

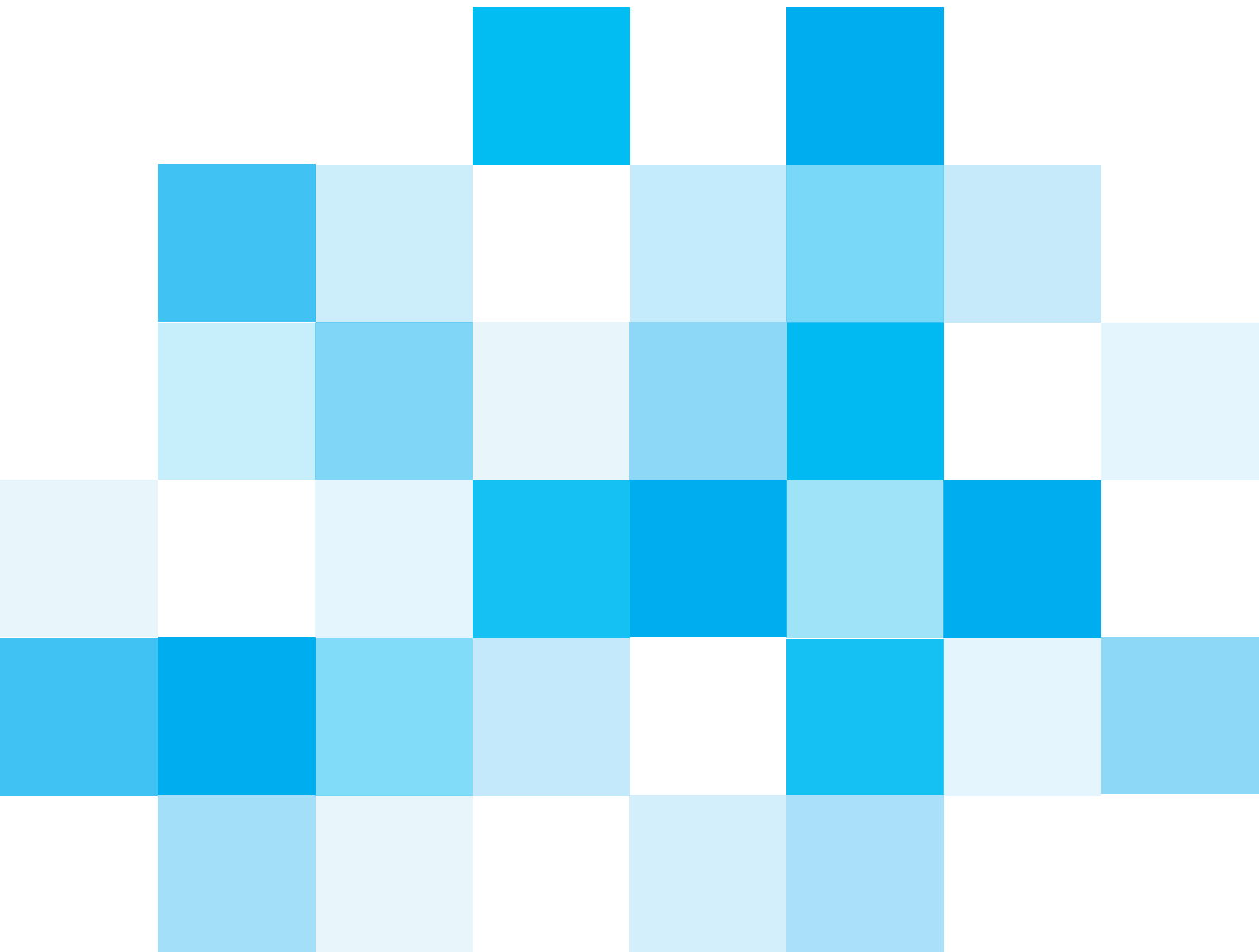


Llywodraeth Cymru
Welsh Government

A living language: a language for living

Welsh Language Strategy 2012–17

Action Plan 2016–17



CYMRAG

Live Learn Enjoy

A living language: a language for living

Welsh Language Strategy 2012–17

Action Plan 2016–17

Audience	Welsh Government departments; public bodies in Wales; third sector bodies in Wales; private sector companies in Wales; educational organisations in Wales; organisations working to promote the use of Welsh; organisations working with families, children and young people, and communities; and other interested parties.
Overview	This is the Welsh Ministers' action plan for 2016–17 prepared in accordance with Section 78 of the Government of Wales Act 2006 setting out how they will implement the proposals set out in their Welsh Language Strategy, <i>A living language: a language for living – Welsh Language Strategy 2012–17</i> (Welsh Government, 2012), during that year. The action plan reflects the priorities for implementing the Strategy identified in the policy statement <i>A living language: a language for living – Moving forward</i> , published in August 2014.
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Additional copies	This document can be accessed from the Welsh Government's website at www.gov.wales/welshlanguage
Related documents	<i>A living language: a language for living – Welsh Language Strategy 2012–17</i> (Welsh Government, 2012); Welsh Language (Wales) Measure 2011; <i>Welsh-medium Education Strategy</i> (Welsh Assembly Government, 2010); <i>Welsh Language Strategy Evidence Review</i> (Welsh Government, 2012); <i>Welsh Language Strategy Evaluation Framework</i> (Welsh Government, 2013); <i>A living language: a language for living – Moving forward</i> (Welsh Government 2014)

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Introduction

The Welsh Government's Welsh Language Strategy, *A living language: a language for living*, was published on 1 March 2012. It came into effect on 1 April 2012 as a five-year strategy, and will run until 31 March 2017.

Section 78 of the Government of Wales Act 2006 places a duty on Welsh Ministers to publish an annual action plan explaining how they will implement the proposals outlined in the strategy during each financial year. This is the action plan for 2016–17.

In August 2014, the policy statement *A living language: a language for living – Moving forward* (referred to as *Moving forward* in this document) was published outlining the Welsh Government's priorities for implementing the strategy over the next three years up to the end of the strategy's period. This action plan therefore reflects these priorities, and the action points are noted under the four chapters of *Moving forward*, namely:

1. The Welsh language and the economy
2. Better strategic planning for the Welsh language
3. The use of Welsh in the community
4. Changing linguistic behaviour.

This will be the final action plan to accompany the Welsh Language Strategy: *A living language: a language for living 2012-2017*.

During 2016-16, the Welsh Government will work with its stakeholders to set out the direction for a long term Welsh language strategy to succeed *A living language: a language for living*.

Action points

The Welsh language and the economy

