

Strategy to Promote the Welsh Language in Carmarthenshire

2016-2021



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1. Preface

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2. Introduction: Context of the Promotion Strategy

The Welsh Language Standards

In April 2016, Carmarthenshire County Council's Welsh Language Standards came into force. After a period of consultation and preparation, 174 Standards were introduced by the Welsh Language Commissioner under the Welsh Language Measure (Wales) 2011, which would be regulated by the Commissioner. The Welsh Language scheme was displaced and the Standards were accepted as a new framework for Welsh medium provision in the following five areas of work:

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

The Council has been planning on county level to promote the Welsh language for the last five years, on the basis of the 2011 Census results, and the Commissioner's Promotional Standards in 2016 has provided a catalyst for formalizing these plans further. Standards 145 and 146 call upon the County Council to create this strategy;

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

(a) a target (in terms of the percentage of speakers in your area) for increasing or maintaining the number of Welsh speakers in your area by the end of the 5 year period concerned, and

(b) a statement setting out how you intend to reach that target; and you must review the strategy and publish a revised version on your website within 5 years of publishing a strategy (or of publishing a revised strategy).

146 Five years after publishing a strategy in accordance with standard 145 you must –

(a) assess to what extent you have followed that strategy and have reached the target set by it, and

(b) publish that assessment on your website, ensuring that it contains the following information -

- (i) the number of Welsh speakers in your area, and the age of those speakers;*
- (ii) a list of the activities that you have arranged or funded during the previous 5 years in order to promote the use of the Welsh language.*

This Strategy has not been created in a vacuum however. Although the Promotion Standards are a new regulatory element for the council, work has been conducted with the aim of promoting the Welsh language in Carmarthenshire for decades and the council has been central to those developments. In fact, as a result of these consistent developments, we have a County Strategic Forum made up of organisations who are in the business of language planning within the county, which serves as an ideal mechanism to lead the work of this Strategy. The efforts that have been made by the council to language plan in the county are summarised in chapter 5, but it would be beneficial at this stage to consider the context of the strategy in terms of other intentional efforts to plan for developing the Welsh language both county-wide and nationally.

A living Language: a Language for living – Welsh language Strategy 2012-2017

A Welsh Language Strategy was published by the Welsh government in April 2012, 'A living language: a language for living 2012-2017'. The strategy reflects the Government's vision for the Welsh language to thrive. It builds on the vision outlined in 'Iaith Pawb – A National Action Plan for a Bilingual Wales' that was published in 2003. It outlines how the Government will work with a wide range of partners who will contribute to ensuring that the vision is achieved.

To this end, the six aims of 'A living language: a language for living' are:

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

These six strategic areas were also developed into the areas of work for the Mentrau Iaith during the following period.

'A living language: a language for living' was followed by 'Moving Forward', which was a policy statement and policy aims for 2014-17, which included an emphasis on

1. The need to increase the connection between the economy and the Welsh language
2. The need for better strategic planning for the Welsh language
3. The use of Welsh in the community
4. The challenge of changing linguistic behaviour

It is our hope that this Strategy will be a living document and, with that in mind, its aims and objectives could adapt to any directional suggestions made as the Welsh Government updates 'A living language'.

Welsh Government's **Welsh Medium Education Strategy (WMES)**.

This strategy, which was created in 2010, outlines the government's vision for an education system that responds in a strategic way to the increasing demand for Welsh medium education. One of the Strategy's main steps was to call for plans from the local authorities to satisfy local needs. Carmarthenshire County Council devised **Carmarthenshire's Welsh in Education Strategic Plan (WESP)** in order to outline how the County will fulfil the Welsh Government's aims and targets and how it will plan more effectively for Welsh medium education in the county, moving primary and secondary schools along the linguistic continuum to provide increasing amounts of Welsh medium education. The Strategy plays a key role in the council's efforts to increase the number of our residents who acquire the Welsh language and it will be crucial that the promotion strategy should reinforce and support the WESP.

More than just Words

The ' More than just Words' Strategic Framework was drawn up in 2012 with the aim of strengthening Welsh language services in health, social services and social care. Central to the strategy is the challenge of developing the ' Active Offer', namely that staff members will offer Welsh language services to patients, rather than waiting for patients to request them.

The strategy was updated in 2016 with 'More than just words.... follow-on strategic framework for Welsh Language Services in Health , Social Services and Social Care 2016-2019 ', and tools were provided to enable staff to operate it. The Health Service has not been a member of the County Strategic Forum in Carmarthenshire yet, but is of course a member of the Public Service Board, which will provide opportunities for collaborative working on the Welsh language agenda. However, their inclusion on the County Forum would be a further, constructive step in the development of our Promotion strategy.

