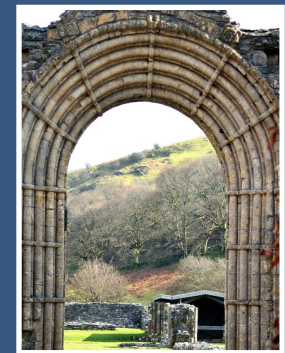
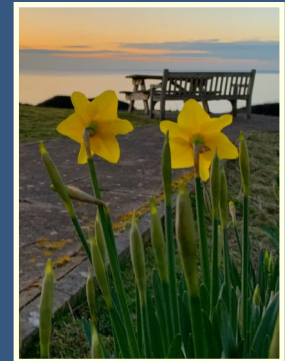




Cyngor Sir
CEREDIGION
County Council



WELSH LANGUAGE PROMOTION STRATEGY 2024-29

Prepared in accordance with the Welsh Language (Wales) Measure 2011 under the requirements of the Welsh Language Standards

A Welsh and English version of this document is available on the Council's website: www.ceredigion.gov.uk



FOREWORD BY CABINET MEMBER FOR THE WELSH LANGUAGE AND CULTURE

As the Senedd adopted the Welsh Language Measure in 2011, two important legal principles relating to the Welsh language have been established:

- ◆ The Welsh language should not be treated less favourably than English in Wales
- ◆ People in Wales should be able to live their lives through the medium of Welsh if they wish to do so.

Also set out is the Welsh Government's Welsh Language Strategy, which aims to create one million Welsh speakers in Wales by 2050.

The Strategy sets out three themes to achieve the aim:

- ◆ Increase the number of Welsh speakers
- ◆ Increase the use of the Welsh language
- ◆ Create favourable conditions – infrastructure and context

With this as background, and as the Cabinet Member with responsibility for the Welsh Language for Ceredigion Council, I am delighted to present the Ceredigion Language Strategy for 2024-29.

The purpose of this Strategy is to show the Council's commitment to encourage and promote the language throughout the Council and outline our vision for increasing the use of the Welsh language in Ceredigion. The plans and projects outlined focus on areas where the Council has influence such as the Council's workforce, education, *Cered* work etc.

This Strategy reflects on our responsibility towards the Welsh language, and our willingness as a Council to act to protect the Welsh language, to prevent further declines in the number of Welsh speakers that are in the County and to increase the number of people that uses the Welsh language as the main language to communicate. This Strategy will not only look at increasing the number of Welsh speakers, but it will also reflect our objective to increase the use of the Welsh language and to ensure that the workforce, users, residents, learners, and others feel that the Welsh language is worth using.

We want everyone to be proud of their Welsh skills and be willing to bring it into parts of society where it's not that obvious now.



Councillor Catrin M S Davies
Cabinet Member for the
Welsh Language and Culture,
Ceredigion County Council



CONTENTS

Introduction	4
Our Vision	5
The Position of the Welsh language	6
Policy Context	9
Strategic Themes	12
Strategic Theme 1: LEARN	13
Strategic Theme 2: LIVE	20
Strategic Theme 3: BELONG	27
Strategic Theme 4: SUCCEED	34
Implementing the Strategy	41

INTRODUCTION

This strategy builds on the foundations laid by the Welsh Language Strategy 2018-23 and the excellent work carried out by the Council and its partners to increase the opportunities to use the Welsh language across the county. The viability of the Welsh language is dependent on having communities where a significant proportion of the population can speak Welsh and is able to use the language in all aspects of their everyday life.

Our actions will need to contribute towards raising awareness of the importance of the Welsh language as an essential part of Ceredigion's identity and heritage; introducing definite and specific interventions to encourage the use of the Welsh language in all aspects of the county's social, cultural and economic life.

This Strategy sets out a number of ambitious actions and outcomes in order to see the language thriving across the county. The Strategy will also contribute towards reaching the Welsh Government's Welsh Language Strategy 2050, which sets the target of having one million Welsh speakers in Wales by 2050.



OUR VISION

We want to see the Welsh language and Welshness belong to everybody in Ceredigion and feel a sense of pride amongst all the counties' residents.

By carrying out the actions highlighted in this Strategy:

- We wish to see everyone in the county giving the Welsh language status, promoting its value and use as a living community language.
- We want to see increased use of the language in all aspects of public life in the county; where residents can live, learn, belong and succeed through the medium of Welsh.
- We want to ensure that the use of Welsh is promoted naturally, and that the Welsh language is protected to allow future generations to use and enjoy it.
- We assume that the percentage of Welsh speakers will increase by 1.5% from 45.3% in 2021 to 46.8% in 2029. This will result in an increase of 612 Welsh speakers off the baseline of 2021. This means by 2029 there should be 32,292 Welsh-speaking residents in Ceredigion.



The position of the Welsh language in Ceredigion



The position of the Welsh language in Ceredigion

The Census results every ten years are the main source of data on the Welsh language in Wales and are used by Welsh Government to assess progress against the target of one million Welsh speakers by 2050. The 2021 Census data was released on the 6th of December 2022, reporting that the number of Welsh speakers has fallen across Wales from 19% to 18%.

The position in Ceredigion

- Just under half of the population **45.3%** (31,680 residents) stated that they could speak Welsh. This means that there are 3,290 fewer Welsh speakers in the county since 2011
- **71.8%** of children aged 3-15 can speak Welsh in Ceredigion (-1,052 fewer Welsh speakers)
- **42.4%** of people aged 16-64 can speak Welsh in Ceredigion (-2,284 fewer Welsh speakers)
- **39.9%** of people aged 65+ can speak Welsh in Ceredigion (+ 61)

Ceredigion continues to be regarded as one of the strongholds of the Welsh language. Ceredigion continued to be the local authority with the third largest proportion of Welsh speakers nationally (**45.3%**), after Gwynedd (**64.4%**) and Anglesey (**55.8%**).

31,678

Welsh speakers in Ceredigion

(As at March 2021)



45.3%

Of Ceredigion's population state they can speak Welsh

2.0

Percentage point decrease in the proportion of Welsh speakers since 2011



-3,286

Welsh speakers in Ceredigion since Census 2011

59.0%

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

(The lowest is Penrhiw, 1 LSOA 19.7%)



Breakdown of Skills

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

46.7%

Of Ceredigion residents state their nationality as "Welsh only"

(0.1 percentage points increase since the 2011 Census)



Breakdown of Welsh speakers by age

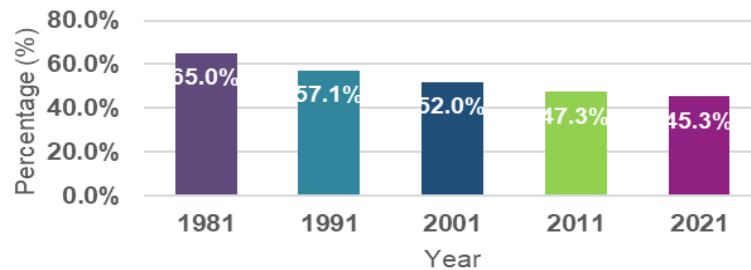
3-15: 71.8%
16-64: 42.4%
65+: 39.9%



The position of the Welsh language in Ceredigion (continued)

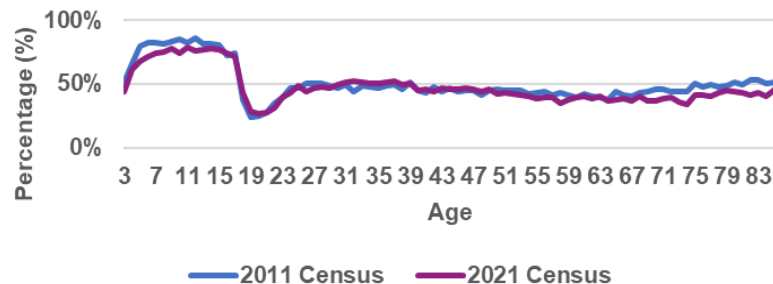
The figures for the number of Welsh speakers has been falling since the 1981 Census. However, the speed of the decline has been slower over the last decade (a decrease of 2% compared with 2001-2011 (a decrease of 4.7%).

