

CYMRAEG



Llywodraeth Cymru
Welsh Government



Cymraeg 2050: A million Welsh speakers

Work programme 2017-21

Cymraeg 2050: A million Welsh speakers

Work programme 2017-21

Audience

Welsh Government departments; public bodies in Wales; third sector bodies in Wales; private sector companies in Wales; educational organisations in Wales; organisations working to promote the use of Welsh; organisations working with families, children and young people, and communities; and other interested parties.

Action required

Interested parties to note the content of the strategy and the work programme 2017-21, and act accordingly.

Overview

This work programme is the first of several work programmes that will be published during the lifespan of the Cymraeg 2050 Strategy. It sets out aim-by-aim what the Welsh Government intends to do during the period 2017 to 2021 in order to deliver the strategy's policy objectives of creating a million Welsh speakers by 2050. This work programme should be read in conjunction with the strategy.

Further information

Enquiries about this document should be directed to:

Welsh Language Division

Welsh Government

Cathays Park

Cardiff

CF10 3NQ

e-mail: Cymraeg@gov.wales

Additional copies

This document can be accessed from Welsh Government's website at gov.wales

Related documents

Cymraeg 2050: A million Welsh speakers (2017); *Taking Wales Forward 2016-2021* (2016); *A living language: a language for living - Welsh Language Strategy 2012-17* (2012); *A living language: a language for living - Moving forward* (2014); Welsh Language (Wales) Measure 2011; *Welsh-medium Education Strategy* (2010)

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Introduction

The Cymraeg 2050 Strategy sets out Welsh Government's long-term approach to achieving our vision of creating a million Welsh speakers by 2050. This is a commitment in *Taking Wales Forward 2016-2021*, the Programme for Government. This work programme is for the period 2017-21 and should be read in conjunction with the strategy.

From our 2017 starting position, we are acutely aware of the challenge ahead. A whole-government approach is required to lay the foundations necessary to grow the numbers of speakers to a million by 2050.

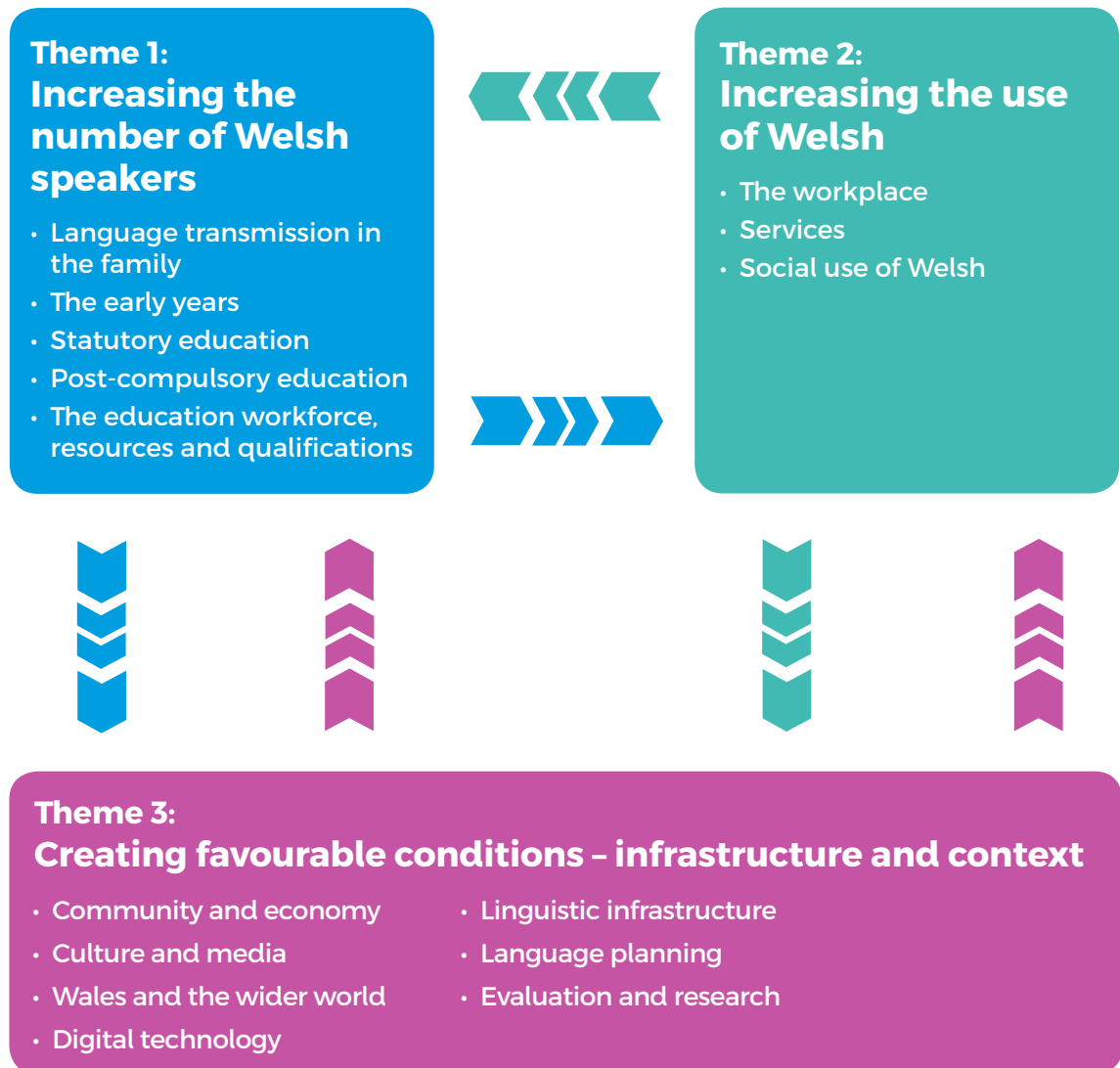
We are fortunate not to be starting from scratch. Government support for the language has never been stronger. The Welsh language has official status; legislation is in place providing Welsh speakers with the right, through the Welsh Language Standards, to Welsh language services, and a Welsh Language Commissioner to oversee the implementation of those rights. There also exists a statutory basis for which the provision of Welsh-medium education is planned for, and the Well-being of Future Generations (Wales) Act 2015 included the Welsh language within one of its seven well-being goals.

