

Welsh Language Strategy 'A living language: a language for living' - Measuring indicators

This report describes how each of the indicators in the Welsh Language Strategy will be measured. In some cases, it describes plans for additional work.

Introduction

The Welsh Government's Welsh Language strategy '[A living language: a language for living](#)' was published in March 2012. This is the Welsh Ministers' strategy for the promotion and facilitation of the use of Welsh language and is a five-year strategy, from 1 April 2012 to 31 March 2017.

Six strategic areas were identified as the basis for the strategy:

1. To encourage and support the use of the Welsh language within families.
2. To increase the provision of Welsh-medium activities for children and young people and to increase their awareness of the value of the language.
3. To strengthen the position of the Welsh language in the community.
4. To increase opportunities for people to use Welsh in the workplace.
5. To improve Welsh language services to citizens.
6. To strengthen the infrastructure for the language, including digital technology.

Alongside an evaluation programme for the strategy, two main indicators will be used to measure the overall success of the strategy. These are the indicators contained in the Programme for Government for 2011-2016:

- The percentage of five year olds (at the start of the academic year) who speak Welsh at home.
- The percentage of people able to speak and write Welsh

The strategy also states the need to measure the percentage of people who are able to speak but not write Welsh, as well as measure success under each of the six strategic areas.

The purpose of this article is to describe how each of the indicators already included in the Strategy 'A living language: a language for living' will be measured. Over the next few years, as further work is undertaken on determining and implementing the strategy's research and evaluation programme, these indicators will be further refined and developed.

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The work that has been done thus far on the indicators has been defined by the indicators and data already available, or currently being collected. Another consideration is the availability of data for the whole of Wales, and the frequency of publishing and collecting the data. It is acknowledged that the range of data and indicators in the paper doesn't give a complete picture of the use and viability of the Welsh language in Wales, but it is a useful first step that contributes to this picture. The quantitative information noted here will be combined with other forms of evidence, including qualitative evidence and evaluations that will look in detail at specific areas. The Welsh Strategy Evaluation¹ Framework provides the basis for developing the overall research program.

It is intended that these indicators are published in an annual statistical output, the first of which will be published later in 2013. This work will also feed into the strategy's evaluation plan.

A summary table of indicators is published in Annex A.

Additional Information

Plans are underway to undertake a Welsh Language Survey as an add-on to the Welsh Government's new National Survey. This will provide more detailed information on fluency, transmission within the family and the use of the Welsh language in a variety of circumstances (for example in school, the workplace and socially)

The Welsh Government's Welsh Language Strategy sits alongside the Welsh Government's [Welsh-medium Education Strategy](#)² (launched in April 2010). It sets out the Welsh Government's vision to have an education and training system that responds in a planned way to the growing demand for Welsh-medium education, and enables an increase in the number of people able to use the language with their families, in their communities and in the workplace. The strategy also includes numerous indicators – which are reported on separately.

¹ <http://wales.gov.uk/about/aboutresearch/social/latestresearch/welsh-language-strategy-evaluation-framework/?skip=1&lang=en>

² <http://wales.gov.uk/topics/educationandskills/publications/guidance/welshmededstrat/?lang=en>

