

# Welsh Language Promotion Strategy

2023-28



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## 1. Foreword

The recently published 2021 Population Census Results have further increased the importance of the success of this Strategy. As Carmarthenshire experiences the highest percentage loss of Welsh speakers of all the counties of Wales for the second decade running, firm and confident action must be taken to stop this damaging trend.

However, all the planning and action taken since the 2011 results were published and since the Welsh Language Promotion Strategy 2016-21 was produced have not been in vain. Indeed, the careful and cohesive work has contributed to significantly slow the reduction from 6% in the 2011 Census to 4% in the 2021 Census. Furthermore, Carmarthenshire's Welsh speakers' experience of living their lives through the medium of Welsh proves beyond any quantitative data that the Welsh language is alive and viable in our County. Welsh is widely used by our residents in every ward of our County and in every aspect of our residents' lives, from education to leisure and work. The use and continuity of Welsh in Carmarthenshire is vital to the survival of the Welsh language in Wales.

I am confident that, having implemented a purposeful promotion strategy for five-plus years, and with the positive operational cooperation of many partners, we are in a position, to have a significant effect on the viability of the Welsh language in Carmarthenshire during the period of this Strategy. The Strategy benefits from a clear baseline set out in the first Strategy report and benefits, furthermore, from a real practical understanding of what needs to be done and how to achieve it, having implemented the first Strategy so vigorously. Our understanding of the factors affecting the Welsh language within the economic sphere, and within our workplaces is now advanced and this Strategy will develop the Welsh language in those areas. It will also, of course, continue with the vital work of increasing use of Welsh as has been done thus far in the education and community sectors by the Mentrau, the Young Farmers and others.

This Strategy sets an aim, a vision, objectives and a set of sub-objectives. The aim is ambitious and voices our determination that Carmarthenshire should remain a Welsh language heartland.

**Aim: To make Welsh the main language of the County. Our aim is to restore Welsh to a language spoken and used by the majority of our inhabitants consistently, and in all aspects of life.**

The vision further voices our desire to see Welsh as the norm in all domains of life. Our desire in Carmarthenshire is not only to increase numbers and encourage use but we also want to welcome people into Welsh confidently and without apology:

**Vision: We want to see an increase in the proportion of Carmarthenshire residents who can speak Welsh and use their Welsh consistently. We want to see the Welsh language as a working and operating norm in the County's public institutions and increasingly prevalent in the County's businesses. We want our young people to see a future for themselves in the County in sustainable and prosperous Welsh communities, economically, culturally and socially. We want everyone to be proud of the Welsh language in Carmarthenshire.**

There are four (4) high-level objectives as well as a set of sub-objectives identified in this Strategy which will enable us to reach our aim, and an Action Plan will be prepared to drive forward its implementation.

**Objective 1. An Increase in Welsh speakers**

**Objective 2. Maintaining the pride, use and confidence of the County's residents in the Welsh language**

**Objective 3. Welsh as the norm in the workplace and workforce**

**Objective 4. Thriving Welsh communities**

We have identified nine areas of work for the Action Plan which will provide us with a practical framework to implement the objectives of the Strategy.

In conclusion, I would like to thank all the County Council's partners for their willing collaboration on the first-of-its-kind Welsh language Promotion Strategy for which the County Council is statutorily responsible. I look forward to another five-year period of working together for the benefit of the Welsh language in Carmarthenshire.

**Cllr. Glynog Davies**

**Cabinet Member for Education and the Welsh Language, Carmarthenshire County Council**

## 2. Introduction: Policy Context

The Welsh Language Measure (Wales) 2011, regulated by the Welsh Language Commissioner places 174 **Welsh Language Standards** on Carmarthenshire County Council in its 2016 Compliance Notice. The Standards set out expectations of how the language will be treated as the Council:

- 1) delivers Welsh language services,
- 2) formulates policy in a way that promotes the Welsh language,
- 3) operates through the medium of Welsh,
- 4) keeps records about the Welsh language and finally
- 5) promotes the Welsh language.

Within the Promotion Standards, Standard 145 and 146 specifically call on the County Council to produce this Strategy.

*Standard 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).*

*Standard 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.*

Carmarthenshire County Council's first Promotion Strategy built on the work carried out in response to the results of the 2011 Census. *The Welsh Language in Carmarthenshire* Report, and the work of the task and finish working group set up by the County Council, formed a sound basis for the formulation and implementation of the Promotion Strategy 2016-2021. The efforts undertaken in the first Promotion Strategy are summarised in a comprehensive report which, in turn, has offered firm basis on which to formulate this Strategy.

The wider context in terms of other efforts to plan for the development of the Welsh language at a County and National level has changed significantly since the time of the first Strategy.

In 2017 the Welsh Government published an ambitious Strategy, *Cymraeg 2050. A Million Welsh Speakers*. The Strategy identified two specific targets, namely:

- Number of Welsh speakers to reach 1 million by 2050.
- The percentage of the population who speak Welsh daily, and can speak more than just a few words of Welsh, to increase from 10 per cent (in 2013–15) to 20 per cent by 2050.

The Government intends to use National Census statistics and the Language Use Survey to measure progress against these targets.

