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Llywodraeth Cynulliad Cymru
Welsh Assembly Government

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Welsh Assembly Government

Consultation Document

A living language: A language for living

A strategy for the Welsh Language

Date of issue: **13 December 2010**

Action required: Responses by **4 February 2011**

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Overview

The Welsh Assembly Government is committed to ensuring that the Welsh language thrives. Our strategy will set out the Welsh Assembly Government's vision for the language and what we will do, together with our partners, to increase the numbers who speak and use the language. We want to ensure that Welsh remains an integral part of our culture and society and that it flourishes as a language of daily use.

Our strategy will build on the successes of the 1993 Welsh Language Act, the work of the Welsh Language Board and its partners, and Iaith Pawb, the Government's Action Plan for a bilingual Wales that was published in 2002. It will also reflect the commitments in One Wales, including the conferral of legislative competence on the Welsh language on the National Assembly for Wales, the introduction of the proposed Welsh Language (Wales) Measure, and the publication of our Welsh-medium Education Strategy.

How to respond

Please submit your comments using the email addresses below for this consultation by 4th February 2011. You may also send your comments to the postal address below.

Further information and related documents

Large print, Braille and alternate language versions of this document are available on request.

This consultation document can be found on the Welsh Assembly Government website at:

www.wales.gov.uk/welshlanguage

Contact details

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Data protection

How the views and information you give us will be used

Any response you send us will be seen in full by Welsh Assembly Government staff dealing with the issues which this consultation is about. It may also be seen by other Welsh Assembly Government staff to help them plan future consultations.

The Welsh Assembly Government intends to publish a summary of the responses to this document. We may also publish responses in full. Normally, the name and address (or part of the address) of the person or organisation who sent the response are published with the response. This helps to show that the consultation was carried out properly. If you do not want your name or address published, please tell us this in writing when you send your response. We will then blank them out.

Names or addresses we blank out might still get published later, though we do not think this would happen very often. The Freedom of Information Act 2000 and the Environmental Information Regulations 2004 allow the public to ask to see information held by many public bodies, including the Welsh Assembly Government. This includes information which has not been published. However, the law also allows us to withhold information in some circumstances. If anyone asks to see information we have withheld, we will have to decide whether to release it or not. If someone has asked for their name and address not to be published, that is an important fact we would take into account. However, there might sometimes be important reasons why we would have to reveal someone's name and address, even though they have asked for them not to be published. We would get in touch with the person and ask their views before we finally decided to reveal the information.

Image courtesy of Urdd Gobaith Cymru.

Foreword



A Living Language: A Language For Living

Welsh Language Strategy

The Welsh language is an essential part of the cultural identity and character of Wales. It helps to define who we are as a nation - in our communities, in our relationships with friends and families and as individuals. With many other languages, it forms part of the rich diversity that shapes the social landscape of this country, the UK and Europe.

The 2001 Census reported an increase in the number of Welsh speakers, but the language remains in a fragile state. The Government needs to do more than ever before to ensure that the language survives. There is no room for complacency – and we must guard against any belief that enough is being done at present to safeguard its future.

Almost all fluent Welsh speakers speak Welsh on a daily basis, but they need more opportunities to use the language in all spheres of life. Living alongside one of the world's strongest languages is a constant challenge, as is the pace of technological change and its impact on a minority language. In addition, migration processes continue to change the linguistic character of Welsh-speaking communities in many parts of Wales. History has shown us that the use of the language within a community can decline with alarming speed and this decline can be seen today in many parts of Wales.

Our strategy will reflect the vision of a Government determined to see the Welsh language thrive. It will build on over fifty years of developments that have raised the legislative and social status of the language. These developments include the Welsh Language Act 1993 and the successes of the Welsh Language Board and its partners, many of which work at grass-roots level in communities across Wales. The growth of Welsh-medium education and the continued development of Welsh language publishing and broadcasting, including the establishment of the Welsh Books Council and S4C have also played a crucial role.

The proposals contained within this document reflect the new legislative context to be provided by the Welsh Language (Wales) Measure. They are also intended to complement the Government's Welsh-medium Education Strategy, published in April 2010, which will play a huge part in ensuring that more of our young people are able to speak Welsh. The document's development has been informed by our Have Your Say consultation exercise, which drew a response from a wide range of

organisations and individuals. I am also grateful to the Welsh Language Board for the support, suggestions and assistance it has given to me during the preparation of this document. The Board's vision has informed its development, which issues with its support. I am grateful to the Board for sharing that vision with me – and I look forward to discussing this document with as many individuals and organisations as possible during the consultation period.

In developing this work, we will face a range of challenges posed by straitened public finances. This will require us to scrutinise our financial support for the language even more rigorously. We must examine the organisations and projects we fund with a view to ensuring that we channel our resources as efficiently as possible, to achieve the best outcomes for the language. We will place a premium on creative use of funding and on innovation. There will be an even stronger emphasis on collaboration and new forms of partnership working involving all the organisations that have a part to play in planning a better future for the language.

Promoting and facilitating the use of Welsh cannot be put to one side until the economy recovers. To do so would halt the momentum that has developed over the past 20 years and damage the language. Ensuring that the language can thrive will continue to be one of the government's key strategic objectives and we will continue to prioritise it as a consequence.

There is strong public support for the language with the vast majority of people in Wales seeing it as an asset and as something to be proud of. Discussions surrounding the Welsh Language Measure have also highlighted that the language is supported across the political spectrum in Wales. We all have a part to play in promoting the language, and working in partnership can help us achieve our vision of increasing the use of Welsh, and ensuring that future generations can continue to enjoy using the language.

A handwritten signature in black ink, appearing to read 'Alun Ffred Jones', written in a cursive style.

Alun Ffred Jones AM
Minister for Heritage

1. Vision

Our vision is to see the Welsh language thriving in Wales. The Government will set the agenda and take the lead on delivering that vision. We will work with a wide range of partners who will play a full part in ensuring that it is realised. To this end, we wish to see:

- An increase in the number of people who both speak and use the language.
- An increase in the opportunities to use Welsh, allied with initiatives aimed at raising people's confidence and fluency in the language.
- An increase in people's awareness of the value of Welsh, both as part of our national heritage and as an important skill in modern life.
- Directed initiatives throughout Wales to strengthen the Welsh language at community level.

Our strategy will build on the vision set out in *laith Pawb: the National Action Plan for a Bilingual Wales* published in 2003. *laith Pawb* created the structural framework for a truly bilingual Wales. *laith Fyw: laith Byw* will build on this framework to increase the use of Welsh in all spheres of life.

In developing our strategy we will focus on increasing the use of Welsh in the community, amongst children and young people, in the workplace and in services to the citizen. In doing so we will look to strengthen the infrastructure that supports language use.

Equality of opportunity

Equality of opportunity is a cross-cutting theme integral to this document and all policies of the Welsh Assembly Government. No one, in any part of Wales, should be denied opportunities to access Welsh language services, nor denied the opportunity to learn Welsh because of their race, ethnicity, disability, gender, sexual orientation, age or religion. Welsh language services should be available to, and accessed by, all communities, including those characterised by disadvantage and ethnic diversity. We will expect our partners, providers and stakeholders to recognise this principle and take steps to make it a reality. Our Strategy will contribute to the Welsh Assembly Government's Mainstreaming Equality Strategy.

Sustainability

Our Strategy will aim to bring about an increase in the numbers able to speak Welsh, and in those who use Welsh on a daily basis. It will also build on the efforts already seen in communities across Wales to take responsibility for the language at a local level, and encourage communities and the organizations that serve them to promote the use of Welsh, thereby encouraging the sustainability of Welsh as a living language within those communities. In addition, it will complement the Government's Welsh-medium Education Strategy in planning for sustainability, by ensuring increased opportunities to use Welsh in the workplace. The Welsh-medium Education Strategy has put measures in place to ensure that the workforce of the

future will be equipped with Welsh-language skills. Our Strategy will aim to ensure that a wide range of organisations respond by ensuring opportunities for Welsh speakers to use those skills at work.

Summary Of Key Areas

- To create *Language Development Areas* across Wales in partnership with local authorities, the mentrau iaith and other organisations.
- To develop a *Bilingual Town and Cities* project to promote the use of the language in urban settings.
- To explore the potential of developing *Regional Language Resource Centres* where several organisations working to promote and facilitate the Welsh language can be located together.
- To develop a *Welsh Language Delivery Plan* for the 0-5 age group.
- To work with local authorities to identify and advertise more Welsh medium childcare opportunities with the aim that provision meets the demand.
- To further develop the initiative where local authority youth workers and those employed by other agencies to raise awareness of Welsh in school and community settings.
- To work with partners to develop language awareness as an integral element in the training of youth workers.
- To introduce the Welsh Language Board project *Supporting Young People's Language Practices* in more school and community settings across Wales.
- To develop with partners a varied activity scheme in the community specifically for 9-13 year olds.
- To publish a Strategic Framework for Health and Social Care which will aim to strengthen bilingual services in the sector.
- For Welsh Assembly Government directorates and each Assembly Government Sponsored Body to mainstream the Welsh language into policy and service development.
- When we award grants and contracts we will include conditions, where relevant, with regard to the use of Welsh. In doing this, we will be guided by the Welsh Language Board's guidelines on awarding grants *Awarding Grants Loans and Sponsorship*, and the principles set out in its forthcoming guidelines on awarding contracts.
- To review and reissue Technical Advice Note (TAN) 20 with a view to allowing local authorities to use Language Impact Assessments for planning purposes in areas of housing pressure.
- With local authorities and others, to consider responding to the links between the local economy, employment, housing, migration and the Welsh language.

- For the Welsh Language Board, in the short term, to begin work to ensure that 1500 businesses will have voluntary Welsh language policies in place by March 2015*.
- For the Welsh Language Board to consider developing a charter-mark to recognise achievement in the use of the Welsh language in business.
- To establish a Stakeholder Working Group to develop a strategic framework to put the proposals in the field of Welsh in the workplace into effect.
- To encourage the development of targeted Welsh for adults programmes for workplaces to provide support and increase confidence in the use of the language.
- By 2016 to operate Welsh in the workplace action plans across all of our offices based on best practice adopted in our offices in Llandudno and Aberystwyth.
- To explore the potential of Welsh language electronic books.
- To consider developing additional interactive digital media resources in Welsh with a focus on the needs of children and young people.
- To support the development of Welsh language broadcasting on all platforms and to collaborate with broadcasters to ensure that their content can contribute to the delivery of our strategy.
- To explore with S4C and the Welsh for Adults sector the potential for developing resources for Welsh learners.
- To consider the possibility of increasing the provision of Welsh language programming on commercial radio stations across Wales.
- To establish a National Standardisation Body for the Welsh Language.
- To explore the introduction of an accreditation and regulation structure, including a charter mark, to ensure the standards of translators offering a Welsh/English language translation service.
- To consider establishing a pilot project in partnership with a range of organisations to develop a community translation scheme.
- To invite the Welsh Language Board to develop a long-term Language Technology Action Plan to ensure that Welsh has a sustainable presence in this field.
- To explore the possibility of installing Welsh language software and interfaces on all workstations in every school, college and university in Wales.

* Responsibility for the Welsh Language Board's work will be transferred to the Welsh Language Commissioner for the Welsh Assembly Government when the Board is abolished.

2. Background

2.1 The Welsh Language: Fluency And Use

There is no doubt that Welsh is one of Europe's most robust minority languages. Its position is envied by other language groups, since its cultural influence and traditions remain relevant today and are embraced by new generations. It is testament to the commitment of Welsh-speakers that it has survived alongside one of the world's most influential languages.

The results of the 2001 Census showed that 20.8% of the population of Wales was able to speak Welsh (582,400 people). This was an increase compared to the 1991 Census (18.7% and 508,100 people). It was also the first percentage increase in the numbers of Welsh-speakers ever recorded by a Census, with the greatest increase seen amongst young people aged 5–15 years old.

But these figures need to be treated with caution. It seems that over half of these 5-15 year olds are learning Welsh as a second language in English-medium schools. As such their exposure to the language and their level of fluency will be limited compared to children who receive Welsh-medium education.

A little over half (58%) of those who said they speak Welsh count themselves as fluent. Of those who say they are fluent the vast majority use the language on a daily basis. The challenge we face is to provide the opportunities for all Welsh speakers, whatever their fluency level, to use the language in every sphere of life and to encourage them to do so.

There is further cause for concern for the sustainability of the language in its traditional Welsh-speaking heartlands. Migration has had a profound effect on these areas. Many Welsh-speaking young people have moved from their communities to seek work in urban areas and this is coupled with the in-migration of people unable to speak Welsh. The geographical profile of Welsh in the 2001 Census confirmed this pattern, with a decrease in the percentage of those able to speak Welsh in traditional heartlands such as Ceredigion, Carmarthenshire, Gwynedd, Anglesey, Conwy and Denbighshire.

Our strategy will address these significant challenges to the Welsh language.

More details about the statistical profile of the Welsh Language can be seen in Annex A.

