

# A living language: a language for living

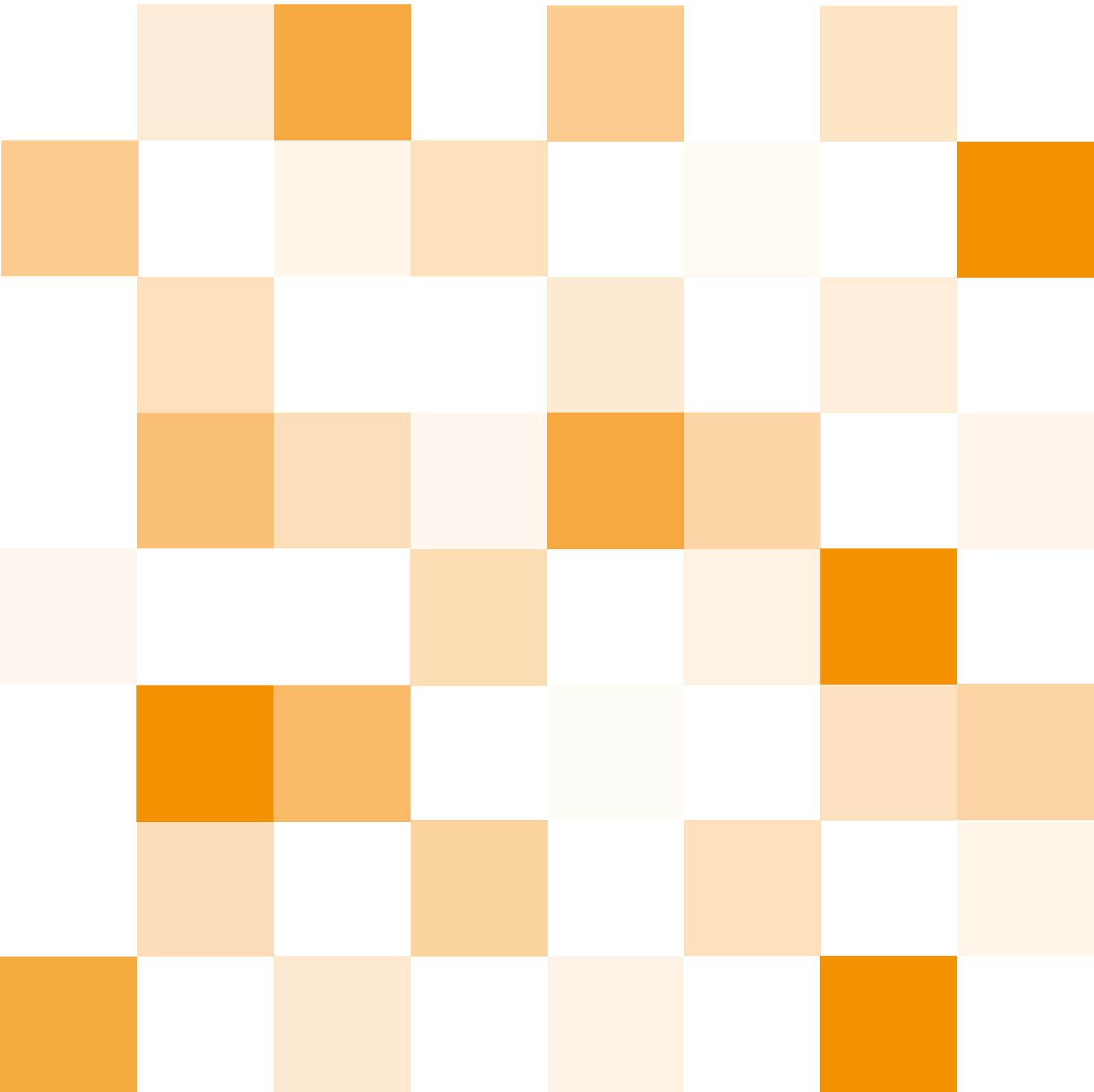
Welsh Language Strategy 2012–17

## Annual report 2013–14



Llywodraeth Cymru  
Welsh Government

[www.gov.wales](http://www.gov.wales)



# A living language: a language for living

## Welsh Language Strategy 2012–17

### Annual report 2013–14

<b>Audience</b>	Welsh Government departments; public bodies in Wales; third sector organisations in Wales; private sector companies in Wales; education institutions in Wales; organisations working to promote the use of Welsh; organisations working with families, children and young people, and communities; and other interested parties.
<b>Overview</b>	<i>A living language: a language for living – Welsh Language Strategy 2012–17</i> was launched in April 2012 to fulfil the requirements of the Government of Wales Act 2006. It is a requirement of the Government of Wales Act to publish an annual report to monitor progress on the Welsh Language Strategy.
<b>Additional information</b>	Enquiries about this document should be addressed to: Welsh Language Unit Department for Education and Skills Welsh Government Cathays Park Cardiff CF10 3NQ  e-mail: <a href="mailto:UnedlaithGymraegWelshLanguageUnit@wales.gsi.gov.uk">UnedlaithGymraegWelshLanguageUnit@wales.gsi.gov.uk</a>
<b>Additional copies</b>	This document can be accessed from the Welsh Government website at <a href="http://www.gov.wales/welshlanguage">www.gov.wales/welshlanguage</a>
<b>Related documents</b>	<i>A living language: a language for living – Welsh Language Strategy 2012–17</i> (2012) <a href="http://www.gov.wales/topics/welshlanguage/publications/wlstrategy2012/?lang=en">www.gov.wales/topics/welshlanguage/publications/wlstrategy2012/?lang=en</a>  <i>Welsh-medium Education Strategy</i> (2010) <a href="http://www.gov.wales/topics/educationandskills/publications/guidance/welshmededstrat/?lang=en">www.gov.wales/topics/educationandskills/publications/guidance/welshmededstrat/?lang=en</a>  <i>A living language: a language for living – Moving forward, policy statement</i> (2014) <a href="http://www.gov.wales/topics/welshlanguage/policy/living/moving-forward/?lang=en">www.gov.wales/topics/welshlanguage/policy/living/moving-forward/?lang=en</a>



# Contents

<b>First Minister's Foreword</b>	<b>2</b>
<b>Report on general action points of Welsh Language Strategy</b>	<b>4</b>
<b>Strategic area 1: The family</b>	<b>8</b>
<b>Strategic area 2: Children and young people</b>	<b>10</b>
<b>Strategic area 3: The community</b>	<b>12</b>
<b>Strategic area 4: The workplace</b>	<b>14</b>
<b>Strategic area 5: Welsh-language services</b>	<b>16</b>
<b>Strategic area 6: The infrastructure</b>	<b>18</b>
<b>Appendix: Performance indicators</b>	<b>20</b>

## First Minister's Foreword

I am delighted to introduce our second annual report in relation to A Living Language: A Language for Living. The strategy was published in March 2012, and it outlines the Welsh Government's vision of seeing the Welsh language prosper in Wales.