The Cymraeg 2050 Strategy challenges us to progress to the next stage in our language journey. This work programme kicks off the strategy's implementation.



The path to a million

To realise the vision of a million Welsh speakers by 2050, the Cymraeg 2050 Strategy identifies the following three strategic themes.



The three strategic themes outlined above contribute to the following targets.

- **The number of Welsh speakers to reach 1 million by 2050.**
- **The percentage of the population that speak Welsh daily, and can speak more than just a few words of Welsh, to increase from 10 per cent (in 2013-15) to 20 per cent (2050).**

Our delivery approach

This is the first of several work programmes we will publish during the lifespan of the strategy. Each will be aimed at driving the strategy forward, while also allowing for reflection so that we continue on the right path to a million Welsh speakers by 2050.

Each work programme will need to reflect the circumstances of the time. Keeping abreast of changing policies and responding proactively to those changes will ensure that we do not lose sight of our goals and our overarching vision of reaching a million Welsh speakers by 2050. For example, we do not know at this stage what impact leaving the European Union will have on the Welsh language. We are also in the process of developing a new education curriculum. Both may influence how we are to deliver on targets.

Work programme: 2017-2021

The initial years will focus on setting solid foundations. This is a slow and steady approach, which may lack the obvious signs of success. However, we see it as an absolute necessity to lay the foundations now in order to support future phases of the strategy's delivery.

The strategy provides a trajectory for the journey to a million speakers. For this first phase, the milestones to show that we are on the right course will be:

- a small increase in language transmission rates in families by the 2021 Census, continuing the trend seen between 2001 and 2011
- an increase in the percentage of learners in Welsh-medium education, from 22 per cent (based on 7,700 seven-year-old learners in 2015/16) to 24 per cent (about 8,400) by 2021, in order to be on track to reach 30 per cent (about 10,500 in each year group) by 2031 and then 40 per cent (about 14,000 in each year group) by 2050.

Much of our focus will therefore be on advancing these two areas of work between now and 2021 in order to strengthen the foundations for the future.

To facilitate an increase in Welsh-medium education we will:

- aim to support the expansion of Welsh language early years by 40 new groups by 2021
- support growth in the number of teachers in Wales who can teach Welsh or teach through the medium of Welsh by 2021 as follows:
 - 3,100 primary teachers who can teach through the medium of Welsh (from a baseline of 2,900 in 2015/16)

- 600 secondary teachers who can teach Welsh (from a baseline of 500 in 2015/16)
- 2,200 secondary teachers who can teach through the medium of Welsh (from a baseline of 1,800 in 2015/16).

We will also keep a close eye on indicators of language use associated with the target of increasing daily use from 10 per cent of the population to 20 per cent in 2050. Increasing the target of 10 per cent to 11 per cent by 2021 will be our first milestone.

In addition to the short-term targets noted above, we will undertake further work to establish a clearer picture of other key components that influence the strategy. This will include the Welsh language skills of the early years workforce and their ability to work through the medium of Welsh.

Monitoring and reporting

We will continually monitor the implementation of this work programme. A Cymraeg 2050 Programme Board will be established to oversee progress.

New appointments have been made to the Welsh Language Partnership Council, which will provide external advice to the Minister responsible for the Welsh language on the implementation of the strategy and future work programmes.

Theme 1:
Increasing the number of
Welsh speakers



This section sets out the steps Welsh Government will take during the first phase of delivery in relation to the following:

- 1. Language transmission in the family**
- 2. The early years**
- 3. Statutory education**
- 4. Post-compulsory education**
- 5. The education workforce, resources and qualifications.**

Learning the language during infancy and early childhood provides a strong basis for developing competence and further skills in the future. The most recent census figures show the importance of transmission within families in which both adults speak Welsh, and there is scope to increase the rate of transmission in bilingual households. At present, in couple households where both adults speak Welsh, 82 per cent of children between three and four years of age are able to speak Welsh. In couple households where one adult is able to speak Welsh, 45 per cent of children three to four years of age are able to speak Welsh. Our focus will be on maintaining transmission rates in families in which both parents speak Welsh and increasing the transmission rate in mixed language families.