Well-being of Future Generations (Wales) Act 2015 and the Public Services Board

This Act is a means of helping the public bodies that are listed in the Act to think in the long term, work better with people and communities and each other, to try to prevent problems and follow a consistent approach in order to improve the well-being of social, economic, environmental and cultural well-being of Wales.

At the county level, this Act is implemented by the Public Service Board. The Promotion Strategy's involvement with the work of the Public Service Board will be twofold. It will be necessary for the aims and objectives of the Promotion Strategy to coincide with the aims and objectives of the PSB. Secondly, it will be essential that the County Forum, in implementing the Promotion Strategy, will work to support the organizations that make up the three thematic groups to achieve the PSBs goals relating to the promotion of Welsh, which is to contribute to a 'Wales with a vibrant culture where the Welsh language thrives'.

As the work of the two bodies in its infancy, it will become clearer over the next few years just how the work will interweave, but at this early stage the work that the PSB will be doing

on the well-being assessment will be an interesting area of work for the County Forum in relation to the element of measuring progress in the Promotion Strategy.

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3. Vision and Objectives

The long term vision for the Strategy is, that we:

Aim to make the Welsh language the county's main language

Although there has been a marked deterioration with regard to the Welsh language in Carmarthenshire recently, we are confident that we are in a position to take purposeful steps towards normalizing the language in all aspects of our residents' lives. We have a solid foundation and a relatively healthy baseline to build upon with a view to making the Welsh language a natural language for living and working in Carmarthenshire. This, indeed, is the Council's vision (and the vision of this Strategy) as we take a leading role in efforts to positively influence the use of the Welsh language in the county.

We acknowledge that the best way of making this vision a reality is to restore the language as a language that is spoken and used by the majority of our residents regularly, and in all aspects of life. We aim to reverse the trends of past decades where Welsh is declining from being the main language in Carmarthenshire (75 % in 1951 to 43.9 % in 2011). It is only by ensuring that the majority rather than a minority of the county's residents can, and choose, to, use Welsh in their everyday lives that we can ensure the survival of the language as a community, living language for future generations.

We wish also to reach out to an audience that is as wide as possible by making the language appealing to all, including the county's new inhabitants and those who have not had much contact with the language so far. We aim to create a climate within the county where all the inhabitants feel ownership of the language and are convinced of the benefits of living in a truly bilingual county.

It is our hope and our intention therefore that this Strategy should provide a valuable resource that will assist our attempts to plan together, to cooperate and to target resources in order to reach the 5 objectives below:

- i. Increasing numbers **acquiring basic and further skills in Welsh** through the education system and through language transmission in the home;
- ii. **Increase the confidence of Welsh speakers and therefore the use of the Language** in every sphere of life, and encourage and Support the county's organisations to make the Welsh Language an increasingly natural medium for their Services
- iii. Take purposeful steps to **positively affect population movements** attempting to attract our Young people to establish or re-establish themselves in the county so that the gains that are made in terms of Welsh speakers through the education system are not lost. Also, to make significant efforts to assimilate newcomers and ensure that new planning developments do not have a detrimental effect on the viability of the Welsh language;
- iv. To target **specific geographic areas** within the county, either because they offer the potential to develop or because they cause linguistic concern to increase the numbers of residents in those areas who can and do use Welsh;
- v. Marketing and promoting the Welsh language. Raising the status of Welsh and awareness of the benefits of bilingualism and bilingual education. And by raising awareness of these benefits, attracting more residents of the county to acquire the language.

4. The Situation of the Welsh Language

With 78,048 residents able to speak Welsh according to the 2011 Census, Carmarthenshire has the highest number of Welsh speakers in any of the unitary authorities in Wales. The density of Welsh speakers is also quite consistent across the county, with as little as six out of the forty communities with less than 40% of Welsh speakers in the county. The element of consistency in terms of the density of Welsh speakers throughout the county helps to foster positive attitudes in general, politically and communally, towards the Welsh language and the need to promote it.

Indeed, such was the unanimous political support towards the Welsh language in the county when the worrying 2011 Census results hit the country, that the County Council commissioned a detailed statistical report on the situation of Welsh language in Carmarthenshire by Dr Dylan Phillips. The report, '2011 Census: The Welsh language in Carmarthenshire', followed the same pattern in terms of content and order as the report completed in 2005 in order to facilitate comparisons. The report offers a detailed analysis of language trends within the county and, in the same way as it has been the basis for the work of the Census Working Group; it will also be a valuable resource for the promotion of this strategy.