At the time this Strategy was formulated, *Cymraeg 2050* still stands as the core of the government's language planning efforts, and in 2022, it was reiterated and strengthened by the vision of the new Minister for the Welsh language, Jeremy Miles MS. He placed an emphasis on using the Welsh language, 'providing and speaking not just creating institutions'. The Minister expressed the need to shift the emphasis away from 'promoting and facilitating' and towards increasing the use of Welsh with the consistent message being that 'the Welsh language belongs to us all'. He set out the intention of encouraging co-operative organisations, which will operate in Welsh, of mainstreaming the Welsh language into all Policy areas within government, of tackling the problem of second homes and housing and of establishing a Commission for Welsh Communities to look at the situation of the Welsh language at community level.

In 2015, **the Well-being of Future Generations Act** was published, which set seven national goals that public bodies must work towards, to ensure they 'consider the long-term impact of their decisions'. One of those aims refers directly to the Welsh language and the need to create 'a Wales with a vibrant culture where the Welsh language thrives'. The significance of having a national goal that comes from outside the traditional field of language planning undoubtedly reinforces our efforts within that field.

The Public Services Board (PSB) and the Well-being Act itself are now established and it is becoming ever clearer how promoting the Welsh language through the Promotion Strategy could combine with these efforts to promote social, economic, environmental, and cultural well-being. The planning timetable of this Strategy and the Public Services Board's Well-being Plan has coincided during 2022-23 and there has been an opportunity for the Welsh County Strategic Forum to have an input to during the consultation period. The Well-being Plan for 2023-28 includes an objective of 'Helping to create bilingual, safe and diverse communities', and one of the key steps over the period of the next Well-being Plan will be to 'Support the implementation, further development and monitoring of the Welsh Language Promotion Strategy'.

We want to ensure that a link has been created between the PSB and the Welsh Language Strategic Forum and that the Forum discusses key issues about the Welsh language with the Board. Similarly, we want to ensure that the officers of the partner bodies sitting on the Forum are supported by the representation of the PSB in order to realise the objectives of the Promotion Strategy.

***More than just words***, the Welsh Language Development Plan for Health and Social Care, has experienced a period of lull in recent years. Largely as a result of the whole sector being turned upside down by the COVID-19 pandemic, the 'active offer' has not received much attention at a strategic level recently. However, following an independent evaluation of the More than just Words Framework in 2019, a new five-year plan from 2022-2027 has been published.

Despite the positive contribution of all the above policies, a number of factors that most adversely affect the Welsh language in Carmarthenshire remain outside their scope. The affordability of housing for local young people for example is largely influenced by the open market and private sector profits. The same is true with regard to the influx of older people from outside Wales into Welsh-speaking communities. After the first Strategy's efforts to work with estate agents to try to gain useful information to address this problem, it must be recognised that it is only Welsh Government who are in a position to meaningfully influence these factors. We look forward to working together on innovative efforts by the government in this area of work and to explore new law-making forces that could mitigate harmful effects on the Welsh language.

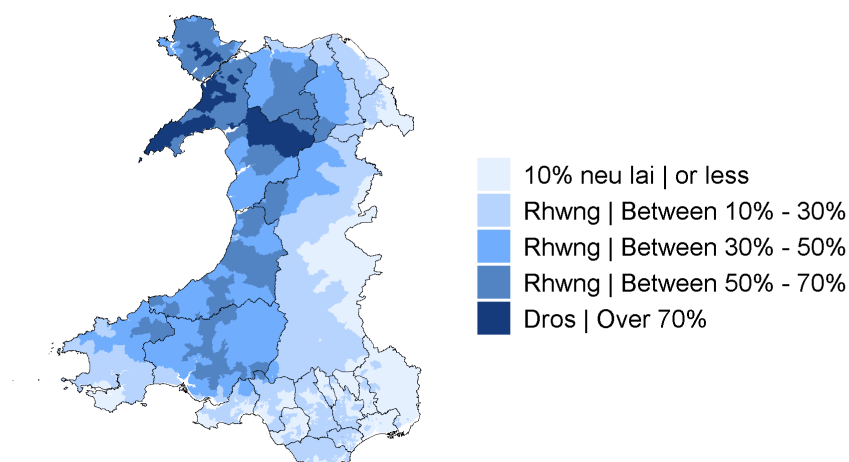
Similarly, the extent of the success of this Strategy is dependent on the commitment of other public bodies outside the control of the Strategy's owner, the County Council. Work remains to be done to ensure that other Strategic Forum organisations commit to implementing the Strategy, at all levels within the organisations. The aim of this Strategy needs to be integrated into the work of the Public Service Board and to ensure that there is full support from those organisations to their representatives on the County Strategic Forum to ensure ownership of the Strategy across the county's public bodies rather than to be limited to the Welsh language element of those organisations. We must remember 'The Welsh language belongs to everyone' and our aim is to 'restore Welsh to a language spoken and used by the majority of our inhabitants consistently, and in all walks of life'. Achieving the aim will not be easy.

## Introduction: Linguistic context

While drafting this Strategy, we have just obtained the initial results of the 2021 Census. The number and percentage of Carmarthenshire Welsh speakers has fallen once more. We've lost 6,000 Welsh speakers, which equates to 4 percentage points. The number who consider themselves Welsh speakers now stands at 72,800 which means the county has lost its position of being the local authority with the most Welsh speakers in Wales. Gwynedd has now taken up that mantle.