There is, however, a limit to the additional number of Welsh speakers that can be created by transmitting the language from one generation to the next. Ensuring the availability of Welsh-medium education, from those initial early years through to primary and secondary education then progressing through to higher and further education, is fundamental to achieving the target of a million Welsh speakers. In order to create more speakers, our education system is dependent on the workforce – teachers, early years practitioners, trainers and lecturers. Creating a workforce with robust linguistic skills, able to inspire and motivate learners in Welsh-medium education is essential to the success of the strategy.

1. Language transmission in the family

Our aim: provide our children with the best start in the language by expanding support for families to transmit the language in the home.

Recent developments

We have brought coherence across all initiatives aimed at supporting and promoting the transmission of the Welsh language within the family. Coupled with investment in researching language transmission practices, we launched a new programme in 2016 bringing together all activities within this field under the 'Cymraeg for Kids' banner. From April 2017 onwards, this programme has extended to offer intensive support on a national level for the first time, aimed at encouraging and helping families across Wales to use Welsh.



By 2021 we will do the following.

- 1. 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.**
- 2. 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.**
- 3. 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.**

2. The early years

Our aim: expand Welsh-medium provision in the early years as an access point for Welsh-medium education.

Milestone

- Support the expansion of Welsh-medium early years provision by 40 nursery groups by 2021 to facilitate a seamless transition into Welsh-medium education, in order to reach an additional 150 nursery groups over the next decade.



Recent developments

We have increased grant funding to Mudiad Meithrin to continue developing Welsh-medium early years provision. The Cymraeg for Kids Programme not only provides information to new and prospective parents about language transmission, it is also aimed at supporting a child's transition to Welsh-medium early years provision and beyond. The latest data shows that 86 per cent of children that attend Mudiad Meithrin groups progress to Welsh-medium primary education.

Steps have also been taken to ensure consistent messages about Welsh-medium early years provision and statutory education are now communicated to parents/carers and prospective parents via NHS Wales, Family Information Services, Flying Start, local authorities, and other local and national partners.

By 2021 we will do the following.

- 1. Deliver the Childcare Offer across Wales, providing more government-funded Welsh-medium childcare places and strengthening Welsh-medium provision, building on the intelligence gained through the early implementation of the offer from September 2017.**
- 2. Continue to support existing Welsh-medium childcare provision, helping providers expand and become sustainable, as well as support an expansion by 40 nursery groups, targeting areas where work on the Childcare Offer shows there is limited provision at present.**
- 3. Through the Welsh in Education Strategic Plans (WESPs), work with local authorities and providers to improve planning of Welsh-medium early years provision to facilitate progression between Welsh-medium nursery groups and Welsh-medium statutory education.**

3. Statutory education

Our aim: create a statutory education system which increases the number of confident Welsh speakers.

Milestone

- Increase in the percentage of learners in Welsh-medium education, from 22 per cent (based on 7,700 seven-year-old learners in 2015/16) to 24 per cent (about 8,400) by 2021, in order to be on track to reach 30 per cent (about 10,500 in each year group) by 2031, and then 40 per cent (about 14,000 in each year group) by 2050.

Recent developments

In March 2016 we published an evaluation of the *Welsh-medium Education Strategy (2010)*. The *Evaluation of the Welsh-medium Education Strategy: Final report* concluded that the Welsh-medium Education Strategy has led to some positive outcomes and has provided a framework for a more focused, strategic approach to planning Welsh-medium provision. However, there are challenges that we need to address, in particular to strengthen planning processes and ensure that the teaching and learning of Welsh in our schools enables our young people to become confident Welsh speakers.

In 2016 we consulted with local authorities about the changes required to the Welsh-medium education planning system. This led to publishing revised guidance for the preparation of Welsh in Education Strategic Plans (WESPs) for the period 2017–20 taking into account the views we heard. This of course had to be within the context of the existing regulations and the School Standards and Organisation (Wales) Act 2013. We have also strengthened our relationship with partners with a role in delivering Welsh-medium education through attending Welsh Education Forums. A rapid review to provide an independent assessment of the 2017–20 WESPs was commissioned in March 2017. The outcomes of the review will inform our next steps.

The strategy makes it clear that we expect all schools in Wales to contribute to the aim of creating Welsh speakers. Work has started on developing one language continuum for teaching and learning Welsh in our schools. We are also in the process of undertaking research on language immersion models and methodologies to inform future teaching and learning.

By 2021 we will do the following.

- 1. Work with key stakeholders to develop and publish before the end of 2017, a national policy for the teaching and learning of Welsh in our statutory education system, informed by research and evidence.**
- 2. Develop one continuum of teaching and learning Welsh to be introduced as part of the new curriculum in all schools in Wales and ensure that assessment and examination of Welsh skills and knowledge are inextricably linked to teaching and learning.**
- 3. Establish an independent board to advise on changes to Welsh education planning processes.**
- 4. Review the legislation underpinning Welsh education planning.**
- 5. Create the demand for Welsh-medium education through ambitious planning with achievable yet realistic targets while maximising existing resources. This may include capital investment through the 21st Century Schools and Education Capital Programme.**
- 6. Review the definitions and categories of schools in Wales according to the language which is used as the medium of instruction.**
- 7. Review the process for increasing the proportion of Welsh-medium teaching and learning in schools.**
- 8. Consolidate and expand the opportunities for learners to access Welsh-medium education, whether in the primary or secondary sector, through specific provision for latecomers.**
- 9. Develop creative marketing campaigns aimed at increasing the demand for Welsh-medium education.**
- 10. Strengthen links with local authorities, regional consortia, schools, early years providers and the post-16 sector to improve progression rates between different phases of education.**

4. Post-compulsory education

Our aim: develop post-compulsory education provision which increases rates of progression and supports everyone, whatever their command of the language, to develop Welsh language skills for use socially and in the workplace.

