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Cyngor Sir CEREDIGION County Council

Neuadd Cyngor Ceredigion, Penmorfa,
Aberaeron, Ceredigion SA46 0PA
ceredigion.gov.uk

19 May 2023

Dear Sir / Madam

I write to inform you that a Meeting of the Language Committee will be held at the Council Chamber, Penmorfa, Aberaeron and remotely via video conference on Thursday, 25 May 2023 at 10.00am for the transaction of the following business:

1. **Apologies**

2. **Disclosure of personal/ prejudicial interests**

3. **To confirm as a true record the minutes of a meeting of the Language Committee held on 5 December 2022 (Pages 3 - 6)**

4. **Any matters arising from the minutes**

5. **Welsh Language Standards Monitoring Report April 2022 - March 2023 (Pages 7 - 46)**

6. **Ceredigion Language Strategy Achievement Report 2018-23 (Pages 47 - 122)**

7. **Cered: Menter Iaith Ceredigion Language Initiative- Targets for 2023-24 (Pages 123 - 126)**

8. **Street Naming and Numbering Policy Update (Pages 127 - 130)**

9. **Forward Work Programme**

10. **Any other matter which the Chairman decides is for the urgent attention of the Committee**

Members are reminded to sign the Attendance Register

A Translation Services will be provided at this meeting and those present are welcome to speak in Welsh or English at the meeting.

Yours faithfully

Miss Lowri Edwards
Corporate Lead Officer: Democratic Services

To: Chairman and Members of Language Committee
     The remaining Members of the Council for information only.

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Minutes of the Meeting of the Language Committee held at the Council Chamber, Penmorfa, Aberaeron and remotely on Monday, 5 December 2022

PRESENT: Councillor Catrin M S. Davies (Chair), Councillors Gwyn Wigley Evans, Chris James and Gareth Lloyd.

Also in attendance: Councillor Ann Bowen Morgan.

Officers in attendance: Nia Jones, Corporate Manager- Democratic Services; Carys Morgan, Language Officer; Caitlin Theodorou, Research and Performance Officer; Mari Hopkins, Research and Performance Assistant and Neris Morgans, Democratic Services Officer.

(10.00am - 11.31am)

1   **Apologies**
     i.   Councillors Rhodri Davies and John Roberts apologised for their inability to attend the meeting.
     ii.   Lowri Edwards, Corporate Lead Officer: Democratic Services apologised for her inability to attend the meeting due to being on other duties on behalf of the Council.

2   **Disclosure of personal/ prejudicial interests**
     There were no disclosures of personal/ prejudicial interests.

3   **To confirm as a true record the minutes of a meeting of the Language Committee held on 13 June 2022**
     It was RESOLVED to confirm as a true record the minutes of the meeting held on 13 June 2022.

4   **Any matters arising from the minutes**
     None.

5   **The Assessment of Local Well-being- main findings of the Welsh Language & Census 2021:**
     A presentation was provided to the committee focusing on the key findings that emerged from the Assessment of Local Well-being in relation to the Welsh language and 2021 Census Topic Summaries. The following was outlined:
- Cymraeg 2050: A million Welsh speakers & Ceredigion's Target
- Context (data on Welsh speakers in Ceredigion in 1991 Vs 2001 Vs 2011)
- The Five Life Stages Approach adopted by the West Wales Public Services Boards (New Beginnings, Childhood, Youth, Adulthood, Older People)
- Census 2021 & Topic Summaries
- Population Change: Ceredigion (2001-2043)
- Demography & Migration
- Next Steps

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It was highlighted that the Welsh Language topic summary from the Census held on 21 March 2021 was due to be released tomorrow (6 December 2022). The Welsh Language Report will be used as an evidence-base to inform the development of the new Welsh Language Strategy in the new year.

The following points were raised following the presentation:
- In the 2021 Census, students studying in the County are included within Ceredigion's usual resident population (similar to the 2011 Census). However, there is a possibility of a student undercount as many lived at home (away from Ceredigion) when the Census was undertaken due to COVID-19 restrictions. Further data will be released in January which will provide further insight into this issue.
- The important relationship between dementia and bilingualism as individuals revert to their first language; work was ongoing on dementia service provision in the county.
- Importance of the 2021 Census Welsh Language results to the Council's consultation on post-16 education provision.
- Measuring the use of the Welsh language was very difficult when collecting data. Questions on the use of the Welsh language vary in surveys by Office for National Statistics and Census.
- More detailed Census 2021 results would be published in due course.

Following questions from the floor, it was AGREED to arrange a workshop specifically around the Census results in due course.

6 **Welsh Language Policy for Awarding Grants in accordance with Standard 94**
It was noted that in accordance with the Welsh Language (Wales) Measure 2011, the Welsh Language Commissioner has set a range of Welsh Language Standards, which contains a very detailed list of requirements that set out how Ceredigion must use and promote the Welsh language in both the workplace and in its dealings with the Public. This, to provide quality Welsh language services; ensuring the Welsh language is not treated any less favourably than the English language. In line with this, the Welsh Language Standard 94 requires the Council to develop and publish a Welsh Language Policy on Awarding Grants. The purpose of the policy is to assist officers in ensuring that Welsh Language Standards considerations are an integrated element of the grant process across the Council, and ensuring that Officers assess the impact of awarding grants on the Welsh language.

Following questions from the floor, it was AGREED to receive the policy and recommend submitting the Policy to Cabinet for approval.

7 **Key Points from the Welsh Language Commissioner's Assurance report: 'The Welsh language as a way of working' 2021-22**
Consideration was given to the Welsh Language Commissioner's Assurance report, published yearly, which provided the Commissioner's views on the way organisations, including Local Authorities, implement the statutory requirements of the Welsh Language Standards. An overview of the key

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findings was provided along with the main issues Ceredigion County Council need to give further consideration, to ensure compliance with the Welsh Language Standards as outlined below:

1. Policy Making Standards: A Requirement to Assess the Impact on the Welsh Language
2. Operational Standards: Recruitment and Advertising
3. Key Services: Direct Calling
4. Promoting Welsh Language Services
5. The effect of service shortcomings on Welsh language users
6. Next Steps

All Corporate Lead Officers will be asked to complete a Welsh Language Standards Performance Assessment, in order to evaluate compliance with aspects of the Standards in January 2023.

Following questions from the floor, it was AGREED to support the actions outlined in the report.

8   **Questionnaire by the Welsh Language Commissioner: Current practices of public organisations in terms of promoting Welsh language services, and the data that exists on the use of Welsh language services (October 2022)**
The Language Officer reported that there was regular contact with the Welsh Language Commissioner regarding Ceredigion County Council's compliance with the requirements of the Welsh Language Standards. The most recent questionnaire was sent to all local authorities in October regarding arrangements to Promote Welsh-language Service. It was highlighted that collating data to measure the use of the Welsh language can be difficult. More work is being undertaken to understand what data can be meaningful in terms of language use, and the Local Authority will work with the Welsh Language Commissioner as this work is being developed.

Following consideration, it was AGREED to receive the evidence, which was submitted to the Welsh Language Commissioner in October 2022.

9   **Encourage the use of Welsh at Democratic Meetings in accordance with the requirements of the Welsh Language Standards (Standards 30-40)**
An overview of the report was provided. The Language Officer explained that the Welsh Language Standards (Standards 30-40) had been implemented by Ceredigion County Council since 2016 following consultation with the Welsh Language Commissioner. An element that required further attention was to encourage the use of Welsh within Democratic Meetings. In response, the Council has developed a guide on chairing and holding bilingual public meetings, including a list of useful terminology, which is available on CeriNet for all Councillors.

The Chair noted that the Welsh Language needed to be as visible as possible in meetings, in order to encourage more people to use the language.

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Following consideration, it was AGREED to receive the report.

10   Shwmae Day: Celebrating Welsh Learner of the Year
The Language Officer explained that Shwmae Day aims to be a special national day for promoting and facilitating the use of Welsh. This year, Ceredigion County Council used the day to celebrate the achievements of Melisa Elek, who passed her advanced-level Welsh exam in the Summer of 2022 and was awarded Ceredigion's Welsh Learner of the Year. It was highlighted that Ceredigion's Work Welsh scheme ran in partnership with the National Centre for Learning Welsh and a variety of courses was offered by Huw Owen, the authority's Work Welsh Training Officer.

Congratulations were extended to Melisa Elek on her success.

11   Welsh Language Commissioner's Rights Day: 7th December
It was noted the Welsh Language Measure was passed by Parliament on 7 December 2011. The purpose of the day was for public organisations to promote the availability of Welsh language services to the public and to encourage their use. Ceredigion County Council has created a video focusing on this which will be shared on social media. Internally, a Welsh 'word of the day' campaign which began during the Fifa World Cup 2022 will run until Christmas.

12   Welsh Government Consultation- The Future of Welsh-speaking Communities (closing date 13 January 2023):
The Language Officer noted that a Members' Panel had been arranged for 5 January 2023 to consider the consultation. A draft response would be circulated to members in due course once evidence had been collated.

13   Any other matter which the Chairman decides is for the urgent attention of the Committee
None.

Confirmed at the Meeting of the Language Committee held on 25 May 2023

Chairman:_____

Date:_____

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Cyngor Sir CEREDIGION County Council

REPORT TO: Welsh Language Committee

DATE: 25 May 2023

LOCATION: Hybrid

TITLE: Welsh Language Standards Monitoring Report April 2022 – March 2023

PURPOSE OF THE REPORT: To present the Welsh Language Standards Report to Cabinet, which outlines progress in implementing the requirements of the Welsh Language Standards, during period April 2022 – March 2023.

BACKGROUND:

The Welsh Language (Wales) Measure 2011 sets a legal framework, which places a duty on Ceredigion County Council, to comply with Standards relating to the Welsh language. In providing its services the Council is required to promote and facilitate opportunities to use the Welsh language, and to ensure that the Welsh language is not treated less favourably than English in the provision of our services across the Council.

The Welsh Language Standards requires the Council to:

➢ Act in accordance with the requirements of the Welsh Language Standards in organising its services, along with reporting on compliance on an annual basis.
➢ Furthermore Standards 146/145 state that the Council must publish and implement a five-year Strategy informing how the Council will promote and facilitate the use of Welsh within the wider area, setting a target for maintaining or increasing the number of Welsh speakers.

This report outlines progress the Council has made in addressing the requirements of the Welsh Language Standards across its services and focuses on the period 1 April 2022 - 31 March 2023. There are 5 Main Standards with a total of **167** sub-standards set on Ceredigion County Council. [The full list of Standards Ceredigion County Council is required to comply â is available on the Council's corporate website.]

The report sets out the actions that have been taken to comply with the requirements of the Standards, and organised under the 5 main standards namely:

➢ **Service Delivery Standards**
➢ **Policy Making Standards**
➢ **Internal Operations Standards**
➢ **Promotion Standards** (requirement to develop and publish a 5-year Strategy)
➢ **Record keeping standards.**

This report will be scrutinised by the Welsh Language Commissioner**.**

Key Achievements

Further details can be found in the Report, but here is a list of key achievements during the reporting period to strengthen compliance with the Welsh Language Standards:

- 62% of staff with the ability to chat orally in Welsh (namely ALTE Level 3, 4 and 5), this is consistent with previous profiles of workplace skills.
- 65 members of staff have had the opportunity to learn Welsh through the workplace Welsh Tutor scheme.
- 21 members of staff have become new speakers, by completing an Advanced Course through the workplace Welsh Tutor scheme.
- Working with the National Centre for Learning Welsh to pilot a Raising Confidence to Use Welsh residential course
- Undertake an internal exercise to self-assess the performance of the Council's services opposite some of the requirements of the Welsh Language Standards.
- Publish a campaign, '*how to contact the Council by phone, online, face-to-face, and in your preferred language'.*
- Provide a Welsh Language Awareness Session along with an overview of the requirements of the Welsh Language Standards for Councillors.
- *Publish a guide on Hosting Bilingual Meetings, widely shared amongst Councillors.*
- Establish the practice at the outset of each democratic Council meeting that the Chair makes a statement encouraging participants to contribute in Welsh.
- In accordance with the requirement of Standard 49, share a corporate template to ensure that an English version of any document or form clearly states that a Welsh version of that document or form is also available.
- Amend recruitment pages on the Council's website, to notify that the Council welcomes applications for posts in the Welsh language. (Standard137)
- Review the Council's corporate complaints process to ensure that the Policy, Guidelines and Templates welcomes the submission of concerns in the Welsh language.
- In accordance with the requirements of Standard 94, develop and publish *Welsh Language Policy on the Awarding of Grants*, which includes a checklist.
- A 'More than Words' Action Plan is in place, to increase the use of Welsh within the Care Sector services.
- The Welsh language integrated into Ceredigion County Council's Corporate Strategy 2022-27
- Review the Council's Customer Charter, which describes the level of service users can expect when contacting the Council, and this includes providing the service in English or Welsh, in accordance with the user's preferred language.
- Develop and publish the Ceredigion Language Strategy Achievement Report for the 5-year period 2018-23.
- Hold a stakeholder workshop in preparation to develop a Welsh Language Strategy for the next 5-year period.

Reporting on Performance Indicators

The Welsh Language Commissioner expects that the Council can provide evidence in relation to the performance indicators, a full analysis is provided as part of the report.

<u>Conclusion</u>

It is recognised that the implementation of the Welsh Language Standards is ongoing, with the aim of ensuring that the requirements are naturally mainstreamed into the work of the Council, and that Welsh-language services are available by default. The Council is committed to continuing to deliver improvements, and to taking action to ensure it fully meets the requirements of the Welsh Language Standards.

The Council acknowledges as part of this report that progress has been made, but that further improvements are required as part of the ongoing process to ensure the provision of our Welsh-medium services.

Following considerations from the Language Committee, the Report will be submitted to Cabinet for approval.

RECOMMENDATION:

- Members to receive Ceredigion County Council Welsh Language Standards Monitoring Report (2022 -23)
- To approve that the full report is submitted to the Council's Cabinet for approval and publish on the Council's corporate website, as required by the Welsh Language Standards regime, in accordance with the Welsh Language (Wales) Measure 2011.

Contact Name: Carys Lewis Morgan

Designation: Welsh Language Policy Officer

Date of Report   5 May 2023

Annual Monitoring Report
Welsh Language Standards

1st April 2022 – 31st March 2023

Author: Carys Lewis Morgan, Democratic Services

Date of publication:

Language Committee: 25/05/2023

Date approved by Cabinet: 06/06/2023

This report is available in English and Welsh.
This report can be provided in other formats on request. Contact the Welsh Language Policy Officer using the details below:

Carys Lewis Morgan
Welsh Language Policy Officer
Ceredigion County Council
Neuadd Cyngor Ceredigion
Penmorfa
Aberaeron
SA46 0PA

E-mail: cymraeg@ceredigion.gov.uk

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SECTION 1: Context

Purpose of the report

This is Ceredigion County Council's annual report on the implementation of the Welsh Language Standards in accordance with the Welsh Language (Wales) Measure 2011. It details how we set out to comply with the requirements of the Welsh Language Standards during the reporting period, and reports on our duties to promote and facilitate opportunities to use the Welsh language and to ensure that the Welsh language is not treated less favourably than the English language.

The report was produced in accordance with the requirements of the Welsh Language Standards (No. 1) Regulations 2015, standards 158, 164 and 170.

Background

The Welsh Language (Wales) Measure 2011 established a legal framework that imposed a duty on Ceredigion County Council, alongside other public organisations, to comply with Standards relating to the Welsh language. The purpose of these Standards is:

- To provide more clarity to organisations on their duties in relation to the Welsh language
- To provide more clarity to Welsh speakers on the services they can expect to receive in Welsh
- To ensure that Welsh language services are more consistent and to improve their quality

Five principal standards, with a total of **167** sub-standards, were imposed on Ceredigion County Council by means of a Compliance Notice, with an initial implementation date of 30th March 2016. A full list of the Standards that Ceredigion County Council is required to comply with can be found on the Council's corporate website via the link below:
safonau-iaith-gymraeg-cyngor-sir-ceredigion-hysbysiad-cydymffurfio.pdf

The Welsh Language Standards requires the Council to:

- ➢ Act in accordance with the requirements of the Welsh Language Standards in organising its services, along with reporting on compliance on an annual basis.

- ➢ Furthermore Standards 146/145 state that the Council must publish and implement a five-year Strategy informing how the Council will promote and facilitate the use of Welsh within the wider area, setting a target for maintaining or increasing the number of Welsh speakers.

The political administration

This has been a period of change in the administration, following the local government elections on 5th May 2022. Following these elections in Ceredigion, Plaid Cymru won a majority of 20 seats, with the Independent Group winning 10 seats, the Liberal Democrat Group winning seven seats, and one member not representing any particular group. Councillor Bryan Davies was appointed Leader of the Council, and Councillor Catrin M S Davies was appointed Cabinet Member with Lead Responsibility for the Welsh Language and Culture.

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Internal monitoring arrangements

The responsibility for maintaining a strategic overview of issues relating to the Welsh language lies with the Corporate Lead Officer – Democratic Services. The Welsh Language Policy Officer is responsible for dealing with operational matters relating to the Welsh language on a daily basis within the Council. All policy decisions are scrutinised by the Leadership Group, which includes the Chief Executive, the two Strategic Directors, and the twelve Corporate Lead Officers.

Monitoring Reports on the Welsh Language Standards are scrutinised by the Members of the Language Committee who make recommendations to the Council's Cabinet. The Language Committee includes cross-party councillors and is chaired by the Cabinet Member with Lead Responsibility for the Welsh Language and Culture. The Language Committee provides a political steer for the promotion and facilitation of the Welsh language in Ceredigion and supports the efforts to improve the use of the Welsh language across the organisation.

The report is ultimately approved by the Council's Cabinet, before being published on the Council's corporate website.

Leadership Group → Language Committee → Cabinet → Publication on our website

The Council is required to publish a document explaining how the Council is complying with the requirements of the Welsh Language Standards. You can read more about the Council's arrangements to meet the Standards' requirements on the corporate website via the following link:
cydymffurfio-a-safonau-iaith-ceredigion.pdf

The County Council's methods of working

A Hybrid Working Strategy and a Provisional Hybrid Policy were agreed in July 2022 for a trial period of 12 months. The strategy outlines the vision and related actions that will be implemented to ensure that Ceredigion County Council has a workforce that has the skills and capacity to work in a way that is suitable for the organisation's future, enabling employees to work effectively, productively and safely from the office or from home. During the reporting period, most employees have continued to work from home; according to a survey, 75% of employees noted that they were more productive when working from home in comparison to the workplace, with 80% noting that continuing to work remotely was improving their work-life balance. However, 43% noted that they would like to work in the office at least once or twice a week to enable collaboration with others and to maintain social contact. Most staff have the option of whether to work from home or in the office as desired.

It must be recognised that remote working has offered staff new opportunities, but it may have had a less positive impact on the use of the Welsh language. It is much more difficult to monitor the use of the Welsh language when everyone is working from home. When employees were based in the office, the use of the Welsh language was organic, with colleagues able to encourage each other. The Welsh language could be heard through formal contact, but also through informal contact, for example in corridors, over coffee, by the photocopier, or in the canteen.   Some officers may well not hear Welsh, which can affect their confidence to use Welsh with service users.   In response, the Council has held discussions with the National Centre for Learning Welsh to arrange confidence building courses. The first residential course will be held in Nant Gwrtheyrn in July, and subsequently, specific activities will be organised for participants when they return to the workplace to encourage them to use the Welsh language.

Publication of the report

We are required to publish this Annual Report on our corporate website by 30th June.

The report outlines good practice and identifies how the Council has complied with the following categories of Standards:
- Service Delivery Standards
- Policy Making Standards
- Internal Operational Standards
- Promotion Standards

The report also presents data on the required performance indicators, namely the Record-keeping Standards:

Standard 151	**Staff Language Skills:**	Number of staff with Welsh language skills, by ALTE level, during the relevant year
154	**Recruitment to vacant posts**	Number of posts advertised during the year requiring Welsh language skills, and categorised using ALTE levels
152	**Welsh language learning or improvement training**	Number of staff who attended training courses to learn Welsh or to improve their Welsh language skills
152	**Welsh-medium training provision**	Number of staff who attended training courses offered by the Council in Welsh during the year
170	**Complaints by members of the public**	Number of complaints received in relation to the Welsh language

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SECTION 2: Ensuring compliance with the Welsh Language Standards

Actions taken during the year to strengthen compliance with the Standards:

The information contained within this report was gathered as a result of the Council's continuous monitoring of its services.

The following list summarises the work undertaken over the past year to strengthen compliance:

Key Achievements

- 62% of staff with the ability to chat orally in Welsh (namely ALTE Level 3, 4 and 5), this is consistent with previous profiles of workplace skills.
- 65 members of staff have had the opportunity to learn Welsh through the workplace Welsh Tutor scheme.
- 21 members of staff have become new speakers, by completing an Advanced Course through the workplace Welsh Tutor scheme.
- Working with the National Centre for Learning Welsh to pilot a Raising Confidence to Use Welsh residential course
- Undertake an internal exercise to self-assess the performance of the Council's services opposite some of the requirements of the Welsh Language Standards.
- Publish a campaign, '*how to contact the Council by phone, online, face-to-face, and in your preferred language'.*
- Provide a Welsh Language Awareness Session along with an overview of the requirements of the Welsh Language Standards for Councillors.
- *Publish a guide on Hosting Bilingual Meetings, widely shared amongst Councillors.*
- Establish the practice at the outset of each democratic Council meeting that the Chair makes a statement encouraging participants to contribute in Welsh.
- In accordance with the requirement of Standard 49, share a corporate template to ensure that an English version of any document or form clearly states that a Welsh version of that document or form is also available.
- Amend recruitment pages on the Council's website, to notify that the Council welcomes applications for posts in the Welsh language. (Standard137)
- Review the Council's corporate complaints process to ensure that the Policy, Guidelines and Templates welcomes the submission of concerns in the Welsh language.
- In accordance with the requirements of Standard 94, develop and publish *Welsh Language Policy on the Awarding of Grants*, which includes a checklist.
- A 'More than Words' Action Plan is in place, to increase the use of Welsh within the Care Sector services.
- The Welsh language integrated into Ceredigion County Council's Corporate Strategy 2022-27
- Review the Council's Customer Charter, which describes the level of service users can expect when contacting the Council, and this includes providing the service in English or Welsh, in accordance with the user's preferred language.
- Develop and publish the Ceredigion Language Strategy Achievement Report for the 5-year period 2018-23.
- Hold a stakeholder workshop in preparation to develop a Welsh Language Strategy for the next 5-year period.

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Compliance with the Service Delivery Standards (Standards 1–87)

The set of Service Delivery Standards outlines how the Council is required to use the Welsh language in a range of situations to enable Welsh speakers to have unfettered access to Welsh language services; for example, when issuing correspondence and publications, handling telephone calls, and providing services online or face-to-face.

To strengthen compliance with the Standards relating to **service delivery**, the Council has taken the following steps over the past year:

Performance management

In the Assurance Report 'Welsh as a way of working' 2021-22, the Welsh Language Commissioner has set the expectation that the Council should self-regulate its performance against the requirements of the Welsh Language Standards. Once again, with the agreement of the Leadership Group, a review was conducted of a selection of Standards relating to service delivery, as well as some of the Operational Standards relating to internal administration. The 12 Corporate Lead Officers were asked to rate their services against aspects of the Welsh Language Standards in an attempt to gauge current compliance. The 12 services are listed below.

Schools and Culture	Legal and Governance	Finance and Procurement	Policy, Performance and Public Protection
Economy and Regeneration	Highways and Environmental Services	Porth Cynnal Specialist Life-long Services	Porth Gofal Targeted Intervention
Porth Cymorth Cynnar	People and Organisation	Customer Contact	Democratic Services

This self-assessment seeks to raise the awareness of the 12 principal services of the Council's commitments in relation to the Welsh Language Standards. The assessments also assist services to identify gaps, to develop intervention programmes, as well as to make preparations in order to be able to respond effectively to the Welsh Language Commissioner's demand for a corporate self-assessment.

The Lead Officers were asked to rate their compliance levels as follows:

Less than 25%	25 – 50%	50 – 90%	90%+

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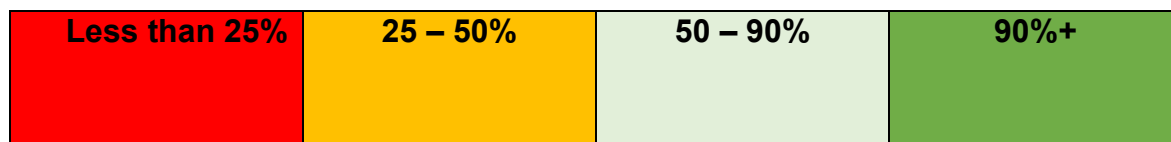
In general, high levels of assurance were recorded, with performance almost invariably assessed either at level 3, with compliance between 50-90%, or at level 4 (the highest level) with a 90%+ compliance score. The main reason for this is that the Corporate Lead Officers are confident that services are planned in a way that mean that Welsh speakers are available to provide a Welsh-medium service as required.

Only one service had concerns about the number of Welsh speakers available to deliver that service in Welsh, namely Porth Gofal. The Council has highlighted the challenges involved in Social Care recruitment, where there is a shortage of professionally qualified officers in general, even before their ability to speak Welsh is taken into consideration. The Council has taken proactive action to seek to close this gap by offering an internal social care training programme through a partnership with the Open University. The Social Work degree course in conjunction with the Open University takes three years to complete, and the following trainees are currently studying to gain the qualification:

Number of trainees	Level	Welsh speakers	Qualify by
5	1	1	October 2025
4	2	2	October 2024
3	3	2	October 2023

Furthermore, the Council also provides opportunities for officers to complete a Certificate in Social Work Practice, which encompasses the first two modules of the Social Work degree course. Once officers have completed this course, they quite regularly progress to the Social Work degree course, either as one of our trainees or as an independent student. This year, we are offering four places on the certificate course, and aiming to ensure that at least two are Welsh speakers.

As part of the Welsh Language Standards self-assessment exercise, the Corporate Lead Officers were given an opportunity to share examples of good practice, with several services proactively setting out to manage their own performance. Some of these examples are outlined below:

➢ Every team meeting is opened in Welsh, with a standing item on the agenda to remind employees of the Welsh Language Standards
➢ The Service's internal meetings exhibit a bilingual culture whereby all staff feel comfortable speaking their preferred language
➢ The use of the language within the service is organic and natural – the default language for those who use it
➢ Support and opportunities are provided within the service to develop staff's ability, confidence and use of the language as part of the everyday environment
➢ A Work Welsh Tutor has produced bespoke training sessions for front-line social care staff, providing relevant vocabulary used within the sector. This has also been delivered to neighbouring authorities
➢ Bespoke Welsh lessons have given Welsh learners within the Clic Service confidence to deal with calls and enquiries in Welsh
➢ Develop brands/projects with the Welsh language at their core, with bespoke, idiomatic slogans or straplines, rather than literal translations
➢ Ceredigion's social care services are extremely proactive in offering services in Welsh. This is particularly notable in relation to service users with dementia who return to the language of their childhood. It is important that they are able to maintain their familiar language and their cultural traditions

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- Support provided via Service Level Agreements (SLAs) with six voluntary youth organisations; the SLAs include targets and support to enable those organisations to meet the standards and to provide Welsh-medium opportunities for children and young people
- We have two Welsh language ambassadors within Hyfforddiant Ceredigion Training (HCT), one in plumbing and one in carpentry. The aim is to encourage more learners to learn Welsh and to use it in their work placements
- Every press release and social media post is published in Welsh and English
- We are striving to increase the number of approved Welsh-speaking foster carers in Ceredigion to ensure that children are able to continue to be cared for within a Welsh-speaking family
- The Arfor scheme, funded via the Welsh Government, has enabled a specific focus on the development of the Welsh language in relation to economic growth, and as a result there is a greater understanding of the relationship between economic development and language

Ceredigion County Council's commitment to delivering services in Welsh to the public in accordance with the requirements of the Operational Standards

In line with its commitment to comply with the Welsh Language Standards, the Council has published a Policy Statement, available on the Council's corporate website, to inform the public that they are able to use the Welsh language in their dealings with the Council, by post, face to face, by telephone, and online.

The Policy Statement states:

Ceredigion County Council is committed to supporting the Welsh language and culture, and to ensuring that its services and activities serve to promote and facilitate the use of the Welsh Language across the county.

The Bilingual Workplace: (ceredigion.gov.uk)

Furthermore, over recent months, the Council has amended its **Customer Charter**, and has published the document on its corporate website. The charter explains that the Council delivers a wide range of services and seeks to do so in a way that meets the needs of the user and is both convenient and courteous. The Customer Charter describes the level of service that users can expect to receive when contacting the Council, and this includes delivering services in Welsh or English, according to the user's language preference.

Ceredigion County Council – Customer Charter

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Standards relating to correspondence and answering telephone calls (Standards 1-22)

Ceredigion's Customer Care Service, Clic, operates as a single point of access to the Council's services, by telephone or digitally, and service users are able to choose to contact the Council in Welsh or English. Service users' preferred language is recorded in the central system, and when they need to be transferred to another officer, their preferred language is highlighted so that officers answer in the language of the initial enquiry. A reminder appears on every enquiry page in the CRM to remind officers to respect service users' preferred language, as follows:

"**Cofiwch ateb i'r ymholiad yma yn yr Iaith a gofnodwyd uchod / Remember to respond to the enquiry in the language recorded above.**"

Clic Ceredigion handles all initial enquiries on behalf of all Council services. Service users are also able to make an enquiry or voice a concern via Ceredigion's Clic Service using an online form. The online form has been revised to enable service users to indicate the language in which they wish to receive Council services – see below.

