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Ceredigion Language Promotion Strategy Achievement Report 2018-23	<i>Information</i>	
Crynodeb o'r Materion / Summary of Issues		
<p>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.</p> <ul style="list-style-type: none"> ➤ 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. <p>The report is presented in two parts:</p> <ul style="list-style-type: none"> • 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. <p>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:</p> <ul style="list-style-type: none"> ➤ 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. <p><u>Summary of main achievements</u></p> <p>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.</p> <p>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</p>		

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 confidence 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.

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 'Camay' program.
- 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 Ceredigion 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 an 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 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.

Goblygiadau Ariannol / Financial Implications

NA

Argymhellion / Recommendations

For members of the Public Service Board to receive the report

Atodiadau / Attachments

Welsh Language Strategy Review Report 2018-23

Appendix 1: Welsh Language Strategy Achievement Report 2018-23

Swyddog Adrodd / Reporting Officer

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