Recent developments

The further education sector has developed college infrastructures to enable improved Welsh-medium and bilingual course planning to take place through the Bilingual Champions Project. We have supported staff development in bilingual methodology teaching through Sgiliaith, the sector specialist organisation, and made progress within the work-based learning sector; developing the provision within the provider network and achieving an increase in the number of learners using Welsh within their learning.

In addition to the continued support to the Coleg Cymraeg Cenedlaethol to deliver Welsh-medium provision within higher education, we have also invested in a review of the Welsh for Adults sector which has led to the launch of a National Centre for Learning Welsh. According to the 2015/16 academic year data, 16,375 adults are learning Welsh through formal Welsh for Adults routes.



From a legislative perspective, we have enabled the Welsh Language Commissioner to begin the process of making Welsh Language Standards specifically applicable to further and higher education organisations.

By 2021 we will do the following.

- 1. Respond to the recommendations from the task and finish group which is reviewing the activities of the Coleg Cymraeg Cenedlaethol, paying particular attention to progression to higher education and the development of bilingual education and skills which meet the needs of the economy.**
- 2. Continue to develop further education Welsh-medium and bilingual course provision in terms of course availability and learner uptake.**
- 3. Ensure that more learners within work-based learning programmes have the opportunity and take up the offer to be assessed through the medium of Welsh, enabling increased use of the language within their learning, at all levels of fluency.**
- 4. Develop marketing campaigns in collaboration with employers to increase young people's awareness of the value of bilingual skills within the workplace.**
- 5. Through the National Centre for Learning Welsh, expand the Welsh for Adults provision to include more Welsh language training in the workplace.**

5. The education workforce, resources and qualifications

Our aim: plan in order to increase and improve substantially:

- the education and training workforce that can teach Welsh and teach through the medium of Welsh
 - the resources and qualifications needed to support increased provision.
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Milestones

- Increase in the number of primary teachers teaching through the medium of Welsh from 2,900 primary teachers to 3,100 in 2021.
- Increase in the number of secondary teachers teaching Welsh from 500 to 600 by 2021 and those teaching through the medium of Welsh from 1,800 to 2,200 by 2021.

Recent developments

Practitioners entering the childcare and early years workforce have, since 2003, been able to gain a qualification through the medium of Welsh via 'Cam wrth Gam'. In addition, more than 1,400 practitioners working in schools and further education colleges have been given the opportunity to improve their Welsh language skills and ability to teach through the medium of Welsh, via the Sabbatical Scheme for Welsh Language Training.



A comprehensive Welsh and bilingual resources commissioning programme is currently in place to meet the needs of learners studying through the medium of Welsh. This programme funds the development and publication of original Welsh-medium resources as well as translating resources that are available in English. The teaching profession has, and will continue to have, a central role in the development of these resources.

Following the summit on Welsh-medium educational resources held in April 2017, Welsh Government will work with relevant stakeholders to explore new ways of producing Welsh and English resources to ensure that they are published in a timely manner and are relevant to support the future needs of the curriculum.

There has been an increase in the number of qualifications available in Welsh and the recently established Qualifications Wales is required to promote and facilitate their development. A process of reviewing Welsh-language qualifications so that they meet the needs of learners in Wales has begun. As this process continues and more sectors are reviewed, an increasing range of qualifications will become available.

By 2021 we will do the following.

- 1. Expand the Mudiad Meithrin's national training scheme to ensure that more individuals gain qualifications to work through the medium of Welsh in the childcare sector.**
- 2. Develop a clear understanding of the education workforce's Welsh language skills and ability to teach through the medium of Welsh to inform workforce planning.**
- 3. Ensure that future initial teacher training and education programmes foster student teachers' appreciation of the Welsh language and provide opportunities for them to develop their proficiency in Welsh and expertise to teach through the medium of Welsh.**
- 4. Support the workforce within the post-16 education sector to develop their language skills through a specific training programme to increase the capacity of the sector to teach and assess through the medium of Welsh.**
- 5. Develop a programme of professional learning to ensure that all practitioners can continually develop their Welsh language skills in accordance with the expectation in the new professional standards. This will include expansion of the Sabbatical Scheme for Welsh Language Training and support through the regional consortia.**
- 6. Plan for an all-Wales infrastructure for the production of relevant and timely resources for curriculum and qualifications in both Welsh and English, with renewed focus on post-16 sectors.**
- 7. Develop more tools and resources in Welsh for learners with additional learning needs.**
- 8. Work with Qualifications Wales to increase the number of vocational qualifications available in Welsh.**

Theme 2:

Increasing the use of Welsh



This section sets out the steps Welsh Government will take during the first phase of delivery in relation to the following:

- 6. The workplace**
- 7. Services**
- 8. Social use of Welsh.**

Building on the foundations laid by the education system, and in fulfilling our vision for the curriculum so that everyone leaves school with practical skills for use both socially and in the workplace, we envisage in the future a substantial increase in the number of people with the skills to use Welsh in their everyday life. However, in order for efforts in relation to acquisition to become embedded, opportunities are required to practise and use the language regularly.