In line with our responsibilities as noted in the Government of Wales Act (2006) and the Welsh Language (Wales) Measure 2011, an action plan was published for 2013–14 outlining specific steps we would focus on in order to implement the Strategy for a second year. This document reports on the progress of that action plan, as well as the related work accomplished during the year.

During the strategy's first year, the 2011 Census results were published. From December 2012, a number of publications were published concerning the results relating to the Welsh language, and it became clear that we would need to respond to them over the coming years in order to increase the number who are able to speak Welsh and the general use of the language.

To this end, 2013-14 was a period of completing and publishing a number of reviews in a number of areas in order to feed into a long-term Welsh language policy. All of these are considered in this report. During the summer of 2013, **Y Gynhadledd Fawr** was held, which was a public consultation concerning the future of the Welsh language, following the Census results, and a number of events were organised with a view to hearing the public opinion.

Reviews and reports were published on the following policy areas: Welsh-speaking communities, economic development and the Welsh language, learning Welsh as a second language, Welsh for Adults, the National Eisteddfod, the work of the Welsh Language Initiatives, Language Action Plans and the Aman Tawe Language Promotion Scheme, and a research report on the use of the Welsh language among Welsh-speakers in their everyday lives.

In March 2014, I announced that I would release a policy statement, **Moving Forward**, describing what we will be focussing on during the next three years in order to fulfil the aims of our strategy. This includes the need to strengthen the connection between the economy and the Welsh language, the need to plan more strategically in terms of the Welsh language, the use of Welsh in the community and the challenge of changing linguistic behaviour.

Although there are many positive developments and stories, many of which will be reported in this document, there are substantial challenges to be overcome if the Welsh language is to prosper in the long term. We all need to do more to encourage people to use it. The Welsh language belongs to everyone, and its future depends on so much more than the Welsh Government. Everyone has a role to play, on a national and local level, as establishments or individuals. Having said that, we as a Government are fully committed to our responsibility to safeguard the language and its prosperity.

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

**Carwyn Jones AM**  
First Minister of Wales

## **Report on general action points of Welsh Language Strategy**

As well as the six strategic areas, A Living Language: A Language for Living includes other areas which encompass the strategy in its entirety, such as legislation and the regulatory system, education, research and data, and measures to mainstream the Welsh language into Welsh Government procedures. This section therefore reports on the progress made in these areas during 2013-14.

### **Welsh-medium Education Strategy**

The **Welsh-medium Education Strategy** was published in April 2010. The strategy includes specific five-year targets and indicative ten-year targets based on outputs. In July 2014, an annual report was published on the operation of the Strategy during 2013-14, and the report outlines the progress made against the targets and the main developments seen during the year.

The main developments include the introduction of Welsh in Education Strategic Plans and the Assessing Demand for Welsh-Medium Education (Wales) Regulations 2013 and receiving the first statutory plans. A Welsh language training programme was also introduced for practitioners within the childcare sector. The Sabbaticals Scheme was extended to include classroom assistants in Welsh-medium schools, and 160 Welsh-language and bilingual resources were published to support teaching and learning. A three-year marketing and communication campaign was also launched to promote Welsh-medium education.

Furthermore, a 3-year independent evaluation of the Strategy is planned, and the final report will be presented to the Government in 2015.

### **Allocating grants and commissioning projects**

One of the aims of A living language: A language for living is to strengthen the position of the Welsh language within the community, and over £3.5 million has been allocated in grants to promote the use of the language within the community during 2013-14. A network of community newspapers across Wales received £85,310 during the year, which are produced by volunteers and published every month. All in all, this was an increase of £100,000 in grants throughout the year. A number of projects supporting the aims of the strategy were also managed. Several of these are highlighted in this report.

### **Welsh Language Partnership Council**

The **Welsh Language Partnership Council** was established in April 2012, in line with the requirements of the Welsh Language (Wales) Measure 2011. The role of the council is to provide advice to the Minister who has responsibility for the language on the operation of the strategy. The group met three times during 2013-14 and the following matters were discussed:

- Welsh Language and Communities Task and Finish Group
- European Structural Funds Programmes
- Marketing the Welsh Language
- Y Gynhadledd Fawr
- Findings of the report on Welsh Language Skills Needs in Eight Sectors
- Welsh Government's Policy Statement on the Welsh Language, 'Moving Forward'.

## **Legislative framework and giving the Welsh language a central place within the Welsh Government**

During October 2013, a timetable was published for the development of the first series of **Welsh language Standards**. Draft standards were published in January 2014 and there followed a period of consultation. The Welsh Language Commissioner then held an **Inquiry into the Standards** and the Welsh Government was asked to note which of the proposed standards were reasonable and proportionate.

The Welsh Language Unit co-operated closely with the Central Services to ensure that the Welsh Government is ready for the changes that will come into force with the standards. A baseline assessment exercise was completed to assess our current performance against the Welsh Language Scheme and the proposed standards. A draft corporate action plan was developed to address the standards, basing the action on the exercise completed and the Welsh Government's response to the Inquiry into the standards.

We also continued to implement our Welsh Language Scheme during the year, and in October 2014 the annual report for the 2013-14 period was published. The report outlines the progress made during 2013-14, and acknowledges the challenges faced and what we will do to improve in the future.

