

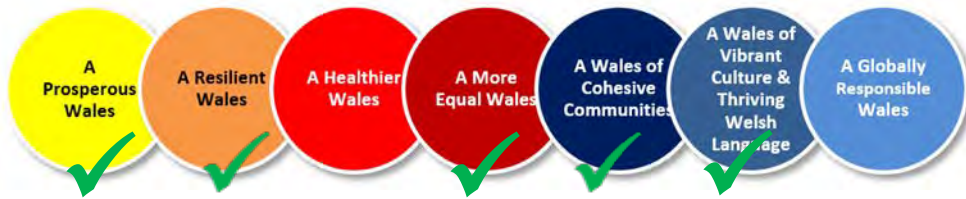


## Well-being Objective 14

### Healthy & Safe Environment - Promote Welsh Language and Culture

#### So why is this important?

- Carmarthenshire is a stronghold for the Welsh language and is considered to be of high strategic importance in its future.
- There are many advantages to bilingualism, including increased cognitive skills,
- It is a unique selling point. Tourist and hospitality industries throughout Europe are now realising the importance of offering unique experiences. Having two languages and a sense of Welsh history and culture places Carmarthenshire in a strong position.
- Engaging in cultural activity has demonstrable positive impact on starting well, living well and ageing well.



#### Why this should concern us?

- According to the results of the 2017/18 National Survey for Wales **43.6%** of people in Carmarthenshire said that they spoke Welsh.
- The 2011 Census showed that the number of Welsh speakers in Carmarthenshire had reduced to **43.9%** compared to 50.1% in 2001.
- The Welsh Government's ambition, through the [Cymraeg 2050 - Welsh language Strategy](#), is to see the number of people able to enjoy speaking and using Welsh reach a **million by 2050**.
- The Welsh Government's [Light Springs through the Dark: A Vision for Culture in Wales](#) is reinforcing the importance of culture as a priority.

#### What do we need to do?

- We need to ensure compliance with the Welsh Language Standards under the Welsh Language Measure (Wales) 2011 and monitor progress across the Authority.
- We need to continue promote the content of the 'WESP' Welsh in Education Strategic Plan in partnership with school leaders for the benefit of all Carmarthenshire learners. (Also see WBO3)
- We need to promote the use of the Welsh Language in our communities and work with partners such as the Mentrau Iaith, the Urdd and Mudiad Meithrin to realise the vision and outcomes set out in our Welsh Language Promotion Strategy
- We need to increase the number of people participating in cultural activity.
- We need to ensure that our collections and our County's heritage assets are protected and accessible for future generations

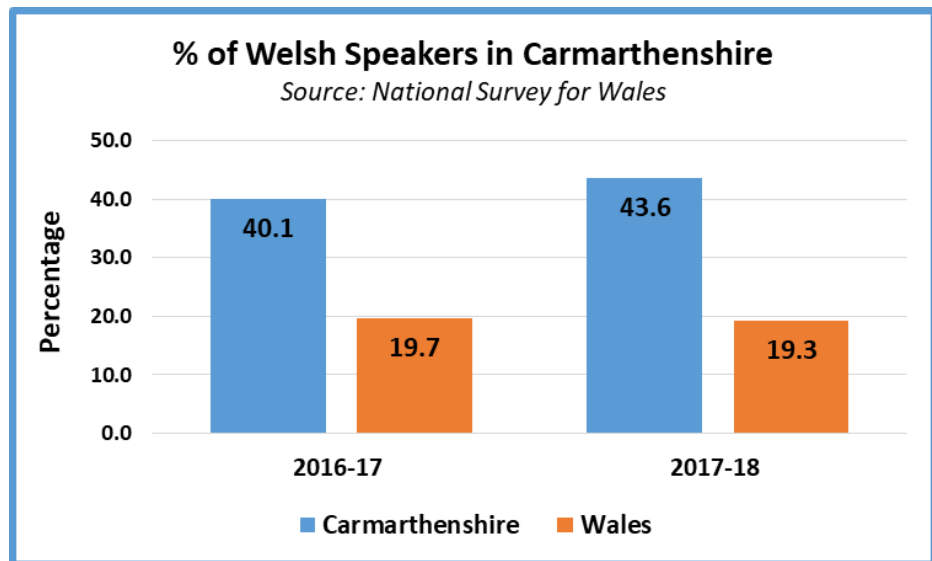
#### How will we do this?

- A. We will implement and monitor the **Welsh Language Standards** under the Welsh Language Measures 2011 across the Council, to the citizens of Carmarthenshire and other public services
- B. We will continue the **development of Welsh in all our Education services**, thus moving towards ensuring that every pupil is confidently bilingual. Pupils can fulfil their potential in gaining skills to operate as bilingual citizens in their communities, the workplace and beyond/worldwide.
- C. We will implement the **Welsh Language Promotion Strategy** - which will facilitate the use of Welsh in everything we do across all communities
- D. We will promote our **Welsh Culture & Heritage**

## Key Measure of Success

**Can speak Welsh** (National Survey for Wales (NSW)(National Well-being Indicator) (NWBI))

The 2017/18 [National Survey for Wales](#) results shows that **43.6%** can speak Welsh in Carmarthenshire, an increase on 40.1% in the previous year. This is well above the Welsh average and the fourth highest percentage in Wales (Sample size - 11,400 in Wales). Carmarthenshire has the highest number of Welsh speakers in Wales with just over 78,000 according to the 2011 Census.



## An example of what we are doing

**A WELCOME booklet** has been created for those who have returned to live or moved to Carmarthenshire.

The pack explains about the county and the Welsh language.

It also includes information about the benefits of being bilingual as well as listing different Welsh enterprises and organisations in the county and identifies places to shop and socialise where you can embrace the language.

The packs are given out to those who register for council tax; new council tenants; new university, health board, police and council staff in the county as well as being piloted with an estate agent and social housing providers.



Lead Executive Board Member  
Cllr Peter Hughes-Griffiths



View our [detailed delivery plan](#) against this objective