh social media post

<u>Future</u>

Going forward, the plan is to continue to make all publications and changes bilingual. In addition, we will monitor the use and progress of Welsh language posts on social media to see how many County residents are reading and responding to the Welsh language articles. Also, we will monitor the website to see how many residents choose the website in Welsh when viewing 'Refuse and Recycling'. It is hoped that the figure will increase, and that people will develop the habit of viewing Welsh language news and information on the website and social media.



Compliance with Operating Standards

The Council was selected by the Commissioner as part of a sample of 24 public bodies for a review of recruitment practices. In this questionnaire, there was an opportunity to explain our recruitment processes, from setting a language requirement on a post to recruiting and interviewing. 3 examples of recent posts were provided and it was noted that 62% of our positions were identified as being filled with staff who fulfil the language requirement of the job advert.

Promoting and facilitating the internal use of Welsh: Standard 98

As well as providing a comprehensive program of Welsh courses for the workforce, efforts have also been made to actively encourage the informal use of Welsh internally, with a view to maintaining and raising our workforce's confidence in their Welsh language skills. Despite the partial return to the workplace, the Clwb Clebran monthly Welsh sessions, were continued. 10 sessions of the club were held during the year.

Month	Date	Speaker(s)	Number of attendees
April	27/04/22	Celf Calon	19
May	10/05/23	Triathlon	36
June	14/06/22	Money Saving	26
July			
August			
September	28/09/22	Gareth Davies (rugby)	27
October	26/10/22	Aled Jones (Chief Executive of the Royal	17
		Welsh Show)	
November	23/11/22	Jin Talog	12
December	08/12/22	Lisa Fern	20
January	18/01/23	Gwenyn Gruffydd Honey	15
February	15/02/23	Hafan Holistaidd	14
March	19/03/23	St David's Day Quiz & Cawl (in person	26
		session)	

Table showing program and attendees

One of these sessions was an in-person session. We combined the *Clwb Clebran* with our staff who are on Welsh language courses in a Quiz and Cawl event in Yr Atom, Carmarthen to celebrate St David's day. This was a great opportunity to encourage informal use of Welsh during working hours, but in a setting outside the workplace.





Photo of the St David's day celebration

This year's *Diwrnod Shwmae* was used as an opportunity to promote opportunities outside the workplace to use Welsh. A poster was prepared specifically for Welsh learners, and another promoted all social events attached to the Eisteddfod's area committees.



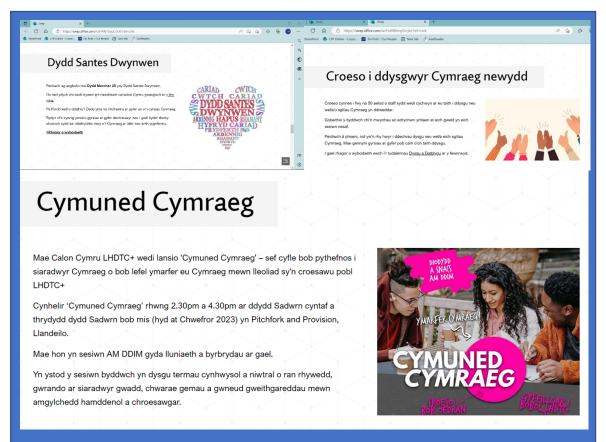
Posters promoting opportunities to use Welsh socially

Both posters were placed on the intranet to encourage our workforce to maintain their confidence in their Welsh skills by making widespread social use of Welsh. These posters were shared with the Police and Health Service so that they could promote them amongst their workforces as well.



The Intranet: Standards 121-7

All our <u>intranet</u> pages are available in Welsh. We follow the same procedure and the highest possible standards on our intranet and website. The staff newsletter also appears on the intranet in Welsh, at the same time and to the same standard as the English version. In addition, we have ensured many items in our staff newsletter relating to the Welsh language and promoting the Welsh language.



Examples of items on the Welsh Language in the staff newsletter on the intranet

Language awareness training courses: Standard 132

We updated our mandatory workforce language awareness e-module to ensure it is accurate and up to date following the publication of 2021 Census data.





Screenshot of a slide from the e-module

We have continued, during the year, with the establishment of a project to develop the capacity of departments within the Council to **administer through the medium of Welsh**. As this goes beyond the Operating Standards it is reported under the Promotion Standards, below.