The Clic Ceredigion team comprises 19 members of staff, including 2 supervisors. One hundred percent of team members are able to speak Welsh (ALTE levels 3, 4 and 5), with one member of the team attending weekly Welsh lessons. All new members of staff receive information about the Welsh Language Standards as part of the induction process.

The Clic Service records the number of calls to the contact centre. Regular calls are received in Welsh, and they tend to make up 16% of all calls, which is 1% greater than the number of calls received during the previous year. The increase is possibly due to Clic now taking phone calls on behalf of Social Services.

See the table below for a summary of calls to the Clic Service.

	Number of calls in English	Number of calls in Welsh	Total number of calls per month	% of calls in Welsh
Apr-22	9134	1578	10712	14.7%
May-22	10050	1608	11658	14%
Jun-22	9620	1973	11593	17%
Jul-22	10340	1993	12333	16%
Aug-22	9438	1889	11327	17%
Sep-22	9997	1985	11982	17%
Oct-22	9756	2032	11788	17%
Nov-22	9122	1746	10868	16%
Dec-22	6267	1383	7650	18%
Jan-23	9466	1820	11286	16%
Feb-23	7503	1387	8890	16%
Mar-23	9245	1576	10821	15%
Total	109938	20970	130908	16%
Grand total	130908			

The service has also started to gather data on the number of enquiries received via other formats, as follows:

Number of enquiries in the CRM – April 22 – March 23

Language	E-mail	Face to face*	My Account	Social media	Telephone	Website	Post
Welsh	98	323	3	5	5591	631	15
English	15588	1564	5	61	50616	31153	648
Bilingual	0	0	433	0	0	0	0
Total	15686	1887	441	66	56207	31784	663

The Council is committed to raising awareness of the Welsh language services available to Ceredigion's citizens and is very eager to encourage our residents to use the Welsh language services available to them. See the section on 'raising awareness of Welsh language services.

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As part of the process of introducing the Clic Service, we have amended our telephone welcome message to encourage customers to select the Welsh language service.

Diolch am alw Cyngor Sir Ceredigion / Thank you for calling Ceredigion County Council.
Mae croeso ichi ddefnyddio'r Gymraeg wrth gysylltu gyda'r Cyngor / You are welcome to use Welsh when contacting the Council.
Am barhau yn Gymraeg gwasgwch 1 / To proceed in English press 2.

To ensure that the Standards are implemented across the Council's services, we inform officers of the requirement to implement the Standards in a number of ways: the induction process, an e-learning programme, 'Work Welsh' pages on the intranet, updates via the Team Ceredigion news bulletin, and ensuring that everyone is aware of the guide: 'A Guide to the Welsh Language Standards: What I need to do'.

Standards relating to meetings (Standards 24-38)

As a consequence of the pandemic, the Council has invested in technical equipment to ensure that all democratic meetings of the Council are able to be held on a hybrid basis, while maintaining the principle of being open and accountable to the public.

Every democratic meeting of the Council is held bilingually, with simultaneous translation provision for non-Welsh speakers. To facilitate hybrid meetings, the Council utilises the Zoom platform, and Cabinet and Full Council meetings are streamed in Welsh via Facebook, with the simultaneous translation available via the English language stream on Facebook.

During this reporting period, it was a period of administration change following from the Local Government elections on the 5th of May 2022. In this new administration, the majority of Councillor's speak Welsh. However, there was quite a significant change in Councillors, therefore a Welsh Language Awareness session was held early in June, along with an overview of the requirements of the Welsh Language Standards. A '*Guide to holding bilingual meetings'* was also published to support the fundamental principle that meetings should be held in Welsh, with a translation service provided to enable non-Welsh-speakers to participate fully. To facilitate the use of the Welsh language further, the Guide contains relevant vocabulary for use in meetings.

To encourage participants to make further use of Welsh in meetings, an appropriate script was produced and, since June 2022, at the beginning of every democratic meeting of the Council, the Chair makes a statement encouraging contributions in Welsh, as follows:

Croeso i [title of meeting xxxxx]. Welcome.

Mae croeso i chi ddefnyddio Cymraeg neu Saesneg yn y cyfarfod. Bydd y gwasanaeth cyfieithu ar y pryd yn cyfieithu o'r Gymraeg i'r Saesneg. Mae modd felly, ymateb yn Gymraeg i sylwadau a chwestiynau a gaiff eu gwneud yn Saesneg, yn ogystal ag i'r rhai a wneir yn Gymraeg.

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Of the 14 standard Democratic Meetings:
➢ 11 Meetings are Chaired in Welsh
➢ 2 Meetings where the Chair, will welcome in Welsh, and will continue the meeting bilingually: Participants contribute in Welsh, as the translation service (from Welsh to English) is provided.
➢ 1 Meeting Chaired in English, facilitated by a Lay Member: Participants can contribute in Welsh, as the translation service (from Welsh to English) is provided.

A translation service is also provided in public events and meetings, including well-being meetings, as well as some internal Council meetings (for example, disciplinary meetings, performance board meetings, interviews and training sessions). Between March 2022 and April 2023, 287 committees and/or meetings have been supported by the translation service.

The Translation Service

|	2022-23
Democratic Services meetings where a translation service was provided	217
Well-being meetings where a translation service was provided	15
Other meetings where a translation service was provided	55
TOTAL number of meetings where a translation service was provided	287

At present, the Council employs seven members of staff within the Translation Service, with five working on a full-time basis, one working three days a week, and one working one day a week. Of these, four of the full-time translators also provide a simultaneous translation service, alongside the translator who works three days a week and the translator who works one day a week.

Statements on documents and forms (Standards 49, 50A)

Following the annual compliance meeting, it was agreed that the Council should take further action to comply with Standards 49 and 50A. These Standard states that readers should be informed that documents are available in Welsh as well as English:

49	Service Delivery	If you produce a Welsh language version and a separate English language version of a document, you must ensure that the English language version clearly states that the document is also available in Welsh.
50A	Service Delivery	If you produce a Welsh language version and a separate English language version of a form, you must ensure that the English language version clearly states that the form is also available in Welsh.

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Therefore, templates were produced to be included in English versions of documents and forms to inform readers of the availability of Welsh versions.
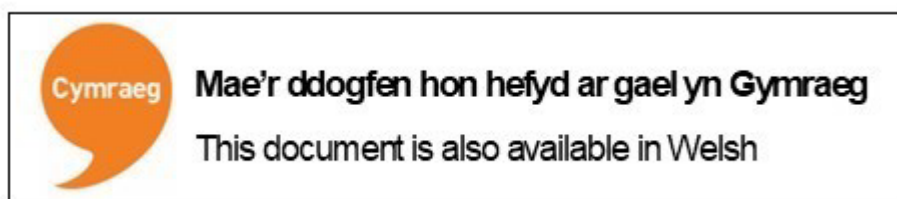
The templates have been shared via the Team Ceredigion newsletter, and they will be available for officers to access easily on the intranet. Reminders will be shared on a regular basis in order to ensure that officers comply with the requirement in full.

Standards for raising awareness of the Welsh language services provided (Standard 81)

- Information on all Council services is available bilingually on the Council's website.
- A document is available on the website outlining the Standards that the Council is required to comply with.
- The Council's Policy Statement is also available to download from the Council's website, and it outlines the Council's commitment to supporting the Welsh language and culture, ensuring that its services and activities serve to promote and facilitate the use of the Welsh language across the county. The Bilingual Workplace: (ceredigion.gov.uk)
- The Council makes extensive use of social media, and undertakes regular campaigns to inform the public that English and Welsh accounts are available – see below:

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Number of followers of Ceredigion County Council's social media accounts:

Accounts	February 2022	February 2023	Increase
Facebook Welsh	1,639	2,491	+ 852
Facebook English	14,610	15,765	+ 1,155
Twitter Welsh	2,537	2,632	+ 95
Twitter English	8,469	8,686	+ 217
Instagram Caru Ceredigion (bilingual site)	1,204	1,420	+ 216

The Council organises campaigns to inform the public of its Welsh language services, using specific dates on the calendar to do so, e.g., the Shwmae Day, St. David's Day, and the Welsh Language Rights Day.

Shwmae Day 15th October 2022

On this year's Shwmae Day, Ceredigion County Council's Welsh Learner of the Year award ceremony was held. Naming Melisa Elek Welsh Learner of the Year proved to be a major attainment for the Work Welsh programme. Melisa is originally from Canada, and has a Croatian background, and she now works for Hyfforddiant Ceredigion Training. A ceremony was held, and a story and video were produced about Melisa, with the aim of encouraging the Council's other students on the Shwmae Day. The event generated local and national interest.

Facebook: reach: 1,959
Instagram: reach: 355

Welsh Language Rights Day – 9th December 2022

On the Welsh Language Rights Day, Ceredigion County Council joined with the Office of the Welsh Language Commissioner to raise awareness of people's rights to use the Welsh language in their dealings with the Council. By implementing the Welsh Language Standards, Ceredigion County Council has proceeded to plan services in Welsh and is eager to inform the residents of Ceredigion that a quality service is available to them in Welsh. The Standards have also established the rights of workers to use the Welsh language at work, significantly increasing the opportunities to use the language on a daily basis.

We produced a video in which a number of the Council's officers state that their services can be contacted in Welsh, and the video was shared widely via social media, alongside a press release.

Facebook: Reach: 1k
Twitter: Reach: 491

As part of the Welsh rights campaign held internally for Ceredigion staff, a 'word of the day' challenge was set. A 'word or phrase of the day' was published on CeriNet, and staff members were challenged to use that word or phrase at work with colleagues, providing an opportunity for them to use the Welsh language, and helping those learning the language to expand their vocabulary.

St David's Day – 1st March 2022

To celebrate St David's Day, a video was produced to encourage the residents of Ceredigion to make use of the Welsh language, by doing simple things in Welsh, such as:

- ➢ Starting a conversation in Welsh
- ➢ Texting in Welsh
- ➢ Using social media in Welsh
- ➢ Listening to Welsh language music
- ➢ Downloading a new app in Welsh
- ➢ Contacting the County Council in Welsh

Internally, for the purposes of celebrating the day with staff, a virtual quiz was organised via Teams, with the Mentimeter software used to generate an interactive quiz. The quiz attracted a substantial audience, including a mix of fluent Welsh speakers and Welsh learners. It provided everyone with an opportunity to use the Welsh language informally at work, and it generated excellent feedback, including the following examples:

I enjoyed it and learnt something about Welsh history. The timing was good, not too slow to lose interest.

Something a little different to celebrate St David's Day that brought a little smile to my face.

Diolch Carys, enjoyed the quiz, I ended up 11th, but my knowledge of Welsh history has been improved!! I am a Welsh learner so good to listen to the Welsh spoken before, during and after the quiz and to see the written Welsh too.

The Mentimeter website worked very well.

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Standards relating to corporate identity (Standards 61-63; 81-83)

This Council has a bilingual identity – Welsh and English.

In terms of the county's name, Ceredigion, there is no translation. The Council's title is Cyngor Sir Ceredigion County Council. The motto, "Golud Gwlad Rhyddid", is not translated. The motto was officially given on 21st October 1937 to Cardiganshire County Council, before being transferred to Ceredigion District Council in 1974, and subsequently to Ceredigion County Council in 1996.

In terms of the coat of arms, the golden lion on a black background is based on the coat of arms of Gwaithfoed, a medieval prince in Ceredigion. The herring and wheat represent the fishing and agricultural industries, and the chevron and roses are attributed to St David, Patron Saint of Wales, who had very close ties with Ceredigion. The meaning of the motto in English is: "A nation's wealth is freedom".

More recently, the Council has made increasing use of the 'Caru Ceredigion' brand. The Caru Ceredigion brand involves inspiring everyone in the County to promote the positives in terms of behaviours, attitudes and profile – this is good for them, the local community and Ceredigion.

Caru Ceredigion – Ceredigion County Council

- The Council is committed to developing brands / initiatives with the Welsh language at their heart, developing bespoke straplines rather than literal translations.
- Every internal and external sign erected by the Council or on its behalf is bilingual, with the Welsh text appearing first.
- **House Naming**: In accordance with the Street Naming and Numbering Policy, if an owner requests that the name of their house is to be changed from Welsh to English; the Council's Address Officer will send a letter urging them to re-consider, explaining that the name of the house belongs to the cultural and historical heritage of the area. They have 10 days to re-consider their decision. However, if they continue with their request to change the name to English, then the Council has no further statutory rights to enforce further.
- **Naming of new Estates Streets**: In accordance with the Street Naming and Numbering Policy, the Council will consult with the Town and Community Councils to promote and encourage the use of Welsh names on new streets and new housing estates. It will also make use of the Welsh Language Commissioner's place-name advisory service for advice on the standard forms of placenames.

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> **Good practice:**
> Recently, Angharad Fychan from the Welsh Place-Name Society held a workshop with pupils at Ysgol Penrhyn-coch in line with the school curriculum's 'cynefin' (habitat) theme.
> As part of the workshop, a challenge was set to name a new housing estate.
> The proposed name of the new estate is: **GWAR Y GARTH**
>
> Garth is the old name of the upper part of the village (formerly Penrhyn Uchaf), and Garth Uchaf and Garth Isaf are the names of the two streets opposite the Village Hall. With that name falling from use, it is an excellent opportunity to keep the name alive. Garth means 'ridge' – i.e. it describes the ridge of land that rises from Cae Mawr and extends towards the bus garage.
>
> The term 'Gwar' was chosen to provide some variety in the names of estates in the village, where there are a large number of estates named 'MAES Y [something]', and Gwar also provides neat alliteration with Garth. Gwar is also a familiar name because Cae Gwar Felin was the name given on the Tithe Map for the field where Glan Seilo and Ger-y-cwm are now located.

Compliance with the Policy Making Standards (Standards 88-89)

Policy Making Standards: This set of standards states that the Council is required to consider the Welsh language when making any policy decision, as well as to take positive steps to promote the use of the language.

The Policy Making Standards require Ceredigion County Council to:
➢ consider the effects of the Council's policy decisions on the Welsh language, taking steps to mitigate any detrimental impact, and capitalising on every opportunity to promote the Welsh language
➢ consider the effect on the use of the Welsh language in awarding grants
➢ seek views on the effects on the Welsh language during engagement or consultation exercises and seek the views of Welsh speakers and those who use the language.

To strengthen compliance with the Standards relating to policy making, the Council has taken the following steps over the past year:

Consider the effects of policy decisions on the Welsh language [Integrated Impact Assessment] Standards 88-90

The Council's Integrated Impact Assessment framework includes questions to enable the effects of policy decisions on opportunities to use the Welsh language and on the principle that Welsh should not be treated less favourably than English to be considered.

An Integrated Impact Assessment must be provided alongside every document discussing policy decisions that is considered by the Council's Cabinet. This guarantees that issues relating to the Welsh language have been considered during the drafting process, and that mitigation measures have been identified to address any detrimental impact on the Welsh language. During the reporting period, 13 Integrated Impact Assessments were presented to the Council's Cabinet.

The Integrated Impact Assessment framework is currently under review. There is still scope to improve the impact assessments presented to the Cabinet, and during the next reporting period, guidelines will be produced to advise Council officers on issues relating to the Welsh language that should be considered when making policy decisions.

Consider the impact of the awarding of grants on the Welsh language
[Standards 71-75, 94]

During the reporting period, a policy on the Welsh language and the awarding of grants was produced, as required by Standard 94. This policy was approved by the Cabinet at its meeting on 10th January.

The awarding of grants could have a far-reaching impact on the Welsh language, directly or indirectly; a number of grants have a social and economic impact that influences the Welsh language in turn. The Welsh Language Standards require the Council to consider what impact the awarding of a grant would have on:

➢ opportunities for persons to use the Welsh language in the context of the activity
➢ treating the Welsh language, no less favourably than the English language

In developing the policy, a number of conversations were arranged with officers involved in the awarding of grants within the Council, in order to gain their input and gather their views. The policy aims to assist officers to consider the use of the Welsh language when awarding grants. It also ensures that decision makers are aware of their duties when making decisions on the awarding of grants.

Since the policy was approved in January, a record has been kept of the process of awarding grants. In due course, we hope to be able to record the use made of the Welsh language as a result of receiving grant funding.

Name of service	Total number of grants distributed since January 2023	Number of applicants who submitted their applications in Welsh
Economy and Regeneration – Growth and Enterprise	9	2
Ceredigion Community Grant Scheme, Finance and Procurement	9	6
Youth Service Service Level Agreements	6	3
Youth Service Youth Support Grant	4	4
Childcare Service	37	10

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Consider the impact on the use of the Welsh language as part of public consultations: Standards 91-93

As part of the Council's Consultation Framework, we have produced a set of questions that officers can use when undertaking any consultation in order to consider the public's views on the proposed impact of the decision on the Welsh language. However, as each consultation is different, we have been working with the Engagement Officers to seek to encourage officers to contact the Welsh Language Officer for advice when arranging a consultation.

Since records were first kept in June 2022, 14 public consultations have been held, but the review has demonstrated that only 8 included the requirement to assess the impact on the Welsh language. To improve the situation, we now work with the Engagement Team to monitor the Council's public consultations, and to ensure compliance with the statutory requirements of the Welsh Language Standards.

Compliance with the Operational Standards (99-144)

The set of **Operational Standards (98-144)** addresses the way in which the Council uses the Welsh language internally and delivers workers' rights in the context of receiving human resources services in their preferred language. The set of standards requires the Council to consider ways of increasing and facilitating the use of the Welsh language internally in order to contribute to the Welsh Government's vision of increasing the number of people who speak and use the Welsh language on a daily basis.

The set of Operational Standards requires the Council to report on the following data:

Standard 151	**Staff language skills**	Number of staff with Welsh language skills, by ALTE level, during the relevant year
154	**Recruitment to vacant posts**	Number of posts advertised during the year requiring Welsh language skills, and categorised using ALTE levels
152	**Welsh language learning or improvement training**	Number of staff who attended training courses to learn Welsh or to improve their Welsh language skills
152	**Welsh-medium training provision**	Number of staff who attended training courses offered by the Council in Welsh during the year
170	**Complaints by members of the public**	Number of complaints received in relation to the Welsh language

To strengthen compliance with the set of Standards relating to internal operational arrangements, the Council has taken the following steps over the past year:

Recruitment website (Standards 137-139)
Following an examination of our recruitment website, the Welsh Language Commissioner informed us that we needed to take steps to ensure that applicants understand that they are welcome to submit their job applications in Welsh. As a result, we have taken the following actions:

The following sentence have been included on the Council's recruitment page:

We operate a bilingual policy. All applicants are invited to apply in Welsh, any application submitted in Welsh will not be treated less favourably than an application made in English.

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We are also considering placing additional buttons on each page containing full job details, enabling applicants to select from the following options:
➢ Cais Ar-lein: to apply in Welsh
➢ Apply Online: to apply in English

This will enable persons on the English vacancies page to click the button to apply for the post in Welsh seamlessly (and, similarly, both buttons will also appear on the equivalent Welsh page). The IT Department is working to develop this facility at present.

Staff language skills

The council measures it's workforce Welsh language skills by using the ALTE framework. (The Association of Language Testers in Europe). This framework sets a language skill level from 0-5, and sets 'can do capability statements'. Each member of staff will self-assess their Welsh language skills against the 'can do' statements and record their results on the HR Ceri system; so that data can be reported annually, in accordance with the requirements of Standard 127 and 151.

• See **Appendix** 1 for the number of staff with Welsh language skills, by service area.
• See **Appendix** 2 for Ceredigion County Council's ALTE Framework

The data below provide a comparison between the previous report and this reporting year in terms of the number of staff who possess Welsh listening and speaking skills:

Listening / Speaking **2021-22**		
Level	Number of staff	%
Level 5	651	32%
Level 4	315	15%
Level 3	312	15%
Level 2	294	14%
Level 1	394	20%
No skills	79	4%
TOTAL	2045	100%

Listening / Speaking **2022-23**		
Level	Number of staff	%
Level 5	655	32%
Level 4	325	16%
Level 3	282	14%
Level 2	297	15%
Level 1	397	20%
No skills	73	3%
TOTAL	2029	100%

Key Headlines

- Ceredigion County Council has 16 fewer staff than this period last year.
- 62% of staff with the ability to chat orally in Welsh (namely ALTE Level 3, 4 and 5), this is consistent with previous profiles of workplace skills.
- In addition, 35% of staff have basic courtesy Welsh skills (i.e., ALTE Levels 1 and 2)
- Only 3% of the workforce have reported having no Welsh language skills at all. In an effort to reduce the number of workers who identify as having no Welsh language skills, the Council will encourage Officers to complete the 10-hour 'Welcome Welsh' e-learning package developed by the National Centre for Learning Welsh.
- The numbers with Welsh Language within the care sector continue to be a concern, this also reflects the shortage of Welsh language skills across the sector nationally. To address this, the Council has sought to develop its current workforce, and established good practice by organising a training programme in conjunction with the Open University.

Recruitment to vacant posts

Number of posts advertised during the year requiring Welsh language skills, and categorised using ALTE levels

Linguistic requirements of advertised posts 2022-2023		
	Number	Percentage
Total number of posts advertised	601	
Number of posts where Welsh language skills were required at Level 5	109	18%
Number of posts where Welsh language skills were required at Level 4	26	4%
Number of posts where Welsh language skills were required at Level 3	237	40%
Number of posts where Welsh language skills were required at Level 2	144	24%
Number of posts where Welsh language skills were required at Level 1	85	14%
Total	601	100%

The Council continues to advertise a number of posts requiring fluent Welsh language skills at ALTE Level 5 (18%) The greatest number of advertised posts require language skills at ALTE Level 3 (40%). ALTE Level 3 requires individuals to be able to understand and take part in routine conversations on a day-to-day basis in the office, and Level 5 requires full fluency in Welsh.

The Council ensures that candidates are interviewed in their preferred language, as required by Standard 137.

Candidate: Preferred language at interview		
English	2473	84%
Welsh	423	15%
Unknown	32	1%

The number of candidates choosing to be interviewed in Welsh remains low compared with the number choosing to be interviewed in English. In April of this year, the HR Department took a number of steps to highlight the fact that application forms can be submitted, and interviews held in candidates' preferred language. The actions taken can be read under the heading ' **Recruitment website'** above.

The HR Service shares a weekly newsletter, and staff may choose the language to receive the newsletter. The number choosing to receive HR News in Welsh only is low, however, the number receiving HR News bilingually is 78%.

Language	Number	Percentage
English	688	19%
Welsh	92	3%
Bilingual	2868	78%

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Courses to Learn Welsh

The number of staff who have attended courses to learn Welsh

The partnership between the County Council and the National Centre for Learning Welsh continues, to enable the funding of a Working Welsh Tutor. We have proved that employing a Working Welsh Tutor in the workplace makes a big difference to the opportunities available to learn Welsh within the Council.

Course	Number of attendees
Access Course	26
Foundation Course	18
Intermediate Course	15
Advanced Course	6
Total number of learners	65

WJEC exams	Number of candidates
January 2023	14 sat the Access level exam in January 2023. 14 passed. The students' next target will be to sit the Foundation level exam in 2023/24.
Summer 2023	10 registered to sit the exams. 5 Access, 4 Foundation, 1 Intermediate.
Total	**24**

Quote from a Welsh learner:

"I am finding the course very helpful; it is beneficial to my role within the council whilst dealing with email queries or phone calls. I also work a few days from the office and find that when people approach me and speak, I can understand a certain amount of what they are saying."

New Welsh Speakers signifies the success of the Work Welsh Language Tutor

In our annual report last year, we reported that 21 members of staff were participating on the advanced Welsh language learning course. By completing this higher-level course, the Council is pleased to report these participants have now become new Welsh speakers and have gained confidence to use Welsh in both professional and personal contexts. They are also in a position to take advantage of the refresher and proficiency courses provided by the Council.

Quotes from the Advanced Course attendees:

"I enjoy the social aspect of the course. I understand the language better and my vocabulary has also improved. It has given me confidence to speak Welsh in the workplace and with visitors to the museum."

"This year, I feel that I have much more confidence to speak Welsh and to understand the language. Now, I attend 'Dal Ati' and 'Ar Gered' to practise my Welsh!"

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"The Advanced (1) Welsh course supports my continuous development in using Welsh in the workplace and in everyday life. I have more confidence and I am pleased to be able to use my Welsh language skills."

Extracurricular provision
Clwb Cinio (Lunchtime Club)
The Lunchtime Club has been used in a different way this year. Revision Club Having promoted informal opportunities to use the Welsh language at the beginning of the autumn term, the Club was formalised as a revision resource for exams during the final weeks of December and throughout January. These sessions were attended by the 14 who were sitting exams and by a number of other students who wanted to consolidate their Welsh skills. During January, the Club met on a daily basis, with students attending joint and one-to-one sessions with the Training Officer. The Revision Club will meet again to prepare for the summer exams. **Activities** Christmas parties Christmas parties were held via Teams for all students participating in the Work Welsh programme. St David's Day quiz The Training Officer and a group of Intermediate and Advanced students participating in the Work Welsh programme attended a Council staff quiz on St David's Day. It gave the students an opportunity to use the language informally, and to respond to the experience subsequently in their classes. Museum visits (in the pipeline) During February and March 2023, the Training Officer has been working with Ceredigion Museum officers to arrange guided tours of the Museum at different levels in the Work Welsh programme. These tours are scheduled to take place during the summer term.
Ffrind Iaith (Language Friend)
Eight Welsh learners have signed-up to the Ffrind Iaith Revision Scheme, introduced this year, alongside eight mentors. The programme was built around the January exams. The 14 students sitting exams in January were offered an opportunity to partner with a Council employee who would act as mentor. This opportunity was taken up by eight students. The Training Officer provided daily activity sheets for the pairs throughout January, focussing on various aspects of the upcoming exams. The programme was successful, with every student passing the exam. The students gave the following feedback: "The opportunity to speak with a fluent Welsh speaker using the worksheets focused around possible exam questions was a great help, especially in preparation for the speaking element of the exam." "My Ffrind Iaith Adolygu has been excellent! She met with me every day before the exam and gave me great encouragement."

Courses to improve Welsh language skills

Standard	Course name	Numbers
129	Improve your Welsh writing skills	Organised for May 2023, with 14 participants booked
129	Build your confidence to use the Welsh language: residential course in Nant Gwrtheyrn	Organised for July 2023, with 6 participants booked

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Corporate Training: Welsh-medium provision

Training opportunities are promoted and shared with staff in the weekly HR News article published for all staff in Welsh and English. The Learning and Development Team also distributes a bilingual quarterly newsletter for all internal and external social care staff.

Forthcoming training events are also promoted via the Council's intranet, CeriNet. Staff can choose to access the site in Welsh or English.

Staff can search for courses on CeriNet by typing 'Cymraeg', and courses available in Welsh are shown. This includes a range of Work Welsh courses. Staff can view and book training courses or register their interest by joining a waiting list. Course titles are shown in Welsh and English, and those courses provided in Welsh are highlighted with a 'c'.

The Authority has invested in a new Learning Management System, Ceredigion Learning Pool, that supports all available e-learning programmes. Unlike the previous site, the new site enables staff to access the site in Welsh or English, and staff are also able to complete the e-learning programmes in their preferred language. Staff are also able to toggle between both languages while completing the e-learning modules.

Total number of training sessions offered by the Council to staff

Standard no:	Requirement	Number and %
152	Total number of training sessions offered by the Council to staff	719 sessions (excluding school events and e-learning) 4,842 attendees
152	Total and % of training sessions offered in Welsh to staff	25 offered (3%) 20 sessions cancelled:17 due to lack of numbers
152	Total and % of training sessions offered in Welsh or bilingually to staff	30 offered (4%) 21 sessions cancelled: 18 due to lack of numbers
152	Total number and % of staff who attended training courses provided by the Council through the medium of Welsh during the year	99 (2%) attendees

Number of training sessions offered in Welsh in accordance with Standard 128

Standard no:	Course name	Number of attendees (Welsh)	Number of attendees (English)	% attending Welsh version
128	Recruitment and interview skills	Included in the new Ceredigion Manager programme, see below		
128	Performance management	Included in the new Ceredigion Manager programme, see below		
128	Complaints and disciplinary procedure	3 sessions cancelled due to lack of numbers	6 sessions cancelled due to lack of numbers	0

128, 133	Induction sessions – including information about the Welsh Language Standards	Not delivered	0	0
128	Dealing with the public (i.e., Customer Care – Customer First)	Not delivered	11	0
128	Health and safety	5 sessions offered, but all cancelled due to lack of numbers	208 sessions delivered: 35 sessions cancelled, 15 due to lack of numbers. 172 attendees	0
129	Welsh Language History Awareness and Welsh Language Standards Training (e-learning programme)	140	1078	11%

Ceredigion Manager Training Programme:

Standard no:	Course name:	Number of attendees (Welsh)	Number of attendees (English)	% attending Welsh version
128	Ceredigion Manager Training Programme	3	22	12%
128	Chairing virtual meetings for managers	Not delivered	11	0
128	Managing difficult conversations	3	0	100%

<u>Compliance with the Promotional Standards (145-146)</u>

The Promotional Standards require the Council to produce a five-year strategy outlining how the Council will create more opportunities to use the Welsh language, encourage greater use of the language, and ultimately, increase the number of Welsh speakers by the end of the five-year period. At the end of the five-year period, a report must be published, assessing the extent to which the Council followed that strategy.

