

Cyngor Sir Ceredigion

REPORT TO:	Welsh Language Committee
DATE:	22.11.2021
LOCATION:	Zoom
TITLE:	Annual Report - Cered: Menter Iaith Ceredigion
PURPOSE OF THE REPORT:	To update members on Cered's activities during April 2020–March 2021, providing an overview of achievements and outlining the proposed programme of work for 2020-21.

BACKGROUND:

Foreword

Similar to other Council services, 2020-21 has been a challenging year for Cered. Following the closure of the office on 16th March we had to adapt our programme of work and find new ways of engaging with the audience in order to continue to achieve the main aims and objectives of the Initiative in relation to the Welsh language.

Despite the challenges, Cered was successful in delivering a diverse and innovative programme of activity, attracting new and existing audiences.

There have been some changes to the Initiative's management structures during the period. The Initiative is part of the Schools and Culture Service's Culture Division under the leadership of Corporate Lead Officer, Meinir Ebbsworth. In November 2020 Cered Manager was appointed Corporate Manager – Culture, and Cered Manager's duties and responsibilities are part of that role.

The 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 also reflects the priorities of Ceredigion Language Strategy 2018-23, 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.

Additionally, the Initiative's work supports Ceredigion Local Well-being Plan 2018-21 and the corporate objective to strengthen and increase the use of the Welsh language. As an Initiative that operates as part of Ceredigion County Council there are clear opportunities to collaborate and co-plan closely with a number of Council services including the Schools Service and Lifelong Learning 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 2020-21 a grant of £120,626.00 was received with the remainder of Cered's funding coming from Ceredigion County Council.

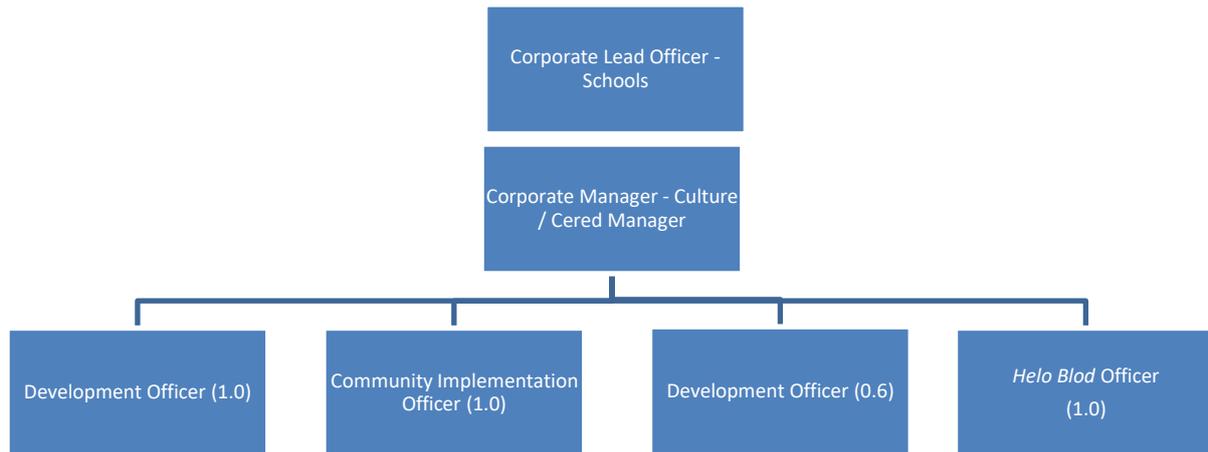
The annual grant offered by the Welsh Government is based on a series of specific targets based on the strategic theme "Increasing the Use of the Welsh Language". The Initiative is expected to report on progress against these targets every quarter.

In 2020-21 Cered was also receiving funding through the Welsh Government's project, *Helo Blod*. This project is co-ordinated by Mentrau Iaith Cymru, who are responsible for allocating the grant money which will be used to fund the full-time post of *Helo Blod* Officer.

Cered can also draw up grant funding applications from other sources to implement specific projects. There were no external funding projects during 2020-21.

Structure and Staffing

By the end of 2020-21 Cered's structure and line management was as follows:



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.