Although Carmarthenshire has seen the biggest drop in percentage of Welsh speakers compared to other counties in Wales for the second Census running, the percentage drop is smaller than in the last Census. The downturn has slowed and that is encouraging, but there is no doubt that even more vigorous action is needed if we are to hold on to areas within the county where the Welsh language is the natural medium of our relationships with each other.

### Canran y bobl tair oed neu'n hŷn sy'n gallu siarad Cymraeg, yn ôl ACEHI, 2021 Percentage of people aged three or older able to speak Welsh, by LSOA, 2021



Ffynhonnell: Cyfrifiad o'r boblogaeth 2021  
Source: Census of population 2021

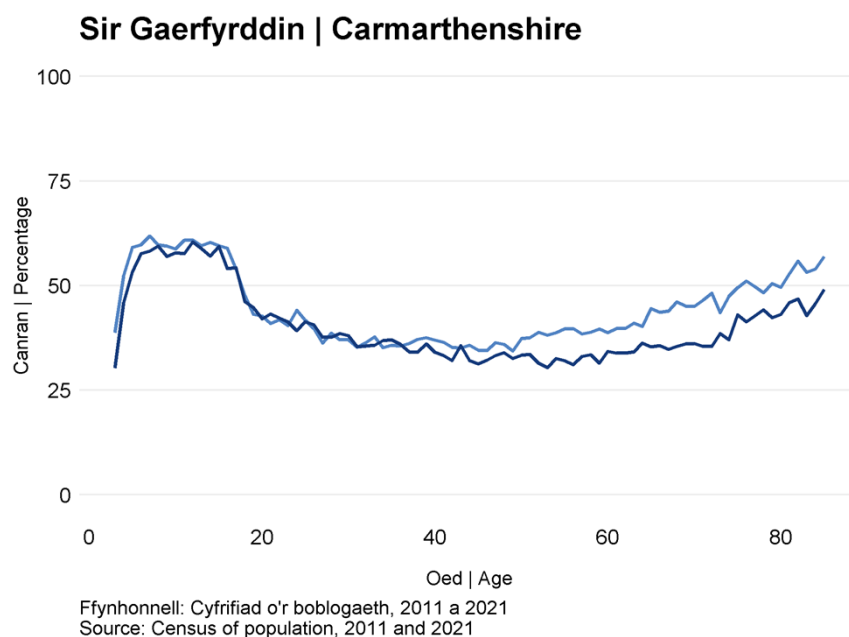
Initial results indicate that of the 112 small areas in Carmarthenshire, the percentage of people aged three years or over who were able to speak Welsh ranged from 62.2% (area around Brynaman) to 15.0% (area adjacent to Llanelli). At first glance, some wards have seen a slight increase in the number of Welsh speakers, and it will be interesting to analyse the causes of that growth in areas such as Gorslas. However, it is also true to say that the greatest reduction has happened in the areas which are traditionally considered the natural home of the Welsh language, where there is a high density of Welsh speakers, in areas such as the Amman Valley. The Welsh language is still strong in these areas, but it is losing ground quickly. Analysing the reasons behind this decline will be essential for implementing an effective Promotion Strategy for the county. Identifying the language transmission and



population mobility trends, for example, will help us identify what actions would lead to change in these geographical areas.

Compared to the situation across Wales, the initial results of the Census suggest that the initial conclusions are not as relevant to Carmarthenshire. The significant reduction in the number of the youngest children able to speak Welsh, largely attributed to the COVID-19 era when play groups, childcare and schools were closed, has not happened in Carmarthenshire. The reduction in our numbers has manifested itself in the 45+ age group and the percentage has fallen most in the age 50+ and up to the age of 80. Further analysis of population mobility will shed significant light on this change.

The ability to speak Welsh according to age, 2011 and 2021



Planning for this Strategy was finalised before the Census results were published. And it is acceptable that the planning was based on the last Strategy report, with the statistical and qualitative detail it contains, rather than the bare Census figures. There are limits to the usefulness of census figures, considering the effects of the census being conducted during Covid-19 lockdowns and the significant difference between the figures and other survey figures such as the Annual Population Survey. That said, due attention will be given in the second Strategy to analysing the figures when they become available in their entirety, and to plan some priorities as a result.

The Annual Population Survey Statistics, from the Office for National Statistics gives us a very different picture. As of June 2011, 82,300 (47.2%) Welsh speakers are recorded in Carmarthenshire, placing the county second to Gwynedd in terms of numbers. According to the same source, there are 94,000 Welsh speakers in Carmarthenshire in June 2021, (52.5%), which places us with the highest number of speakers in Wales. Therefore, not only do the mayor figures here significantly exceed the Census figures, but they also show a completely opposite trend to the census of growth in numbers and percentages in Carmarthenshire, as in the other counties.