Main Indicators

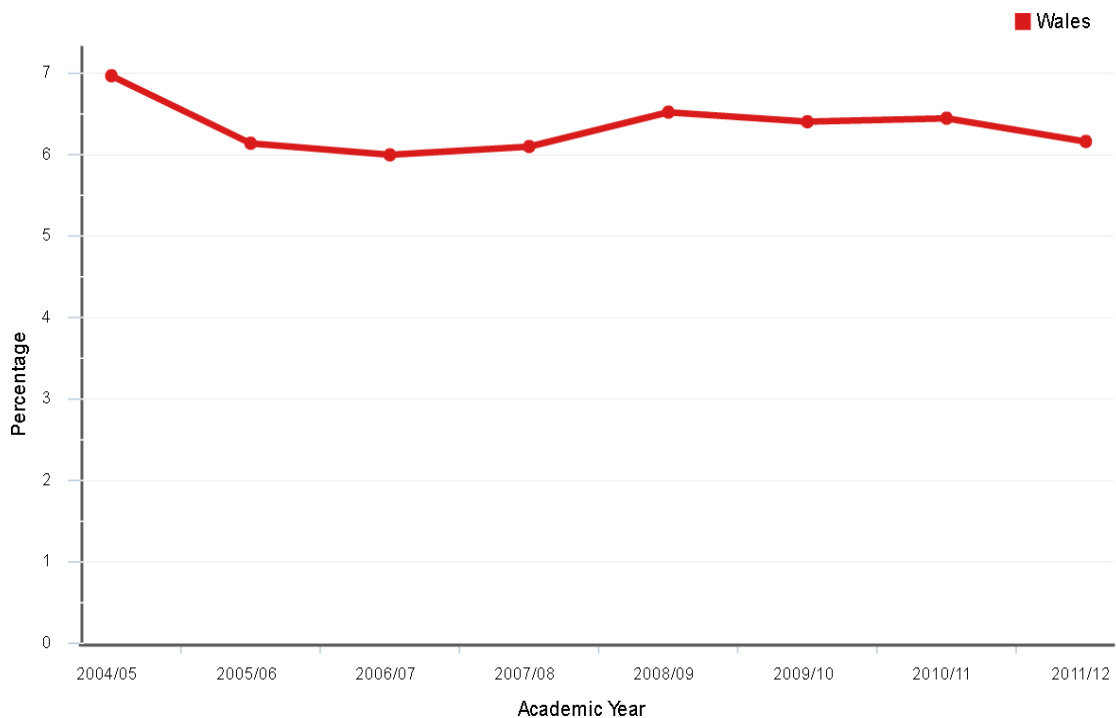
Indicator: The percentage of five year olds (at the start of the academic year) who speak Welsh at home.

This indicator measures the percentage of pupils in Wales, aged 5 at the start of the academic year, that speak Welsh fluently at home. The data is sourced from the Pupil Level Annual School Census (PLASC) and includes all maintained primary schools with pupils aged 5. Guidance notes for the school Census recommend that the information should be sought from parents in the first instance. If no information is provided, schools may provide the data

The data is collected on an annual basis and is generally published in July each year. It is available from 2004/05 onwards.

This is also an indicator (OU099) in the Welsh Government's [Programme for Government](#) (PfG).

OU099 % of pupils aged 5 at the start of the academic year that speak Welsh fluently at home



Source: Pupil Level Annual School Census

Indicator: The percentage of people able to speak and write Welsh

We have made the decision to modify this indicator primarily through a wider one than stated in the original Programme for Government. We intend to use **the percentage of people able to speak, read and write Welsh**. Whilst this will make very little numerical difference to the figures, it is a more traditional measure that will be available more readily through 2011 Census outputs.

However in monitoring the strategy we intend to use the following data, to give us a better understanding of the Welsh language skills of people living in Wales.

- The percentage of people able to speak, read and write Welsh
- The percentage of people able to speak and write Welsh
- the percentage of people able to speak Welsh.

This data is sourced from both the decennial Census and from the Annual Population Survey.

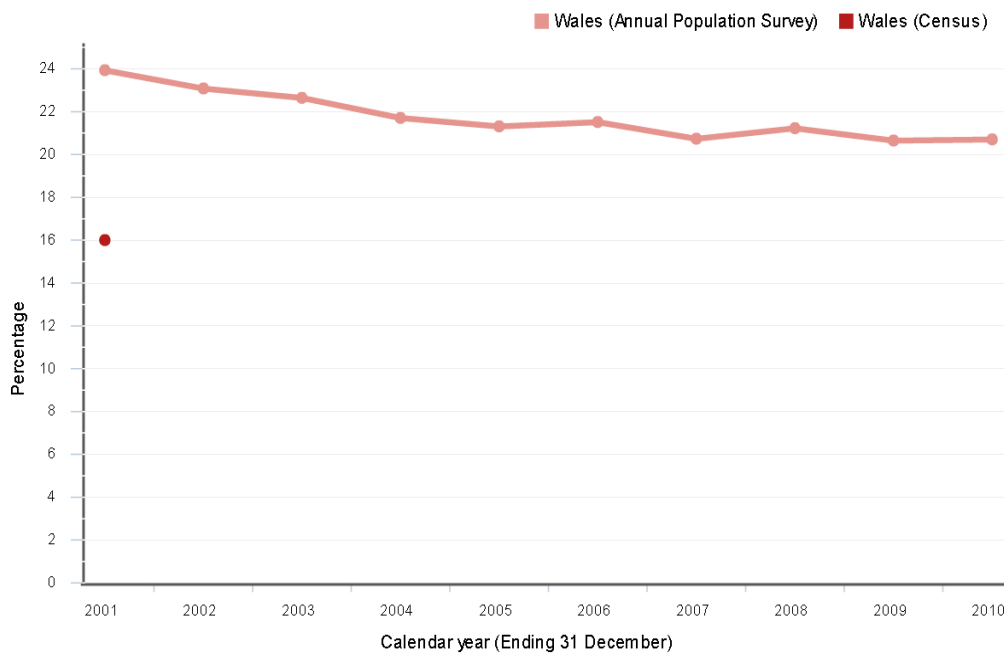
The decennial Census is a count of the whole population and provides detailed information on the characteristics of the population. The Census collects information on Welsh language skills for people living in Wales. The last Census was held in March 2011. Initial results from the 2011 Census were published in December 2012.