2.2 The Welsh Language Measure and the official status of the language

The Welsh Language (Wales) Measure will confirm the status of Welsh as an official language in Wales. This should help increase the confidence of Welsh-speakers wishing to use the language in their dealings with the public sector, whilst also sending a clear message to public sector organisations with regard to that status.

The Measure will also establish the office of the Welsh Language Commissioner with a general power to promote and facilitate the use of Welsh and to work towards ensuring that Welsh is treated no less favourably than English. The range of

services available to the public in Welsh will be improved as a result of the Measure. This will be achieved by creating standards which will impose duties on organisations to:

- Provide services in Welsh.
- Consider the effect of policy decisions on the Welsh language.
- Promote the use of Welsh in the workplace.
- Promote and facilitate the use of Welsh more widely.
- Keep records of compliance with standards and of complaints.

The Commissioner will also have significant powers to enforce compliance with standards. These standards will lead to the establishment of *rights* for Welsh speakers to receive those services in Welsh. *More details about the Welsh Language Measure and the work of the Commissioner can be seen in Annex B.*

Providing better Welsh language services is only one side of the coin. At the same time, we must ensure better take up of those services. Since the introduction of the Welsh Language Act in 1993 only limited work has been done to promote the availability of Welsh language services. This can lead to low levels of awareness and low take up of services by Welsh-speakers. In addition, the quality of some Welsh language services needs to be improved. One of the main priorities for most Welsh speakers is a face-to-face service in Welsh, but this is often unavailable. A poor experience for the user can lead to a loss of confidence in the ability of the organisation concerned to deliver services in Welsh.

According to the Welsh Language Board this can give a false impression with regard to the demand for Welsh language services. Since 2007, however, a range of public bodies have promoted their Welsh language services, using the Board's *Mae Gen ti Ddewis...* campaign. This has resulted in an increase in uptake, in some cases, of up to 50%. This work needs to be developed and adopted by more organisations.

2.3 Welsh-medium education

All young people in Wales have some knowledge of Welsh, thanks to the education system and the National Curriculum in Wales. It is the provision of Welsh medium education that has generated the greatest gains in the numbers of young people fluent and confident in their Welsh language skills. We are now in a situation where more young people than before the Second World War are able to speak the language. This is a sound base on which to build for the future.

The future of the language is in the hands of our children and young people. The Government's Welsh-medium Education Strategy published in April 2010 set out the critical role played by the education system and how we intend to strengthen Welsh-medium provision.

The Government's Welsh-medium education strategy stresses the importance of increasing the number of opportunities for people of all ages to learn Welsh across all sectors of education. However, our language strategy will recognise that crucial

decisions surrounding language use are made in the very early stages of children's lives, and that during their early years, children can learn a second language with relative ease. We will develop language policies dealing with this important period in the lives of children who have Welsh as a first language as well as those who learn it as a second or even third language.

If the language is to thrive we need to find more effective ways of ensuring that citizens make greater use of it in their day to day lives. Our strategy will focus on the need to support and encourage the use of Welsh by children and young people outside the classroom and away from the school environment, whatever the degree of fluency they have achieved.

2.4 Increasing confidence and fluency

Fluency and confidence are intrinsically linked. Research commissioned by the Welsh Language Board has shown conclusively that the more fluent people are in Welsh, the more likely they are to use it. This suggests that more initiatives to increase confidence and fluency, together with greater opportunities to use the language, would lead to an increase in the use of Welsh overall. Our strategy will seek to maximise the opportunities available to people to speak Welsh and therefore become more fluent and confident in the language. We will seek opportunities to increase confidence and fluency in many areas – for young people out of school hours; for parents in social settings; for people in their workplaces; and in the delivery of services by the public, private and third sectors. Our aim is that this, in turn, will lead directly to an increase in language use among these speakers.

3. Welsh In The Community

Welsh is spoken in every part of Wales; it has varied cultural and literary traditions that are still being embraced and developed by young people today. We are lucky to have a multitude of volunteers who work hard through community organisations such as Merched y Wawr, Mudiad Ysgolion Meithrin, Papurau Bro, Mentrau Iaith, eisteddfodau, the Urdd, Young Farmers' Clubs, choirs and cultural clubs to ensure a vibrant Welsh language social scene.

For our strategy to be successful all these organisations and others, together with the government and local authorities, need to work in partnership to support, nurture and develop Welsh as a living community language. To facilitate this partnership approach, the Welsh Language Board will continue to co-ordinate local language forums so that grant recipients can share good practice and arrange joint activities. By sharing good practice these organisations will be able to strengthen the skills of the large volunteer base and therefore develop strong community leadership.

We have good examples of locally based language planning initiatives in Wales. 22 Mentrau Iaith are currently co-ordinating and facilitating the use of Welsh locally. We consider the mentrau to be important partners with regard to the delivery of our strategy. As such, they need a robust structure in place to manage and develop their work on a strategic and national level. We also wish to see a consistent and professional service provided by the mentrau across Wales. We will continue to support the mentrau iaith and other community organisations that promote

opportunities to use the language on a community level. This includes the 54 papurau bro that attract a joint readership of around 130,000. They perform a significant role in their communities by highlighting events and activities of interest to Welsh speakers. We will also need to ensure that the work that each of these organisations undertakes is as effective as possible and that, as far as possible, the funding they receive is set at an appropriate level to have an impact in all parts of Wales.

3.1 Language Development Areas, Language Resource Centres and Bilingual Towns and Cities

Rural communities in Wales, which boast a high percentage of Welsh speakers, are changing. One of the main difficulties facing modern Wales is the demographic shift which is happening in the country. Migration processes, limited employment opportunities and limited availability of affordable housing have had profound effects on the demographic and linguistic profile of many communities and we must seek to reverse this trend to maintain sustainable Welsh speaking communities.

The Government aims to build on existing activities, including the Welsh Language Board's local Language Action Plans and the work of the mentrau iaith, to develop Language Development Areas.

These will be areas of special linguistic significance where the Welsh language is, or was until comparatively recently, the main language of daily life, but where, as a result of socio-economic factors, it is now under threat, both in families and in the community at large. We propose to develop concerted and intensive language planning initiatives which will encourage strategic action to reverse language shift. By working in partnership with local authorities, third sector organisations and local agencies involved in community and economic regeneration, we will aim to ensure that the Welsh language is increasingly mainstreamed into their work, across all sectors.

The particular challenges in each area will differ but are likely to include issues such as affordable housing; lack of employment opportunities; low numbers of parents transmitting Welsh to their children; low status of the language within the community; lack of opportunities to use the language and inward and outward migration. In each area all the agencies involved would need to work together to agree how to tackle the priorities that they have identified, in order to deal with these challenges. A key objective will be to increase social and cultural activity through the medium of Welsh throughout these areas. Improving the social and economic infrastructure of these areas must also take place hand in hand with linguistic revitalisation, in order to ensure that better employment opportunities and more affordable housing are available to enable people to remain in their communities.

The Welsh Language (Wales) Measure will enable the Welsh Language Commissioner to impose duties on local authorities to promote the use of Welsh more widely, and a duty to prepare strategies or plans setting out how they propose to do so. These could contribute to the work on *Language Development Areas*.

It is possible that some strategic *Language Development Areas* will cross local authority boundaries and will require joined-up working and a sense of common purpose.

Many of the organisations funded by the Welsh Language Board can be part of this scheme and existing funding can be prioritised to help deliver this initiative. It will be important to link up these initiatives with the Welsh for Adults programmes run by DCELLS to encourage and support language learning and increase confidence in the language.

As rural communities are changing, Welsh cities and towns have also seen a demographic shift. The number of Welsh speakers in cities, especially Cardiff, has increased dramatically in the last years. This is mainly due to young people attending higher education institutions and seeking employment. **The Government wishes to acknowledge this shift by developing a project to promote *Bilingual Towns and Cities*.**

A different community development model is required in cities and large towns, such as Cardiff, Swansea, Bangor, and Wrexham, where the percentage of Welsh speakers may be comparatively small, but where the numbers of speakers are significant and, moreover, the opportunities to use Welsh are more varied and numerous than in many rural communities. This scheme will build on existing work by the mentrau iaith, local authorities and others in these areas.

The main purpose of this initiative will be to support and enhance existing networks for using Welsh; to create new networks; to take full advantage of the opportunities offered by new media and social networking and to increase awareness of these networks among Welsh speaking families and individuals, with the aim of increasing language use. It will target Welsh speakers and those wishing to learn Welsh within the urban context. It will also work to persuade parents who have learned Welsh at school to speak Welsh with their children and encourage children and young people in Welsh-medium education to use the language in a community context. The initiative should also lead to a high profile for bilingualism within the towns and cities involved. Many of the organisations that will be involved in this scheme receive funding from the Welsh Language Board and that funding can be prioritised to help deliver this initiative.

Alongside these initiatives we will explore the potential of developing *Regional Language Resource Centres*. We believe that in many areas of Wales the main agencies working to promote and facilitate the use of Welsh could benefit by being housed under the same roof. This could encourage and assist these agencies to work in partnership, whilst also encourage individuals and families to make more use of the services available. Some of the services that could be provided in these centres include information about after-school activities in Welsh for children and young people; day and evening classes for Welsh learners; help with filling forms in Welsh; information on Welsh education resources and information on social activities in the area in Welsh. This model will have to be considered in the light of specific local circumstances and priorities. Evidently there cannot be a “one size fits all” approach as the needs of each area will be different. This model also has the

potential of saving money in the long-term, as a variety of organisations could share resources and reduce overheads.

The Government will mainstream the language into community development and community regeneration schemes in Wales. For example, Communities First partnerships will be required to mainstream the language into their work programmes in accordance with the guidance published in 2007. That guidance sets out that all Communities First Partnerships will be expected to contribute, in their own ways, to the goal of achieving a bilingual Wales. We recognise that the scope of the Partnerships' contribution will be dependent on the linguistic circumstances of the area concerned. With Community Strategies we will publish guidance to help local authorities and their partners facilitate an increase in the use of Welsh. We will also encourage our grant partners to work closely with other Government partners to assist with this work.

The Government's proposed aims with regard to developing the use of the Welsh language in the community are:

- To create Language Development Areas across Wales in partnership with local authorities, mentrau iaith and other organisations.
- To develop a Bilingual Towns and Cities project to promote the use of the language in urban settings.
- To explore the potential of developing Regional Language Resource Centres where several organisations working to promote and facilitate the Welsh language would be located together.
- To continue to support the work of the mentrau iaith and other community based organisations.
- To see continued facilitation of partnership working through local language forums.

Q1: Are there activities, other than the above, which should be undertaken to develop the use of the Welsh language in communities across Wales.

Q2: Do you agree with the proposed aims?

3.2 Transferring the language

Passing the language from one generation to the next is one of the two most important areas of language planning - the other being education. Hence, increasing the use of Welsh within families is one of the Government's key priorities for safeguarding the future of the Welsh language.

Language transmission within the family is also a community issue, since language use has a wider social context. In bilingual communities this is a key issue in ensuring that Welsh remains a vibrant community language. It is unlikely that Welsh will thrive as a community and social language if it is dependent on the education system alone as a means for new speakers to learn the language. It needs to be, for

as many children as possible, the language of the home – and there is no doubt that learning the language in this way is a natural way to become a fluent Welsh-speaker.

According to the 2001 Census, in families where both parents spoke Welsh, 82% of 3-4 year olds could also speak the language, but this accounts for only 7% of this age group. In families where only one parent spoke Welsh, the percentage fell to 39%. This presents a formidable challenge, and the decline of Welsh in families must be reversed if the language is to survive and prosper.

A wide range of factors can influence parental decisions regarding language transmission and these need to be considered in the round.

3.2.1 The 0-5 age group

A number of respondents to our *Have Your Say* exercise called for a more holistic and joined-up approach from key agencies in the area of provision for children from birth to 5 years old. **We intend to develop a Welsh Language Delivery Plan for the 0-5 age group, bringing together representatives from the health and education sectors, Mudiad Ysgolion Meithrin, Welsh for Adults providers, S4C, the mentrau iaith and others.**

We will establish a working group to develop a plan that would lead to a more concerted and co-ordinated effort between activities whose main function is the promotion of the Welsh language. These activities include the Twf project (see below), the work of Mudiad Ysgolion Meithrin, those with a wider remit, such as the Government's *Flying Start (Dechrau'n Deg)* initiative, and a range of services provided by early years providers. S4C's service for toddlers, Cyw, also has an important part to play in developing Welsh language skills in pre-school and nursery settings and needs to be brought into the partnership approach we wish to develop for this age group. We need to ensure that children from Welsh speaking families continue to improve their communication skills. The 0-5 year Welsh Language Delivery Plan may include initiatives such as family mentoring schemes; involving the extended family in language acquisition; such as the Welsh for families initiatives already planned through the Welsh-medium Education Strategy; and language awareness training for pre-school care workers.