The importance of data on Welsh *usage* for meaningful language planning is well known. It is key that we maintain communities where Welsh is the community and social norm and the *number* of those who can speak Welsh is only half the picture. According to the Welsh Language Commissioner and the Welsh Government's joint Language Use Surveys, the percentage of Welsh speakers using Welsh every day in Carmarthenshire fell from 80% to 71% between the 2004-6 Survey and the 2013-15 Survey. This was very similar to the national average and matched the percentage losses of the counties similar to us in terms of density of Welsh speakers. Unfortunately, the 2019-20 Language Use Survey was finished early due to the pandemic. This meant that the sample was a third lower than previous surveys and it was not possible to analyse the survey results by local authority as had been done in the previous surveys. The national results suggested however that 'over half (56%) speak the language every day (regardless of their fluency levels) compared to 53% according to the 2013-15 Language Use Survey, and almost one in five speak the language every week (19%, exactly the same percentage as in 2013-15)'. It therefore appears that Welsh is being maintained fairly successfully as a community and social language at this time. Obviously, having meaningful and comparative data on language *use* would be very useful to measure the future impact of a Promotion Strategy like this.

At the beginning of the first Promotion Strategy, an effort was made to find more local data on attitudes and awareness of the Welsh language. A questionnaire was administered mainly through the Mentrau, which gave us some useful information. The report stated that 97% of respondents saw bilingualism as advantageous and that 'work opportunities' were most prominent in people's minds when thinking about those benefits. We found that only half of respondents understood that pupils receiving English medium education in the county were unlikely to be bilingual before leaving school. It was also possible to establish that respondents' awareness of the organisations promoting Welsh in the county was relatively high (between 67 and 82 %). Despite the usefulness of this survey, the sample was too small to be representative and it had to be recognised also that the respondents came from the usual audiences of the Mentrau, rather than providing us with information about the residents of the county more widely. Although it was planned to re-run the survey at the end of the strategy period, it was decided, that there was insufficient resource available to administer it, and while it would have been useful to understand whether our campaign to raise awareness of Welsh language education had had an impact, there was not the necessary infrastructure in place at county level to find meaningful and representative data. There remains, therefore, a gap in empirical evidence that would ascertain the impact of the campaigns and interventions of the Strategy.

### **3. Foundations: The work achieved in the first Strategy**

In the process of drafting the Carmarthenshire Promotion Strategy 2016-2021, regular meetings of the Welsh Language County Strategic Forum were established to assist the local authority in planning, implementing, and scrutinising the Strategy. The significant work of the Mentrau as well as the other bodies promoting Welsh within the county was recognised as the backbone of the Strategy. Then, during the five-year period, 10 meetings were held looking at an area of work for development at each meeting. At each meeting, there were presentations from county council officials and key representatives working in the areas covered. Following the discussions, new action points were formulated for the work area. The actions were laid out in an Action Plan which was updated on a meeting-by-meeting basis. The Action Plan remained a live document throughout the period. In between Forum meetings, meetings were held with various departments within the Council to plan for the Welsh language in preparation to present to the Forum and then following the meeting to propose and commit to new actions.

In September 2019, Meri Huws started to chair the Forum's quarterly meetings, providing stability and astute guidance to the discussions and co-planning. Inevitably, the content of the schedule had to be revised due to Covid-19. The lockdown had hit a large number of service providers and community activity, and scrutiny on some areas had to be delayed as a result. The meetings were not suspended, however. We transitioned straight to a digital platform without losing any of the momentum or commitment of the members.

The objectives identified for the strategy were:

1. Welsh language Skills Acquisition
2. Increasing confidence and use
3. Affecting population movements
4. Geographical areas of priority
5. Marketing and Promotion.

The areas of work that were recognized for reaching these objectives and provided a focal point for the implementation of the Action Plan and for forum meetings were:

- Preschool
- Welsh for Adults and Welsh in the Workplace
- Leisure
- Youth
- Housing
- Planning and assimilating newcomers (and the Moving Rural Carmarthenshire Forward report)
- Regeneration
- Private sector
- Young people and the world of work
- Geographical areas of priority

A detailed report was produced to take stock of the impact of the Strategy in 2022 and came to the following conclusions on progress and lack of progress against the objectives.

### Objective 1: Welsh Language skills acquisition

Good Progress	Lack of progress
Promoting Welsh in childcare, language transmission and education: the creation of resources	Insufficient ownership of the promotional resources and no effective and consistent processes to distribute them
Increasing number of Welsh-medium private nurseries	Childcare/pre-school provision. Progress of Welsh medium locations stopped, difficulties in recruiting
Advances in Welsh for Adults learning, including online teaching, the National Centre collecting useful data and a joint online prospectus enabling messaging to be more effective and access to lessons smoother	Numbers of adult Welsh learners living in Carmarthenshire relatively low following Covid-19
A good provision of Welsh courses for teachers and expertise in intensive provision from UWTSD	Insufficient joint planning between community adult learning provision and Welsh language promotion to reinforce the Welsh in Education Strategic Plan (WESP) targets
A good and more cohesive provision of informal opportunities for learners	Not enough of our teachers taking advantage of the learning provision available
Public body policies encourage the development of Welsh language skills in the workplace. Diverse and purposeful provision of Welsh courses in the workplaces	Efforts to collectively promote informal provision not having a positive effect on numbers
Coleg Sir Gâr increased the number of courses students can take through the medium of Welsh. Collaboration between Coleg Sir Gâr and the University on developing pathways from further to higher study through the medium of Welsh	Not enough progress in increasing Welsh language skills in the workplace
	Lack of data on Carmarthenshire young residents in higher and further education studying through the medium of Welsh