The tendency of decreasing numbers of Welsh speakers in the language's traditional strongholds was highlighted in '2011 Census: The Welsh Language in Carmarthenshire':

In Carmarthenshire, the number of Welsh speakers declined consistently, with a net loss of 11,165 during the same period. Similarly, the percentages of Welsh speakers also continued to go down. In 1991, 54.8 per cent of the county's inhabitants could speak Welsh, but the percentage dropped to 50.1 per cent of the population by 2001 (see Graph 1.3) and decreased still further to 43.9 per cent in 2011 – the first time ever for the percentage of Welsh speakers in Carmarthenshire to drop below half, meaning that Welsh speakers in the county are now in the minority in an area traditionally considered to be one of the language's heartlands.

Although most counties saw a small decrease in the percentages of their Welsh speakers between 2001 and 2011, the old areas of the Welsh heartlands, y Fro Gymraeg, experienced the greatest decrease – with Ceredigion seeing a decrease of -4.5 per cent and Gwynedd -3.3 per cent. But Carmarthenshire experienced the greatest decrease by a long way, as the percentage fell -6.1 per cent between the two censuses (and -10.9 per cent between 1991 and 2011).

There are revealing statistics in the body of the report that explains this deterioration to a large extent. Firstly, demographic tendencies are extremely significant:

Up until the 1970's 8 out of ten people in Carmarthenshire who were middle aged or older could speak Welsh. However, percentages of Welsh speakers in this age group have decreased at a faster rate in every census since. Since 1981 the county has lost almost 8 per cent of its Welsh speakers from the population aged 65 and over, with every decade, and the demise of the older generation is directly reflected in the decrease of Welsh speaker percentages across the entire county at each census.

Secondly, population movement is a key factor in the deterioration of the Welsh language:

There is very little doubt that one of the most important factors that affected the prosperity of the Welsh language in its traditional areas in recent years has been population mobility. The dual process of the out-migration of Welsh speakers and the immigration of monoglot English speakers engendered a substantial decline in the numbers and percentages of Welsh speakers across its heartlands. That was also experienced in Carmarthenshire, where there has been a significant increase in the percentages of those born outside Wales since the 1970s.

The report documents the substantial immigration into rural and urban areas of the county alike and also noted that only 13.2 percent of immigrants across the county claim to be able to speak Welsh.

Thirdly, '2011 Census: The Welsh Language in Carmarthenshire' identifies a lack of language transmission in the home as a detrimental factor to the Welsh language in Carmarthenshire just as across Wales:

On average in Carmarthenshire, 76.7 per cent of children aged 3-4 who lived in Welsh speaking homes could speak Welsh - namely a small increase from 2001 when 72.9 per cent of children aged 3-4 who lived in Welsh speaking homes could speak Welsh. This means that almost a quarter of parents in Welsh speaking households choose to bring up their children in English. If the linguistic ability of these children were considered in more depth according to the structure of the home, those children brought up by two Welsh speaking parents were seen to be far more likely to be able to speak Welsh (85.3 per cent) than those raised by a single Welsh speaking parent (58.8 per cent).

Dr Dylan Phillips identifies some encouraging trends too however.

2011 data clearly shows that there was a higher percentage of Welsh speaking 3-4 year olds in Carmarthenshire than in 2001 – the only age group where this occurred. Indeed, this is the highest the percentage for 3-4 year olds has been in the county since 1961 (when a figure of 51.9 per cent of this age group was returned as Welsh speakers).

He noted that there was not significant deterioration within the following age groups either:

The data for school phase is also optimistic, as 6 out of 10 5-9 and 10-14 year olds were returned as Welsh speakers - very similar percentage to those of 2001, which suggests that the education system is managing to maintain the percentages of Welsh speakers despite the apparent decline seen in all other age groups by school phase. However, in light of the fact that Carmarthenshire percentages of Welsh speakers aged 3-15 years continue to steadily decrease, and bearing in mind that the county's education policy is to ensure that all children are totally bilingual by the time they leave school, there is no argument that much remains to be done

The good news in terms of Welsh speakers according to age groups comes to an abrupt end however after school age:

It is also disappointing to note that it is in the 25-34 age group (37.5 per cent) that the lowest percentage of Welsh speakers can be found in Carmarthenshire, namely, the age group most likely to raise children. This percentage was considerably lower in 2011 than in 2001 (42.4 per cent), and significantly lower than the percentage of Welsh speakers aged 16-24 in 2001 (47.6 per cent), therefore if these were the same people ten years later, then a very significant proportion of them chose to shun the language for some reason. Similarly, the percentage of Welsh speakers in the other age groups also decreased between 2001 and 2011.