Percentage of residents aged 3 years and over reported being able to speak Welsh 1991, 2001, 2011 and 2021 Census



Despite the general fall in the number and percentage of Welsh speakers, there has been an increase in the proportion of adults who can speak Welsh (people between 16 and 44 years of age) since the 2011 Census (an increase of 2.2%). This new trend is a positive one, suggesting that progress is being made in terms of keeping Welsh speakers in Ceredigion.

Percentage of people aged three years and over who can speak Welsh in Ceredigion, by single year of age, 2011 and 2021 Census




Conclusions

When analysing the Census reports we see that there is a continuous decline in the number and strength of communities who use the Welsh language as their main means of communication. A number of factors have contributed to this linguistic decline, view bullet points.

As a result, this Strategy aims to introduce definite and specific interventions to increase the opportunities for residents across the county to use and promote the Welsh language on a daily basis.

- Families failing to transfer the language.
- Lack of Welsh-medium social opportunities affecting individuals' confidence in their ability and skills.
- Outward migration of young people.
- Low status of the Welsh language as a business language.
- Lack of availability of housing and affordable homes.
- Demographic mobility.
- Influence of technology.

POLICY CONTEXT



The following section outlines the statutory framework and policy relevant to this Strategy.

When implementing the Strategy we will be aware of the Welsh Government and the Welsh Language Commissioner's policy priorities in relation to the Welsh language in addition to the thematic strategies which Ceredigion County Council contributes towards their implementation within the county.

POLICY CONTEXT

The development of a Five-year Strategy to promote and facilitate the use of the Welsh language across Ceredigion is a statutory requirement arising from the Welsh Language Standards Regulations (No. 1) 2015 in accordance with the Welsh Language (Wales) Measure 2011.

The Welsh Language (Wales) Measure 2011 established two important legal principles relating to the Welsh language:

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

Welsh Language Standards Regulations (No. 1) 2015

The Welsh Language (Wales) Measure 2011 established a legal framework to place a statutory duty on public bodies to comply with standards of conduct relating to the use of the Welsh language. Ceredigion County Council has been implementing these standards since March 2016. In accordance with this, the Council has a statutory duty to prepare and publish an annual report detailing implementation of the Welsh Language Standards.

The purpose of the Welsh Language Standards is to:

- Improve the Welsh language service for Welsh speakers
- Increase the use made of Welsh language services
- Make it clear to organisations what they need to do in relation to the Welsh language
- Ensure alignment of duties imposed on bodies within the same sectors
- Place duties on Local Authorities to develop and publish a Five-year Strategy explaining how it will work with key partners to promote and facilitate the use of the Welsh language more widely across the county (Standard 145)

Cymraeg 2050 one million Welsh speakers

The Welsh Government's vision in this Strategy is to have a million Welsh speakers by the year 2050. The Strategy sets out three themes to achieve the aim:

- Increase the number of Welsh speakers
- Increase the use of the Welsh language
- Create favourable conditions – infrastructure and context

Ceredigion County Council's Welsh Language Promotion Strategy 2024-29 will contribute towards achieving this ambition locally in Ceredigion.

The Well-being of Future Generations (Wales) Act 2015

The Act places a duty on the County Council to set out and publish well-being objectives which aim to improve social, economic, environmental and cultural well-being, creating the Wales we want now and in the future. One of the seven well-being objectives is, '**A Wales of vibrant culture and thriving Welsh language.**'

Ceredigion Public Services Board has developed a Well-being Plan (2023-2028) to enable us to work together towards achieving the aims set out in the Act. The basic principles include recognising that the county's bilingual nature is a feature to be maintained and developed; and as a result the viability of Welsh-speaking communities is a prominent theme in the work programmes.

POLICY CONTEXT

Corporate Strategy 2022-2027

Ceredigion County Council has a long history of planning to provide Welsh-medium services for our Welsh-speaking users, and the language is given a prominent place in our action plans. The viability of the Welsh-speaking community is a cross-cutting theme in the Corporate Strategy's work programme; and that Strategy outlines the County Council's vision, that is:

"Ceredigion County Council delivers value for money, bilingual public services that support a strong economy and healthy environment whilst promoting well-being in our people and our communities"

Welsh in Education Strategic Plan (WESP)

Ceredigion County Council has secured Welsh Government approval for its Welsh in Education Strategic Plan 2022-32 outlining how the county will achieve the Welsh Government's aims and targets and better plan for Welsh-medium education in the county. The Council's vision as part of this plan is:

"Ceredigion County Council is clear in its aim and principle of developing pupils' skills to allow them to use Welsh and English fluently and confidently. This will enable them to become full members of the bilingual society that they are part of, developing pride in the languages, heritage and culture of Ceredigion and Wales".

The Strategy has a crucial role to play in the Council's efforts to increase the number of residents who acquire Welsh language skills, and it will be essential that Ceredigion's Welsh Language Strategy reinforces and supports this Plan.

'More Than Just Words' Strategic Framework

This framework places an expectation on Ceredigion County Council to plan and deliver care and social services through the medium of Welsh. Central to the strategy is the challenge of developing the 'active offer', that is members of staff offer service users a Welsh language service from the first point of contact so the user does not have to ask for a Welsh language service.

Ceredigion Planning Policy

This policy recognises the role the planning system plays in contributing to the viability of the Welsh language by creating sustainable conditions for thriving communities supported by an awareness of relevant linguistic planning principles. The Planning Service will investigate how best to support the use of the Welsh language, by considering designating the whole of Ceredigion as a linguistically 'sensitive' area. Where part of the plan will give specific consideration to communities where the use of the Welsh language is a natural part of everyday life when making its decisions and formulating policies.

Ceredigion Economy Strategy (2020-35)

The economy is important to the future of the Welsh language as a community language. Ceredigion's Economy Strategy (2020-35) was published in 2022, and this Strategy also recognises the need to protect and improve our cultural identity, helping to boost the resilience and growth of the Welsh language.

THEMES

In order to realise the vision we have set out 4 strategic themes for this Strategy, all of which have a significant number of associated areas of work. Ceredigion is a place where you can learn, live, belong and succeed through the medium of Welsh.



(Children, Young People and Family)

- More parents transferring the language at home
- Maintaining the percentage of Welsh childcare provision
- More children supported to receive Welsh-medium education
- Children and young people appreciate the Welsh language as a valuable skill for training and work
- Increased use of the Welsh language in settings outside the classroom



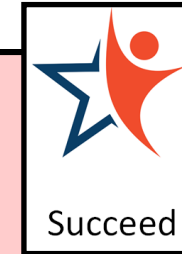
(Services and the Workplace)

- More high-quality Welsh-medium services available
- Increased use of the Welsh language services available
- Increase the use of Welsh in the workplace
- Value the workforce's Welsh language skills
- Increase the number receiving support to learn or develop Welsh language skills in the workplace



(Community)

- Maintain lively Welsh medium community activity
- Widespread awareness of the value of the Welsh language and an increase in its use
- Support newcomers to become a part of the community
- Increase in the number attending 'Welsh for Adults' programmes in the community
- More opportunities to volunteer through the medium of Welsh



(Infrastructure)

- All Council policy decisions have a positive effect on the use of the Welsh language
- Maintain a thriving economy which values the Welsh language and Welsh skills
- Maintain a land use planning policy that contributes to the sustainability of the Welsh language
- Sufficient supply of affordable housing allowing people to stay in their local area and continue to contribute to the vitality of the Welsh language
- Take advantage of technology to facilitate use of the Welsh language



learn

Bydd plant y cae lleol sy'n wreiddiau i gyd

Yn blant y gymuned, plant Cymru a'r byd

Ceri Wyn



Learn

What we want to achieve

- More parents transferring the language at home.
- Maintaining the percentage of Welsh childcare provision.
- More children supported to receive Welsh-medium education.
- Children and young people appreciate the Welsh language as a valuable skill for training and work.
- Increased use of the Welsh language in settings outside the classroom.