The action points in this section reflect the Welsh Government’s commitment to creating the best environment to support the mutually beneficial growth of the Welsh language and economic development. ‘Moving forward’ recognises the synergy between nurturing economic growth, jobs, wealth-creation, and the well-being of the Welsh language and will create a stimulus to better support businesses to exploit these relationships. We want to see more businesses operating bilingually and recognising the value of the Welsh language. There is also an action point on how we will continue to promote the use of Welsh in the emerging digital economy.

	<i>A living language: a language for living strategic area</i>	<i>Moving forward commitment (2014)</i>	<i>In 2016-17 we will undertake the following.</i>
1.	3. The community 4. The workplace 5. Welsh-language services	Invest up to £400,000 in specific projects in the fields of business support, research, marketing and governance: <ul style="list-style-type: none"> • develop a pilot project to test an approach to improve the way of providing business services in the Teifi Valley, involving Welsh language business support surgeries and a Welsh language Small- and Medium-sized Enterprises (SME) support fund • commission research to better understand the barriers to the uptake of existing business support services provided through the medium 	Establish a cross-department group, inviting external partners to map the support available for businesses to use Welsh, based on the findings of, among others, the Teifi Valley project, with the aim of; <ul style="list-style-type: none"> - publishing a pack to support businesses to use Welsh - developing online training to support businesses to use Welsh, through BOSS - offering in-post training to all Business Wales Consultants, covering language awareness and promoting the

		<p>of Welsh; and how current and future business support services provided through the medium of Welsh can be made more accessible</p> <ul style="list-style-type: none"> • raise awareness to persuade businesses of the advantages of the Welsh language, and do more to market the benefits of operating bilingually, including continuing to conduct business networking events; and revise the Business Wales marketing campaign • review the terms of reference and membership of advisory groups primarily focused on the economy to ensure that the Welsh language and its interests are a consideration in their deliberations. 	<p>advantages of Welsh for businesses</p> <ul style="list-style-type: none"> - commissioning research on the effects of using Welsh in business - based on the above, arranging business events to promote the advantages of using Welsh for businesses - Based on research, continue to facilitate access to Welsh language support services by Business Wales. - Scope the possibility of establishing a helpline for using Welsh in business - Develop a template for assessing the impacts of large economic developments on the Welsh Language
2.	4. The workplace 5. Welsh-language services	Work to ensure better alignment between the Welsh language and Welsh Government programmes for promoting skills, and stimulate training delivered through the medium of Welsh and Welsh language training.	<p>Collaborate with programme managers for Welsh Government skills programmes and Regional Skills Partnerships to ensure that Welsh-medium provision and Welsh language skills training will be provided and promoted within the programmes.</p> <p>Ensure that consideration is given to the Welsh language within skills programme evaluations and ensure that the findings contribute to the implementation of existing programmes.</p>