The lack of Welsh speakers in this age group is a significant problem for Carmarthenshire and is a sign of deteriorating language patterns. In the same way, the oral-literacy divide is a cause for great concern:

In the whole of Carmarthenshire, 11.5 per cent of those who have some knowledge of Welsh can only speak it compared to an average of 10.2 per cent across Wales. Once again, this compares unfavourably with the other areas in the bygone heartland, y Fro Gymraeg, where a higher average of the language's speakers can also write and read it...

As a number of language sociologists have argued following the first important discussion by E.G. Bowen and Harold Carter on this subject in 1975, the ability to read and write in a language is a sign of its stability. Similarly, a lack of literacy in a language

is a sign of instability and suggests that speakers do not place high value on being skilled in that language. Furthermore, lack of literacy more often than not signifies a vital step in language decline, as the first skills to go amiss in a process of language shift will be the skills of literacy. They require more investment in time and energy by the speaker than the ability to speak alone, or even understand a spoken language, which are easier skills to acquire and maintain and to some extent inhabitants in a bilingual society will gain them passively. Consequently, the oral-literacy divide was used by Bowen and Carter to identify 'borderline' communities going through a language shift.

The findings that '2011 Census: The Welsh language in Carmarthenshire' offer will help us to better understand the trends that we experience in our every-day lives in Carmarthenshire. Another feature which is illustrated in the statistics is the lack of confidence within the Welsh speaking community that causes individuals to underestimate their own Welsh language skills. According to the report, there are 20,000 residents who claim to have some Welsh language skills but cannot speak it. Of those, 14,297 residents in the county claim to *understand* Welsh but not speak it. These figures point towards the feature prominent among residents who have either had Welsh language at home but not in school, or those who have had Welsh in school but not at home, causing them to lose confidence in their ability to converse in Welsh and therefore underestimate their own abilities.

The detailed analysis by ward and community is an invaluable tool as we identify the geographical areas where the situation is most severe. 'But the town that saw the largest decrease in the percentage of Welsh speakers between 2001 and 2011 was undoubtedly Ammanford. The difficulty is that we could easily interpret all areas of the county as areas that need attention, either because they show new signs of weakening the language, or because they display historical trends of decline;

The towns have traditionally held higher percentages of monoglot English speakers due to the influence of commerce and industrialisation, and the seaside areas, where tourism was for generations a factor in Anglicisation, continue in 2011 to see lower percentages of Welsh speakers, particularly Laugharne Township (22.4 per cent). The natural beauty of the county's coastline and its popularity in attracting visitors have certainly been a factor in the further Anglicisation of a number of these wards between 2001 and 2011.

.. Therefore, each and every electoral ward in Carmarthenshire experienced demise between 2001 and 2011 – no increase was seen in Welsh speaker percentages anywhere.

Despite the ominous trends highlighted by the report, we continue to feel optimistic about the future of the Welsh language in the county. We have a solid foundation to work on in terms of numbers of Welsh speakers in our communities and our education system and our residents, our community groups and institutions are full of hard-working and determined people. On the whole, our residents have a good understanding of the need to promote the Welsh language in all aspects of life and are supportive of our efforts to do so. The county has been at the forefront in matters of language planning, and we are eager to remain so during the next key period.

While 'The 2011: The Welsh in Carmarthenshire' gives us a more detailed understanding of the county's linguistic trends, we are aware, however, that we will not be able to rely on the results of Census 2021 for measuring the impact of this promotion strategy. The results will not be available until 2021, which is not compatible with the reporting nor planning timetable. Moreover, the aspiration of this strategy is to make gains in the numbers who *use* the Welsh language, and not simply in the numbers who are able to. We will have to look at further means of measuring the implementation of the strategy, and we might well be able to turn to 'Use of Welsh in Wales 2013-15 Survey' as further support to focus our efforts to improve the status and viability of the Welsh language in the county. The information this survey offers in terms of the use of Welsh, people's levels of fluency and how often people use the language at the county level might be useful. But, the 'The 2011 Census: The Welsh language in Carmarthenshire' certainly sets a complete picture of the current situation, which allows us to focus efforts to increase the number of Welsh speakers in the county realistically, with information on population flow, and economic trends as a background to our efforts.

5. The Work that has previously been done

The Council has had a Language Policy since 1993. It was in Carmarthenshire that the first Menter Iaith was established in 1991, and a number of active organisations and groups, such as Meithrin, Yr Urdd and a host of small, voluntary, cultural groups have been active in developing the Welsh language active in Carmarthenshire for many years. However, the worrying results of the 2011 Census were a catalyst for a new era of language planning in the county and a new dawn on a new and deliberate effort to resist the language decline.