To strengthen compliance with the Standards relating to promoting and facilitating the use of the Welsh language more widely within the local area, the Council has taken the following steps over the past year:

Ceredigion's Welsh Language Strategy 2018-23

The Council has been implementing Ceredigion's Welsh Language Strategy (2018-2023), and the work has been monitored via the regular meetings of Ceredigion's Bilingual Futures Forum. The Forum is chaired by Councillor Catrin M S Davies, and includes Council officers, officers from partner organisations, as well as representatives from organisations operating in Welsh across Ceredigion.

The Strategy explains how the Council, in collaboration with partner organisations (Members of Ceredigion's Bilingual Futures Forum) will set out to promote the Welsh language, and to facilitate the use of the language more broadly. As required, a target was set to increase the number of Welsh speakers in the area by the end of the five-year period, and specifically to increase the percentage of Welsh speakers in Ceredigion to 48.5% at least (which would represent an increase of around 1,500 Welsh speakers).

In the strategy, Ceredigion's Bilingual Futures Forum agreed to focus on three strategic aims, as follows:

Strategic aim 1: To maintain and increase the language skills of the people of Ceredigion
Strategic aim 2: To maintain and increase opportunities to use the Welsh language in Ceredigion.
Strategic aim 3: To create the social conditions that enable the Welsh language to thrive in Ceredigion

A copy of the Action Plan is available here:
http://www.ceredigion.gov.uk/your-council/strategies-plans-policies/welsh-language/promoting-and-facilitating-the-language/

One of the action points in this Welsh Language Strategy was to support the National Eisteddfod, by establishing a Ceredigion County Council Project Group, which would identify priorities to support and facilitate arrangements.

Ceredigion National Eisteddfod 2022

A very successful National Eisteddfod was held in Ceredigion in the summer of 2022, which had a far-reaching influence on raising the status and prestige of the Welsh language within the County. The Festival gave around 1,500 Ceredigion children and young people the opportunity to take part in various activities on the field.

As part of the Festival the Council established Pentref Ceredigion to promote the County as an attractive place to live, learn, belong and succeed. Countless opportunities were provided for attendees to experience and enjoy the Welsh language, by maintaining a dedicated space for each of the 4 themes. Over 210 events were held in Ceredigion Village over the 8 days; to promote Ceredigion as a county rich in culture and heritage. Ceredigion Village attracted around 25,000 visitors, with the highest numbers on the Wednesday and Thursday of the festival.

Visitor feedback:

"We have only praise for all the activities of Pentre Ceredigion. We've been here all week and the activities are diverse and of a great standard. Something for every child, of all ages. Many thanks to all the friendly and kind staff. A very happy mother."

During the run-up to the Eisteddfod, we gathered some of Ceredigion's most salient sayings; and these were placed as attractive attractions around the field. The sayings have been a great topic of discussion; and by this means we have ensured their survival for future generations. In addition, they were published in **Cleber y Cardi** magazine, which was widely distributed across all Ceredigion schools.

The main aim of the Eisteddfod is to celebrate the culture and the Welsh language, and it has certainly been able to raise the profile of the Welsh language across the County. The Eisteddfod was actually a community project for three years and then a festival at the end. The buzz of fundraising ahead of the Eisteddfod's visit to Ceredigion also secured an important legacy. It was confirmed that the County had broken a record, raising a total of £463,671, through community involvement. All the efforts to decorate the County in preparation for the visit of the Festival reinforced the communal buzz; and the Eisteddfod attendees clearly appreciated this 'colourful welcome'. It's great to report that the 'harddu bro' project has been replicated at the Llŷn and Eifionydd National Eisteddfod 2023, with the decoration weekend scheduled for 1-2 July.

The Eisteddfod, the Pentref Ceredigion prestigious presence on the field, and the community activity all contributed to the vision of the Ceredigion Language Strategy, by strengthening the position of Welsh in communities across the County. The Ceredigion National Eisteddfod will be remembered as an attractive, colourful, welcoming and inclusive festival: celebrating the Welsh language, and introducing our culture to a new audience of all ages and backgrounds.

Further details of the legacy of the Ceredigion National Eisteddfod can be found in the Ceredigion Language Strategy Achievement Report 2018-23.

Report on the achievements of Ceredigion's Welsh Language Strategy 2018-23

The term of the current five-year Welsh Language Strategy is coming to an end and, in accordance with Standard 146, a report assessing the achievements of that Strategy has been produced. The report will be presented to the Council's Language Committee and Cabinet on 6th June, and subsequently published on the Council's website. The report comprises of two parts:

o A report on the review of the Welsh Language Strategy, which reports on our ways of working, and the methods used to measure outcomes
o A report on the achievements of the Welsh Language Strategy, which reports on all the activities organised to promote the use of the Welsh language

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To produce the report, the following steps were taken:

Report on achievements

As part of the evidence gathering process, a report card was produced to facilitate the task of reporting on the actions linked to performance indicators. All members of the Bilingual Futures Forum were asked to provide a progress report on their service area, utilising the report card. Once all evidence was gathered, it was possible to assess the achievements of the Strategy and, where practicable, to report on the data.

Census data

Following the release of 2021 Census data on 6th December 2022, we have been working closely with the Research and Performance Service to produce a topic paper to provide a more detailed analysis of the data and to consider the implications for the use of the Welsh language in Ceredigion. According to the Welsh Language Commissioner, the Census is the main source of data on the Welsh language in Wales, and it is used by the Welsh Government to assess progress against the target of a million Welsh speakers by 2050.

The Research and Performance Service gave a presentation on the Census data to the Council's Language Committee and Bilingual Futures Forum. A topic paper on the Census data for Ceredigion will be published on our website, once it has been approved by the Cabinet. We will consider these data as we produce a new Welsh Language Strategy for the next five-year period.

Survey of Bilingual Futures Forum partners (January 2022)

A survey was conducted in January 2022 to gather the views of stakeholders and to evaluate the Bilingual Futures Forum as a platform to steer Ceredigion's Welsh Language Strategy. The responses have provided an useful insight into the strengths of the Strategy, as well as possible opportunities to strengthen and develop the new strategy over the next five years.

Conclusions on the achievements of the 2018-23 Welsh Language Strategy

In producing the report, it is clear that significant work has been undertaken as a result of implementing the Strategy. During the term of the Strategy, a number of planned actions have taken place to address and to seek to influence the use of the Welsh language and, as a result, the status and position of the Welsh language may have been enhanced in Ceredigion. This despite the fact that 2021 Census report indicated that the numbers of Welsh speakers in Ceredigion have fallen; however, the data in other available research work as regards to the number of Welsh speakers are much more positive. However, in reviewing the achievements of the current Welsh Language Strategy, we believe that it is important to recognise that language planning is a long-term process, and that action to benefit the Welsh language takes time to develop; however, on the basis of its planning, the Council feels confident that this Welsh Language Strategy has laid the right foundations to move forward to the next five-year period.

The Welsh Language Strategy for the next five-year period (2024-29)

Work to produce a new Welsh Language Strategy has begun, with a workshop held on 20th March and attended by 50 participants to begin to discuss ideas for the new strategy. At the 2022 National Eisteddfod in Ceredigion, the Council's vision was to promote Ceredigion as an attractive place to:
- ➢ Live
- ➢ Learn
- ➢ Belong
- ➢ Succeed

We aim to build on the success of the Eisteddfod, ensuring that its legacy continues, by using the four themes as specific areas for action within the new Welsh Language Strategy. Over the coming period, we will organise further engagement sessions to develop the Strategy.

SECTION 3:

Report on the Council's corporate complaints procedure in accordance with Standards 156, 162, 168

The Council is pleased to report that no complaints were received in relation to the operation of the Welsh Language Standards during the reporting year.

During the year, the Council has taken the following steps to comply with Standards relating to the complaints procedure. The Standards state that the Council must inform service users of their rights when making complaints or expressing concerns, ensuring that they are also aware that they are able to submit their complaints in their preferred language.

➢ The corporate complaints webpages have been reviewed and updated and now include a statement explaining that the Corporate Complaints Team welcomes correspondence in Welsh, as follows:
"Customers may submit their comments, compliments or complaints in Welsh or English, in accordance with their language preference."
Corporate Complaints – Ceredigion County Council

➢ The Corporate Concerns and Complaints Policy has been revised and now informs the public that they may submit their complaints in their preferred language. If they are dissatisfied with the outcome or the explanation provided by the Council, they may refer their concerns to the Welsh Language Commissioner.
Corporate Concerns and Complaints Policy (ceredigion.gov.uk)

➢ The **Corporate Concerns and Complaints Procedure Booklet** has also been updated, and section 12 refers to the process used by the Council to deal with complaints received in Welsh, or in relation to complaints regarding dissatisfaction with the level of service received in Welsh.
Corporate Concerns and Complaints Procedure (ceredigion.gov.uk)

➢ An online complaints form is available on the Corporate Complaints webpage, allowing complainants to move seamlessly from the Welsh page to the English page.
Concern/Complaint Form (office.com)

➢ Complaints training: The training has been amended to inform staff of the process to follow in relation to complaints received in Welsh, or in relation to complaints regarding dissatisfaction with the level of service received in Welsh.

➢ The Welsh Language Standards webpage on the corporate website signposts service users to the corporate complaints' webpages.
Welsh Language Standards – Ceredigion County Council

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SECTION 4: Conclusions

This report outlines the continuous progress made by the Council to meet the requirements of the Welsh Language Standards and presents specific data relating to the 2022-23 financial year. The Council has made continuous improvements, but we recognise that there is more to do to safeguard the official status of the Welsh language in the county.

It must be recognised that remote working has offered staff new opportunities, but it may have had a less positive impact on the use of the Welsh language. It is quite possible that a large number of officers are no longer hearing the Welsh language, and this could have an impact on their confidence to use the language with service users. We have also lost the ability to hold informal conversations by the photocopier or over a coffee, which established the practice of using the Welsh language naturally. Hybrid working within the Council has been established, and a number of officers are using the opportunity to socialise whilst working, with an increasing number of colleagues through the hot desk system.

A number of sectors across the Authority face challenges in recruiting professional workers; for example, there is an acute shortage of professional social care workers who are able to speak Welsh. The Council is acutely aware of the importance of ensuring that its workforce possesses appropriate skills to enable it to provide the proactive offer of Welsh language services. One service within the Council for example has proactively delivered a training programme through the Open University. In addition, the Council has established a number of apprenticeships; from 2018 18 candidates have been involved in the scheme, 95% of all apprentices to date are Welsh speakers (19 Welsh Speakers / 1 Welsh Learner).

An analysis of current data demonstrates that the number of people who choose to access the Council's Welsh language services does not correlate with the number of people able to speak Welsh in the county. Ceredigion County Council employs diligent and dedicated Welsh-speaking staff across all Council services, and we wish to encourage people to contact the Council in Welsh and to use the Welsh language services available to them.

It is recognised that the process of implementing the Standards is a continuous one, with the aim of ensuring that the requirements are mainstreamed naturally into the Council's work, and that Welsh language services are available by default. The Council is committed to continue to make improvements, and to take action to ensure that it meets the requirements of the Welsh Language Standards in full. The Council recognises, as part of this report, that progress has been made, but that there are still improvements to be made to improve the provision of Welsh-medium services.

Over the next period of implementation of our Welsh Language Policy, we aim to address the following areas:

- Develop a Welsh Language Promotion Strategy for the next five-year period, in accordance with Standards 145/146.
- Review the Integrated Impact Assessment Guide to assist officers in highlighting any impact on the Welsh language when presenting policy decisions.
- Develop a 'Croeso Ceredigion' project in an attempt to assimilate incomers, with the work emanating from the Bilingual Futures Forum.
- Develop a guide to the use of the Welsh language for Town and Community Councils.
- Update the 'Work Welsh' pages on the Council's intranet site, including guidance and developing additional resources to promote the Welsh language and to help staff to use the language.
- A project to promote awareness of Welsh culture and Welshness in residential homes.

Annex 1

Overview of the number of staff with Welsh language skills, by service

Speaking and listening skills: 2022-23

Department	Number of staff with Welsh language skills	Number of staff without Welsh language skills	Percentage of staff with Welsh language skills
Customer Contact Service	Total: 138 ALTE 5: 54 ALTE 4: 39 ALTE 3: 16 ALTE 2: 17 ALTE 1: 9	3 2%	ALTE 5: 41% ALTE 4: 28% ALTE 3: 11% ALTE 2: 12% ALTE 1: 6%
Democratic Services	Total: 118 ALTE 5: 43 ALTE 4: 25 ALTE 3: 18 ALTE 2: 12 ALTE 1: 17	2 2%	ALTE 5: 37% ALTE 4: 21% ALTE 3: 15% ALTE 2: 10% ALTE 1: 15%
Economy and Enterprise Service	Total: 215 ALTE 5: 37 ALTE 4: 22 ALTE 3: 33 ALTE 2: 28 ALTE 1: 80	15 7%	ALTE 5: 17% ALTE 4: 10% ALTE 3: 16% ALTE 2: 13% ALTE 1: 37%
Finance and Procurement Service	Total: 103 ALTE 5: 25 ALTE 4: 18 ALTE 3: 15 ALTE 2: 25 ALTE 1: 19	1 1%	ALTE 5: 25% ALTE 4: 18% ALTE 3: 13% ALTE 2: 24% ALTE 1: 19%
Highways and Environmental Services	Total: 256 ALTE 5: 53 ALTE 4: 52 ALTE 3: 35 ALTE 2: 45 ALTE 1: 64	7 2%	ALTE 5: 21% ALTE 4: 20% ALTE 3: 14% ALTE 2: 17% ALTE 1: 25%
Legal and Governance Service	Total: 21 ALTE 5: 3 ALTE 4: 4 ALTE 3: 8 ALTE 2: 3 ALTE 1: 1	2 10%	ALTE 5: 14% ALTE 4: 19% ALTE 3: 38% ALTE 2: 14% ALTE 1: 5%
People and Organisation Service	Total: 50 ALTE 5: 22 ALTE 4: 8 ALTE 3: 7 ALTE 2: 9 ALTE 1: 3	1 2%	ALTE 5: 44% ALTE 4: 16% ALTE 3: 14% ALTE 2: 18% ALTE 1: 6%
Policy, Performance and Public Protection Service	Total: 59 ALTE 5: 9 ALTE 4: 18 ALTE 3: 11	0	ALTE 5: 15% ALTE 4: 30% ALTE 3: 19% ALTE 2: 17%

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	ALTE 2: 10 ALTE 1: 11		ALTE 1: 19%
Porth Cymorth Cynnar Service	Total: 263 ALTE 5: 113 ALTE 4: 67 ALTE 3: 31 ALTE 2: 30 ALTE 1: 18	4 2%	ALTE 5: 43% ALTE 4: 25% ALTE 3: 12% ALTE 2: 11% ALTE 1: 7%
Porth Cynnal Service	Total: 127 ALTE 5: 30 ALTE 4: 16 ALTE 3: 16 ALTE 2: 30 ALTE 1: 32	3 2%	ALTE 5: 23% ALTE 4: 13% ALTE 3: 13% ALTE 2: 24% ALTE 1: 25%
Care Service	Total: 331 ALTE 5: 73 ALTE 4: 36 ALTE 3: 68 ALTE 2: 58 ALTE 1: 70	26 8%	ALTE 5: 22% ALTE 4: 11% ALTE 3: 21% ALTE 2: 17% ALTE 1: 21%
Schools and Culture Service	Total: 383 ALTE 5: 189 ALTE 4: 31 ALTE 3: 28 ALTE 2: 38 ALTE 1: 89	8 2%	ALTE 5: 50% ALTE 4: 8% ALTE 3: 7% ALTE 2: 10% ALTE 1: 23%
Leadership Service	Total: 4 ALTE 5: 2 ALTE 4: 0 ALTE 3: 0 ALTE 2: 0 ALTE 1: 1	1 25%	ALTE 5: 50% ALTE 4: 0 ALTE 3: 0 ALTE 2: 0 ALTE 1: 25%

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Annex 2

Ceredigion County Council's ALTE Framework

Skills statements

Level	Listening/Speaking	Reading	Writing
1	• Can pronounce place names and personal names correctly. • Can greet customers on a reception desk or on the telephone. • Can begin and end a conversation.	• Can understand short reports on familiar matters, if these are expressed in simple language, such as elementary signs, simple instructions and agenda contents.	• Can write personal names, place names, job titles and names of Council departments. • Can write a simple request to a colleague, such as "Somebody has called, can you call back?"
2	• Can understand the essence of a conversation. • Can receive and understand simple messages following normal patterns, such as time and place of meeting, request to talk to someone. • Can pass on basic information and simple instructions. • Can begin and end conversations and meetings bilingually.	• Can understand most short reports and familiar instructions within his/her own area of expertise, provided enough time is given.	• Can write a short simple message on paper or by e-mail to a colleague within the Council or a known external contact.
3	• Can understand and participate in most day-to-day non-technical conversations in the office. • Can advise the public on general matters within own area of work, but must turn to English for technical or specialist terms. • Can contribute to meetings or presentations within own area of work, but must turn to English for technical or specialist terms.	• Can understand most reports, documents and correspondence he/she is likely to encounter during his/her work.	• Can write informal messages and reports for internal use.
	• Can contribute effectively to internal and external meetings in the context of the job area.	• Can understand correspondence and reports expressed in standard language.	• Can write business correspondence, short reports, e-mail messages and information literature with editorial assistance.

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4	- Can understand differences in language and dialect. - Can argue for or against a specific case. - Can chair meetings and answer questions confidently from the Chair.		
5	- Can contribute fluently and confidently in relation to all aspects of day-to-day work, including discussing and advising upon technical, specialist or sensitive matters. - Can contribute to meetings and deliver presentations fluently and confidently.	Can understand reports, documents and articles he/she is likely to read during his/her work, including complicated concepts expressed in abstruse terms.	- Can write business correspondence, short reports, e-mail messages and information literature to an acceptable standard with the assistance of language tools. - Can write detailed notes in a meeting whilst contributing fully.

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Cyngor Sir CEREDIGION County Council

REPORT TO: Welsh Language Committee

DATE: 25 May 2023

LOCATION: Hybrid & Chamber

TITLE: Ceredigion Language Strategy Achievement Report 2018-23

PURPOSE OF THE   An assessment on the delivery of Ceredigion County Council's
REPORT: Five-Year Strategy in accordance with statutory requirements
                         under the Welsh Language Standards (Standard 146).

BACKGROUND:

The Welsh Language (Wales) Measure 2011 established a legal framework to impose duties on certain organisations, including Ceredigion County Council to comply with standards in relation to the Welsh language.

➢ Standard 145 places a duty on the County Council to develop and publish a 5-year strategy that explains how the Council intends to promote the Welsh language and facilitate the use of Welsh within the wider area. As part of the Strategy, the Council is required to set a target for maintaining or increasing the number of Welsh speakers within the area by the end of the 5-year period covered.

➢ In accordance with Standard 146 the Council is required to assess the extent to which the Council has followed that strategy and met its set target.
The current Strategy period ends in 2023 and this achievement report has been prepared, with the input of our partners.

The report is presented in two parts:

• Review Welsh Language Strategy Report: which reports on our method of operating as well   as the methods of measuring outcomes.

• APPENDIX 1: Achievement Report Welsh Language Strategy: which reports on all activities organised to promote the use of Welsh language

The principal aims of Ceredigion's Welsh Language Strategy 2018-23 was to expand the use of the Welsh language in all aspects of life in the county. The strategy identified three strategic areas:

➢ Increase the language skills of the people of Ceredigion
➢ Maintain and increase opportunities to use the Welsh language in Ceredigion in a range of contexts
➢ Create the social conditions that enable the Welsh language to thrive in Ceredigion

Summary of main achievements

It is clear from this report that significant work has been undertaken as a result of the implementation of the strategy. During the life of the Strategy, a number of deliberate schemes have addressed and sought to influence the use of the language; and possibly as a result the status and place of the Welsh language has increased in Ceredigion.

We also believe that the increased attention being placed on the Welsh language by Welsh Government, through central legislation and policies is having a positive impact on the well-being of the Welsh language. The leading document in language policy and planning in Wales is the Welsh Government's Welsh 2050 Strategy, which has set a target of reaching one million Welsh speakers by 2050. This Welsh Language Strategy supports the vision of the Cymraeg Strategy 2050 Strategy at a local level.

The work involved in the Ceredigion Language Strategy seeks to be inclusive, so that everyone in Ceredigion feels that the language belongs to them, and that everyone has a role to play in preserving the Welsh language for future generations.
The aim is to see the Welsh language as a source of pride for all Ceredigion residents, Welsh learners, those who lack confident in their Welsh, fluent Welsh speakers and non-Welsh speakers.

A summary of the main achievements of implementing the Language Strategy in numbers:

➢ **210** events held in Pentref Ceredigion (Ceredigion Village) at the National Eisteddfod in Tregaron in 2022, with **1,500** children participating in a range of performances with their schools on the Maes (Eisteddfod field)
➢ **71.2%** of children receiving Welsh-medium education in Ceredigion
➢ **3** Schools achieved Gold level as part of the Ceredigion Schools Language Charter: **16** Silver and **19** Bronze.
➢ **3** language immersion centres for latecomers have been held: since September 2022 20 pupils have been supported.
➢ All public bodies who are part of the Bilingual Futures Forum offer Welsh courses to their staff. Ceredigion County Council: **65** members of staff have had the opportunity to learn Welsh through the Workplace Welsh Tutor scheme; **21** members of staff become new speakers by having completed an Advanced Course.
➢ **670** learners enrolled on community-based courses to learn Welsh, delivered by the Ceredigion-Powys-Carmarthenshire Learn Welsh Service. **151** enrolled on Advanced or Proficiency level courses.
➢ **62%** of childcare providers provide a Welsh or bilingual service
➢ **16%** of all calls received by the Clic customer services centre are in Welsh
➢ **2,967** Urdd members in Ceredigion. 27 primary schools have 'adrannau' that meet on a weekly basis: with 780 members attending.
➢ **713** Young Farmers' Clubs members: [across 18 clubs, with every club operating through the medium of Welsh.
➢ **60%** of Ceredigion Youth Service provision delivered through the medium of Welsh, with the remainder delivered bilingually: 100% satisfaction rate amongst young people attending all holiday activity programmes

- **515** children have received Welsh / bilingual swimming lessons
- **34** activities facilitated in Welsh by Menter Iaith Cered for families, children and young people
- **32** Ceredigion businesses have improved their use of the Welsh language following intensive engagement with Menter Iaith Cered (the Ceredigion Welsh Language Initiative), under the Helo Blod scheme
- **4** towns have hosted St David's Day parade in 2023
- **31** applications supported through the Arfor scheme, with the main aim of promoting the use of the Welsh language in business: 61.7 jobs created: 40.5 jobs safeguarded.

Some Other Highlights:

- Facilitated arrangements for a very successful National Eisteddfod in Ceredigion: the festival has highlighted that Welsh is a dynamic, natural, and relevant language for Ceredigion residents.
- Ceredigion Education Service has published its Welsh in Education Strategic Plan 2022-32 and has established a working group to address the action plan.
- The Education Service has created resources for encouraging parents and pupils to pursue Welsh-medium education.
  - 'Byw a Bod. One life, two languages' Guide and Video shared widely
  - Useful Welsh words and phrases for parents and guardians published. Every School in the County has received a stock of books.
- Childcare Unit has been successful in promoting the use of Welsh within childminder settings:
  - Llandysul Childminder awarded *We Care Wales* 2021 Award
  - Aberporth Nursery staff member awarded 2021 Learner of the Year award via the 'Camau' programme.
- Urdd Ceredigion reached 4th place on the scoreboard across Wales at the Urdd National Eisteddfod 2022.
- The Ceredigion Young Farmers' Movement came out on top for the whole of Wales when competing in the Royal Welsh Agricultural Show in Builth Wells 2022.
- A successful application to the Cynnal y Cardi Fund, to support the creation of the Ceredigion Welcome Pack, to assimilate immigrants
- Ceredigion Economic Strategy (2020-35) published, with the vision of developing a thriving economy that ensures Welsh speakers have the confidence, skills, and opportunities to develop businesses, to work in higher value jobs, and to see Ceredigion as a thriving and active place to live and work.
- Established a Task and Finish Group to address the issue of affordable housing within the County
- 'More than Words' Action Plan in place, to increase the use of Welsh in the provision of Care Sector in Ceredigion.
- Menter Iaith Cered successfully attracts new speakers to the Welsh language, by hosting specific projects: Ar Gered Scheme, The Community Garden Project in Llandysul, Iwcadwli Orchestra, as well as hosting a variety of coffee mornings.
- Analysed the 2021 Census data, as regards its implications on language use in Ceredigion: the report published on the Council's corporate website, and results shared widely with partners**.**
- CAVO was one of the first county voluntary councils in Wales to earn recognition via the Welsh Language Commissioner's Welsh Offer scheme

- Natural Resources Wales won the Work Welsh Employer of the Year Award in 2022
- Hywel Dda Health Board has signed up to the Work Welsh scheme to provide confidence building courses for 100 of their staff
- Coleg Ceredigion has put a policy in place, requiring all staff to follow an internal training programme to create bilingual classes, 'Basic, Better, Best'
- Aberystwyth University has been investing in large-scale developments that support the use of the Welsh language:
  - Reopening Neuadd Pantycelyn (September 2020) following a £16.5m investment, offering high quality accommodation for up to 200 students and a community space
  - In September 2021, Wales's first Veterinary Science School was opened at Aberystwyth University. The course provides students with an opportunity to study aspects of veterinary science through the medium of Welsh
  - In September 2022, the University welcomed its first nursing students who will receive training to become Adult and Mental Health nurses. Students will also be able to study half the course through the medium of Welsh
  - Work has also begun on an ambitious project to redevelop the Old College, creating a flagship centre for learning, heritage, culture and enterprise for the University, for the community, and for Wales by 2024

Target: To Increase the Number of Welsh Speakers:

The Ceredigion Language Strategy set a target to increase the percentage of Welsh speakers in Ceredigion from 47.5% to 48.5%, which is around 1,500 more Welsh speakers by 2023. This target was based on the expected Welsh language capabilities of the population by 2023 as well as the number of Welsh speakers leaving Welsh-medium education.

The main method of measuring the number of Welsh speakers is the Census data each decade. It must be reported the results of the 2021 Census were a matter of disappointment to Ceredigion at first glance, just under half of the population declared themselves to be able to speak Welsh, 45.3% (31,678), this was a decrease of 3,286 people since the last Census in 2011, or a decrease of 2.0%.   This decline has also been a pattern over the past few decades; however, the pace of decline has slowed over the past decade.

However, although there is an overall decrease in the percentage and number of Welsh speakers in Ceredigion, the proportion of adults able to speak Welsh (cohort aged 16-44 years) has increased by 2.2% since the 2011 Census. This is a new positive trend, which potentially suggests that progress is being made in retaining Welsh speakers here in Ceredigion.

Ceredigion continues to be regarded as a stronghold of the Welsh language and is a important County in relation to planning the growth and prosperity of the language. According to 2021 Census reports, Ceredigion remained as the local authority with the third largest proportion of Welsh speakers aged 3 and over nationally (45.3% of residents), behind Gwynedd (64.4% of residents) and Anglesey (55.8%).

It must be noted that care is required in interpreting the Census data as the picture is very complex. The Census data does not measure the different levels of confidence in using the language or the frequency of using Welsh, nor do they have any feelings about belonging to the Welsh language. The knowledge of Welsh skills in the census is based on a person's self-

assessment of their abilities, and people can be lack confidence or are shy in identifying their abilities.

Furthermore, it is important to note when considering these figures that the 2021 Census was conducted during the COVID-19 pandemic (21 March 2021). This followed lockdowns, distance learning for children, and many people were working from home. It is not known how the pandemic may have affected people's response to the question about their ability in Welsh or their perception of others' Welsh language skills. More may well be able to speak some Welsh, but in self-assessing their skills in Welsh, they felt shy and insecure to point that out. In some cases, particularly for children, Welsh ability was recorded by another person, for example, a parent or custodian.

The Welsh Language Commissioner has published: *An Advice Document on Assessing the Attainment of Local Authority 5-year Strategies*, and in it is stated the Census is the main source of data about the Welsh language in Wales and will be used by the Welsh Government to assess progress against the target of one million Welsh speakers by 2021. However, the document also provides up-to-date information on methodology and other data sources that could be used to assess the extent to which the Strategy has succeeded in driving the targets set. Information on the findings of some of those surveys can be found in this report.

It needs to be pointed out that the data on the number of Welsh speakers is much more optimistic in these other available surveys; for example, the Annual Population Survey indicates that the percentage of Welsh speakers in Ceredigion has been rising. In the year 2014 the Annual Population Survey revealed that 52.7% of Ceredigion's population could speak Welsh, which saw it rise to 60.9% by 2020. In 2022 according to this Survey the number of Welsh speakers in Ceredigion was 57.45%. Therefore, according to this survey, the number of Welsh speakers is still higher in Ceredigion than the percentage seen in the 2021 Census. Although the Census data is the most scientific and reliable data, the Census is only conducted every 10 years, therefore it is also important to look at different data as well, in order to identify trends.