3.	3. The community 4. The workplace 5. Welsh-language services	Look at developing business support to facilitate economic development in the Welsh-speaking heartlands, based on the lessons learnt from the Teifi Valley project.	Learn lessons from the Teifi Valley project and work in partnership with various organisations within these areas to develop further from 2016–17 onwards.
4.	5. Welsh-language services 6. Infrastructure	Collaborate with commercial organisations and academic institutions to facilitate the development of new digital language resources such as dictionaries, text analysis tools, speech technologies and translation tools which facilitate the use of Welsh.	Lobby and work with relevant international networks to encourage and support international corporations to make provision for Welsh and other lesser-used languages when developing new products. Invest in infrastructure projects for promoting the use of Welsh in technology.

Better strategic planning for the Welsh language

The action points in this section relate to the challenge for the Welsh language to be placed higher up on the agenda both within Welsh Government and in local authorities and other public bodies. Implementing the Well-being of Future Generations Act and Welsh Language Standards under the Welsh Language (Wales) Measure 2011 will be a key driver towards achieving this step-change, building on strategic planning already in existence in the field of Welsh-medium education. Bridging the gap between education and the workplace by including Welsh in our skills programmes will also be of key importance.

	<i>A living language: a language for living strategic area</i>	<i>Moving forward commitment (2014)</i>	<i>In 2016–17 we will undertake the following.</i>
5.	3. The community	<p>Set up an investment fund of £1.25 million* that will be specifically targeted to support the development of centres and/or learning spaces which promote the use of Welsh or immersion in Welsh through a competition that will generate new ideas and energy.</p> <p>*Since the publication of <i>Moving forward</i> an extra fund of £1million was announced for 2015–16. The fund has now closed.</p>	<p>Monitor the progress of projects which received grants under the capital funding scheme, to include receiving reports from the centres funded during the first round of grants by August 2016.</p> <p>Facilitate a network to share good practice among the centres, and continue to encourage partners who promote Welsh in the community to work with the centres.</p>
6.	All strategic areas	Ensure that a thriving Welsh language is at the heart of a sustainable Wales through the Well-being of Future Generations Act.	Implement the provisions of the Act.
7.	5. Welsh-language services	Continue with the process of making regulations to make Welsh language standards specifically applicable to organisations, beginning with the	Continue with the work of making Regulations to make standards specifically applicable to bodies. The Regulations will be made

		Welsh Ministers, local authorities and national park authorities.	applicable to organisations in accordance with the Welsh Language Commissioner's prioritisation of bodies.
8.	All strategic areas	Strengthen support structures within the Welsh Government to better facilitate mainstreaming the language across departments.	The Welsh Government will implement the Welsh Language Standards from 30 March 2016, and these will take the place of the statutory Welsh Language Scheme. The Standards set clearer requirements on the Welsh Government to provide services to the public without treating Welsh less favourably than English, to consider the impact of our policy decisions on the use of Welsh, and to promote and facilitate the use of Welsh within the organisation. In 2016-17 we will implement the procedures and preparations put in place to ensure that we are fully compliant with the Standards. We will continue to record our compliance with the Policy-making Standards from the perspective of mainstreaming Welsh across all departments, through the medium of Welsh language impact assessments which collect evidence from our policy and financial assessment.
9.	3. The community 5. Welsh-language services	Work with local authorities to support the efforts we expect them to make to promote the Welsh language.	Continue to work with local authorities as required on plans to promote Welsh locally. Work with the Welsh Local Government Association to raise the status of the Welsh language on the agendas of local authorities.