STRATEGIC THEME 1



- ⇒ Transferring the language from one generation to the next within the family is crucial in order to support and protect the Welsh language. The strategy recognizes the importance of the education system as the main means of producing new Welsh speakers in Ceredigion. This Strategy will accompany the Welsh in Education Strategic Plan 2022-32 (WESP). This ensures opportunities for children and young people to learn, hear and use the language at school as well as outside the classroom.
- ⇒ One of the most obvious elements necessary to learn a language is immersion in that language. It is important that children from a young age hear and see the language and are encouraged to use the language. Parents/carers and other members of the family will be supported to introduce and use the Welsh language at home and transfer the Welsh language to their children. The Childcare Unit will continue to promote Welsh language lessons 'Camau' to the childcare sector where the majority are private businesses / Voluntary or volunteer-managed organisations. The Unit will work closely with CWLWM and Flying Start members to support staff, the workforce and children to begin the journey of Welsh-medium education. We see effective early immersion in all our Welsh-medium schools. Following a consultation, transitional schools 2 will immerse learners in the foundation Learning on a rolling programme from September 2024. The Category 3 and 3P (and Secondary) secondary schools also provide immersion and improve to ensure linguistic continuity and Welsh-medium provision. If families move to the area there is a strategic system of primary language centres (3 locations) for these new arrivals. (There are also additional opportunities to immerse our latecomers in our language centres.)

STRATEGIC THEME 1



- ⇒ By categorising schools by their Welsh medium provision, we aim to ensure that there are adequate opportunities of Welsh medium education available in all schools in the county, whilst also supporting our pupils' skills allowing them to make use of the Welsh language fluently and confidently in a range of situations. The WESP will focus on increasing the number of pupils who are taught in Welsh, it will ensure that more children use the language when moving from primary to secondary school and that more pupils study for qualifications through the medium of Welsh.
- ⇒ The implementation of the National School Language Charter framework influences pupils' language use outside the classroom and is vital as our children and young people continue to use Welsh throughout their school career and after they leave formal education. We will support the Promoting the Welsh Language in Education Officer and work together with a variety of stakeholders to secure more opportunities for children and young people to use the language in different contexts. We will collaborate with those organisations who offer social provision in Welsh. We will also have a positive influence on the county's leisure and youth service which can offer particular opportunities for children to hear and use the Welsh language in an informal and fun environment.
- ⇒ Post-compulsory education providers have a duty to promote the language as a valuable skill and asset when young people choose a career path. Influencing early on in children and young people that the language is an important skill helps them for training and the world of work. The language learning develops cognitive, belonging and identity elements as well as the skill that leads to employability.



LEARN – what will be done

1 Raise parents' awareness of the benefits of transferring the language at home	
Action	Who will be involved
Provide direct information and advice to parents on the value of the Welsh language and the support available. Wide distribution of the information booklet 'Byw a Bod' and 'Cymraeg i Rieni'. Republish the 'Byw a Bod' information booklet and update the 'Byw a Bod' video.	Schools Service, Mudiad Meithrin(CWLWM), Childcare Unit, Porth Cymorth Cynnar, Theatr Felinfach, Health Visitors HDUHB
Promote the 'Cymraeg for Kids' programme for Welsh and non-Welsh parents, and support the project to encourage language transmission within the home. Free Welsh lessons for Cylch Aberystwyth parents and T2 Schools (dependent on grants)	Mudiad Meithrin (CWLWM), Aberystwyth University, National Centre for Learning Welsh, Porth Cymorth Cynnar, Health Visitors HDUHB, Schools Service
Run social sessions for families to encourage use of the Welsh language at home amongst those parents who can already speak Welsh but who do not use it.	Menter Iaith Cered, Theatr Felinfach, Mudiad Meithrin
2 Maintain childcare and early years education opportunities through the medium of Welsh	
Action	Who will be involved
Supporting childcare provision and early years education : Cylchoedd Ti a Fi, Cylch Meithrin and Play Groups to support parents and children to begin the journey of Welsh-medium education through the immersive approach.	CWLWM, Childcare Unit, School Service, Day Nursery , Family Centres, Family Workers, Parent Groups, After school and children's Clubs, Cylchoedd Ti and Fi
Collaborate to promote accredited Welsh-medium childcare courses and increase the number of apprenticeships in the sector in order to expand the Welsh-medium workforce in the childcare sector.	Mudiad Meithrin, Urdd Ceredigion, Coleg Ceredigion, Ceredigion Training
Raising awareness about the value of Welsh among the childcare sector including breakfast clubs and unregistered after school clubs supporting them to provide a proper language service. Promote the Camau Welsh language course which is available for free.	Childcare Unit, Schools Service, CWLWM, National Centre for Learning Welsh
3 Support WESP objectives to increase the number of confident Welsh speakers	
Action	Who will be involved
Support the implementation of CSGA priorities in the development of the 7 outcomes – including teaching all pupils primarily through the medium of Welsh until the age of 7 and contributing to the vision of the Welsh Government's 2050 Welsh Strategy.	Schools and Lifelong Learning Service
Support the implementation of the Ceredigion Schools Language Charter, with the specific aim of encouraging informal use of the Welsh language amongst Ceredigion pupils. (Link to WESP Outcome 5).	Schools and Lifelong Learning Service
Develop the education workforce to increase the number who are confident to teach through the medium of Welsh by creating resources e.g. podcasts for teachers.	Schools Service, Coleg Ceredigion, Ceredigion Training, Centre for Learning Welsh and the Sabbatical Schemes University of Wales Trinity Saint David
Promote Welsh Language Immersion Centres for latecomers ensuring that they are integrated into Welsh-medium education.	Schools Service



LEARN – what will be done

4	Ensure that an ability in the Welsh language is seen as a valuable skill for training and work amongst Further Education and Higher Education students	
Action		Who will be involved
Improve the provision for post-16 pupils, ensuring that a broad, appropriate, bilingual and fair choice of subjects is offered to learners which meets their needs, develops their skills and supports the needs of the local economy.		Lifelong Learning Service, Aberystwyth University, Hyfforddiant Ceredigion Training, Coleg Ceredigion
Work together to develop a resource to use to promote the value of the Welsh language as a skill in the workplace. Create an image of Ceredigion as a lovely place to live, whilst also stressing the importance of culture and language in work. Profi project: films with employers who use the Welsh language.		Schools Service, Welsh Language Policy Officer, Culture Service, Job-Centre Plus, Youth Service
Promote the Welsh Government's offer to provide free Welsh lessons for young people aged 16-25.		Schools and Lifelong Learning Service, Aberystwyth University, Coleg Ceredigion, Ceredigion Training, Youth Service
Work with our local universities to enable our county to become one of the training centres for social care in Wales, as well as nursing degrees at Aberystwyth University.		Public Services Board, Lifelong Learning Service, Aberystwyth University, University of Wales Trinity Saint David
5	Raise awareness amongst employees who have contact with children and young people of the need to develop positive attitudes towards the Welsh language (link to Theme 3: Belong, and support WESP Outcome 5)	
Action		Who will be involved
Maintain a Normalising Welsh language among Children and Young People sub-group to address the opportunities available for informal use of Welsh. Analyse services and map existing provision to identify gaps in Welsh-medium provision in various areas and prioritise areas for improvement.		Leisure Service, Youth Service, Urdd Gobaith Cymru, Young Farmers, Theatr Felin-fach, Menter Iaith Cered, Arad Goch
Encourage social club leaders to increase their use of the Welsh language with a positive influence on the language usage of children and young people; including the Wellbeing Service and the Youth Service. (Opportunity for all children in the county to learn to swim through the medium of Welsh). Make use of Cadernid Iaith training.		Work through the Sub-group on the Normalisation of Welsh among Children and Young People

LEARN - how will we measure progress?

