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Llywodraeth Cymru
Welsh Government

Welsh Government
Consultation Document

National policy on Welsh language transmission and use in families

Date of issue: 11 February 2020
Action required: Responses by 5 May 2020

Mae'r ddogfen yma hefyd ar gael yn Gymraeg.
This document is also available in Welsh.

Overview

In July 2017, the Welsh Government published its National Welsh Language Strategy, *Cymraeg 2050: A Million Welsh Speakers*. As the strategy's title suggests, we want to see the number of those who can speak Welsh rise to 1 million by the year 2050 (from the current number recorded at the 2011 census of 562,000).

The strategy also envisages the percentage of the population that speak Welsh daily, and can speak more than just a few words of Welsh, will increase from 10 per cent (in 2013-15) to 20 per cent by 2050.

Work to increase the rates of language transmission in families (the ongoing process of a language being passed from one generation to the next) is an important aim of the strategy.

To support this aim, we've developed this draft national policy on Welsh language transmission and use in families.

How to respond

This consultation will run for 12 weeks from 11 February 2020 to 5 May 2020.

The consultation includes a set of questions to which we'd welcome your response.

We welcome responses in either English or Welsh.

You can reply in any of the following ways.

Online:

Please complete the online consultation response form on the following link: gov.wales/consultations

Email:

Please complete the consultation response form at the end of this document and email to UnedlaithGymraegWelshLanguageUnit@gov.wales (please include 'National policy on Welsh language transmission and use in families' in the subject line)

Post:

Please complete the consultation response form at the end of this document and post to:

Welsh Language Division
Welsh Government
Cathays Park
Cardiff
CF10 3NQ

Responses should arrive no later than midnight on
May 5 2020

Further information and related documents **Large print, Braille and alternative language versions of this document are available on request.**

To access the consultation online, including a questionnaire to submit your response, please see gov.wales/consultations

Contact details For further information:

Welsh Language Division
Welsh Government
Cathays Park
Cardiff
CF10 3NQ

email:
UnedIaithGymraegWelshLanguageUnit@gov.wales

General Data Protection Regulation (GDPR)

The Welsh Government will be data controller for any personal data you provide as part of your response to the consultation. Welsh Ministers have statutory powers they will rely on to process this personal data which will enable them to make informed decisions about how they exercise their public functions. Any response you send us will be seen in full by Welsh Government staff dealing with the issues which this consultation is about or planning future consultations. Where the Welsh Government undertakes further analysis of consultation responses then this work may be commissioned to be carried out by an accredited third party (e.g. a research organisation or a consultancy company). Any such work will only be undertaken under contract. Welsh Government's standard terms and conditions for such contracts set out strict requirements for the processing and safekeeping of personal data.

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

You should also be aware of our responsibilities under Freedom of Information legislation

If your details are published as part of the consultation response then these published reports will be retained indefinitely. Any of your data held otherwise by Welsh Government will be kept for no more than three years.

Your rights

Under the data protection legislation, you have the right:

- to be informed of the personal data held about you and to access it
- to require us to rectify inaccuracies in that data
- to (in certain circumstances) object to or restrict processing
- for (in certain circumstances) your data to be 'erased'
- to (in certain circumstances) data portability
- to lodge a complaint with the Information Commissioner's Office (ICO) who is our independent regulator for data protection.

For further details about the information the Welsh Government holds and its use, or if you want to exercise your rights under the GDPR, please see contact details below:

Data Protection Officer:
Welsh Government
Cathays Park
CARDIFF
CF10 3NQ

e-mail:

Data.ProtectionOfficer@gov.wales

The contact details for the Information Commissioner's Office are:

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Tel: 01625 545 745 or
0303 123 1113

Website: <https://ico.org.uk/>

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1. Ministerial foreword

The language we use in the home has a direct bearing on how comfortable our children feel using that language later in life. The purpose of this draft policy is to provide support and encourage more people to transmit Welsh within families.

When it comes to culture and language, it's clear to me that success is more likely to happen if it's embraced and supported voluntarily rather than imposed. In developing this draft policy we'll be developing tools, methods and resources to encourage more people to pass Welsh on to their children as a matter of choice.

Even where both members of a couple speak Welsh, the latest census shows that around one in five of their children (aged 3 to 4) don't speak Welsh. In households where there are two adults, and one of them is a Welsh speaker, one in two children (aged 3 to 4) are not Welsh speakers.

Every household is different, and each home circumstance will be unique. In my case I spoke Welsh with my mother but English with my father. I went further when it came to my own children, and made it a condition of marriage that my husband should learn Welsh and that he should speak it to our children. Relax—we are certainly not suggesting this within this policy! But within our family, the language we spoke to our children was a very conscious decision. Research suggests that, on the whole, language transmission is not a decision but is a result of unconscious behaviour. In this draft policy we aim to support more families who are able to use Welsh to use it with their children.

We already work with NHS Wales midwives and health visitors to help build a better understanding of early language transmission. Through the *Cymraeg for Kids* programme, we also aim to ensure that parents and carers have help to introduce Welsh to their children at home. But we aim to go further with this draft policy. We need to work out what is most likely to succeed in encouraging further Welsh language transmission within families.

We believe that what we are proposing here is world-leading and will help other language communities to better understand the triggers for behaviour change when it comes to language transmission.

Over the next few months we will look forward to hearing your contributions on how we can further develop this policy and as part of our aim of a million Welsh speakers as well as doubling the daily use of the language.