### Objective 2: To increase the confidence of Welsh speakers and the use of Welsh in all aspects of life

Good Progress	Lack of progress
The Mentrau have adapted their ways of operating to respond to the Pandemic situation. Flexibility and resilience in community delivery bodies, e.g., YFC	Impact of the pandemic on Urdd membership Impact of the pandemic on all organisations providing events for the public
Canolfan Yr Egin is an attractive place to congregate, interact and use Welsh	Impact of the pandemic on the Atom's activity

<b>Good Progress</b>	<b>Lack of progress</b>
The establishing of a contemporary, central and viable new Centre in Llandeilo as a natural space for Welsh language use	The impact of the pandemic and staffing issues on the provision of Menter Gwendraeth Elli, particularly in Llanelli
Informal opportunities to use Welsh in county council and other workforces	A lack of progress in administrating through the medium of Welsh, to create workplaces where the use of Welsh is natural, which allows people to maintain their confidence in their Welsh language skills
Efforts made within leisure, with Theatrau Sir Gâr offering much more Welsh language provision and the county's leisure centres and indoor markets playing Welsh music	Efforts to find ways of jointly promoting Welsh-language community activities have faded
	The development of the capacity of swimming tutors to provide in Welsh and bilingually not resulted in an adequate increase in provision of Welsh swimming lessons. A system that offers and delivers Welsh lessons consistently has not been successfully established
	The work of Language leaders within the departments of our public bodies has not developed further

### **Objective 3: Positively impact population movements.**

<b>Good Progress</b>	<b>Lack of progress</b>
Design and publish the language awareness leaflet, 'Croeso i Sir Gâr'	Lack of use of the leaflet
The coordination of language planning and economic development efforts initiated. A strong start in terms of linguistic expectations and opportunities at Pentre Awel.	Difficulties recruiting Welsh speakers into the workforce. Young people don't appreciate the benefit of their Welsh language skills for the workplace.
Housing policies and actions increasing the provision of affordable housing, engaging local people to housing provision and reducing the number of empty houses in the county creating favourable conditions for local residents to remain in the county.	The Ten Towns project not always maximising the opportunities to develop the Welsh language while developing the economy
Language planning work within the LDP process, particularly the development of a new methodology to measure the impact of land use on the Welsh language.	Lack of national guidance and dependable information on the impact of construction on the Welsh language in terms of numbers of permitted locations for house building and their geographical locations.
Strengthen Council's policy for naming houses and streets.	Lack of cohesion (or lead body) of efforts to prepare the county's young people into the world of work and persuade them to use and develop their language skills for use in the workplace and encourage them to develop careers in areas where Welsh

Good Progress	Lack of progress
	speakers are needed in the workforce within the county.
Establishment and expansion of the Profi project by MGSG.	Lack of Welsh-medium provision within the study and accreditation elements of apprenticeships
Establish the provision of the Urdd's and Meithrin's Welsh-medium apprenticeships and in childcare, sport, and outdoor pursuits	Lack of workplaces that provide and promote Welsh-medium apprenticeships
Work to improve the provision of Welsh-medium apprenticeships in the county initiated.	Lack of a lead body to co-ordinate efforts to improve the position of Welsh-medium apprenticeships in the county.
Coleg Sir Gâr's efforts to build young people's confidence in their Welsh skills within areas of study that lead to work where Welsh language skills are particularly necessary.	Funding <i>Local Hello Blod</i> Officers came to an end.
The design and publishing of the e-resource 'Welsh in Business', and distributed through projects such as those of Menter a Busnes.	
Implementation of a number of specific projects to increase the use of Welsh in the private sector.	
Economic development funding cascaded to specific projects to promote the Welsh language.	

#### Objective 4: Targeting Geographic Areas of priority

Good Progress	Lack of Progress
Attracting funding to pilot a project in the Priority Areas	Short duration of pilot project
The three Menter collaborating on project delivery and reporting	Difficulty of capacity of Mentrau to work both myopically in specific areas and also provide activity across the area
	Lack of flexibility of national Welsh language promotion bodies to respond to county requirements due to national plans and targets
	Focus on areas specific enough to instigate change
The initial work of Developing the Welsh Language in Llanelli: an effort to operate with a solid evidence base and act strategically and in partnership	

#### Objective 5: Language Promotion and marketing

Good Progress	Lack of progress
All the new Welsh language promotion resources created and shared	Lack of an effective system to distribute and use the resources created
Some good examples of distributing the materials	Lack of specific campaigns for promoting Welsh

The dedication of all forum bodies to organising activity on national days for the promotion of the Welsh language	Lack of influence on external bodies to distribute Welsh language promotional materials
Efforts to create channels to share promotional resources	Some bodies still miss out on opportunities to distribute resources created by other organisations

It must be recognised that there has also been significant work and progress made since the end of the last Strategy period, particularly in the community provision in the Llanelli area, and in the re-establishment of comprehensive provision to support children and young people's use of Welsh outside of formal education after COVID-19. Effective partnership work has also been undertaken to increase the involvement of county residents at the Carmarthenshire Urdd Eisteddfod 2023. This work will be reflected and developed in this Promotion Strategy 2023-2028.