People need opportunities to use Welsh in a variety of situations which reflect the diversity of their lifestyles. These include within the family, in the workplace, in local activities, or in wider interest networks and communities.

Opportunities and services in Welsh must be offered proactively, so that the individual does not have to request the Welsh language. Ultimately the vision is for people to use Welsh at every opportunity, with opportunities available everywhere. Our focus will be on increasing the percentage of people who speak Welsh daily and can speak more than just a few words of Welsh from 10 per cent to 11 per cent in 2021.

We are also aware of the need to expand the provision of informal opportunities for children and young people to bridge the gap between education and the wider community. Beyond school boundaries, there continues to be a need to work closely with key community partners and grassroots organisations to provide exciting opportunities to use the Welsh language outside of school hours.

6. The workplace

Our aim: increase the use of Welsh within the workplace across all sectors.

Recent developments

The Welsh Language Commissioner has made Welsh Language Standards specifically applicable to over 100 public sector bodies with duties including requirements to assess the Welsh language skills of the workforce, provide Welsh language training for staff during working hours and ensure that those able to deliver services in Welsh to the public can be easily identified. We recently published and responded to *Language, Work and Bilingual Services: Report of the Working Group on the Welsh Language and Local Government (2016)*, in which it is acknowledged that Welsh in the workplace and as the language of administration in local government must be supported.

We have commissioned the National Centre for Learning Welsh to deliver a new Welsh in the Workplace learning programme enabling more people to use their Welsh language skills in the workplace.



By 2021 we will do the following.

- 1. Ensure that the Welsh Government leads by example by promoting and facilitating increased use of Welsh by our own workforce.**
- 2. Continue to make Welsh Language Standards Regulations within the scope of the legislation to increase the number of workplaces that provide opportunities to use Welsh language skills.**
- 3. Develop and deliver a national support framework as part of a new Welsh Language Promotion Programme to encourage businesses and third sector organisations to embrace and incorporate bilingualism in the workplace.**
- 4. Launch a national training programme - Understanding Bilingualism - aimed at embedding language awareness and workforce planning as an integral part of public sector service.**
- 5. Expand Welsh in the Workplace training opportunities to public and private sector bodies to enhance and improve Welsh language skills in the workplace, with a particular emphasis on the health and social care workforce.**

7. Services

Our aim: increase the range of services offered to Welsh speakers, and an increase in use of Welsh-language services.

Recent developments

The Welsh Language (Wales) Measure 2011 confirmed the official status of the Welsh language in Wales and created a new legislative framework for the Welsh language, including the role of Welsh Language Commissioner. A key part of implementing the Measure has been to develop Welsh Language Standards Regulations, allowing the Welsh Language Commissioner to impose duties on organisations and promote the use of Welsh language services. The aim of Welsh Language Standards has been to provide the public with greater clarity with regards to what services they can expect to receive in Welsh and to ensure organisations are proactive in their approach to delivering those services. This 'active offer' principle is particularly relevant when considering the health and social care sector services. *More than just words. . . . Follow-on Strategic Framework for Welsh Language Services in Health, Social Services and Social Care 2016–2019* (Welsh Government 2016) endorses this active offer principle and has provided focus during preparation of draft Regulations.



The Welsh Language (Wales) Measure 2011 is currently under review as part of Welsh Government's commitment to seek to amend the Measure and a White Paper is due to be published during the summer of 2017. To support these ongoing legislative developments, recipients of our grant scheme to promote and facilitate the use of the Welsh language have been actively promoting the availability and encouraging the use of Welsh language services.

We have worked alongside the Welsh Language Commissioner and Mentrau Iaith to trial a series of initiatives to support businesses to use more Welsh and make the language increasingly visible in our communities.

By 2021 we will do the following.

- 1. Review the Welsh Language (Wales) Measure 2011 with the aim of securing effective arrangement for promoting and facilitating the use of the Welsh language.**
- 2. Continue to extend the Welsh Language Standards to organisations within the scope of the legislation.**
- 3. Research behavioural change techniques to inform better service delivery methods to support a growing customer base for Welsh language services.**
- 4. Review and evaluate the progress made against the implementation of the action points as outlined in the *More than just words. . . Follow-on Strategic Framework for Welsh Language Services in Health, Social Services and Social Care 2016-2019*, including the delivery of the active offer.**
- 5. As part of the National Support Framework for Businesses, increase understanding and maximise opportunities to strengthen bilingual customer services.**

8. Social use of Welsh

Our aim: embed positive language use practices supported by formal and informal opportunities to use Welsh socially.

Recent developments

Learner-led initiatives have been explored and piloted over many years with projects aimed at empowering young people, parents/carers, providers, teachers and nursery school staff to consider their Welsh identity and embed a sense of connection and ownership of the Welsh language. These activities have led to the expansion of the Welsh Language Charter into a national programme within Welsh-medium primary schools.