ELUNED MORGAN

Minister for International Relations and the Welsh language

2. Introduction

Teulu: ‘family’ in Welsh. Most of us learn and speak our first words by listening to and copying our families. Historically, the family was where most people learnt Welsh. Now, the education system generates the majority of new Welsh speakers, but not all these new Welsh speakers necessarily speak Welsh with their own children later in life.

Our Welsh Language Use Survey clearly shows that use of Welsh at home as a child is a determiner of the frequency of use of Welsh in later life.¹ In speaking, or ‘transmitting’ Welsh to their children in the family, parents/carers can provide a beneficial basis for their children’s linguistic development.

This consultation will lead to firm proposals and update how we think about, and support families to speak Welsh with their children. As we said in *Cymraeg 2050*, government would not wish to control how people behave in their homes, or force parents/carers to speak Welsh with their children. What we **do** want is to ensure that those who can speak Welsh to their children do so, and those who lack confidence or practice, understand that they too can speak Welsh to their children.

As more young people become Welsh speakers, there’ll be more adults who can speak Welsh as a result. And so there’ll be more homes with at least one adult Welsh speaker. When these ‘new speakers’ have their own children, we want them to be comfortable in speaking Welsh with them at home.

This consultation provides a basis for a ten-year programme of new initiatives and approaches to increase the rates of Welsh language transmission in families. This draft policy focuses on how we:

- i. Inspire today’s generation of children and young people to speak Welsh to their children in the future.
- ii. Reignite the Welsh language skills of those who may not have used Welsh since their school days, or who have lost confidence in their language skills, to speak Welsh with their own children.
- iii. Support and encourage use of Welsh within families where not everybody speaks Welsh.
- iv. Support Welsh-speaking families to speak Welsh with their children.

We aim to publish the final version of this policy later this year, when we’ve considered your feedback.

¹ Welsh Government & Welsh Language Commissioner, *Welsh Language Use in Wales, 2013-2015*, Cardiff, Welsh Government. Available on: <https://gov.wales/sites/default/files/statistics-and-research/2018-12/160301-welsh-language-use-in-wales-2013-15-en.pdf>.

3. Context

Why is it important to speak Welsh in families?

We want more people who can speak Welsh to speak Welsh with their children—that's one of the main ways in which new Welsh speakers will be created. We know some Welsh speakers don't feel confident enough to do that at the moment, or don't speak Welsh at home with their children for other reasons.

The picture in terms of Welsh language transmission in families varies across Wales. Blaenau Gwent, for example, has a transmission rate of 33 per cent to children aged three to four years old in households where both parents speak Welsh. However, there are only six such households in that local authority.² On the other hand, Gwynedd contains the largest number of three to four year old children living in households where both parents speak Welsh (1,223 children). The transmission rate amongst these households is 90 per cent.

We acknowledge the role that Welsh language transmission in families has to play in supporting the language in the areas with a higher percentage of Welsh speakers. Even in these areas, transmission rates merit detailed attention. There is also a difference across Wales in transmission rates when comparing three year old children with four year olds in the same area. For example, in couple households in Ynys Môn where only one adult is able to speak Welsh, only 38.1 per cent of three year old and 57.8 per cent of four year old children can speak Welsh. And even where both adults speak Welsh, the corresponding figure for three year olds is 76.7 per cent and for four year olds 84.2 per cent.

These figures come from the 2011 census. A full analysis of transmission in all counties in Wales may be found in the research we commissioned and outline below.³

This draft policy has been developed as part of our national Welsh Language Strategy, *Cymraeg 2050: A Million Welsh Speakers*, which we published in 2017.⁴ As the title suggests, we want to see the number of those who can speak Welsh rise to 1 million by the year 2050. According to the 2011 census figures⁵, which are the most recent we

² See Welsh Government, (2017). *Welsh language transmission and use in families*. Welsh Government, Cardiff. Available on: <https://gov.wales/welsh-language-transmission-and-use-families-0>.

³ Welsh Government, (2017). *Welsh language transmission and use in families*. Welsh Government, Cardiff. Available on: <https://gov.wales/welsh-language-transmission-and-use-families-0>.

⁴ Welsh Government (2017), *Cymraeg 2050: A Million Welsh Speakers*, Cardiff, Welsh Government, Available on <https://gov.wales/welsh-language-strategy-and-plans>. The Strategy's first *Work Programme* (2017-2021), action plans and annual reports are available on <https://gov.wales/Welsh-language-strategy-and-plans>.

⁵ Welsh Government (2012), *2011 Census: First Results on the Welsh Language*, Statistics for Wales (SB 118/2012), Cardiff: Welsh Government. Available on <https://gov.wales/sites/default/files/statistics-and-research/2019-03/121211sb1182012en.pdf>.

have, the number recorded was 562,000.⁶ *Cymraeg 2050* also sets out how we aim to double the percentage of the population that use Welsh daily from 10 to 20 per cent.

Cymraeg 2050 focuses on three aims:

- Increasing the number of Welsh speakers
- Increasing the use of Welsh
- Creating favourable conditions—infrastructure and context

Cymraeg 2050's work programme for 2017-21 includes three specific actions in support of Welsh language transmission in families. These are as follows:

- Work with key stakeholders to develop a national policy informed by recent research outlining how we intend to ensure that parents/carers are provided with the best possible support to introduce the Welsh language to their children.
- Review and refine the *Cymraeg for Kids* Programme to ensure that it continues to provide parents/carers with the information and support they need to make an informed choice about introducing the Welsh language to their child in the home.
- Continue to work with NHS Wales to ensure that midwives, health visitors and other partners share information about the benefits of language transmission as early as possible, and that new and prospective parents understand what support is available to them.