The Forum also attempted to influence the above areas of work by raising issues with other bodies, to try to make an impact on the elements of policy that were outside the reach of the bodies on the county forum at county level. Correspondence has been shared with the Government and the Welsh Language Commissioner about Welsh-medium apprenticeships, about the consultation procedures of the Welsh in education Strategic Plans, about advertising regulations and, more recently, the Carmarthenshire Public Service Board was corresponded with about the Welsh language in the draft Well-being Plan. The Forum has matured and now seeks to influence issues affecting the Welsh language at a strategic level and will continue to do this in the Promotion Strategy 2023-28, as issues arise.

## 4. Aim and vision

**Aim: To make Welsh the main language of the County. Our aim is to restore Welsh to a language spoken and used by the majority of our inhabitants consistently, and in all aspects of life.**

While members of the Forum were in agreement about continuing with the same aim into the next five-year period, a desire was also expressed to change gears in terms of this aim. Following all the co-planning, influencing and collaboration that has taken place over the last five years and before, we feel there is now a basis and need to be more confident in discussing the Welsh language in the county. We believe that we have reached a point in the history of Welsh in Carmarthenshire where we should move away from 'encouraging its use' and towards declaring that Welsh is at the core of the county's identity and welcoming everyone to the language and to the community of the language, without apology. We want to plan and deliver in a way that accepts that Welsh *is* the norm in the county and does not need to be 'normalised' anymore. To reflect this, we agreed on the following vision to inform the approach we will take in implementing this Strategy.

**Vision: We want to see an increase in the proportion of Carmarthenshire residents who can speak Welsh and use their Welsh consistently. We want to see the Welsh language as a working and operating norm in the County's public institutions and increasingly prevalent in the County's businesses. We want our young people to see a future for themselves in the County in sustainable and prosperous Welsh communities, economically, culturally and socially. We want everyone to be proud of the Welsh language in Carmarthenshire.**

We also recognise that the 2023 Census results will highlight geographical areas within the county that have not yet reached this state of linguistic confidence, and the new Census figures will drive our response to these challenges. At first glance, it appears that 'language transmission' and 'population movement' will be areas that this Strategy will explore in more detail when analysing Census results.

The fundamental objectives of the first Strategy, such as creating more confident speakers, and maintaining the use of Welsh as a whole will obviously continue in this Strategy, but there will be a more focused emphasis on the Welsh language and the economy, workforce and workplace as these are themes in which, as a forum, we have developed a clearer understanding of how action is needed to improve the position of the Welsh language in the county.

The Forum also feels that 'Marketing the Welsh language' has progressed in the period of this strategy. It now seems better suited to be actioned intertwined with the activity of the other objectives, as a feature of all the work of this Strategy. The work of raising the status of the Welsh language and raising awareness of specific elements of the Welsh language (such as Welsh language education, and the need for Welsh language skills in the workforce) will be undertaken as a core part of achieving all the objectives. There will also be an



attempt, during the next five-year period to identify audiences within the county who do not understand the significance and benefits of bilingualism and of the Welsh language as a fundamental and unique aspect of our county's identity and culture. We will seek to convey these messages in new and innovative ways.

The Forum will also prioritise the 2021 Census data. We will analyse the most significant trends at community level and respond through planning at a geographical level. Time will tell what the new geographical priorities will be, and it will have to be carefully prioritised to be realistic about what can be achieved with the resources available.

This Strategy categorises the sub-objectives as ones that should be addressed in the short, medium and long term. This will enable us to give clearer direction to the work of the action plan whilst recognising that it is not realistic to try to achieve everything at the same time. The Strategy also identifies an Area of Work to match each sub-objective, in order to set a clear operational direction.

## Approaches to implementing and monitoring the Objectives: The Mechanism

### Planning:

Most of the planning of this second Promotion Strategy was carried out at meetings of the County Strategic Forum. Having done detailed work on assessing the success of the first Strategy, there were discussions on objectives and priorities. The planning also took input from the partnerships and documents below into account, and space has been allowed for analysing and finalising the implications of the 2021 Census data in the Strategy as well, as the timing of the data did not allow for full consideration of them while drafting this Second Strategy.



## Implementation:

In the same way as in the first Strategy, all the organisations on the Forum implement the Strategy by promoting the Welsh language and providing opportunities for county residents to use the Welsh language. The detail of their provision is in their annual plans and strategies as independent organisations. The national bodies that are members of the Forum generally operate according to national targets, and while their objectives align precisely with the objectives of this Strategy, there is little way to get input into their provision at a county level. However, meetings of this Forum and Promotion Strategy provide a valuable opportunity to ensure that we co-plan at county level within the confines of those national targets. It must be recognised that there are voluntary, community organisations and partnerships that contribute indirectly to this Strategy. A number of chapels and choirs, village halls and various clubs provide key Welsh language social opportunities without being a direct contributor to any wider strategy.



\* Statutory partners - Hywel Dda University Health Board, Natural Resources Wales, West and Mid Wales Fire and Rescue Service and Carmarthenshire County Council

While the core work of promoting the Welsh language in the county is progresses continuously in line with the individual organisations' plans, there will be an Action Plan for this Strategy, which will identify actions for addressing the objectives of the Strategy. It will provide a vehicle to drive the work forward and the forum will receive updates from the contributing bodies to these action points on a quarterly basis.

## Monitoring:

We will develop an impact measurement framework, which sets out measures for the objectives of the Strategy.

