

Welsh Language Strategy: Action Plan (30.10.2018)

Strategic Aim 1: To maintain and increase the Welsh Language skills of the people of Ceredigion.

Objectives:

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

Strategic Aim 2: To maintain and increase opportunities to use the Welsh Language in a range of contexts.

Objectives:

- 2.1 To maintain and to increase the use of the Welsh Language at community level.
- 2.2 To Support and to increase the use of Welsh in the provision and delivery of public services.
- 2.3 To maintain and to increase the use of Welsh within the workplaces

Strategic Aim 3: To create social conditions that enable the Welsh Language to thrive in Ceredigion

Objectives:

- 3.1 To maintain the status of the Welsh Language within society, promoting its value and use.
- 3.2 To create a thriving economy where the Welsh Language and Welsh Language skills in the Workforce are valued.
- 3.3 To maintain sustainable communities where the Welsh Language is used as the normal means of communication.

1. To acquire language skills

Strategic Aim 1: To maintain and increase the Welsh Language skills of the people of Ceredigion.

	Aims	Actions	Partners	Indicators
1.1	To ensure new generations acquire basic Welsh Language skills at the first opportunity.	Provide Information and advice directly to parents on the value of the Welsh Language and the Support available.	<ul style="list-style-type: none"> • Ceredigion Education Service • Family Information Services • Flying Start • Cered 	<ul style="list-style-type: none"> • The Guiding Resources available shared widely amongst parents and guardians e.e Byw a Bod, Dechrau'r Daith at Ddwy Iait. • To include a section on the Schools website and in the Guidance Starting School, to make the most of Welsh medium Education.
		Promote and Support the Cymraeg for Kids project (Mudiad Meithrin) to encourage Language transmission in the home	<ul style="list-style-type: none"> • Welsh Government • Cymraeg i Blant (Mudiad Meithrin) 	<ul style="list-style-type: none"> • No of Support groups supported by Cymraeg for Kids
		Support Mudiad Meithrin to maintain and to increase the number of Ti a Fi groups.	<ul style="list-style-type: none"> • Mudiad Meithrin 	<ul style="list-style-type: none"> • No of Ti a Fi groups in the County, and attendance figures.
		Support Mudiad Meithrin to maintain a broad provision of Cylchoedd Meithrin in Ceredigion.	<ul style="list-style-type: none"> • Mudiad Meithrin • Other providers 	<ul style="list-style-type: none"> • No of cylchoedd meithrin in the county • No of attendees
		Raise awareness of independent childminders of the value of the Welsh Language, supporting them to provide an appropriate	<ul style="list-style-type: none"> • Child Care Unit CCC Support Team • Cered 	<ul style="list-style-type: none"> • Information and resources available to staff. • Advantages of bilingualism training delivered. • No and % of Welsh

		bilingual Service.		medium providers
1.2	To ensure that students aged 3-19 acquire and develop Welsh Language skills during their educational career.	<p>Expand the provision of Welsh Language Education in schools by implementing the Strategic Plan for Welsh Language in Education ,including:</p> <ul style="list-style-type: none"> • The promotion of the Ceredigion Language Charter - Ceri Siarad, • Maintain the Language immersion schools 	<ul style="list-style-type: none"> • Ceredigion Education Service 	<ul style="list-style-type: none"> • % of Welsh medium primary schools achieving awards under the Ceri Siarad Charter • % receiving welsh medium primary education • % receiving Welsh medium secondary education • % of pupils aged 14-16 studying for a qualification through the medium of Welsh
		Increase the number and % of students aged 16-19 undertaking part of their vocational training through the medium of Welsh and or/bilingually.	<ul style="list-style-type: none"> • Ceredigion Education Service • Coleg Ceredigion • Hyfforddiant Ceredigion Training 	<ul style="list-style-type: none"> • Number and % of students aged 16-19 receiving part of their Education through the medium of Welsh and /or bilingually • Provide training on teaching bilingually for teachers
		Raise children and Young people's awareness of the social, cultural and economic value of the Welsh Language	<ul style="list-style-type: none"> • Ceredigion Education Service • Coleg Ceredigion • Hyfforddiant Ceredigion • Ceredigion Youth Service • Cered • YFC. Ceredigion • Urdd Gobaith Cymru • Theatr Felin-fach 	<ul style="list-style-type: none"> • Appropriate activities provided by a number of partners. • No of Welsh for Work sessions delivered by Cered for Year 10 Students.
		Encourage schools to Access the Welsh-medium opportunities offered by the Youth Service.	<ul style="list-style-type: none"> • Youth Service 	<ul style="list-style-type: none"> • No of opportunities via the medium of Welsh offered as part of the interpersonal and social skills scheme (ABch).