The most pressing priority within the 0-5 age group is that more focus needs to be placed on additional childcare opportunities, so that childcare in Welsh is readily available to parents within easy reach of their homes or workplaces. At present, there is a paucity of such provision. **We will therefore seek to expand childcare opportunities through the medium of Welsh, including by encouraging local authorities to identify and advertise Welsh-medium provision, whilst seeking ways to meet demand for such provision.**

Parents of very young children need to be encouraged to choose Welsh-medium education for their children, and be aware of the advantages of being bilingual. There is an increasing amount of academic research that indicates that bilingual children perform better at schools; are better at a range of tasks than monolingual children;

have improved literacy and are able to learn other languages more easily. Research also indicates that being bilingual can also delay the effects of ageing on the brain. ¹

At the same time, there is a need for further development of Welsh-medium resources for young children, including books, comics, DVDs, interactive websites and television programmes, to help parents introduce the language to their children.

Through DCELLS, we will encourage Welsh for Adults providers to deliver tailored courses for parents and prospective parents who are not confident of their language skills, to improve their Welsh quickly enough to be able to use it with their children. In addition, in partnership with the Welsh Language Board, the Welsh for Adults centres, the mentrau iaith and others, we will seek to increase the confidence of parents to use Welsh in the home by providing opportunities for them to practice and enjoy using the language in informal, social events. This is an activity that could be provided in the Regional Language Resource Centres and as part of the Bilingual Town and Cities projects proposed above.

3.2.2. Twf and Family Projects

Over the past decade, the Welsh Language Board has directed considerable energy and expertise to language transmission. Its main initiative is Twf, an innovative and extensive project which is aimed at encouraging Welsh-speaking parents to speak Welsh with their children. It has a network of field officers located throughout Wales, conveying to parents, prospective parents and the general public the advantages of speaking Welsh at home and the cultural and economic advantages of raising children bilingually.

In addition to Twf the Board has developed, in partnership with other key organisations, other initiatives directed at parents, with the underlying emphasis in each case on facilitating their use of Welsh. These projects range from language awareness sessions to schemes aimed at raising parents' confidence to use Welsh with their children and within the community.

The Government is committed to build on the work of Twf and its associated projects with families as part of the proposed 0-5 Welsh Language Delivery Plan. We will also build stronger links between this objective and other areas of Government policy, as a cross-cutting issue extending over the fields of education, health and social care, and children. **To this end, we will work with the Welsh Language Board, Higher and Further Education Institutes and with the NHS to consider how issues surrounding the use of Welsh in the family could be embedded in the training and working practices of health professionals, in particular midwives and health visitors, and others who can influence early years development.** The Commissioner will be able to consider whether Welsh language standards could be developed to help ensure a wider contribution to this work.

¹ Bialystok, 2001; Ricciardelli 1992; Kenner 2004; Cenoz and Valencia, 1994; Bialystok et al 2006

In tackling the issue of transmission within the family there needs to be a better understanding of how to influence behaviour. This is a complex and difficult issue. As evidenced by a recent evaluation report on the Twf project² which states that there are many factors which influence parents' decisions to transmit Welsh in the home. These include: language fluency, identity, family language profile, the extended family, childcare and the profile of the language at community level. The Government is committed to better understanding the decisions made by Welsh speaking parents and to this end will look for ways to improve and develop initiatives which persuade parents to transmit Welsh to their children. This is an area where research evidence is limited. It is important, therefore, that further research into language transmission is undertaken after the results of the 2011 Census have been published.

The Government's proposed aims in this area are:

- To develop a Welsh Language Delivery Plan for the 0-5 age group with partners involved in the sector.
- To encourage local authorities to identify and advertise more Welsh-medium childcare opportunities, with the aim that provision meets demand.
- To build on the work of Twf and extend other associated projects which encourage the transmission of Welsh within the family.
- To consider including raising awareness of the Welsh language and the benefits of transmission within the family in the training and working practices of a range of health-care professionals and other associated professions.
- That further research be undertaken into language transmission in families after the 2011 Census results are published.
- To encourage Welsh for Adults providers to deliver courses specifically tailored for parents.

Questions

Q1: Are there activities, other than the above, which should be undertaken to encourage the transmission of Welsh within families?

Q2: Do you have further suggestions with regard to how best to influence the decisions made by Welsh-speaking parents at this key stage in a child's development?

Q3: Do you agree with the proposed aims?

4. Children and Young People

Over the last thirty years we have seen a considerable increase in the number of young people able to speak Welsh (from 14.9% of 3 to 14 year olds in 1971 to 37.2%

² A report produced by the Centre for Health-Related Research, Bangor University for the Welsh Language Board. This research report is an impact assessment of the Twf project, and offers recommendations to develop the project. The research was conducted between 2005 and 2008. <http://www.byig-wlb.org.uk/english/publications/publications/20080516%20ad%20s%20twf%20-%20final%20version.pdf>

in 2001). More young people speak Welsh, in terms of percentage, than any other minority language, apart from Catalan. But these figures need to be treated with caution, since it is likely that over half of 5 to 15 year olds are learning Welsh as a second language in English-medium schools. For many Welsh-speaking children from homes where their parents cannot speak Welsh, the school provides one of the few opportunities for them to speak the language.

Much needs to be done both to increase fluency within this group and to increase their language use outside the school environment. Increased fluency, as well as increased opportunities, should lead to increased use of the language.

We therefore need to provide this group with a wide range of social opportunities to use their Welsh outside the classroom, so that they associate the language not only with education, but also with leisure and cultural activity and, above all, with pleasure and entertainment. This is a view that was strongly supported in the response to our *Have Your Say* exercise, where a number of respondents suggested that 9 to 13 year olds should constitute an important age group for our strategy, since it is at this age that many children take long-term decisions with regard to where and when to use Welsh.

4.1 The value of Welsh

Influencing a young person's use of a minority language is a complex matter and supporting them to make positive choices needs a variety of approaches. A number of factors can influence a young person's use of Welsh, including fluency and confidence levels, fashion, youth culture and peer pressure, community attitudes towards the language, the perceived value of the language as a skill for work and worldwide media influences. The significance of these factors varies considerably, depending on whether the young person has acquired the language at home, or through the education system.

More needs to be done to convince children and young people of the value of using their Welsh, both as part of their national heritage and as a marketable skill that they can use later in life, when they seek work. Schools have their part to play in communicating this message, but often children and young people are more likely to heed such messages if they are conveyed by people from outside the formal education environment and reinforced in settings that young people frequent voluntarily. In some areas youth workers have been brought into schools to discuss the value of Welsh on a less formal basis and this initiative has proved successful in a number of schools where it has been tried. **The Government will seek to ensure through the work of youth workers employed by grant partners and local authorities that this language awareness scheme be extended throughout Wales.** The Commissioner will be able to consider whether providing such a service should form part of each local authority's action plan for promoting the Welsh language, reflecting the national standards and Key Performance Indicators included in WAG's National Youth Service Strategy.

We believe that awareness of the value of the Welsh language should be an integral part of the training of all youth workers, whether employed by local authorities or other organisations. We will work with those offering training to youth workers from all sectors to develop this work.

Many young Welsh speakers are proud of the language and are keen to use it. The use of Welsh amongst young people increases when they are able to reflect on and explore their attitudes towards their own language use. Offering young people the opportunity to be leaders on specific projects that establish them as role models has also proved to be influential. The Welsh Language Board's *Supporting Young People's Language Practices* project has motivated young people to become more fluent and confident in their Welsh and to increase their language use by enabling them to lead projects that foster its use in innovative contexts. This project seeks to extend pupils' involvement with the Welsh language in schools, outside the formal classroom environment. An essential element is getting older pupils to encourage younger ones to reflect on the language and to become engaged in innovative projects such as running a school radio station or rock school through the medium of Welsh. Much activity takes place through lunch-time clubs, where a range of appealing and inventive activities takes place, such as make-up artistry, craft workshops, and drama groups. **The Supporting Young People's Language Practices initiative has been successful in many schools in South Wales and we will consider introducing it in other schools and community settings across Wales.**

4.2 Activities for Young People in the Community

Much work has been done to provide children and young people with opportunities to enjoy activities through the medium of Welsh. This has been achieved by a whole host of organisations: some of which, like the Urdd and the mentrau iaith are entirely focused on increasing the use of Welsh; others, such as Young Farmers' Clubs, sports clubs, drama groups, and so forth, have a broader remit. These organisations need to remain innovative and creative, working with the Government and other partners to ensure, as far as possible, that their activities lead to an increase in the use of Welsh. We must continue to build on these activities, both through grants to voluntary bodies and through better mainstreaming of the Welsh language in activities promoted by the public sector.

The Government has developed a National Play Strategy, in which Play Wales has a role as an innovative agency in the development of play, the provision of opportunities for play and the training of the expanding workforce in this area. However, much remains to be done to ensure that this influential sector truly reflects the aspirations of our strategy and contributes fully to realising its objectives.

We are keen to see a wide range of agencies organising Welsh-medium activities for children and young people of all ages. Many are already offering enterprising ways of working with young people through the medium of Welsh such as Sport Wales' 5x60 initiative³. This work in the area of sports needs to be extended to ensure that coaching at local and national level is also provided through the medium of Welsh.

³ <http://www.cyngor-chwaraeon-cymru.org.uk/getactiveinthecommunity/active-young-people/5x60>

Those in the 9-13 age group need specific provision which is attractive and accessible. This could focus on non-traditional sports, arts and craft and music activities as well as activities such as roller blading and break dancing offered through the medium of Welsh. How these activities are delivered needs to be determined in collaboration with local authority play services, Mentrau Iaith, the Urdd and other organisation such as Dragon Sports. **Work is required with all these partners to develop a specific, branded, scheme with a wide range of activities for 9-13 year olds.**

It is also encouraging to see the development of a three-tiered approach to Welsh-medium provision for young people emerging within the youth service, where organisations aim for a more co-ordinated approach to planning the provision, based on the principle that all young people in Wales have some knowledge of Welsh. This approach is suggested in the Welsh Assembly Government's National Youth Service Standards and encourages the provision of more appropriate services, tailored to the linguistic needs of the growing population of young Welsh speakers. This includes different provision for young people with basic Welsh language skills; for those who are learning the Welsh language; and fluent Welsh-language speakers. We will consider extending this way of working to other fields.

However, despite all this activity, it is debatable whether enough has been done to explore with young people themselves exactly what appeals to them. **A study is required, therefore, into what activities young people feel they would like to take responsibility for in a Welsh language context. This study can look at play, sport and leisure, music and other cultural fields, including electronic networking, which encompass the greater part of young people's activity outside formal education.**

We wish to see better marketing of the language to young people which will seek to increase language awareness at different levels. Initiatives also need to be commissioned, to make young people more aware of the value of bilingual skills in later life.

The Government's aims for this priority area are:

- To further develop the initiative where local authority youth workers and those employed by other agencies to raise awareness of Welsh in schools and community settings.
- To work with partners to develop language awareness as an integral element in the training of youth workers.
- To build on the Welsh Language Board's project Supporting Young People's Language Practices in schools and community settings across Wales.
- For a branded, varied activity scheme to be developed specifically for 9-13 year olds.

- To see an increase in the number and range of opportunities available for children and young people to use Welsh in play provision, youth activities and other settings beyond the school environment.
- A study to ensure that we better understand the factors that drive language choice amongst children and young people and consider how best we can create opportunities to use the language which will be attractive to them.
- For the Welsh Language Board to continue to support through grant the work of the Urdd, the mentrau iaith the Young Farmers' Clubs and other organisations working with children and young people.

Questions

Q1: Do you agree with the proposals set out above?

Q2: Are there activities, other than the above, which should be undertaken to promote and facilitate the use of Welsh by children and young people?

Q3: Do you agree with the proposed aims?

5. The Citizen: Delivering Services

Since the introduction of the 1993 Welsh Language Act the way Welsh speaking citizens receive services in the language of their choice has been transformed. The 1993 Act put a duty on public bodies to create Welsh language schemes outlining how they would treat the Welsh and English languages on a basis of equality and how they would provide services to the public in Welsh. Since 1993 the Welsh Language Board has approved over 550 statutory Welsh language schemes. There can be no doubt that this development has benefited the language and Welsh-speakers alike. This was a view supported in the response to our Have Your Say exercise, with the additional caveat that, in the opinion of a number of respondents, language schemes have run their course and the time is right to enhance the legislation underpinning the provision of Welsh language services.

The Welsh Language (Wales) Measure will build on the success of Welsh language schemes in order to provide greater clarity and consistency for citizens in terms of the services they can expect to receive in Welsh. By creating a set of enforceable standards the aim is to move the focus away from the preparation of schemes to the actual delivery of Welsh language services which meet the needs of Welsh-speakers and Welsh-speaking communities.

5.1 Health and Social Care Services

Strengthening Welsh language services in health and social care is regarded as a priority since, for many, language in this context is more than just a matter of choice – it is a matter of need. Language choice refers to the individual's right to choose language, but language need means considering language as an integral element of care for instance, people with dementia or people who have had a stroke often lose their second language.

Although valuable leadership has been provided with the re-establishment of the Task Group for the Welsh language in health and social services, chaired by the Deputy Minister for Social Services, it is evident that the provision of Welsh language services remains piecemeal and too often it is a matter of chance whether people receive Welsh language services. **The Government, therefore, reaffirms its commitment to publishing a Strategic Framework for Health and Social Care aimed at ensuring a more strategic approach to strengthening bilingual services.** It will improve the experience of patients and service users who either choose, or have a need for, services through the medium of Welsh.