The Welsh Government is currently carrying out a survey on the different data that exists for measuring the number of Welsh speakers and trying to define the inconsistency in the data.

In relation to the development of this year's Democratic Service Level 1 Business Plan, we will work with the Policy and Performance Service to develop relevant measures that we will be able to monitor regularly.

Conclusion:

Although the County is rich in activities, the results of the 2021 Census have set Ceredigion a number of new challenges. Meeting these challenges, mitigating the risks facing the Welsh language and ensuring the viability of the Welsh language community involves rigorous language planning. All this to try to reverse the trends, preventing any further decline in the number who speak Welsh, and use it in Ceredigion.

The sustainability of the Welsh language is dependent on the strengthening of Welsh-speaking communities, this by providing sufficient educational, cultural, and social opportunities for the day-to-day use of the language. In accordance with this the work for the Welsh Language

Strategy for the next five years will aim to address and create the appropriate circumstances, for the prosperity of the Welsh language.

In developing a new Language Strategy for the next 5-year period, the Council's services together with key partners will need to commit to working together, harder than ever before, to promote and encourage the use of Welsh in all aspects of the county's social and economic life; this to reverse any further reductions in the number of Welsh speakers.   This will require a Strategic level commitment from all partner organisations to achieve a satisfactory outcome.

In reviewing the attainment of this Welsh Language Strategy, it is important to recognise that language planning is a long-term process and developing initiatives to increase the use of Welsh takes time to foster, however the Council feels confident that this Language Strategy has laid the right foundations for progressing to the next 5-year period.

RECOMMENDATION:

Members of the Language Committee to receive the report, and recommend submitting the Report to Cabinet for approval, and for information at the Ceredigion Public Services Board meeting.

Contact Name: Carys Lewis Morgan

Designation: Policy Officer

Date of Report   25 May 2023

Review

Ceredigion Welsh Language Strategy

2018-23

Author: Carys Lewis Morgan

Date approved by Bilingual Futures Forum:
Date approved by Cabinet:
Date of publication:

Cyngor Sir
CEREDIGION
County Council

Introduction:

I hereby present my report reviewing Ceredigion's Welsh Language Strategy 2018-2023 and assessing the extent to which the Council has satisfied the requirements of Welsh Language Standards 145 and 146.

Ceredigion's Welsh Language Strategy was developed in response to one of the requirements of the Welsh Language Standards, in accordance with the Welsh Language (Wales) Measure 2011, which gives the Welsh language statutory status, and establishes the following principles:

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

Welsh Language Standards requirements for Ceredigion County Council

Welsh Language Standards 145 and 146 place a duty on local authorities to develop a Welsh Language Strategy. The requirements are as follows:

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.

The aim of this review is to assess to what extent the Council has met the requirements of Welsh Language Standards 145 and 146.

Contents

This document is also available in Welsh, and in other languages and formats on request.

Mae'r ddogfen hon ar gael yn Gymraeg, ac mewn ieithoedd a fformatau eraill ar gais.

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31,678

Welsh speakers in Ceredigion

(As at March 2021)

Cymraeg

45.3%

Of Ceredigion's population state they can speak Welsh

2.0

Percentage point decrease in the proportion of Welsh speakers since 2011
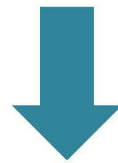
-3,286

Welsh speakers in Ceredigion since Census 2011

59.0%

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

(The lowest is Penglais 1 LSOA 19.7%)

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

46.7%

Of Ceredigion residents state their nationality as Welsh only

(This has increased by 0.1 percentage points since the 2011 Census)

Breakdown by age

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

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SECTION 1

Summary

Ceredigion's Welsh Language Strategy was published in early 2018, following a series of focus groups and a public consultation. To implement the Strategy, the membership of Ceredigion's Welsh language partnership group was revised, expanding the membership, and strengthening Ceredigion's Bilingual Futures Forum. The Forum has met regularly since the publication of the Strategy to address its requirements.

The Forum is chaired by the Cabinet Member with responsibility for Culture, Leisure and Customer Services, who also chairs the Council's Language Committee. The Group includes Council officers, representatives from public organisations operating in the county, as well as organisations working to promote the use of the Welsh language across the county. Each organisation has committed to implement the action plan.

The principal aims of Ceredigion's Welsh Language Strategy 2018-23 were to expand the use of the Welsh language in all aspects of life in the county, and to seek to increase the number of Welsh speakers once again. The strategy would address three strategic areas:

➢ Increase the language skills of the people of Ceredigion
➢ Maintain and increase opportunities to use the Welsh language in Ceredigion in a range of contexts
➢ Create the social conditions that enable the Welsh language to thrive in Ceredigion

To achieve these strategic aims, the Council, alongside partner organisations, has been working to implement an action plan. The actions are reviewed regularly by the Bilingual Futures Forum, and summary reports are provided as part of the Annual Monitoring Report on the Welsh Language Standards submitted to the Welsh Language Commissioner.

The report is presented in two parts:

• Review Welsh Language Strategy Report: which reports on our approaches, as well as the methods of measuring outcomes.
• APPENDIX 1: Achievement Report Welsh Language Strategy: which reports on all activities organised to promote the use of Welsh language

The report provides clarity on the implementation of the Language Strategy in the context of National and Local Policies, see **Section 2**. In **Section 3,** a summary report regarding the achievement of the Language Strategy is presented, with a full report on all scheduled activities at **Appendix 1.**

Also, part of this report, we have gathered the available data to seek to analyse the position of the Welsh language in Ceredigion. Early reports on the 2021 Census results regarding the numbers of Welsh speakers across Wales were released on 5th December 2022. A report on the position of the Welsh language in Ceredigion can be found in **Section 4**.

To review the achievements of the Strategy, as well as the remit of the Bilingual Futures Forum, we have also undertaken a desktop audit amongst all our partners. This has helped us to assess the extent to which the Welsh Language Strategy has succeeded, to strengthen the procedures of the Bilingual Futures Forum as a means of leading this work, and to plan for the next Welsh Language Strategy that will cover the next five-year period. A summary of this work can be found in **Section 5**.

SECTION 2

Legislative and policy context

Ceredigion County Council's Welsh Language Strategy was produced in response to a specific statutory requirement set out in Welsh Language Standards Regulations and the Welsh Language (Wales) Measure 2011, but it also exists in a broader policy and legislative context, both nationally and locally.

The current guidance document in relation to Welsh language policy and planning is *Cymraeg 2050: Welsh Language Strategy,* published by the Welsh Government. Ceredigion's Welsh Language Strategy recognises the links between it and the objectives of the Welsh Government's strategy, *Cymraeg 2050,* as well as its implementation. It also operates in parallel with Ceredigion County Council's Welsh in Education Strategic Plan.

Welsh Language (Wales) Measure 2011

The Welsh Language (Wales) Measure 2011 established a legal framework that requires public organisations to comply with a set of standards (Welsh Language Standards (No. 1) Regulations 2015), which set out how to deliver, organise and facilitate the use of the Welsh language. Standards 145 and 146 state that local authorities, including Ceredigion County Council, must implement a Welsh Language Strategy to promote wider use of the Welsh language.

The Welsh Government's vision: Cymraeg 2050: a million Welsh speakers

The implementation of Ceredigion's Welsh Language Strategy contributes to the Welsh Government's long-term vision set out in its Welsh language strategy, *Cymraeg 2050.*

The Welsh Government has published a Welsh Language Strategy to promote and facilitate the use of the Welsh language in all aspects of everyday life. The Welsh Government's vision is to see the Welsh language thriving in Wales. The *Cymraeg 2050* strategy includes two main targets:

- to reach a million Welsh speakers by 2050
- to increase the percentage of the population who speak Welsh every day, and who are able to speak more than a few words in Welsh, from 10% (in 2013-15) to 20% by 2050

It must be acknowledged that the world has changed significantly since the publication of *Cymraeg 2050;* the UK has left the European Union, COVID-19 remains an issue, and there is no doubt that the impact of the pandemic can be seen within our communities. All these factors present a range of challenges for the Welsh language.

When announcing a new *Cymraeg 2050* work programme for the period from 2021 to 2026, Jeremy Miles MS, the Minister for the Welsh Language and Education stated:

"Our vision is outward-looking and inclusive. We want to create bilingual citizens who are confident to use Welsh in all aspects of everyday life. Put simply, we want everyone in Wales to feel like the language belongs to us all. […] Planning is a core element of this Programme. We must plan carefully and decisively to increase the number of children and adults learning Welsh. We must increase opportunities for people to use their skills, and we must create contexts which allow people to use the language together, whether in geographical or virtual communities, workplaces, social spaces or within networks."

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The actions contained within Ceredigion's Welsh Language Strategy seek to increase the number of Welsh speakers and the number of people using the Welsh language in Ceredigion. This, in turn, will assist in making a local contribution towards the Welsh Government's vision of reaching a million Welsh speakers by 2050.

The Welsh Government's response to the impact of COVID-19 on the Welsh language

The COVID-19 pandemic has had a far-reaching impact on our lives and has forced us to do things differently; it has also had an impact on the use of the Welsh language in the workplace and within our communities. The Bilingual Futures Forum produced a report entitled *Opportunities to use the Welsh language during lockdown* (September 2020), and it was found that lockdown, social distancing, and the lack of cultural socialising had impacted on our use of the Welsh language. During this period, a large number of people had not seen, heard or spoken Welsh for very long periods, and this had had a detrimental effect on the use of the Welsh language.

Following the pandemic, the Minister for the Welsh Language, and International Relations (at the time) established a sub-group to focus on the impact of COVID-19 on various aspects of the *Cymraeg 2050* strategy. The foreword states:

"The coronavirus pandemic has had a colossal impact on how we relate to each other in the community. It has also made us think about how the pandemic might affect Welsh-speaking community groups, which play a key role in enabling people to speak Welsh with each other."

The Welsh Government published its response to the impact of COVID-19 on the Welsh language in July 2021, and a number of the recommendations related to local authorities' promotion strategies:

"Local Authorities should give Welsh-speaking community organisations a strong voice in planning and implementing their language promotion strategies. Welsh Language Promotion Strategies, Welsh in Education Strategic Plans and Mentrau Iaith County Forums should be interwoven with the Welsh-speaking community organisations."

Welsh in Education Strategic Plan 2022–2032

Ceredigion's Welsh in Education Strategic Plan (WESP) complies with the Welsh in Education Strategic Plans (Wales) Regulations 2019. The regulations state that local authorities should plan strategically for key areas in order to develop and strengthen the Welsh language, such as providing more opportunities for learners to use the Welsh language in a range of contexts at school.

During the Cabinet's virtual meeting on 22nd February 2022, Cabinet members approved the contents of the 2022–32 WESP. The Cabinet Member with responsibility for Schools, Lifelong Learning and Skills, Support and Intervention at that time stated:

"Today's approval of the plan is an important milestone in helping us set out an excellent foundation for our pupils in speaking and communicating in Welsh. It will increase the pupil's choice to follow a fully bilingual path throughout the rest of his or her educational career and in facing the future world of work and social life. At the same time, the communities that surround our pupils and schools will benefit from this increased effort to strengthen the Welsh language in Ceredigion as a community language."

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The Council recognises that the education system and the WESP will play a key role in ensuring that the language grows within the county. The 2022–32 WESP outlines the key objectives to achieve this. By September 2032, Ceredigion County Council's aspiration is that every pupil in the authority's schools will receive Welsh-medium immersion education until the age of seven. In September 2020, 72.9% of Year 1 pupils in Ceredigion schools were receiving Welsh-medium education. By 2032, Ceredigion County Council's aspiration is that the target of 87% (Upper Range) suggested by the Welsh Government be further exceeded to 100%.

Well-being of Future Generations (Wales) Act 2015

The implementation of the Welsh Language Strategy also contributes to the achievement in Ceredigion of one of the well-being objectives of the Well-being of Future Generations (Wales) Act, namely *"a Wales of vibrant culture and flourishing Welsh language"*.

The Well-being of Future Generations (Wales) Act 2015 also sets out an important policy context for the Welsh language. Under the Act, a Public Services Board (PSB) has been established in Ceredigion and is charged with producing Public Service Plans across the county. The plans adhere to the Act and are based on six themes to promote:

- a prosperous Wales,
- a resilient Wales,
- a healthier Wales,
- a more equal Wales,
- a Wales of cohesive communities,
- a Wales of vibrant culture and flourishing Welsh language,

The latter theme involves creating *"[a] society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation."*

The Welsh Language Strategy has made a constructive contribution to delivering this theme in Ceredigion.

Ceredigion's Local Well-being Assessment 2022

Under the Well-being of Future Generations (Wales) Act 2015, every PSB is required to produce a Local Well-being Assessment once every five years. Its purpose is to gain a comprehensive overview of the well-being of people and communities across Ceredigion, having considered all four well-being pillars – economic, environmental, social, and cultural.

What have we learnt from the Assessment with regard to the Welsh language in Ceredigion?

A new start
  ➢ There is a demand for childcare provision in Ceredigion, especially in the north, the middle and the south of the county, and particularly for Welsh-medium provision.
  ➢ Ensuring that Welsh speakers transmit the language from generation to generation, and that children have opportunities to socialise in Welsh in their area, is essential to the well-being and survival of the Welsh language.

Childhood
  ➢ Ceredigion's education system is one of the strongest in Wales and is one of the county's fundamental assets. The additional life skill offered by Welsh-medium education influences every aspect of well-being

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Young people

> Although there are concerns around the decline in the numbers who speak Welsh in their everyday lives outside educational settings, our review demonstrated that our young people feel a deep affinity with the Welsh language and Welsh culture, together with a desire to safeguard these for future generations.

Adults

> The number of people attending or participating in arts, culture or heritage activities is decreasing in Ceredigion. Despite this, our well-being review demonstrates that people value the role that the arts and culture play in their lives.
> The decline in the number of Welsh speakers is one of the biggest challenges to the social and economic fabric of Ceredigion. Providing opportunities for people to learn Welsh or to improve their Welsh language skills is essential, alongside existing initiatives to promote the use of the Welsh language.
> The people of Ceredigion have a strong desire to support local businesses and to buy local produce.
> The economy needs to be strengthened to attract new businesses and grow existing businesses, to create more employment opportunities with better pay, to provide opportunities for young people to remain in the county, and to increase average earnings in the county in comparison with all Wales figures.

Older people

> Ceredigion has an aging population. It is likely that this will put a significant strain on our public services (specifically on our local health service) and our local labour market.

The Welsh Government's Strategic Framework for Welsh language services in health, social services and social care, *More than just words,* notes that "many people can only communicate their care needs effectively through the medium of Welsh. For many Welsh speakers being able to use your own language has to be seen as a core component of care, not an optional extra. Many service users are very vulnerable; therefore, it is not fair to give them the responsibility for requesting Welsh language services. It is the responsibility of the service provider to meet these care needs."

The results of the Ceredigion well-being survey demonstrate that many young people feel a strong affinity with the Welsh language and Welsh culture, and an equally strong desire to preserve these for future generations. To realise this desire and to ensure that Ceredigion has a vibrant culture where the Welsh language is thriving, we must provide opportunities for them to use the language whenever they desire. For example, precisely 50% said that the ability to speak Welsh was the most important factor in relation to having a vibrant community where the Welsh language is thriving, a percentage that is higher than the overall response to this question. More than half (54%) also identified 'loss of traditions' as their main concern with regard to the Welsh language and culture, with 32% identifying 'a lack of Welsh language education in schools and colleges', and a further 25% identifying 'inability to use their preferred language'. In all questions on language and culture, the options related to the Welsh language scored higher across the survey results in general (Ceredigion's Local Well-being Assessment 2022, page 95).

SECTION 3

Implementing Ceredigion's Welsh Language Strategy Action Plan

A comprehensive report on the implementation of the Welsh Language Strategy action plan can be found in **Annex 1**. For the purposes of Standard 146, it includes a table detailing a full list of activities, as well as a record of their implementation.

During the period covered by the Strategy, regular reports on the implementation of the actions were received as part of the work programme of the Bilingual Futures Forum, with each partner organisation committing to deliver the identified actions.

Where possible, reports on performance indicators are given alongside the actions; however, we found that it was a consistently challenging and unfamiliar task to gather data on the use of the Welsh language; repeatedly, we found that existing IT systems were unable to gather the required data, or that the data did not tell the full story. The COVID-19 pandemic has had an impact on the use of the Welsh language, and it has been difficult to reach the original targets in some areas of provision.

We have highlighted that some performance indicators have been difficult to measure. The Welsh Language Commissioner's advice document, *Promotion standards: assessing the achievement of the 5-year strategies* states*:*

"The success of the promotion strategies will depend heavily on the attitudes, linguistic practices, opinions and social situations of individuals and groups within the target audiences. These are difficult factors to measure with numbers and statistics. In this regard, as the public body wishes to influence the attitudes and linguistic behaviour of the general public and the organisations in its locality, it could be useful to supplement the findings of the quantitative evidence by undertaking qualitative research as well." (Page 15).

In response, we have produced a desktop audit amongst members of the Bilingual Futures Forum; see **Section 5**.

However, officers have emphasised that the positive lessons learned from the implementation of this Strategy provide a solid foundation for the next five-year period.

This report demonstrates clearly that significant work has taken place through the implementation of the Strategy. The Council believes that the publication of the Welsh Government's *Cymraeg 2050* strategy, alongside the implementation of the Welsh Language Strategy at a local level in Ceredigion, has instigated some change in attitudes towards the Welsh language, and as a result, the number of people wishing to learn and speak the language in Ceredigion has increased.

A summary of the main achievements of implementing the Language Strategy in numbers:

➢ Analysed the 2021 Census data, as regards its implications on language use in Ceredigion: the report published on the Council's corporate website, and results shared widely with partners**.**
➢ CAVO was one of the first county voluntary councils in Wales to earn recognition via the Welsh Language Commissioner's Welsh Offer scheme
➢ Natural Resources Wales won the Work Welsh Employer of the Year Award in 2022
➢ Hywel Dda Health Board has signed up to the Work Welsh scheme to provide confidence building courses for 100 of their staff

- Coleg Ceredigion has put a policy in place, requiring all staff to follow an internal training programme to create bilingual classes, 'Basic, Better, Best'
- Aberystwyth University has been investing in large-scale developments that support the use of the Welsh language:
  - Reopening Neuadd Pantycelyn (September 2020) following a £16.5m investment, offering high quality accommodation for up to 200 students and a community space
  - In September 2021, Wales's first Veterinary Science School was opened at Aberystwyth University. The course provides students with an opportunity to study aspects of veterinary science through the medium of Welsh
  - In September 2022, the University welcomed its first nursing students who will receive training to become Adult and Mental Health nurses. Students will also be able to study half the course through the medium of Welsh
  - Work has also begun on an ambitious project to redevelop the Old College, creating a flagship centre for learning, heritage, culture and enterprise for the University, for the community, and for Wales by 2024

In implementing the Welsh Language Strategy, the Council set three strategic aims:
- Strategic aim 1: To maintain and increase the language skills of the people of Ceredigion
- Strategic aim 2: To maintain and increase opportunities to use the Welsh language
- Strategic aim 3: To create the social conditions that enable the Welsh language to thrive

The following summarises the activities undertaken in relation to all three strategic aims. A full report can be found in Annex 1.

Strategic aim 1: To maintain and increase the language skills of the people of Ceredigion

In relation to this strategic aim, we recognise that language is a skill, and that everyone has the potential to increase their linguistic skills, no matter where they begin. Including everyone in the desire to increase the linguistic skills of the people of Ceredigion is a crucial factor.

Welsh language transmission and the use of the Welsh language within households are key to the survival of the language. Providing children with an opportunity to learn Welsh at a young age fosters a desire in them to use the language confidently as adults, and this, in turn, gives them an additional tool to use in their working lives. The Ceredigion Childcare Unit, alongside Mudiad Meithrin, is promoting the advantages of raising children bilingually, leading projects to promote the use of the Welsh language in childcare settings.

> **Good news:**
> - A childminder from Llandysul, who provides a Welsh language childminding service, won a We Care Wales award in 2021 for excellence in the provision of care for young children.
> - A member of staff at Aberporth Nursery won the Early Years Wales **Welsh Learner of the Year** award in 2021 through the 'Camau' scheme for her exceptional attitude towards and commitment to her journey to learn Welsh (through the 'Camau' scheme).

The number of pupils in years 1 to 11 receiving their education in Welsh as a first language has increased. Every one of our primary schools has prioritised the implementation of the Welsh Language Charter framework within their development plans, with three schools achieving the gold standard, and the commitment of most of our secondary schools has also improved.

The Welsh in Education Strategic Plan for 2022-32 has been approved by the Welsh Government, and it aims to improve the process of planning the provision of Welsh-medium education in the county; as well as to improve the standards of Welsh-medium education and Welsh teaching standards in Ceredigion.   To support the work the Education Service has created resources to encourage parents and pupils to pursue Welsh-medium education.

o   'Byw a Bod: One life, 2 languages' Guide and video widely shared
   Guide: llyfryn-byw-a-bod-booklet.pdf (ceredigion.gov.uk)
   Video: https://youtu.be/-5-YpvvL2vg

o   Useful Welsh phrases booklet for parents and guardians. Every School in the County has received a stock of books:
   https://drive.google.com/file/d/1kxAPNcce_SPrKX4gK4vt-_41RGzdc1bx/view?usp=share_link

> **Case study:** A family moved to Ceredigion from England. Despite initial concerns, they chose Welsh-medium education for their children:
> "Our advice to you is to go for it. When we started, there was so much talk of how difficult it would be for our children to fit in and whether you would send them to school at a young age… and the problem is if you don't send your child to receive a Welsh-medium education, then they will be surrounded by a whole community that they won't be a part of, therefore it wasn't as difficult as people had told us it would be. Go for it. That is the answer. My advice to anyone who is considering it is to go for it. Be brave and they will gain so much and so will you…it's not just the children, but us too. We have become part of a wider community since our children received a Welsh-medium education. They are part of the community now and it doesn't mean that their English suffers…you do not lose out. There is a perception that you will lose something by sending them to a Welsh-medium school, but you don't, you gain so much, and that is it in a nutshell."

All public organisations that are members of the Bilingual Futures Forum now offer Welsh lessons for their workforce. The Council has formed a partnership with the National Centre for Learning Welsh to employ a Work Welsh Tutor, leading to an increase in the number of Council staff learning Welsh, with 65 members of staff enrolled on various courses to learn Welsh, including 21 members of staff enrolled on the Advanced level course.

> Case study: **Ceredigion County Council's Work Welsh Learner of the Year**. Melisa Elek, originally from Canada, with Croatian heritage, has been studying Welsh as part of the Council's Work Welsh programme for three years. Her commitment culminated in success in the Advanced exam in the Summer 2022, demonstrating that she truly is one of the new speakers of Welsh in Ceredigion. She now uses Welsh regularly in a personal and professional capacity. She is happy to speak Welsh with neighbours and friends. At work, she uses Welsh regularly with colleagues, and with students in her class.

The Bilingual Futures Forum believes that attitudes towards the Welsh language have changed, and that more people wish to learn and speak the language. We have been supporting Learn Welsh Ceredigion, Powys and Carmarthenshire, and an increasing number of people are enrolled on community-based courses to develop their Welsh language skills. There are **670** learners enrolled on community-based Welsh language courses, with **151 (22%)** enrolled on Advanced or Proficiency level courses. Learn Welsh Ceredigion, Powys and Carmarthenshire was rated as excellent by Estyn in 2022.

> Case study: **Ceredigion, Powys and Carmarthenshire Welsh Learner of the Year**. Having spent more than 30 years living and working in England, Lynne Blanchfield and her husband decided to retire to the Aberystwyth area. She has made a wholehearted commitment to learn the Welsh language, has succeeded in the WJEC Learn Welsh examinations up to Advanced level, and is now working towards Proficiency level. She is eager to encourage other learners to persevere with their efforts to learn Welsh. She says that it is worth scaling the mountain to be able to use the language to contribute to the life and culture of Ceredigion, our special and unique county.

Strategic aim 2: to maintain and increase opportunities to use the Welsh language

It is recognised that the sustainability of the Welsh language depends on the process of strengthening Welsh language communities by providing sufficient educational, cultural, and social opportunities to use the language on a daily basis. The purpose of this aim was to seek to facilitate the broadest possible opportunities for the people of Ceredigion to be able to use the Welsh language in all aspects of their lives in the county.

As part of this aim, Cered, the county's Welsh language initiative, has been working diligently to influence and develop the use of the Welsh language in the county. Cered has had success with projects that deliver specific activities, whilst growing the Welsh language; for example, the Ar Gered scheme is focussed on walking, with Welsh speakers, Welsh learners, and non-Welsh speakers all able to join, but the Welsh language is used throughout to give instructions and to explain place names and the surrounding environment (a mailing list of 70, with around 25 participants at each activity). The community-based project, Yr Ardd, is focussed on a community garden, as well as a gardening club that hosts talks and presentations, craft workshops, and a lantern parade (400 participants during the reporting year to date). The ukulele orchestra, Cerddorfa Iwcadwli, is similarly an inclusive activity that ultimately promotes and facilitates the use of the Welsh language (30 members rehearse once a week). A range of coffee mornings and coffee and chat events are held, both in person and online, across the county (with around 63 participants).

As part of these activities, the Cered officers have got to know a large number of non-Welsh speakers who have moved to Ceredigion, as well as dozens of new Welsh speakers in the area, and they have succeeded in having a positive influence on their lives and their confidence to use and improve their Welsh language skills.

> **Case study:** Two years ago, a couple from Essex moved to the Aberystwyth area. Having spent years driving across Britain to visit their daughter at Aberystwyth University, they fell in love with the town and decided to move there. Having seen the Welsh language everywhere and heard so much Welsh being spoken, the couple realised that they would have to learn the language to make the most of their new home, and they enrolled on Say Something in Welsh courses. After learning for 18 months, they discovered Cered's Welsh Coffee Morning in Penparcau, where they met other Welsh speakers, including many learners in a similar situation to themselves. By attending these sessions, they became aware of the Ar Gered and Iwcadwli projects, and both have been regular attendees at both activities. Following the linguistic intervention of Cered officers, one of them has joined the local Welsh band, Bwca, as a bass guitarist, and has been performing with them on the area's biggest stages, enjoying every second.

> **Case study:** A couple has moved from Sussex to the Aberystwyth area in the last few months. They decided to move to the area due to its beauty, the lower house prices, and the opportunity to start a hospitality business from their home. They joined the Penparcau Coffee Morning group because they wanted to learn more about the area and the Welsh language. They have now learnt some Welsh and have joined the Ar Gered project. As a consequence of this, one of the Cered officers was able to get to know the couple better and has been able to influence them in terms of using the Welsh language within their holiday cottage business in order to create a Welsh sense of place. They now have some Welsh on their website, and they are lobbying the national company responsible for their website to raise awareness of the importance of the visibility of the Welsh language. The couple are regular attendees at Ar Gered sessions in order to discover places to walk, and they intend to share some of the culture of the area with visitors staying at their holiday cottage.

Cered also supported the Welsh Government with the Cymraeg Byd Busnes scheme, and then with the Helo Blod scheme (1st August 2017 – 22nd April 2022), a scheme to provide advice locally to businesses to encourage them to use the Welsh language. Taking small steps, such as erecting bilingual signage or encouraging Welsh-speaking staff to wear a badge to show that they can speak Welsh, can make a big difference, i.e., placing small visual cues in terms of language use can give people confidence to use the Welsh language. In Ceredigion, **32** businesses have improved their use of the Welsh language following intensive engagement with Cered, under the Helo Blod scheme, and 52 businesses have made contact.

> **Case study:** Gelert Behaviour is a company offering training for dogs and other pets. The owner moved from England to the Pontrhydfendigaid area shortly before lockdown. Following intervention by the Helo Blod officer, the company has made use of the Welsh language, creating a bilingual website, creating a Welsh e-mail auto-response, and producing bilingual marketing material. She has joined a Learn Welsh class and is volunteering at a nursery to practise her Welsh. Although she did not speak any Welsh before moving to Ceredigion, she can now hold a basic conversation in Welsh.

The Welsh Government's *Helo Blod* project ended in April 2022, a development that is disappointing to us in Ceredigion. We believe that business owners require support to use the Welsh language, especially those who are unable to speak Welsh themselves.

To meet businesses' needs in full and effectively, familiarity with the local community and the unique context in which the businesses operate is required. Delivering a central translation service only will not ensure that action is taken at grassroots level. We will work with the Welsh Government to support any successor project.

Theatr Felin-fach offers creative and artistic opportunities, by developing participation programs in the Welsh language. The theatre's vision is to provide opportunities that contribute to well-being, social cohesion, promote and facilitate cultural identity along with the sense of belonging. The *Gorwel a Gwreiddiau* project is run jointly by Theatr Felin-fach and Cered to gather memories and to work with young people to change their attitudes to local career opportunities. The project held 100 engagement sessions and provided 400 opportunities for young people and adults. Theatr Felin-fach Performance School (aged 7-18) has collaborated with Felin-fach Actors Company to stage an annual pantomime, along with the Maes G Show, with 55 Ceredigion Young Farmers members presenting an original musical in the Pavilion. Hwyl a Hamdden is a Welsh-medium cultural social group for the county's older people. The Club meets weekly, and provides entertainment or activity, along with opportunities for this age group to chat and socialise in their mother tongue.