This draft policy realises the first of these three actions and provides the basis for our work in this area for the next decade. The other two are already being implemented in our work.

Cymraeg 2050 includes a statistical trajectory which shows how we think the Welsh language may change between now and 2050. Chart 2 below shows the situation of Welsh language transmission in families according to the language composition of the child's household. Although the 2021 census has yet to be held, this trajectory predicts that there'll be a gradual but conservative increase in the transmission rate between 2021 and 2031. This draft policy deals with the work we'll need to do with families to ensure further gains in these transmission rates. You can read a more detailed analysis of the census data and the research we've published on our website.⁷

As is well-documented elsewhere, the decrease in numbers of Welsh speakers during the first half of the twentieth century may be due to parents choosing not to speak Welsh with their children. There were also significant changes in the economy, culture, society and industry in Wales in the second half of the twentieth century. These led to changes in population and in religion—chapels had previously been a community focus

⁶ Detailed statistical information on the Welsh Language is available on <https://statswales.gov.wales/Catalogue/Welsh-Language>.

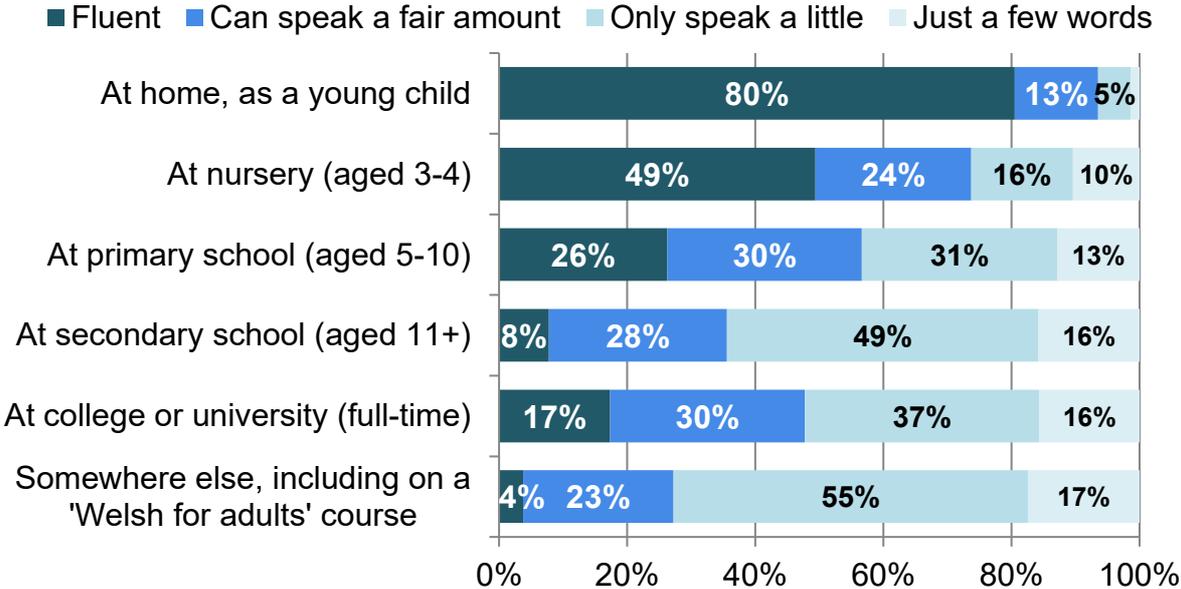
⁷ Welsh Government, (2017). *Welsh language transmission and use in families*. Welsh Government, Cardiff. Available on: <https://gov.wales/welsh-language-transmission-and-use-families-0>.

for the Welsh language. These all contributed to how often the language was transmitted and used more generally, and has led us to where we are today. Increasing Welsh language transmission in families is one way of addressing today's linguistic challenges.

Many studies emphasise that the use of a minority language (such as Welsh) in the home may have a crucial part to play in determining the use of that language in later life. As we have already said, our Welsh Language Use Survey clearly shows that use of Welsh at home as a child is a determiner of the frequency of use of Welsh in later life.⁸ The survey asked respondents where they had learnt the language and asked how fluent they were. It found that 43 per cent of Welsh speakers had learnt to speak Welsh at home as a young child, 11 per cent at nursery, 25 per cent at primary school, 15 per cent at secondary school, 1 per cent at university and 5 per cent somewhere else. Chart 1 below shows how Welsh speakers described their fluency levels by where they had learnt to speak Welsh. It also shows that 80 per cent of those who learnt to speak Welsh at home as a young child described themselves as fluent. This reduces to 49 per cent of those who had learnt to speak Welsh at nursery, and 26 per cent for those who had learnt at primary school.

⁸ Welsh Government & Welsh Language Commissioner, *Welsh Language Use in Wales, 2013-2015*, Cardiff, Welsh Government. Available on: <https://gov.wales/sites/default/files/statistics-and-research/2018-12/160301-welsh-language-use-in-wales-2013-15-en.pdf>.