The Government's aims for this priority area is:

- To publish a Strategic Framework for Health and Social Care, which will strengthen bilingual services in the sector.

5.2 Other Public Services

5.2.1. Welsh Assembly Government

Our strategy will serve as a clear demonstration of the Welsh Assembly Government's determination to see the Welsh language prosper. Our commitment to this task is reflected by the fact that '*the Welsh language thrives*' is one of the Government's 19 key strategic objectives.

The Government's Welsh Language (Wales) Measure further demonstrates our commitment to promoting and facilitating the use of Welsh, by establishing rights for Welsh speakers, confirming the official status of the language and providing greater clarity and consistency for Welsh-speakers in terms of the services they can expect to receive in Welsh.

Our commitment to the language is also reflected by our proposal to establish a strong and independent Welsh Language Commissioner, with a duty to promote and facilitate the use of Welsh; to impose and enforce Welsh language standards; and to investigate cases related to alleged interference with Welsh speakers' freedom to use Welsh with one another.

Under the Measure, Welsh Ministers will have to give due regard to the Commissioner's recommendations on a wide range of policy areas.

In addition, the Government's policies will be informed by a 5-yearly report on the position of the language, to be prepared by the Commissioner in accordance with the Welsh Language (Wales) Measure.

The Government will also establish a Welsh Language Partnership Council chaired by the Heritage Minister, who currently has responsibility for the Welsh language. The Council will advise the Welsh Ministers with regard to their strategy, including the preparation, by the Welsh Ministers, of an action plan setting out how they will implement the proposals set out in their strategy. The Council could include representatives from organisations working to promote and facilitate the use of

Welsh, along with representatives from public, private and third sector organisations and other stakeholders.

In addition we will further mainstream the language into service and policy development, whilst ensuring that Ministers and officials consider the links between their portfolios and the language. **To this end, the Government's policy gateway process requires the impact of new policies and services on the Welsh language to be assessed. We will also mainstream the language into our strategic policy activities and ensure that our main socio-economic strategies such as the Wales Spatial Plan and the Rural Development Plan contribute towards the aim of increasing the use of Welsh.**

We will ensure that each of our Directorates and each Assembly Government Sponsored Body accepts responsibility for, and ownership of, the need to promote and facilitate the use of Welsh. **A senior official from each Directorate and AGSB will have responsibility for ensuring that the Welsh language is mainstreamed accordingly.** We will publish an annual report outlining progress with regard to delivering our strategy in addition to the report on compliance with the Government's Welsh language scheme. Each Welsh Assembly Government Directorate will also prepare an action plan setting out key objectives to ensure compliance with the language scheme. Those plans will derive from the Government's action plan in its Welsh language scheme.

Key departments and Assembly Government Sponsored Bodies will consider, with Ministers, what they could do to contribute to the task of promoting and facilitating the use of Welsh. They will look beyond their current activities and seek to develop new and innovative ideas, working with internal and external stakeholders as they do so.

Our staff will be given the training and guidance they need to help them put our strategy's commitments into practice. They will also have awareness training to ensure that they understand the wider context with regard to the language.

The Welsh Assembly Government will lead by example in relation to the use of Welsh in the workplace by ensuring that its offices in Llandudno and Aberystwyth develop models of best practice that can inform practice throughout WAG in due course.

Our strategy will recognise that a significant shift is taking place in the funding relationship between those commissioning services and those providing services, be they in the public, private or third sector. This move away from a grant-based model to a commissioning and procurement model is accelerating and this has implications for the expectations we should have with regard to linguistic obligations. **When we award grants and contracts we will include conditions, where relevant, with regard to the use of Welsh. In doing this, we will be guided by the Welsh Language Board's guidelines on awarding grants, 'Awarding Grants Loans and Sponsorship', and the principles contained in its forthcoming guidelines on awarding contracts.** The Board's guidelines on awarding contracts will also be promoted as part of our 5 year Procurement and Commissioning project *Transforming Procurement with Local Talent*. We will also ensure that *Value Wales*

plays a full part in delivering our strategy with regard to contracts, commissioning and procurement. The Commissioner will be able to work with *Value Wales* to raise awareness of the guidance regarding the Welsh language within procurement networks in Wales.

The Government's proposed aims for this area are:

- To establish the office of the Welsh Language Commissioner.
- To introduce, through the Welsh Language Measure, Welsh language standards.
- To establish a Welsh Language Partnership Council.
- To further mainstream the Welsh language into government policy development and service delivery.
- To mainstream the language in strategic policy activities such as the Wales Spatial Plan and the Rural Development Plan.
- For each Government Directorate and Assembly Government Sponsored Body to have a senior official responsible for mainstreaming the Welsh language.
- For each Government Directorate to report on how it has delivered our strategy and how it has complied with the government's Welsh language scheme.
- The government will report annually on the delivery of its strategy.
- When we award grants and contracts we will include conditions, where relevant, with regard to the use of Welsh. In doing this, we will be guided by the Welsh Language Board's guidelines on awarding grants, Awarding Grants Loans and Sponsorship, and the principles contained in its forthcoming guidelines on awarding contracts.
- Through Value Wales we will incorporate Welsh language considerations into Assembly Government contracts, including our collaborative frameworks, proportionately and where relevant, and we will raise awareness of the Welsh Language Board's guidelines within procurement networks.
- To provide language awareness training for its staff.

Q1: Do you agree with the proposals set out above?

Q2: Are there activities, other than the above, which should be undertaken to increase the use of Welsh by the Welsh Assembly Government?

Q3: Do you agree with the proposed aims?

5.2.2 Local Government

For our strategy to be a success, and for the Welsh language to thrive, partnership and co-operation with local government is essential. As well as providing services for citizens, such as in social care, local authorities are key players in the process of

language planning in Wales. This includes Welsh-medium education; play provision; youth services; social services; housing policies; community development and regeneration; planning policies and economic development.

The new standards proposed in the Welsh Language Measure will impose a duty on local authorities to promote the Welsh language more widely.

In advance of those standards, however, there is much that each local authority in Wales will be able to do to assist with the delivery of our strategy.

The Welsh Assembly Government has made a commitment in the One Wales agreement to review and reissue Technical Advice Note (TAN) 20 with a view to allowing local authorities to use Language Impact Assessments for planning purposes in areas of housing pressure. This will enable them to use language impact assessments to assess the implications of planning strategies, policies and planning applications on the well-being of the language.. We will also encourage local authorities to consider how they can implement social and economic policies to sustain Welsh-speaking communities.

As mentioned previously, a key factor in the decline of the language in the Welsh speaking heartlands is the lack of employment opportunities for young people and consequent migration to urban areas. **We will consider how best to respond to the links between the local economy, employment opportunities, the local housing market, migration processes, and their effect on the sustainability of the language on a local level.** By working with local authorities and a range of other parties to strengthen the economy of areas that have suffered an economic and linguistic decline and seek to ensure that more affordable housing is easily accessible to local people who wish to remain within those areas.

Local authorities have a key part to play in the work of the Language-Economy Discussion Group, which has undertaken research to highlight the relationship between the language and economic development and the extent to which the language can benefit the economic prospects of individuals and businesses. We will continue to support this work.

Through the Community Strategies and Planning (part 2): Collaborative Community Planning (2008) guidance, we have taken steps to ensure that every local authority community strategy takes into account the needs of Welsh-speakers and Welsh-speaking communities. We will work with the Welsh Language Commissioner, local authorities, local service boards and others to develop further guidance that will outline how local authorities can deliver our strategy, along with good practice to steer the work.

We will take action to mainstream the language into community development and community regeneration schemes in Wales. In addition, we will require Communities First partnerships to mainstream the language into their work programmes, in accordance with our *Communities First Guidance*, published in 2007.

We believe more could be done to improve the visibility of the language. The introduction of bilingual road-signs in the late 1970s did much to elevate the status of the Welsh language. We will therefore explore what more can be done to improve the visibility of the language.

The Government's proposed aims for this area are:

- To review and reissue Technical Advice Note (TAN) 20 with a view to allowing local authorities to use Language Impact Assessments for planning purposes in areas of housing pressure.
- To explore what can be done to improve the visibility of the language.
- To develop further guidance and share best practice on how local authorities can consider the needs of Welsh speakers and communities in their community strategies.
- To continue to support the *Language-Economy Discussion Group*.
- To mainstream the Welsh language in community development and regeneration schemes and Communities First partnerships.

Q1: Do you agree with the proposals set out above?

Q2: Are there activities, other than the above, which should be undertaken to increase the use of Welsh by local government?

Q3: Do you agree with the proposed aims?

5.3 The Courts and the Police

Although responsibility for the courts and the police in Wales is not a devolved matter, it is important to remember that the sector has been instrumental in increasing the status of Welsh. In addition, a great deal has been achieved in recent years to ensure that Welsh speakers have access to the services they need through the medium of Welsh. Even so, there remains a need to further improve Welsh-medium provision within the sector and we will support the work required to do so.

We will also consider the possibilities with regard to the introduction of bilingual juries in Wales, following the recent decision by the UK Government not to do so.

5.4 Private Sector

The private sector is a key element in this strategy, since most people have more contact with this sector than any other. It is important, therefore, to ensure that the use of Welsh by private businesses is promoted and facilitated, on a voluntary basis, as much as possible.

Evidence that innovation with regard to the language can pay dividends was provided by research commissioned by the Welsh Language Board in 2005, which showed that 80% of people appreciate and support the use of Welsh by the private

sector. In addition, research undertaken by Consumer Focus Wales showed that 73% of respondents were more likely to buy again from a business, or recommend that business to others, if it provided them with a Welsh language service. The private sector is characterised by being innovative and responding quickly to changing customer needs. For example, it has responded to changing consumer habits by offering more services on-line, and is also responding to environmental concerns. Similarly, attitudes within the sector are increasingly supportive of the language.

The Welsh Language Board has responded to the sector's needs by developing a wide range of tools and resources. This has led to an increase in the take up of the support offered by the Board and to an increase in the number of businesses offering Welsh language services. Since the Board launched its voluntary Welsh language policy template in 2008, over 350 private sector businesses have chosen to adopt a Welsh language policy. It is important that Welsh for Adults programmes contribute to realistic and effective training to improve Welsh-language skills in the workforce, in support of businesses' Welsh language policies.

Representative bodies in the business sector have expressed support for the need to increase the use of Welsh with a clear preference that this should happen on voluntary basis. We agree with this view. **In future years we wish to see more voluntary Welsh language policies in the private sector and an increase in the amount of face-to-face services available through the medium of Welsh. We would encourage a pro-active approach by business to developing the use of Welsh and we will ask the Welsh Language Board to examine whether a charter-mark scheme to recognise achievement in this area would be feasible.** The Commissioner will also be able to work with the sector to achieve these objectives and ensure that any companies within the scope of the Welsh Language Measure comply with any standards imposed on them.

The Welsh language continues to be a key element of creating a Welsh brand and developing a distinctive sense of place for tourism in Wales - and through Visit Wales we will continue to promote our Croeso Cynnes Cymreig scheme.

The private sector is crucial to the work of the *Language-Economy Discussion Group*, mentioned above. We will continue to support the group's work. The proposed Welsh Language Partnership Council could also include representatives from the business sector.

The Government's aims and targets for this priority area are:

- For the Welsh Language Board, to begin work to ensure that 1,500 businesses have voluntary Welsh language policies in place by March 2015.
- For the Welsh Language Board to examine the feasibility of a charter-mark scheme to recognise achievement in the use of the Welsh language in business.
- For the Welsh Language Board to work with the private sector to develop ideas to increase the use of Welsh in the sector.

- To continue to promote our Croeso Cynnes Cymreig scheme, which promotes the use of Welsh to help create a distinctive Welsh tourism product.
- To encourage the purposeful and tailored learning of Welsh in the workplace to reinforce language skills.
- To continue to support the work of the *Language-Economy Discussion Group*.
- To invite representation from the private sector onto the Welsh Language Partnership Council.

Questions

Q1: Do you agree with the proposals set out above?

Q2: Are there activities, other than the above, which should be undertaken to increase the use of Welsh by the private sector?

Q3: Do you agree with the proposed aims and targets?

5.5 Third Sector

The third sector will be another crucial element in our strategy. The organisations forming the sector touch the lives of a great many people in Wales by, for instance, providing care and support, working with communities and getting people involved in a wide range of events and activities. It is important, therefore, to ensure that the use of Welsh by third sector organisations is promoted and facilitated as much as possible.

The third sector is both large and diverse, with around 30,000 organisations active in Wales, ranging from multi-national and UK-wide charities to local voluntary groups. Our view is that priority should be given to working with organisations providing care, welfare and health services, community development initiatives and organisations that work on a community level in close contact with the public, including children and young people. Priority should also be given to working with large-scale third sector organisations.

Although a number of these organisations will fall within the competence of the Welsh Language Measure, it is the Government's view that the majority of the sector should continue to be encouraged to increase its use of Welsh on a voluntary basis. Since 1993 the Welsh Language Board has persuaded many third sector organisations to provide Welsh language services. To date 76 organisations have prepared voluntary Welsh language schemes. We wish to see more voluntary Welsh language schemes in the third sector and, ultimately, voluntary compliance with Welsh language standards.

