

CORPORATE RESOURCES AND OVERVIEW SCRUTINY COMMITTEE

Date of Meeting	Thursday, 19 April 2018
Report Subject	Draft Welsh Language Promotion Strategy
Cabinet Member	Cabinet Member for Corporate Management and Assets
Report Author	Chief Executive
Type of Report	Strategic

EXECUTIVE SUMMARY

The Council is required by standard 145 of the Compliance Notice issued under section 44 of Welsh Language (Wales) Measure 2011 to develop a five year strategy to promote and facilitate the use of the Welsh language in the county and to publish the strategy on the Council's website. This strategy identifies how the Council can work with partner agencies and others in the community such as Town and Community Councils and businesses.

The purpose of this report is to present the draft five-year Welsh Language Promotion Strategy for Flintshire (Appendix 1), for consideration and review. The draft Strategy will be presented to Cabinet at their meeting on 24th April for approval before being circulated for wider consultation.

RECOMMENDATIONS

1	That the Committee considers and reviews the draft five-year Welsh Language Promotion Strategy.
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REPORT DETAILS

1.00	EXPLAINING THE WELSH LANGUAGE PROMOTION STRATEGY
1.01	<p>The Welsh Language (Wales) Measure 2011 set out to modernise the legal framework regarding the use of the Welsh language in the delivery of public services. In September 2015, the Council was issued with a Compliance Notice, which set out a requirement to implement 171 Welsh Language Standards from March 2016 onwards.</p>
1.02	<p>Welsh Language Standard 145 requires the Council to prepare a five-year Promotion Strategy. Standard 145 states:</p> <p>You must produce, and publish on your website, a 5-year strategy that sets out how you propose to promote the Welsh language and to facilitate the use of the Welsh language more widely in your area; and the strategy must include-</p> <ul style="list-style-type: none">(a) a target (in terms of the percentage of speakers in your area) for increasing or maintaining the number of Welsh speakers in your area by the end of the 5 year period concerned; and(b) a statement setting out how you intend to reach that target; and you must review the strategy and publish a revised version on your website within 5 years of publishing a strategy.
1.03	<p>A workshop was held with representatives from Council services in November 2017 to support the development of the Strategy and identify actions they could take to promote the Welsh language in Flintshire and encourage more active Welsh speakers. Most portfolios were represented with 36 employees attending.</p>
1.04	<p>A summary of the ideas generated at the workshop are attached as Appendix 2. Participants were also asked whether they thought that the Council should be aiming to increase the number of Welsh speakers or maintaining the number of Welsh speakers in the county in the next five years. All respondents supported the premise that the Council should set a target to increase the number of Welsh speakers.</p>
1.05	<p>The draft Welsh Language Promotion Strategy for 2018 to 2023 includes:</p> <ol style="list-style-type: none">1. Introduction2. Aim3. Current Position4. Welsh medium education5. Learning Welsh6. Partnership working7. Role and contributions of national bodies8. Opportunities to use Welsh in the community9. Procurement10. Celebrating Welsh culture11. Action Plan