10.	3. The community	Continue to explore every practical step to strengthen the Welsh language within the planning system.	Implement the provisions of the Planning Act 2015 by supporting and working with local planning authorities, and completing improvements to Technical Advice Note 20 (TAN 20): Planning and the Welsh Language.
11.	2. Children and young people	Continue to work with local education authorities to plan how they provide for Welsh in the education system.	Ensure compliance with the requirements of the Welsh in Education Strategic Plans (WESPs) and Assessing Demand for Welsh-Medium Education (Wales) Regulations 2013 by approving or otherwise three-year plans and the revised annual plans and report on progress in the implementation and delivery of targets to increase the percentage of children aged seven- and fourteen-years-old in Welsh-medium education. We will work with local authorities to improve the process of planning for statutory Welsh-medium provision, and strengthen Welsh in Education Strategic Plans and their implementation. Where appropriate, this will coincide with the recommendations of the Children, Young People and Education Committee and the evaluation of the Welsh-medium Education Strategy.
12.	2. Children and young people	Improve the approach of providing late entry points into Welsh-medium and bilingual education across Wales.	Local authorities are required through their WESPs to set out how they provide late entry points into Welsh-medium education and achieve relevant targets.
13.	2. Children and young people	Improve the planning of Welsh language provision in pre-school education and childcare.	Local authorities are required to set out in their Welsh in Education Strategic Plans how they

			<p>will increase the provision of childcare and early years education through the medium of Welsh by using the information gathered from their Childcare Sufficiency Audits, Flying Start provision and surveys carried out to measure the demand for Welsh medium childcare and education as approved by the Welsh Government. In addition the Mudiad Meithrin is funded to contribute to the improvement of planning and provision, provision expansion and the consideration of other implementation models. We will develop a plan for increasing Welsh-medium provision in the childcare and early years sectors.</p>
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The use of Welsh in the community

The action points in this section build on current activity to increase the use of the Welsh language in the community. This includes investing revenue funding giving priority to areas with a high percentage of Welsh speakers and others of strategic importance. The Mentrau Iaith have an important role in promoting Welsh in the community and we want to see consistency in their provision. To underpin this, we need to increase the number of people who learn Welsh through the education and training system. The challenge is to turn these learners into speakers.

	<i>A living language: a language for living strategic area</i>	<i>Moving forward commitment (2014)</i>	<i>In 2016–17 we will undertake the following.</i>
14.	2. Children and young people 3. The community	<p>Invest an additional £1.2 million* over the next two years (2014-16) (which will include £750,000 for the Mentrau Iaith) to:</p> <ul style="list-style-type: none"> • establish a fund of £300,000 per annum to promote innovation in areas with a high percentage of Welsh speakers and others of strategic importance • develop the work of our partners who promote and facilitate the use of the Welsh language in the community • strengthen the work of supporting young people's language use • provide training and professional development for employees in the area of language planning. 	<p>Continue to monitor the work of partners who receive funding through the Grant Scheme to Promote and Facilitate the use of the Welsh Language (2016-19).</p> <p>Continue to fund Mentrau Iaith Cymru to support the network of Mentrau Iaith and raise standards across the Mentrau Iaith.</p> <p>Review the Mentrau Iaith structures.</p> <p>Support secondary schools to embed the Supporting Young People's Language Practices project</p>

		(*This fund has come to an end and the work that was funded in 2014-16 has been mainstreamed into the work of our grant partners in most cases)	
15.	3. The community 4. The workplace 5. Welsh-language services	Explore the potential role for Mentrau Iaith in signposting enquiries to Business Wales.	Provide leadership to ensure that all Mentrau Iaith activities to promote Welsh in business are coordinated at a national level in cooperation with the relevant service providers.
16.	3. The community	Facilitate a collaboration agreement between the bodies promoting and facilitating the Welsh language.	Support the Young Farmers Federation to prepare a partnership agreement with Mentrau Iaith Cymru. Chair at least 3 meetings on a national level between partners who receive funding from the Grant Scheme to Promote and Facilitate the use of the Welsh language (2016-19), as well as other organisations which have the aim of seeing Welsh thrive, in order to share information, consider opportunities for joint working, and discuss developing the work of partners to realise the outcomes noted in our Strategy.
17.	1. The family	Develop a national programme to support families to live in Welsh.	Implement the Welsh for Children scheme to support new parents to introduce Welsh to the family. As part of the Grant Scheme to Promote and

			Facilitate the use of the Welsh language (2016-19), a number of organisations will arrange activities with the aim of contributing to the first outcome noted in the Strategy: “More families where Welsh is the main language used with the children by at least one adult family member in regular contact with them””.
18.	2. Children and young people	Use varied and contemporary media to promote opportunities for young people to use Welsh socially, taking the lead from young people themselves.	<p>Build on the marketing campaigns already conducted to promote Welsh skills among young people as part of a wider campaign for young people to use language socially.</p> <p>Develop marketing/promotional campaigns targeting young people particularly through social media.</p> <p>Introduce the Welsh Language Charter scheme to Welsh-medium primary schools across Wales.</p> <p>Help high schools to embed the Supporting Language Practices Project.</p> <p>As part of the Grant Scheme to Promote and Facilitate the use of the Welsh language (2016-19) many organisations will organise activities with the aim of contributing to the desired outcome of strategic area 2 of the Welsh Language Strategy; - “Children and young people using more Welsh”.</p>