We also recognise the valuable work done by the *Estyn Llaw* scheme that has received £629,000 in grant funding from the Welsh Language Board since 2002/03. It has supported the development of bilingual services, promoted volunteering among Welsh speakers, helped the Board to increase the Welsh language services

available to the public and provided language awareness courses for third sector staff. We wish to ensure, through the Welsh Language Board, adequate resources to ensure that this work can continue. We also wish to encourage effective support for the sector, by umbrella bodies at national and local level, including the Wales Council for Voluntary Action and the county voluntary councils. Again, if Welsh is to be used more widely in the third sector, support and targeted training through Welsh for Adults programmes will be vital to increase confidence and skill levels.

At the 2010 National Eisteddfod, we launched our Third Sector Compact, developed with the Welsh Language Board, the WCVA, and the lottery funding distributors. That partnership will need to work with third sector organisations to strengthen the sector's support for the use of Welsh as a community language. To this end, a *National Compact Liaison Group* has been established to help deliver the work.

The Welsh Language Commissioner will be able to promote the use of Welsh by and within the third sector and ensure that any bodies that fall under the remit of the Welsh Language Measure comply with any standards imposed on them. We will also encourage the WCVA to give a clear lead and to develop the Welsh language agenda within the sector. It would also be beneficial for the third sector to be represented on the proposed Welsh Language Partnership Council. This could include representatives from the National Compact Liaison Group and the Third Sector Partnership Council.

The Government's aims for this priority area are:

- To continue to support the work of Estyn Llaw.
- To encourage the WCVA to give a clear lead and to develop the Welsh language agenda within the sector.
- Ensuring implementation of the commitments made in the Third Sector Compact.
- To invite representation from the third sector on the Welsh Language Partnership Council.

Questions:

Q1: Do you agree with the proposals set out above?

Q2: Are there activities, other than the above, which should be undertaken to increase the use of Welsh by the third sector?

Q3: Do you agree with the proposed aims?

5.6 Welsh in the Workplace

The workplace is one of the key areas which determines language use. As individuals, we spend a considerable proportion of our time at work. A significant number of respondents to the Government's Have Your Say exercise agreed that the workplace also has a role in building the confidence of Welsh-speakers to use the language in other areas of their lives.

Our aim is to provide more opportunities for those who can speak Welsh to use the language at work – in their dealings with each other, with their customers and with their employers. In doing this, we will build on existing good practice. Maintaining bilingual practice where it has already been established as an intrinsic part of day-to-day activity in the workplace will also be a key component of our Strategy for the language. Where workplaces operate through the medium of Welsh, either wholly or in part, we will respect their language preference.

This is a challenging area of work. Workplaces vary, as does the linguistic background of the staff working in locations throughout Wales. This is a result of many different factors: long-established practices which favour the use of English, matters relating to proficiency in Welsh language skills, and organisational reasons such as lack of critical mass to support the use of the language and the extent to which an organisation's culture facilitates or promotes the use of Welsh.

Through our strategy we intend to increase the opportunities for those who are already fluent speakers to be able to use Welsh in their day-to-day work. We also want to see staff wishing to improve their skills in Welsh (including those with latent skills in the language) supported and encouraged, through, for example, the Welsh for adults programme, in a way which is compatible with their other work-related goals and commitments.

Our approach will be twofold: the Welsh Assembly Government will provide a strategic lead with a particular emphasis on capacity building, whilst the Welsh Language Commissioner will be able to set operational standards in order to create opportunities for language use.

In relation to capacity building, we need to ensure that there is a coherent pathway through education and training to the workplace. Welsh-medium education from the early years has proved a highly successful means of giving Welsh-language skills to pupils across Wales. However, we need to continue to demonstrate the relevance of Welsh-language skills to individuals at work, and we must ensure that meaningful and consistent messages are given to pupils and their parents about the value of these skills.

It is worth reiterating that language capacity and patterns of language use are closely associated. We therefore recognise the vital importance of a strategic approach to training opportunities in the workplace through the Welsh for adults programme. Welsh-medium vocational training is a crucial aspect of our wider Welsh-medium Education Strategy. This encompasses areas such as language training provision aimed at varying levels of competence, and tailored courses to address specific needs such as drafting formal documents in Welsh. Alongside such training, we need to identify best practice in terms of mentoring models. Training also relates to aspects of the bilingual or Welsh-medium workplace, such as chairing bilingual meetings, and language awareness training. Clear pathways and routes of progression need to be identified, drawing on best practice to assist workplaces to assess and review their training needs and make the most of ICT tools and Welsh interface and software packs.

To achieve value for money, workplaces can be encouraged to work together to deliver training through Welsh for Adults centres. We will also work with Welsh for Adults centres to develop bespoke courses and qualifications for the workplace.

In relation to the creation of more opportunities to use Welsh at work, we will take specific steps to bring about change whilst also recognising the valuable work and good practice already in existence. The Welsh Language Board has prepared guidance for developing the use of Welsh in the workplace, Promoting and Facilitating Bilingual Workplaces. The Welsh Assembly Government believes that the Board's guidance should be used as one of the tools to bring about the necessary changes in the culture and practices of the workplace. In addition, the Welsh Language Board has provided assistance and guidance to a number of public sector institutions to develop innovative projects to increase the use of Welsh as an internal language of work.

These projects have led to a greater understanding of the challenges facing workplaces, and they have also generated a number of creative solutions. We will ensure that the findings and practical outcomes of these projects are taken into account as we develop the next phase of this work.

In addition, under the Welsh Language Measure, operational standards, supported by codes of practice, will enable the Commissioner to impose duties on organisations within the competence of the Measure to develop the use of Welsh within their workplaces.

The Welsh Assembly Government recognises its responsibility in this area. We are committed to realising the linguistic potential of all our offices; identify appropriate opportunities to extend or replicate practices adopted in our offices in Llandudno and Aberystwyth across of all our offices.

The aims and targets for this priority area are:

- To establish a Stakeholder Working Group tasked with forming a strategic framework to put the commitments of this section into effect.
- To encourage the development of targeted Welsh for adults programmes for workplaces to provide support and increase confidence in the use of the language.
- To prepare guidance for training providers to develop their programmes in a way which will address the specific linguistic needs of workplaces.
- To promote recognition of Welsh as a skill in the workplace and to develop opportunities to learn Welsh in the workplace.
- By 2016 to operate Welsh in the workplace action plans across all of our offices based on best practice developed in our offices in Llandudno and Aberystwyth.
- The Commissioner will be able to develop standards with regard to the internal use of Welsh by organisations within the competence of the Welsh Language Measure.

- The Commissioner will be able to support the implementation of bilingual workplaces by providing guidance and establishing means of sharing good practice across workplaces in Wales.

Other targets relating to further and higher education and the development of a bilingual workforce are set out in the Government's Welsh-medium education strategy.

Questions

Q1: Are there activities, other than the above, which should be undertaken to develop the use of Welsh in the workplace?

Q2: Do you agree with the proposed aims and targets?

6. Strengthening the Infrastructure

The Government believes that the language needs a strong infrastructure, reflecting its status as an official language in Wales, whilst helping those who wish to use the language to do so. For the purposes of this document, infrastructure includes terminology, translation and interpretation, language technology and data and research. The media, in all forms, plays an important part in supporting the infrastructure of the language. Access to high quality Welsh language books, radio, television and online content is vital in ensuring that the language thrives.

6.1 Reading, Watching and Listening

For any language to be a living and vibrant language it needs to be more than just a spoken language. Reading, writing, watching and listening to all forms of media in that language are crucial for it to thrive.

Research has shown a link between the extent to which children read Welsh and their grasp of the language. Therefore, if we want to encourage more Welsh-speakers to use the language and ensure that they are confident to do so, it will be important to help them become increasingly literate and familiar with written Welsh. To meet this aim, it will be important to encourage Welsh-speakers, especially children and young people, to read a wide range of Welsh materials, including books, magazines, the *papurau bro* and websites.

It is also important to remember the economic significance of the Welsh language publishing and printing industry. Although small by comparison with many English language publishers, many of the companies involved are located in rural areas where community use of the language is strong. A network of independent bookshops supports the industry across Wales and serves as an important community resource for Welsh speakers.

The Government supports Welsh language publishing through two main channels: Welsh medium and bilingual materials for education are supported through DCELLS, whilst books, magazines, the online news service Golwg 360 and other materials, including CD-Roms, are supported by the publishing grant which is administered by the Welsh Books Council.

Recent years have seen increased support offered through the publishing grant, including support to employ editors in seven of the main publishers, funds to commission authors and more resources directed towards marketing. As a result, there has been a substantial increase in the range and sales of Welsh language books.

The Welsh Books Council has also worked with DCELLS to publish material for less confident readers. The Stori Sydyn programme, which began in 2005, demonstrates the Government's commitment to nurture reading skills and raise the confidence of adults who are reluctant readers. This is being extended to include the development of "reading communities" across Wales.

Through the Welsh Books Council, we want to maintain and develop editorial support for publishing houses, continue to support authors and support the development of good quality graphics, photography and design, which is especially important with regard to non-fiction books for adults and young people.

There are already many Welsh language websites and blogs, including the news website Golwg 360 supported by the Welsh Books Council. On-line marketing has also been developed by selling to shops and individuals via the Welsh Books Council's website at www.gwales.com. But there is potential to reach more readers through electronic and digital media. **We will explore the potential for Welsh language publishers to benefit from e-book technology. We will also consider the possibilities with regard to developing additional interactive digital media resources in the Welsh language, with a particular focus on the needs of children and young people.**

Wales has a long and distinguished history of broadcasting in Welsh from the first radio programme by the BBC in 1935, to the first television programme in 1953 and the establishment of the Welsh language television channel S4C in 1982. Broadcasting has been a vital component in ensuring that the Welsh language continues to thrive. Although broadcasting is not a devolved matter, the Welsh Assembly Government is committed to doing all it can to ensure that these services continue to develop and improve, especially in the light of recent announcements with regard to the future of S4C.

The range and standard of Welsh language programming on S4C and Radio Cymru helps establish Welsh as a modern language and as part of everyday life in Wales. The broadcasters also help to increase awareness of the language amongst those who can, and cannot, speak Welsh. S4C's services for children, including *Cyw* and *Stwnsh*, are recognised as making an important contribution to the task of normalising the language for children of all ages.

There is potential for these broadcast resources to be used in a more focussed way in language planning. We have already mentioned the role of S4C as a partner in the Delivery Plan for the 0-5 age group. **We will explore further ways of collaborating with the broadcasters to ensure that they can contribute to delivering the outcomes of our strategy.**

S4C's online service for learners has the potential to play an important part for those who cannot speak Welsh to become familiar with the language, to develop their language skills or to become fluent. We think this could be developed further, in liaison with the Welsh for Adults sector and with more programming and resources for children and young people in statutory education (5-16) in particular.

Both S4C and BBC Cymru work in partnership with many organisations such as the Urdd, the Eisteddfod Genedlaethol and others working at community level with the Welsh language. For instance BBC Radio Cymru and the Mentrau Iaith hold a "Battle of the Bands" competition every year which has proved to be very popular amongst young people and has been an important vehicle for nurturing musical talent in Welsh. These partnerships need to be sustained and developed in the future.

Since its establishment, S4C and the production companies that supply its programmes, have played a central role in training and developing broadcast workers through the medium of Welsh. In partnership with organisations such as Cyfle and Skillset Wales hundreds of people have learned technical broadcast skills through the medium of Welsh. In a period of great change in the broadcast industry world-wide this work needs to continue to ensure that Welsh language broadcasting is sustained in the future.

Wales has a vibrant Welsh language music scene. Both S4C and Radio Cymru play an important role in promoting a wide range of musical talent. It is also encouraging to see more recording companies making use of new technology, such as the iTunes store, to take their products to market.

In addition to the work of S4C and the BBC we will consider the possibility of increasing the provision of Welsh language programming on commercial radio stations across Wales.

The introduction of Welsh language standards dealing with the marketing activities of public sector bodies should lead to an increase in the number of Welsh language advertisements screened on S4C, reducing the number of English language adverts screened on the channel, which can serve to undermine the status of the language.

The Government's proposed aims with regard to reading, watching and listening in Welsh are:

- To explore the potential of Welsh language electronic books.
- To consider developing additional interactive digital media resources in Welsh with a focus on the needs of children and young people.

- To continue its support for Welsh language publishing and schemes to promote reading; to continue support for improving quality and increasing the range of available material; to increase the number of Welsh language books sold.
- Undertaking research during 2011-12, via the Welsh Books Council, into the reading and buying of Welsh language books – and comparing the results with the research undertaken during 2003-06.
- To support the commissioning of Welsh language books and other materials that support the development of literacy for young learners and adults.
- To support the development of Welsh language broadcasting on all platforms and to collaborate with broadcasters to ensure that their content can contribute to the delivery of this strategy.
- To explore with S4C and the education and Welsh for Adults sectors the potential for developing resources for Welsh learners.
- To consider the possibility of increasing the provision of Welsh language programming on commercial radio stations across Wales.

