

# Panel Ymgynghorol yr Iaith Gymraeg

## Welsh Language Advisory Panel

2 May 2019 at 13:30

Democratic Services' Unit Committee Room, County Hall, Carmarthen

### MINUTES & ACTION POINTS

**Present:**

Cllr. Peter Hughes-Griffiths	PHG	Plaid Cymru (Chair)
Cllr. Edward Thomas	ET	Independent (Vice-chair)
Cllr. Alun Lenny	AL	Plaid Cymru
Cllr. Dorian Williams	DW	Plaid Cymru
Cllr. Sue Allen	SA	Independent
Cllr. Joseph Davies	JD	Independent
Cllr. Carys Jones	CJ	Plaid Cymru
Carys Edwards	CE	Welsh Language Commissioner Promotion Officer
<b>Officers</b>		
Helen Morgan	HM	Economic Development Manager
Llinos Evans	LIE	Policy & Partnership Officer
Myfanwy Jones	MJ	Welsh Language Policy Officer
Gwyneth Ayers	GA	Policy and Partnership Manager
Neil Edwards	NE	Head of Integrated Services

Item	Discussion and Action Points:	Responsible:
1.	<b>Welcome and apologies</b> Councillor Peter Hughes-Griffiths welcomed everyone to the meeting. Apologies were received from Councillor Tina Higgins, Councillor Rob James and Wendy Walters.	
2.	<b>Minutes from the last meeting</b> The minutes were agreed as being a true record.	
3.	<b>Reporting on Promotion Strategy progress – The Welsh language and Regeneration</b> Helen Morgan and Gwyneth Ayres were welcomed to the meeting to report on progress made in regeneration and the Welsh language. Referring to the Action Plan that had been distributed, attention was paid to projects such as 'Skills and Talent', 'The City Deal', 'Yr Egin' and 'Arfor'.	

	<p>Arfor – A new project funded by Welsh Government that the Local Authority is working on with Gwynedd, Anglesey and Ceredigion with the aim of developing a package which will create jobs and promote the Welsh language. Gwynedd is the county administrating the project and there is half a million available for each county to be spent on projects. Carmarthenshire will concentrate on the food and creative industry sectors.</p> <p>The project would have been launched by the end of April but due to the European elections, it is not possible to launch until June. Within the council, the Leader officers are leading. There will be an invitation for grant applications for both sectors at the beginning of June and we hope to create 10 posts through the funding. But there will be collaboration with Government to make sure that Arfor is a pilot for something bigger, and there is a small amount of money being kept aside to look at evaluating some of the projects being funded to see which projects are successful in terms of promoting the Welsh language whilst developing the economy. The intention is to develop a strategy for the 4 counties thereafter.</p> <p>The process is that applications will come into the Leader group, then to the ‘Grwp Cefn Gwlad’. The Council Leader will then decide where the funding will be allocated. County officers also meet quarterly to share good practice.</p> <p>Clarity was requested on the funding that will be available for the food sector. The planning Committee (in the context of the new LDP) have discussed removing the barriers in the planning process to developing rural cottage industries. It was asked whether businesses of this kind would suit the fund.</p> <p>It was confirmed that the fund would be suitable for micro-businesses such as this.</p> <p>An enquiry was made as to how the developments at the <i>Egin</i> could be extended to rural communities. It was explained that the fund will include capital and revenue grants and therefore smaller projects will be developed within communities that involve the creative industries but not necessarily directly associated with the <i>Egin</i>.</p> <p>The need to promote the Welsh language within technological fields in partnership with schools and colleges was highlighted. Staff explained that there are projects in place that promote technology and the Welsh language, but that the technological and engineering field would fit the ‘Skills and talent’ project better than Arfor.</p> <p>Clarification was sought on how the Fund would be marketed and it was explained that the information will be disseminated on our website, through <i>Leader</i> networks and in the press.</p> <p>It was also asked what percentage of the fund is going to the strategic element of the project. It was answered that some £60,000 had been kept aside and that the sum was intentionally low in order for the majority of the money to go out in the form of grants. It was noted that administrative costs were also kept very low.</p> <p>Attention was drawn also to the importance of the work that council staff are undertaking to promote the Welsh language with businesses. The Council co-</p>	
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	<p>ordinates a group of planning, regeneration, policy, business and Commissioner officers to work together to persuade businesses to operate bilingually.</p> <p>It was noted that the 'Grwp cefn gwlad' could also promote the initial government grants to young farmers.</p> <p>It was noted that a link could be made between the Brechfa Windmill Community Fund and Arfor and that it would be possible to communicate with Antur Teifi in order to co-ordinate some of the work to support young farmers in particular.</p>	<p>GA</p> <p>GA and HM</p>
<p><b>4.</b></p>	<p><b>Research Report on the Welsh language in business</b></p> <p>A warm welcome was given to Carys Edwards from the Commissioner's Office to the meeting to present the research report on the Welsh language in business. Copies of the research report were shared.</p> <p>It was explained that this work is being undertaken in the Welsh Language Commissioner's promotion team – the section that deals with the non-statutory sector. Its role is to work with medium and large businesses offering one-to-one support, advice and guidance to businesses. Welsh in business support officers (in the Mentrau Iaith) work with small high street businesses. The Commissioner's promotion team also works with the voluntary sector, and provides training in 'delivering bilingualism' to the voluntary sector.</p> <p>The research: revealed that businesses generally recognise the value of using Welsh in their business.</p> <p>It was noted that there is no legal obligation on businesses to work bilingually so gathering evidence to persuade and sell the case for bilingualism is critical.</p> <p>A video was shown that was aimed at large businesses with their headquarters outside Wales showing that the Welsh language is a living language in Wales.</p> <p>It would be good to create more, similar videos of good practice, for example in Carmarthenshire.</p> <p>Discovering more about customers' views was also very useful in persuading large businesses.</p> <p>Efforts have also been made to get an impression of what support is needed by businesses. There was nothing obvious, but it seems that consistent advice and boosting is more useful than any specific activity. The Commissioner needs to gather more good practice in order to persuade. The following have already been published; 1) Guidance on the use of Welsh on social media, 2) Guidelines on bilingual design, 3) Advice on how to apply for a grant or contracts from organisations that are subject to the Standards. A free proofreading service of up to a thousand words is also provided to promote the use of Welsh by businesses.</p> <p>The role of the Welsh government funded business support officers employed by Mentrau Iaith Cymru was reiterated; to support local high street businesses.</p> <p>The research report was praised. It was noted that St. Catherine's Shopping Centre is an example of where a manager has come to understand that there is commercial benefit to the Welsh language. CE welcomed information on local contacts such as this.</p>	