- Maintaining and supporting the Welsh-medium early years childcare and early education settings, to enable young children to acquire the Welsh language
- Monitor the number of newcomers with primary school aged children who receive language immersion education
- Increase in the number of secondary pupils studying Welsh as a subject for a first language qualification
- Increase in the number of secondary pupils studying other subjects through the medium of Welsh
- Increase in the number of students studying Welsh-medium further education courses, specifically courses on a career in health and care
- Monitor the number in the education workforce receiving training to learn Welsh or improve their language skills; and actively using the Welsh language as a result
- More leisure and social activities for children and young people through the medium of Welsh





live

*Mae cartre, mae cyfle, mae gwyliau a gwaith
yn rhan o'r olygfa o'r caeau i'r traeth*

Ceri Wyn



Live



What we want to achieve

- More high-quality Welsh-medium services available.
- Increased use of the Welsh language services available.
- Increase the use of Welsh within workplaces.
- Value the workforces' Welsh language skills.
- Increase the number receiving support to learn or develop Welsh language skills in the workplace.



Live

- ⇒ We will ensure that the needs of users who speak Welsh are central to our plans, and that we also work to encourage our residents to use those Welsh language services which are available to them. This means planning our services in a way which prevents any barriers to using the Welsh language, and that the Welsh language service is as readily available as the corresponding service in English. When organising our services the Council will ensure compliance with the Welsh Language Standards requirements.
- ⇒ We will ensure that our workforce understands the importance of delivering services in Welsh, especially frontline services, and care and well-being services. We will ensure that this language choice is available to them from the first point of contact through Clic Ceredigion customer care service.
- ⇒ We will address the requirements of the Welsh Government's Strategic Framework 'More Than Just Words' to improve care services in Welsh; making it a requirement to provide the offer from the first point of contact, and ensuring that the Welsh language is a key consideration when commissioning services.
- ⇒ Our Lifelong Learning Services will work hard to develop community resilience and plan their services to ensure that there are equal opportunities to use the Welsh language. This will also mean working with other organisations through the Bilingual Future Forum to develop understanding and share best practice when planning and delivering high-quality services in Welsh.



Live

- ⇒ Ceredigion County Council is one of the largest employers in the county and can provide leadership and set a strong example in terms of developing the Welsh language, promoting the county's rich and unique identity. The Council will continue to implement targeted plans setting out how it will provide support for the use of the Welsh language in the workplace. The Council will ensure that it has a skilled workforce who has the confidence to use Welsh in their day-to-day work by ensuring that Welsh speakers are located in the correct roles.
- ⇒ There is huge potential to learn, improve and use the Welsh language at work, giving people more confidence in their skills. By developing confidence in work, people can become more confident when using the language in the community and also at home. The Council will build on the foundations which have already been laid through working in partnership with the National Centre for Learning Welsh in order to part fund a laith Gwaith tutor. This scheme will enable the Council to provide a wide-ranging programme to support our staff in the acquisition of Welsh language skills whilst developing their confidence to engage more extensively with the public.
- ⇒ Evidence shows that individuals who work for an employer who supports the use of the Welsh language are much more likely to use the language themselves. Therefore we want to ensure that the Council sets a good example for other organisations within the county by stressing the importance of Welsh language skills in the workforce, and being seen as an organisation which uses the language naturally as part of everyday life.



LIVE – what will be done



6	Ensure that the principles of the Welsh Language Standards form the basis of the Council's approach to delivering its services to the public so that service users can readily access services in their chosen language	
Action	Who will be involved	
Improve the availability and quality of Welsh language services and meet the requirements of the Welsh Language Standards. Share any good practices with other organisations across the county through the Bilingual Future Forum.	Members of the Bilingual Future Forum	
Promote the Welsh Language Commissioner's <i>Cynllun Iaith Gwaith</i> in relation to Clic services and ensure that a Welsh language service is always available.	Customer Contact Service	
Further strengthen the provision and use of the Welsh language within the social care service in order to be able to deliver services in the users' preferred language by implementing the actions outlined in the Welsh Government's Strategic Framework: 'More Than Just Words'.	Through-age and Well-being Services, Hywel Dda Health Board	
CCC services to include the promotion of the Welsh language as an objective in Business Plans so that Senior Officers can provide evidence of the work carried out to promote the use of the Welsh language and when planning Welsh-medium services. Firm evidence for the Annual Compliance Report.	CCC Democratic Services, CCC Services	
7	Develop campaigns to ensure that Ceredigion residents understand that they are welcome to use the Welsh language when contacting the Council	
Action	Who will be involved	
Develop dedicated campaigns promoting the services available in Welsh to allow more residents to use Welsh language services in writing, orally and on-line. Regular promotion of CCC Customer Charter.	CCC Language Policy Officer; Press Service	
Information about the Welsh language available in one place on the Council's corporate website, making it easy for residents to access the information. This includes the Welsh Language Standards, Welsh in the Community – Menter Iaith Cered, Welsh in Education, Welsh in Business, Welcome to Ceredigion & Learning Welsh.	CCC Language Policy Officer	
8	Improve the Council's bilingual culture and ethos, providing training and social opportunities for staff to work in Welsh and develop their confidence to use Welsh in the workplace	
Action	Who will be involved	
CCC to implement Operating Standards in order to increase the use of the Welsh language in internal administration e.g. Welsh-medium HR Service; opportunities to increase staff confidence when using the Welsh language. Ensure that HR digital systems facilitate the use of the Welsh language use e.g. annual review system, Ceri-net.	People and Organisation Service	
Review the Iaith ar Waith page, ensuring that appropriate support resources are readily available to assist staff when using the Welsh language.	Language Policy Officer	
Establish good practices for the Welsh Language Awareness Course for public bodies and consider whether it is possible to plan and share resources with partner organisations to improve on what is already available.	Members of the Bilingual Future Forum	
Develop a research questionnaire for the workplace in order to analyse how people choose a language / people's feelings towards the language in the workplace and what support is needed.	Language Policy Officer, People and Organisation Service	