The APS is a large household survey and can be used to monitor trends on an annual basis. The Annual Population Survey (APS) estimates of Welsh language ability are higher than those produced by the 2001 Census, which are seen as the official benchmark for this information. Also, the estimates from the APS in the early part of the last decade should be treated with caution the reasons for which are explored in a [research paper](#)³ by the ONS. When reporting on the survey care will need to be taken to take into account any sampling variation and therefore the data will be reported with due reference to information about statistical quality.

This is also an indicator (OU100) in the Welsh Government's [Programme for Government](#) (PfG).

³ <http://www.ons.gov.uk/ons/guide-method/census/census-2001/data-and-products/data-and-product-catalogue/reports/report-on-the-welsh-language/differences-in-estimates-of-welsh-language-skills.pdf>

OU100 % of people able to speak and write Welsh



Source: Annual Population Survey and 2001 Census of Population

Strategic Area 1: The family

Indicator: The percentage of five-year-olds (at the start of the academic year) who speak Welsh at home.

See under Main Indicator above.

Strategic Area 2: Children and young people

Indicator: Attendance at Welsh-language events organised for children and young people, including those organised by Welsh Government grant recipients.

It is not currently possible to derive a total attendance figure for Welsh language events organised for children and young people. This is due to the fact that a large number of organisations organise such events, and there are difference in the way such data is recorded and collected.

This indicator will therefore be measured via a suite of sub-indicators based on data that is readily available. This includes data collected from a range of organisations including Welsh Government grant recipients. These organisations are asked to provide information to the Welsh Government on events that they organise. The information provided is in the form of broad estimates, and it is possible for people to be counted more than once (for example if they have attended more than one event).

It is acknowledged that this data does not give us a lot of information about the effectiveness of the events. However, this is the most relevant national information available at this time. The effectiveness of the activities will be considered through the Evaluation Framework.

Mentrau Iaith Events

A Menter Iaith, or language initiative, is a local organisation which offers support to communities to increase and develop their use of the Welsh language. A Menter will offer advice and assistance to individuals, community based organisations and third party institutions and will organise activities to raise the profile of the Welsh language.

Information on the number of children and young people (aged 11-26) participating in sessions organised by Mentrau Iaith (Welsh Language Initiatives) will be used as sub-indicators:

- (a) Attendance at workshops aimed at children and young people (including performance workshops, arts and sports)
- (b) Attendance at social activities aimed at children and young people (organised to offer an opportunity for individuals to speak Welsh)

The Mentrau Iaith provide information to the Welsh Government on events organised for young people. Financial year data is available in April each year.

Urdd

The Urdd is a movement for children and young people. It was established in 1922 to give children and young people the chance to learn and socialise through the medium of Welsh. The Urdd offers a full programme of activities for children and young people.

Information on the number of children and young people participating in Urdd activities will be used as sub-indicators.

- (a) Number of children and young people who are members of the Urdd
- (b) Number of children and young people attending the Urdd's residential centres (at Llangrannog, Glanllyn and Cardiff Bay).
- (c) Number of children and young people participating in Eisteddfodau Cylch activities.
- (d) Number of children and young people participating in Urdd sport activities

Some children will be counted more than once in (a) – (d), for example if they attend a residential camp and take part in an Eisteddfod Cylch.

This information is provided to the Welsh Government on an annual basis. Financial year data is available in April each year.

Young Farmers

Wales YFC is a voluntary youth organisation with a membership of 6,000 young people, most of whom live in rural Wales.

Information on the number of children and young people participating in sessions organised by YFC will be used as sub-indicator:

- (a) Number of young people competing in county Eisteddfods
- (b) Number of young people taking part in the Annual Rally

This information is provided to the Welsh Government on an annual basis. Financial year data is available in April each year.