Ensuring that there are opportunities for children and young people to use the Welsh language outside the formal setting of school is crucial to build pupils' confidence to use the Welsh language naturally. To this end, the Council has supported opportunities for children and young people to join groups such as Young Farmers' Clubs and the Urdd, and to attend activities at Theatr Felin-fach, Theatr Troedyrhiw, Radio Beca and Theatr Arad Goch.

However, the restrictions of the COVID-19 pandemic have had a significant impact on the momentum of the work during the last two years of the strategy. Many of the social activities that created valuable opportunities for children, young people and adults to hear and to use the Welsh language together in our communities ceased. Despite the pandemic and its consequences, organisations such as the Young Farmers' Clubs and the Urdd have been working hard to restore the good work that was taking place prior to COVID, and although the ways of doing things have changed significantly, the Urdd has recovered its membership, with 2,967 children from Ceredigion becoming members (October 2022). Although the pandemic forced many clubs to close temporarily, the county now hosts nine adrannau/aelwydydd, with a new adran having opened in Brynhoffnant (Adran Crannog) and another due to open in the New Year in New Quay.

Ceredigion's Young Farmers' Clubs provide a unique opportunity for some 713 members across 18 clubs in Ceredigion, with each club operating through the medium of Welsh.

At the 2022 Urdd Eisteddfod, Ceredigion came 4th across the whole of Wales, which is a significant achievement in view of the strict guidance in place at the time due to the COVID pandemic. Ceredigion's Young Farmers' Clubs also came 1st across Wales, competing at the Royal Welsh Show in Builth Wells. This demonstrates that there is a strong link between language and culture in Ceredigion, and that providing sufficient cultural opportunities and initiatives to facilitate the use of the Welsh language is essential to keep the language alive for future generations.

This is the view of a senior member of Ceredigion Young Farmers' Club about the organisation: *"As my time as a member comes to an end, this is an opportunity for me to thank the organisation from the bottom of my heart. We are very privileged in terms of what we have inherited. Although I'm not someone who has won much in competition terms, I have gained so much through the friendships I have forged, not only by being part of the family, but also of the extraordinary rural community of Ceredigion."*

A member of the Urdd in Ceredigion said: *"The Urdd has offered me unforgettable and unbelievable experiences since I joined the movement in the early years of primary school. Without doubt, the Urdd is one of the most important organisations in Wales, and even globally, as it highlights the talent, the culture and the sense of enjoyment that the young people of Wales have to offer. One of my recent memorable experiences through being a member of the Urdd was the opportunity to compete on the National Urdd Eisteddfod stage in Denbigh this year!"*

A very successful National Eisteddfod was held in Ceredigion during the Summer 2022, and it had far-reaching influence in terms of enhancing the status and standing of the Welsh language in the county. The Eisteddfod offered around 1,500 children and young people from Ceredigion an opportunity to take part in a range of activities on the Maes.

As part of the Eisteddfod, the Council created a Ceredigion Village to promote the county as an attractive place to live, to learn, to belong and to succeed. Countless opportunities were provided for attendees to experience and enjoy the Welsh language, by hosting specific spaces for each of the four themes, a demonstration kitchen with guest chefs from local restaurants, receptions, a seating area, a play area, an events stage, an outdoor area that included a gypsy caravan (with daily storytelling sessions), and huts to promote local businesses. This all served to promote Ceredigion as a county with a rich culture and heritage.

One of the success stories was the engagement and collaboration between the Council and other partners in the county to ensure that the utility infrastructure was installed and tested in good time before the event. Dyfed Powys Police described it as "[t]he best partnership work we have experienced during an Eisteddfod." This work has enhanced partnership working within the county.

Some 25,000 visitors were welcomed to the Ceredigion Village, with the highest numbers visiting on the Wednesday and Thursday. One visitor's view served to reinforce the Council's desire to increase the number of opportunities to learn and use the Welsh language:

"Our family is learning to speak Welsh, having moved to Ceredigion from Liverpool. We weren't sure that we would come to the Eisteddfod because we had heard that we wouldn't feel included if we weren't able to speak Welsh. I'm so glad that we took the opportunity to come to Tregaron. We received a warm welcome at the Ceredigion Village. The children loved the ceramics workshop, playing the giant 'Connect Four, and the opportunity to be creative. We were also able to have a cup of tea or cold drink. I felt that the Council had thought of the best ways to be inclusive. It has made us even more eager to learn Welsh. Diolch."

The main aim of the Eisteddfod is to encourage and promote the Welsh language, and it certainly succeeded in raising the profile of the language across Ceredigion. In reality, the Eisteddfod turned out to be a three-year community project, culminating in a festival. The excitement surrounding the fundraising efforts in preparation for the Eisteddfod's visit to Ceredigion has also provided an important legacy. It was confirmed that the county had set a record by raising a total of £463,671 through community involvement. The festival itself and the activities that took place in communities contributed towards realising Ceredigion's Welsh Language Strategy, by strengthening the position of the Welsh language in communities across the county. In the run-up to the Eisteddfod week, a project was launched to challenge local areas to tidy up and decorate their communities in order to welcome the Eisteddfod. The project was a golden opportunity to bring whole communities together. Across the length and breadth of Ceredigion, towns and villages were decorated with banners and other creative endeavours, from the red dragon in Lledrod to the Gorsedd in Llanddewi Brefi. Hosting the National Eisteddfod provided special opportunities to build bridges between Welsh-speaking and non-Welsh-speaking communities, providing opportunities to use the Welsh language and to attract learners to Welsh-medium activities.

During the run-up to the Eisteddfod, we gathered some of Ceredigion's most salient sayings; and these were placed as attractive attractions around the field. The sayings have been a great topic of discussion; and by this means we have ensured their survival for future generations. In addition, they were published in *Cleber y Cardi* magazine, which was widely distributed across all Ceredigion schools.

This legacy continues as Ceredigion provides further opportunities for new speakers of the Welsh language. Another important aspect of the National Eisteddfod was the countless opportunities for children and young people to take part in a range of events throughout the week. This, in turn, encouraged parents to embrace the Eisteddfod's activities and the Welsh language, and we hope that this legacy will continue.

A permanent memorial was erected by Tregaron Town Council to mark the National Eisteddfod's visit to the town. For several years, the Gorsedd has used fake stones to hold its ceremonies on the Maes, instead of erecting real stones in the host town. However, the Gorsedd approved Tregaron Town Council's request to name the memorial Cerrig yr Orsedd. As a result of the National Eisteddfod's visit, a number of projects have taken place, a number of new choirs have been established, and a number of new businesses have started. Gwenllian Spikes was commissioned to create a bench that has been placed in Cors Caron, and the Garth Newydd project has commenced in Lampeter to create a centre to hold Welsh Language Weekends to increase people's confidence to use the language. It is also intended to provide opportunities to socialise with those who speak Welsh as a first language, introducing new Welsh speakers to Welsh culture.

Following the National Eisteddfod's visit, the Council wishes to continue to hold some events, for example, an annual Talwrn y Beirdd (poetry competition) for young people, the Camu 'Mlaen awards ceremony, staging performances by ALN pupils at Theatr Felinfach or in the Music Proms, gathering and recording local idioms and promoting them widely, and establishing an education magazine, Cleber y Cardi. Such events and activities will make an extremely important contribution towards the viability of the Welsh language in the county.

The Eisteddfod was an investment that succeeded in introducing the Welsh language to a new audience in Ceredigion, and it is an excellent tool to change attitudes and to encourage people to learn and to use the Welsh language in all aspects of life. Essentially, it has demonstrated to the people of Ceredigion that Welsh is a dynamic, natural, and relevant language.

A successful application to the Cynnal y Cardi Fund has been approved, this to enable the creation of the Ceredigion Welcome Pack, to assimilate immigrants to Ceredigion. The project aims to maintain the viability of Welsh speaking communities, by highlighting the opportunities available to contribute and support locally, and to help persons understand how the Welsh language weaves into the cultural and social life of the County. The project will be inclusive, bringing together Welsh speakers, those who are shy speakers, Welsh learners and these who are completely new to Welsh. The project will aim to ensure community ownership, by equipping the community itself to address the challenges associated with immigrants. The Project Group is currently designing a Postcard which will direct persons to the Welcome to Ceredigion e-book.

Strategic aim 3: To create the social conditions that enable the Welsh language to thrive

A language is a social medium and, for a language to thrive, the society in which it is a medium for expression also needs to thrive. It requires vibrancy, energy, and creativity. Communities need to be attractive and pleasant places in which to live. The population must perceive the social and economic value of their language and be willing to celebrate it.

One of the main challenges faced by Ceredigion is to ensure that the younger population and future generations have a good start to their lives as adults. The Council aspires to ensure that Ceredigion is an attractive place, full of opportunities for young people to stay and build their careers.

The trend in Ceredigion is for an increasing number of young Welsh-speaking people to leave the county after receiving their formal education, in order to pursue career opportunities, social opportunities and higher salaries. More and more organisations across Wales are seeking Welsh speakers, and we are losing our local talent pool. This is having an impact in terms of the depopulation of Welsh speakers from rural communities in Ceredigion. Today's young people are essential to fill key roles in the community tomorrow.

Interventions are already being put in place to reverse this trend. Ceredigion's Economic Strategy (2020-35) outlines the actions that must take place to tackle key challenges, focussing on developing the local economy to create better employment opportunities and to attract better paid jobs, alongside investment and plans to improve connectivity, both physically and digitally. The Strategy recognises the importance of the Welsh language: "Another important underlying principle is the need to protect and enhance our cultural uniqueness and identity and help to boost the resilience and growth of the Welsh language."

Essentially, aligning the Economic Strategy with the Welsh Language Strategy is achieved by ensuring that Welsh speakers have the confidence, the skills, and the opportunities to develop businesses, to work in higher value jobs, and to view Ceredigion as a thriving and energetic place in which to live and work.

The implementation of the Arfor 1 programme contributed partially to the creation of more and better jobs to prevent outward migration and the related loss of Welsh speakers from the area. The aim of the Arfor 1 programme was to develop economic interventions that would have a positive impact on the number of Welsh speakers and the viability of the Welsh language. The Arfor 1 programme has successfully trialled small-scale business support schemes and demonstrated that they have the potential to increase the use of Welsh within the workplace, to create favourable conditions to develop capacity and services further, as well as to increase the number of Welsh speakers within the business community.

According to research company, Wavehill, who evaluated the Arfor project: *"The programme has had the most visible and direct impact through direct business grants to small and micro firms in the area. These businesses frequently noted how difficult it was to access alternative sources of finance, investment, and capital. In this sense, the grants have proved particularly valuable for these businesses and have enabled expansion and diversification… Whilst securing this economic impact, the direct grants have also embedded plans to develop language capacity within the businesses' plans for the coming years."*

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The Arfor programme has supported 31 applications in Ceredigion, with the main objective of promoting the use of the Welsh language within businesses. These businesses, in turn, have created 61.7 jobs and safeguarded 40.5 FTE jobs, increasing their revenue. As these are local businesses, they are more likely to recycle revenue locally. The Council is pleased that the Welsh Government has confirmed that further funding will be made available for Arfor 2, until the end of March 2025, and the Council is currently putting arrangements in place.

The provision of affordable housing also impacts on young people's decision to remain in the county or to move elsewhere. Ensuring that a stock of suitable and affordable houses is available in Ceredigion is a priority. The growth in demand and the limited stock has kept house prices and rental prices high in the county. Although housing affordability impacts on every local authority in Wales, the problem is particularly grave in Ceredigion due to the consistently high demand, the limited stock, and the fact that earnings are lower than the national average.

To tackle some of these issues, a paper was presented to the Cabinet (22nd February 2022) and the Council (3rd March 2022) regarding community housing, with the aim of supporting local people to access housing through a shared equity model. A task and finish group has been established to consider the implementation of such a model, alongside other housing options. This work is ongoing.

The process of reviewing the Local Development Plan (LDP) has been delayed due to the COVID-19 pandemic and because the phosphates issue has not been resolved. However, a topic paper on the Welsh language was produced, outlining that the whole county should be classified as linguistically sensitive, thereby requiring all development proposals to be impact assessed regarding their potential impact on the use of the Welsh language in the relevant area.

However, the actions outlined above are longer-term ambitions, and it will not be possible to resolve the issues during the five-year period covered by the Welsh Language Strategy. They will need to be included in the next strategy and monitored over a period of decades rather than years.

As one of the county's main employers, the Council is aware of its duty in terms of workforce planning, and in terms of ensuring that the rights of Welsh speakers are met in the provision of services in Ceredigion. The Council aims to ensure that it has enough workers who are competent in terms of speaking and writing Welsh. It does this by assessing the Welsh language skills required for every new or vacant post. Over the period of the Strategy, the Council has succeeded in maintaining the number of staff who are able to speak Welsh, and fluent speakers remain the largest cohort of Welsh speakers.

Technology has transformed the way in which we live, and it is possible that changes will accelerate in future. The Welsh Government's strategy for the Welsh language, *Cymraeg 2050,* recognises that such changes create challenges for the Welsh language, but they also bring opportunities. The Welsh Government has published a Welsh language technology action plan: WG34015 (gov.wales) to inform the work of ensuring that technology facilitates opportunities to work and to provide services in Welsh. The Council's IT Service ensures that any software developed internally can operate simultaneously in English and in Welsh; and if digital software needs to be procured externally, it ensures that the provider also adheres to this bilingual policy.

Naturally, the progress made during 2020-22 has been limited in many areas due to the impact of COVID-19, as people focussed on adapting to new models of service provision. However, in reporting on the delivery of the Welsh Language Strategy, it is clear that Ceredigion continues to be rich and vibrant in terms of Welsh-medium community-based activities; nonetheless, it is essential that purposeful language planning takes place to maximise the status and strengthen the use of the language in order to ensure that the people of Ceredigion perceive the value in being able to speak Welsh and use the language on a daily basis in their everyday lives.

SECTION 4

Target and performance measurement

Every local authority is required to set a target in its Welsh Language Strategy (Standard 145): *Set 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.*

In its Welsh Language Strategy, Ceredigion set a target to increase the percentage of Welsh speakers in Ceredigion to 48.5%, which would represent an increase of around 1,500 Welsh speakers by 2023. This target was based on the anticipated Welsh language abilities of the population by 2023, and the number of Welsh speakers leaving Welsh-medium education.

According to the Welsh Language Commissioner, the Census is the main source of data on the Welsh language in Wales, and it is used by the Welsh Government to assess progress against the target of a million Welsh speakers by 2050.

Data from the 2021 Census were released on 6th December 2022, reporting that the number of Welsh speakers had decreased across Wales, from 19% to 18%. Ceredigion also saw a decrease of -2.0 percentage points, or 3,286 fewer speakers. According to the Census data, the number of Welsh speakers in Ceredigion has been declining over the last decades.

Figure *: The percentage of Welsh speakers in Ceredigion 1991 – 2021.
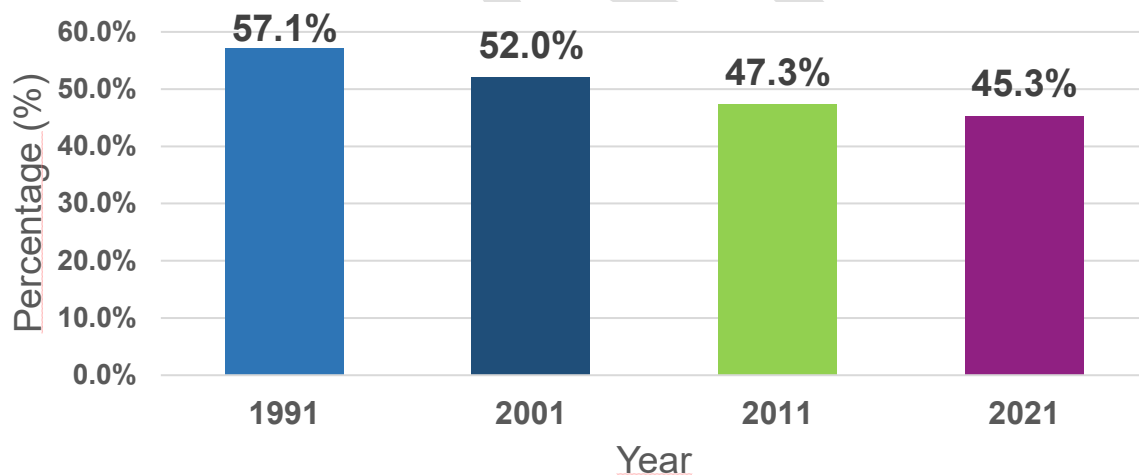
Source: Office for National Statistics, 1991, 2021, 2011 and 2021.

However, we need to exercise caution in interpreting the data, and look at the bigger picture; for example, the Census data were recorded at a time when the population of Ceredigion was decreasing. The Welsh language is also covered in other surveys, which have much more positive results for Ceredigion. These are discussed below.

It is important to note that the Welsh Government uses a number of different methods to measure the number of Welsh speakers, and these methods inevitably vary in terms of the presentation of the data. This creates quite a complex picture and reinforces how difficult it is to measure language use.

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The Welsh Government has stated that it will examine the Census data carefully, stressing that it is "one of many important pieces of data used to consider what changes need to be made in future to ensure that our language thrives". The First Minister has written to the Office for National Statistics (ONS) "to ask it to examine how and why different surveys about the Welsh language produce different results".

The Welsh Language Commissioner has published an Advice Document on Assessing the Achievements of the Local Authorities' Five-year Strategies. It states that measuring progress against their targets is a matter for the organisations themselves; however, the document provides current information about a methodology and data sources that could be used to assess the extent to which the Strategy has succeeded in meeting the targets set. These data sources are discussed below.

The Council's main data sources in terms of the number of Welsh speakers are its **education** data, as well as its **workforce** data, which enable the Council to examine trends.

Census 2021 data

Caution needs to be exercised in interpreting Census data, because the picture is a complex one; language is more than a means of communication, it is part of people's make-up and their interaction with one another. Dr Rhian Hodges, Senior Lecturer in Sociology at Bangor University, said in her interview with BBC Radio Cymru on 9 December 2022:
"The Census is valuable in giving us a snapshot of what is happening, but at the same time, it is also important to look at elements, such as confidence, fluency and feelings in terms of language use and in terms of a sense of belonging to the Welsh language."

In interpreting the Census data on 6th December 2022, the Minister for Education and the Welsh Language, Jeremy Miles MS, said:
"I have mentioned before that the Welsh language is more than just something I speak – it is something I feel. And I feel that more and more people feel that the Welsh language belongs to them. The challenge lies in turning those feelings into language use."

In the 2021 Census, people were asked to assess their ability to do the following:
- Understand spoken Welsh
- Speak Welsh
- Read Welsh
- Write Welsh

The Census data does not measure different levels of confidence in using the language nor the frequency of use of the Welsh language. Neither does it measure any sense that the Welsh language belongs to the respondents. The information about Welsh language skills in the Census is based on the respondent's self-assessment of their ability. Therefore, Welsh speakers were not given an opportunity to explain their feelings towards the Welsh language. It is quite possible that more people are able to speak some Welsh, but in self-assessing their own Welsh language skills, they may have felt too shy and reticent to record that. In some cases, especially in the case of children, Welsh language skills were recorded by another person, such as a parent or guardian.

Furthermore, in considering these figures, it is important to note that the 2021 Census was conducted during the COVID-19 pandemic (21st March 2021). This followed periods of lockdown, remote schooling, and working from home for many people. It is not known how the pandemic may have affected people's response to the question about their Welsh language ability (or their perception of others' Welsh language skills).

Census 2021 data: Ceredigion results

Percentage of usual residents aged three and over in Wales and Ceredigion: 2011 Census and 2021 Census

	2011 Census		2021 Census		Percentage point difference
Wales	**562,016**	**19.0%**	**538,300**	**17.8%**	**-1.2**
Ceredigion	34,964	47.3%	31,678	45.3%	-2.0

- On Census Day (21st March 2021), 45.3% (31,678) of Ceredigion's usual residents, aged three and over, reported that they were able to speak Welsh. This represents a decrease of 3,286 people since 2011, or a 2.0 percentage point decrease since 2011.
- Ceredigion had the fifth largest decrease in the percentage of Welsh speakers between 2011 and 2021 (2.0 percentage points). The greatest decline was seen in:
  - Carmarthenshire (4.1 percentage points)
  - Powys (2.1 percentage points)
  - Denbighshire (2.1 percentage points)
  - Pembrokeshire (2.1 percentage points)

The main factors that contributed to the overall decline in the percentage of people who said that they were able to speak Welsh in Ceredigion between 2011 and 2021 were as follows:
- These results were recorded at a time when Ceredigion's population was in decline, having decreased from 75,900 in 2011 to 71,500 by 2021. This means that there were 4,400 fewer people living in the county
- A reduction in the number of children and young people aged between 3 and 15 who recorded that they were able to speak Welsh (a reduction of 6.6 percentage points)
- A reduction in the 65+ age group who recorded that they were able to speak Welsh (a reduction of 6.5 percentage points)

However, amidst the negative headlines generated by the Census results, there are some flickers of light, as well as a result that is to be welcomed.
- There was a percentage increase in the 16–19 age group, from 40.9% in 2011 to 46.9% in 2021.
- There was a percentage increase (albeit small) in the 20–44 age group, from 41.7% in 2011 to 43.1% in 2021.
- The highest number of Welsh speakers are to be found in the 20–44 age group, which is an important statistic for the next Welsh Language Strategy.
- As an authority, Ceredigion continued to have the third highest proportion of Welsh speakers, aged 3 and over, nationally (45.3% of residents), behind Gwynedd (64.4%) and Ynys Môn (55.8%).

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- Ceredigion is still considered one of the Welsh language heartlands, and the county is key in terms of planning for the language's growth and prosperity. Welsh and bilingual communities form the basis of its culture and daily life. The Welsh language is used extensively in the workplace, in education, and in the home. The language is also an essential part of local communities, organisations, clubs, and associations in the county.

Figure *: The percentage of Welsh speakers by age group in Ceredigion.

	3–15 years	16–64 years	65+ years	Everyone over 3 years
2011	78.4% (7,175)	41.9% (20,503)	46.4% (7,286)	47.3% (34,964)
2021	71.8% (6,123)	42.4% (18,219)	39.9% (7,347)	45.3% (31,678)
Difference	-6.6 percentage points (-1,052)	+0.5 percentage points (-2,284)	-6.5 percentage points (+61)	-2.0 percentage points (-2,284) (-3,286)

Source: Office for National Statistics, 2011 and 2021.

Figure *: The percentage of Welsh speakers by age group in Ceredigion.
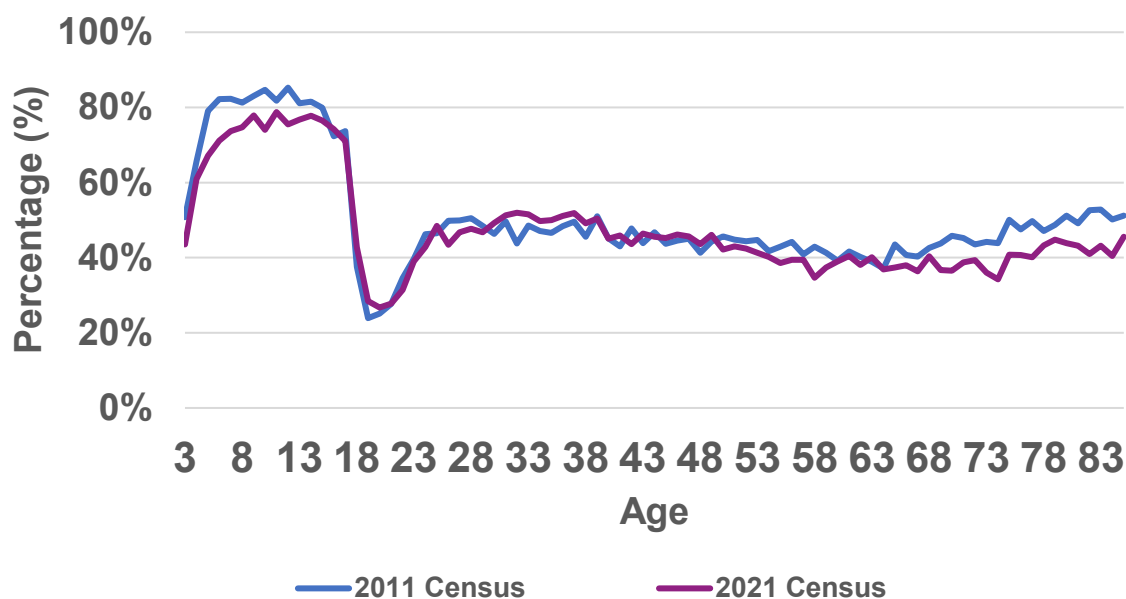
A note on including students in Ceredigion's data:
The Census was held during college and university term time. Ceredigion has a significant student population, with around 6,500 – 8,050 students normally (HESAA, 2021 and ONS, 2021 Census).

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As in previous Censuses, students were recorded as living in their usual term-time addresses, in order to help to gain an accurate measure of the normal resident population. Considering the pandemic, the lockdown restrictions, and the fact that many students may not have been resident at their term-time addresses, the Office for National Statistics (ONS) set out to review and improve the guidance to students on how to complete the Census survey. The ONS also established methods of estimating and adjusting for the lack of response from students or the possibility of students being over counted.

The Welsh language in Wales (2021 Census), Welsh Government, 6th December 2022.

It must be borne in mind that the Census is only one source of data, and that survey responses are often subjective. The Welsh Language Commissioner's advice document on assessing the achievements of the five-year strategies refers to alternative methods of tracking patterns or trends that could give an useful insight into the achievements of the Welsh Language Strategy in Ceredigion.

https://www.welshlanguagecommissioner.wales/media/tsmnvkfc/20210407-dg-s-cyngor-ar-asesu-cyrhaeddiad-y-strategaethau-hybu.pdf

What other evidence is available?

Annual Population Survey
https://statswales.gov.wales/Catalogue/Welsh-Language/Annual-Population-Survey-Welsh-Language

According to the Welsh Language Commissioner's advice document, the Annual Population Survey provides figures on the number of people who are able to speak Welsh every quarter. The survey provides useful data at local authority level to consider Welsh language trends between censuses, but the results of the Annual Population Survey should not be used to measure progress towards the target of a million Welsh speakers.

This survey also provides results according to broad age groups. Although the Welsh Government does not consider its results to be as reliable as the Census results in order to count the number of speakers, the advantage of using this survey lies in the fact that it generates results more frequently.

Historically, the estimates produced by the Annual Population Survey of people's Welsh language ability have been higher than those produced by the Census. According to the Annual Population Survey in 2022, **57.45%** were able to speak Welsh in Ceredigion, compared with 45.3% according to the 2021 Census.

Number of Welsh speakers:	
2022 Annual Population Survey	2021 Census
57.45%	45.3%

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Further information and studies relating to the Welsh language in the Annual Population Survey demonstrate that the percentage of Welsh speakers in Ceredigion has been rising. For example, the Annual Population Survey revealed that 52.7% of Ceredigion's population were able to speak Welsh in 2014, rising to 60.9% by 2020. As demonstrated by the graph below, according to these data, the number of Welsh speakers decreased slightly in 2021 and 2022, and this could be attributed to the decline in Ceredigion's population in recent years. However, it must be noted that the numbers of Welsh speakers remain higher than the percentage recorded in the 2021 Census.

Although Census data are the most scientific and reliable data, a Census is only held once every decade, therefore it is also important to consider alternative data.

Figure*: Percentage of Welsh speakers according to the Annual Population Survey and the Census, 2021

2021 Census – 45.3%
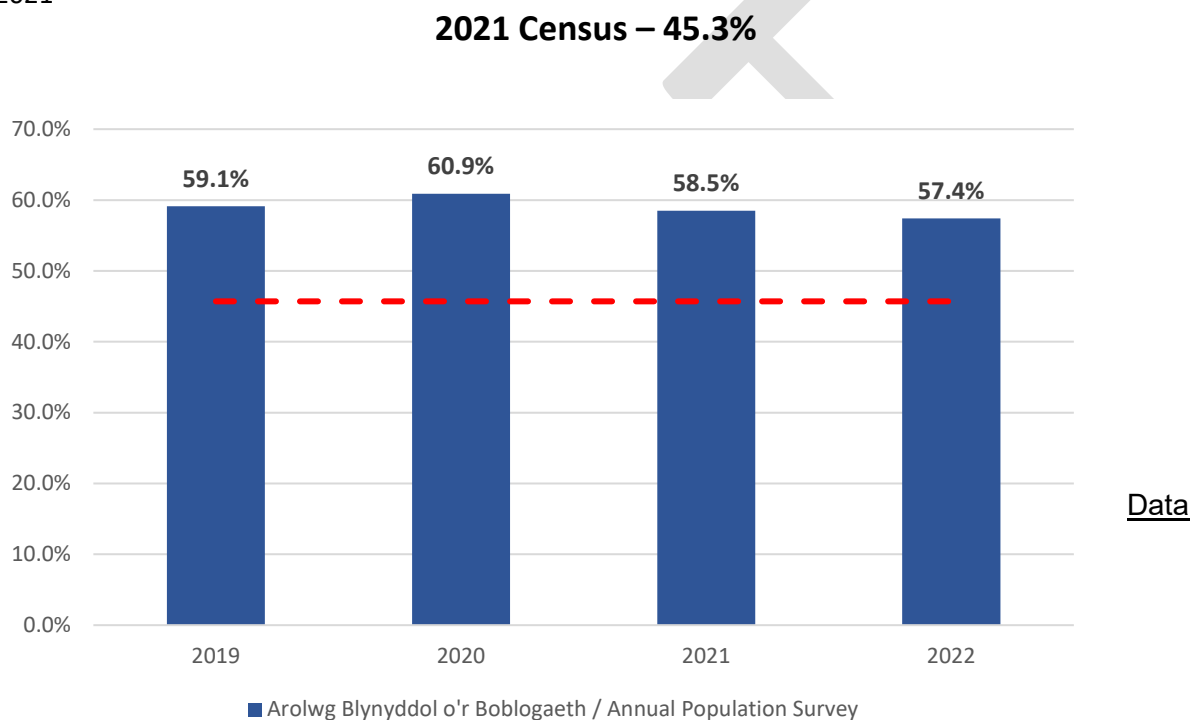
Source: Office for National Statistics, 2021.

National Survey for Wales

https://statscymru.llyw.cymru/Catalogue/National-Survey-for-Wales/Culture-and-Welsh-Language

The National Survey for Wales is another indicator that gathers information on the ability of adults aged 16 and over to speak Welsh, as well as their fluency and how frequently they speak the language. Similar to the Annual Population Survey, the National Survey's estimates of the number of Welsh speakers have historically been higher than those produced by the Census.