LIVE – what will be done



9 Increase recognition that the Welsh language is a valuable skill in the workplace

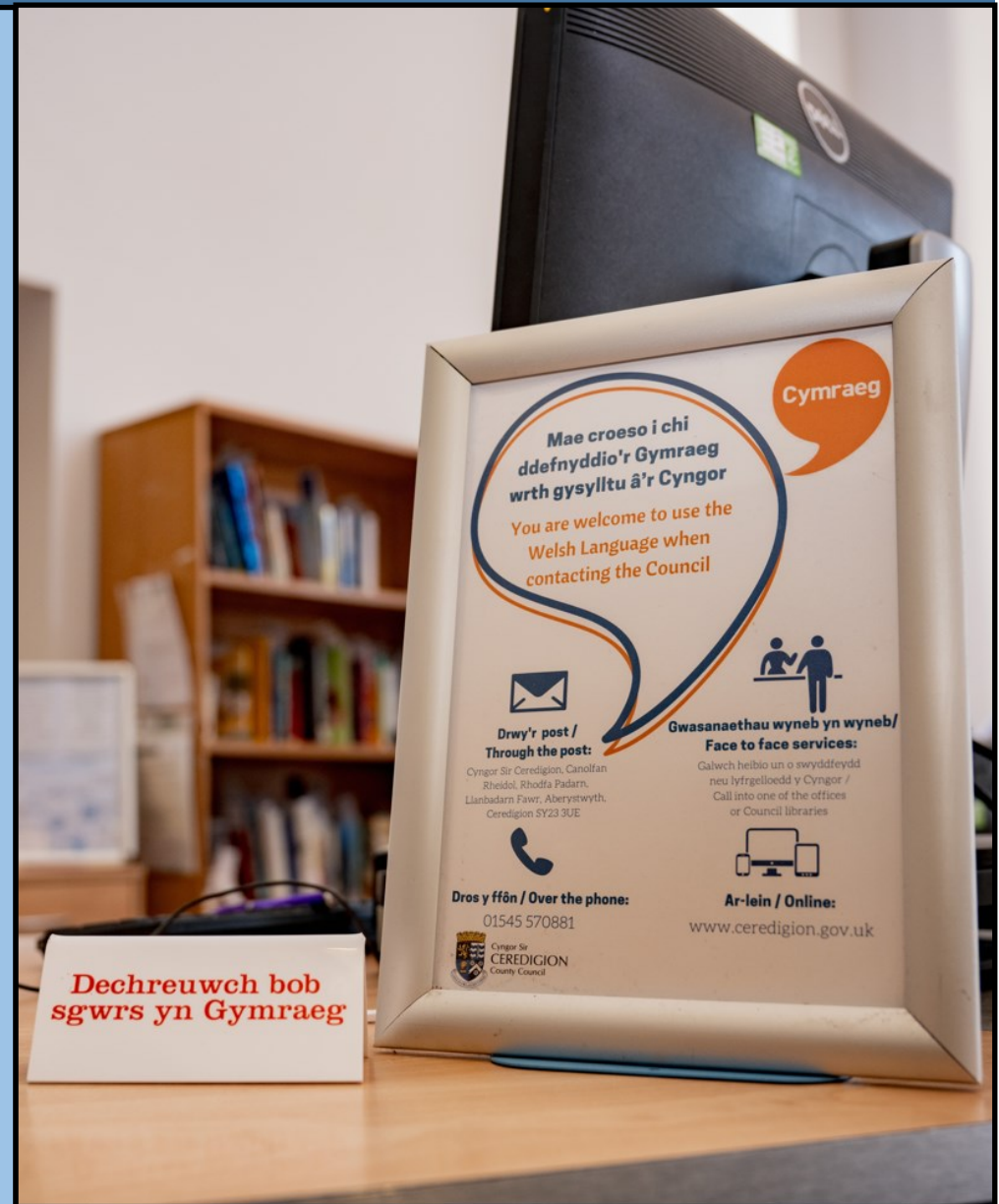
Action	Who will be involved
CCC to monitor Welsh language skills in the workforce annually to ensure an accurate overview of internal Welsh language skills.	People and Organisation Service
Develop guidelines to help managers recruit and assess Welsh language skills for new or vacant posts. Incorporate the Recruitment and Welsh Language Guide into the Council's Corporate Recruitment Policy.	Language Policy Officer, People and Organisation Service
Create opportunities to use Welsh informally in the workplace, using specific days in the calendar: Create e-newsletter to promote the Welsh Language and Welshness e.g St David's Day, Diwrnod Shwmae Su'mae, Dydd Miwsig Cymru etc.	Language Policy Officer, People and Organisation Service, Press Service, Menter Iaith Cered
Promote the work of the National Centre for Learning Welsh allowing more staff in a range of organisations across Ceredigion to take advantage of the opportunities offered under the 'Cymraeg Gwaith' scheme.	National Centre for Learning Welsh, Aberystwyth University

10 A wide-range of Welsh classes available to Council staff and partner organisations

Action	Who will be involved
Organise an annual event/ceremony to reward learners. Involve CCC workforce and the education workforce (sabbatical courses), those who have made an effort to learn Welsh including Childcare workers through the Camau scheme.	Language Policy Officer, Welsh Language Support Officer
CCC to deliver various training to improve the workforce's Welsh language skills and organise courses to increase confidence in using the Welsh language.	People and Organisation Service, National Centre for Learning Welsh Cymraeg Gwaith programme
CCC to make use of the on-line courses run by the National Centre for Learning Welsh to ensure that all members of staff have basic Welsh language skills (ALTE Level 1). A review of the effectiveness of ALTE levels as a resource to assess Welsh language skills internally.	Language Policy Officer, National Centre for Learning Welsh Cymraeg Gwaith programme, HR Service,
Discover opportunities to promote Welsh language learning courses in the community amongst those sending their children to Welsh medium nurseries and schools including 52 short 'Cymraeg Cyflym' ('Quick Welsh') videos and 4 'Y Gymraeg a Fi' ('The Welsh and Me') videos.	National Centre for Learning Welsh, Schools Service, Childcare Unit, Press Office CCC

LIVE - how will we measure progress?

- Annual Welsh Language Standards Compliance Report, Ceredigion County Council.
- Number of Welsh speakers choosing to use the Council's services in Welsh.
- Number of Council staff who have Welsh language skills.
- Number of Council staff receiving Welsh language awareness training and who understand the duty to act in compliance with the Welsh Language Standards.
- Number of individuals yet to reach the ALTE required for jobs i.e. the number of individuals who need to gain language skills within 2 years.
- More opportunities for staff to use Welsh in the workplace, by getting on with implementing the Welsh Language Commissioner's Workplace Package.
- Number of staff accepting the opportunity to learn Welsh, or improve their Welsh language skills.





belong

*Siaradwn, fel teulu, iaith ein gilydd,
adrodd ein straeon a chreu o'r newydd
Ceri Wyn*



Belong



What we want to achieve

- Maintain lively Welsh medium community activity.
- Widespread awareness of the value of the Welsh language and an increase in its use.
- Newcomers supported to become part of the community.
- Increase in the number attending 'Welsh for Adults' programmes in the community.
- More opportunities to volunteer through the medium of Welsh.



Belong

- ⇒ Language needs to have a social and economic value and used as a result. We will support Menter Iaith Cered in its increasing efforts to develop the Welsh language at a community and social level in Ceredigion. Through partnerships and collaboration, Cered works as a driver and facilitator to increase the use of the Welsh language in the community.
- ⇒ We are aware that our Town and Community Councils have an important missionary role to play in promoting positive messages about the value of the Welsh language in our communities. Menter Iaith Cered will work diligently with Town and Community Councils by carrying out a Welcome to Ceredigion project through a rolling programme, focusing on those areas where there are a higher number of newcomers. The project aims to raise awareness of the importance of using Welsh as a living community language, highlighting the opportunities available to contribute and support locally whilst also helping people who are new to the county to understand how the Welsh language blends into its cultural and social life.
- ⇒ There will be close collaboration with other organisations who work to promote the Welsh language, that is the Urdd, Young Farmers, Merched y Wawr, Theatr Felinfach and Theatr Arad Goch in order to raise awareness amongst residents of all the cultural and social opportunities that are available across the county through the medium of Welsh.