Case Study 2 – Simultaneous Translation Training in 'Teams' (Standard 129)

Background

Since COVID-19 hybrid meetings are now a way the Council uses to communicate on a daily basis. We are now moving towards seeing more people coming to in-person meetings, but this isn't possible for all, and the convenience of online meetings is unquestionable. For the past few years, the Council has been using the *Zoom* platform to enable simultaneous translation in meetings. This was a costly procedure as a license had to be obtained. Microsoft Teams did not offer simultaneous translation at the time and the alternative method of using mobile phones in Teams meetings was awkward. Microsoft's advances now allow the inclusion of a translator that can translate into Welsh in real time, without disrupting the speaker's presentation. Teams is easy to use and removes the need to use a separate system for meetings where simultaneous translation is available.

Action

To ensure that Council staff were able to use the new resource effectively, and that it integrated smoothly with the procedures of our translation unit, we put together a guide, in the form of a training e-module, and published it on our intranet. We followed a multidepartmental approach in creating the resource to ensure we considered everyone's needs. All Council staff can now access the guide on IT pages, as well as 'Working Bilingually' pages.

To make all Council staff aware of the developments, they promoted the Guide internally.



Screenshot of a promotion message on the intranet

The timing of the guide's launch coincided with 'Welsh language Rights' day 2022. The guide was launched on the day by having a screen saver with a link to the guide, as well as publishing in the weekly newsletter for staff, which came out on the 1 December 2022.





Marketing message in staff newsletter for all Council staff

Result

Since the guide was published, regular use of the simultaneous translation has been made in internal and external meetings such as:

- Public Services Board Meetings
- Town and Community Council Meetings
- Primary and Secondary Headteachers' Meetings
- Meetings of the Advisory Panels
- Urdd Eisteddfod Meetings

These are just a few examples noted above of the cases where simultaneous translation occurred in meetings, but the system is now easy for everyone to use and everyone has access to it.

These meetings are also beneficial for learners or those who are not very confident in using Welsh as the facility of translation enables them to follow Welsh as much as they can and the translation is there for them to fall back on if there are words and sentences they do not understand.



Example of a slide from the e-module

We have received feedback from users, with examples where translation has worked successfully in Teams meetings, but also unsuccessful ones. For example, there were two unsuccessful meetings with the County's school head teachers when the simultaneous translation did not work as required. However, with the expert advice of a Welsh Government official, the problems were able to be resolved and successful follow-up meetings held.



Challenges emerged in terms of individuals' *Teams* settings and also in terms of the audio levels of the translator. In addition, it was found that the meeting organiser had to attend the meeting early to ensure the interpreter was installed before everyone else joined.

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Message on the intranet

Future

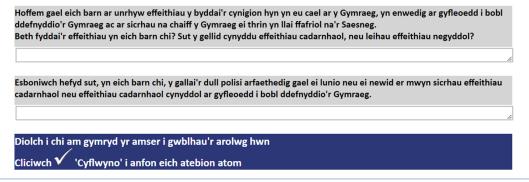
The intention is to continue to make regular use internally and externally of simultaneous translation, and to extend the message that this software is now available to all departments within the Council. We will have to constantly update the guideline as problems arise and are resolved.



Compliance with Policy Making Standards

Standard 93

All of our cur consultation documents give people the opportunity to express their opinion on the impact of a proposed policy on the Welsh language, with these questions included in each consultation:



Screenshot of questions on consultation form

Standard 88

A new **House and street naming Policy** has been prepared which intends to have a positive impact on people's use and the visibility of the Welsh language. It will strengthen the Council's influence on the preservation of Welsh and historical names in the County. The policy has begun its journey through the democratic process and, if approved, will be implemented early in the next financial year. It ensures strong encouragement to residents and developers to adopt names that reflect the linguistic nature of the County and respect the history and culture of our areas.

A tremendous amount of work has been done to ensure consideration of the impact of the new **Local Development Plan** on the Welsh language, including work commissioned to laith Ltd to prepare an **Impact Assessment Methodology** on the Welsh language.

Before an assessment of the effects of the Preferred Strategy on the Welsh language can take place, a comprehensive, realistic and suitable methodology for the linguistic assessment needs to be agreed. As a second step in the work, the **Revised LDP Preferred Strategy Impact Assessment** on the Welsh language, a high-level assessment of likely impacts, was undertaken, building on the assessment already undertaken for the Sustainability Assessment preferred Spatial and Growth Options, on the Welsh Language in Carmarthenshire.