By means of the grant scheme to promote and facilitate the use of the Welsh language, we have consistently invested in the Mentrau Iaith, yr Urdd, Eisteddfod Genedlaethol, Young Farmers Clubs, Merched y Wawr, Cymdeithas Eisteddfodau Cymru and Papurau Bro to deliver new and varied opportunities outside of school hours for families, children and young people to use their Welsh language socially. To support these activities, national marketing campaigns have been developed such as #Cymraeg and #DyddMiwsgCymru. Efforts have been made to increase the use of Welsh within third sector organisations in partnership with the Wales Council for Voluntary Action (WCVA).



Provisions have been made through the Welsh Language Standards system so that local authorities are required to consider how best to promote opportunities to use the Welsh language in their areas and work strategically to increase those opportunities with the support of their local Welsh-language organisations.

By 2021 we will do the following.

- 1. Establish a new Welsh Language Promotion Programme to develop and deliver a coordinated plan to promote the use of the Welsh language in all aspects of people's lives.**
- 2. Put into practice a coherent framework for encouraging positive language use practices among children and young people and to foster stronger links between schools, youth organisations and community groups.**
- 3. Continue to work with organisations we fund to promote the use of Welsh, ensuring that the funding opportunities are aligned with the strategy, as well as local needs.**
- 4. Through our funding scheme, support families to encourage their children to establish the use of Welsh outside of school.**
- 5. Strengthen links with third sector organisations in order to increase their ability to provide Welsh language services as well as attract and retain Welsh-speaking volunteers.**
- 6. Develop a national programme for supporting new Welsh speakers in partnership with the National Centre for Learning Welsh and community partners.**

Theme 3:

Creating favourable conditions – infrastructure and context



This section sets out the steps Welsh Government will take during the first phase of delivery in relation to the following.

- 9. Community and economy**
- 10. Culture and media**
- 11. Wales and the wider world**
- 12. Digital technology**
- 13. Linguistic infrastructure**
- 14. Language planning**
- 15. Evaluation and research.**

Our vision is to see the Welsh language as a normal part of everyday life, with goodwill towards it and an increase in use. We want it to be relevant to everyone in Wales, regardless of whether they speak Welsh, English or another language, and to inspire a respect and appreciation of the language among people who move into Wales.

In order to increase the number of Welsh speakers, raise their confidence, and enable use of the language in a variety of settings, a robust and modern linguistic infrastructure is essential. Digital resources, a healthy and diverse media, a modern and responsive translation profession which makes full benefit of the latest technology, and language resources (dictionaries, terminologies and corpora) are all elements that reflect and maintain the status of the Welsh language as a living language, and are essential for Welsh speakers.

9. Community and economy

Our aim: support the socioeconomic infrastructure of Welsh-speaking communities.

Recent developments

The publishing of the revised *Technical Advice Note 20: Planning and the Welsh Language*, previously published in 2013, will mark an important step in highlighting further the need to consider the Welsh Language within planning policy. We have been actively involved in proposals for the Wylfa Newydd development in Anglesey. This has led to the development of a framework for the assessment and management of risks and benefits to the Welsh language. The framework and guidance will be a best practice toolkit that will enable planning authorities and developers to form a robust baseline on the vitality of the language and identify risks and benefits that will support mitigation measures for major developments/windfall sites.



We have taken a keen interest in, and have supported innovative developments that have economic and/or linguistic benefits, such as Yr Egin, a University of Wales Trinity St David development with the potential to create numerous jobs, and the Welsh language centres, which have created a hub for joined up working between local Welsh language initiatives and a space for the delivery of key programmes such as the Welsh in the Workplace Learning Programme.

By 2021 we will do the following.

- 1. Publish the revised *Technical Advice Note 20: Planning and the Welsh Language*.**
- 2. Develop a new regional focus to economic development to help all parts of Wales benefit from prosperity and support each area to develop its own distinctive identity.**
- 3. Implement and review the Welsh language framework and guidance toolkit developed in conjunction with the Wylfa Newydd developers.**
- 4. When considering the content of Welsh in Education Strategic Plans, we will look for evidence that Welsh-medium education is fully considered as part of local authorities' policy and planning developments including opportunities for Welsh-medium provision through section 106 agreements.**
- 5. Invest in entrepreneurial programmes which support Welsh speakers in rural areas.**
- 6. Remit the Infrastructure Commission to ensure the strategy is considered when providing advice to Ministers on infrastructure investment.**
- 7. Post-Brexit, ensure continued support for the agriculture industry as a key employer/business within the Welsh-speaking heartlands.**
- 8. Ensure full coverage of Local Development Plans across Wales, and support the preparation of Strategic Development Plans where they are needed, with every plan giving consideration to the Welsh language.**
- 9. Launch a new National Development Framework which will have the Welsh language as an important consideration.**

10. Culture and media

Our aim: ensure that the Welsh language is safeguarded as an integral part of our contemporary culture.

Recent developments

Light Springs through the Dark: A Vision for Culture in Wales was published in 2016, emphasising the importance of culture to Wales, and of the Welsh language as part of our culture. Culture is at the heart of the new 'Brand Wales', which aims to harness our creativity to reveal new stories that complement our country's rich culture, and our current tourism campaign is celebrating our national legends as a way to sell our unique heritage to the world.

Over recent years, following a review by Welsh Government, the National Eisteddfod has developed new initiatives leading to a significant modernisation and the reaching out to new audiences as well as traditional supporters.