Arts Sessions

Information on the number of children and young people participating in sessions organised by Arts Council of Wales Revenue Funded Organisations will be used as a sub-indicator. Information on Welsh language sessions specifically targeted at Children & Young people is collected via an Arts Council of Wales survey of Revenue Funded Organisations. This includes:

- the number of participants attending Welsh language sessions within the school/education setting,
- the number of participants attending Welsh language sessions outside of the school setting, and
- the number of participants attending Welsh language sessions run by youth arts groups.

Data is collected twice a year, with financial year data being available the following September.

Strategic Area 3: The community

Indicator: Attendance at Welsh-language events, including those organised by Welsh Government grant recipients.

It is not currently possible to derive a total attendance figure for Welsh language events. This is due to the fact that a large number of organisations organise such events, and there are difference in the way such data is recorded and collected.

This indicator will therefore be measured via a suite of sub-indicators based on data that is readily available. This includes data from a range of organisations including Welsh Government grant recipients. It is possible for people to be counted more than once (for example if they have attended more than one event).

It is acknowledged that this data does not give us a lot of information about the effectiveness of the events. However, this is the most relevant national information available at this time. The effectiveness of the activities will be considered through the Evaluation Framework.

Mentrau Iaith Events

A Menter Iaith, or language initiative, is a local organisation which offers support to communities to increase and develop their use of the Welsh language. A Menter will offer advice and assistance to individuals, community based organisations and third party institutions and will organise activities to raise the profile of the Welsh language.

Information on the number of people (of all ages) attending social activities organised by a Menter (or Menter Area Committee) will be used as a sub-indicator.

The Mentrau Iaith provide information to the Welsh Government on events organised for young people. Financial year data is available in April each year.

Eisteddfod Genedlaethol

The National Eisteddfod is Wales' leading festival, held annually during the first week of August. It travels from place to place, alternating between north and south Wales giving communities across the country a chance to welcome visitors over an eight day period. The Eisteddfod is a celebration of Wales, its language and culture.

Information on the number of people attending Eisteddfod activities will be used as sub-indicators.

- (a) Number attending the Eisteddfod
- (b) Number attending evening activities during Eisteddfod week (Pavillion concerts, Maes C and Maes B).
- (c) Number attending events organised by local appeal committees each year.

This information is provided to the Welsh Government on an annual basis. Information on (c) will be available for the first time in 2014 for the 2013-14 year. Financial year data is available in April each year.

Arts Sessions

Information on people participating in sessions organised by Arts Council of Wales Revenue Funded Organisations will be used as a sub-indicator together.

- (a) Number of people attending Welsh language sessions (open to people of all ages)
- (b) the total number of attendances at Welsh language performances run by Arts Council of Wales Revenue Funded Organisations. (These include Welsh language film screenings, Welsh language performances by touring companies and performances at presenting venues.)

This information is collected via an Arts Council of Wales's survey of Revenue Funded Organisations. Data is collected twice a year, with financial year data being available the following September.

Merched y Wawr

Merched y Wawr is an organisation which gives women a chance to socialise through the medium of Welsh by organising trips, concerts and meetings. There are over 250 branches in Wales and over 6,000 members.

Information on the number of women participating in Merched y Wawr social activities will be used as a sub-indicator. The activities mentioned are organised on a local branch level, on a regional level and on a national level, and include activities such as social opportunities, visits, vocational training sessions, competitions and many more.

This information is provided to the Welsh Government on an annual basis. Financial year data is available in April each year.

Strategic Area 4: The workplace

Indicator: Number of organisations subject to Welsh-language operational standards intended to promote and facilitate the use of Welsh in the workplace.

The Welsh Language Commissioner will be responsible for implementing a new Welsh language regulatory process under the Welsh Language (Wales) Measure 2011 which will include the setting and imposition of duties, known as operational standards, on a range of organisations. Operational standards will be duties on organisation with regard to promoting and facilitating the use of Welsh within workplaces.

This information will be available from the Welsh Language Commissioner when the operational standards are in place.

Indicator: Percentage of Welsh Government staff using Welsh at work

This indicator is included in the strategy as a means of assessing the use of the Welsh language in the workplace. It is recognised, however, that the Welsh Government is only a very small part of the total workforce in Wales.

This information will be collected within the Welsh Government in due course.

Strategic Area 5: Welsh-language services

Indicator: Use of a range of services provided in Welsh.

Discussions are underway between the Welsh Government and the Welsh Language Commissioner regarding the type of data that may be collected on public services. This will include data from public sector organisations such as the DVLA, and the NHS and also responses to official government surveys.

Indicator: Number of Welsh language schemes or policies.