Chart 1: Fluency levels by where people had learnt to speak Welsh (Source: *Welsh Language Use in Wales, 2013-2015*)

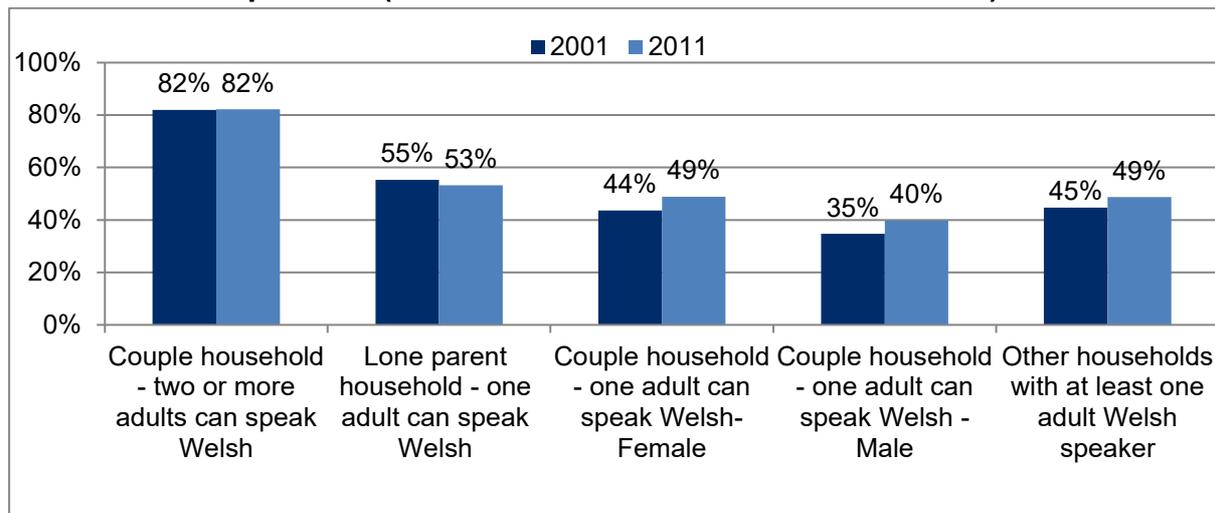


This is reflected in the work of one of the most quoted authors in the field of language planning, Joshua Fishman, who places the intergenerational transmission of a language as the vital building block of sustainable language planning activity.⁹

Chart 2 below shows that the percentage of children aged three to four able to speak Welsh, living in couple households where two or more adults could speak Welsh, had stayed the same between 2001 and 2011. The percentage of Welsh-speaking children aged three to four had increased between 2001 and 2011 for all other household compositions, except for lone parent households where one adult speaks Welsh.

⁹ See, amongst many others, Fishman, J.A., (1991). *Reversing language shift: Theoretical and empirical foundations of assistance to threatened languages*. Multilingual matters, Clevedon.

Chart 2: Percentage of children aged three to four able to speak Welsh by household composition (Source: Census 2011 and Census 2001)



What’s already been done?

A lot of work has been done to help families use more Welsh with their children. The *Twf* project ran from 2001 to 2016, and aimed to raise awareness among families of the advantages of raising children bilingually and to provide a positive influence on their use of Welsh.¹⁰ *Twf* was funded by the Welsh Language Board until 2012, when responsibility for the project transferred to the Welsh Government.

*Cymraeg for Kids*¹¹ began in 2016, and is the successor to *Twf*. It aims to increase the number of children in Welsh-medium education and to support parents/carers, prospective parents/carers and other family members in introducing and using Welsh at home and transmitting Welsh to their children.

Independent evaluations of *Twf*¹² and *Cymraeg for Kids*¹³ have been published. Their findings have been fully considered in what we say in this policy. The most recent evaluation of *Twf* noted how difficult it was to isolate its direct impact from other social factors affecting individuals’ language choices and behaviours. It also found that the project could have an impact on parents’ language-related decision-making. However, *Twf* generally reinforced the decision to transmit Welsh where those decisions had already been made, according to this evaluation.

¹⁰ The *Twf* Website is archived on: <https://www.webarchive.org.uk/wayback/en/archive/20120328000759/http://www.twfcymru.com/English/Pages/home.aspx>.

¹¹ See the *Cymraeg for Kids* website on: <https://gov.wales/cymraeg-for-kids>.

¹² Chapter 2 of our report published in 2017, *Welsh Language Transmission and Use in Families*, reviews the reports carried out into *Twf*. Welsh Government, (2017). *Welsh language transmission and use in families*. Welsh Government, Cardiff. Available on: <https://gov.wales/welsh-language-transmission-and-use-families-0>.

¹³ Welsh Government (2019). *Process evaluation of Cymraeg for Kids: final report*. Welsh Government, Cardiff. Available on: <https://gov.wales/process-evaluation-cymraeg-kids-final-report>.

As well as these programmes, the National Centre for Learning Welsh's *Camau*¹⁴ programme offers training for early years and childcare practitioners and is working on Welsh language development amongst these sectors. Although *Camau* doesn't focus on Welsh language transmission in families, it does contribute to the aims of this draft policy through developing Welsh language awareness amongst the practitioners.