Similarly, we ensured that the impact on the Welsh language use was seriously considered when working collaboratively with the PSB to produce the new <u>Well-being Plan</u>. We intend to strengthen the link between the work of the Promotion Strategy and the Well-being Plan through the representation of the bodies on the Forum and the PSB in the coming years.

We continued the work to ensure the positive impact of our economic developments on Welsh language use. An assessment was undertaken of the negative and positive impacts of the **Pentre Awel** project on the Welsh language and an action plan was drawn up to try to ensure the positive impacts of the development on the Welsh language. The Management Board has now approved and adopted the Plan, and we will ensure that the work contained therein is adopted by the working groups managing the project (Case Study 2)



Following the release of the **2021 Census** figures, the Council has collated and published useful data on Welsh language figures in the County on our <u>website</u>. There is a summary and infographic which gives an overview of the Welsh language situation followed by comparative charts with more detail. This work will continue, adding information for the wards as the information is released. It will ensure that we have the necessary evidence for our policy decisions and provide the same information to the public.

Sgiliau laith Gymraeg		Sir Gae	rfyrddin			Cym	ru	
	201	11	202	21	2011		2021	
Pob person 3 oed a throsodd	177,	642	182,	719	2,955,8	41	3,018,1	72
Gallu siarad Cymraeg	78,048	43.9%	72,838	39.9%	562,016	19.0%	538,296	17.8%
Dim sgiliau yn y Gymraeg	74,355	41.9%	85,287	46.7%	2,167,987	73.3%	2,259,017	74.8%
*Yn deall Cymraeg llafar yn unig	20,716	11.7%	19,995	10.9%	157,792	5.3%	156,762	5.2%
Yn siarad Cymraeg ond ddim yn ei darllen na'i hysgrifennu	11,919	6.7%	10,578	5.8%	80,429	2.7%	68,391	2.3%
Yn siarad ac yn darllen Cymraeg ond ddim yn ei hysgrifennu	7,436	4.2%	5,031	2.8%	45,524	1.5%	33,971	1.1%
Yn siarad, yn darllen ac yn ysgrifennu Cymraeg	58,321	32.8%	56,493	30.9%	430,717	14.6%	429,313	14.2%
ansoddiad:								
nisouduu.								

Screenshot of Census data on website

Standard 94.

A new **Policy on Awarding Grants** was prepared this year, which strengthens our requirements on organisations seeking grants from the Council. Rather than requiring a language policy with each application, the new policy calls for applicants to consider the impact their project will have on Welsh language use. It requires them to set out how the project will have a positive impact on the Welsh language in the application form. Officers will then assess whether their suggestions are adequate, and when they are satisfied with the commitments, they set them out in the successful applicants' Grant offer letters / Conditions of grant. It is hoped that this new policy will ensure that the applicant has to consider their capacity to operate in Welsh and how they are going to deliver in Welsh, rather than introducing a language policy that is very difficult to monitor. The policy has begun its journey through the democratic process and, if approved, will be implemented early in the next financial year. This work coincides with the introduction of new Shared Prosperity Fund grants, and therefore it was possible for the new process to be incorporated into the paperwork for those grants.

To further ensure that expectations to promote the use of the Welsh language as well as to provide services bilingually are passed on to the organisations providing services on behalf of the Council, we have strengthened the link with the Well-being of Future Generations Act and the well-being goal relating to the Welsh Language within the **tender papers**. The National Well-being Goal which refers to 'a Wales of vibrant culture and thriving Welsh language ', and the Council's respective Well-being Objective are also integrated into the Council's business planning. Each department and division have to consider, when planning, how their work is going to contribute to the well-being objectives.



Consider if the implications of	Yes
delivering a fully Bi-lingual contract	
have been explored.	
(Councils are required to comply with	
the Welsh Language (Wales) Measure	
2011)	
Consider if the tender will be	Yes
delivered in such a way as to	
encourage the use of the Welsh	Any text on the supplied products will be bilingual in nature as the text
language and therefore comply with	and any graphics are being supplied by CCC to the successful supplier.
the National Wellbeing goal of the	
Well-being of Future Generations	
(Wales) Act 2015 of a 'vibrant culture	
and Welsh language', and	
Carmarthenshire's Well-being	
objective to 'Promote Welsh Language	
and Culture'.	<u> </u>

Extract of commissioning checklist

This year numerous departments were given advice as they prepared tender documents, including the *Carbon Offsetting Study* and the Delta *Well-being emergency call monitoring Platform*, the home-based social helpline.