Under the 1993 Welsh Language Act, public bodies are required to develop Welsh Language schemes outlining how they will provide a bilingual services in Wales. Until March 2012, these were agreed with the Welsh Language Board – they are now agreed by the Welsh Language Commissioner. The Board also agreed voluntary, non-statutory Welsh language policies with a range of organisations that were not required to prepare schemes under the Act. Organisations will be required to operate their schemes until they become liable to comply with standards under the Welsh Language (Wales) Measure 2011. This will happen on an incremental basis.

This information will be available from the Welsh Language Commissioner's Annual report (this will be published by end of August each year).

Indicator: Number of organisations subject to Welsh language standards

The Welsh Language Commissioner will be responsible for setting and imposing standards for the Welsh language under the Welsh Language (Wales) Measure 2011.

This information will be available from the Welsh Language Commissioner when the standards are in place.

Strategic area 6: Infrastructure

Indicator: Number of Welsh-language books, e-books and magazines sold (non-education).

This indicator measures the total number of Welsh language books sold through the Welsh Book Council's Distribution Centre, the annual sales of Welsh language e-books and the annual sales of Welsh language magazines supported by the Welsh Books Council. Each category will be measured separately. Additional indicators on the number of books published annually will also be included.

Books

The Welsh Books Council's Distribution Centre distributes books to shops and online outlets including the Council's online website Gwales. This indicator will be based on the number of books sold through the Distribution Centre (excluding children's textbooks). Although the great majority of Welsh language (non-education) books are sold through the Distribution Centre, it should be noted that a significant proportion are sold directly by publishers (and are therefore excluded from these figures). Information on the number of books sold is available from the Welsh Books Council, relates to the financial year and is available by May each year.

An indicator on the number of Welsh language books published annually will also be included. This includes all books (excluding text books) received by the Distribution Centre and books that the Books Council were aware could be bought directly from the publishers. Publishers are asked to provide copies of books that are for sale only from the publishers so that they can be listed on Gwales. This information is compiled on a calendar year basis, and is available in February.

E-books

Welsh e-books were launched on Gwales in April 2012, and are now also becoming available on a host of other websites. Information on the sales of Welsh e-books will be collected by the Welsh Books Council from publishers on an annual basis, in May each year.

An indicator on the number of Welsh e-books published annually will also be included. This information will be compiled on a calendar year basis, and will be available in February.

Magazines

In terms of magazines, the indicator will include information on the annual sales of the 15 Welsh language magazines that are Welsh Books Council grant recipients (list provided at Annex B).

The information is collected by the Welsh Books Council on an annual basis (Summer to Summer) and is available by December each year.

Indicator: Readership for *Golwg 360*.

Golwg 360 is a Welsh language news website which receives funding from the Welsh Books Council. It aims to provide a rolling news service from Wales and abroad, as well as sport and cultural news. The website was launched in 2009.

Two indicators will be used to measure the number of visits to the *Golwg 360* website:

- (a) Daily Visits: The number of independent visits in a day (an individual visiting the website on three different occasions during the day would be counted three times)
- (b) Page views – the total number of pages visited during the day. The information is sourced from the Welsh Books Council. The information is collated on a monthly basis and presented in the company's quarterly report to the Council.

Figures will be presented on a quarterly and annual basis.

Indicator: Distribution figures for *papurau bro*.

Papurau Bro are Welsh medium community papers produced on a regular basis by volunteers.

This indicator measures the total annual production figures for *Papurau Bro* that are Welsh Government grant recipients. Figures exclude non-grant recipients. It is assumed that every paper produced will be distributed (e.g. via local shops and through networks of volunteers). It is derived from information on the number of editions per year and the number produced for each edition. Note that this may differ to readership figures – some copies may not be read at all, whilst others may be read by multiple readers.

This information is collected on an annual basis and is available in April.

Indicator: Viewing and listening figures for S4C and Radio Cymru.

S4C

S4C viewing figures will be measured via figures on channel reach and on-line viewing sessions.

Reach is the term used to indicate how many individuals watch S4C's services on television over a particular period. The information is collected via a panel. The two indicators used for the purposes of this report will be annual averages based upon the viewer watching:

- (a) 3 or more consecutive minutes during the course of a week
- (b) 15 or more consecutive minutes during the course of a month.

The measure is limited to television viewing and does not include the use of content on digital platforms. This data is published in S4C's annual report and includes the BARB (Broadcasters' Audience Research Board) S4C panel boost together with BARB figures on viewers outside Wales. Figures relate to Welsh-language transmission hours only (exclude English language teleshopping at night) .