The Council and its partners responded with the following purposeful steps:

- A County Council task and finish working Group was established to Research into the factors that lead to the demise and to formulate a series of recommendations to deal with the situation
- Research was commissioned that lead to the publishing of 'The 2011 Census: The Welsh Language in Carmarthenshire'
- A series of presentations were organised as further part of the Research Process
- An Action Plan was formulated from the Working Group, namely 'The Welsh Language in Carmarthenshire''
- A County Strategic Forum was established of key partners who are involved in Language planning across the county
- Purposeful plans were established by the Mentrau Iaith in response to the new data
- University of Wales Trinity Saint David established Yr Atom in Carmarthen town
- *Y Lle* was established as a Welsh Centre in Llanelli
- Welsh in Education Strategic Forum established

'The Welsh Language in Carmarthenshire' report provided a solid foundation and focus to the work of the Council through the Executive Board Member with responsibility for the Welsh language and the Advisory Panel. Consistent attention was given to a series of 73 recommendations in the report's Action Plan during the two years following its formulation, within the areas of education, marketing Welsh medium education, Planning and Housing, Bilingual Workplaces, Language and Economy, Institutions working for the benefit of the Welsh language, opportunities to use Welsh in the county, language transmission and marketing the Welsh language. The vast majority of those recommendations refer to

specific actions the Council will take but there is also a strong element of cooperation with other partners in Carmarthenshire in order to tackle the situation cohesively.

Since the introduction of the Welsh Language Standards at the end of March 2016, work has been underway to combine the recommendations from 'Welsh in Carmarthenshire ' with the new Standards Action and with the County's Welsh Medium Education Strategy. Some of the recommendations of the working group will be suitable to be implemented through this promotion strategy, and there is still some work to be done to rationalize all the action plans in the light of the new Welsh Language Standards.

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6. Implementing the Aims: the mechanism

With the work previously conducted since the 2001 census and before in the background, here is the mechanism in place in Carmarthenshire to lead and to implement the Promotion Strategy.



7. Implementing the Aims: Action Steps

As previously explained, the Promotion Strategy is not a starting point for our work in Carmarthenshire. Action steps have been identified and activity is underway to promote the Welsh language in the county. Here is a table summarising the work that will be implemented by the bodies County Forum in the next few years and how the work fits into the objectives identified in the Strategy. This outline is an effort to put on paper a wide range of delivery by several active organisations. A number of these organisations have been established for years and their main aim is to act to promote the language. It is not possible to tabulate all the activities of these organisations. In those cases where the activities are simply too numerous to list, there is a reference to an external document which includes all of that organization's plans for the coming years. There is more detail, however, included in the table on the activities of those organisations that promote the Welsh language as part of their work but their core business is related to other areas of work.

i. Acquiring basic and further Welsh skills

Area of work	Organisation	Activity or further information
Cylchoedd Meithrin and Cylchoedd Ti a Fi (Welsh-medium playgroups)	Mudiad Meithrin	Support the provision of early years care and education, see strategic document, 'Dewiniaith' for an outline of the support Training and CPD for staff and volunteers through 'AcadeMi': home of Mudiad Meithrin's training and CPD
Cylchoedd Meithrin and Cylchoedd Ti a Fi	Local, voluntary committees	Provide care and education for children 0-3 years and run community-based Activities to raise funds and to reinforce the Cylch's activity
'Cymraeg i Blant' Activities in Burry Port, Trimsaran, Kidwelly, Penbrey, Llanelli, Felinfoel, and Ammanford, Garnant, Brynaman, and Tumble	Mudiad Meithrin	Ensure coordinated activity in early years, ensuring a child's language journey from birth, through the cylch Ti a Fi, onwards to the cylch meithrin and to Welsh medium education

Train and qualify early years workforce through 'Cam wrth Gam' program	Mudiad Meithrin	Cam wrth Gam Centre in Ammanford. Placements for level 3 students arranged across the county The program offered to years 10-13 in Bro Myrddin , Maes y Gwendraeth and Strade Schools
Private nurseries	Y Gamfa Wen (University of Wales Trinity Saint David)	Provide Welsh medium care for children 0-3 years, and encouraging their continuation into bilingualism through Welsh medium education
	Several Welsh medium and bilingual nurseries	Introduce Welsh language skills to young children
Welsh medium education – every educational phase	Carmarthenshire County Council	Provide Welsh medium education from the foundation phase to key stage 4 Welsh in education strategic plan Welsh in education County forum
	University WTSD	Train foundation phase teachers through the medium of Welsh
Transferring from primary to secondary school Welsh medium education	Carmarthenshire County Council	Welsh in education strategic plan
Further and higher courses through the medium of Welsh	Coleg Sir Gâr	Provide and strengthen further education through the medium of Welsh in the fields of agriculture, sport, childcare, business, and joinery. Provide and strengthen higher education in the field of agriculture Develop further Welsh medium/bilingual provision in public services, art and design, entrance into nursing, health and care and tourism.