The Council provided input on the Welsh language into a number of Welsh Government consultations this year including an *Innovation Strategy for Wales*, a Welsh Language Housing and Communities Scheme, The *Welsh Language Communities Commission* and the *Place names Forum*.



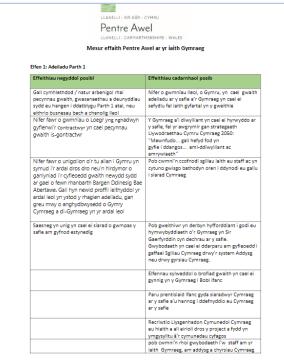
Case Study 3 – Pentre Awel

Background

Last year, we reported on the promotion of the Welsh language carried out within the Pentre Awel economic project, in Llanelli. That work set the foundation for further action as the project moved into the construction phase. This year we have sought to further embed the Council's influence with regards the Welsh language on all elements of the project. We seized the opportunity to provide an evidence base for the idea of promoting the Welsh language in this economic project, as we sought to ensure the commitment of all project partners to promote the Welsh language at all stages of development. The County Strategic Forum and Cymdeithas yr laith were keen to see Welsh integrated into the whole development, and there were discussions at Forum meetings and between the project officers and Cymdeithas yr laith too.

Action

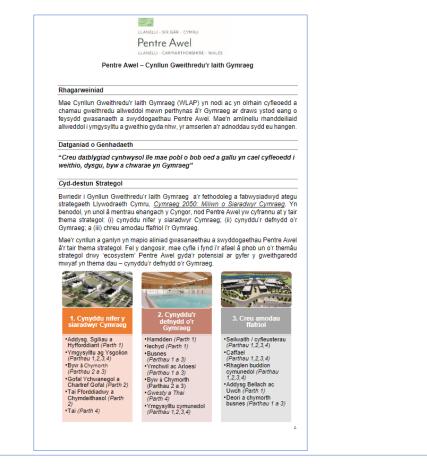
Using the precedent of the Policy Making standards (88-93), we drafted a linguistic impact assessment, which identified potential negative and positive impacts of the economic project on the Welsh language in the seven aspects named in the Project Plan.



Pentre Awel Impact Assessment

Following the Impact Assessment, a Welsh Language Action Plan was drafted for the whole project, the first of its kind. The Action Plan identifies actions that will deliver a positive impact on the Welsh language from construction through to leisure provision and health and care.





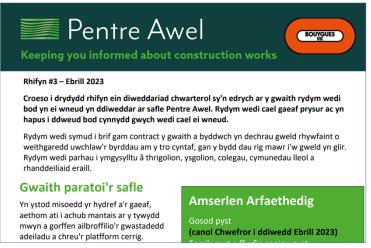
Rhanddeiliaid/Adnoddau	Disgrifiad/Trosolwg	Gweithgaredd
Rhanddeiliaid/Adnoddau Cyngor Sir Caerfyrddin Caffael Cyfran 6 o SWWRCF		Gweithgaredd CAFFAEL AC ADEILD Penodi Prif Gontractwr ar gyfer Parth 1
		Bydd disgwyl i'r contractwr Ilwyddiannus a benodir i ddylunio ac adeiladu Parth 1 roi rhaglen gynhwysfawr o fuddion cymunedol ar waith Dylai'r rhaglen buddion cymunedol geisio hyrwyddo'r Gymraeg, diwylliant a mentergarwch ar draws pedair colofn allweddol: Recriwtio a hyfforddi wedi'u targedu Mentrau addysg Ymgysylltu cymunedol



Result

Actions are already being implemented. A Welsh speaking Community Benefits Officer was appointed, and outreach work has been delivered through the medium of Welsh in Welsh-medium schools. The construction company publishes a bilingual newsletter and reference to promoting Welsh language and Welsh culture was also secured in the tender papers for the hospitality resource within Zone 1.