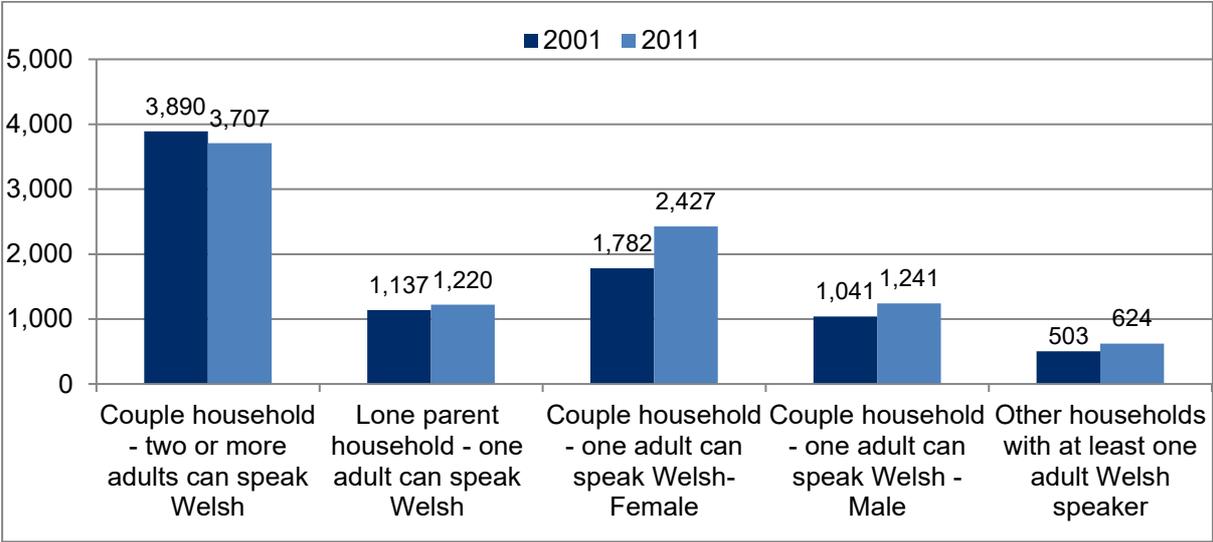
¹⁴ See <https://learnwelsh.cymru/work-welsh/camau/>.

Welsh in families: the current picture

The census provides a method to measure Welsh language transmission in families. The statistical information in this draft policy provides information gathered via the 2001 and 2011 census regarding the numbers of children aged three to four able to speak Welsh, by linguistic composition of the household. In choosing this age bracket we've assumed that most of these children will not have been substantially impacted by the education system. This broadly enables us to calculate language ability based solely on Welsh language transmission in the home.

The change in the **numbers** of children able to speak Welsh by household composition is shown in Chart 3.

Chart 3: Number of children aged three to four able to speak Welsh by household composition (Source: Census 2011 and Census 2001)

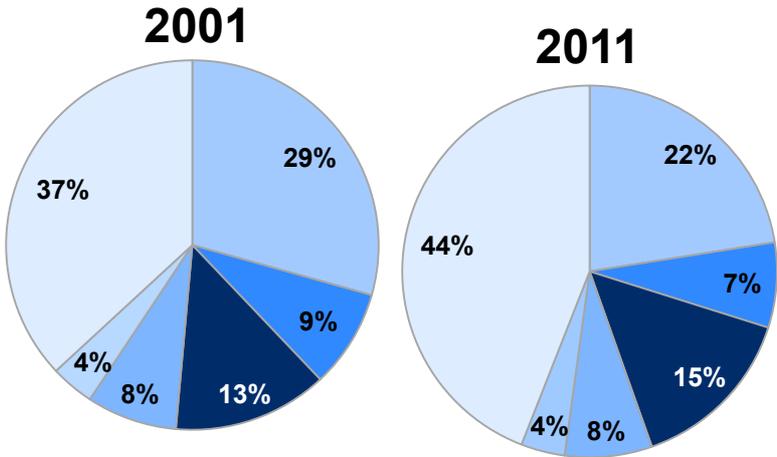


While Chart 2 shows us that the **percentage** of children from lone parent households where one adult could speak Welsh had decreased, Chart 3 shows us that the **number** had increased. This is due to an increase in the total number of lone parent households where one adult could speak Welsh and had a child aged three to four. Chart 3 also shows that between 2001 and 2011 there were fewer Welsh-speaking children aged three to four from couple households where two or more adults could speak Welsh, but a greater number of Welsh speakers from the other household compositions where there was an adult Welsh speaker in the household.

The charts below show us how the household composition of three to four year old Welsh speakers has changed between 2001 and 2011.

Chart 4: Household composition of all children aged three or four who are able to speak Welsh in 2001 and 2011 (Source: Census 2001, Census 2011)

- Couple household - two or more adults can speak Welsh
- Lone parent household - one adult can speak Welsh
- Couple household - one adult can speak Welsh- Female
- Couple household - one adult can speak Welsh - Male
- Other households with at least one adult Welsh speaker
- Households where no adult speaks Welsh



These charts demonstrate that in 2011 a smaller percentage of the children able to speak Welsh were in couple households where two or more adults speak Welsh (22%) when compared with 2001 (29%), and in lone parent households where an adult speaks Welsh (9% in 2001 and 7% in 2011).

This means that more children will be raised in households where not everyone is a Welsh speaker, so informal use of the language in the home may be less likely without initiatives in place to help families use more Welsh. We think that the number and proportion of households with at least one adult who can speak Welsh will increase as the actions set out in *Cymraeg 2050* are implemented; this draft policy aims to support these families to develop and expand their use of Welsh within families.