Each work area will be timetabled to Forum meetings in turn and as the work areas are addressed at Forum meetings. Each area of work will be discussed twice in the Strategy period and the data will therefore be updated twice. This will enable the Forum to track progress in line with the objectives as the five-year period progresses.

At the end of the five years, a detailed analysis of the Welsh language situation in the County will be prepared, which will provide us with detailed information on the impact of the Strategy and action plan. This report will also include statistical information from national censuses and surveys.



\*The impact measurement Framework includes PLASC data, data from National Well-being Indicators, data from providers etc.

## 5. Objectives, Sub-objectives, work areas and main partners

Objective 1. An Increase in Welsh speakers

Objective 2. Maintaining the pride, use and confidence of the County's residents in the Welsh language

Objective 3. Welsh as the norm in the workplace and workforce

Objective 4. Thriving Welsh communities

Short Term

Medium Term

Long term

Objective	Sub-objective	Work Area	Main partners
An Increase in Welsh speakers	Making Welsh the norm in pre-school age	Preschool: Childcare, Pre-school education,  Promoting Welsh medium Education,  Post 16: early years education and professional training,	<ul style="list-style-type: none"> <li>- Family information services (CCC)</li> <li>- Mudiad Meithrin</li> <li>- Cymraeg i Blant</li> <li>- Welsh for Adults</li> <li>- private nurseries</li> <li>Flying Start (CCC)</li> <li>- Parent and toddler groups</li> <li>- Early Years Department Welsh Government</li> <li>- Cwlwm</li> <li>- Children and Education Services CCC</li> <li>- UWTSD,</li> <li>- Coleg Sir Gâr</li> <li>- Hywel Dda</li> </ul>
	Increasing the proportion of families who successfully transmit the language at home	Language transmission,  Community / social opportunities	<ul style="list-style-type: none"> <li>- Mentrau Iaith</li> <li>- Children and Education Services CCC</li> <li>- Cymraeg i Blant</li> <li>- Cylchoedd Meithrin</li> <li>- Welsh books and resources shops</li> <li>- S4C</li> <li>- Yr Egin</li> <li>- Health Board</li> <li>- Yr Atom</li> </ul>

Objective	Sub-objective	Work Area	Main partners
			- Welsh Government Welsh language Unit - Village Halls
	To support the WESP objective of improving the progression of pupils in Welsh language education from one foundation stage to another	Promoting Welsh medium education	- Children and Education Department CCC - Carmarthenshire Schools - Mentrau
	Ensure Carmarthenshire residents understand about the Welsh language and identity of the county and know that Welsh courses are available to all	Welsh for adults  Integrating communities	- Aberystwyth University - Welsh language development Team (CCC) - Community and town councils - Mentrau - Hywel Dda - Public Bodies - Village Halls - Housing Services CCC - Housing Associations - Tourism Businesses - Schools
	Support young latecomers and their families to integrate into Welsh medium education	Promoting Welsh medium Education  Social / Community opportunities	- Mentrau - Schools - Welsh language development Team (CCC) - Urdd
	Support pupils in English medium schools to identify with and take ownership of the Welsh language	Integrating communities  Social / community opportunities	- Mentrau - Welsh language development Team (CCC) - Schools - Urdd
	Supporting older newcomers to integrate into rural communities without adversely affecting the use of the Welsh language within the community	Welsh for Adults  Social / Community opportunities	- Aberystwyth University - CCC Welsh for adults - Mentrau - Merched y Wawr - village and community halls
	Increase the number of Carmarthenshire residents learning Welsh	Welsh for Adults	- Aberystwyth University - Children and Education Services CCC

Objective	Sub-objective	Work Area	Main partners
			<ul style="list-style-type: none"> <li>- National Centre for learning Welsh</li> <li>- UWTSD</li> <li>- Public Bodies</li> </ul>
<b>Maintaining the pride, confidence and use of the county's residents in the Welsh language</b>	<p>Ensure there are opportunities for all pupils receiving Welsh medium education in the county to use their Welsh outside of school</p> <p>Provide and promote recreational opportunities for children and young people: initiatives, the Urdd, YFC, sports clubs, county recreation department</p>	Social / community opportunities	<ul style="list-style-type: none"> <li>- Mentrau Iaith</li> <li>- Urdd</li> <li>- YFC</li> <li>- Actif Carmarthenshire</li> <li>- Coleg Sir Gâr</li> <li>- UWTSD branch of Coleg Cymraeg</li> <li>- sports clubs</li> <li>- leisure businesses</li> <li>- Language Charter</li> </ul>
	Ensure a sense of Welsh identity and increase the use of Welsh outside of their Welsh lessons, amongst pupils in English medium education	Social / community opportunities  Language Awareness	<ul style="list-style-type: none"> <li>- Mentrau</li> <li>- Urdd</li> <li>- Yr Egin</li> <li>- Yr Atom</li> <li>- Language Charter</li> <li>- Actif Carmarthenshire</li> </ul>
	Create a seamless continuum from statutory Welsh medium education to Welsh medium further education for the county's young people	Post 16	<ul style="list-style-type: none"> <li>- Coleg Cymraeg</li> <li>- UWTSD</li> <li>- Coleg Sir Gâr</li> <li>- Schools</li> </ul>
	Ensure that all our young people continue to develop and use their Welsh language skills in moving from statutory to further and higher education within the county	Post 16	<ul style="list-style-type: none"> <li>- Coleg Cymraeg</li> <li>- UWTSD</li> <li>- Coleg Sir Gâr</li> <li>- Schools</li> </ul>
	Ensure that our young people understand the benefits of continuing to study through the medium of Welsh, and that they are able to do so	Post 16	<ul style="list-style-type: none"> <li>- Coleg Cymraeg</li> <li>- UWTSD</li> <li>- Coleg Sir Gâr</li> <li>- Schools</li> </ul>
	Ensure the widespread awareness of the	Social / community opportunities	Theatrau sir Gâr, Yr Egin,