				<ul style="list-style-type: none"> No and % of Agored accreditations via the medium of Welsh.
1.3	To ensure sufficient opportunities for young people and adults to acquire and to develop Welsh Language skills: in the workplace and the community.	CCC and other organisations to provide a range of internal opportunities for CCC staff to acquire, to improve and to enhance their Welsh Language skills.	<ul style="list-style-type: none"> The National Centre for Learning Welsh Tîm Addysg Gymunedol: Dysgu Cymraeg CCC to establish Welsh in the Workplace Tutor CCC and Other Bilingual Futures Forum Partners 	<ul style="list-style-type: none"> No of CCC staff who have attended Welsh Language courses. No of mentors on the Ffrind Iaith Scheme
		Promote the work of the National Centre for Learning Welsh to highlight and to share Information on opportunities for Public sector staff to Access training under the Work Welsh scheme.	<ul style="list-style-type: none"> The National Centre for Learning Welsh Aberystwyth University Other Public Sector bodies 	<ul style="list-style-type: none"> Number of Public sector staff in Ceredigion attending courses to acquire or to improve Welsh Language skills.
		Work with Aberystwyth University to promote its Welsh for Adults provision, including mainstream community-based courses and its integrated Welsh for the Family programme.	<ul style="list-style-type: none"> Aberystwyth University Tim Addysg Gymunedol Dysgu Cymraeg 	<ul style="list-style-type: none"> Number of learners registered on community –based Welsh for Adults courses No of learners registered on community-based Welsh for Adults courses at Advanced or Proficient level. No that have registered on the Welsh for the Family, and the % who have completed the course

2. Opportunities to use Welsh

Strategic Aim 2: To maintain and increase opportunities to use the Welsh Language in a range of contexts.

	Aims	Actions	Partners	Indicators
2.1	To maintain and to increase the use of the Welsh Language at community level	Implement a specific work programme via Cered, the Welsh Language initiative: <ul style="list-style-type: none"> • Maintain the Gweithredu'n Lleol groups • Facilitate extra-curricular opportunities for children and Young people • Promote the Welsh Language with business in the County e.g. Ceredigion Language Charter, and • Provide Information, Resources and signposting service. 	<ul style="list-style-type: none"> • Cered 	No of activities facilitated by Cered for families, children and Young people. No of activities facilitated by Cered via local Powerdai Iaith. - No of business who are members of the Ceredigion Language Charter.
		Support Welsh-medium activities for children and Young people through the Financial support and in kind Support provided by CCC to Urdd Gobaith Cymru and YFC Ceredigion, and share Information about activities locally.	<ul style="list-style-type: none"> • Ceredigion County Council • Urdd Gobaith Cymru • YFC. Ceredigion 	<ul style="list-style-type: none"> • No of members • No of accreditations
		Promote Welsh-medium arts and cultural activities delivered via Theatr Felinfach, Ceredigion Museum and Ceredigion Library Service.	<ul style="list-style-type: none"> • Theatr Felin-fach • Ceredigion Museum • Ceredigion Library Service 	<ul style="list-style-type: none"> • Number of arts and participatory projects facilitated by Theatr Felinfach • Number of Welsh-medium

