

Panel Ymgynghorol yr Iaith Gymraeg

Welsh Language Advisory Panel

8 May 2018 at 1:30pm

Y Lle, Llanelli

MINUTES AND ACTION POINTS

In attendance:

Name:		Group / Post:
Cllr. Peter Hughes-Griffiths	PHG	Plaid Cymru (Chair)
Cllr. John Prosser	JP	Labour
Cllr. Sue Allen	SA	Independent
Cllr. Edward Thomas	ET	Independent (Vice Chair)
Cllr. Carys Jones	CJ	Plaid Cymru
Cllr. Joseff Davies	JD	Independent
Officers		
Gwyneth Ayers	GA	Policy and Partnership Officer
Myfanwy Jones	MJ	Welsh Language Policy Officer
Bethan James	BJ	Welsh Language Promotion Officer
Business Officers		
Sara Rees	SR	Welsh In Business Support Officers, Mentrau Iaith Cymru
Heledd Llwyd	HLL	Welsh In Business Support Officers, Mentrau Iaith Cymru

Item	Text and action points:	Responsible:
1.	<p>Welcome and Apologies</p> <p>Everyone was welcomed to the meeting by Councillor Peter Hughes-Griffiths.</p> <p>Apologies were received from Councillor Dorian Williams, Councillor Tina Higgins, Councillor Alun Lenny, Councillor Fozia Akhtar, Wendy Walters and Llinos Evans.</p>	
2.	<p>Y Lle</p> <p>Owain Glenister gave a short presentation about Y Lle. He noted that 12 bands usually practice every week and one of the aims of Y Lle was to develop bands in Llanelli.</p> <p>He said that a Youth Club meets in the building, jointly arranged with the Urdd, and that 44 young people attend the club. There is an area upstairs available to hire. There is a room downstairs which has radio station equipment and that y Lle committee will be trying for the Welsh Government's Innovation grant in</p>	

	<p>order to play music and hopefully the town's businesses will be able to play the music as well.</p> <p>There's a bunkhouse on the top floor and the committee hope that bands will be able to come to Llanelli to play and then stay the night.</p> <p>A company who produces films will move in down stairs as well as a therapy clinic.</p>	
3.	<p>Minutes of the previous meeting 22.2.18</p> <p>It was agreed that the minutes were correct.</p> <p>No specific matters were raised.</p>	
4.	<p>A presentation by the Mentrau Iaith Cymru Welsh in business officers – Heledd Llwyd and Sara Rees.</p> <p>Heledd noted that she is responsible for west Carmarthenshire and Pembrokeshire and Sara noted that she works from Menter Bro Dinefwr's office and is responsible for Dinefwr area and Cwm Gwendraeth Elli area. The pilot scheme was very successful. 12 officers have been funded and are located across Carmarthenshire with the principal officers based in Porthmadog.</p> <p>The officers offer help and support to small businesses on their use of the Welsh language. They offer advice from the customer's perspective and they have a close relationship with the FSB (Federation of Small Businesses) and the Chamber of Trade and Commerce.</p> <p>The officers explain to the businesses that the scheme is free, and encourage them to create a plan which is suitable for the business. The officers noted that the plan differentiates from business to business and that they encourage businesses to start with the small things, and to try it for a fortnight to see how it goes.</p> <p>The officers look at marketing, image and brand. They work closely with the National Centre for Learning Welsh and the 10 hour online free course is very popular. The business officers provide simple training for staff and signpost staff to the Welsh Language Commissioner's proof reading service.</p> <p>The business officers encourages businesses to use local community newspapers and the businesses want to be involved with Welsh medium events, and a business in Llanelli would like to hold a Champagne reception with Ras yr Iaith.</p> <p>Some of the responsibilities of the business officers are to help with signage, social media and to distribute resources, badges, 'Welcome' signs and lanyards.</p> <p>They advertise and emphasise the advantages of using Welsh and that businesses can be hospitable and make an effort towards the Welsh language, without the need to do everything in Welsh.</p> <p>It was noted that Llaeth y Llan turnover had increased 15% since changing its name from 'Rachel's dairy'.</p> <p>The scheme has started since January and there is a cross-section of businesses and companies who want to work with them and they have started to work with the businesses who are moving in to Guildhall, Carmarthen.</p>	

	<p>Sara will be working with Aman Gwendraeth Surgeries and with Gŵyl y Glowyr in order to hold an event.</p> <p>There is funding for the scheme for two years.</p> <p>Heledd and Sara were thanked for their presentation.</p>	
5.	<p>Welcome Pack</p> <p>MJ said that the Welcome Park derives from the Promotion Strategy in order to provide information to incomers, which includes explaining opportunities to learn Welsh, Welsh medium education and opportunities to socialise.</p> <p>The Welsh Government have been working with Anglesey on creating a welcome pack which includes general information about the Welsh language at the start and the end with the option for counties to add information in the middle. Myfanwy noted that the Strategic County Forum wanted to change more of the text than what the Welsh Government intended for the counties to change.</p> <p>The pictures are more local but the images are similar.</p> <p>Interesting facts and information regarding the advantages of bilingualism as well as details about learning Welsh. At the centre of the booklet there is a map of Young Farmers' and Urdd clubs' locations before reading local case studies and information about businesses. At the back of the booklet it refers to locations where people can go to practice their Welsh and a list of Welsh shops.</p> <p>The Government has agreed to pay £500 for printing the booklet and they have provided information on how the leaflets were distributed on Anglesey. A company was commissioned to distribute through a number of different ways including companies, Health Boards and relevant companies in the Council.</p> <p>A discussion was had on how to distribute which included Solicitors and Estate Agents as they handover the keys. It was also noted the Councillors could distribute the leaflets as well as Town and Community Councillors.</p> <p>The pictures and the Welsh Government's 'Cymraeg' logo was discussed.</p> <p>Myfanwy was asked to send a progress report to the Councillors as the scheme develops.</p>	
6.	<p>Any other matter</p> <p>No other issues were raised.</p>	
7.	<p>Date of next meeting</p> <p>19 July 2018 at 2 o'clock</p> <p>It was agreed to discuss the annual report at the next meeting and to ask Carys Ifan, Manager of the Egin to attend.</p>	