Bouyges Pentre Awel newsletter (Welsh version)

Future

The Welsh Language Plan will be presented to the Project Board at the beginning of April, and the intention is that the working groups then adopt it thereafter. It is hoped that the Welsh Language Plan will be on the agenda of all working group meetings so that they can take part in its implementation. We will also be creating a training video for the Bouygues company to share with the supply chain, to raise their awareness of the Welsh language and propose measures and actions they can take to promote the Welsh language during their time working on Pentre Awel.

We are also actively seeking to ensure various ways of reporting on progress / positive impact on the Welsh language in the overall reporting systems in place for the project. We will, also be looking to duplicate this approach in other new, development projects on which we lead.



Compliance with Promotion Standards

The Promotion Strategy and the County Forum

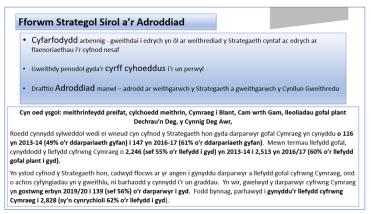
The main focus of this year's promotion work was again on carrying out our statutory duties in relation to the **Promotion Strategy**. Carmarthenshire's first Promotion Strategy spanned from 2016 to 2021, so following significant joint planning work and consultation with partners, we produced our new promotion strategy for 2023-8.

Following a series of workshops with the Forum members to look back at the implementation of the first Strategy and to identify priorities for the next phase, a report was drafted on the implementation of the first Strategy and its action plan. Efforts were made to identify quantitative data in line with the objectives, and this report was used as the basis for planning the new Strategy. The lessons learnt in terms of successes and challenges were drawn from the report and included in the new Strategy to aid planning on an empirical basis. The draft report was consulted upon with all the Forum's member organisations individually between June and September 2022 to ensure an accurate and fair picture of all activity.

County Strategic Forum meetings were held in June 2022, September 2022, December 2022 and March 2023, and a special meeting in November, which scrutinised the content of the new Strategy and consulted on the Well-being Plan. The result of this special meeting was that we corresponded with the Public Services Board to ask them to include a commitment to promoting the Welsh language in the Well-being Plan. There was a positive response from the Board expressing the desire to align the well-being goal with the Promotion Strategy.

The Strategy was drafted between December 2022 and March 2023 ready to progress through the Council's democratic committees and aims to be launched at the Eisteddfod in June 2023.

During 2022-3, presentations were given to Gwynedd Council and Denbigh Council who were interested in learning lessons from the set-up of the Forum in Carmarthenshire. A presentation was also given at the Mentrau laith Cymru conference in March 2023.

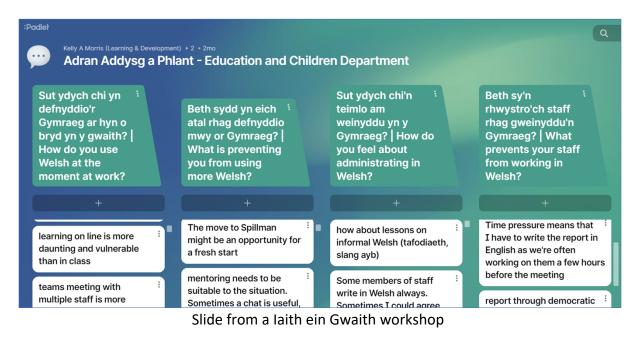


Slide from presentation on the work of the Forum

In addition to the work involved in formulating the Promotion Strategy, the implementation of the Strategy continued from the Council's perspective. The 'laith ein Gwaith' project has been further developed, which moves the education department progressively along the journey towards administering through the medium of Welsh. After an attempt to follow Bangor University's ARFer resource, which was limited in its impact, workshops were



designed to identify aspirations and barriers within the department to working through the medium of Welsh. An initial <u>questionnaire</u> was produced and the following questions were then discussed in a workshop:



A workshop was held with the department managers, and a further series of workshops will be held before summer 2023. At the same time, updating and filling the education workforce's language skills data gaps is underway.

The Council invested huge efforts to ensure the success of the **Urdd Eisteddfod's** visit to Carmarthenshire in 2023. A working group was set up which met regularly to collaborate on transport, waste, education, and marketing issues, with the Urdd Eisteddfod officers. In addition, work was undertaken to ensure the economic benefit for local businesses by supporting the Urdd with events to encourage local businesses to benefit from the Eisteddfod's visit.