				<p>books and resources borrowed from libraries</p> <ul style="list-style-type: none"> • The Museum to hold 2 workshops for families and 1 performance via the medium of Welsh annually.
		<p>Support arts and cultural organisations sponsored by the Council to deliver an imaginative programme of Welsh-medium opportunities through their work programmes.</p>	<ul style="list-style-type: none"> • Theatr Arad Goch • Theatr Mwldan • Canolfan y Celfyddydau, Aberystwyth • Llyfrgell Genedlaethol • Castell Aberteifi 	<ul style="list-style-type: none"> • No and % of Welsh medium opportunities in their work programmes
		<p>CCC to continue to support Local Eisteddfodau and Agricultural Shows in Ceredigion through the Community Grants Scheme, hence raising awareness and promoting linguistic heritage events within the County.</p>	<ul style="list-style-type: none"> • CCC • Local Eisteddfodau • Agricultural Shows 	<ul style="list-style-type: none"> • No of events supported
		<p>Support CAVO to promote the use of the Welsh Language amongst voluntary organisations in the County.</p>	<ul style="list-style-type: none"> • CAVO 	<ul style="list-style-type: none"> • No of Workshops commissioned by CAVO to promote the use of the Welsh Language within voluntary organisations • No of volunteering opportunities via the medium of Welsh.
2.2	<p>To Support and to increase the use of Welsh in the provision and delivery of Public services.</p>	<p>CCC and other organisations to implement the Service Delivery Standards relating to the Welsh Language and to share good practice with other organisations that fall under the remit of the Welsh Language Commissioner.</p>	<ul style="list-style-type: none"> • Welsh Government • WL Commissioner • CCC • Other Public Services who have a duty to implement WL Schemes/Standards 	<ul style="list-style-type: none"> • Acceptable Annual Standards Report submitted on behalf of CCC • No of organisations that implement the WL Standards

		CCC and other organisations to increase the number of bilingual staff in workplaces, in order to improve the quantity and quality of Bilingual Service	<ul style="list-style-type: none"> • Ceredigion County Council • Members of Bilingual Futures Ceredigion 	<ul style="list-style-type: none"> • % of Council staff able to speak Welsh • % of staff able to speak Welsh across Public sector partners in the county
		Promote the Welsh Language Commissioner's laith Gwaith scheme in relation to Clic Ceredigion Services, and run a campaign 'welcome to contact the Council in Welsh'..	<ul style="list-style-type: none"> • CLIC Service • Welsh Language Commissioner 	<ul style="list-style-type: none"> • No and % of Welsh calls that are received by Clic Ceredigion annually • No that have registered Welsh as their preferred Language on 'my account' • No of hits to the Council's Welsh medium website • No of Welsh medium social media followers
		Promote and Support the More than Just Words strategy across the Council's Services and its partners, and develop community resilience.	<ul style="list-style-type: none"> • Partners in the Health Sector i.e. <ul style="list-style-type: none"> ○ Hywel Dda HB, ○ CCC Social Services, ○ Public Health Wales ○ Social Care Wales ○ CAVO 	<ul style="list-style-type: none"> • Requirement of the Strategic Framework More than just Words achieved and acceptable annual reports submitted to WG.
		Develop a method of introducing basic courtesy language sessions for staff in care homes	<ul style="list-style-type: none"> • CCC • Care Council Wales • Hywel Dda Health Board 	<ul style="list-style-type: none"> • Courtesy Welsh sessions delivered.
		Promote the sharing of good practice across Public sector organisations in the County through the Bilingual Futures Forum.	<ul style="list-style-type: none"> • Bilingual Futures Partners 	<ul style="list-style-type: none"> • Share good practice at the Bilingual Futures Forum

		Support and develop the use of Welsh within Ceredigion Actif Service, including swimming lessons and sports training e.g. 5 x 60 project	<ul style="list-style-type: none"> • CCC Leisure Service • Local Sports Clubs • Cered 	<ul style="list-style-type: none"> • No of Ceredigion Actif programmes recognised via the Ceredigion Language Charter scheme
		Facilitate the search tool on the Dewis Cymru website to provide Information on Welsh Language Service provision in Ceredigion.	<ul style="list-style-type: none"> • Dewis Cymru Ceredigion CCC 	Number of organisations registered with Dewis Cymru and are able to provide Welsh Language Services.
		Work with partners to maintain the status of the Welsh Language and opportunities to use the Language within higher Education institutions in the County.	<ul style="list-style-type: none"> • Aberystwyth University • Prifysgol Cymru y Drindod Dewi Sant 	<ul style="list-style-type: none"> • Actions taken to promote Students 10 Rights #maegen ti hawl. • No of students who are studying part of their degree course via the medium of Welsh.
2.3	To maintain and to increase the use of Welsh within workplaces.	CCC and other organisations to Implement the Operational Standards, including <ul style="list-style-type: none"> • Provision of Welsh medium HR service, • Opportunities to increase confidence in using Welsh, in the workplace • Welsh medium IT Resources. 	<ul style="list-style-type: none"> • WL Commissioner • HR, IT and Policy Support CCC Services 	<ul style="list-style-type: none"> • Present Annual Standards Monitoring Report on behalf of CCC • Implement the Policy for Promoting and Facilitating the Use of the Welsh Language Internally. Within the Council. <ul style="list-style-type: none"> ○ No of CCC able to speak Welsh ○ No of CCC staff who have attended courses to learn or develop WL skills ○ No of training courses delivered via the medium of Welsh/bilingually
		Increase recognition that the Welsh language is a valuable workplace skill	<ul style="list-style-type: none"> • CCC and Bilingual Futures Partners 	<ul style="list-style-type: none"> •