## **Y Gynhadledd Fawr**

Y Gynhadledd Fawr was held during 2013, which was a process of public consultation on the future of the Welsh language following the 2011 Census results in relation to the Welsh language. During May and June 2013, a number of events were held to hear public opinion, including local discussion groups across the country, discussion groups among Government partners, as well as an on-line questionnaire and various communication media.

Enthusiastic discussions were held and many ideas were put forward regarding the future of the Welsh language. The core values in securing the future of the language were expressed as: the need to respond to the challenge of migrating population, developing a better understanding of the connection between language and the economy and acting on that basis, and marketing the value of the Welsh language among the people of Wales.

## **Reviews and publications**

During the reporting period, a number of reviews were completed that will inform policy development during the next period.

### **2011 Census**

Following the general results of the 2011 Census, further Headline Statistics were published on the Census data during 2013-14, including language transmission, the Welsh language and the Labour Market, and Characteristics of Households.

### **Welsh for Adults**

In July 2012, a group was established to review the Welsh for Adults provision. A report was published along with the group's recommendations in July 2013. In December 2013, the First Minister and the Minister for Education and Skills announced that they accepted the majority of the 24 recommendations fully, and plans are now being made to implement the recommendations.

The recommendations include establishing a national entity to be responsible for leading the sector strategically into the future; reducing the number of providers from 27 to between 10 and 14; making changes to assessment and qualifications; developing a new national curriculum and continuing to improve a number of national priorities such as marketing; Welsh in the Workplace; Welsh for the Family; e-learning; tutor training; informal learning; and strengthening the relationship between Welsh-speakers and learners.

### **The National Eisteddfod**

In October 2012, a Task and Finish Group was established to consider whether the Eisteddfod should modernise, review its arrangements and introduce recommendations on how to do so. Nine recommendations were put forward, including: improving the visitor's experience, considering the competing element and the festival in general, increasing the numbers of visitors and funding sources. The process of beginning to realise the aims was implemented during this period, and in January the Welsh Government announced additional funding of £114,750 for the Eisteddfod to be used towards research into the profiling of visitors and the layout of the field.

### **Review of the Welsh Language Initiatives, the Welsh Language Action Plans and the Aman Tawe Language Promotion Scheme**

In March 2013, Cardiff University was commissioned to conduct an independent review of the work of the Welsh Language Initiatives, the Welsh Language Action Plans and the Aman Tawe Language Promotion Scheme. In January 2014 the Review report was published. In March 2014 the First Minister announced that he agreed with the general findings of the Review, including the following needs: a wider funding circle, to improve the way activities are planned to promote the Welsh language, to clarify the role and duties of bodies funded by the Welsh Government to

promote the language, to make plans in relation to the language in strategically important areas, and to consider the future of the Welsh Language Action Plans in all of this.

## **Welsh-Speaking Communities Task and Finish Group Report**

In the first meeting of the Welsh Language Partnership Council in 2012, a Welsh-Speaking Communities Task and Finish Group was established and the group's proposed work plan and report was published in December 2013. There were important messages throughout the report, with one theme evident across all recommendations, ie planning across portfolios, and considering the language in planning education, services etc. Another important message came to light in terms of language and the economy, and the need to look at ways of reviving rural communities, recreating the vibrancy, making them places where young people will want to stay, and places that offer opportunities that draw people back to their roots.

## **Survey of the use of the Welsh language among Welsh-speakers**

A questionnaire on the use of the Welsh language was co-commissioned by the Welsh Government and the Welsh Language Commissioner, and distributed among Welsh-speakers who took part in the 2013-14 National Survey. The first year's field work came to an end in March 2014, and the results of that first year will soon be published.

## **Welsh Second Language**

In July 2012, a group was established, under the chairmanship of Professor Sioned Davies, to review the provision for Welsh Second Language in Key Stages 3 and 4. The group's final report was published in September 2013. The report included 24 recommendations. These recommendations will be considered in the context of the wider review of the national curriculum and assessment arrangements in Wales, work that is ongoing in response to a review of qualifications and the discussion on the future of the Welsh language.

## **Welsh Language and Economic Development Task and Finish Group for the Minister for the Economy, Science and Transport**

In April 2012 a group was established to scrutinise ways in which the Welsh language can promote the economy and how the economy, likewise, can promote the language. Their independent report has now been published and makes 27 recommendations encompassing a variety of matters, including: how the Welsh language and bilingualism can support the growth of business and economic development; how economic development can support the use of the Welsh language; how the public sector can support increasing use of the language; the use of data on the labour market to understand the development of the language in the Welsh economy; a governance system for the future in order to develop, implement and monitor a strategy and work programme to promote economic development and the Welsh language.

## Strategic area 1: The family

### Aim

Promote and support the use of the Welsh language within families.

### Desired outcome

Increase in the number of families where Welsh is the main language used with the children by at least one adult in the family which is in close contact with them.

Increasing the use of the Welsh language within families is one of the Welsh Government's main priorities in relation to safeguarding the future of the language. Passing the language from one generation to the next, as well as education, is a priority and, in order to increase the number of Welsh-speakers, we must make sure that Welsh is the home language for as many children as possible.

Twf is the Welsh Government's main initiative to promote and support the use of Welsh within families in order to increase the rate of language transmission. A network of Twf field officers give information, advice and support to expectant mothers, new parents and their families concerning the advantages of bilingualism and using Welsh within the home. This is done through face to face discussions with parents and prospective parents, as well as through local and national promotion activities. This is done in partnership with midwives and health visitors.

During 2013-14, presentations were given to almost 2,000 parents in pre and post-natal groups concerning introducing Welsh to their children. Twf field officers also came into one-to-one contact with more than 11,000 expectant mothers in clinics across Wales. Amser Twf sessions were held for 4,628 parents across Wales, and the link with the health sector was maintained in order to mainstream messages about the advantages of speaking Welsh to children from birth and of early bilingualism.

The pilot project's second year **Tyfu gyda'r Gymraeg (Growing with Welsh)** was implemented, which aims to develop an effective way of promoting and supporting the use of Welsh with babies and young children. The aim is to promote the advantages of transferring the language within the family and the advantages of Welsh-medium education by working with families in three pilot areas: Rhondda Cynon Taf, Bridgend and Caerphilly. Contacts were made with 520 parents during the year through a range of family sessions including parent and baby sessions, through developing partnerships with local health departments and attending local events.