	University WTSD	Provide Welsh medium and bilingual undergraduate and postgraduate programmes within the organisation's academic portfolio.
	Coleg Sir Gâr and University WTSD	Cooperate to ensure Welsh medium progression paths from further to higher education within a specific cluster of disciplines.
	Coleg Cymraeg Cenedlaethol	Encourage more students to partake parts of their courses in Welsh. Fund two Welsh medium units on business level 3 course during 2016-17, two full-time lectureships in agriculture and one part time lectureship in art (from 2017-2018).
Welsh for Adults in the community	Carmarthenshire County Council	Market courses, Provide courses, Provide progression paths, Informal opportunities
Welsh in the workplace	Carmarthenshire County Council	Council's Language Skills Strategy Council's Learning and Development program (Croeso i'r Gymraeg, mentors, courses) Internal use of Welsh Policy
	Coleg Sir Gâr	Staff Internal Welsh learning program
	University WTSD	Accredited modules in learning Welsh and improving available for all staff and students.
	CAVS	
	Police	

	Hywel Dda University Health Board	Welsh Language Skills Strategy E-learning pack Support for staff to attend formal courses
Recommendations from 'Welsh language in Carmarthenshire (see appendix)	Carmarthenshire County Council	

ii. **Increase the confidence of Welsh speakers and therefore the use of the Language:**

In the community, in the workplace, in and around school life, in Leisure Activities, in businesses and while using public services

Area of work	Organisation (and project)	Activity / further information
Activities for children and young people with the school (or college)	Yr Urdd	Urdd Gobaith Cymru Corporate Plan 2016-19
	Y Mentrau	Gorllewin Sir Gâr Corporate Plan 2016-19 Menter Bro Dinefwr Corporate Plan 2016-19 Menter Cwm Gwendraeth Elli Corporate Plan 2016-19
	Carmarthenshire County Council Education Department	Siarter Iaith Sir Gâr
	Coleg Sir Gâr	
Activities for children and young people outside of school	Yr Urdd	See Corporate Plan
	Y Mentrau	See corporate plans
	Yr Atom	A location for Aelwyd Myrddin youth club; MGSG Street dancing, Cylch Meithrin Myrddin

Area of work	Organisation (and project)	Activity / further information
	Y Lle	
Activities for children and young people within rural communities	Young Farmers	See Annual Program
	Y Mentrau	See Action Plans
	Yr Urdd	See Action Plan
Leisure Activities	Carmarthenshire County Council	
	Sports Clubs	
	Yr Urdd	See Action plans
	Gwawr and Merched y Wawr Clubs	
	Y Mentrau	See Action plans
	Young Farmers	See Annual Program
	Yr Atom	Location for leisure activities such as yoga
Community Activities	Chapels	
	Choirs	
	Y Lle	
	Yr Atom	
	Yr Urdd	
	Papurau bro (Welsh medium voluntary run local newspapers)	
	Gwawr clubs	
	Y Mentrau	
	Luncheon Clubs	
	Merched y Wawr	

Area of work	Organisation (and project)	Activity / further information
In the workplace	Carmarthenshire County Council	Internal use of the Welsh language Policy
	Yr Atom	Establish contacts with the businesses located in the town of Carmarthen
	Hywel Dda University Health Board	Welsh Language Skills Strategy E-learning pack Support for staff to attend formal courses
	University WTSD	Establish a Welsh Services Unit on the Carmarthen campus to provide a range of services for Welsh speakers and learners alike.
	Businesses	
	National Public Organisations	
	Welsh National Theatre	Based in Carmarthen, providing Welsh medium jobs and working with the wider community
	University WTSD	<i>Yr Egin</i> Centre as a home for S4C and other businesses in the creative industries
	Coleg Sir Gâr	
Volunteering	Yr Urdd	
	Papurau bro	
	Chapels	
	Y Mentrau	
	CAVS	
Coordinate / encourage Welsh medium activity in specific areas	County Strategic Forum	Plan and coordinate work to develop the Welsh language in 6 priority areas
	Yr Atom	Promote and support Welsh medium activities across Carmarthen
Normalise the Welsh language across the activities of further education establishment	Coleg Sir Gâr	Open evenings