		Share good practice and encourage Bilingual Futures partners' organisations to operate in accordance with the principles of the Operational Standards.	<ul style="list-style-type: none"> • Bilingual Futures partners 	<ul style="list-style-type: none"> • No of Bilingual Futures partners who implement the WL Standards/ Scheme
		Provide advice and guidance to local private sector employers through the Welsh in Business Project (Cered), and highlight the resources available to learn Welsh i.e. free online course, Say Something in Welsh, Duolingo	<ul style="list-style-type: none"> • Cered • Antur Teifi 	<ul style="list-style-type: none"> • Number of businesses participating in Ceredigion Language Charter Scheme.

3. Ensure the sustainability of the Welsh language

Strategic Aim 3: To create social conditions that enable the Welsh Language to thrive in Ceredigion

	Aims	Actions	Partners	Indicators
3.1	To maintain the status and standing of the Welsh Language within civic Society, promoting its value and use.	Support St David's Day parades in Aberystwyth and Lampeter and encourage other areas to hold similar celebrations.	<ul style="list-style-type: none"> • Cered • Town and Community Councils 	<ul style="list-style-type: none"> • No of parades and activities
		Support the 2020 National Eisteddfod in Ceredigion by establishing a Project Group to identify priorities for CCC to Support and to facilitate arrangements.	<ul style="list-style-type: none"> • Eisteddfod Genedlaethol Cymru Ceredigion 2020 	<ul style="list-style-type: none"> • To achieve the priorities within the action plan on time • A successful Eisteddfod
		The council and Bilingual Future Forum partner organisations to promote campaigns to raise staff awareness of the importance of the Welsh Language and seek to change Language behaviour e.g. St David's Day, Shw Mae Day, Ras yr Iaith, Welsh Language Music Day.	<ul style="list-style-type: none"> • Ceredigion County Council • Cered • Bilingual Futures Partners 	<ul style="list-style-type: none"> • Events to have a prominent profile
		Highlight the value of the Welsh Language to the tourism industry e.g. promote the Sense of Place scheme.	<ul style="list-style-type: none"> • CCC Tourism Service 	<ul style="list-style-type: none"> • Welsh language prominent in the activities of the Tourism Service (Discover Ceredigion).
		Safeguard Welsh place names by implementing Ceredigion's street naming and numbering Policy.	<ul style="list-style-type: none"> • Address Management Service CCC • Town and Community Councils 	<ul style="list-style-type: none"> • Number of new houses registered with Welsh names

		Encourage stakeholders/major event organisers to make prominent use of the Welsh Language in all major events and Public campaigns.	<ul style="list-style-type: none"> • Ceredigion County Council and partner organisations • Town and Community Councils • Welsh Language Commissioner • Cered 	Welsh Language is prominent in major events across the county
		Support the implementation of the Ceredigion Well-being Plan, ensuring that its actions promote the value and use of the Welsh Language.	<ul style="list-style-type: none"> • Ceredigion Public Service Board • Bilingual Futures Partner organisations 	Review the reports of the six project groups established under the PSB to secure the interests of Welsh speakers.
3.2	To create a thriving economy where the Welsh Language and Welsh Language skills in the Workforce are valued.	Ensure that Welsh Language skills are valued in the Workforce by implementing a Recruitment Policy, which requires a linguistic assessment for new or vacant posts.	<ul style="list-style-type: none"> • CCC Ddirectorates and Services • Bilingual Futures Partner organisations 	No and % of new or vacant jobs advertised during the year requiring Welsh Language skills ALTE 1-5
		CCC and other organisations to support and develop procurement Policy to ensure that the Welsh Language is valued and that the requirements in relation to the Welsh Language are considered and included appropriately in contracts, tenders and legal agreements.	<ul style="list-style-type: none"> • CCC Procurement and Legal Services • Welsh Language Commissioner • Bilingual Futures Partner organisations 	Relevant clause (s) included in procurement, commissioning and contracting documents Welsh Language Commissioner's guidance documents shared widely <i>'Bidding for Contracts and Grants' Welsh Language Considerations</i>
		Support Corporate Priority 1, Boos the Economy CCC Corporate Strategy 2017-22, to ensure a clear visibility for the Welsh language in any plans.	<ul style="list-style-type: none"> • CCC and Bilingual Futures Partner organisations 	