In order to increase confidence and encourage the use of Welsh among Welsh-speakers with young families, another series of **Mae Dy Gymraeg Di'n Grêt (Your Welsh is Wonderful)** sessions were held in 9 areas of south-west Wales during the year. These informal sessions were offered to families with children under 5 years old to encourage participants to identify and consider the opportunities that exist

within their families, among their peers and within their communities to use and speak Welsh. In all sessions, the focus was on identifying and promoting ways of encouraging and supporting people to change their language habits.

The Welsh-Medium Education Strategy, which is closely aligned with this Strategy, outlines the Welsh Government's vision for an education system that responds, in a planned way, to the increasing demand for Welsh-medium education. The aim is to increase the number of people of all ages and backgrounds who are fluent in Welsh and who are able to use the language with their families, within their communities and at work.

Section 84 of the School Standards and Organisation (Wales) Act 2013 requires local authorities to produce a Welsh in Education Strategic Plan. The Strategic Plan will be the main instrument for the creation of a better planning system for Welsh-medium education. During 2013-14 three were approved and a further eighteen approved with amendments.

An analysis was also made of every **Childcare Sufficiency Assessment** to measure how they support the commitments of the Welsh in Education Strategic Plans. Workforce development needs were also identified in conjunction with individuals from other departments, contributing to an Early Years Workforce Development Plan.

A Welsh for the Family course continued to be offered in locations across Wales. Also during 2013–14 a variety of informal learning activities were provided, including an annual Welsh for the Family weekend in Llangrannog, and a Welsh for the Family competition at the Urdd National Eisteddfod.

In November 2013, a three-year marketing and communication campaign was launched to raise awareness of Welsh-medium and bilingual education so that parents and carers can consider the options available to them. There were a number of different elements to the initial campaign, including advertising in the local and national media as well as local events. The campaign will continue in 2014–15 targeting specific areas and co-operating with local authorities.

There was an increase in the number of five year old pupils able to speak Welsh fluently at home at the beginning of the academic year from 6.4 percent to 6.8 percent. Through the actions outlined in this area, we hope to see a further increase in the coming years.

## Strategic area 2: Children and young people

### Aim

Increase the provision of Welsh activities for children and young people and increase their awareness of the value of the language.

### Desired outcome

Children and young people use more of the Welsh language.

The Census figures since 1991 draw attention to the importance of children and young people in terms of the future of the language. The increase in the number of Welsh-speakers of school age between 5 and 15 years old is one of the most encouraging developments in the last generation. The figures show an increase which is to be welcomed in the number of young people from non-Welsh-speaking backgrounds who learn Welsh at school. Nevertheless, the decrease in the use of Welsh within this group after leaving school is one of our greatest challenges, both now and in the future. Although the increase in numbers who are able to speak the language is positive, this does not correspond to the numbers who actually use the language. This is evident in the context of Welsh and bilingual schools where some young people are reluctant to use the language outside the classroom. Ensuring the language is used in a natural way, therefore, in every part of children and young people's lives – at home, in the community, or through services – is crucial.

During 2013-14 a range of organisations were funded to provide Welsh medium activities for children and young people in the community, through grants or a contract. These organisations include the Urdd, the Duke of Edinburgh Award, Young Farmers' Clubs, Gwallgofiaid, Community Music Wales, Wales' Children's Poet Laureate Projects and the Supporting Young People's language practices project.

17,000 young people attended activities organised by the Young Farmers' Clubs, ranging from Eisteddfod to Rally to weekly clubs to activities during the Royal Welsh. 265 young people took part in the Gwallgofiaid activities, and 2061 in the Duke of Edinburgh Award activities through the medium of Welsh.

Over 3000 different activities were held for children and young people by the Urdd, varying from Eisteddfod activities, sports, weekly clubs and trips. In addition to the Grant to promote the Welsh language, the Urdd received extra funding for a digital project to coincide with the Welsh Games project.

Children's Poet Laureate of Wales held a variety of activities, involving almost 3000 children and young people, through visits to youth clubs or community festivals.

The funding for the **Supporting Young People's language practices** continued, which tries to empower young Welsh-speakers to use the language in new, informal situations within the school environment. 30 schools were part of the scheme during 2013-14.

Supporting the use of the language by creating whole-school policies is now more prominent in the Welsh in Education Strategic Plans. All authorities are asked to note in their WESP how they support schools to plan in a more purposeful way for the informal use of Welsh and how they use the Welsh in Education Grant to support this aim. Eight schools were also supported in using the online guidance developed during this period to help schools plan for the informal use of Welsh in schools, and also to use software to measure the use of the language.

Through the Youth Support and Guidance Department, a grant was allocated to the Urdd to implement the **Gweithio yn Gymraeg (Working in Welsh)** project. The project targeted 14-19 year old young people who were in danger of becoming disengaged from education, to ensure the greatest advantage possible for them in relation to the Welsh language as they joined the world of work.

The **National Youth Service Strategy** was published in February 2014. The Strategy includes objectives and action points to ensure that youth services from the voluntary and statutory sectors implement the Welsh Government Welsh Language Strategy. This includes provision for young Welsh-speakers and young people who are learning Welsh, and opportunities to celebrate the history and culture of Wales. The Welsh Language Division works continuously with the department within the Welsh Government that has responsibility for the Youth Strategy, in order to ensure that the objectives outlined in the strategy are achieved in the interests of Welsh-speakers.

## Strategic area 3: The community

### Aim

Strengthen the status of the Welsh language within the community.

### Desired outcome

Greater use of Welsh within communities across Wales.

The evidence received during **Y Gynhadledd Fawr** and the various policy reviews underline the importance of the vibrancy of Welsh within the community in securing the future of the language. The reduction in the percentages of Welsh-speakers in North and West Wales in the 2011 Census is a cause for concern. We acknowledge the importance of supporting communities where there is a high percentage of Welsh-speakers, whilst at the same time note the importance of other areas where the percentage of Welsh-speakers is lower, but where there has been an increase in the number of speakers as a result of greater Welsh education and migration from North and West Wales.