Public service broadcasters in Wales, including BBC Cymru Wales, S4C and ITV Cymru Wales continue to play an important role in ensuring that the Welsh language continues to thrive. Although broadcasting is not a devolved matter, the Welsh Government is committed to doing all it can to ensure that Welsh-language broadcasting continues to develop and improve.

The new BBC Charter published in 2016 provides a renewed commitment to Welsh language services. The accompanying Framework Agreement reaffirms the BBC's partnership with S4C 'working together to observe and safeguard the independence of both'. It also provides a strong financial settlement in relation to the licence fee element of S4C's funding, which is vitally important for S4C to continue to develop its services.

By 2021 we will do the following.

- 1. Ensure that cultural, arts and sports organisations in Wales can access the support needed to promote the Welsh language and increase their use of the Welsh language. We will look to our sponsored bodies, including the Arts Council of Wales, National Museum Wales, The National Library of Wales and Sport Wales, to play a prominent role in helping us to do this.**
- 2. Use the Welsh language as a part of 'Brand Wales' to promote Wales to attract tourism and investment.**
- 3. Through our sponsorship activity, ensure that the use of the Welsh language increases, both in cultural events and in the day-to-day work of our cultural organisations.**
- 4. Exert influence to ensure that the offer in relation to television and radio and all different kinds of media remains contemporary and relevant to Welsh speakers of all ages.**
- 5. Continue to support the publishing industry to ensure the availability of a wide choice of Welsh-language publications in various formats, in order to meet the demand from different audiences.**

11. Wales and the wider world

Our aim: ensure that the Welsh language is an integral part of our efforts to enhance Wales' relationship with the wider world, and used to welcome and integrate people who move to Wales.

Recent developments

We have continued to participate in language planning networks alongside other countries where more than one language is spoken, maximising opportunities to share good practice and expertise in developing minority language planning policies. Through our grant scheme to promote and facilitate the use of the Welsh language, we have supported language planning projects aimed at integrating in-migrants living in communities with a high density of Welsh speakers.



By 2021 we will do the following.

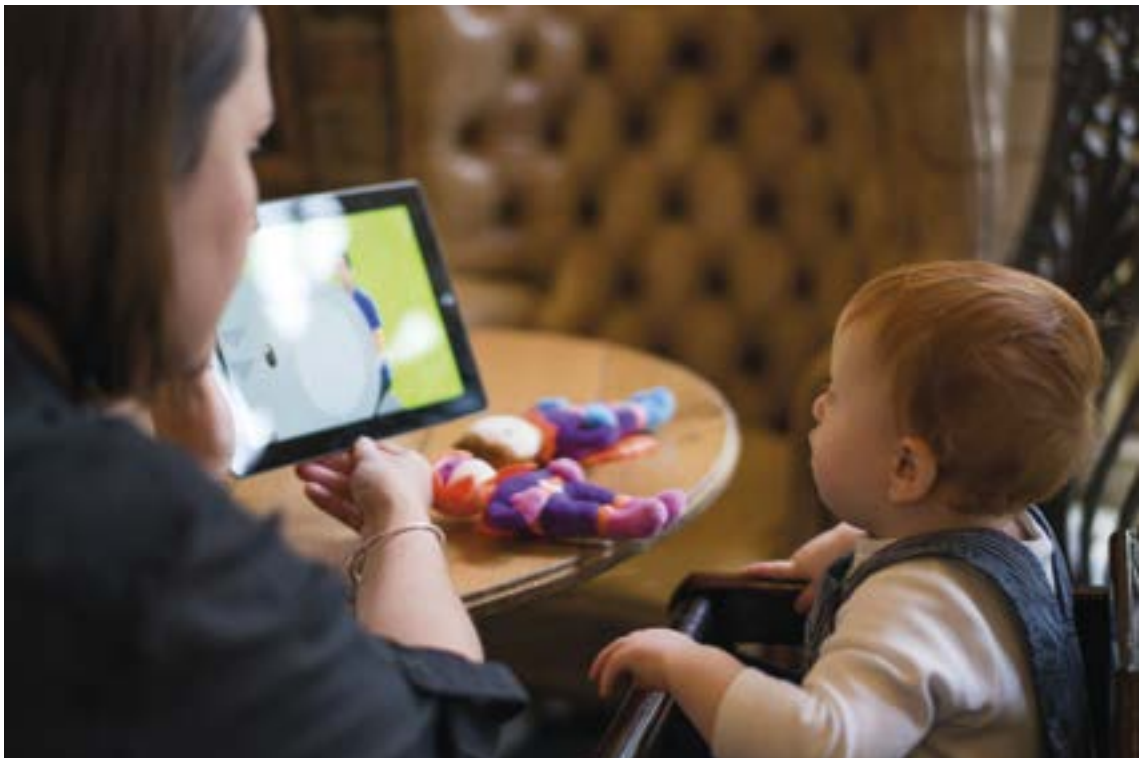
- 1. Lead by example by embracing our unique Welsh language and culture when making connections with the wider world, ensuring they are incorporated into important national events at every possible opportunity.**
- 2. Lead by example as a Government, to promote the Welsh language on the world stage and embrace the benefits of being a bilingual country by influencing all governmental marketing and communication campaigns so that our standing as a bilingual country is viewed as a unique selling point within the wider world.**
- 3. Increase visibility of the Welsh language and access to initial Welsh language awareness and learning to visitors by piloting interventions, such as the Pecyn Croeso Project with Anglesey County Council, and if effective extend to other local authority areas.**
- 4. Develop better support to enhance integration of in-migrants into Welsh-speaking communities, drawing similarities with the *Voluntariat per la Llengua* Programme in Catalunya.**

12. Digital technology

Our aim: ensure that the Welsh language is at the heart of innovation in digital technology to enable the use of Welsh in all digital contexts.