		Ensure that the value of the Welsh Language, its use and its sustainability are core factors within the activities supported by Cynnal y Cardi (LEADER).	<ul style="list-style-type: none"> • Cynnal y Cardi 	<ul style="list-style-type: none"> • Effective monitoring processes in place regarding the way the projects that are funded promote the Welsh language or mitigate any potential adverse effects on the language. • Number of activities that are supported by Cynnal y Cardi and ensure that the Welsh Language is valued
		Promote the economic value of the Welsh Language through career activities in schools, youth Services and employment.	<ul style="list-style-type: none"> • Career Wales • Cered • Ceredigion Education Service • Bilingual Futures Partner organisations 	<ul style="list-style-type: none"> • Number of careers activities highlighting the value of the Welsh Language <p>[A short video on You Tube, the importance of the Welsh language to an employer; provide resource for teachers the importance of Welsh in the workplace; Promoting bilingualism at career fairs]</p>
		Provide opportunities for apprentices hosted by CCC to use their Welsh Language skills within the workplace.	<ul style="list-style-type: none"> • CCC Directorates and Services 	<ul style="list-style-type: none"> • No of apprenticeships where part of the work is undertaken through the medium of Welsh / bilingually
		Raise awareness of the Digital Communities Wales programme	<ul style="list-style-type: none"> • Digital Communities Wales 	<ul style="list-style-type: none"> • No of Digital Communities Champions in Ceredigion who have WL skills
3.3	To maintain sustainable communities where the Welsh Language is used as the normal means of communication.	<p>Promote the sustainability of the Welsh Language through land use planning procedures</p> <ul style="list-style-type: none"> • Maintain and review as appropriate the Supplementary Planning Guidance – Community and Welsh Language; 	<ul style="list-style-type: none"> • CCC Development Control (Planning) Service 	<ul style="list-style-type: none"> • % of the total number of applicants who have qualified to purchase a discounted for sale of affordable homes based on local connection. • % of persons in housing needs accessing social

		<p>strengthen the clause regarding bilingual signage</p> <ul style="list-style-type: none"> • Undertake linguistic impact assessment at all stages of developing the new Local Development Plan • maintain a policy of promoting affordable housing 		<p>housing through having a local connection.</p> <ul style="list-style-type: none"> • To include a policy on promoting and facilitating the Welsh Language within the LDP • Number of Linguistic Impact Assessments undertaken during the development of the new LDP
		<p>Continue to use the Ceredigion Community Grant Scheme to Support community organisations and events that make use of the Welsh Language or commit to developing their use of the Welsh Language.</p>	<ul style="list-style-type: none"> • CCC Finance Services 	<ul style="list-style-type: none"> • No and total value of the relevant grants distributed under the Ceredigion Community Grant Scheme. • Number of organisations that have further developed their use of the Welsh language due to the conditions set in the Community Grant Scheme...
		<p>Promote the value of Welsh language in the food sector</p>	<ul style="list-style-type: none"> • Economic Development Service 	<ul style="list-style-type: none"> • Welsh language prominent at the food market Aberystwyth
		<p>CCC and other organisations to seek increasing opportunities to include welsh language in technology and in any new IT infrastructure. Partner organisations within Bilingual Futures to raise awareness and to encourage more use of Welsh interface e.g. Microsoft, Facebook aps.</p>	<ul style="list-style-type: none"> • CCC and Bilingual Futures Partner Organisations 	<ul style="list-style-type: none"> • Increase status for WL in technology.

		Support plans to integrate incomers by promoting the Croeso Ceredigion pack www.symud.cymru	<ul style="list-style-type: none">• Cered	<ul style="list-style-type: none">• Hits to the Croeso Ceredigion site.
--	--	-------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------	---------------------------------------------------------------------------------------