Questions

Q1: Are there activities other than the above which should be undertaken to develop reading, watching and listening in Welsh?

Q2: Do you agree with proposed aims?

6.2 Terminology

It is important to ensure that a standard source of terminology exists, approved by and acceptable to those who use terms as part of public life, in law, in education and in a wide range of specialist fields. Over several years, a great deal of standardisation work has been undertaken by a number of organisations, including the Language and Literature Committee of the Board of Celtic Studies of the University of Wales; Canolfan Bedwyr (which has established Wales' National Portal for Terms), the Welsh Assembly Government Translation Service (which shares Assembly terminology online through TermCymru) and the Welsh Language Board (which publishes its terms online, in its *National Database of Terms*).

The Welsh Language Board has taken a keen interest in terminology and has recently, in partnership with other key players, drafted proposals for a *National Standardisation Body for the Welsh Language*, to co-ordinate the work done by the organisations involved with developing and standardising Welsh language terminology and place-names. The aim of the Body would be to reduce duplication of effort, encourage co-operation and progress the standardisation of terminology with a view to establishing one authoritative and easily-accessible set of terms.

The Government agrees that a National Standardisation Body for the Welsh Language should be established and will invite the Welsh Language Board to take the proposal forward. The Body will increase the status of the

Welsh language, and will help ensure the provision of standardised terminology for people who wish to use Welsh at work, and in their everyday lives. Terminological fields to be standardised will be prioritised according to the needs of Welsh language users.

The Body, and other organisations, may also explore the possibility of developing an online Welsh-English dictionary. Not only would this be of use as a dictionary resource, but it could also ease the way to developing Welsh language voice-recognition software.

The Government's proposed aim with regard to terminology is:

- To establish the *National Standardisation Body for the Welsh Language* along with a steering committee to agree a work programme for the Body.

Questions

Q1: Are there activities, other than the above, which should be undertaken to develop Welsh language terminology?

Q2: Do you agree with the proposed aim?

6.3 Translation and interpretation

The demand for professional translators and interpreters that work in Welsh and English must be met if we are to satisfy the need for bilingual documents and simultaneous translation at events and meetings. The Welsh Language Board funds the Welsh Association of Translators and Interpreters, which works to maintain and develop professional standards in the field and to encourage more Welsh-speakers to enter the profession.

The Association has taken significant steps to develop the industry in recent years and we recognise the need to continue this work. **A robust accreditation and regulation structure could benefit the industry and we will ask the Welsh Language Board to explore the potential of adopting a recognised charter-mark to confirm accreditation and indicate a guaranteed standard of translation.**

In addition, the training available for translators needs to be developed further. This could be provided by further and higher education establishments and could include training in editing, proofreading, interpreting and bilingual drafting.

We must also ensure that the translation profession makes the most of the ICT tools that are available to it in order to ensure efficiency and consistency. It will be important for public bodies to cooperate in the sharing of resources such as translation memories in order to avoid duplication of work and to this end we will ask the Welsh Language Board to explore the development of a national translation memory database.

Many of those who responded to the Have Your Say exercise commented on the difficulties faced by small community and voluntary groups in securing translation services, mainly with regard to their ability to pay for those services. **We will,**

therefore, consider establishing a pilot project, which would need to be funded by a partnership of organisations, to assess the effectiveness of developing a community translation service. We will also invite the Welsh Association of Translators and Interpreters to consider whether it would be appropriate, or possible, for their members to offer pro bono services for community groups and good causes.

Often when simultaneous translation facilities are provided at meeting and events many Welsh speakers continue to use English. It will be important to encourage more Welsh speakers to use the language in these circumstances.

We will maintain the *Linkline to Welsh*, currently operated by the Welsh Language Board, which offers free translation of short pieces of text.

We wish to reduce the extent to which organisations, including the Welsh Assembly Government, incur costs and use translation resources to translate into English documents submitted to them in Welsh. As more and more organisations and individuals use the language, it will become increasingly important for public bodies to ensure that they have staff in place able to deal with documents submitted in Welsh, rather than having to translate them into English, for internal use only.

The Government's proposed aims with regard to translation are:

- To ask the Welsh Language Board to explore the introduction of an accreditation and regulation structure, including a charter mark, to ensure the standards of translators offering a Welsh/English language translation service.
- To consider establishing a pilot project in partnership with a range of organisations to develop community translation schemes.
- Through the Welsh Language Board, to continue to support the Welsh Association of Translators and Interpreters.
- To consider developing training opportunities, including training in bilingual drafting, editing and proof-reading.

Questions

Q1: Are there activities, other than the above, which should be undertaken to develop Welsh language translation?

Q2: Do you agree with the proposed aims?

Q3: How can we increase the take-up of simultaneous translation facilities?

6.4 Language Technology

In a relatively short period of time, information technology has directly or indirectly influenced our lives. In order to increase the use of Welsh, its speakers must be able to use the language in as many contexts as possible, including increasingly

important technological contexts. We must also have a long-term action plan in place to ensure that the language doesn't get left behind by evolving technology.

As part of its ICT Strategy for the Welsh language the Welsh Language Board has worked with partners to create Welsh-medium software and interfaces that are provided free of charge to the user. It has forged a productive partnership with Microsoft to create free Welsh language interface packs and held outreach projects to promote them; provided grant funding, together with the Welsh Assembly Government, to support the translation of a version of Open Office into Welsh; provided grants to improve the spelling and grammar checking package Cysgliad, available on the PC and Apple Mac platforms; and provided funding to support the development of basic speech synthesis and voice recognition technology. It has also published its Bilingual Software Guidelines and Standards⁴, an associated accreditation scheme, and guidelines for bilingualism in Web2.0 settings. All of these set out good practice for software and website developers, based on the latest international research.⁵

People are sometimes reluctant to use Welsh in unfamiliar contexts and the Board has created a free Language Control Centre, which helps people use Welsh technology in bilingual homes or workplaces. It also gives tutorials on how to use accent marks in Welsh and how to switch easily between Welsh and English interfaces on the same machine. Further developments are expected in this field.

Important work has also been undertaken by Canolfan Bedwyr, Bangor University in the field of developing Welsh language ICT tools. We clearly have strong foundations to ensure that the Welsh language continues to have a presence in the ICT world.

In addition, groups of volunteers have worked to provide Welsh language interfaces and content for popular websites such as Facebook and Wikipedia. There are also numerous blogs and online forums where Welsh is the medium of communication.

An increasing number of organisations, in particular public bodies operating Welsh language schemes, are providing online services through the medium of Welsh.

We want to see the work of promoting Welsh language ICT resources continuing, as well as extending the range of free Welsh language software and resources available to Welsh speakers.

⁴ <http://www.byig-wlb.org.uk/English/publications/Publications/3963.pdf>

⁵ *Bilingual Software Guidelines and Standards*: <http://www.byig-wlb.org.uk/English/publications/Publications/3963.pdf> Cardiff, Welsh Language Board, 2006, Accreditation Scheme for the Standards Document: [http://www.byig-wlb.org.uk/english/publications/Pages/PublicationItem.aspx?puburl=/English/publications/Publications/20090831 DG D bilingual software accreditation scheme f2 excel 97.xls](http://www.byig-wlb.org.uk/english/publications/Pages/PublicationItem.aspx?puburl=/English/publications/Publications/20090831%20DG%20D%20bilingual%20software%20accreditation%20scheme%20f2%20excel%2097.xls), Implications of Web2.0 for bilingual websites: <http://www.byig-wlb.org.uk/english/publications/publications/20090812%20ad%20s%20implications%20of%20web2.0%20for%20bilingual%20websites%20f1.doc>, Language Control Centre: www.byig-wlb.org.uk/technology/

The promotion of Welsh-medium software and interfaces already available should be continued. In particular, we need to explore whether Welsh-medium software and interface packs could be installed on all workstations in schools, colleges and universities across Wales, with a proactive language choice.

Similarly, we will consider the use of Welsh with regard to the Virtual Learning Environments used in schools, colleges and universities.

We will examine the possibility of providing all Welsh-medium software developed using public money, to the user, free of charge and that all components used to develop the software are released in international standard format, so that they can be used by others for the benefit of the Welsh language.

We will invite the Welsh Language Board to develop a long-term *Technology Action Plan* which will look at the needs for Welsh Language Technology of all types. Amongst other things, the action plan could consider matters such as provision of online services in Welsh; software and interfaces in Welsh and social networking and webmail hosting in Welsh, and how web2.0 channels can best be harnessed for the future of the language.

The Welsh Assembly Government will operate more of its systems in line with the Welsh Language Board's Bilingual Software Guidelines and Standards – and ensure that any software systems we commission in future comply with those standards, as appropriate. We will also encourage and assist our Welsh-speaking staff to use Welsh language software products.

The Government's proposed aims with regard to language technology are:

- To invite the Welsh Language Board to develop a long-term Language Technology Action Plan to ensure that Welsh has a sustainable presence in this field.
- To explore the possibility of installing Welsh language software and interfaces on all workstations in every school, college and university in Wales.
- To operate more of our systems in line with the Welsh Language Board's Bilingual Software Guidelines and Standards.
- To support further development of free Welsh language software and interfaces.

Questions

Q1: Are there activities, other than the above, which should be undertaken to develop Welsh language technology?

Q2: Do you agree with the proposed aims?

6.5 Research and data

A detailed and contemporary evidence base, fuelled by regular qualitative and quantitative data collection, is required to allow practitioners to take informed policy decisions. We also need to measure the impact of the projects and activities we fund.

The Government has recognised the importance of a firm evidence base by supporting the research and data collection work of the Welsh Language Board. Since 2003, the Board has conducted in-depth research on language use, including the 2004-6 Language Use Surveys; a project to assess language use amongst the social networks of young people in 12 areas across Wales; and a project to investigate language transmission within bilingual families. By assessing the findings of these projects, alongside detailed analysis of the 2001 Census results, we have more data available on the language and its use than ever before. This work has given us a clearer picture about language use patterns across Wales, along with a more detailed picture of the number and distribution of Welsh speakers.

All of the policies and projects discussed in this document have been included with a specific desired outcome: to increase the use of Welsh. Therefore, in order to prove the effectiveness of this work, we need baseline data on language use, and regular data collection to allow us to monitor progress against the desired outcome.

The Welsh Language Measure will impose a duty on the Welsh Language Commissioner to produce a 5-yearly report on the state of the language. With this in mind the Government considers the Commissioner will have the necessary powers to undertake research and collect and analyse data. We will also continue to support the commissioning by the Welsh Language Board, of PhD scholarships in applied language planning, prioritising research that will complement the policy areas outlined in this strategy.

We recognise the need for regular language use surveys, which build upon Census data on language ability. The Welsh Language Commissioner will be able to commission such a survey every 5 years, the next one to commence in 2013, to reinforce 2011 Census data. Regular attitudinal surveys to monitor attitudes towards Welsh and its usage should also be commissioned.

We will also look at the need to include Welsh language considerations as we develop our own research and data projects.

The Government's proposed aims with regard to research and data are:

- For the Welsh Language Commissioner to be able to:
 - Produce a 5-yearly report on the state of the language.
 - Conduct regular language use surveys
 - Research the effectiveness of activities and projects undertaken to support the Language, including those undertaken or funded by the Welsh Assembly Government.

- Include Welsh language considerations as we develop our own research and data projects.
- For the Welsh Language Board to continue commissioning PhD scholarships in applied language planning.

Questions

Q1: Are there activities, other than the above, which should be undertaken?

Q2: Do you agree with the proposed aims?

6.6 Promoting the value of Welsh

A critical element in the delivery of our strategy will be to raise awareness of the value of the Welsh language. For many of the organisations delivering the projects and initiatives described in this document this is an intrinsic part of their *raison d'être*. But marketing and advertising activities also play an important part in promoting the value of Welsh.

Some of the activities of the Welsh Language Board include campaigns such as *Kids Soak it Up* that highlights the advantages of speaking Welsh to children and of a bilingual education; the *Homework Helpline* that helps pupils and parents to find Welsh resources to help with homework; *Mae Gen ti Ddewis*, which encourages Welsh speakers to use Welsh language services; and *Iaith Gwaith*, a scheme where businesses and other organisations can order free badges for use by staff to show that they speak Welsh. We believe that these activities can help increase the use of Welsh; bring to the public's attention many of the activities, projects and initiatives referred to in this document and encourage people to make the most of the opportunities available to them and their families to enjoy and use the language.

Young people are a key target group in relation to promoting the value of the Welsh language. Elsewhere in this document we refer to the need to better understand young people's choices with regard to language use. This needs to be coupled with better promotion of the benefits of the Welsh language as a skill in future employment.

The Government's proposed aim with regard to marketing are:

- To establish a working group to consider existing and future activities in this area.

Questions

Q1: Do you agree that marketing, communications and advertising have a role to play?

Q2: Do you agree with the proposed aims?