Recent developments

Welsh Government has actively engaged with the issues surrounding the use of Welsh in technology and digital media since 2012. A grant scheme for promoting the use of Welsh in technology has been successful in generating innovative, albeit small-scale projects, and raising awareness of Welsh-language technology. Action has focused on marketing and raising awareness of existing resources; motivating the main technology companies to offer more to Welsh speakers; encouraging the development of new Welsh-language software applications and digital services; as well as stimulating the creation, sharing and consumption of Welsh-language digital content and supporting good practice in the public, private and third sectors.



By 2021 we will do the following.

- 1. Invest more in research and innovation in language technologies to facilitate use of Welsh in the digital age.**
- 2. Explore investment opportunities, collaboration, the sharing of resources and techniques to support our technological infrastructure (computer-aided translation, artificial intelligence (AI) technology, voice recognition, etc.) so that the Welsh language can be used on electronic devices.**
- 3. Support the development of new digital bilingual resources for use in schools, the workplace, and socially.**
- 4. Work on motivating the main technology companies to increase the Welsh-language provision offered.**
- 5. Ensure that our grant recipients and organisations promoting the Welsh language are using technology well, including data systems, internal communication, social media and marketing tools.**
- 6. Support efforts to increase the number of Welsh-language Wikipedia pages.**

13. Linguistic infrastructure

Our aim: ensure the continued development of Welsh language infrastructure (dictionaries, terminology, the translation profession) as integral to the delivery of the strategy.

Recent developments

We have been consistent in the support provided to Geiriadur Prifysgol Cymru, the only standard historical dictionary of the Welsh language, as well as Cymdeithas Cyfieithwyr Cymru, the association of Welsh translators and interpreters. We have continued to invest in BydTermCymru, the portal for the Welsh Government translation service's resources, so that translators have access to valuable resources including our terminology database, TermCymru. More recently, we commissioned fieldwork by the CorCenCC team to capture Welsh as it is being written and spoken today and succeeded to release, under open licence, more Welsh language technology tools and resources. We have invested in an online version of *Termiadur Addysg*, which provides standardised Welsh terminology for use in education.



In addition, the Welsh Language Commissioner, in promoting and facilitating the use of Welsh, provides advice and guidance with regard to the development and coordination of terminology and place names, and for supporting the translation industry through guidance and best practice advice.

By 2021 we will do the following.

- 1. Review the current structures to ensure that we have a sustainable corpora (i.e. a large collection of printed texts or sound recordings) policy for the Welsh language.**
- 2. Support the production of more high-quality lexicographical, corpus and terminology resources to support learners and fluent speakers.**
- 3. Continue to support Welsh translators and interpreters so that the sector has the capacity to meet the increasing demand for quality accredited translation services, and are equipped with the latest systems used in machine translation to improve accuracy, speed and consistency of translation.**

14. Language planning

Our aim: embed language planning and language promotion nationally, regionally and locally, with a better understanding of and support for bilingualism and the needs of Welsh speakers.

Recent developments

Effective language planning requires an understanding of the different circumstances that exist in different parts of Wales and to plan interventions accordingly. Language planners already exist in many different places, such as various public bodies, in academia or grassroots institutions, even though they may not consider themselves language planners. We are already planning on a national level, however, there is scope to plan linguistically at a regional level in the future.

Under Welsh Language Standards imposed and enforced by the Welsh Language Commissioner, local authorities are required to publish and review every five years a Welsh Language Promotion Strategy, outlining how they intend to plan for and promote the Welsh language.



By 2021 we will do the following.

- 1. Establish a programme board to embed the principles of language planning and the vision of reaching a million Welsh speakers by 2050 across the work of Government.**
- 2. Launch a national training programme - Understanding Bilingualism.**
- 3. Work together with local authorities to support their efforts to build capacity around Welsh language planning, supporting their implementation and co-ordination of the county strategies to promote the Welsh language, the Welsh in Education Strategic Plans and meeting their duties under the Well-being of Future Generations (Wales) Act 2015.**

15. Evaluation and research

Our aim: continue to build on our evidence about the Welsh language and its speakers, as a basis for assessing the effectiveness of our interventions and developing Welsh language policy.

Recent developments

We published the *Welsh Language Strategy Evaluation Framework* in 2013 and this has provided the basis for a programme of research to underpin Welsh language policy development. Our analytical work since then has included the 2013-15 Welsh Language Use Survey, research studies on language use in the community and language transmission, and an evaluation of the Welsh-medium Education Strategy.



By 2021 we will do the following.

1. Continue to develop our evidence base, identifying wherever possible opportunities to collaborate with research partners in Wales and beyond.
2. Explore ways of adding to our understanding of speakers' linguistic experiences over their lifetime. We will also explore ways of collecting information about speakers' Welsh language use through Welsh Language Use Surveys.