STRATEGIC THEME 3



Belong

- ⇒ We will work with our partners involved in the Bilingual Future Forum to share positive messages about the value and importance of using the Welsh language across the county. We will use our influence to persuade event organisers to give the language fair visibility at events. Giving the Welsh language a status in small and large events across the county will show the wider community that the language is valued in all areas.
- ⇒ Volunteering projects are at the heart of the third sector, and the contribution made by volunteers enables organisations to deliver the services required by individuals. We will work with CAVO and Menter Iaith Cered to run dedicated campaigns to recruit volunteers, and ensure that opportunities are available to use Welsh language skills. We want the use of the Welsh language to be a normal part of everyday life in communities across the county so that speakers at all levels feel confident using the language in formal and informal situations.
- ⇒ We will support Dysgu Cymraeg Ceredigion (Aberystwyth University) in their increasing efforts to learn Welsh in our communities, and we will work together to promote events so that learners and less confident Welsh language speakers can participate in community events.
- ⇒ We want to ensure that the language is a source of pride and that our residents, whether they be fluent Welsh speakers, Welsh learners or non-Welsh speakers, respect the use of the native language. We want to move to a position where the Welsh language belongs to everyone in Ceredigion.



BELONG – what will be done



11	Ensure wide-ranging awareness amongst Ceredigion residents of all the cultural and social opportunities available within the county	
Action		Who will be involved
CCC to continue to support the county's local Eisteddfodau and agricultural shows through the Community Grants Scheme raising awareness and promoting important traditional and linguistic events within the county.		CCC Community Grants Service
Continue to use the Community Grants Scheme to support community organisations and events who make use of the Welsh language or commit to developing use of the Welsh language.		CCC Community Grants Service
Support activities run through the medium of Welsh for children and young people, and share information about activities by organisations e.g. Urdd Ceredigion, Ceredigion Y.F.C, Youth Service, Menter Iaith Cered, Theatr Felinfach, Theatr Arad Goch, Ceredigion Actif.		Members of 'LEARN' workstream
Support cultural and artistic organisations to provide a creative programme of Welsh-medium opportunities within their work programmes.		Culture Service
Support Aberystwyth's application to become a UNESCO City of Literature.		Economy and Regeneration Service, Culture Service
Support the work of Bro 360 and local Papurau Bro to market Welsh-medium cultural and social events. Encourage opportunities to share important stories locally.		All partners involved in the Bilingual Future Forum
12	Maintain the status and importance of the Welsh language within communities in Ceredigion, promoting its value and use	
Action		Who will be involved
To build on projects such as Gorwel a Gwreiddiau to promote Welsh culture and heritage working in an intergenerational way.		Menter Iaith Cered, Theatr Felinfach
Establish a network for organisers of musical gigs in Ceredigion to collaborate and share good practice.		Menter Iaith Cered
Investigate the idea of running a Cultural Festival in Ceredigion: an annual Festival to celebrate Welsh arts and culture in the county.		Bilingual Future Forum
Support St David's Day Parades in Aberystwyth, Lampeter, Cardigan and Tregaron and encourage similar celebrations in other areas e.g. Llandysul.		Menter Iaith Cered, Bilingual Future Forum
Use specific days in the calendar to promote the use of the Welsh language in the community and in the workplace e.g. Diwrnod Shwmae, Dydd Miwsig Cymru, St David's Day.		Members of the Bilingual Future Forum, CCC Press Service
Develop a resource encouraging stakeholders/organisers of major events to ensure the visibility of the Welsh language in any major event/public campaign.		Members of the Bilingual Future Forum



BELONG – what will be done



13 Increase opportunities for people to learn and practise the language in their communities and support them to become a part of the bilingual community

Action	Who will be involved
Collaborate with Aberystwyth University to promote its Welsh for Adults provision, including: main-stream community courses in the community; an integrated Welsh for the Family programme focusing on the New Quay and Aberystwyth areas to accompany the change in school language as set out in WESP; a programme of activities to allow learners and new speakers to socialise; Cymraeg Gwaith courses and promote Welsh courses for refugees.	Welsh for Adults: Aberystwyth University, Dysgu Bro
Menter Iaith Cered to host a range of opportunities to bridge new Welsh speakers with Welsh speakers; including walks, coffee mornings, language festivals etc.	Menter Iaith Cered
Work with communities to identify language challenges and develop bespoke plans and projects e.g. Hapus i Siarad project. Promote more fluent Welsh speakers to take part in a the 10-hour informal mentoring scheme – ‘SIARAD’ scheme.	Menter Iaith Cered, National Centre for Learning Welsh
To host and support festivals that promote and facilitate the use of Welsh for new speakers.	Menter Iaith Cered, Bilingual Future Forum

14 Coordinate a project focussing on supporting newcomers to become involved in the county's bilingual communities and to understand the importance of using the Welsh language

Action	Who will be involved
Welcome to Ceredigion project: Continue to promote resources to use to help assimilate people moving into the county with information on the use of the Welsh language within the county whilst raising awareness of the county's rich culture. Work with 3 pilot areas to develop a 'Welcome to Ceredigion' resources distribution plan, and create an action programme tailored to the needs of the local area.	Collaboration between the Council's Language Policy Officer and Menter Iaith Cered 3 Community Councils as a pilot area
Develop guidance providing practical ways of increasing the use of the Welsh language in Community and Town Council Committees, supporting them in their missionary role promoting positive messages about the value of the Welsh language within communities in Ceredigion.	Language Policy Officer

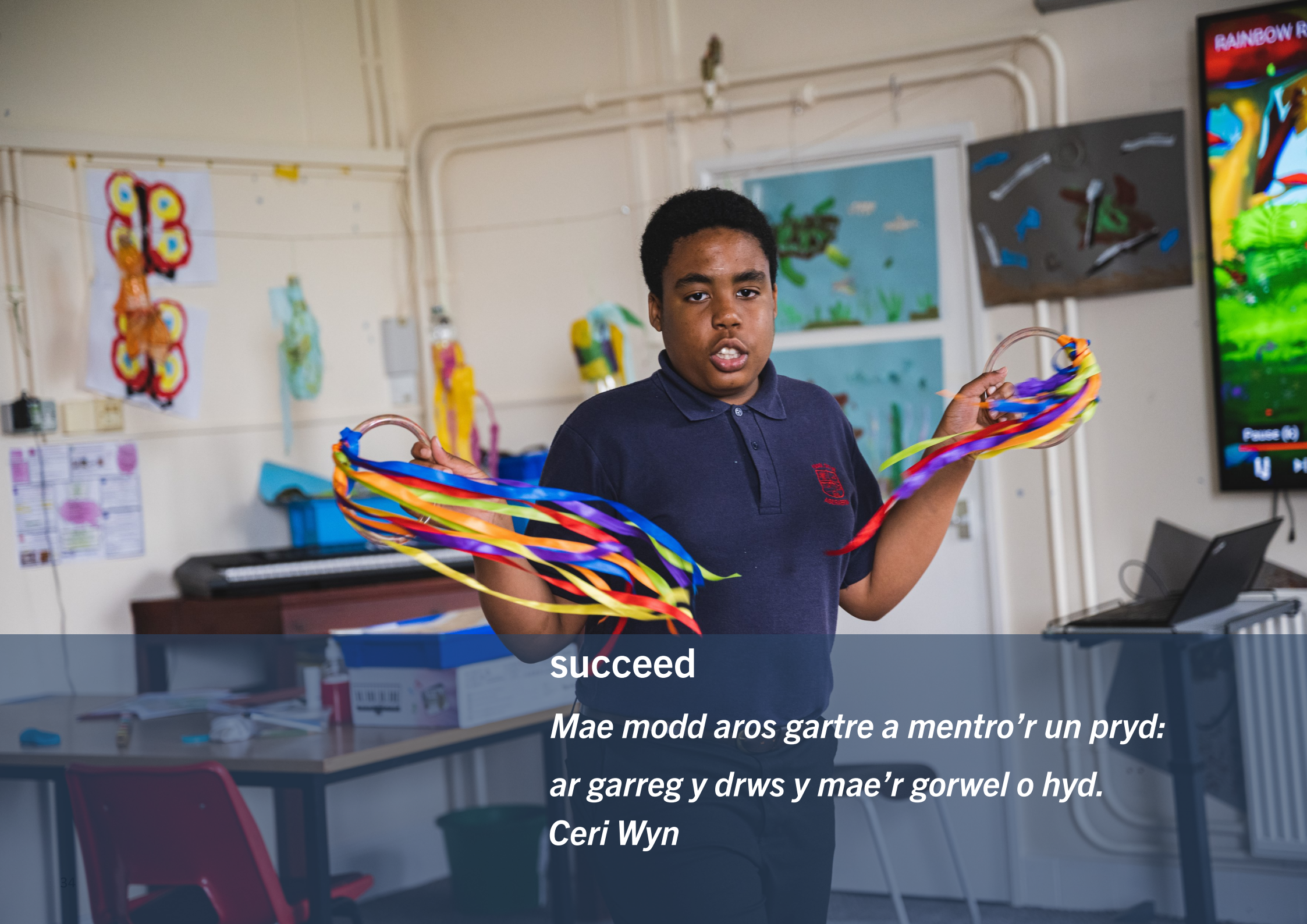
15 Support and promote increasing opportunities to volunteer through the medium of Welsh