There was substantial promotional work done to increase the use of Welsh as a result of the Urdd Eisteddfod's visit to Carmarthenshire. To maximise the impact of the Eisteddfod on our children and young people's use of the Welsh language, a multi-organisational partnership was created. A campaign was established to attempt to get all schools in Carmarthenshire to compete in the Eisteddfod (Case Study 6).

As well as working closely with the **Mentrau laith** in the County through the Forum and Promotion Strategy, we continued to fund the three Mentrau at the same level as in previous years despite the cuts that had to be made to Council spending. In addition, we continued the work of supporting Menter Cwm Gwendraeth Elli's efforts to operate increasingly in Llanelli and attended the Menter's Llanelli working group meetings and fed ideas and support for that work. The Council's Welsh language promotion leaflets were updated and republished this year. Although the Council generally uses electronic versions of these documents, some hard copies were provided to the Mentrau to use at events. *Welcome to Welsh, Becoming Bilingual,* Welsh with *the Kids,* Welsh in *Business* and *Homework: No Problem* were refreshed with the new Census figures and with new design.



Carmarthenshi

Work resumed under the **More than just Words** project this year. Its forum meetings, which included our social services, housing, learning and development, integrated services, and representation from the Health Board, were re-established, under the chairmanship of the Head of Adult Social Care. The main work of this year's Forum was to establish a sub-group to get an accurate and complete picture of the Welsh language skills of the workforce.

Extensive work has also been done with the **business sector**, and the wider economy. Menter officers were invited to attend *100% Sir Gâr* pop up shops at Christmas, to influence local businesses to use more Welsh. An audit of Welsh and Digital Language skills across the Ten Towns area was also commissioned by Grŵp Cefn Gwlad, the Carmarthenshire Local Action Group. The project will provide information on the use of the language in the Ten Towns; the visibility of the language in terms of shop/business names, signs, and marketing through the medium of Welsh. As part of the final report, recommendations will be proposed on how to stimulate increasing Welsh language use by businesses in the Ten Towns. The work will start in May 2023 and will be completed by mid-June 2023.

In addition, the *laith Gwaith* project, was further developed as part of Carmarthenshire County Council's application to the UK Government's Community Regeneration Fund. The project's aim was to **support businesses** and community organisations to raise the profile of the Welsh language. Grants were available up to a maximum of £3,000 with each grant award based on 50% of eligible costs up to a maximum of £3,000. By the end of the project, around December 2023, it is anticipated that 27 businesses and 4 organisations will be supported with funding in order to advertise bilingually. Training sessions were also commissioned by Antur Cymru, to encourage and support all grant recipients to increase and/or improve their use of Welsh. Marketing workshops, Welsh conversation and Welsh language policy making workshops were delivered.



Case Study 4: The Urdd Challenge

Background

Arising from the discussions of the County Strategic forum and with Objective 2 of our Promotion Strategy in mind, we convened a working group of multi-organisational officers to support our County's schools to compete in the Carmarthenshire Urdd Eisteddfod 2023. The intention was to spread the message about the opportunities that come from the Urdd to all schools in the County so that as many of our children as possible could benefit from the opportunities rather than just taken up by the active Welsh medium schools. We wanted to see the Urdd Eisteddfod's visit to Carmarthenshire have an impact on the use of the Welsh language by as many children as possible.

Action

We decided to set a public challenge to get all schools in the County to compete in the Eisteddfod! Led by the County Council's Policy and Partnership Unit, the following steps were followed:

- 1. From recent data, the Urdd identified the schools less likely to compete at the Eisteddfod
- A group of Welsh language improvement officers (CCC), Youth Officers (CCC), School Improvement Advisors (CCC), Menter Iaith Officers, officers from Yr Egin and Yr Atom was convened, and a Teams group was set up. The schools from the list were divided between those officers
- 3. We put together a guide for officers to enable them to provide support to the schools (registration information etc.)
- 4. We designed a leaflet for schools and families highlighting the important dates and explaining the range of the Eisteddfod competitions for all. The English version emphasized competitions for learners. The leaflet contained links to registration forms and to the competition list on the Urdd website
- 5. A resource was created for English medium schools and dual-stream schools to encourage them to compete in the recital competitions
- 6. Officers contacted the schools from the list, visited them and assisted them with projects
- 7. At the end of the project, professional photographs of all the involvement were taken from the children and young people to create a mural to be shown at the Eisteddfod.