These data are also used as a source for the Well-being of Future Generations national indicator 36, namely 'The percentage of people who speak Welsh on a daily basis and are able to speak more than a few words of Welsh (for adults aged 16 and over)'.

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Year		% of adults who speak Welsh	% of adults with some ability to speak Welsh
2016-17	Wales	20%	9%
	Ceredigion	49%	6%
2017-18	Wales	19%	12%
	Ceredigion	44%	16%
2018-19	Wales	18%	15%
	Ceredigion	42%	18%
2019-20	Wales	16%	8%
	Ceredigion	40%	16%
2021-22	Wales	19%	17%
	Ceredigion	41%	19%

In this Survey (2021-22), when people in Ceredigion were asked if they were able to speak Welsh, 41% had responded 'yes', while a further 19% responded 'no, but I am able to speak some Welsh'. These data appear to show an increase in the number of people able to speak some Welsh (9%: 2016-17; 19%: 2021-22). According to this survey, the factors that are related to speaking Welsh on a daily basis, and the ability to speak more than just a few words of Welsh, are:

- Having children in the household
- A sense that people in the local community treat each other with respect and consideration
- A high level of educational qualifications
- Being employed
- Living in a rural area
- Living in Gwynedd, Ynys Môn or Ceredigion
- A sense of belonging to the local community

Thirty-five percent of the adults who speak Welsh noted that they were likely to speak Welsh on a daily basis.

Language Use Surveys:

https://www.gov.wales/welsh-language-use-survey

Language use surveys do not gather information on the number of people who are able to speak Welsh. They gather more detailed information about the fluency of Welsh speakers, and their use of the language in a range of settings in everyday life.

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These surveys are normally conducted every 5–10 years (1992, 2004–06, 2013–15, 2019–21), and they usually provide data at local authority level. Due to the pandemic and the impact of COVID-19, the 2019–21 Language Use Survey unfortunately had to be concluded early.

The previous Language Use Survey, conducted in 2013–15, demonstrated that the highest concentration of Welsh speakers who speak the language on a daily basis could be found in local authority areas in west Wales, with the highest concentration in Gwynedd, Ynys Môn, Ceredigion and Carmarthenshire. These are the areas with the highest percentages of Welsh speakers; therefore, it is likely that there are more opportunities for Welsh speakers to use the language frequently.

Language transmission data

Ensuring that Welsh speakers transmit the language from generation to generation, as well as providing opportunities to socialise children so that they use the language within local communities, are essential to the survival of the Welsh language. Measuring language transmission rates is problematic, without detailed research. The Welsh Government commissioned a piece of work in 2015 to consider figures from the Census tables on the ability of 3–4-year-olds to speak Welsh, according to the linguistic make-up of the family. It remains to be seen whether similar research will be conducted following the 2021 Census.

During the period of the next Welsh Language Strategy, we will continue to work will partners in the Childcare Unit and with Mudiad Meithrin to raise awareness of the importance of language transmission within households.

Ceredigion County Council's Education Service data

The Welsh language is a central part of education in Ceredigion – 37 of the county's 43 schools are either Welsh-medium or bilingual schools. Recently, the linguistic categories of Ceredigion schools were changed successfully, following Welsh Government recommendations.

The number of pupils in years 1 to 11 who are educated in Welsh as a first language has increased in recent years, reaching a peak of 5,483 in 2018/19. The numbers were slightly lower in 2020/21, reflecting the fact that there were fewer pupils in that academic year.

Plentyndod / Childhood

% y disgyblion a astudiodd y Gymraeg fel iaith gyntaf mewn ysgolion cynradd, canol ac uwchradd ym mlynyddoedd 1-11

% of pupils that studied Welsh as a first language in primary, middle and secondary schools in years 1 -11

	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
	69.6%	70.5%	70.7%	71.1%	71.8%	71.1%	71.4%	71.2%

2010/11 −68.7%
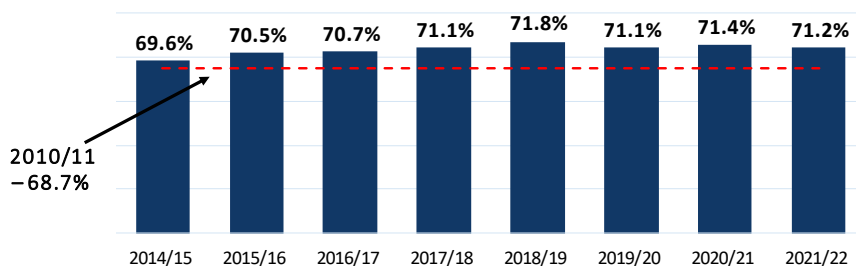
The Welsh Government has approved Ceredigion's Welsh in Education Strategic Plan (WESP) for 2022-32, which outlines the authority's vision for Welsh-medium education over the next ten years, and its main strategic aims over that period. By September 2032, Ceredigion County Council's aspiration is that every pupil in the authority's schools will receive Welsh-medium immersion education until they are seven years old. Providing an excellent foundation in speaking and communicating in Welsh will increase the choices available to pupils and their confidence in following a fully bilingual pathway throughout the remainder of their education, as well as in their employment and social lives in the future.

This work will benefit individuals, as well as the position of the Welsh language in Ceredigion as a community language. Implementing the WESP will also make a very positive contribution towards the implementation of the Welsh Language Strategy over the next five-year period, working to increase the number of Welsh speakers and those using the language across the county.

<u>Ceredigion County Council's workforce data</u>

In accordance with the Welsh Language Standards regime, the Council is required to increase the use of the Welsh language internally by implementing a set of Operational Standards. This set of standards (alongside a large number of other tasks) has placed a duty on the Council to measure the number of Welsh speakers in its workforce. The Council has reported annually on the linguistic skills of its workforce, using the Association of Language Testers in Europe (ALTE) Framework. The linguistic skills of the workforce have remained relatively stable over the last four years. It is encouraging that the largest number of Welsh speakers belong to the level 5 linguistic skills cohort, which is the proficiency level. In the 2021-22 reporting year, 32% of the Council's staff had linguistic skills at proficiency level, and only 4% had no Welsh language skills.

Council staff linguistic levels: Listening and speaking skills

Level	2018-19	2019-20	2020-21	2021-22
No skills	4%	4%	4%	4%
1	18%	19%	20%	20%
2	15%	15%	14%	14%
3	15%	15%	15%	15%
4	14%	14%	14%	15%
5	34%	33%	33%	32%

SECTION 5

Feedback from partners on the implementation of the Welsh Language Strategy 2018-23

To assist with the process of reviewing the implementation of the current Welsh Language Strategy, and of evaluating the Bilingual Futures Forum as a platform to steer the work, a review was conducted in January 2022 to gather the views of stakeholders.

The questionnaire was shared with all members of the Bilingual Futures Forum, which includes some of the Council's external partners, as well as key officers who work in a range of services within the Council that are relevant to the implementation of the Strategy. This elicited nine responses. The responses have provided an useful insight into the strengths of the Strategy, as well as possible opportunities to strengthen and develop the new strategy over the next five years.

The questionnaire included sections under the following headings:
- Vision
- Effectiveness
- Coordination
- Outcome
- Strengths / Weaknesses / Opportunities / Threats

Vision
Stakeholders were asked to state how clear the Welsh Language Strategy's vision, as well as its three strategic aims, were. Each of the Forum partners who responded stated that the vision and aims were very clear. This reflects the commitment that these stakeholders have made from the outset in terms of planning and developing the Strategy. One respondent stated that it was clear that many aspects of the vision also dovetailed with other Council strategies, and that this served to strengthen collaboration.

However, one respondent felt that the vision was clear at operational level, but that deeper engagement may be required to ensure that this is reflected across every organisation at leadership level and within corporate strategies.

Effectiveness
This question sought views on the effectiveness of the actions identified as part of the Strategy's action plan. Every respondent felt that the actions were realistic, however, there was a sense that language planning is something that needs to be developed over time, and that some actions required more than the five years covered by the current Strategy to implement. Furthermore, there was a strong feeling that it is difficult to measure progress in terms of the number of people who use the Welsh language.

Most respondents stated that there was no doubt that the COVID-19 pandemic had had an impact on the language, and on the actions of the Strategy in terms of providing opportunities for people to use the Welsh language naturally as part of their day to day lives, at work or socially. With social activities having been curtailed, there had been fewer opportunities for people to see, to hear and to use the Welsh language. It may also be the case that the increase in the number of people able to work from home has created a new wave of inward migration to this rural area, which may also have impacted on the use of the Welsh language, and on the number of people able to speak the language in the county.

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The pandemic has forced us to change our lifestyles, with the effect that it has undermined the use of the Welsh language. Only time will tell whether it will recover or adapt to circumstances after the pandemic. Due to this change, more time is needed to realise the success of actions that are already being implemented to deliver the vision of the Strategy. More creative ways of promoting language use will need to be found, for example, making greater use of technology, such as Tick Tock, Instagram, etc.

On the other hand, we must not forget some of the beneficial developments that took place during lockdown, such as holding public events online, which may have opened the door to new audiences, and which provides inclusive access. Furthermore, the number of people who started to learn Welsh increased during lockdown, which bodes well for the future. The infrastructure already put in place as part of the Strategy will assist learners to perceive the value in learning the language, enabling them to integrate naturally into the vibrant and rich life of the county.

Coordination

The majority agreed that the Bilingual Futures Forum is an effective vehicle in which to discuss the implementation of the Strategy; the Forum is an effective platform to bring partners together and plays a key role in seeking to raise the awareness and confidence of our voluntary partners.

It was noted that it can be difficult at times to try to persuade partner organisations to implement the Strategy's vision, especially those who are not covered by the Welsh Language Standards. Some also expressed concern as to whether the Council has the appropriate support structure and resources in place to assist in implementing the Strategy fully.

Some comments were also made on reinforcing the work in future:

- The forum is an effective platform to share information, but we need to consider more carefully how we can demonstrate that change is happening, i.e., language use increasing, number of Welsh speakers growing.
- It may be that a structure of sub-groups should be established to provide opportunities to discuss specific issues, before reporting back to the main group.
- We believe that the monitoring of activity at operational level is effective, but it is debatable whether there is sufficient engagement at corporate level, e.g., through the Public Services Board and/or another means of confirming strategic adherence.
- It should be considered whether partners could collaborate as a group on a specific project as part of the next strategy.

It was noted that the Council has included partners effectively at operational level, but that it should seek the commitment of the Public Services Board, or strategic adherence via another means, such as a Memorandum of Understanding or a partnership agreement between partner organisations at leadership level.

Outcome

The questionnaire asked stakeholders for their views on the outcome of the implementation of the Strategy. Most respondents from within the Council, as well as external partners, agreed that they had seen a positive change in attitude in terms of promoting the Welsh language in service provision, but that it was much more difficult to provide evidence of a positive change in behaviour in terms of the use of the Welsh language by service users.

During the period covered by the Strategy, positive developments have taken place within our organisations in terms of increasing opportunities to use the Welsh language within services, learning opportunities, and cultural activities.

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However, one respondent suggested that legislation and national measures (the Welsh Language (Wales) Measure, the *Cymraeg 2050* Strategy) had had much more influence on the linguistic shift, and that although it is wholly appropriate that a county-wide Welsh Language Strategy should be in place in Ceredigion, the positive change in this regard should not be attributed to the 2017-23 Welsh Language Strategy.

On a positive note, several respondents noted that they believed that their service areas could do more to ensure the success of the Strategy, but that further leadership and encouragement are needed to enable this. This bodes well for the development of the new strategy for the next five-year period.

SWOT model analysis: Feedback from partners:

All stakeholders were asked for their views on the strengths and weaknesses of Ceredigion's 2018-23 Welsh Language Strategy, and the opportunities and threats that exist in relation to the development of a new strategy for the next five-year period. The result is as follows:

Strengths	Weaknesses
- Ceredigion remains one of the Welsh language heartlands - The Welsh Government is providing more support for the Welsh language via the Welsh Language (Wales) Measure 2011, as well as the Cymraeg 2050 Strategic Framework - A Language Strategy sets a framework that outlines how Ceredigion will support the Welsh Government's Welsh Language Strategy: Cymraeg 2050 - The Bilingual Futures Forum provides a platform to share information and to understand the work of other services and organisations in the county - It is an useful forum to bring together all aspects of the promotion and facilitation of language use in one place - The Strategy dovetails with a significant number of other Council strategies - There is a strong will to develop the use of the language within communities - Ceredigion's Economic Strategy recognises that the Welsh language is an important skill in the workplace - More people are learning Welsh - Welsh-medium education is an asset for Ceredigion pupils	- It is very difficult to measure the real progress made under the Strategy, and its impact - National data sources on the situation of the Welsh language provide different reports on the state of the language – it is a complex issue - There are insufficient resources and funding to ensure that the Strategy has a real impact - The strategic adherence of some partners at leadership level, as well as collaboration at corporate level, is low - Full commitment to the vision is lacking from some external partners and services - The Bilingual Futures Forum is too large to enable discussion of specific elements of the Welsh Language Strategy - Affordable housing prices – pricing local people out of the housing market - A weak economy, with many young people leaving the county to find more prosperous jobs elsewhere - Low average wages - A lack of community leaders and succession - Welsh speakers lack confidence to use the Welsh language in public settings - A lack of Welsh language digital technologies

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Opportunities	Threats
• The Welsh Government's commitment to deliver the Cymraeg 2050 Strategy • The implementation of the Welsh in Education Strategic Plan over the next 10 years will have a positive influence, with the aim of producing more fluent Welsh speakers during the period covered by the plan • A clearer accountability structure is required • Opportunities should be sought to strengthen collaboration between partners when implementing the strategy • Review the Bilingual Futures Forum and the scope to establish sub-groups to focus on specific areas • The New Curriculum – new opportunities to strengthen awareness of the Welsh language. Provide Welsh language awareness courses, including awareness of the history of the language and its place in the culture of Wales and Ceredigion. An understanding of the opportunities to use the Welsh language • More jobs that require Welsh language skills as essential • Promote the rights of Welsh speakers to use the Welsh language • Develop and increase the technologies available in Welsh to make the Welsh language more accessible • Propose legislation in relation to second homes • Regional economic programmes, such as Grow Mid and West Wales • Arfor 2 Project: a new programme to be delivered by Ceredigion to assist in strengthening the economic resilience of the Welsh language • Potential to improve the local economy, Grow Mid Wales / Levelling Up funding • The implications of the Welsh Language Standards for public organisations in terms of action to benefit the Welsh language • It should be considered whether partners could collaborate as a group on a specific project as part of the next strategy.	• The numbers of Welsh speakers are decreasing according to the 2021 Census reports • Young people are leaving the county at the end of their formal education to seek better employment opportunities • A lack of affordable housing • Parents are failing to transmit the Welsh language to their children • Insufficient resources and funding to implement the Strategy in full • COVID-19 and its legacy are having a detrimental impact on the use of the Welsh language • The unwillingness of partners to change in order to secure new Welsh language provision and opportunities • A lack of digital resources in Welsh (smart phones, apps) • Challenges in relation to integrating newcomers into Welsh communities • Negative attitudes towards the Welsh language and its heritage • Census data on the number of Welsh speakers, and the decline in Ceredigion's population

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SECTION 6

Conclusions

To address the Council's compliance with the relevant Standards, Ceredigion County Council has satisfied the requirements of Standard 145 in full by setting a target in relation to the percentage and number of Welsh speakers in its area, as well as outlining in the Strategy how it would aim to meet that target by producing an action plan and targets.

This review addresses the requirement of Standard 146 to assess the extent to which the Council has followed the Strategy and reached the target set. The report in Annex 1 provides a comprehensive overview of the steps taken to deliver the actions, and reports on performance indicators where possible.

This report demonstrates clearly that significant work has been undertaken as a result of the implementation of the Strategy. Furthermore, the feedback from internal and external partners provides useful considerations in terms of the delivery of the revised five-year strategy for 2024-2029, which will be produced in due course.

Ceredigion is still considered one of the Welsh language heartlands, and the county is key in terms of planning for the language's growth and prosperity. At first glance, the results of the Census were disappointing for Ceredigion. The increase in the number of Welsh speakers that Ceredigion's Welsh Language Strategy had hoped to realise had not materialised. However, Census results are only produced once every decade and, in the meantime, further information and studies in relation to the Welsh language are available. These studies tend to provide a more optimistic assessment of the state of the Welsh language than Census results; for example, in September 2020, the percentage of Welsh speakers in Ceredigion had increased to 60.9%, according to the Annual Population Survey. The Welsh Government urges caution in considering these figures because the Annual Population Survey is based on self-assessment and, for that reason, the Welsh Government does not use these figures to measure progress towards its target of a million Welsh speakers. However, these surveys can highlight very useful trends.

In considering the Census figures, it is also important to look at positive aspects: for example, there was a percentage increase (albeit small) in the 16–19 and the 20–44 age groups. These groups are important, and it may demonstrate that more people are using their Welsh language skills after leaving formal education. Ceredigion had the third highest percentage of Welsh speakers across all Welsh local authorities, after Gwynedd and Ynys Môn. The percentage of residents who use the Welsh language on a daily basis in Ceredigion has also increased over recent years, from 43% in 2016 to 45% in 2021 (2021 Annual Population Survey). It could be argued that increasing the use of the Welsh language on a daily basis could be far more influential in terms of the growth of the language than the number of speakers.

The Council believes that the publication of the Welsh Government's Cymraeg 2050 Strategy, alongside the implementation of the Welsh Language Strategy at a local level in Ceredigion, has changed attitudes towards the Welsh language, and as a result, the number of people wishing to learn and speak the language in Ceredigion has increased.

The 2021 Census results have set a number of new challenges for Ceredigion. Responding to those challenges, mitigating the risks to the Welsh language, and ensuring its viability as a community language will involve detailed language planning.

In revising the Strategy for the next five-year period, Council services and key partners will need to commit to working together, harder than ever before, to promote and encourage the use of the Welsh language in all aspects of the social and economic life of the county, to prevent any further decline in the number of Welsh speakers. In reviewing the achievements of the current Welsh Language Strategy, it is important to recognise that language planning is a long process that takes time to develop. However, the Council is confident that this Welsh Language Strategy has laid the foundations required to move forward to the next five-year period.

Considerations for the Welsh Language Promotion Strategy for the next five-year period:

The challenges facing the Welsh language community in Ceredigion remain, and include:
➢ increasing language transmission rates and linguistic socialisation in the county.
➢ increasing the confidence and fluency of Welsh speakers, both in terms of linguistic skills and adherence to the Welsh language.
➢ maintaining and increasing the social and economic use of the Welsh language – especially opportunities for young people to use their Welsh language skills in employment; and
➢ ensuring that robust social and economic infrastructure is in place to support Welsh language networks and communities in the county into the future.

ANNEX 1: Achievement report on the implementation of Ceredigion's Welsh Language Strategy 2018-23

Action Plan:

Strategic aim 1: To maintain and increase the Welsh language skills of the people of Ceredigion.

Objectives:

1.1   To ensure that new generations acquire basic Welsh language skills at the first opportunity.
1.2   To ensure that 3-19 year old students acquire and develop their Welsh language skills during their educational career.
1.3   To ensure that there are sufficient opportunities for adults to acquire and develop their Welsh language skills: in the workplace and in the community.

Strategic aim 2: To maintain and increase opportunities to use the Welsh language in Ceredigion in a range of contexts.

Objectives:

2.1   To maintain and increase the use of the Welsh language at community level.
2.2   To maintain and increase the use of the Welsh language in providing and receiving public services.
2.3   To maintain and increase the use of the Welsh language within workplaces.

Strategic aim 3: To create the social conditions that enable the Welsh language to thrive in Ceredigion.

Objectives:

3.1   To maintain the status and standing of the Welsh language within society, promoting its value and the use of the language.
3.2   To ensure that there is a thriving economy that values the Welsh language and Welsh language skills in the workplace.
3.2   To ensure that there are sustainable communities where the Welsh language is used as the usual means of communication.

Strategic aim 1: To maintain and increase the Welsh language skills of the people of Ceredigion

Objective 1.1 To ensure that new generations acquire basic Welsh language skills at the first opportunity

Number	Action	Progress	Indicators	Partners
	Provide direct information and advice to parents on the value of the Welsh language and the support available	A booklet, 'One Life – Two Languages: Studying and living in Welsh and bilingually in Ceredigion', has been shared with parents across all Ceredigion schools. The Welsh Language Support Teams in Ceredigion and Pembrokeshire have collaborated to produce a booklet that will assist parents and guardians who are learning Welsh as their children begin their education in the counties' primary schools. It provides support and vocabulary that will be useful to parents and guardians as their children do their homework, as they become members of the school's community, and as they hopefully begin their own journeys to learn Welsh. Mudiad Meithrin has produced resources and podcasts by parents, discussing their reasons for choosing Welsh-medium education and childcare for their children.	A specific webpage has been developed on the website: The Welsh language at Ceredigion schools. Resources on Mudiad Meithrin's website.	Education Service Mudiad Meithrin
	Promote and support the Welsh Language for Children in Ceredigion project to encourage language transmission within households.	The Chief Executive's update is shared widely on a weekly basis, and it includes the most up-to-date information about education and childcare to support playgroups to introduce language skills to the county's pre-school children.	Between April 2022 and October 2022, 79 Welsh for Children groups were held (including Story and Song, Baby Yoga and Baby Massage sessions), with 430 attendees.	Childcare Unit Mudiad Meithrin

Support Mudiad Meithrin to maintain and increase its Ti a Fi playgroups.	See above.	The number of Ti a Fi playgroups continues to increase following lockdown. Currently, there are 10 Ti a Fi playgroups that meet regularly. This number will increase once a peripatetic Ti a Fi Officer is appointed for the county. The number of attendees ranges from 5 to 25 children.	Childcare Unit Mudiad Meithrin
Assist Mudiad Meithrin and Early Years Wales to maintain and support an extensive provision of playgroups in Ceredigion.	See above.	There are 25 cylchoedd meithrin (playgroups) and five day nurseries in the county. There are 490 registered places available across the county in the cylchoedd meithrin, and 198 registered places in the day nurseries.	Childcare Unit Mudiad Meithrin
Raise the awareness of independent childminders of the value of the Welsh language, supporting them to provide an appropriate linguistic service.	Part-fund a Development Officer to support settings that are provided by Mudiad Meithrin and Early Years Wales. Deliver a course for childminders, including a module on the use of the Welsh language, with Cered, the Welsh language initiative, delivering a session on language awareness. Promote a Welsh learning course, 'Camau', which is provided free of charge and tailored to the sector. Aberystwyth and Aberaeron have been identified as two areas where more Welsh-medium childminder provision is required. Good news: ➤ A childminder from Llandysul, who provides a Welsh language childminding service, has won a We Care Wales 2021 award for excellence in the provision of care for young children.	The number of childcare providers able to provide services in accordance with criteria set by the Welsh Government / Care Inspectorate Wales (CIW): • Welsh only • Welsh and English (bilingual) • English only Welsh-medium provision has decreased slightly since 2021 due to retirement or business closure (see table below)	Childcare Unit

	June 2021	June 2022	September 2022
Welsh	47	48	46
Welsh and English (bilingual)	10	10	10
English	34	34	34
Total number	91	92	90

		➤ A member of staff at Aberporth Nursery won the Early Years Wales **Welsh Learner of the Year** award in 2021 through the 'Camau' scheme in recognition of her exceptional attitude towards and commitment to her Welsh learning journey (through the 'Camau' scheme).	of settings					
			Several businesses declare that they operate bilingually because they also need to attract children from non-Welsh-speaking households. The Unit's aim, therefore, is to encourage bilingual businesses to make greater use of the Welsh language to prepare children to receive their primary education in Welsh.					

Objective 1.2 To ensure that 3-19 year old students acquire and develop their Welsh language skills during their educational career				
Number	Action	Progress	Indicators	Partners
	Expand Welsh-medium education provision in schools by implementing **Ceredigion's Welsh in Education Strategic Plan** (WESP).	The Welsh Government has approved the 2022-32 WESP, and an action plan is being produced and will be submitted to the Welsh Government by 16th December 2022. The categorisation process has been successful. A statement has been produced for each school to include in its prospectus. Every governing body has agreed its category, including some in transition in terms of Welsh-medium provision. In collaboration with the Learn Welsh department for Ceredigion and Powys, a grant was secured to support a Welsh for Parents tutor, initially for a one-year period. The opportunity has been taken up by 56 parents to date. By launching a World Cup toolkit and poetry writing sessions, we have succeeded in	Primary schools: 74% (3,018 of 4,066 pupils) of pupils in years 1 to 6 are receiving Welsh-medium education Secondary schools: 68% (2,439 of 3,591 pupils) of pupils in years 7 to 11 are receiving Welsh-medium education Of the Year 11 cohort that sat the Welsh as a First Language exam in the Summer 2022, the percentage that gained other qualifications through the medium of Welsh (excluding Penglais pupils): 2+ GCSEs = 56%	Education Service

		raising cultural awareness and pride amongst pupils and the wider community by releasing two videos. A language immersion fortnight has taken place in the Aberystwyth area. Teachers were released to work on suitable units for this period. It was a period of collaboration, led by the Welsh Language Support Team, to support the linguistic skills and language immersion pedagogy of teachers and support staff.	5+ GCSEs = 27% 49% of Year 11 pupils left with grades A*-C in Welsh as a First Language	
	Promote the adoption of Ceredigion's Language Charter – Ceri Siarad (Primary and Secondary) to encourage the use of the Welsh language outside the classroom.	Work on the Charter is ongoing. Three schools have reached the Gold standard this term. The commitment of most secondary schools has improved.	39 primary schools 4 Gold 16 Silver 19 Bronze	Education Service
	Provide language immersion centres for latecomers	Ensure that latecomers to the county receive a good foundation in the language so that they are integrated into primary schools. 3 centres: Felin-fach, Cardigan and Tregaron.	Three language centres have been running since September 2022, with a total of 20 pupils	Education Service
	Increase the number and percentage of 16-19 year old students receiving part of their education through the medium of Welsh and/or bilingually.	The Education Service has outlined its plans in the WESP. The authority will support secondary schools to take action to increase the number of qualifications that learners can study through the medium of Welsh during the period of the WESP. Coleg Ceredigion Since 2021, all staff are expected to follow an internal training programme on creating bilingual classes, 'Basic, Better, Best'. Success depends to some extent on the linguistic ability of the tutors that are delivering the subjects.	These specific data are not available. In the Summer 2022, 12 students gained an A Level qualification in Welsh, with 2 gaining AS qualifications. These specific data are not available.	Education Service Hyfforddiant Ceredigion Training Coleg Ceredigion

By using funding from the Coleg Cymraeg Cenedlaethol, we have been able to employ specific tutors to teach bilingually/through the medium of Welsh in the priority subject areas, namely Childcare, Public Services, and Sport. There is also strong bilingual provision in Health and Care, Business, Carpentry, and Construction.

Every student attends an awareness session on the value of the Welsh language during induction week, and takes part in activities to celebrate events such as Shwmae – Sumai, Welsh Language Rights Day, etc. We have a specific programme for the academic year. Our Welsh Language Officer also runs 'Cwrs Cwta' sessions with specific groups. These brief sessions last approximately six weeks (one hour per week) and involve language awareness training in relation to their subjects/courses, with relevant activities to complete at the end of the six-week period.

Hyfforddiant Ceredigion Training

According to the results of the 2022 learner questionnaire, 86% of learners are having an opportunity to learn through the medium of Welsh or bilingually.
84% of learners use the Welsh language within their courses and in the workplace.

Two apprentices who are Welsh Language Ambassadors for Welsh Colleges promote the Welsh language in the centre.

Hyfforddiant Ceredigion Training
A total of 65 16-19 year old learners

13 learners are coded as B2 = 20%
(A significant amount of Welsh-medium learning e.g., spoken and written Welsh are used in many aspects of the learning activities, but not all. Assessment is mainly in English, but some assessments may also take place in Welsh.)