Action	Who will be involved
To encourage CAVO, to run deliberate campaigns to recruit volunteers, and to ensure that opportunities are available to use Welsh language skills..	CAVO, Menter Iaith Cered

Belong - how will we measure progress?

- Number of Urdd Ceredigion and Ceredigion Young Farmers members and number of accreditations.
- Number of Welsh language opportunities in arts projects and programmes and participation.
- Number of CCC community grants distributed and which include use of the Welsh language as part of the grant award conditions.
- Number of Welcome to Ceredigion postcards distributed and number of visits to the Welcome to Ceredigion resources pack on the Council's website.
- Number learning Welsh in community classes.
- Number of electoral wards where over 40% of the population speak Welsh.
- Number of activities facilitated by Menter Iaith Cered in communities, and the number attending.





succeed

*Mae modd aros gartre a mentro'r un pryd:
ar garreg y drws y mae'r gorwel o hyd.*

Ceri Wyn



Succeed

What we want to achieve

- All Council policy decisions have a positive effect on the use of the Welsh language.
- Maintain a thriving economy which values the Welsh language and Welsh skills.
- Maintain a land use planning policy that contributes to the viability of the Welsh language.
- Sufficient supply of affordable housing allowing people can stay in their local area and continue to contribute to the vitality of the Welsh language.
- Take advantage of technology to facilitate use of the Welsh language.



- ⇒ Undoubtedly, the Welsh language will be given fair consideration in Council decisions and policies. We will achieve this by ensuring that impact assessments on any new proposals or policies take into account the possible effects on our residents' ability to use the Welsh language. Our aim is to direct our resources to these areas by regenerating the local economy and creating a thriving, healthy, safe and affordable environment where Ceredigion residents can succeed and prosper.
- ⇒ We are committed to working hard to bring economic recovery and success to Ceredigion. We will continue to progress the Mid Wales Growth Deal in order to realise the benefits of the £110m investment in the Mid Wales economy. Ceredigion Economy Strategy aims to boost the economy locally by identifying and developing opportunities for our residents and enterprises to grow and prosper in Ceredigion. We want young people who wish to stay in Ceredigion as well as those who might want to return to live and work here, to see Ceredigion as a place full of opportunities. Through this, we can create vibrant communities where our culture and language can thrive.
- ⇒ Language is a social medium and in order for a language to thrive the society for which it is a medium of expression must also thrive. Work and housing are two key aspects of the viability of any sustainable society, and in this respect, Ceredigion is a county where you can work and live locally.

STRATEGIC THEME 4



- ⇒ A key part of supporting the local economy will be implementing the ARFOR 2 programme building on the work already achieved. ARFOR is a joint initiative run by Carmarthenshire, Ceredigion, Gwynedd and Anglesey Councils and looks at utilising entrepreneurship and developing the economy to support the strongholds of the Welsh language, and in doing so maintain the language.
- ⇒ We will also work together with local Housing Associations and other affordable housing tenures to increase our stock of social housing to meet the needs of local people. In addition, the Community Housing Scheme will be implemented to support a new route to affordable housing ownership for eligible Ceredigion residents. Furthermore, the Planning and Land Use Policy will focus on the dynamics and needs of communities with a high density of Welsh speakers.
- ⇒ Welsh language technology can play an important role in increasing confidence and use of the Welsh language. The Council and other groups will look to increase opportunities to include the Welsh language in technology, in order to present the Welsh language easily and simply as part of any digital service.
- ⇒ Local businesses and organisations will give the Welsh language a prominent place in their activity, and direct them to the Welsh in Business scheme, the Welsh Language Commissioner and Menter Iaith Cered. Part of this will include placing an emphasis on Welsh as a working language and raising awareness of the value of the Welsh language as an important skill and resource when recruiting.



SUCCEED: what will be done



16		Ensure that all Council policy decisions consider the effects on the Welsh language (positive and negative effects)
Action	Who will be involved	
Collaborate with the Policy and Research Service to ensure that all Integrated Impact Assessments consider the decision's impact on the use of the Welsh language. Develop guidance on how to effectively assess the impact on the Welsh language.	Policy and Performance Service, Language Policy Officer	
Analyse and publish Census data within the county and the Promotion of the Welsh Language Strategy to identify and establish direct interventions and plans to increase the use of the Welsh language across the county.	Policy and Performance Service, Language Policy Officer	
17		Support Ceredigion's Economic Strategy to ensure prominent visibility for the Welsh language in any plans
Action	Who will be involved	
Share good practice among businesses and promote the benefits of bilingualism and also the benefits associated with offering a service in Welsh.	Economy and Regeneration Service, Menter Iaith Cered, Aberystwyth University	
Ensure that the value of the Welsh language, its use and sustainability are core factors in Cynnal y Cardi scheme activities.	Economy and Regeneration Service, Language Policy Officer	
Support the strategic objectives outlined in the Arfor scheme to trial innovative methods of promoting entrepreneurship, business growth, community resilience and the Welsh language.	Economy and Regeneration Service, Language Policy Officer, Menter Iaith	
Ensure that any projects through the <i>Transforming Towns Place Making</i> grant programme give prominence to the visibility of the Welsh language.	Language Policy Officer, Economy and Regeneration Service	
CCC to maintain a Procurement Policy to give value to the Welsh language, ensuring that requirements regarding the Welsh language are considered and included when appropriate in any contract, tender or legal agreement.	Finance and Procurement Service	
Develop a career path for post-16 year olds across CCC services, including opportunities for Welsh medium, work experience, volunteering, traineeships and apprenticeships.	Lifelong Learning Service, People and Organisation Service	
Ensure the position of the Welsh language as part of the Mid Wales Growth Deal and Growing Mid Wales.	Economy and Regeneration Service	
Support the Tir Glas project at University of Wales Trinity Saint David to promote Welsh-medium business opportunities.	University of Wales Trinity Saint David	
Continue to provide and develop technological support for Welsh speakers and Welsh learners to enable them to provide services in Welsh i.e. Computer software for checking spelling and grammar in Welsh, apps / dictionaries. Share any good practice.	Bilingual Future Forum	
Investigate the possibility of collaborating with the University's research departments to develop a better understanding of the habits of Ceredigion residents when using the Welsh language, and find new ways of influencing language habits.	Language Policy Officer, Aberystwyth University	