Result

We managed to get 90% of the County's schools to compete in some competition at the Eisteddfod, and 100% of the County's secondary schools. Other statistics collected were:

- 1. **6,074** Carmarthenshire children and young people are members of the Urdd, representing **15%** of all Wales membership.
- 2. **1,480** more members in Carmarthenshire than in any other county in Wales.



- 3. **67** (out of 110) schools from across Carmarthenshire registered to compete in stage competitions this year.
- 4. **46** Carmarthenshire schools made it to the stage at the Urdd Eisteddfod in Llandovery.
- 5. **1,750** children competed in the qualifying rounds of this year's Eisteddfod in Carmarthenshire.



Marketing / Information E-poster on competing in the Urdd Eisteddfod

Future

We are extremely proud of the collaboration of the Forum organisations on this challenge, and although it drew heavily on staff capacity to support the schools in this way, it would be beneficial to be able to support them to continue competing in the future. It might be possible to adapt the information sheet for next year's Eisteddfod and circulate it around the schools. It would be good to be able to develop the habit of participating in the Eisteddfod in the schools who are historically less likely to compete, and it would help them to hit the language targets of the education bill if approved.



Complaints received 2022/23

- 1. A complaint regarding a debt collector and the use of English-only warnings when dealing with the clients. This was a service commissioned by the Council, and therefore, the company is also subject to the Standards.
- 2. A complaint from a member of the public stating that he was unable to display English-only materials in the County's libraries. The Council Standards clearly state that any materials we display on behalf of others, must be bilingual.
- 3. A complaint through the Office of the Welsh Language Commissioner that specific reports discussed by the Council's Cabinet were not available in Welsh as part of the Democratic papers. An Investigation is underway regarding this complaint.
- 4. A complaint through the Office of the Welsh Language Commissioner that the Council has not published an assessment of the implementation of the County's Welsh Language Promotion Strategy, or the second Promotion Strategy. It was explained that the work had been completed and that the documentation was going through the democratic process in order to launch it at the Urdd Eisteddfod Sir Gâr.
- 5. A complaint about the Welsh identity of the County Council on our website and social media. The complaint included comments about our contact details and the use of the Council's English-language email address. It was explained to the complainant that there is a restraint on the number of letters we can use on some media, but all possible elements have been updated.
- 6. A complaint about the lack of a Welsh form for arranging clinical waste. It was explained to the customer that the form was available through My Account and the relevant link was sent.



Learning Welsh and Learning through the medium of Welsh

Learning Welsh:

Learning Welsh continues to be delivered virtually. Our staff learn through one of the following methods:

- Mainstream online virtual courses with the Centre for Learning Welsh
- Work Welsh courses funded through the National Centre for Learning Welsh
- Say Something in Welsh

Many staff now also use more informal methods such as Duolingo, Podcasts and YouTube.

The Council offers a range of opportunities for all levels from 0-5 to develop their Welsh language skills. Learners need to attend around 120 learning hours to move from one level to the next and they commit to learning on various courses and learning patterns. Some attended lessons of between 2 and 4 hours weekly, while some prefer to commit to a week of intensive learning or combined learning which is a combination of online learning and self-study.

Although some staff have lost the opportunity of using Welsh informally within the working environment as result of home working, some learners have taken the advantage of organised Welsh use sessions such as Clwb Clecs and Tê Pnawn, as well as the Clwb Clebran.

These are the figures of staff registered on different services during 2022-2023. The figures for those who have completed are not available, as courses are now available throughout the year (rather than have a set academic year).

Welsh Course	Level expected at end of course	Number registered 22/23
Welcome and Welcome Back	Lefel 1	43
Mynediad (Entry)	Lefel 2	52
Mynediad Self study	Lefel 2	25
Sylfaen (Foundation)	Lefel 3	19
Canolradd (Intermediate)	Lefel 4	10
Uwch (Higher)	Lefel 5	1
Cynllun Siarad (Talk)		2
Codi Hyder (Raising confidence)		8
Gloywi (Proficiency)		5
Gloywi Self Study		8
Cyfanswm:		173

Table showing Welsh language courses

38



Work Welsh Tutor

Funding was secured from the National Centre for Learning Welsh to employ a tutor from January 2023. The tutor specifically provides Welsh language learning sessions to Council staff. We have already seen the fruits of the tutor's work. Access, Foundation, intermediate and Raising confidence courses have been provided, and interest has been overwhelmingly positive. Having a dedicated workplace tutor also gives us the flexibility to cater differently and specifically to the needs of the staff, and the potential of the job is huge. We eagerly look forward to reporting on this new activity in the 2023-24 report and for the results to be manifested clearly in the figures for next year as well.