During 2013-14 a total of £3,577,347 was allocated through a grants process to 36 organisations. The main aim of these grants was to enable organisations to promote and facilitate the use of Welsh among families, children and young people, and within the community. A network of community newspapers across Wales received £85,310 during the year, which are produced by volunteers and published every month. Overall, this was an increase of £100,000 in grants throughout the year.

Organisations such as Welsh language initiatives, the National Eisteddfod and Merched y Wawr have a key role to play in increasing the use of Welsh within communities across Wales, and through the grants to promote the language during 2013-14 they were enabled to continue to do this. Almost 12,000 people attended community activities organised by Welsh language initiatives during the year, over 3000 activities were offered across Wales by Merched y Wawr, and 153,606 people attended the National Eisteddfod in Denbighshire.

In March 2013, Cardiff University was commissioned to hold an **independent review of the work of the Welsh Language Initiatives, the Language Action Plans and the Aman Tawe Language Promotion Scheme**. In January 2014 the Review report was published. In March 2014 the First Minister announced that he agreed with the general findings of the Review, including the following: a wider funding circle, to improve the way activities are planned to promote the Welsh language, to clarify the role and duties of organisations funded by the Welsh Government to promote the language, to plan strategically in areas of linguistic importance, and to consider the future of the Language Action Plans within this planning.

In the first meeting of the **Welsh Language Partnership Council** in 2012, a Welsh-Speaking Communities Task and Finish Group was established to plan for the increase in the number of communities where Welsh is the predominant language. The group's proposed work plan and report was published in December 2013. There were important messages throughout the report, with one theme becoming evident across all recommendations, ie planning across portfolios, and considering the language in the planning of Education and services. Another important message came to light in terms of language and economy, and the need to look at ways of reviving rural communities, recreating the vibrancy, making them places where young people will want to stay, and places that offer opportunities that draw people back to their roots.

In October 2012, a Task and Finish Group was established to consider whether the **National Eisteddfod** should be modernised, and to review its arrangements and introduce recommendations on how to do so. Nine recommendations were put forward, including: improving the visitor's experience, considering the competing element and the festival in general, increasing the numbers of visitors and funding sources. The process of beginning to achieve the aims was implemented during this period, and in January 2013 the Welsh Government announced an extra £114,750 for the Eisteddfod to help with this work, including research into the profiling of visitors and the layout of the field.

## Strategic area 4: The workplace

### Aim

Increase opportunities for people to use Welsh in the workplace.

### Desired outcome

More Welsh-speakers using Welsh at work.

The strategy notes that the workplace is one of the key areas that influences the language people use every day. The need to increase the value of the Welsh language as a workplace skill across Wales was also highlighted as a recurrent theme in the evidence presented to the Welsh Language and Economic Development Task and Finish Group and in Y Gynhadledd Fawr. The numbers able to speak Welsh are positive, but the fact that these numbers do not use it, especially in the workplace, is a challenge.

The report on **Welsh language skills needs in eight sectors** was published in April 2014. The survey provides detailed information about the need for Welsh language skills both now and in the future among employers in Wales and the information is available according to region, sector and occupation. The aim of the research is to provide evidence as a basis for skills development projects and programmes, so that they target specific areas and sectors where there is demand for Welsh language skills. The Regional Skills Partners are encouraged to consider the outcomes as they develop their regional skills strategies, and the outcomes will be considered in developing Welsh-medium and bilingual training within the Further Education and Work-based Learning sector. The report found that four per cent of employers in these sectors had searched for information, advice or support on matters relating to Welsh in the workplace during the last two or three years. This is disappointing and we must do more to convince businesses of the value of the language.

The Workforce Development Programme continued to offer Welsh-medium training. As this programme draws to a close, skills programmes currently being developed to offer training to companies and individuals over the next period will consider matters concerning the Welsh language and Welsh skills in relation to all parts of their provision. A skills portal will be developed to inform the Government's skills programmes, offering support to businesses and individuals as they research into their skills needs and referring them to appropriate training providers. The Welsh language and Welsh skills will be central to this service.

The resource <http://www.workplacewelsh.org.uk> was launched in 2012-13, which is now used by organisations to measure their staff's language skills, with over 100 organisations registered to use it.

The Welsh Government is one of Wales' largest employers, and it is essential that we set an example to others by providing as many opportunities as possible for Welsh-speakers to use the language at work. The Skills Action Plan (Welsh Government, 2014) published during the last period highlights the Welsh

Government's commitment to Welsh-language provision as well as supporting people to use Welsh at work.

We continued to implement and monitor our Welsh Language Scheme during 2013-14, and in January 2014, a baseline audit was held to prepare to implement the standards within the organisation and develop the Improvement Programme. Work has already begun to make improvements. There have been developments in the following areas: assessing the effect of policy decisions on the Welsh language, developing the Bilingual Skills Strategy, the internal use of Welsh, and reviewing governance, monitoring and reporting. The audit fed in to the Welsh Government's response to the Commissioner's Standards Investigation by March 2014.

## Strategic area 5: Welsh-language services

### Aim

Increase and improve Welsh-language services for citizens.

### Desired outcome

More high-standard Welsh-language services for the public and more use made of those services.

The Welsh Government's aim by implementing the Welsh Language (Wales) Measure 2011 is to increase and improve Welsh language services for citizens, establish greater clarification and consistency in terms of the services that can be expected in Welsh, and create rights for citizens in terms of Welsh language services.

The standards will reflect the above principles and these have been developed during the last period. A document was published with the first set of draft standards which will be relevant to Welsh Ministers, local authorities and national parks in January 2014. The Commissioner then announced that she would hold a statutory standards investigation with the bodies relevant to the first set. Following the consultation, the Commissioner published reports and an Advice Note.

2013-14 was the first year for **Mwy na geiriau (More than just words)**, our strategy to strengthen Welsh-language services in health and social services. The strategy is supported by two 3-year action plans from 2013, one for the National Health Service and the other for social services.