Conclusion

This document demonstrates that the Welsh Assembly Government is fully committed to seeing the Welsh language flourish and thrive in communities across Wales. The task will not be an easy one. The language is facing many challenges, not least the demographic shifts happening in the rural heartlands. Economic factors and a lack of affordable housing are also having a detrimental impact on the language. This document outlines our proposals to take a holistic approach to these challenges. The Welsh language cannot survive without jobs and homes for the young people in their communities. The government will take the lead on delivering this work but for it to succeed there must be collaboration and partnership working with a wide range of organisations, from local authorities to mentrau iaith; from Assembly Government Sponsored Bodies to voluntary bodies working at grass-roots level. In this present financial climate we must all work together to ensure we deliver the outcomes to be outlined in the Government's Welsh Language Strategy.

Annex A

Statistical Profile Of The Welsh Language

Further data on Welsh speakers and the use of the language is provided in the following maps and tables.

Key Points From The Data

- The 2001 Census showed that 20.8% of the population of Wales was able to speak Welsh (582,400 people). This was an increase compared to the 1991 Census (18.7% and 508,100 people).
- The numbers aged 5 to 15 able to speak Welsh rose from 25.9% to 40.8%, due mainly to the increase in the number of children attending Welsh-medium schools or learning Welsh as part of the curriculum in other schools.
- In 2001, 17.9% of primary school children were taught in classes where Welsh was the main medium of education (up from 16% in 1991).
- By 2010, the percentage had increased again, to 21.1%.
- The 2001 Census also revealed that only 7% of three-year olds lived in families where everyone could speak Welsh.
- Migration processes have had a profound effect on traditional Welsh-speaking heartlands, with many Welsh-speaking young people moving to urban areas to work, coupled with the in-migration of people unable to speak Welsh. The geographical profile of Welsh in the 2001 Census confirmed this pattern, with a decrease in the percentage of those able to speak Welsh in traditional heartlands such as Ceredigion, Carmarthenshire, Gwynedd, Anglesey, Conwy and Denbighshire.
- The number of communities where over 70% of the population was able to speak Welsh dropped to 54 in the 2001 census, compared with 92 in 1991. It has long been argued that such a density of speakers is required in order for Welsh to be an everyday language of the community.
- In a survey commissioned by the Welsh Language Board⁶, over 80% of respondents saw the language as 'something to be proud of' and almost 75% saw the language as 'something belonging to everyone in Wales'.
- The Welsh Language Board's 2004-06 Language Use Surveys reported that 58% of Welsh speakers (317,000 people) regarded themselves as fluent.
- It also reported that 87% (276,000 people) of these fluent Welsh speakers speak the language every day. Our challenge is to build on this and tackle the threats that the language faces.

⁶ Beaufort Research's Wales Omnibus Survey, November 2008. Published on <http://www.byig-wlb.org.uk/>

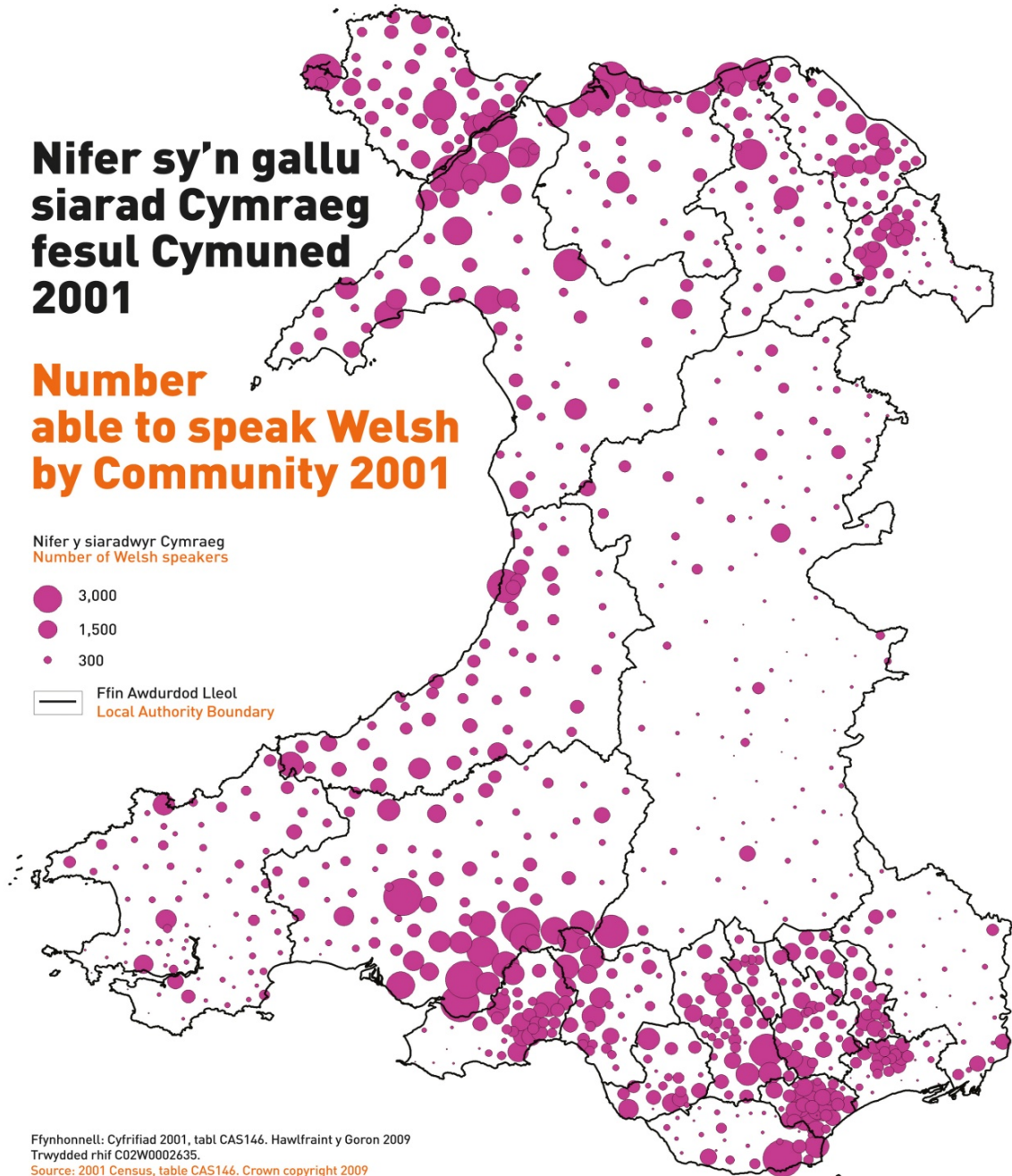
Nifer sy'n gallu siarad Cymraeg fesul Cymuned 2001

Number able to speak Welsh by Community 2001

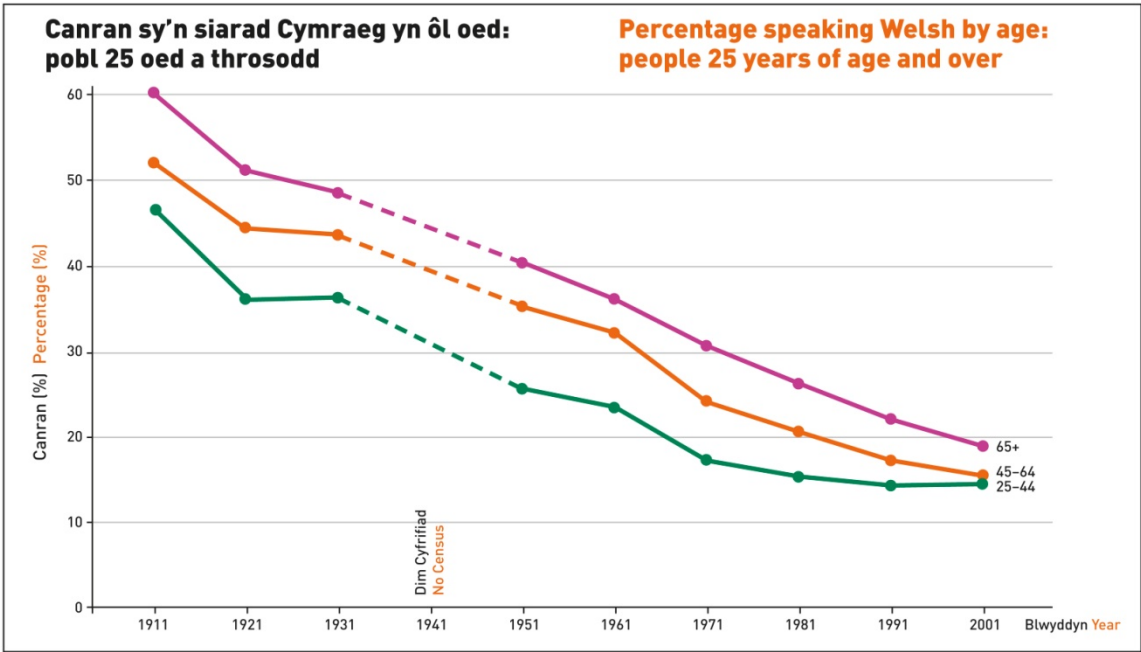
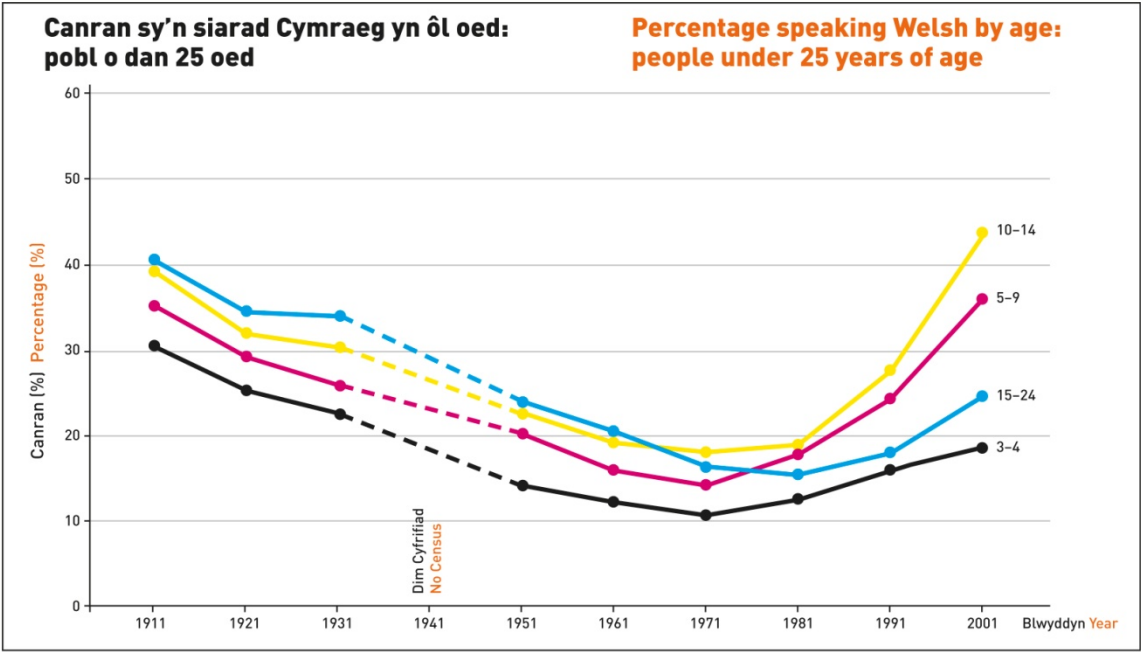
Nifer y siaradwyr Cymraeg
Number of Welsh speakers