Learning through the medium of Welsh

E-learning (105)	
Introduction to the system	3
Reports - Excel	3
Reports – Introduction	3
Reports on commitments that need attention	2
Active Story Time	12
A chance to think – Understanding Mental Health	1
Introduction to Procurement	4
Local Government Finance	1
Whistleblowing	5
Understanding autism	2
Data protection (GDPR)	17
Protecting Group A	1
Scrutiny and asking questions	1
Mental Health in the workplace	10
Mental Health in the workplace (up to 071222)	2
Role of Governor when performance managing the head teacher	1
Time Management	2
Contract management	2
Behavioural Standards in the workplace	6
Induction of new staff	6
Skills for sport	4
Mental Capacity Act 2005 Awareness	1
Food Hygiene Awareness	5
Welsh Language Awareness	10
Welsh Language Awareness	1
	105
Table showing numbers who have completed Welsh medium	

Table showing numbers who have completed Welsh medium e-modules



Courses delivered in Welsh

Email Etiquette	3	
Introduction to Teams	7	
Managing from a distance	22	
	32	

Table showing number of staff who have followed courses in Welsh

In an effort to increase the use of Welsh in the workplace, and to build familiarity with Welshmedium training, more efforts have been made this year to run virtual Welsh-medium training rather than e-modules. Although the numbers who have taken Welsh e-modules are less than last year, the courses delivered virtually are an addition to the Welsh-medium offering.

It is also important to note that although the content is not delivered in a single language, many courses include Welsh as giving attendees the opportunity to speak Welsh. The Social Care Workforce Development Partnership ensures that all their resources are bilingual, welcomes everyone bilingually and appoints Welsh instructors as necessary.

In terms of training for elected members, all training resources are provided bilingually. Some courses were provided in Welsh only and some bilingually, where part of the session was provided in Welsh and part in English. In addition, across Learning and Development, Welsh language discussion groups were offered to staff during workshop exercises.



Workforce Welsh Language Skills

We report on language levels on a department-by-department basis within the Council to help us better analyse the situation. We will continue to report in this format so that we can compare the numbers and plan our forward work programme.

Speaking

2021-22 Data

Department	0	1	2	3	4	5	Total
Education and Children	161	362	224	154	93	269	1254
Environment	187	254	119	118	114	154	946
Communities	110	830	325	246	180	316	2007
Corporate Services	14	59	39	27	32	33	204
Chief Executive	18	109	69	62	73	117	448
Total	490	1614	776	607	492	880	4859

Table showing Workforce Welsh language skills data for last year

Here is this year's data (2022-23) (excluding Primary, Secondary, voluntary, special schools). Please note that the Environment Department has changed to be the Place and Infrastructure Department during the year and some staff have changed departments as a result of the change.

	0	1	2	3	4	5	(blank)	Total
Chief Executive	13	120	55	54	68	120	14	444
Communities	66	807	359	216	185	270	32	1935
Corporate Services	14	54	44	26	32	40	2	212
Education & Children	115	365	204	148	83	222	95	1232
Place and								
Infrastructure	174	230	100	109	100	126	293	1132
Grand Total	382	1576	762	553	468	778	436	4955

Table showing workforce Welsh language skills data for this year

Significant work was undertaken during the year to move staff from level 0. This was done by sending out a questionnaire to all staff on level 0 asking them to assess their own skills. There were over 100 responses to this exercise. A series of language assessments were also done following Welsh language courses and the More than Words subgroup checked the skills data of the Department for Communities and found there were a significant number of staff at level 0 who should not have been there. We carried out around 120 language assessments



this year and we have over 100 fewer with 0 Welsh language skills this year as a result, which is 8% of the total workforce.

The percentage of staff in each department who have Welsh oral skills at level 3 or above are as follows:

- 37% of staff from the Department for Education and Children, (4% less than last year),
- 46% from the Place and Infrastructure Department, (5% less than last year)
- 35% from the Department for Communities (2% less than last year),
- 46% from the Corporate Services Department (1% less than last year) and
- 55% from the Chief Executive's Department (1% less than last year).

38% of the Council's total workforce has skills at level 3 or above which is 3% less than last year.