52 learners are coded as B3 = 80%

		Targets for 2022: to increase the number of Welsh language resources used within our various sectors.	(A little Welsh-medium learning, e.g., limited use of Welsh for verbal communication or for a small aspect of the learning activities. Assessment in English only.)	
	Encourage schools to take advantage of the Welsh-medium opportunities offered through the Youth Service.	There is a Youth Worker in every secondary school across the county (6 are able to speak Welsh to ALTE Level 5, and 1 is a Welsh learner). • Lunchtime clubs in every school, and 4 after-school clubs • Holiday programmes available to young people aged between 11-25 years old • 3 youth clubs in the county open on a weekly basis: Aberystwyth, Aberaeron and Cardigan • Activities for all every Saturday • Post-16 Group: Includes 1-1 support. Weekly support and group sessions vary to develop young people's personal and social skills in order for them to transition to employment, education or training when they are ready. Participation: The county's young people are given opportunities to participate in a number of projects that are led by the Children and Young People Participation Officer; Ceredigion Youth Council; Ceredigion Youth Forum (Dewis Panel); Aberystwyth Community Ambassadors Group; Children and Young People's Rights; Consultations. The team ensures that a range of opportunities are available for young people to hear the Welsh language in every session, whatever the topic. Events such as St	Over 60% of provision delivered through the medium of Welsh, with the remainder delivered bilingually. 100% satisfaction rate amongst young people attending all holiday activity programmes. To ensure the visibility of the Welsh language, all resources and promotion materials, including social media and digital youth work, are promoted bilingually.	CCC Youth Service

		David's Day, football and rugby matches, etc. are used to celebrate Welsh language culture and industry. Projects have been undertaken to give young people from non-Welsh-speaking households an opportunity to understand and learn about their local areas, e.g. Cymraeg 2050 Project. These have been extremely successful in addressing the stigma associated with speaking Welsh. Working with many families who have moved into the area, often without any warning due to complex circumstances, and many of these have benefitted from similar projects in the past.		

Objective 1.3 To ensure that there are sufficient opportunities for adults to acquire and develop their Welsh language skills: in the workplace and in the community				
Number	Action	Progress	Indicators	Partners
	CCC to provide a range of internal opportunities for staff to acquire and improve their Welsh language skills, by taking advantage of the National Centre for Learning Welsh's Work Welsh scheme, and to raise awareness of alternative methods of learning the language by promoting new technology, e.g., Say Something in Welsh	The Council has established a partnership with the National Centre for Learning Welsh to fund a Work Welsh Tutor. Seven weekly intensive classes were held by the Training Officer, all at different levels.	65 members of staff enrolled on various courses to learn Welsh, including 5 enrolled on an Advanced Level Learn Welsh course. A weekly lunch club is held to provide informal opportunities to practise Welsh.	CCC Corporate Training
	Collaborate with Aberystwyth University to promote the provision of Learn Welsh Ceredigion, Powys and Carmarthenshire, including: • Mainstream community-based courses, Integrated Welsh for Families programme.	Community-based courses are still being delivered online following the pandemic. It is difficult to identify any change in numbers, because a number of Ceredigion learners are now learning with alternative providers since the provision moved online. Furthermore, learners from other areas have joined due to the extensive choice.	**670** learners enrolled on community-based courses to learn Welsh **151 (22%)** enrolled on Advanced or Proficiency level courses **23** Welsh for Families registrations: **82.61%** have completed the course	**Learn Welsh Ceredigion, Powys and Carmarthenshire**

| | | Supplementary courses include the following online courses:
Sadyrnau Siarad
February Courses
Easter Courses
Summer Courses
We do not keep a record of learners who attend informal events to support their learning. In terms of Sadyrnau Siarad and supplementary courses, although we have data on the number of attendees, we do not have data on learners specifically from Ceredigion because these courses have been delivered entirely online, with attendees from all parts of Wales and beyond. | Welsh in the Workplace: 2 x intensive courses to raise confidence amongst Hywel Dda staff 4/10/21 – 31/4/22 = **48** sessions | |
| | Encourage the member organisations of the Bilingual Futures Forum to take advantage of the National Centre for Learning Welsh's Work Welsh scheme. | A presentation by the National Centre for Learning Welsh has been included as part of the Bilingual Futures Forum's work programme: publicity materials and resources have been shared widely.
<u>Coleg Ceredigion</u>
Work with 'Sgiliaith' to encourage staff to register on the one to one 'Mentoring' training pathway. Sgiliaith holds group sessions with all staff on an annual basis. Since 2021, all staff are expected to follow an internal training programme on creating bilingual classes, 'Basic, Better, Best'
<u>Natural Resources Wales (NRW)</u>
NRW won the Work Welsh Employer of the Year Award in 2022; Mentoring Scheme for learners, including organising revision sessions for learners if required.
Offer Say Something in Welsh courses to our staff on short-term contracts and to visitor centre staff. | <u>Coleg Ceredigion</u>
Nine members of staff enrolled on the 'Work Welsh' course

<u>Natural Resources Wales</u>
20 learners enrolled on various courses, including one member of staff enrolled on the Advanced level course. Four registered to learn Welsh via Say Something in Welsh. | Coleg Ceredigion
Natural Resources Wales
Aberystwyth University |

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		Learners included in the Champions Group in order to be able to hear the Welsh language being spoken naturally. Aberystwyth University The Welsh Language Services Centre promotes the use of the Welsh language and assists the University to operate bilingually. The work of the Centre includes supporting academic departments to develop projects through the medium of Welsh, providing a translation service, providing and coordinating a comprehensive support service for staff and students through the medium of Welsh, and aiming to ensure that the University complies with the Welsh Language Standards. A conversation session is held once a fortnight in the Arts Centre, and a Welsh Language Lunch Club meets once every three weeks to enable staff at all levels to converse and to gain confidence in speaking Welsh. Hywel Dda Health Board The Board has worked with the National Centre for Learning Welsh to deliver a range of courses to staff: self-study courses, intensive courses, and confidence building courses. New from January 2023 – the Health Board has signed up to the Work Welsh scheme to provide confidence building courses to 100 members of staff during the year – the scheme is fully funded, and a tutor will be provided for a year	Aberystwyth University 82 members of staff enrolled on various courses to learn Welsh, with seven studying at Advanced level. Hywel Dda Health Board Self-study courses – 95 completed Residential courses – 3 Confidence building courses – 14 Conversation Club – 7 Taster course – 5	

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Strategic aim 2: to maintain and increase opportunities to use the Welsh language in Ceredigion in a range of contexts.

Objective 2.1 To maintain and increase the use of the Welsh language at community level				
Number	Action	Progress	Indicators	Partners
	Implement a specific work programme via Cered, including: • running Local Action Groups, • providing extra-curricular opportunities for children and young people, • promoting the Welsh language amongst businesses in the county, e.g. Ceredigion Language Charter, and • providing an information, resources and signposting service.	Cered has continued to deliver a full programme of community activities, including face to face and virtual events. These activities have included: Memory box conversations with a range of organisations, radio programmes ('Cefn y Rhwyd'), Cardigan Castle Volunteer Scheme, Ar Gered Walking Programme, Iwcadwli Orchestra, coffee mornings/chat groups, podcasts ('Cwmni Rôl Cinio' and 'Pwnc Llosg'), online quizzes, Theatr Soffa (online theatre performances). Cered has also continued to deliver a programme of daily posts on the Cered and Browlan Facebook pages (the latter is a Facebook page run jointly with the Pembrokeshire Welsh language initiative) Community-based project 'Yr Ardd' – working intensively in the Llandysul area, focussing on activities around a community garden, including a lantern parade, craft workshops, a gardening club, talks and presentations.	Number of activities facilitated 11 – Children and young people 23 – Families Number of businesses recognised under the Helo Blod scheme 53: Businesses contacted 32: Businesses engaged with intensively During the past two years, the COVID regulations have meant that it has been impossible to deliver a full programme of face to face activities	Cered
	Support Natural Resources Wales' specific work programme to increase opportunities to use the Welsh language.	As part of the national conversation project, Nature and Us, which was taking place virtually, Welsh language discussion rooms were offered in the workshops. Small focus groups of up to 10 members were	15 training courses for educators were delivered virtually through the medium of Welsh.	

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established online on a regional basis across Wales. However, the demand to join in Welsh was very low across all regions, therefore one Welsh language event was organised on an all Wales rather than a regional basis.

The monthly Education and Learning newsletter is produced bilingually and distributed to around 5,500 educators, with the numbers increasing every month. It includes good practice by education groups and educators from all parts of Wales.

New bilingual educational resources have been made available this year on our webpages and via Hwb (Digital Learning Wales).

September 2021 – seven new local accounts were launched on Twitter and Facebook. All accounts are operated bilingually, rather than separately in English and Welsh, in order to promote the language as a living language to an audience across Wales, the UK and beyond.

The design of our website was updated to make it easier and faster to use, ensuring full design compatibility with the Welsh language. However, the number of visitors to our Welsh webpages providing flood warnings has decreased.

The Marine Area Statement Team has collaborated with Bangor University to

		develop a Welsh dictionary of marine species. This provides a list of species in the marine environment, giving their common names in Welsh and English, as well as their scientific names. It has been published on **Termau Cymru**.		
	Support Welsh-medium activities for children and young people by providing financial support from CCC and in kind support for Urdd Gobaith Cymru Ceredigion, as well as sharing information about activities locally.	CCC continues to provide financial support to assist the Urdd to provide a broad range of activities to children and young people through the medium of Welsh. The Urdd holds a number of events to raise awareness of the language and rich culture of the county: • Offer taster sessions for those interested in playing the harp in every school in the Llandysul, Tregaron and Aberystwyth areas. • Offer taster sessions for those interested in traditional Welsh dancing (clog and folk dancing) in every school in the Aberaeron and Lampeter areas. • Work with the Welsh language initiative to organise a Sbridiri tour – singing sessions (with well-known Welsh songs) across the county for children under 8. • Ensure that accreditations are offered and provided through the medium of Welsh. • Hold a range of Welsh language evenings with members of the Ceredigion youth forum / groups of children in schools. **Good news** Two of the founders and leaders of Adran yr Urdd Aberystwyth, Helen Medi Williams and Lona Phillips, were recognised for their significant contribution to the lives of the	There are 2,967 Urdd members in Ceredigion. 100% of Ceredigion schools are associated with the Urdd. 27 Urdd adrannau meet on a weekly basis in primary schools, with 780 attendees 8 extra-curricular adrannau meet once a fortnight 2 aelwydydd, with one of those having more than 95 members 1,300+ attending residential courses with the Community Officer in the Urdd's camps 2,500+ children and young people taking part in the Urdd Eisteddfod	CCC Youth Service Urdd Ceredigion

		area's young people by winning the John and Ceridwen Hughes Uwchaled Award at the National Urdd Eisteddfod in Denbighshire in 2022.		
	Promote Welsh-medium arts and culture activities via Theatr Felinfach, Ceredigion Museum, and the Ceredigion Library Service.	**Gorwel a Gwreiddiau**: a project that explores the relationship between young people and their community, their future, and their relationship with culture, language and community. **National Eisteddfod projects** The Theatr Felinfach Performance School (for 7-18 year olds) worked with Cwmni Actorion Felinfach to stage a pantomime, and Sioe MaesG: 55 members of Ceredigion YFC staged a musical in the Pavilion. **Gwrach Felinfach**: a Winter of Wellbeing project, working through the medium of Welsh and bilingually with young people from non-Welsh-speaking backgrounds, using local myths as a basis for the work. **Hwyl a Hamdden** – a social, cultural group for older people. In a new development for 2023, Hwyl a Hamdden joined with Say Something in Welsh learners for a coffee and chat session.	**Gorwel a Gwreiddiau**: 100 engagement sessions: 400 opportunities for young people and adults. **National Eisteddfod projects** 82 sessions and 1,189 opportunities to participate through the medium of Welsh; 3 performances were held for audiences of around 1,500. **Gwrach Felinfach** 10 sessions and 80 opportunities. **Hwyl a Hamdden** 42 sessions and 1,050 opportunities. One session has been held to date, with 20 members of Hwyl a Hamdden and 15 learners.	Theatr Felinfach
	Support Welsh-medium activities for children and young people by providing financial support from CCC and in kind support for YFC Ceredigion, as well as sharing information about activities locally.	CCC continues to provide financial support to assist the Ceredigion Young Farmers' Clubs to provide a broad range of activities to children and young people through the medium of Welsh. YFC	There are 18 clubs in Ceredigion, with every club operating through the medium of Welsh. 713 members aged between 10 and 28.	CCC Youth Service Ceredigion Young Farmers' Clubs

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		• Hold all the usual county competitions, including delivering seven training sessions • A concert was staged in the Eisteddfod Pavilion on the Monday night, with 56 members taking part in 'Sioe Maes G'. • The County Rally was held at Fronheulog Farm, Llanwenog on 4th June, with over 2,000 people attending to enjoy socialising through the medium of Welsh. **Good news:** After the Rally, the members who came to the fore went on to compete at the Royal Welsh in Builth Wells, with the county coming first across Wales.			
	CCC to continue to support the county's local eisteddfodau and agricultural shows via the Community Grants Scheme in order to raise awareness and promote traditional events of linguistic significance within the county.	The Welsh Language Policy on Awarding Grants was approved in January 2023. The policy is now in operation and is available on the Council's website. Community Grants The Finance Service assesses every application to ensure that every successful application makes increasing use of the Welsh language. Of the 28 bids submitted last year, 5 were in Welsh. The Porth Cymorth Cynnar Service Summer of Fun grant: 55 applications submitted, with three of those in Welsh: Clwb Haf Adar Aeron, Tekki RS and the Urdd. Winter of Well-being grant: 23 applications submitted, with two of those in Welsh: Theatr Felinfach and the Urdd.	See tables below		Finance Service Porth Cymorth Cynnar Service

	Number of applications	Total distributed
2017/18 –	76	£189,344
2018/19 –	77	£197,826
2019/20 –	90	£243,689
2020/21 –	17	£92,794
2021/22 –	28	£119,567
Total –	288	£843,220

	Eisteddfodau	Shows
2017/18 –	17	10
2018/19 –	18	9
2019/20 –	17	8
2020/21 –	0	0
2021/22 –	1	0
Total –	53	27

The numbers are lower due to COVID. Also, fewer shows apply for the grant

			because they do not produce their material bilingually.	
	Support CAVO to promote the use of the Welsh language amongst the county's voluntary organisations.	Participating in the development of the Volunteer in Welsh Framework, Mentrau Iaith Cymru's Volunteering and the Welsh Language project for 2022, which includes research conclusions and provides guidance to voluntary organisations' staff on how to recruit volunteers. https://gwirfoddolicymru.net/welsh A marketing campaign was launched to attract Welsh speaking volunteers at the National Eisteddfod in Ceredigion. CAVO was one of the first county voluntary councils in Wales to earn recognition via the Welsh Language Commissioner's Welsh Offer scheme.		CAVO

Objective 2.2 To maintain and increase the use of the Welsh language in providing and receiving public services				
Number	Action	Progress	Indicators	Partners
	CCC to implement the Service Provision Standards, and to share good practice with other member organisations of the Bilingual Futures Forum.	The Council's Policy Statement states that every member of the public has the right to choose the language in which they wish to engage with the Council and its work. The campaign to inform people that they are welcome to use the Welsh language when they contact the Council was promoted via social media. The Bilingual Futures Forum provides a platform to review and share good practice with regard to the operational requirements of the Welsh Language Standards.	The County Council and other public organisations covered by the remit of the Welsh Language Commissioner have submitted acceptable Annual Compliance Reports. The Ceredigion Bilingual Futures Forum has met four times during the year to share good practice.	CCC Welsh Language Unit

	CCC to increase the number of bilingual staff in order to increase and improve the quality of its Welsh language services. Recruitment and the Welsh Language policy.	The Council ensures that every new or vacant post is assessed in order to identify the Welsh language skills required to fulfil the role. As part of the Policy on Promoting and Facilitating the Use of the Welsh Language Internally (December 2017), a decision was taken that every worker should satisfy Level 1 requirements for 'speaking and listening' (basic courtesy Welsh) at least when appointed, or within six months of being appointed. The Council will encourage officers to complete the 10 hour e-learning package, 'Croeso Cymraeg', which was developed by the National Centre for Learning Welsh, in order for them to be able to acquire basic courtesy Welsh skills.	62% of the Council's staff are able to converse in Welsh (ALTE Levels 3, 4 and 5). Only 3% of the workforce state that they do not have any Welsh language skills.	CCC Welsh Language Unit Human Resources
	Members of the Bilingual Futures Forum who are covered by the remit of the Welsh Language Commissioner to increase the number of bilingual staff in order to increase and improve the quality of Welsh language services	Coleg Ceredigion Since 2021, data are kept on the skills levels of our staff via an annual questionnaire asking them to self-assess their ability to speak, to read and to write Welsh. Natural Resources Wales Every post advertised state that Welsh skills are essential, with Level 1 skills being the minimum requirement for staff; staff who are unable to meet this requirement when appointed will be required to follow a 10 hour course within a fixed period of 9 months. We ensure that teams located in Ceredigion who deal with the public as part of their work have a high percentage of Welsh speakers. Aberystwyth University	Coleg Ceredigion Natural Resources Wales A total of 163 members of staff work in Ceredigion, and 80 (49%) of those are able to converse in Welsh. Our offices and visitor centres are located in Aberystwyth, Lampeter, Tregaron, Bwlch Nant yr Arian and Ynys-las. Aberystwyth University Level Number Oral % Oral	Members of the Bilingual Futures Forum

Coleg Ceredigion table:

Level	Speaking Number	Speaking %age	Reading Number	Reading %age	Writing Number	Writing %age
High	34	25%	25	18%	19	14%
Intermediate	23	17%	28	21%	22	16%
Basic	32	24%	30	22%	30	22%
Entry	29	21%	25	18%	30	22%
None	18	13%	28	21%	35	26%
Total	136	100%	136	100%	136	100%

		On **31st July 2022**, information on the language skills of all staff with updated details was analysed. The levels are based on the Common European Framework of Reference for Language (CEFR).	A0 617 30.88% A1 345 17.27% A2 146 7.31% B1 133 6.66% B2 150 7.51% C1 94 4.70% C2 247 12.36% Not recorded 266 13.31% Total 1998 100.00%	
		<u>Hywel Dda Health Board</u> The Health Board launched its Bilingual Skills Policy on 1st March 2021. The policy covers workforce planning and improving workers' skills as part of the provision of bilingual services. The policy states that services and teams are required to make the best use of their current linguistic skills and to develop bilingual skills in order to provide a high quality bilingual service.	<u>Hywel Dda Health Board</u> An analysis of the record of Welsh language skills on 31st March 2022 Level 3 - Intermediate 857 staff 7.8% Level 4 - Advanced 873 staff 7.94% Level 5 - Proficiency 1,273 staff 11.58%	
	Promote the Welsh Language Commissioner's *Working Welsh* scheme in relation to **Clic Ceredigion** customer services, and run a campaign to inform people that they are welcome to use the Welsh language when they contact the service	The Clic Service staff are still working remotely, providing a full service by phone or digitally in the preferred language of the enquirer. An indicator at the bottom of the screen indicates that the caller has selected a Welsh language service, enabling the receptionist to provide a full Welsh language service. The notification board even indicates the number of calls in progress, including identifying the number of Welsh and English calls in progress. The Clic Service has 19 members of staff. Of these, 15 are fluent in Welsh and are able to provide a full Welsh language service. Four are attending courses to learn Welsh, and two of those are now confident enough to deal with	Calls are received regularly in Welsh, and around 16% of all calls received tend to be in Welsh. The number of people who choose to access the Council's Welsh language service does not correlate with the number of Welsh speakers in the county. For this reason, the Council is organising a series of campaigns on specific days to raise the public's awareness that they are able to use the Welsh language in their dealings with the Council, e.g., Shwmae Day, St. David's Day, Welsh Language Rights Day.	Clic Service CCC Welsh Language Unit

		calls to the Welsh line. This is due to the fact that they have received bespoke training for the Clic Service, covering the skills required to provide the proactive offer, familiarising themselves with relevant terms and phrases when dealing with initial enquiries, and gaining confidence in using these.		
	Maintain and develop the use of the Welsh language in Ceredigion Actif services, including swimming lessons and sports training, e.g., 5x60 project.	All swimming lessons are held bilingually. All guidance and learning resources are available in Welsh via Swim Wales. A swimming coaching course was held for staff (February and March) to increase the number of swimming coaches able to speak Welsh.	Bilingual lessons – Plascrug – 324 children during Autumn 22 Lampeter – 191 children during Autumn 22	Porth Cymorth Cynnar CCC Welsh Language Unit
	Develop a plan to promote the use of the Welsh language in care homes, supporting the implementation of the 'More than just words' strategy.	This work commenced at Hafan Deg Residential Care Home in Lampeter but was delayed due to the pandemic.	The project needs to be recommenced.	Porth Gofal CCC Welsh Language Unit
	Work with Aberystwyth University to maintain the status of the Welsh language and opportunities to use it within the county's higher education institution.	The redeveloped Pantycelyn Hall was reopened in September 2020 following a £16.5m investment, offering high quality accommodation for up to 200 students, as well as community spaces. In September 2021, Wales' first Veterinary Science School was opened at Aberystwyth University. The course provides students with an opportunity to study particular aspects of veterinary science through the medium of Welsh. In September 2022, the University welcomed its first nursing students who will receive training to become Adult and Mental Health nurses. Students will also be able to study half the course through the medium of Welsh. Work has also begun on an ambitious project to develop the Old College, creating a	**358** students have enrolled on one or more Welsh-medium modules (as at 11/11/22). **Language Skills Certificate 2022-23** Sessions to promote the Certificate have been held for departments since the beginning of term. To date (27/10/22), 25 have enrolled to complete the qualification.	Aberystwyth University

		flagship centre for learning, heritage, culture and enterprise for the University, for the community, and for Wales by 2024.		
Objective 2.3 To maintain and increase the use of the Welsh language within workplaces				
Number	Action	Progress	Indicators	Partners
	CCC to deliver the Operational Standards to increase the use of the Welsh language within internal administration, including: • Welsh-medium HR services, • opportunities to build workers' confidence to use the Welsh language, • develop and provide Welsh-medium ICT resources.	The Policy on Promoting and Facilitating the Use of the Welsh Language Internally was published in 2017. A copy is available on the Council's intranet, CeriNet, for all staff to access. It is the Council's practice to provide standard letters, employment contracts, etc., bilingually at the outset. Once a preferred language is established, communication continues in that language. All policies to be used by staff are available in English and Welsh on the Council's intranet, CeriNet. A Work Welsh Group has been established to address these issues. A new action plan has been agreed, which will be implemented from the beginning of January 2023.	An acceptable Annual Compliance Report has been submitted to the Welsh Language Commissioner annually.	CCC Welsh Language Unit
	Provide advice and guidance to employers in the local private sector via the Welsh Language in Business project, highlighting the resources available to learn Welsh, e.g., the free online package, Say Something in Welsh, Duolingo.	The Helo Blod Officer worked with businesses across the county, virtually during the COVID restrictions, then subsequently face to face. The local Helo Blod project ended in April 2022.	53 local businesses made contact. 32 local businesses have engaged intensively with Cered to improve their use of the Welsh language	Cered

Strategic aim 3: to create the social conditions that enable the Welsh language to thrive in Ceredigion

Objective 3.1 To maintain the status and standing of the Welsh language within society, promoting its value and the use of the language.

Number	Action	Progress	Indicators	Partners
	Support St David's Day parades in Aberystwyth and Lampeter and encourage similar celebrations in other areas.	Parades took place in five towns: Aberystwyth, Lampeter, Aberaeron, Tregaron and Cardigan. However, due to COVID, it was not possible to reinstate the plan to hold a St David's Day parade in every town in Ceredigion, and with restrictions still in place, only two parades were able to take place in 2022, with the support of local committees in Lampeter and Aberystwyth.	Five towns prior to COVID, reduced to two towns in 2022 because restrictions were still in place. 2023: 4 towns held parades to celebrate St David's Day.	Cered
	Support the National Eisteddfod 2020 by establishing a Project Group to identify priorities for CCC's action plan to support and facilitate arrangements	Support was provided for a very successful Eisteddfod in the Summer 2022, following a two-year delay due to the pandemic. Pentref Ceredigion (Ceredigion Village) was established on the Maes, with the vision of promoting the county as a place to live, to learn, to belong and to succeed. The Caru Ceredigion brand was used to promote a modern county.	210 events held in the Ceredigion Village over a period of 8 days. Between 25,000 and 30,000 people visited the Ceredigion Village. 1,500 children participated in a range of performances with their schools on the Maes.	CCC
	The Council and partner organisations who are members of the Bilingual Futures Forum to use specific dates on the calendar to raise awareness of the importance of the Welsh language, e.g., campaigns and celebrations around St David's Day, Diwrnod Shw Mae, Ras yr Iaith, Welsh Language Music Day	**St David's Day** – a video to convey excitement around the Eisteddfod, and to explain what to expect. **Diwrnod Shwmae** – Work Welsh Learner of the Year Award. **Welsh Language Rights Day** – a video to promote and encourage the people of Ceredigion to use the Welsh language when they contact the County Council.		CCC Welsh Language Unit Members of the Bilingual Futures Forum

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		Cered held a shop window-dressing competition for St David's Day in four towns: Aberystwyth, Tregaron, Cardigan and Llandysul. The competition was judged by Ben Lake MP.		
		Coleg Ceredigion Welsh language days are celebrated annually across our campuses, for both staff and students, with fun activities, games, competitions, guest speakers, etc. Every member of staff completes a 'Language Awareness' course – this is an online course produced especially for Coleg Ceredigion and Coleg Sir Gâr staff. The course is compulsory for all new staff as part of their induction.		
		Natural Resources Wales Publish Welsh Language Annual Report in September 2021 – Social Media		
		Diwrnod Shwmae/Su'mae between 14 and 15 October – Social Media		
		Celebrate Learning Welsh between 11 and 15 October		
		Halloween and the first day of winter on 1 November		
		Welsh Language Rights Day between 5 and 7 December – Social Media		
		Wales' Christmas and New Year Traditions between 15 and 17 December		
		St Dwynwen on 25 January – Social Media		
		Welsh Language Music Day on 4 February		
		St David's Day on 1 March		

World Book Day on 3 March

World Poetry Day on 21 March

Urdd Gobaith Cymru – celebrate its centenary, including a quiz – June

Promote Welsh Language Training Programme – August

European Languages Day – September

<u>Aberystwyth University</u>

The University's Welsh Language Promotion Awards – this year, a ceremony was held at the Arts Centre to announce the winners as part of the University's 150th anniversary celebrations and Diwrnod Shwmae celebrations. An exhibition and open day were held for alumni and visitors at Pantycelyn on the first Sunday of the National Eisteddfod in Tregaron. To mark the occasion, the Pop Aber exhibition was also organised to celebrate the important contribution of students and alumni to the pop scene in Wales.

In collaboration with the Learn Welsh Ceredigion, Powys and Carmarthenshire Team, the Aberystwyth University Coleg Cymraeg Branch staff, and UMCA, stands/events were organised on the campus and online to promote/raise awareness of the Welsh language on specific dates, including Freshers' Week, St David's Day, Diwrnod Shwmae, Welsh Language Music Day, and Welsh Language Rights Day. The Welsh

| | | Language Community Coordinator also works in the Union to collaborate with UMCA and the local community to organise events and to promote the Welsh language and culture to students.

Hywel Dda Health Board

St David's Day – Hold a quiz for all Health Board staff, and produce a video about the importance of the Welsh language
Welsh Language Music Day – Play Welsh language music on all radio stations in our hospitals
Diwrnod Shwmae – Provide an information stand in every hospital across the three counties
Welsh Language Rights Day – Share messages on social media and produce an animation for all staff. | | |
| | Highlight the value of the Welsh language in the tourism industry, e.g., promote the Sense of Place scheme. | Discover Ceredigion
• fully bilingual website
• fully bilingual Facebook page, with the Welsh text always appearing first
• Post to promote the Diwrnod Shw Mae

Celtic Routes marketing programme
    • Social media streams are bilingual (some material is trilingual, using Gaelic too)
    • A television programme following Ryland Teifi and his family has been commissioned and will be broadcast on S4C shortly.