19.	3. The community	Implement the recommendations of the review of the Welsh for Adults programme in accordance with the direction identified in the Welsh Government's response to the report.	Continue to implement the recommendations of the group set up to review Welsh for Adults, in order to improve and increase provision in partnership with the new national centre and providers.
20.	2. Children and young people	Begin the process of changing the way in which Welsh is delivered in English-medium schools	Develop our long term policy for teaching Welsh in English-medium schools.

Changing linguistic behaviour

The actions in this section relate to the challenge of changing linguistic behaviour whilst making the most of the new brand we have launched to develop consistent messages across all our Welsh language policy initiatives. They also relate to our aim of learning from social marketing techniques in other areas in order to explore whether it is possible to use or adapt these in the field of language planning.

	<i>A living language: a language for living strategic area</i>	<i>Moving forward commitment (2014)</i>	<i>In 2016–17 we will undertake the following.</i>
21.	All strategic areas	Develop a series of campaigns aimed at changing linguistic behaviour that will utilise social marketing expertise, beginning with the ‘Pethau Bychain’ campaign.	Continue to develop campaigns targeted at specific audiences under the overarching Pethau Bychain campaign, focussing on opportunities to use Welsh in the workplace.
22.	All strategic areas	Launch a website which will promote and advertise opportunities to learn, use and enjoy the Welsh language as part of everyday life across Wales.	Continue to develop, promote and improve the ‘Cymraeg’ website as a central portal for people seeking opportunities to live, learn and enjoy in Welsh.
23.	1. The family 2. Children and young people 3. The community	Alongside the website, create, facilitate and manage a customer relationship management system, in co-operation with our partners that will allow individuals to register to receive personalised information about Welsh language events and services, and allow providers and businesses to target key messages to individuals on the benefits and opportunities to learn and use the Welsh language.	Carry out further development work on the customer relationship management system so that individuals receive information tailored to them.

24.	4. The workplace 6. Infrastructure	Promote the use of .cymru to businesses.	Continue to promote the use of .cymru by highlighting the benefits during Business Wales events.
25.	All strategic areas	Utilise social marketing techniques in existing and future linguistic interventions.	Continue to increase our use of social marketing techniques and encourage our partners to do the same.
26.	1. The family 2. Children and young people 3. The community	Ensure that all our grant recipients who promote and facilitate the Welsh language also apply these techniques where appropriate and develop consistent messages in their engagement with the public.	Continue to develop campaigns which enable our grant partners and new partners to promote Welsh in specific fields.
27.	1. The family 2. Children and young people 3. The community	Undertake further research to find out exactly at what points in a person's life these techniques are appropriate and provide guidance to organisations so that they change their behaviour towards the Welsh language.	Conduct research into the use made of Welsh language self-service provision.

Indicators

These are the indicators published in our Welsh language strategy, *A living language: a language for living*.

Overall indicators

- The percentage of five-year-olds (at the start of the academic year) who speak Welsh at home.
- The percentage of people able to speak and write Welsh.

Indicators for each strategic area

Strategic area 1: The family

Indicator

- The percentage of five-year-olds (at the start of the academic year) who speak Welsh at home.

Strategic area 2: Children and young people

Indicator

- Attendance at Welsh-language events organised for children and young people, including those organised by Welsh Government grant recipients.

Strategic area 3: The community

Indicator

- Attendance at Welsh-language events, including those organised by Welsh Government grant recipients.

Strategic area 4: The workplace

Indicators

- Number of organisations subject to Welsh-language operational standards intended to promote and facilitate the use of Welsh in the workplace.
- Percentage of Welsh Government staff using Welsh at work.

Strategic area 5: Welsh-language services

Indicators

- Use of a range of services provided in Welsh.
- Number of Welsh language schemes or policies.
- Number of organisations subject to Welsh language standards.

Strategic area 6: Infrastructure

Indicators

- Number of Welsh-language books, e-books and magazines sold (non-education).
- Readership for *Golwg 360*.
- Distribution figures for papurau bro.
- Viewing and listening figures for S4C and Radio Cymru.
- Prevalence of popularly used websites that have developed Welsh-language interfaces.

- Prevalence of banks, mobile phone companies and others providing Welsh language interfaces.