1.06	<p>The aim of the draft Strategy is:</p> <p>“to promote, support and safeguard the Welsh language for the benefit of present and future generations. We will support an increase in the current level of Welsh speakers, from 13.2% (19,343 people) within the county to 13.6% (20,000 people) during this period. Our longer term vision, post 2021 is to create a bilingual county where Welsh language is a natural part of everyday life.”</p> <p>This target equates to an increase of over 130 more Welsh speakers a year for five years. This target will be partly met by the number of children from English speaking homes entering Welsh medium education.</p>
1.07	<p>The Welsh Language Promotion Strategy recognises that we cannot achieve the target to increase the number of Welsh speakers alone and we will need to work with a range of partners to promote learning Welsh and increase opportunities to use Welsh at work and in the community.</p>
1.08	<p>The implementation of the Welsh Language Promotion Strategy will support:</p> <ul style="list-style-type: none"> • the Council’s Welsh in Education Strategic Plan (WESP) which aims to increase the number of learners being taught through the medium of Welsh. • Welsh Government’s Framework for Welsh Language in Health and Social Care “Mwy na Geiriau” which is being successfully implemented within Social Services. • Welsh Government’s Strategy to achieve one million Welsh speakers in Wales by 2050.
1.09	<p>The Welsh Language Promotion Strategy will also contribute to the Council’s Well-being Plan as required by the Well-being and Future Generations Act 2015 and Welsh Government’s goal to provide ‘A Wales of vibrant culture and thriving Welsh Language’.</p>
1.10	<p>The consultation process on the Welsh Language Promotion Strategy will take place during May 2018 and the proposed approach is as follows:</p> <p>Employees</p> <ul style="list-style-type: none"> • promotion of the strategy on the intranet • employees without access to the Infonet are aware of the strategy • consultation with the Council’s Welsh Language Leads Network <p>Members of the public</p> <ul style="list-style-type: none"> • draft strategy promoted through the Council’s website • use of Council Twitter and Face book pages to promote to members of the public • promote through Papur Fama, Welsh medium newspaper <p>Stakeholders and Partners</p> <ul style="list-style-type: none"> • draft strategy circulated to: <ul style="list-style-type: none"> • Elected Members, Town and Community Councillors <ul style="list-style-type: none"> ▪ Public Services Board ▪ County Forum

	<ul style="list-style-type: none"> ▪ Education providers (Bangor University, Coleg Cambria and Glyndŵr University) ▪ Welsh medium organisations such as Urdd, Menter Iaith, Mudiad Meithrin and the Welsh Language Forum
1.11	The final Strategy will be presented to Cabinet in July 2018 for approval before publication and implementation.

2.00	RESOURCE IMPLICATIONS
2.01	The Council has already made a commitment for employees to learn Welsh and a budget for Welsh language training is available. The main commitment will be from services to ensure that they have considered the Welsh language in their work.

3.00	CONSULTATIONS REQUIRED / CARRIED OUT
3.01	A workshop was held with services in November 2017. Full consultation with members of the public, elected members and partners including the Public Services Board, and County Forum. Consultation with Welsh language organisations will need to take place.

4.00	RISK MANAGEMENT
4.01	<p>Implementing the Welsh Language Promotion Strategy will have a positive impact on the Welsh language and Welsh speakers enabling them to access more services in their language of choice, in particular Welsh speakers who may be vulnerable such as a Welsh speaking person who has dementia.</p> <p>Failure to comply with the requirement of the Welsh Language Standard 145 could lead to a potential £5,000 fine from the Welsh Language Commissioner's Office.</p>

5.00	APPENDICES
5.01	<p>Appendix 1: Welsh Language Promotion Strategy 2018/2023</p> <p>Appendix 2: Summary of potential actions identified from the Workshop with Services.</p>

6.00	LIST OF ACCESSIBLE BACKGROUND DOCUMENTS
6.01	<p>Cymraeg 2050 A Million Welsh speakers</p> <p>Mwy na Geiriau</p>

[WESP](#)

Contact Officer: Fiona Mocko, Strategic Policy Advisor

Telephone: 01352 702122

E-mail: fiona.mocko@flintshire.gov.uk

7.00 GLOSSARY OF TERMS

- 7.01 **Compliance Notice:** specifies the exact standards with which each organisation should comply and also the date by which they are required to comply with a standard.
- Mwy na Geiriau / More Than Just Words Framework:** A Welsh Government strategic framework to strengthen Welsh language services in health, social services and social care. It includes the principle of the “Active Offer” where customers are offered services in Welsh as opposed to having to request them.
- Welsh in Education Strategic Plan:** the Council’s plan to expand and promote Welsh medium education.
- Welsh Language Measure: Welsh Language (Wales) Measure 2011** confirms the official status of Welsh, creates a new system of placing duties on bodies to provide services through the medium of Welsh and creating the post of Language Commissioner with enforcement powers.
- Welsh Language Standards:** specify standards of conduct in relation to the Welsh language.