Examples of good practice were seen on the ground during the year, including: a data collecting system put in place by the NHS, mainstreaming **More than just words** into that system; the Aneurin Bevan Health Board and Caerphilly Council establishing a group of 5 local authorities to work alongside each other across the sectors; Welsh-language Champions established at board level within the NHS and questions on the use of Welsh were included in the National Survey for 2014/15. A monitoring system was established to review the strategy's progress, including an executive group with representatives from the health and social care sectors – this group oversees the progress and reports to the Welsh Language in Health and Social Care Task Group and the Deputy Minister for Social Services.

As agreed the previous year, the Welsh Language Commissioner continued, on the Welsh Government's request, with the work of encouraging the private sector and the third sector to use Welsh voluntarily – and to encourage Welsh-speakers to take advantage of that. A full report of this activity is available in the Welsh Language Commissioner's annual report for 2013-14 at:

<http://www.comisiynyddygydraeg.org/english/publications/pages/publicationdetails.aspx?publicationid=6caa3c75-1a0d-425b-871e-3f42f20e4844>

A Living Language: A Language for Living states that there is evidence that people continue to face obstacles in accessing Welsh-language services. Although there is evidence of some increase in the use of some services, a lot of the data indicators published in this report highlights the challenge of increasing the use of Welsh. Over the coming years, it is hoped that the standards will ensure we see further progress in the availability and quality of services offered, which in turn will inspire confidence among Welsh-speakers to use the language.

## Strategic area 6: The infrastructure

### Aim

Strengthen the infrastructure for the Welsh language.

### Desired outcome

More resources and tools available to facilitate the use of Welsh, including the digital environment.

The Strategy acknowledges the importance of a strong infrastructure for the Welsh language that reflects its official status in Wales and that supports those who want to use the language.

The **Welsh Language Technology and Digital Media Action Plan**'s first year was implemented during 2013-14 with a number of positive developments during the year. Presentations on Welsh technology were given to wide and varying audiences such as the UK Edu Wiki conference, the Welsh in Healthcare conference and the Hacio'r Iaith technology conference. A technology conference organised to promote linguistic variety was sponsored at Cardiff University, and this facilitated discussion of technology within a number of European minority languages, leading to the creation of a technology sub-group.

Alongside the action plan, the **Welsh-Language Technology and Digital Media Fund** was established during 2013-14 with the aim of promoting and facilitating the use of the Welsh language through technology and digital media. Seven grants were allocated during the reporting period.

Of all the projects commissioned during 2013–14 by the Welsh-medium and Bilingual Education Resource Commissioning Branch, around 50 per cent were digital or included a digital element. Funding was also allocated to 18 suppliers during the year to develop apps for Welsh First Language and Welsh Second Language across the key stages, with the aim of improving learners' language skills and fostering their confidence to use the language in informal social situations.

The Welsh Government continued to work in partnership with several organisations, including the BBC and S4C, to provide content for the National Digital Content Repository which will be maintained on Hwb, the Welsh learning platform.

In July 2013, a policy statement was published by the UK Government in relation to the Communications Bill. The Welsh Government will continue to ensure that the Welsh Language is considered in our responses to the consultations which arise from this statement and other broadcasting consultations.

The Welsh Government continued to invest substantially in ensuring that high-quality and creative material is available to encourage people to read in Welsh. Through this investment, the Welsh Books Council was able to commission a growing number of

pieces as online publications only, and in the same way through the Welsh Government's commissioning programme for educational resources.

In July 2013, the Welsh Books Council published the findings of a survey held on its behalf by Beaufort Research. The findings showed that more people are currently reading Welsh books compared with similar survey results from 2003 and 2006. Of the 1,008 Welsh-speakers who took part in the survey, around 43 percent of them had read at least one Welsh book in a year, compared with 26 percent in 2003 and 31 percent in 2006. There was an increase also in the number who read at least one Welsh book a month – from 13 percent in 2003 to 19 percent in 2012. As expected, the number who were able to speak Welsh fluently was substantially higher, with 61 percent reading at least one Welsh book every year.

The Welsh Books Council, with the help of the Welsh Government, continued to provide funding for Golwg 360, the Welsh-language on-line news service ([www.golwg360.com](http://www.golwg360.com)). Between January and March 2014, the website was visited an average 7,712 times every day. The original target was set at 3,225 visits a day.

The strategy underlines the need for basic data concerning the use of the language and a regular data-collecting process in order to monitor progress against the desired outcome and prove how effective our work is. There have been some developments in this area during the reporting year.

In August 2013 a report was published by Beaufort Research considering the language habits of the people of Wales in a number of everyday situations, including their social life, their work life and across both mass and social media. This research was commissioned by the Welsh Government, S4C and BBC Wales. The majority of Welsh-speakers interviewed said they would welcome the opportunity to do more in Welsh (84 percent generally, rising to 92 percent in the least fluent group). 61 percent of those interviewed said they would like to be able to speak Welsh better.

In February 2013 a Welsh Language Strategy Evaluation Framework was published to ensure that all our project work and investment in the language is effective and that learning improvements are based on evidence. It was not possible to commission projects that had been planned for the reporting period. It is hoped that the research areas included in the Strategy's Evaluation Framework will be incorporated in a research and evaluation programme from 2014-15.

Work has begun also to mainstream the Welsh language into research and evaluation across the Welsh Government's policy areas. The main focus has been education and skills, including evaluations of projects funded through Europe.

## Appendix: Performance indicators

This appendix includes some data to measure progress against the performance indicators included in the *A living language: a language for living – Welsh Language Strategy 2012–17*. This data was collected during summer 2014.

### The main indicators

**Indicator : Percentage of five year old children (at the beginning of the academic year) who speak Welsh fluently at home.**

Percentage of five year old children (at the beginning of the academic year) who speak Welsh at home (a).

Year	Percentage
2004	7.0
2005	6.1
2006	6
2007	6.1
2008	6.5
2009	6.4
2010	6.4
2011	6.2
2012	7.0
2013	6.4
2014	6.8

*Source: Annual School Census at pupil level.*

*(a) Parent/carer assessment, information collected by the school.*

**Indicator: Percentage of people who are able to speak, read and write in Welsh.**

Year (a)	Census	Annual Population Survey
2001	16.3	23.6
2002		22.8
2003		22.4
2004		21.5
2005		21.1
2006		21.3
2007		20.6
2008		20.5
2009		20.4
2010		20.5
2011	14.6	21.1
2012		20.6
2013		21.3

*Source: 2001 and 2011 Censuses, Annual Population Survey.*

*(a) Information for 2014 unavailable when collecting data.*

### **Strategic area 1: The family**

**Indicator : Percentage of five year old children (at the beginning of the academic year) who speak fluent Welsh at home.**

(See above)

### **Strategic area 2: Children and young people**

Please note that data has been included for 2012-13 and 2013-14 for indicators in this strategic area to differentiate between both periods.