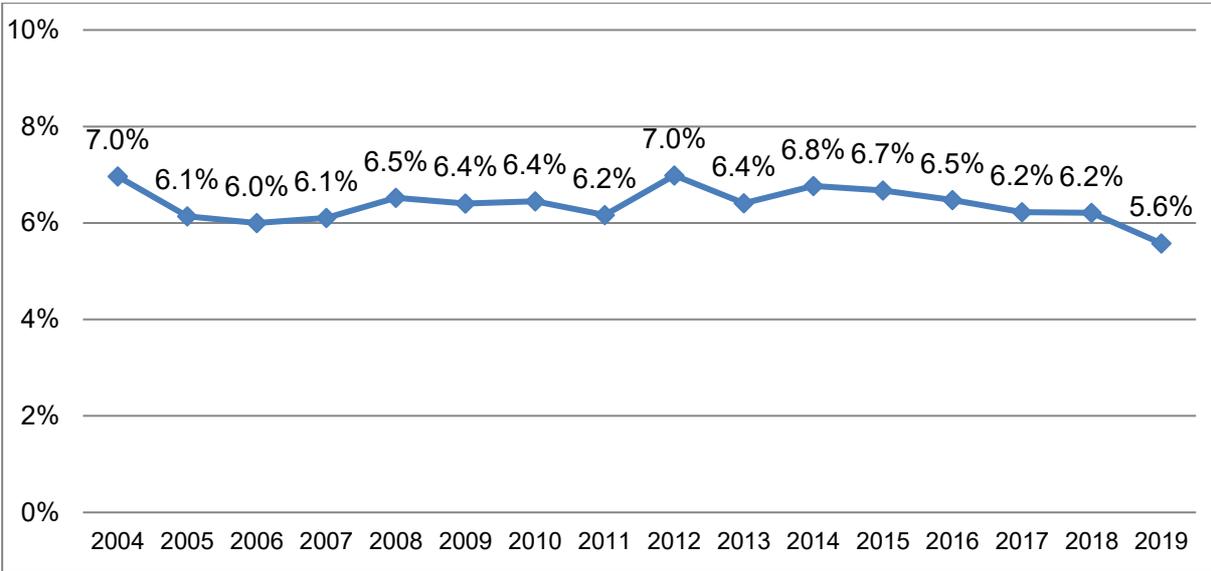
For the 2011 Census results, we can also distinguish between three and four year olds. The table below shows a substantial increase in the percentage of children who can speak Welsh in all household compositions between three and four year olds. This could be due to greater external influences (nursery, childcare etc.) where they could learn Welsh, but it could also be due to taking more time to pick up the Welsh language at home.

Table 1: Percentage of children aged three or four able to speak Welsh by household composition (Source: Census 2011)

	Percentage of children aged 3 years able to speak Welsh	Percentage of children aged 4 years able to speak Welsh	Percentage of children aged 3 to 4 years able to speak Welsh
Couple household—two or more adults can speak Welsh	78%	87%	82%
Lone parent household—one adult can speak Welsh	45%	61%	53%
Couple household—one adult can speak Welsh	38%	53%	45%
All households with at least one adult Welsh speaker	51%	65%	58%
Couple and lone parent households without an adult who can speak Welsh	9%	18%	14%

The Pupil-Level Annual School Census collects information about children’s ability to speak Welsh, and whether or not they speak the language at home. This information is available for children aged five at the start of the academic year, who typically would be in Reception class.

Chart 5: Percentage of five-year-old children (at the start of the academic year) who speak Welsh fluently at home (Source: Pupil-Level Annual School Census)



The chart shows that the percentage of five-year-old children who speak Welsh fluently at home fluctuates a little every year, but has changed very little since 2004, remaining at around 6-7%.

More recently, in the National Survey for Wales 2018-19, questions were included asking people whether they could speak Welsh, and where they had learnt the language, in order to provide more up to date information on Welsh language transmission in families. This bulletin is due to be published in spring 2020.

We have extensive statistics which contribute to our understanding of Welsh language transmission in families. We need to couple these with a more complete qualitative picture of language use *in situ* in families and, more importantly, what we can do to increase this. We discuss research in the field of language transmission later in this draft policy.

What we know beyond the figures

We've already published research into Welsh language use and transmission in families. We commissioned it to gain a better understanding of what may influence how parents/carers use Welsh with their children. You can read the full report on our website.¹⁵

This research is based on original data from 60 parents/carers (all of whom had Welsh language ability of some level) of children aged 0-4. It also contains detailed analysis of census data regarding Welsh language transmission in families. We've written this draft policy in light of what the research found.

The research found that, for the respondents, the transmission of Welsh isn't a decision, but an unconscious behaviour. For many, Welsh was the main language they used with their children at all times and they hadn't given much thought to their linguistic behaviour. These mostly came from Welsh-speaking families, had Welsh-speaking partners, and reported that they were confident in speaking Welsh. However, the majority of Welsh-speaking respondents from non-Welsh-speaking homes (most of whom were from south east Wales) hadn't considered speaking Welsh with their children. Most of these had attended Welsh-medium schools and noted that they didn't often use Welsh outside of the classroom. In some cases, they had negative attitudes towards Welsh.

Most did note that they had discussed Welsh-medium education with their partner (if they had one) as they were certain that they wanted their children to be able to speak Welsh. They often reported discussing Welsh-medium education prior to the birth of the child. In many cases they answered questions regarding transmission by referring to Welsh-medium *education* rather than the use of Welsh in the home. The report describes this as language *donation* rather than language *transmission*.

When their child started school, many respondents had reflected on their language use. Despite this, they did not feel confident in using Welsh as they hadn't used it a lot since leaving school. To a lesser extent, they also perceived negative attitudes towards their 'type' of Welsh and noted a lack of opportunities to use the Welsh language.