	<p>It was noted that it was more difficult to start a conversation in Welsh in Carmarthen compared to Caernarfon, and the importance of consistent use of Welsh lanyards was emphasised. It was explained that local support must be offered to businesses following from the Commissioner's contact with management, in order to ensure impact. It was also noted that it would be advisable to work with universities to target Welsh-medium students to wear lanyards while working part-time.</p> <p>An enquiry was made as to the possibility of having stark, economic figures on the value of Welsh in the private sector in Wales. It was explained that specific projects were intended to be undertaken with a few major businesses to seek a baseline and measure a six month difference. It was noted that Coop had undertaken a campaign to promote local produce and use the Welsh language on food packaging and exhibitions. The company noted that people who buy Welsh produce visit more often and spend more.</p> <p>It was asked whether there was scope of funding a PhD research project within the economic field to measure the financial value of the Welsh language?</p> <p>It was highlighted how important it is for the Commissioner to engage with businesses as early as possible, in the pre-planning stage of the planning process. The information to enable this to happen is disseminated in Carmarthenshire in the group of officers that was mentioned earlier. It was suggested that this work could be included in the planning reports.</p>	LLE
5.	<p><b>Older people's services – Neil Edwards</b></p> <p>NE offered a summary of what is currently happening in relation to the provision of services in Welsh within the integrated services which include community nursing, palliative care as well as local authority social care services. The context of the work and the 'More than just words strategic framework' were explained, including 'the active offer'.</p> <p>It was explained that recent service user satisfaction surveys relating to Welsh language staffing levels and access to Welsh language services indicated that there were 45 out of 118 members of integrated services staff are at level 3 or above. 91% of adult users and 93% of carers reported that they were able to communicate with the service in their preferred language.</p> <p>In terms of contract staff data, the data suggests that the language levels of care home and domiciliary care staff tend to reflect the percentage of Welsh speakers in the overall population. Nursing home data appears to be less positive.</p> <p>A pilot project is currently being implemented to try to recruit social care workers at level 4, for specific geographical areas. The intention is to work with the Coleg Cymraeg and to use Welsh language websites such as 'lleol.com'. It will also be possible to support staff to raise their Welsh language skills levels.</p> <p>It was noted that the 'Social prescribing' report does not take into consideration opportunities to use the Welsh language in these programmes. NE will ensure that this is remedied. In Llandeilo, the dementia group ensures Welsh representation as the Menter sits on the group.</p> <p>Concern was expressed that the 'active offer' was still conducted a little haphazardly. The offer is not always made with regard to carers. It was emphasised that the offer should be consistently provided as it was a statutory</p>	NE  NE

	<p>requirement since 2016 through the social care and well-being (Wales) Act. It was agreed that work was still being done to match staff and those in need of Welsh language provision, particularly within agencies.</p> <p>The clinical need for Welsh language provision for toddlers was emphasised also, and NE was thanked for his contribution.</p> <p>LLE noted that there are new language leaders in the Communities Department and they all agree individual action plans with the Policy unit to improve the Welsh language provision in their units.</p> <p>We also noted that we are collaborating with <i>Rhagoriaith</i> on the provision of intensive foundation and intermediate courses tailored for the care sector within the next few months.</p>	
<b>6.</b>	<p><b>Update.</b></p> <p>It was noted that there is a new Welsh Language Commissioner in post and that Cllr PHG has arranged to meet with Aled Roberts at the beginning of August.</p>	
<b>7.</b>	<p><b>Any other business</b></p> <p>It was noted that a complaint had been made to the Commissioner about a lack of Welsh language provision at the Carmarthen train station. The complaint is to 'Transport Wales,' which is a company commissioned by the Welsh government.</p> <p>It was also noted that a negative experience had been encountered in relation to the Welsh language from the Delta Wellbeing Helpline.</p> <p>It was agreed that the Panel would receive an update on the internal complaint and that the policy team would request an update from the Commissioner's Office regarding 'Transport Wales'.</p> <p>It was suggested that the Panel should look in more detail at self-regulation in relation to Welsh language Standards. This was identified as a priority for the Commissioner this year. It was agreed that possibilities would be prepared for consideration at the next meeting.</p>	<p>LLE and MJ</p> <p>LLE and MJ</p>
<b>8.</b>	<p><b>Date of the next meeting</b></p> <p>18 July 2019 at 13:30 – Canolfan yr Atom, Caerfyrddin</p>	