#### **Urdd Gobaith Cymru**

	2012-13	2013-14
Number of children and young people having opportunities to develop new skills in Urdd activities	81,750	87,733
Number of children and young people socialising outside of school – in Urdd camps	34,343	38,407

*Source: Urdd Gobaith Cymru*

#### **Young Farmers Movement in Wales**

	2012-13	2013-14
Number of young people taking part in the YF annual activities programme at county level	4,870	4,245

Number attending bilingual activities in the Royal Welsh Show's Youth Village in 2013	18000	14,000
---	-------	--------

Source: *Young Farmers in Wales*

## Welsh Language Initiatives

	2012-13	2013-14
Number of activities organised for children and young people	529	602
Number attending activities organised for children and young people	12,770	14,873

Source: *Welsh Language Initiatives*

## National Eisteddfod

	2012-13	2013-14
Number of young people taking part in workshops and activities.	700	1,398
Number attending Maes B activities.	4,207	6,873

Source: *National Eisteddfod*

## Strategic area 3: The community

### Urdd Gobaith Cymru

	2012-13	2013-14
Number of families attending family weekend	104	110
Number of new family play schemes developed	28	60
Number attending Snowdonia Urdd Eisteddfod 2012 and Pembroke Urdd Eisteddfod 2013	96,473	80,000

Source: *Urdd Gobaith Cymru*

### Merched y Wawr

	2012-13	2013-14
Number of annual activities co-ordinated	3,000	3,000

Source: *Merched y Wawr (estimate)*

## Welsh Language Initiatives

	2012-13	2013-14
Number of activities held in the community	673	619
Number attending activities in the community	*	11,840
Number of 1:1 conversations to promote the advantages of the Welsh language as part of activities organised	10,434	8,393

Source: *Welsh Language Initiatives*

\*The initiatives did not report on the numbers attending during this period.

## Young Farmers Movement

	2012-13	2013-14
Number attending activities organised in the community by the Young Farmers Movement	10,140	10,500*

Source: Young Farmers Movement in Wales \* estimate

## National Eisteddfod

	2012-13	2013-14
Attendance in the National Eisteddfod of Wales	138,767	153,606

Source: National Eisteddfod

## Strategic area 4: The workplace

**Indicator: Number of bodies that must comply with the operational standards relating to the Welsh language that try to promote and facilitate the use of Welsh in the workplace.**

It is not possible to report on this indicator until the operational standards relating to the Welsh language have been imposed on the relevant bodies.

**Indicator: Percentage of Welsh Government staff who use Welsh at work.**

Use of the Welsh language at work by Welsh Government staff, according to their ability to speak Welsh (2013).

	Ability to speak Welsh%			
Use of Welsh%	Speak Welsh fluently	Speak quite a lot of Welsh	Speak a little Welsh	Can say some words in Welsh
Always Welsh	8.2	0.4	0.5	0.7
More Welsh than English	15.2	0.8	0.0	0.0
About the same amount of Welsh as English	22.4	4.2	0.2	0.2
More English than Welsh	46.3	55.3	14.9	4.5
Always English	7.9	39.3	84.5	94.6
Total	100.0	100.0	100.0	100.0

Source: Welsh Government People Survey 2013 (Question asked: In what language do you do your work? Choose the option which best describes your use of language.).

The response rate to the Welsh Government People Survey 2013 was 68 per cent, which could mean that the above table is not necessarily a correct representation of the population. Also, as the data has been collected by means of a survey, the respondents could have made mistakes.

Use of the Welsh language at work by Welsh Government staff, according to their ability to speak Welsh (2014).

	<b>Ability to speak Welsh%</b>			
Use of Welsh%	Speak Welsh fluently	Speak quite a lot of Welsh	Speak a little Welsh	Can say some words in Welsh
Always Welsh	5.9	0.0	0.0	0.4
More Welsh than English	16.4	0.4	0.0	0.0
About the same amount of Welsh as English	21.8	2.8	0.0	0.0
More English than Welsh	49.0	56.6	17.0	5.4
Always English	6.9	40.2	83.0	94.2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

*Source: Welsh Government People Survey 2013 (Question asked: In what language do you do your work? Choose the option which best describes your use of language.).*

The response rate to the Welsh Government People Survey 2013 was 62 per cent, which could mean that the above table is not necessarily a correct representation of the population. Also, as the data has been collected by means of a survey, the respondents could have made mistakes.

## **Strategic Area 5: Welsh-language services**

**Indicator: The use of different services provided in Welsh.**

	<b>Welsh DVLA on-line records</b>	
	<b>On-line driving licence</b>	<b>Electronic vehicle licence</b>

Year		
2004	..	8
2005	..	117
2006	..	819
2007	..	1,725
2008	..	1,910
2009	..	2,154
2010	186	2,566
2011	430	2,925
2012	462	3,482(r)
2013	416	3,840
2014(a)	244 (a)	4,838(b)

Source: DVLA

(a) Until the end of June 2014.

Data for Wales and England

..no data available

(r) amended

Year	Theory Test			Practical Test		
	Welsh	English	% Welsh	Welsh (a)	English (b)	% Welsh
2007/08	88	61,770	0.14	243	23,251	0.69
2008/09	88	53,046	0.17	364	43,177	0.51
2009/10	69	53,850	0.13	246	53,131	0.43
2010/11	83	53,878	0.15	236	20,429	1.05
2011/12	81	53,750	0.15	444	27,722	1.52
2012/13	59	40,790	0.14	241	38,242	0.63
2013/14	79	46,309	0.17	217	28,418	0.76

Source: Driving Standards Agency

(a) Test centres in Wales only.