¹⁵ Welsh Government, (2017). *Welsh language transmission and use in families*. Welsh Government, Cardiff. Available on: <https://gov.wales/welsh-language-transmission-and-use-families-0>. In drafting this policy, we've also revisited research on the use of Welsh in Families published by the Welsh Language Board (*Language Transmission in Bilingual Families in Wales: An Independent Research Project Commissioned by the Welsh Language Board from Virginia C. Mueller Gathercole, Enlli Môn Thomas*. Cardiff, Welsh Language Board. Available on: <https://www.webarchive.org.uk/wayback/archive/20120328022157/http://www.byig-wlb.org.uk/english/publications/pages/publicationitem.aspx?puburl=/English/publications/Publications/Adroddiad+Gathercole+Saesneg+9.2.07.pdf>).

What happens in other countries

Other languages have experienced challenges with language transmission in families. The research we commissioned reviews this, but in our experience, there's more information available that analyses the *situation* of language transmission in families than on projects and practical steps taken to *increase* transmission (and the lessons learnt from this work). We'll ensure that our work feeds into concrete action and interventions which can assist parents/carers to transmit, rather than donate, languages to their children.

We also can't work in isolation. Other language communities face the same opportunities and challenges in language transmission in families as we do in Wales. As part of this consultation, and in all our work on this draft policy, we'll work with the Network to Promote Linguistic Diversity (NPLD), and the indigenous, minority and lesser-used languages group of the British-Irish Council to bring an international dimension to interventions on the transmission of all our languages in families.

4. Scope of this draft policy

Sometimes people conflate Welsh language transmission in families and encouraging parents to choose Welsh-medium education. We know that education has a crucial role to play in increasing the numbers of Welsh speakers and we're taking steps to transform the education system to support the aims of *Cymraeg 2050*. We detail our plans for education in other documents we've published.¹⁶

Whilst education most certainly contributes to a child's linguistic development, this draft policy doesn't deal with that. Nor does it deal with marketing Welsh-medium education or increasing the numbers of Welsh speaking learners in schools. It deals with the active use of Welsh between parents/carers and their children.

The principles on which this draft policy is based

The following principles have guided how we've drafted this policy. They form the basis for all work we'll undertake in Welsh language transmission in families.

- Children are individuals and have their own sense of agency. They aren't just passive recipients of a language from parents/carers. Children may express language preferences themselves regarding what language they use and influence which language their parents/carers use with them, and on what language they use with their siblings and their friends.
- Technology and the internet have revolutionised how we communicate. It's also had a significant impact on children's play. Our work in the field of Welsh language transmission in families will examine how technology could contribute to children's play in Welsh.
- Much of the work in family language policy has taken place in two parent, heterosexual families. We'll take into account that family types are more diverse, e.g. many children reside in one parent families and/or in families where parents/carers belong to LGBTQI groups.
- We'll also consider the balance between the influence of the home, the wider family and external social influences on transmission.
- We've based this draft policy on research into the factors that may influence Welsh language transmission in families. We know that attributing changes in Welsh language transmission in families to any single intervention may be difficult, so we'll regularly evaluate what we do. And if it doesn't work, we'll change it or find a better way of helping families use more Welsh.
- We'll consider how to use the contribution of wider family networks beyond parents/carers in supporting Welsh language transmission in families.

¹⁶ See, for example, our *Welsh in education: action plan 2017 to 2021*, available at <https://gov.wales/welsh-education-action-plan-2017-2021>.

5. Our proposals

This draft policy offers a way forward to increase how much Welsh is spoken amongst families where there are Welsh speakers. As we've noted, not all Welsh speakers use the language with their children. Our work has contributed to our understanding of the factors that influence this, and this section turns this understanding into concrete actions.

We're consulting on this draft policy to feed into our work on *Cymraeg 2050*. As part of this consultation, we'll work with those who are interested in increasing the use of Welsh in families, in particular families themselves, to ensure this draft policy truly reflects what would help them.

Welsh language transmission in families will drive long-term use of the Welsh language. The two main targets at the core of *Cymraeg 2050* are to increase the numbers of Welsh speakers to one million and doubling the percentage of the population using Welsh daily from 10 to 20 per cent. Welsh language transmission in families contributes to both targets.

Maintaining and increasing the numbers of Welsh speakers is important, but ensuring the language is used is vital. It is essential that all Welsh speakers, in whatever type of household they live, feel that they have the opportunity to transmit Welsh to their children. This means helping people change their behaviours, which in turn means rethinking some of our work. This draft policy is based on the following:

- Research and evaluation we and others have done on Welsh language use and transmission in families;¹⁷
- Our conversations with people who work on Welsh language transmission in families;
- Our work with families and organisations who work with families.

We need your input into this policy. Language use patterns in families can be complex, so insight from as wide a range of stakeholders as possible will help us understand what we need to do.

We need to be honest that it may be difficult to isolate *precisely* what impact our actions might have. We need to acknowledge how long results may take to appear. They won't necessarily be seen overnight, but we will use the latest methods to measure the progress of our work and to give us indications of whether we're on the right track. And if it doesn't work, we'll change it or find a better way of helping families use more Welsh.

¹⁷ See, for example, REVITALISE Network (2018), *Workshop Briefing Report 2 Workshop theme: Language revitalisation and the transformation of family life*. Available at: <http://revitalise.aber.ac.uk/en/media/non-au/revitalise/Revitalise---Workshop-Briefing-Report-2-FINAL.pdf>.