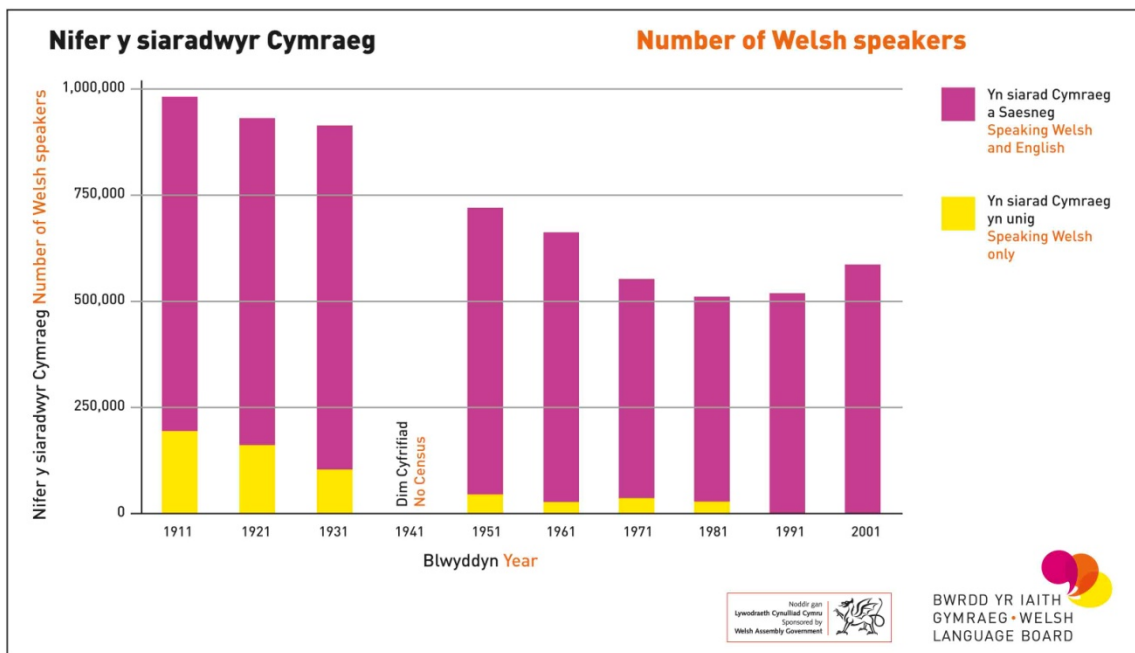
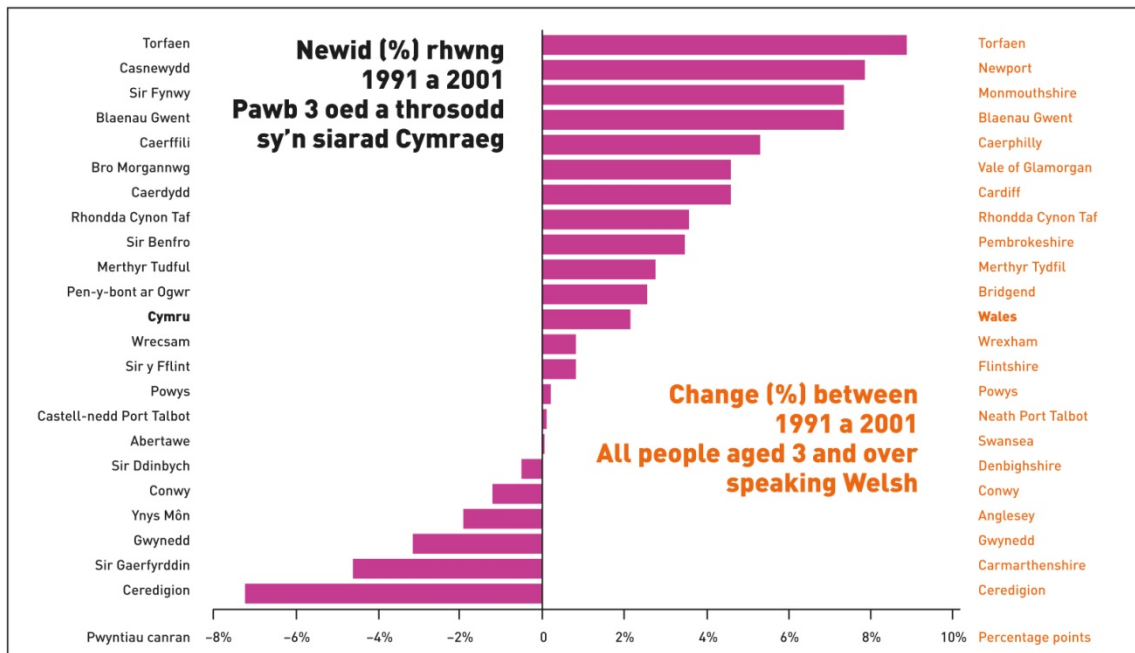
- 3,000
- 1,500
- 300

Ffin Awdurdod Lleol
Local Authority Boundary



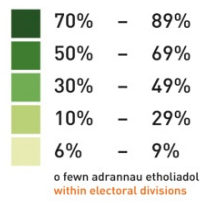
Flynhonnell: Cyfrifiad 2001, tabl CAS146. Hawtfraint y Goron 2009
Trwydded rhif C02W0002635.
Source: 2001 Census, table CAS146. Crown copyright 2009
Licence number C02W0002635.





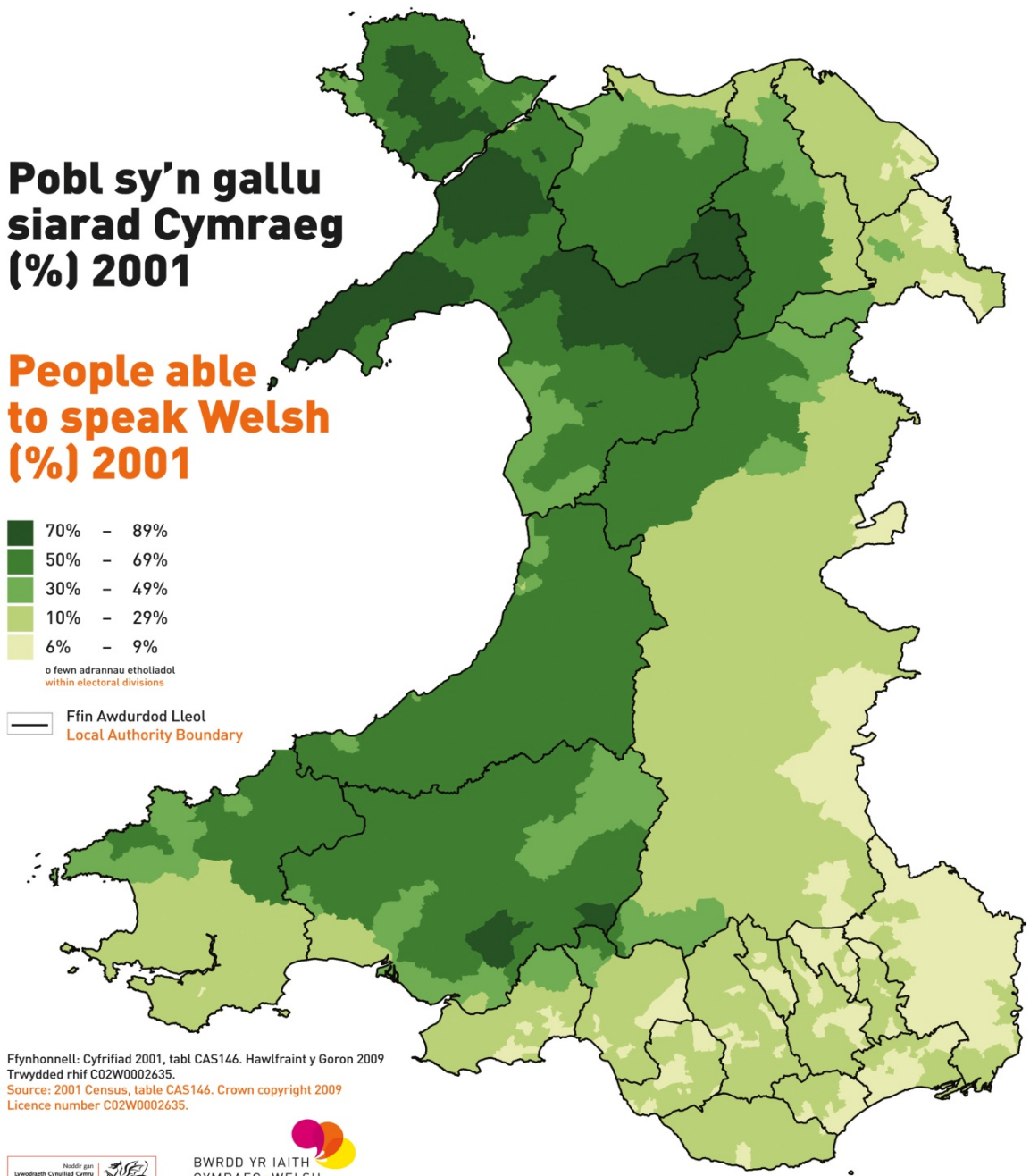
Pobl sy'n gallu siarad Cymraeg (%) 2001

People able to speak Welsh (%) 2001

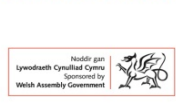


o fewn adrannau etholiadol
within electoral divisions

Ffin Awdurdod Lleol
Local Authority Boundary



Flynhonnell: Cyfrifiad 2001, tabl CAS146. Hawlfraint y Goron 2009
Trwydded rhif C02W0002635.
Source: 2001 Census, table CAS146. Crown copyright 2009
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Annex B

The Welsh Language Measure

In March 2010, the Welsh Assembly Government introduced its Welsh Language (Wales) Measure, in order to:

- Provide greater clarity and consistency for Welsh-speakers in terms of the services they can expect to receive in Welsh.
- Establish rights for Welsh-speakers and confirm the official status of the language.
- Reduce the administrative demands placed upon those subject to duties, by moving the focus away from the preparation of schemes to the delivery of Welsh language services - and on the needs of Welsh-speakers and Welsh-speaking communities.
- Develop a more effective enforcement regime in relation to any duties that will be imposed.

Through the Measure, the Government wishes to build on the firm foundations established by the 1993 Act – and consolidate the good work undertaken by the Welsh Language Board with regard to Welsh language schemes.

The Measure also confirms the official status of the language. This should increase the confidence of Welsh-speakers wishing to use the language in their dealings with the public sector, whilst also sending a clear message to public, private and third sector organisations with regard to that status.

The Measure will establish the office of Welsh Language Commissioner with a general power to promote and facilitate the use of the Welsh language and to promote equality between the Welsh and English languages. Once the Commissioner has been appointed, he or she will step into the Board's shoes – and the Board will be abolished.

The Measure will establish a rolling programme for the replacement of schemes with a system of Welsh language standards. An organisation's scheme will no longer be in force when it becomes subject to the duty to comply with standards.

Until standards come into force, however, it will remain a statutory requirement for organisations to comply with their schemes.

The Measure will create:

- Service delivery standards to impose duties on organisations to provide services through the medium of Welsh.
- Policy making standards to impose duties on organisations to consider the effect of their policy decisions on the language, with a view to increasing the opportunities for the public to use Welsh.

- Operational standards to impose duties on organisations to promote and facilitate the use of Welsh as they carry out their functions and business. This will enable the Commissioner to impose duties on organisations with regard to the use of Welsh in their workplaces.
- Promotion standards to impose duties on the Welsh Assembly Government, local authorities and national park authorities to promote and facilitate the use of Welsh more widely.
- Record keeping standards to impose duties on organisations to keep records with regard to their compliance with the other standards - and records of complaints with regard to compliance.

These standards, by imposing duties on organisations, will lead to the establishment of rights for Welsh speakers to receive those services.

The Commissioner will also be able to require organisations to prepare plans setting out how they propose to comply with standards or strategies.

Subject to the consent of the Secretary of State, the proposed Measure will also enable standards to be imposed on Ministers of the Crown – and for those standards to be enforceable. This will be an improvement over the 1993 Act, where Crown bodies cannot be required to prepare schemes (but can volunteer to do so).

In addition, the proposed Measure will enable the Commissioner to impose duties on a wider range of organisations than the 1993 Act, including telephone service providers, bus and train operators, gas and electricity suppliers – and persons providing services to the public under an agreement, or arrangements, made with a public authority (but all of the above via service delivery and record keeping standards only). Placing duties on these organisations, which are part of day-to-day life in Wales, will do much to increase the opportunities available for Welsh-speakers to use the language and to increase its status.

In addition, organisations receiving more than £400,000 of public funds can be subject to service, policy, operational and record keeping standards.

It is not the case, however, that all organisations within the competence of the Measure need have duties imposed on them. For instance, an organisation receiving over £400,000 per annum of public funding could be within competence, but could be dealt with by ensuring that appropriate linguistic conditions were attached to the offer of funding, rather than being subject to Welsh language standards.

The Commissioner will have the primary responsibility for enforcing compliance with standards. To this end, the enforcement options available to the Commissioner will include requiring an organisation to take steps or prepare an action plan to prevent or remedy failure to comply; to publicise any failure to comply (or require the organisation to do so), or to impose a civil penalty on the organisation (up to £5,000 at present, although this amount could be increased by order).

This constitutes a tougher and more flexible enforcement regime than currently available to the Welsh Language Board. In addition to the above, however, the Commissioner will be able to provide an organisation with advice and

recommendations – or enter into a settlement agreement with an organisation (whereby the organisation will commit to prevent or remedy failure to comply with standards, without the need for formal enforcement).

In addition to the Commissioner, a Welsh Language Tribunal will be established to deal with appeals against the imposition of standards - and their enforcement. The Tribunal will also be able to deal with appeals from individuals, with regard to a Commissioner's decisions following complaints with regard to non-compliance with Welsh language standards.

The Commissioner will also be able to issue codes of practice for the purpose of providing practical guidance with regard to operating in accordance with standards. In contrast to the unenforceable *advice* currently produced by the Board, under section 3 of the 1993 Act, the Commissioner will be able to consider the extent to which an organisation has complied with a particular code as helping to establish whether or not that organisation has complied with the relevant standard.

The new standards, along with the Commissioner's enforcement powers, are intended to improve the quality of Welsh language services (which, in many cases, are already meant to be delivered under the 1993 Act), focus on service delivery rather than the preparation of language schemes, deliver rights for Welsh speakers and widen to more organisations the responsibility for promoting the use of Welsh.

It will be essential to ensure, however, that Welsh language schemes continue to be effective during the transitional period while standards are developed under the proposed Welsh Language (Wales) Measure, and that their strengths are reflected in the new standards system.