



Cyngor Sir
CEREDIGION
County Council

**Annual Monitoring Report
Welsh Language Standards**

1st April 2022 – 31st March 2023



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This report is available in English and Welsh.

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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.

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.



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

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.

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

- 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: \(ceredigion.gov.uk\)](http://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](#)

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.

A screenshot of a web form titled 'Opsiyonau iaith (dewisol)'. It contains a dropdown menu for 'Beth yw eich prif iaith?' with 'Dewiswch' selected. Below this, there is a heading 'Ym mha iaith y hoffwch chi dderbyn y ganlynol:' followed by four rows of radio button options for different services: 'Gohebiaeth Electronig', 'Gohebiaeth Bapur', 'Darparu Gwasanaethau', and 'Ar Lafar'. Each row has three radio buttons labeled 'Cymraeg', 'Saesneg', and 'Dwyieithog'.

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.'

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 administrative change following from the Local Government elections on the 5th of May 2022. In this new administration, the majority of Councillors 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.

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

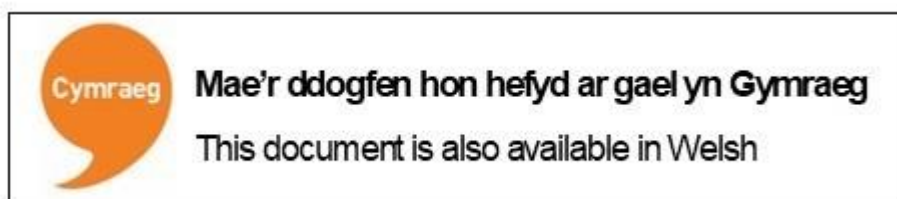
At present, the Council employs seven members of staff within the Translation Service, with five working on a full-time basis, one working three days a week, and one working one day a week. Of these, four of the full-time translators also provide a simultaneous translation service, alongside the translator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

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: \(ceredigion.gov.uk\)](http://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:



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.

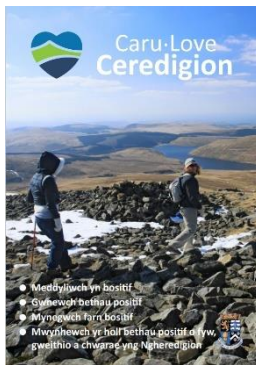
Standards relating to corporate identity (Standards 61-63; 81-83)

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.

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

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.

LINK: [Browse vacancies | Ceredigion County Council Careers](#)

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 its 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%
Cyfanswm	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%

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!"

“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.	
<u>Revision Club</u>	
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	
<u>Christmas parties</u>	
Christmas parties were held via Teams for all students participating in the Work Welsh programme.	
<u>St David’s Day quiz</u>	
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.	
<u>Museum visits (in the pipeline)</u>	
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

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%

Compliance with the Promotional Standards (145-146)

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:

- A report on the review of the Welsh Language Strategy, which reports on our ways of working, and the methods used to measure outcomes
- 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

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](#)

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%

	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%

Annex 2

Ceredigion County Council's ALTE Framework

Skills statements

Level	Listening/Speaking	Reading	Writing
1	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • Can understand short reports on familiar matters, if these are expressed in simple language, such as elementary signs, simple instructions and agenda contents. 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • Can understand most short reports and familiar instructions within his/her own area of expertise, provided enough time is given. 	<ul style="list-style-type: none"> • Can write a short simple message on paper or by e-mail to a colleague within the Council or a known external contact.
3	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • Can understand most reports, documents and correspondence he/she is likely to encounter during his/her work. 	<ul style="list-style-type: none"> • Can write informal messages and reports for internal use.

4	<ul style="list-style-type: none"> • Can contribute effectively to internal and external meetings in the context of the job area. • 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. 	<ul style="list-style-type: none"> • Can understand correspondence and reports expressed in standard language. 	<ul style="list-style-type: none"> • Can write business correspondence, short reports, e-mail messages and information literature with editorial assistance.
5	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • Can understand reports, documents and articles he/she is likely to read during his/her work, including complicated concepts expressed in abstruse terms. 	<ul style="list-style-type: none"> • 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.