SUCCEED: what will be done



18	To review the Local Development Plan, to enable more young people to build a home for life	
Action		Who will be involved
Promote the sustainability of the Welsh language through Local Development Plan planning procedures: <ul style="list-style-type: none"> • Maintain and review Supplementary Planning Guidance: The Community and the Welsh Language • Strengthen the clause to erect bilingual signs and notices for developments and businesses • Carry out full linguistic impact studies for each stage of developing the new plan 		Planning Service
19	Increase the availability of affordable housing so that people can stay in their local area and continue to contribute to the vitality of the Welsh language	
Action		Who will be involved
Provide a wide-range of affordable housing options from initiatives for renting or home ownership. Ensure that Ceredigion continues to maintain a policy of promoting affordable housing based on local connection.		Porth Cymorth Cynnar Service, Planning Service
Continue to tackle the issues of second homes, summer home ownership, and converting residential homes to holiday homes by seeking Welsh Government support for the introduction of legislation under the Planning Act and Taxation Services. Support the work of setting a maximum cap on the number of second homes and holiday homes in a specific area.		Porth Cymorth Cynnar Service, Planning Service, Finance and Procurement Service
Develop a Community Housing Scheme to help people meet their affordable housing needs in their local communities by creating a pathway to home ownership.		Porth Cymorth Cynnar Service
Protect local Welsh place names by implementing CCC's street naming and numbering policy. Ensure that street names and new developments are Welsh only (including the unofficial name used for preliminary marketing and the development's final official name.) Encourage the use of original and historical house names.		CCC Customer Contact and ICT
20	Ensure that the Council together with partner organisations play their part in ensuring that the language is at the heart of technological innovation to enable the use of the Welsh language in all digital contexts	
Action		Who will be involved
CCC's IT Service and other organisations to ensure that technology and language resources continue to develop in order to strengthen the linguistic infrastructure; this includes embedding the Welsh language from the outset in any new IT system.		IT Service
Invest in smart technology to develop services and to form the basis of future practices.		Porth Cymorth Cynnar
Continue to provide and develop technological support for Welsh speakers and Welsh learners to enable them to provide services in Welsh i.e. Cysgliad package, apps / dictionaries. Share any good practice.		Bilingual Future Forum
Investigate the possibility of collaborating with the University's research departments to develop a better understanding of Ceredigion residents' habits when using the Welsh language, and find new ways of influencing language habits.		Language Policy Officer, Aberystwyth University, University of Wales Trinity Saint David

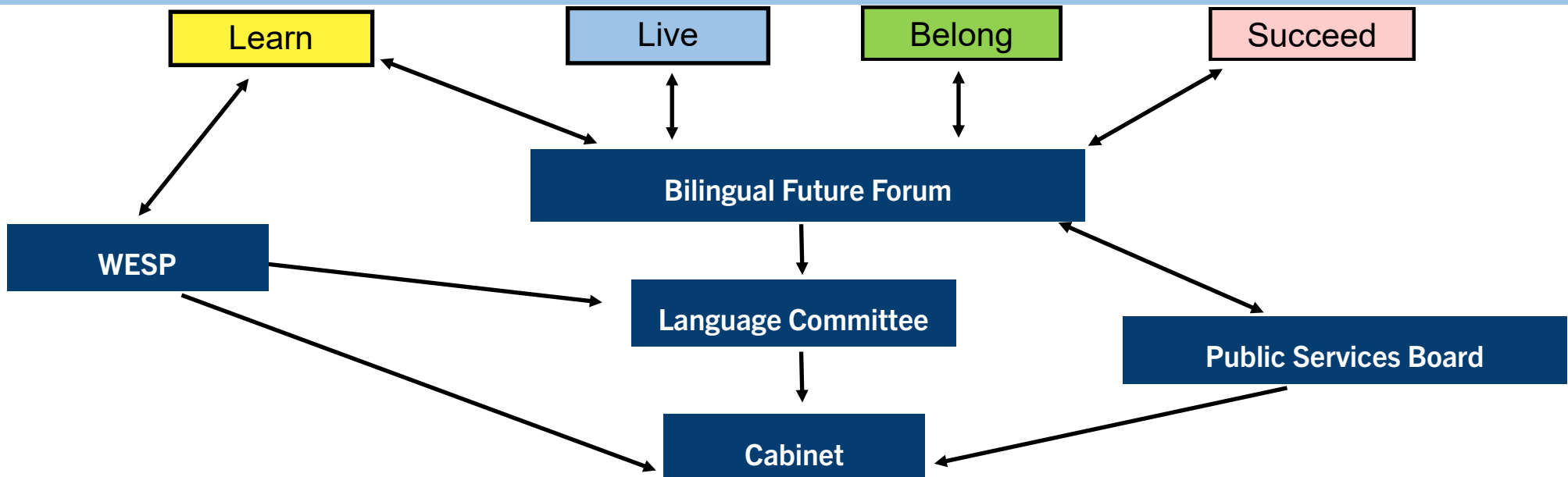
SUCCEED - how will we measure progress?

- Number of impact assessments which have considered the impact on the Welsh language.
- Number of businesses who receive advice on increasing the use of Welsh via ARFOR 2; and the number who increase the use of Welsh as a result
- Number of businesses displaying Iaith Gwaith signs and materials promoting the Welsh language within their business through a targeted campaign.
- Number of dedicated economic plans which contribute to increasing the use of the Welsh language and supported through the ARFOR 2 scheme.
- Number of Welsh medium apprenticeship schemes in the workplace across the county.
- Number of qualifying applicants with a local connection for social renting properties, for affordable homes and for community housing.
- The use of Welsh in Technology increases.



STRATEGY IMPLEMENTATION

- We want Ceredigion to be seen as a place where you can learn, live, belong and succeed through the medium of Welsh. Therefore we have set out a number of associated areas of work where the Council and its partners have and opportunity to act in order to maintain the use of the Welsh language.
- The success of the Strategy will be a collaboration between a number of public bodies and organisations, in order to try to maintain and expand the use of the language in all aspects of life in the county. In order to allow us to influence and monitor the implementation of the Strategy, we will continue to run the Ceredigion Bilingual Future Forum. In addition, we will maintain a structure of strategic groups to tackle the specific areas of work (see committee structure below).
- The Bilingual Future Forum along with the strategic groups have responsibility for monitoring the progress of the Welsh Language Promotion Strategy. The Bilingual Future Forum will also benefit from the opportunity to share information, coordinate efforts and identify further opportunities for collaboration. The Forum will meet three times a year and will be chaired by the Cabinet Member for the Welsh Language and Culture.
- Reports on the implementation of the Strategy will be presented to the Council's Language Committee with recommendations put forward to the Council's Cabinet for approval. Progress reports will also be shared with Ceredigion Public Services Board.



Membership of Ceredigion Bilingual Future Forum

- **Ceredigion County Council:** including:

Cabinet Member for the Welsh Language and Culture (Chair), Officers representing: Democratic Services, Welsh Language Development Team, Ceredigion Education Service, Childcare Unit, Ceredigion Youth Service, Clic Ceredigion and other relevant officers as required.

- **Aberystwyth University**
- **Barcud**
- **CAVO**
- **Cered (Language Initiative)**
- **Ceredigion Centre for Learning Welsh**
- **Coleg Ceredigion**
- **Cwmni Iait**
- **Dyfed Powys Police**
- **Hywel Dda University Health Board**
- **Job Centre Plus**
- **Mid and West Wales Fire and Rescue Service**
- **Mudiad Meithrin**
- **National Library of Wales**
- **Natural Resources Wales**
- **Theatr Felinfach**
- **University of Wales Trinity Saint David**
- **Urdd Gobaith Cymru Ceredigion**
- **Welsh Government**
- **Young Farmers Clubs Ceredigion**



We would like to thank all our partners for their contributions, ready support and enthusiasm in preparing this Strategy.



Cyngor Sir
CEREDIGION
County Council



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