A small number of tests are held in Welsh in Chester, Shrewsbury, Bristol, Southampton, Gloucester, Worcester and Hereford.

(b) Test centres where at least one practical test has been held in Welsh.

## Student applications to Universities and Colleges Admissions Service (UCAS)

	Number of applications		
	Welsh	Total	% Welsh

Year			
2006/07	780	21,425	3.6
2007/08	765	22,715	3.4
2008/09	780	24,945	3.1
2009/10	760	24,910	3.1
2010/11	770	24,975	3.1
2011/12	795	24,845	3.2

Source: UCAS

Year	NHS Direct Wales website visits			Telephone calls					
	Welsh	Total	%Welsh	Welsh (a)	Total	%Welsh	Welsh	Total	%Welsh
2006-7	...	...	...	7,740	391,133	2.0	6,477	352,651	1.8
2007-8	...	...	...	9,129	356,716	2.6	7,630	327,236	2.3
2008-9	...	...	...	8,673	342,264	2.5	7,524	314,687	2.4
2009-10	2,767	552,939	0.5	9,811	478,889	2	7,739	404,674	1.9
2010-11	2,852	788,914	0.4	10,141	368,634	2.8	8,053	309,007	2.6
2011-12(d)	2,829	1,678,020	0.2	5,292	325,337	1.6	3,159	259,908	1.2
2012-13	4,372	2,935,714	0.1	4,627	347,067	1.3	3,014	241,570	1.2
2013-14(f)	1,480	2,341,041	0.1	1,708	316,915	0.5	1,689	215,936	0.8

Source: NHS Direct Wales.

(a) The data for NHS direct Wales website visits is for the calendar year, for example 2012-13 is 2014 data.

(b) Number of calls where the caller has listened to the welcome message from start to finish, and has waited on the line for an answer.

(c) Number of calls answered by NHS Direct Wales.

(d) From 1<sup>st</sup> April 2011, NHS Direct Wales was not responsible for the out-of-GP-hours service in Gwynedd and Anglesey (around 6,000 calls per quarter).

(e) After the introduction of a new telephone system, it appears that not all Welsh telephone calls are noted in this way

(f) NHS website visits until June only

## Strategic area 6: The infrastructure

**Indicator: Number of Welsh books, e-books and magazines (not for education purposes) sold.**

	2012-13	2013-14
Number of Welsh books sold through the Welsh Books Council Distribution Centre in 2012/13 (not including workbooks)	368,642	366,578
Number of Welsh books published in 2012 (not including children's workbooks)	399	363
Number of Welsh and bilingual e-books published in 2012 for adults	69	68

**Indicator: Number who read Golwg 360**

<b>Year</b>	<b>Visits (a)</b>	<b>Pages (b)</b>
July-September 2012	6,965	37,427
October-December 2012	7,302	33,871
January-March 2013	7,240	39,122
April-June 2013	8,009	40,642
July-September 2013	7,621	
October-December 2013	7,712	69,161
January-March 2014	9,119	78,245
April-June 2014	8,042	84,003

Source: Welsh Books Council.

(a) Individual daily visits

(b) A new system was introduced 'SmarterStats 8.4' in June which collects more dependable data. This explains the change in statistics, however no statistics pages were produced.

**Indicator: Distribution figures for local newspapers.**

Local newspapers circulation 2013-14

<b>Paper</b>	<b>Circulation (paper's own estimate – every month)</b>
<b>Total</b>	<b>41,151</b>
Clebran	780
Clochdar	350
Clonc	950
Cwlwm	950
Dail Dysynni	1,000
Dan y Landsker	220
Eco'r Wyddfa	2,000
Glo Môn	600
Goriad	1,050
Llais	800
Llais Aeron	500
Llais Ardudwy	750
Llais Ogwan	1,450
Lleu	1,400
Nene	700
Papur Dre	1,300

Papur Fama	580
Papur Menai	1,200
Papur Pawb	500
Papur y Cwm	600
Pethe Penllyn	500
Plu'r Gweunydd	750
Seren Hafren	475
Tafod Elai	700
Tua'r Goleuni	400
Wilia	400
Y Barcud	900
Y Bigwn	400

**Indicator: Distribution figures for local newspapers.**

Local newspapers circulation 2013-14

<b>Paper</b>	<b>Circulation (paper's own estimate – every month)</b>
Y Cardi Bach	1,000
Y Clawdd	500
Y Ddolen	800
Y Dinesydd	700
Y Ffynnon	1,500
Y Gambo	1,250
Y Garthen	496
Y Glannau	800
Y Gloran	600
Y Glorian	1,400
Y Llien Gwyn	600
Y Lloffwr	950
Y Pentan	1,100
Y Rhwyd	1,000
Y Tincer	900
Yr Angor (A)	600

Yr Angor (L)	300
Yr Arwydd	1,100
Yr Hogwr	450
Yr Odyn	1,100
Yr Wylan	1,100
Yr Ysgub	700

Source: Information collected by the Welsh Government

### Indicator: S4C and Radio Cymru viewing and listening figures.

#### S4C

<b>3 minute weekly reach</b>	<b>2011</b>	<b>2012</b>	<b>2013(a)</b>	<b>2014(b)</b>
Across the UK	618,000	576,000	599,000	578,000
In Wales	474,000	450,000	458,000	404,000
Welsh-speakers in Wales	223,000	216,000	216,000	194,000
<b>15 minute monthly reach</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Across the UK	803,000	698,000	730,000	678,000
In Wales	635,000	584,000	598,000	541,000
Welsh-speakers in Wales	276,000	265,000	264,000	241,000

Source: S4C

(a) Calendar years

(b) Data report is moved to Financial year, therefore data for a 15 month period between January 2013 to March 2014.

#### Radio Cymru

Year	Population (000's)	Number of listeners	Percentage
2010	2,518	157	6.2
2011	2,524	140	5.5
2012	2,533	128	5.1
2013	2,581	141	5.4

Source: RAJAR

### Indicator: How common it is for popular websites to develop Welsh interfaces.

Progress on this indicator is reported on a qualitative basis.

**Indicator: How common it is for banks, mobile phone companies and others to provide Welsh interfaces.**

Progress on this indicator is reported on a qualitative basis.