Area of work	Organisation (and project)	Activity / further information
The Welsh language in Carmarthenshire recommendations	Carmarthenshire County Council	
Assimilating learners to community activities	Y Mentrau	
	Welsh for Adults	

iii. **To have a positive effect on population movements:**

to make our communities attractive in terms of economy, education and social experiences

Area of Work	Organisation	Activity / Further information
Swansea Bay City Region	Carmarthenshire County Council, University WTSD, Coleg Sir Gâr, private businesses	Create attractive economic and leisure opportunities
Welcoming packs in new housing developments	The Council and Mentrau	Provide newcomers to the county with information that will raise their awareness of the bilingual nature of the county, the opportunities to learn Welsh, of Welsh medium education and Welsh socialising opportunities
Provide Welsh medium job opportunities	University WTSD	Y Llwyfan: Attract Welsh medium organisations, and jobs like Welsh National Theatre and Coleg Cymraeg Cenedlaethol
		<i>The Egin</i> centre, housing S4C and other businesses in the creative industry
	Welsh National Theatre	Based in Carmarthen, and working with the wider community
Welsh medium Work experience	Menter GSG	
Affordable Homes Policy	Carmarthenshire County Council	Local needs assessment Communicate the work with

		Welsh speakers
Prosiect Ardal Llanfihangel yr Arth	Fforwm Sirol	Cooperate to focus efforts to assimilate newcomers into Welsh community based activities

iv. To target specific geographic areas within the county

Activity	Organisation (and project)
Ammanford Town	County Forum Partners
Llandovery/Llandeilo/Ammanford	County Forum Partners
Ammanford area	Welsh Government
Cydweli and Mynydd y Garreg	County Forum Partners
Llanelli and vicinities	County Forum Partners
	Y Lle
	Meithrin - Cymraeg i Blant
Carmarthen Town	County Forum Partners Yr Atom
Llanfihangel-ar-Arth and Pencader	County Forum Partners

v. Marketing and promoting the Welsh language:

Raising the status of the language, including the benefits of a bilingualism and bilingual education.

Activity	Organisation	Activity / Further information
National Marketing campaigns (with specific focus within the county)	Coleg Sir Gâr	Celebrate 'Shwmae Sumae' day, Santes Dwynwen, St David's Day

Activity	Organisation	Activity / Further information
	Schools	Celebrate Welsh festivals during the year including St David's in cooperation with Carmarthen town Council for instance
	Y Mentrau	Celebrate Welsh festivals during the year, e.g. St David's and Santes Dwynwen
	Yr Atom	Give national publicity to events in Carmarthen on Social media and national media, Celebrate Welsh festivals during the year
	Community and town councils	St David's Day celebrations on Carmarthen, Ammanford, and Newcastle Emlyn for instance
	Mudiad Meithirn	Promote activities of local Cylchoedd and Dewin a Doti festival through social media and in the press. Disseminate information pack to prospective parents and new families on benefits of bilingual care and education
Marketing campaigns on County level	Carmarthenshire County Council	Promoting Welsh medium services. See Communication Plan.
Local/organisation-specific marketing campaigns	Coleg Sir Gâr and Coleg Cymraeg	Art and Design Conference 2016-17 (The Arts for young people: Give it a go!)
	Schools	Marketing the Welsh language as part of the Siarter Iaith within their school
Promoting the advantages of bilingualism	Carmarthenshire County Council	'Why Use Welsh leaflet' for staff Language Awareness e-module for staff
	Yr Urdd	Language Awareness sessions
	Y Mentrau	See corporate plans
	Coleg Sir Gâr	Language Awareness sessions with students
Promoting advantages of Welsh medium education	Coleg Sir Gâr	In Language Awareness Sessions, open evenings with students and Welsh medium induction sessions from September 2016 onwards
	Y Mentrau	See Corporate plans

Activity	Organisation	Activity / Further information
	Carmarthenshire County Council	Communicate with parents of specific schools as the needs arise
Language Awareness Sessions in the workplace	Carmarthenshire County Council	Language Awareness e-module Language Leaders Training
	Police	
	Hywel Dda University Health Board	
	Y Mentrau	With businesses see. Corporate plans
	Yr Atom	With businesses in Carmarthen
Language Awareness sessions in the community	Y Mentrau	See Corporate plans
Language Awareness sessions for young people	PCAU project Welsh language Charter Cymraeg Campus – Second Language Charter ERW Athrawon Bro	
	Y Mentrau	
	Yr Urdd	
Transmitting Welsh in the home	Meithrin	Cymraeg i Blant project in specific areas
	Y Mentrau	
Welcoming Pack in housing developments	The County Council and Mentrau	
Promoting the advantages of using Welsh in businesses	The County Forum	'The Welsh Language in Business' information e- pamphlet
	Y Mentrau	

Activity	Organisation	Activity / Further information
	Yr Atom	Introducing bilingualism to businesses in Carmarthen
National marketing campaigns (with a specific county focus)	Hywel Dda Health Board	Celebrating the Shwmae Sumae day and St David's day (with a clear focus on the Health Board i.e. launching resources to support the use of the Language in the workplace) (Weekly) Welsh language awareness sessions

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8. The Way forward: Initial additional priorities.