Welsh language events are promoted, with a particular focus on Eisteddfodau this year (a | The Welsh language is prominent in Discover Ceredigion activities | Growth and Enterprise Service |

		specific, permanent page, as well as the National Eisteddfod). A Ceredigion Ambassador Programme is being developed (as part of the Welsh Ambassador scheme https://www.ambassador.wales/cy). Option to follow the course in Welsh or in English. A specific module on the Welsh language is mandatory in order to reach the 'Silver' level. Community Regeneration Fund: Work has been commissioned to work with representatives from the county's towns to develop a brand for the towns. An important aspect of the work will be to make use of the Welsh language as a point to sell the unique nature of the county.		
	Safeguard local Welsh place names by implementing Ceredigion's street naming and numbering policy	As part of the street naming and numbering policy, when house names are registered, a letter is sent to each applicant to inform them of the Welsh language and culture, in the hope that it will assist in retaining Welsh or historic names in the county. The street naming and numbering policy demands that every new street is given a Welsh name only, and that the relevant Town or Community Council is consulted in terms of the relevance of that name to the local area.	2021-2022 Reporting Period: 34 applications to change property names. 2 applications: Welsh to English 15 applications: English to Welsh 9 applications: Welsh to Welsh 2 applications: English to English 263 applications to name new properties: over 95% of these applications were for Welsh names. 3 applications to name new streets: 100% Welsh only.	CCC Address Management Service

Objective 3.2 To create the social conditions that enable the Welsh language to thrive in Ceredigion				
Number	Action	Progress	Indicators	Partners
	CCC to value Welsh language skills in the workplace by implementing a recruitment policy that requires a linguistic assessment to be undertaken when appointing to any vacant or new post.	Every worker is required to satisfy Level 1 requirements for 'speaking and listening' (basic courtesy Welsh) at least when appointed, or within six months of being appointed. For all Council jobs, the linguistic skills required to undertake that role must be identified and recorded on the 'Permission to Fill a New Post' form. In specific cases, if it is impossible to recruit at the required ALTE level, it is agreed to include a training condition in the employment contract. The successful candidate is expected to reach the required ALTE standard within two years of being appointed. Line managers are expected to monitor this. Every vacant post is advertised in English and Welsh. The following disclaimer was placed on our website in March 2022: *"We operate a bilingual policy.* *All applicants are invited to apply in Welsh, any application submitted in Welsh will not be treated less favourably than an application made in English."* Information about the use of the Welsh language in recruitment has been included on the 'information and FAQs' pages, which appear at the end of every job advert. The job application form includes a space in which candidates can specify the	Recruitment: Welsh language skills level Level 5: 18% Level 4: 4% Level 3: 40% Level 2: 24% Level 1: 14%	CCC Welsh Language Unit

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		language in which they wish to be interviewed. It is intended to hold discussions with the HR Service to consider an alternative method of recording the linguistic skills of the workforce over the coming period, as well as to consider setting targets to increase the linguistic skills of the workforce. As part of this work, we aim to develop guidance on how to assess linguistic skills for new or vacant posts.		
	Member organisations of the Bilingual Futures Forum to value Welsh language skills in the workforce by implementing a recruitment policy that requires a linguistic assessment to be undertaken when appointing to any vacant or new post.	Coleg Ceredigion Implement a more intensive system of assessing the Welsh language skills level to be included in job descriptions and advertisements for vacant posts. Work closely on this with the Recruitment Manager, using our 'Recruitment Matrix' before a new or vacant post is advertised. Natural Resources Wales Every new or vacant post is assessed in terms of Welsh language skills requirements, following staffing and recruitment guidance. Every manager will need to fill a Microsoft Teams form in order to record the assessment. The assessment will be checked by the Welsh Language Officer to ensure that the guidance has been followed and that there are Welsh speakers in every team. No post is advertised unless these steps have been taken as part of the recruitment process.	Coleg Ceredigion 20/21: **22 jobs in total 40% where Welsh was a requirement** Natural Resources Wales	Members of the Bilingual Futures Forum

Natural Resources Wales

Linguistic level	Essential	Desirable	Requirement to learn
Level 5	7 (1.1%)	0	0
Level 4	30 (5%)	91(16%)	1 (0.2%)
Level 3	20 (3.4%)	95 (16%)	6 (1%)
Level 1	336 (57.3%)	0	0

		Aberystwyth University The University has robust arrangements in place to assess the linguistic requirements of every advertised post. All job descriptions and their linguistic requirements are checked and approved by the Welsh Language Services Centre as part of the recruitment and advertising process. When staff are appointed to posts for which Welsh language skills are essential, with a commitment to learn/improve their Welsh language skills in order to meet the required level of the post, the Centre contacts the staff to offer support and information about suitable courses.	Aberystwyth University 	Welsh language skills essential	204	31.2%
Welsh language skills desirable	432	66.2%
Posts where Welsh language skills were not required	449	68.8%
Posts with a requirement to acquire Welsh language skills upon appointment to post	No data			
	CCC to maintain its procurement policy in order to value the Welsh language, ensuring that Welsh language requirements are considered and included where appropriate in any contract, tender or legal agreement.	The Procurement Service has published Contract Procedure Rules that state that every tendering process must include a reference/clause that requires the successful company to comply with the Welsh Language Standards that are relevant to the provision of the service or goods subject to the tender process. The Procurement Service is responsible for monitoring this. The Welsh Language Commissioner's guidance document, 'Bidding for Contracts and Grants: Welsh language considerations', is distributed to all contractors.	Six of 14 members of staff speak Welsh. In 2022, no tenders were submitted in Welsh, however the service has put a system in place whereby any tender or correspondence received in Welsh during the tendering process will be responded to in Welsh from that point onwards.	Procurement Service
	Support corporate priority 1, Boosting the economy, CCC Corporate Strategy 2017-22, to	The county's new Economic Strategy, "Boosting Ceredigion's Economy – A Strategy for Action 2020-35", was published in 2021. The strategy aims to	It is ensured that the Welsh language is visible in any plan to boost the economy.	Growth and Enterprise Service

| | | ensure that the Welsh language is visible in any plans | ensure the following when implementing a range of plans under four main themes – People, Place, Enterprise, and Connectivity.

"Another important underlying principle is the need to protect and enhance our cultural uniqueness and identity and help to boost the resilience and growth of the Welsh language. We will build on work undertaken as part of the Arfor project to fully identify the opportunities to realise opportunities to help the Welsh language thrive through positive economic development action. Fundamentally, this will be achieved by ensuring that those who speak Welsh have the confidence, skills and opportunities to develop businesses, work in jobs of higher value, and see Ceredigion as a thriving, energising place to live and work." (page 6). | | |
| | | Ensure that the value of the Welsh language, its use and sustainability are core factors in the activities of the Cynnal y Cardi (LEADER) Scheme and the Arfor Scheme. | Applicants must answer the following question: How will any scheme / project contribute to promoting the Welsh language? The Welsh language is treated as a cross-cutting theme and is scored as part of the application assessment process.

Reports and case studies are produced bilingually. Marketing and other materials are provided bilingually, including the Cynnal y Cardi website. | 11 applications were submitted in Welsh 7 Welsh presentations were given as part of the assessment process

Specific schemes: Welsh in the Workplace, Academi Bro, Croeso Ceredigion toolkit, Gorwel a Gwreiddiau, Ceredigion Bro360, Calon Tysul.

Case studies can be found online at https://www.cynnalycardi.org.uk/case-studies/ (Welsh in the Workplace and Academi Bro). | Growth and Enterprise Service |

		The Local Action Group's meetings are mainly held in Welsh.		
	Ensure that the Arfor Scheme, funded by the Welsh Government, promotes entrepreneurship, business growth, community resilience and the Welsh language in the Arfor region in Ceredigion.	Two toolkits were produced in Ceredigion: 'Mentro mewn Busnes' ('Venturing into Business') to promote entrepreneurship and support new businesses. Total and maximum grant – £10,000. Grant rate – 80% 'Tyfu yw'r Nod' ('Growth is the Aim') to support existing enterprises to encourage growth and development. Total grant – £10,000 - £40,000. Grant rate – 70%	31 applications were supported, with the main aim of promoting the use of the Welsh language in business. As a result of the scheme: 61.7 jobs were created 40.5 jobs were safeguarded The evaluation of the Arfor 1 scheme has been completed: https://www.rhaglenarfor.cymru/index.en.html	
	Provide opportunities for apprentices within the Council to use their Welsh language skills at work	The apprenticeship scheme has provided a platform to develop further opportunities for our young people to use the Welsh language in the workplace and to strengthen those opportunities. The apprenticeship scheme aims to continue to have a positive impact on the use of the Welsh language and the choices of our young people. This, in turn, will lead to a better understanding amongst young people of the demand for Welsh language skills in the workplace as they grow older. Learning providers are required to offer learning activities and materials in Welsh and to actively support the use of the Welsh language when delivering and assessing qualifications. **Example of good practice:** At the beginning of their apprenticeships, learners are asked if they would like to complete their initial assessments through	The scheme was established in 2018, and since then, there have been 18 participants. To date, 95% of all apprentices have been Welsh speakers (19 Welsh speakers / 1 Welsh learner).	

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<td>the medium of Welsh. They are also asked in which language they would prefer to prepare their assignments, and they are encouraged to submit any evidence of their use of the Welsh language, e.g., e-mails or posters.
The presentations used in the monthly workshops are bilingual and highlight key subject-specific vocabulary in Welsh. Any other terms used by the learners are also discussed. At the end of every session, learners review the vocabulary to see what they can remember. The vocabulary is coded red/amber/green for difficulty, so that every apprentice, no matter their level of Welsh language skills, feels confident to 'give it a go'. Every learner is also required to complete at least one assignment for their apprenticeship in Welsh.</td>
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Objective 3.2 To ensure that there are sustainable communities where the Welsh language is used as the normal means of communication				
Number	Action	Progress	Indicators	Partners
	Promote the sustainability of the Welsh language through land use planning procedures, e.g. • support and review the *Supplementary Planning Guidance – Community and the Welsh Language,* as part of the Local Development Plan, and strengthen the clause to erect bilingual signage and advertisements for developments, e.g., chain stores	The LDP review process has been paused due to the COVID-19 pandemic, as well as the impact of the Natural Resources Wales planning statement on LDP2. There is a significant risk of the plan being considered 'unsound' and not fit for purpose through the public examination process, because the phosphate issue is not resolved. A Draft Topic Paper on the Welsh Language was drafted in 2019 for the	1 Integrated Impact Assessment, with the following outcome: • The Review and Update of the LDP would be presented bilingually • The whole county would be classified as linguistically sensitive, thereby requiring all development proposals to be impact assessed with regard to their potential impact on the use of the Welsh language • A topic paper on the Welsh language would be produced during the preparation of the Deposit Plan	CCC Planning Service

	• conduct linguistic impact assessments in every stage of the development of the new Local Development Plan (LDP)	Preferred/Pre-Deposit Strategy, providing details of the implications of: • TAN 20 • The Well-being of Future Generations (Wales) Act 2015 and the well-being aim: 'a Wales of vibrant culture and flourishing Welsh language'. • The Welsh Language (Wales) Measure 2011 • Welsh Language Strategy: Cymraeg 2050 • Planning Act (Wales) 2015 • PPW 10 Present a paper to the Cabinet (22 February 2022) and the Council (3 March 2022) on community housing, with the aim of supporting local people to access housing through a shared equity model. A task and finish group has been established to consider the implementation of such a model, alongside other housing options. This work is ongoing.	Number of applicants who qualified to purchase discount for sale affordable housing: Between 01.01.2017 and 21.11.2022: 163, 149 of those who qualified on the basis of local connection. 91% Local connection: Affordable housing under the Unitary Development Plan (the previous plan): individuals must have lived for 10 of the last 20 years in the county or within neighbouring community council areas. Affordable housing under the Local Development Plan (the current plan): individuals must have lived in the county for 5 years of their lives.	
	Maintain a policy of promoting affordable housing.	Ceredigion's Local Housing Strategy (2018-23) aims to ensure that an integrated housing service is provided to meet local need, as well as to safeguard Welsh heritage, culture and language within the county's communities, specifically in areas with a high proportion of Welsh speakers. Supporting existing communities is a key aspect of this strategy and is crucial to the well-being of the Welsh language in Ceredigion. The Common Allocations Policy also ensures that local connection criteria must be satisfied in order for applicants to be	From 1 April 2017 until 23 November 2022, 1611, housing allocations were made in Ceredigion. All allocations were made in accordance with the Common Allocations Policy and ensured that applicants had local connections with Ceredigion. In a minority of cases where local connections are not relevant, allocations were made under the homelessness duty.	Housing Service

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		considered and be offered social housing, without many exceptions. The local connection criteria can be satisfied if the applicant has lived in the county for five years immediately preceding the date on which their application is submitted, or on the basis of employment, or due to having family living in the area.	0.8% of service users have indicated that they wish to engage with the service in Welsh, with 4% wishing to do so bilingually, and the remainder choosing to do so in English.	
	Continue to use the Community Grant Scheme to support: community organisations and events that make use of the Welsh language or make a commitment to develop the use of the Welsh language, including agricultural shows and local eisteddfodau.	Under grant conditions, all applicants must operate bilingually in order to receive grant funding. This includes: • Producing all written and electronic material relating to their application bilingually – e.g., signage, leaflets, posters, publications, advertisements, websites and any slogans. • Ensuring that any public activities or events related to the application do not treat Welsh less favourably than English, e.g., loudspeaker announcements, with those responsible for chairing events ensuring that attendees feel comfortable contributing in their preferred language. • Helping to provide opportunities for people to use the Welsh language.	<table><tr><td></td><td>Number of applications</td><td>Total distributed</td></tr><tr><td>2017/18 –</td><td>76</td><td>£189,344</td></tr><tr><td>2018/19 –</td><td>77</td><td>£197,826</td></tr><tr><td>2019/20 –</td><td>90</td><td>£243,689</td></tr><tr><td>2020/21 –</td><td>17</td><td>£92,794</td></tr><tr><td>2021/22 –</td><td>28</td><td>£119,567</td></tr><tr><td>Total –</td><td>288</td><td>£843,220</td></tr></table> The decrease can be attributed to the impact of COVID-19. 2021/22: 5/28 applications submitted in Welsh. 18%	CCC Finance Service
	CCC IT Service and other organisations to seek increasing opportunities to include the Welsh language in technology, including new IT systems; Bilingual Futures Forum partner organisations to raise awareness of this in order to increase the use of Welsh interfaces, e.g., Microsoft, Facebook, apps	The IT Service is updating software and installing Microsoft 365 Apps, including Office, on staff computers. Office includes a Welsh spellchecker. The Microsoft interface can be used in Welsh, and there are instructions on how to do this on CeriNet. The HR Service maintains the Council's CeriNet intranet – the intranet operates in English and Welsh. Users select their	The use of the Welsh language in IT projects is increasing across the Council.	IT Service

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		preferred language on the homepage and are then able to move from page to page in that language. The Language Policy Officer maintains the 'Work Welsh' pages on CeriNet (the Council's intranet), providing resources to help to promote the Welsh language and to help staff to use the language. The contents of those pages will need to be reviewed and updated over the coming year.		
	Provide information to newcomers via a moving to Ceredigion website	Following a successful application for Cynnal y Cardi grant funding, a 'Croeso Ceredigion' project was developed. Its aim is to maintain viable communities by highlighting the opportunities available to contribute and support locally, and to help people understand how the Welsh language is an intrinsic part of the cultural and social life of the county. The project will be inclusive, bringing together Welsh speakers, shy Welsh speakers, Welsh learners, non-Welsh speakers, and those who are entirely new to the language. The project will aim to ensure community ownership, equipping communities to tackle the challenges related to inward migration. **Produce a visual postcard** that will include a QR code to direct newcomers to a welcome pack. **Produce an e-book** to introduce life in a bilingual county. As part of a pilot project, select **three town and community councils** where the problems related to inward migration are	The resources are being designed at present, and the community work will commence in March.	Welsh Language Unit Cered

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		most apparent. Work with the Council to implement a local action plan. **Community workshops** (targeting social groups that already exist within a local area) – working closely with communities to equip them to tackle the challenges related to inward migration.		

Cyngor Sir Ceredigion County Council

REPORT TO: Language Committee

DATE: 25.05.2023

LOCATION: Council Chamber, Penmorfa

TITLE: Cered: Menter Iaith Ceredigion Language Initiative-Targets for 2023-24

PURPOSE OF THE REPORT: To provide members with an update on Cered's programme of work from April 2023 to March 2024 based on targets agreed upon with Welsh Government

BACKGROUND:

Aim of the Initiative

Cered's main aim is to support, influence and develop the use of the Welsh language in Ceredigion, to lay the best possible foundations for growing and developing the language on a community and social level, within education and in the world of work. Cered delivers a range of projects to increase the use of Welsh among families, children and young people, the community and the workplace, promoting and supporting Welsh language services.

The Initiative's Contribution to Broader Strategies

Cered implements schemes that deliver the Initiative's aims as well as the strategic priorities of Cymraeg 2050: A Million Welsh Speakers – The Welsh Government's Language Strategy, namely: to increase the number of Welsh speakers, to increase the use of the Welsh language and to create favourable conditions - infrastructure and context.

Cered's work in the community reflects the priorities of the Ceredigion Language Strategy, which states that the sustainability of the Welsh language is dependent on the process of strengthening Welsh-speaking communities by providing sufficient educational, cultural and social opportunities to use the language on a daily basis.

The Initiative's work also supports the Corporate Strategy for 2022-27 and the Ceredigion Local Well-being Plan for 2023-28, specifically the Cultural Well-being Objective to increase opportunities to use the Welsh language.

As an Initiative that operates as part of Ceredigion County Council's Schools and Culture Service, there are clear opportunities to collaborate and co-plan closely with a number of other services and schools to enable the Initiative to achieve its objectives as a driver and facilitator in increasing the use of the Welsh language.
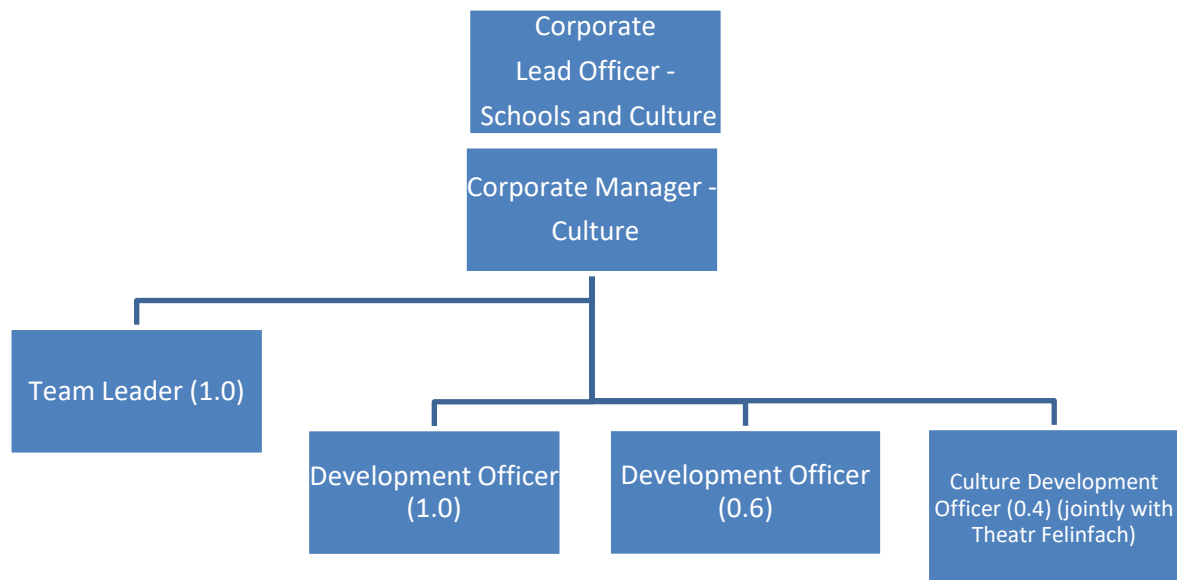
Funding

Cered receives core funding through the Welsh Government's Grant for Promoting and Facilitating the use of the Welsh Language. In 2023-24, the initiative will receive a grant of £120,626.00 with the remainder of Cered's funding coming from Ceredigion County Council. The grant level has remained unchanged since 2017.

The annual grant offered by Welsh Government is based on a series of specific targets and the Initiative is expected to report on progress against these targets every quarter.

Cered can also draw up grant funding applications from other sources to implement specific projects.

Structure and Staffing

Cered's structure and line management is as follows:

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                    Corporate
                   Lead Officer -
                 Schools and Culture
                 ┌──────────────────┐
                 Corporate Manager -
                       Culture
        ┌────────────────┼──────────────────┬──────────────────┐
   Team Leader (1.0)  Development      Development       Culture Development
                      Officer (1.0)    Officer (0.6)     Officer (0.4) (jointly with
                                                         Theatr Felinfach)
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Partners

Working with partners is an important part of the work of the Initiative. By adopting the principle of consultation and co-operation, Cered is eager to ensure that there is no duplication of provision and, by offering support to the activities of other organisations, provides added value to those programmes.

Cered's partners include the following:
Welsh Government, Mentrau Iaith Cymru, Welsh for Adults - Aberystwyth University, Theatr Felinfach, Mudiad Meithrin, Urdd Gobaith Cymru, Young Farmers Clubs, Menter Iaith Sir Benfro, Mentrau Iaith - South West Region, CAVO, Coleg Ceredigion, Ceredigion County Council's Childcare Department, Careers Wales, Theatr Genedlaethol Cymru, The Arts Centre, Theatr Mwldan, Community Committees.

2023-24 Targets

When submitting the annual grant application, Cered is required to provide a comprehensive overview of its work outlining a series of targets with their respective rationale, along with clear indications of expected outputs and outcomes.

The targets are aligned with the Cymraeg 2050 themes:
1. Increasing the number of Welsh speakers
2. Increasing the use of Welsh
3. Creating favourable conditions – infrastructure and context

Theme 2

Family sessions

Activities for Children and Young People
> *Iwcadwli i Blant*
> *Dim Clem* quiz
> Gardening Club activities
> Development of *Adran yr Urdd* in New Quay
> Barley Saturday, Cardigan
> *Theatr Fach Llandysul* and Criw CICA, Cardigan
> Young Sports Reporters Scheme
> Welsh language music workshops

Community Activities
> New speakers:
>> A network of coffee mornings / cuppa and a chat
>> The Big Quiz
>> *Agor y Drws* Event
> *Cefn y Rhwyd* – football podcast
> Welcome to Ceredigion
> The Garden
> *Ar Gered* – Welsh Walking Tours
> Chat sessions:
>> Gathering Memories
>> *Gorwel* and *Gwreiddiau*
>> Care Services
> Ceredigion Gigs Network
> *Gŵyl y Cynhaeaf a'r Llwybr Werdd*
> *Browlan* and *Bob Ochr i'r Afon*
> St David's Day Parades
> Welsh Language Race
> *Iwcadwli*

Theme 3

> Translation Equipment and Sound System

Advice for businesses
Updating of Social Media Pages

In rolling out the projects based on the 2023-24 targets, Cered will continue to work to ensure that the initiative's staff regularly engage with diverse communities across the county.

RECOMMENDATION:

That the Language Committee accepts the report on Cered's targets for 2023-24 and notes the work of the Initiative in promoting and developing the use of the Welsh language in Ceredigion.

Contact Name: Steffan Rees

Designation: Cered Team Leader

Date of Report: 12 May 2023

Cyngor Sir CEREDIGION County Council

REPORT TO: Welsh Language Committee

DATE: 25 May 2023

LOCATION: Hybrid

TITLE: Street Naming and Numbering Policy Update

PURPOSE OF THE   Progress report of the Street Naming and Numbering Policy
REPORT:

BACKGROUND:

The purpose of the Street Naming and Numbering Policy is to process all requests to name streets and to ensure that all properties in Ceredigion are assigned an official address that is clear and unambiguous. In turn, this will ensure that Council services, emergency services and other services are able to locate any property address. The aim of this Policy is to encourage property developers and owners to apply for new or changed official addresses as early as possible. This in turn will ensure that the delivery of council services and external services will be carried out without delay.

Ceredigion County Council also recognises its duty to safeguard the Welsh language within its communities, and to promote and facilitate the language in all aspects of the social and economic life of Ceredigion. Ceredigion is one of the strongholds of the Welsh language.

Regarding the report, the Policy has been updated to promote and facilitate the use of the Welsh language and to encourage homeowners to consider Welsh house names, which may have linguistic origins, with reference to historical or cultural reference within the geographical area.

The Policy has recently received acknowledgment of good practice from Cymdeithas Enwau Lleoedd Cymru, who has asked the Authority for permission to share this good practice with other Local Authorities.

The policy stipulates that anyone who wishes to name a newly built house or to re-name a house in Ceredigion, must apply in writing to the Street Naming & Numbering Officer with the proposed name for the new dwelling(s). Should the current name be original and historic, especially a historic Welsh name, then a standard letter is sent to the customer asking them to reconsider and keep the current name (even if the proposed new name is a Welsh name). The standard letter gives the customer 10 working days to reconsider their decision. However, the final decision does lie with the customer (Ceredigion County Council has no jurisdiction). The Language Committee and Cabinet made recommendations to the policy (September 2016) that a disclaimer should be included with the letter, thus ensuring that the applicants must acknowledge receipt of the letter by signing and returning it, in respect to their final decision on naming or re-naming their home.

This is an update on how the Street Naming and Numbering function has progressed over the last year (April 2022 – March 2023)

1. **Property Names**

Property name changes

Welsh to English – 3 applications

Crud y Gwynt to Sleepy Hollow
Ysgol Llanwenog to The Old School
Ty Dew to Sea Dew House

English to Welsh – 7 applications

Five Acres I Gors Villa
Quindon I Llysfaen
Castlehill I Tan-Y-Bryn
Glenover I Yma Mae Dreigiau
Pony Paradise I Cae Fychan
West Meath I Gorllewin Meath
Rose Cottage I Howny Fach

Welsh to other language – 1 application

We find there is no trend in applicants of these types, but we have examples of English residents, who have recently moved to the area, applying to change the name of their English property to the Welsh Language. Their reasoning for this is to support the local traditions and to from a bond with the local community.

New properties

In the last year we received 172 applications.

Named in Welsh – 158 applications
Named in English – 14 applications

Since the new policy and the inclusion of the letter, there has been no significant change in the figures. The letter to consider the context of changing the property's name appears to have influenced people, but regardless of the letter the property owner has the right to name their property anything (within reason) and in a language of their choice.

2. **Street Names**

Regarding street naming, we have received seven official applications to name new streets. In our Street Naming and Numbering Policy we demand that all new named

streets be named in Welsh only. Therefore, the new streets were named in Welsh and as the policy states, were consulted with the Community Council.

CLOS LLWYN PIOD, ABERTEIFI
Y GEULAN, ABERPORTH
CAE'R WINLLAN, ABERTEIFI
NEW SITE, LLANARTH – *No name approved - Under consultation*
GWAR Y GARTH, PENRHYNCOCH
RHOS Y BRENIN, PONTARFYNACH
GOLWG Y DYFFRYN, LLANWNNEN

We have noticed that there is an increase of developers using local schools to help create / choose street names. A good example of this, is the workshop in Penrhyncoch.

Ysgol Penrhynchoch and Angharad Fychan (Enwau Lleoedd Cymru) took part in a workshop to choose a name for the new estate in Penrhyncoch. The children suggested GWAR Y GARTH.

"Garth is the old name of the upper part of the village (formerly Penrhyn Uchaf), and Garth Uchaf and Garth Isaf are the names of the two streets opposite the Village Hall. With that name falling from use, it is an excellent opportunity to keep the name alive. Garth means 'ridge' – i.e. it describes the ridge of land that rises from Cae Mawr and extends towards the bus garage.

The term 'Gwar' was chosen to provide some variety in the names of estates in the village, where there are a large number of estates named 'MAES Y [something]', and Gwar also provides neat alliteration with Garth. Gwar is also a familiar name because Cae Gwar Felin was the name given on the Tithe Map for the field where Glan Seilo and Ger-y-cwm are now located.

I would like to thank Angharad Fychan as secretary of Place Names Wales for giving up so much of her time to lead two workshops with pupils at Ysgol Penrhyn Coch. The workshop has benefited everyone as "Cynefin"(habitat) is the theme of the school curriculum.

Here are pictures from the workshop on the school Twitter - [Ysgol Penrhyn-Coch on Twitter:](#) "

The street naming policy seems to be working, albeit that the Authority only received seven applications during this year. It is likely that the Community Council is well placed to approve the naming of streets within their communities, in which the members have good local knowledge in terms of the heritage and cultural aspects of the community, ensuring that the Welsh only name is pertinent to the locality.

3. Other work

Five Year Report – The List of Historic Place Names of Wales

I was part of the task and finish group as the only Street Naming and Numbering Officer in Wales. Hopefully the input will help this project move forward.

The List of Historic Place Names has existed for five years now, and a great deal has happened in that time. The List was established in response to growing concerns about threats to our historic place names. The List had two purposes: firstly, to raise awareness of the rich heritage of historic place names and encourage their continuing use, and secondly, to create a record of the whole wealth of place names in Wales, so that the names could be preserved, even in those circumstances where they are no longer in active use.

The fifth anniversary of the List has given us an opportunity to take stock and gauge the opinion of the public and the experts as to how we can strengthen the List and promote it more effectively so that as many people as possible in Wales can learn about our place names. The public filled in a questionnaire giving their views about improving the List, and we formed a task and finish group with representatives from the Welsh Government, local authorities, the Welsh Language Commissioner's Office and the Centre for Advanced Welsh and Celtic Studies to consider the next steps. This process is now finished, and you can find the task and finish group's report here:

[RCAHMW | News | Five Year Report – The List of Historic Place Names of Wales](#)

Place Names County Forum

I was invited to set up a new Forum to discuss the issues that arise regarding Place Names. As you probably know, place names are an area that is addressed in the Program for Government and in the Collaboration Agreement between the Welsh Government and Plaid Cymru: 'Welsh place names - Ensuring that Welsh place names in the built and natural environment are be protected and promoted'.

Language officers and/or property and street naming officers of the Local Authorities of the areas considered to be 'strongholds' of the Welsh language are initially included on the Forum, namely Ceredigion, Gwynedd, Carmarthenshire and Anglesey. This forum will help create a new policy on place names through the Welsh 2050 Division.

RECOMMENDATION:

- Member of the Welsh Language Committee to receive the report.

Contact Name: Steffan Jones

Designation: Street Naming & Numbering Officer

Date of Report   2 May 2023