Cered Activities 2020-2021

Main Headings:

- Securing £120,626 of grant funding from the Welsh Government in 2020-21
- Targets for this period were agreed with the Welsh Government in December 2019 but, as a result of the pandemic, Cered was forced to review plans and new short-term targets were agreed with the Welsh Government in June 2020. The targets were based on a new, digital way of working
- Quarterly reports completed showing attainment against revised Government targets
- An innovative programme of digital events was delivered through various social media channels
- A new partnership was established with Menter Iaith Sir Benfro and jointly created the new *Cica Corona* Facebook page - this enabled the sharing of skills of a wider team of staff and reduced duplication of provision
- Social Media:

	CERED	<i>Cica Corona</i>
Number of postings on Facebook	1498	1828
Engagement	14,080	103,020
Reach	293,756	1,305,662

- Run 280 online interactive activities
- 15,842 participating or joining

Details of the Provision

A varied programme of digital activity was delivered including the following:

Work with Families:

- *Hwyl i Blant* / Fun for Children Sessions - a twice weekly digital session offering various activities - Art & Craft, Story and Song, Gardening, Cooking etc
- Interactive sessions with Siani Sionc
- Interactive sessions with Do Re Mi

Work with Children and Young People

- '*Clwb Creu*' performance club - in partnership with Theatr Genedlaethol Cymru - a series of performance activities via Zoom
- Welsh in the Workplace sessions for Secondary Schools via Teams
- *Dim Clem* Quiz - providing regional rounds for Ceredigion schools via Zoom
- *Gwener Grwfi* - half an hour of entertainment for primary school children via Zoom every Friday afternoon including a quiz, music and a treasure hunt.
- Face to face visits with Year 7 and 8 classes at Ysgol Penweddig to discuss Attitudes to Welsh

Work in the Community

- Chatting Sessions with Learners via Zoom
- *Iwcadwli* ukulele orchestra sessions via Zoom, and now face to face
- Theatr Soffa - rehearsals and community performances of "Dan y Wenallt" via Zoom
- Llandysul area community gardening scheme
- Various Quizzes - virtual quizzes organized jointly by the *Mentrau Iaith* in West Wales
- *Dished am Ddou* - daily social session via Zoom
- *Pod Rhod* - weekly podcasts based on interviews with various guests
- *Cwmni Rôl Cinio* - a series of live conversations with various guests via Zoom
- Podcasts and radio programmes in partnership with Radio Aber
- A weekly programme of activities on the *Cica Corona* and Cered Facebook page including: *Dywedïad y Dydd* (Today's Saying), Weekly Quiz, *Slawer Dydd* (A Long Time Ago), Quiz of the Week, *Ar Gered*, Flower Names etc

Helo Blod Scheme

- Business Advice Discussions via Zoom
- Siarter Iaith - assessments and presentations

During the year the Initiative's staff also assisted the Council's efforts to serve the public during the pandemic by co-ordinating and supporting the work of the Childcare Hubs and joining the Contact Tracing Team.

Plans for 2020-21

An application for a grant to promote the Welsh Language for the first 6 months of the 2021-2022 period was submitted to the Welsh Government in April 2021. A second application for the following 6 months was submitted in September 2021. Those targets are based on continuing with digital work but gradually re-introducing face-to-face work where possible.

Some additional targets are included such as the following:

- *Gorwel a Gwreiddiau* (the original *Creu 2020* project) - a project in partnership with Theatr Felinfach based on collating and collecting community memories, work with young people and businesses and community productions. This was originally rolled out in 2019 but had to be postponed - an application was submitted for Cynnal y Cardi LEADER funding and grant confirmation was received in April 2021. Work will commence in the coming months
- A Volunteer Scheme in association with historic and heritage sites - grant application was submitted to fund a pilot project in conjunction with Cardigan Castle - the outcome of which is expected in the coming weeks

Cered will also resume its work this year in promoting the activities associated with the National Eisteddfod across the County through representation on local and county committees and by collaborating with the Eisteddfod on various projects with communities and businesses. The Initiative will have a presence on the Eisteddfod field in conjunction with Mentrau Iaith Cymru and Ceredigion County Council.

Additionally, the Initiative intends to re-engage with the *Cadw ar Gof* project, on the work associated with dialect in relation to nature. Mentrau Iaith Cymru now intends to apply to HLF for funding to support a number of wildlife projects across Wales and Cered has been identified as one of the areas that will be implementing such a project.

In rolling out the projects based on the 2021-22 targets Cered will continue to work to ensure the regular contact of the Initiative's staff with diverse communities across the county.

Cered Priorities for 2021/22

- To increase the use of the Welsh language based on the principle of the need to:

Engage / Equip / Empower / Enable

To achieve this we will:

- Work towards achieving the targets agreed with the Government
- Raise awareness of the Initiative through staff links with the community
- To continue to support the activities of the local and central committees of the 2022 Eisteddfod

RECOMMENDATION(S):

That the Language Committee accepts the annual report as a record of Cered's work during the period in question and notes the work of the Initiative in promoting and developing the use of the Welsh language in Ceredigion.

Contact Name: Non Davies
Designation: Corporate Manager - Culture
Date of Report: October 2021