Objective	Sub-objective	Work Area	Main partners
	county's residents of all the county's cultural and social, Welsh-language opportunities  Marketing and promotion		Yr Atom, Village/community Halls, Choirs, Welsh and heritage centres, Mentrau
	Increase private and third sector use of Welsh through the promotion of Helo Blod, guidance and various support	Private Sector	- Mentrau Iaith - Economic Development dept CCC - Menter a Busnes - Antur Cymru
	Ensure a vibrant digital use of Welsh among county residents Social media: -Welsh and Welsh language presence on social media, -reaching new audiences with Welsh language content, -new digital Welsh material, -Welsh digital networking, - Sharing successes about Welsh and in Welsh on social media	Social / community opportunities	- S4C - Mentrau - National Centre for Learning Welsh - UWTSD - Yr Egin - Schools - Welsh Government
	Increasing Carmarthenshire residents' use of Welsh-medium public services. Promoting services, raising expectations and awareness	Public Sector	- Public Bodies - Welsh Language Commissioner - PSB
<b>Welsh as the norm in the workplace and workforce</b>	Ensure an annual increase in the Welsh language skills of public sector workforces	Public Sector	- CCC - Hywel Dda - Dyfed Powys Police - Police and Crime Commissioner - MAWWFRS - UWTSD - Coleg Sir Gâr - PSB
	Increasing the amount of administration is carried out through the medium of Welsh and the number	Public Sector	As above



Objective	Sub-objective	Work Area	Main partners
	of workplaces administering in Welsh		
	Increasing use of Welsh informally in the workplace	Public Sector	As above
	Recruiting Welsh speakers into workforces of priority  Promoting job opportunities where Welsh is needed as a skill	Post 16	- Work and skills Partnership, - Mentrau, - Coleg Sir Gâr, - Pentre Awel, - Cwllwm, - Careers Cymru, - UWTSD
	Increasing Welsh further and higher education provision within the county  Promoting the Welsh language provision of Coleg Sir Gâr and Trinity University	Post 16	- Coleg Cymraeg - UWTSD - Coleg Sir Gâr - secondary schools
	Improving access to Welsh-medium professional training	Post 16	- Colleges and universities, - accreditation boards, - Coleg Cymraeg
	Increase the number of Welsh-medium work experience and apprenticeship places provided in the county's workplaces	Post 16	- Profi, - Public sector workplaces, - colleges, - Examination and accrediting boards, - national apprenticeship programmes
	Promoting Welsh as a valuable skill in the world of work, particularly for young people	post 16	- Careers Wales, - Profi, - Mentrau - Language awareness - career advisors - PSB
<b>Thriving Welsh communities</b>	Ensure that strategic and economic developments have a positive impact on the prosperity of the Welsh language in the county	- Economic Development	- CCC economy portfolio holder - CCC economic development department - Arfor partnership - UWTSD Pentre Awel,

Objective	Sub-objective	Work Area	Main partners
			<ul style="list-style-type: none"> <li>- Ten Towns Project,</li> <li>- Shared Prosperity Fund,</li> <li>- Community initiatives,</li> <li>- WG</li> </ul>
	Ensuring that the LDP's policies drive the prosperity of the Welsh language in the community and in the economy	Planning Housing	<ul style="list-style-type: none"> <li>- Forward Planning Dept CCC</li> <li>- CJC</li> </ul>
	Ensuring that legislative developments about housing and land use are used for the benefit of the Welsh language in the county		<ul style="list-style-type: none"> <li>- CCC</li> <li>- Welsh Government</li> </ul>
	Analyse census data and respond with interventions and plans	Census Data	<ul style="list-style-type: none"> <li>- County Forum</li> <li>- Data insight team, CCC,</li> <li>- Mentrau</li> </ul>
	Support the sustainability of Welsh-language centres and heritage and community centres operating in Welsh. Market, promote and increase capacity of Centres that encourage the use of Welsh	Economic Development	<ul style="list-style-type: none"> <li>- Mentrau</li> <li>- CCC</li> </ul>
	Influence county and national economic and strategic programs to have a positive impact on the sustainability of rural communities	Economic Development	<ul style="list-style-type: none"> <li>- County Forum</li> <li>- Economic Development CCC</li> <li>- Policy Team CCC</li> <li>- Welsh language Unit, Hywel Dda</li> <li>- Sustainable Food Partnership</li> </ul>
	Increasing housing availability for young people, especially young people who come from the county	Housing	<ul style="list-style-type: none"> <li>- Housing Services CCC</li> <li>- Housing Associations</li> </ul>