We will also report on the number of viewing sessions to live and recorded programmes on the 'Clic' service on S4C's website and through the BBC's iPlayer. This is also published in the S4C annual report.

Viewing figures are published on an annual (calendar year) basis and are available by the Summer each subsequent year.

BBC Radio Cymru

The Radio Joint Audience Research (RAJAR) is the body responsible for measuring radio audiences in the UK. It collects and publishes information on weekly listening figures (reach). This is defined as the number of people aged 15 plus who tune into Radio Cymru - and listen to at least 5 consecutive minutes within a 15 minutes time slot - over the course of a week.

http://www.rajar.co.uk/listening/quarterly_listening.php

RAJAR published figures every three months. These are based on the previous six months. For the purposes of this report, we will use an annual average figure.

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Indicator: Prevalence of popularly used websites that have developed Welsh-language interfaces.

Progress for this indicator will be reported qualitatively. Commentary will be provided to describe how many websites have developed Welsh-language interfaces.

Commentary will also be provided to describe how many of the top ten most popular websites have developed Welsh-language interfaces. The list of top ten most popular websites (based on unique visitors) is derived from Ofcom.

<http://stakeholders.ofcom.org.uk/market-data-research/market-data/communications-market-reports/cmr12/internet-web/>

Indicator: Prevalence of banks, mobile phone companies and others providing Welsh-language interfaces.

Progress for this indicator will be reported qualitatively. Commentary will be provided to describe how many banks, mobile phone companies and others have developed Welsh-language interfaces.

Annex A

Summary of indicators and source and frequency.

| | | |
|---|---|--|
| Main: The percentage of five year olds (at the start of the academic year) who speak Welsh at home. | <ul style="list-style-type: none"> • PLASC | Annual |
| Main: The percentage of people able to speak and write Welsh | <ul style="list-style-type: none"> • Census • Annual Population Survey | <ul style="list-style-type: none"> • Ten yearly • Annual |
| Strategic Area 2: Attendance at Welsh-language events organised for children and young people, including those organised by Welsh Government grant recipients. | <ul style="list-style-type: none"> • Mentrau Iaith • Urdd • Young Farmers • Arts Council of Wales Revenue Funded Organisations Survey | All annual |
| Strategic Area 3: Attendance at Welsh-language events including those organised by Welsh Government grant recipients. | <ul style="list-style-type: none"> • Mentrau Iaith • Eisteddfod Genedlaethol • Arts Council of Wales Revenue Funded Organisations Survey • Merched y Wawr | All annual |
| Strategic Area 4: Number of organisations subject to Welsh-language operational standards intended to promote and facilitate the use of Welsh in the workplace. | Welsh Language Commissioner | Annual |
| Strategic Area 4: Percentage of Welsh Government staff using Welsh at work | Welsh Government | TBC |
| Strategic Area 5: Use of a range of services provided in Welsh | Discussions underway | |
| Strategic Area 5: Number of Welsh | Welsh Language | Annual |

| | | |
|---|-----------------------------------|--------|
| Language Schemes or policies | Commissioner | |
| Strategic Area 6: Number of Welsh-language books, e-books and magazines sold (non-education). | Welsh Books Council | Annual |
| Strategic Area 6: Readership for Golwg 360 | Welsh Books Council | Annual |
| Strategic Area 6: Distribution figures for papurau bro | Papurau Bro | Annual |
| Strategic Area 6: Viewing and listening figures for S4C and Radio Cymru | S4C/ BARB & RAJAR | Annual |
| Strategic Area 6: Prevalence of popularly used websites that have developed Welsh-language interfaces. | Ofcom and qualitative information | Annual |
| Strategic Area 6: Prevalence of banks, mobile phone companies and others that have developed Welsh-language interfaces. | Qualitative information | Annual |

Annex B

Welsh language magazines that are Welsh Books Council grant recipients

Barddas

Barn

Y Casglwr

Cip

Cristion

Y Cymro

Fferm a Thyddyn

Gair y Dydd

Golwg

Lingo Newydd

Llafar Gwlad

Taliesin

Y Traethodydd

Tu Chwith

Y Wawr

Wcw

Also Y Selar, which is distributed free of charge.

Examples of magazines that are not Welsh Books Council grant recipients are Christian denominational newsletters, magazines such as Y Naturiaethwr belonging to Cymdeithas Edward Llwyd, and Y Faner Newydd.