As it is early days for the Welsh language Standards and its procedures and as we do not wish to interrupt the progress of the current work conducted in the county to positively affect the Welsh language, we feel that it would be unwise to create a brand new, comprehensive action plan for the county. It is our intention that this document is one that will be operational but will also evolve over time. In addition to the activities set out in the above table, therefore, we aim to set a few realistic and useful objectives that will enable us to move the work of planning forwards without disrupting the positive action already taking place across the county.

We are setting these additional priorities therefore for the initial phase of the Promotion Strategy, which will be September 2016 until March 2018:

a. Further mapping work

The table in section 7 gives a very basic picture of what is happening and what will be happening in the next few years to promote the Welsh language in the county. In addition, the Corporate Plans of the organisations whose core work is language planning offer much detail on their programs of activity. But, we intend to do some more concentrated mapping work during the next period, which will enable us to have a clearer picture of the extent to which the work carried out is suitable for achieving our objectives. We would like to map for instance, the human and financial resources against the 5 named objectives, to enable us to see whether scarce resources are being properly targeted. We hope to be able to see whether some objectives are being met better than others and whether we need to focus more on activities that meet other objectives in order to achieve our aims. It may be that the statistical work being done as part of the Well-being and future generations Act might help us in this work.

b. Experimenting with methods of measuring impact and disseminating messages of good news.

We are aware that we cannot rely solely on the results of the census to measure the impact of our work on language planning in the county. It provides useful, but rather crude information on our residents' perception of their language skills; it is indeed a more complex

issue than that which these figures show. Because of these complexities, we are aware that it is unrealistic to increase the percentage of Welsh speakers in the county within the period in question. Current statistics show that it will be a challenge to decelerate the current decline in the Welsh Language by the 2021 census.

In addition, there are several factors that we would like to address in Carmarthenshire which do not appear in census results, such as our residents' confidence in their language skills, and the use they make of them on a daily basis. As already mentioned, we will be able to use other documents such as the 'National Audit for Wales ' and the 'National Survey of the Welsh language' to measure some of these factors on a shorter time scale. We also know that there is work under way to try and experiment with methods of measuring the impact on a micro-level, which derive from 'behavioural change' theories ('nudge theory').

As well as measuring the impact, we feel it is equally important to highlight successes in developing the Welsh language in the county. This will not only highlight the types of projects that have the most positive impact, but also have a positive impact on the image of the Welsh language and culture, in turn, positively influence attitudes towards the Welsh language in general within the county.

We intend, therefore, during this initial period, to experiment with a mixture of ways of measuring impact and of disseminate messages in order to discover an effective model for our needs in Carmarthenshire.

c. Influencing the Public Service Board

Taking into account the lack of resources available for language planning, just as any other Service, in this period , it is imperative that we focus much of our efforts in cooperating with other public bodies to jointly shoulder the work of promoting the Welsh language within the county. It is timely, therefore, that we should strive to influence the new Public Service Board mechanism in its early days and this will be a key element of this strategy is this initial period. A number of the Board's partners will also be accountable to the requirements of the Welsh Language Standards over time, so it is timely to consider options to cooperate on different aspects.

Ch. A County-wide Promotion Project

Following the gap left by the termination of the Welsh Language Board, many feel that the work of promoting the Welsh language generally has receded. Where there were, in the past, national projects to be implemented locally, this provision has lessened. We would like to look at the possibility of running a project promoting the Welsh Language in the county. We will need to assess local needs and agree on a priority and then work jointly in the county to transmit a strong message to the county's residents generally, or to a specific group of residents in the county, such as prospective parents, in accordance with the results of assessment.

d. Influencing population movements

We will look at appropriate steps to positively influence housing policies, ensuring that language impact assessments are carried out in the planning process. We will try to transfer messages to newcomers of the value and importance of the Welsh language in our communities. We will also try and support employment developments for the residents of the county and try to persuade employers to use the language skills of their workforce. We will be taking positive steps to help assimilate newcomers to the county, especially to rural communities and we will explore ways to make the county appealing to young families. This is an area that requires a great deal of joint planning, coordination and experimentation during this initial period.

If you have any questions in relation to the Strategy, please contact the:

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