As we've already stated, we need to focus our work on different audiences. This draft policy has four overall aims. These are to:

- i. Inspire today's generation of children and young people to speak Welsh to their children in the future.
- ii. Reignite the Welsh language skills of those who may not have used Welsh since their school days, or who have lost confidence in their language skills, to speak Welsh with their own children.
- iii. Support and encourage use of Welsh within families where not everybody speaks Welsh.
- iv. Support Welsh-speaking families to speak Welsh with their children.

The actions we'll take to achieve these aims are listed below. Some actions will contribute to more than one, as explained in the column on the right.

New work

Proposed actions	To contribute to policy aim
1. We'll trial a language use pledge programme adapted from a Basque language initiative called <i>Euskalaradia</i> (which has been proven to increase the use of the Basque language). We'll start on a small scale with parents/carers of different family language backgrounds. We'll learn from the first phase and then look to expand it beyond family networks.	ii, iii, iv.
2. We'll create new initiatives building on our existing work to support Welsh language transmission in families. They'll use the latest scientific developments to change behaviours. They'll support people who may not have used their Welsh language skills since their school days to speak Welsh with their children. These may be built around the needs of specific geographical areas, target audiences and/or the social networks of parents/carers (whether face to face or virtual).	i, ii, iii, iv.
3. We'll provide practical advice and/or techniques to families where not everybody speaks Welsh on how to increase their use of Welsh in all sorts of family situations e.g. in the car, during mealtimes at home etc.	iii.
4. We'll make advice available to parents/carers on what they could do when their children lack confidence in using Welsh or may be reticent to use it for other reasons.	i, iii, iv.

Proposed actions	To contribute to policy aim
5. We'll analyse how we communicate with families about their use of Welsh to improve the impact of our current and future work in this area. This could involve looking at which channels we use and the way we use them, as well as the messaging from us and our stakeholders to parents/carers. But this is not only about us communicating with parents/carers—we will also explore opportunities for peer-to-peer support amongst parents/carers.	ii, iii, iv.
6. We'll look at work done with families in other fields and, if appropriate, adapt that work to help families to use more Welsh with their children.	i, ii, iii, iv.
7. We'll give teaching practitioners the skills and learning resources to help them positively encourage children to speak Welsh with one another, with a view to increasing their use of Welsh within the family and wider community, now and in later life.	i.
8. We'll use all the possibilities the workplace offers for reigniting people's use of Welsh and explore what potential there is for increased Welsh language use in the workplace to 'spill over' into families.	ii.
9. We'll develop an online presence to assist parents/carers who could, but for whatever reason, don't speak Welsh with their children. This may involve helping parents who have no personal experience of raising a child bilingually to do so (e.g. helping them learn child-directed speech in Welsh).	ii, iii.
10. We'll create projects to use parent/carer networks around schools to help families use more Welsh with their children.	i, ii, iii, iv.
11. We'll ensure that Welsh for Adults courses reinforce the aims of this draft policy , and look at ways of developing the specific skill set needed for using the Welsh language with a child. This will be particularly relevant to parents who were educated through the medium of Welsh, but were themselves raised in non-Welsh-speaking homes.	i, ii, iii.

Proposed actions	To contribute to policy aim
12. We will explore the opportunities technology offers to help children play in Welsh and how that in turn can provide opportunities to help more use of Welsh in the household.	i.

Developing existing projects

Proposed actions	To contribute to policy aim
13. We'll review our existing work on Welsh language transmission in families and make sure that it's based on evidence from behavioural science. We'll use <i>TLA</i> (test, learn, adapt) as a structure for this. And if it doesn't work, we'll change it or find a better way of helping families use more Welsh.	ii, iii, iv.
14. We'll look at techniques used in other countries to develop people's assertiveness and confidence in using languages and, where we can, use them in all our work with families.	i, ii, iii, iv.

Getting to know more

Proposed actions	To contribute to policy aim
15. When we commission research projects on the use of Welsh in families, we'll make sure they explore the influence of household linguistic composition on that use.	i, ii, iii, iv.
16. When we commission research projects on the use of Welsh in families, we'll make sure we consider the role of parents/carers, their wider family networks on the use of Welsh, and what part children themselves play . This will include considering Welsh language transmission from a child's perspective .	i, ii, iii, iv.
17. We'll review which interventions have worked and which haven't in the field of language transmission in families elsewhere in the world . We'll incorporate what we find into our work on the Welsh language.	i, ii, iii, iv.

Proposed actions	To contribute to policy aim
18. When we commission research projects on the use of Welsh in families, we'll study children's language development in the context of Welsh-English bilingualism in the home (including how they acquire grammar, vocabulary and phonology) among children living in households with at least one adult Welsh speaker. We'll use what we find to improve our work.	iii, iv.
19. When we commission research projects on the use of Welsh in families, we'll consider observational research into transmission of other languages in families and consider adopting similar approaches for Welsh.	iii, iv.
20. Where appropriate, we'll include research questions on Welsh language transmission in families in surveys we carry out.	i, ii, iii, iv.

How will all this be managed?

Proposed actions	To contribute to policy aim
21. We'll establish a programme board to manage this work. We'll include other stakeholders on it in order to advise, assist, and challenge us.	i, ii, iii, iv.
22. We'll work with the Network to Promote Linguistic Diversity (NPLD), and the indigenous, minority and lesser-used languages group of the British-Irish Council to bring an international dimension to interventions on language transmission in families.	i, ii, iii, iv.