



Well-being Objective 14

Healthy & Safe Environment - Promote Welsh Language and Culture

Promotion of the Welsh Language and Culture continues to progress well

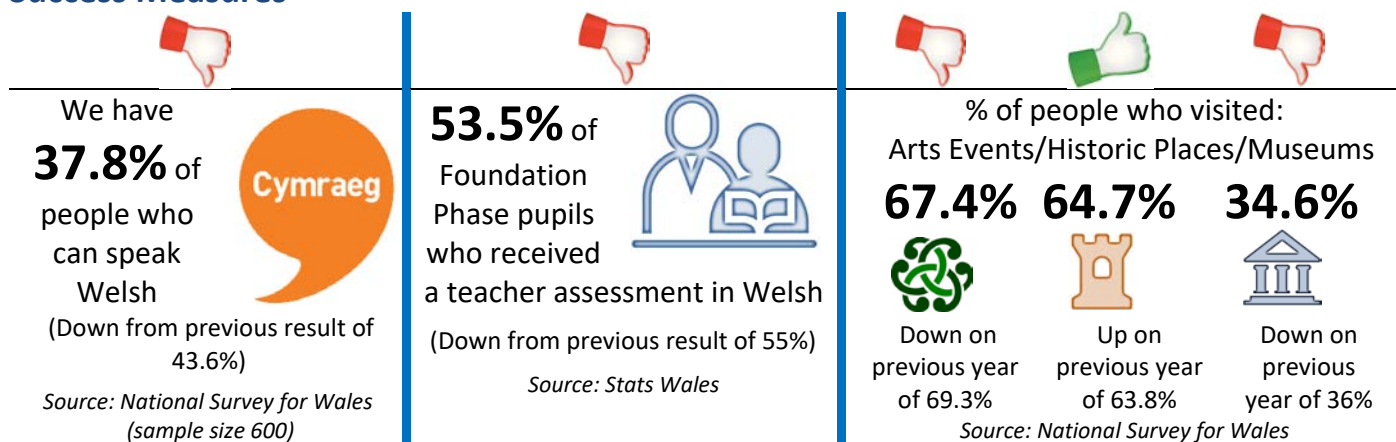
Our campaign to promote Welsh language services has been highlighted as *successful practice* by the Welsh Language Commissioner.

We have developed the 'Stordy Digidol' a digital project to widen access to our County's collections and cultural services. The website infrastructure is now complete with library content of some 770 images.

Why it is important

- Support and development in the use of the Welsh language has been identified as a key element in developing the distinctiveness and attractiveness of the area in terms of tourism, business investment and addressing rural poverty.
- The decision by S4C to re-locate to Carmarthen will catapult the county into one of significance for the Creative Industries sector in Wales. 'Yr Egin – The Creative Exchange', a new media and culture hub at the University of Wales Trinity Saint David's Carmarthen campus will be developed with the Welsh broadcaster as the anchor tenant for the site. Yr Egin will also excel in promoting Carmarthen as a gateway to 'Y Fro Gymraeg', the Welsh-speaking heartland.
- We have a good track record of supporting the arts, and have been leading the way as one of the most culturally-committed local authorities in Wales, as we continue to value and invest in the arts despite the challenge of austerity and public funding cuts.

Success Measures



Explaining the Results

- According to the 2018/19 [National Survey for Wales](#), **37.8%** of participants said they could speak Welsh. This is down on 2017/18 (43.6%) but continue to have the 4th highest percentage in Wales. This survey gives a good annual indication of the number of Welsh speakers but despite being a few years old, the 2011 Census gives a more accurate figure of 43.9% with the highest number of Welsh speakers at just over 78,000.
- All learners in their final year of Foundation Phase must be assessed through teacher assessments. 53.5% of our Foundation Phase pupils received a teacher's assessment in Welsh which is slightly down on the previous year.
- According to the [National Survey for Wales](#) the number of survey participants attending an arts event and visiting a museum in Wales during 2017/18 reduced slightly at 67.4% and 34.6% respectively, this is below the Welsh average figures of 68% and 40.4%. The number visiting heritage sites increased slightly to 64.7% this is above the Welsh average of 63.4%. Please note that the questions asked whether they attended or visited these in Wales and not specifically in Carmarthenshire.

Progress Made

- ⦿ Our action to promote the Strategy for Welsh Language is linked closely with the Welsh in Education Strategic Plan (WESP) and projects such as Cymraeg i Blant, which is funded by the Welsh Government. We have prepared resources to explain the benefits of a bilingual education and will continue to support the implementation of the WESP across the county.
- ⦿ In July 2018 we published a **Carmarthenshire Arts Strategy** which sets out 4 Strategic Priorities with detailed action plans and Key Milestones to support it.
- ⦿ Carmarthenshire Theatres have seen a 39% increase in tickets sales and a 42% increase in income during 2018/19.
- ⦿ We have been invited to support Arts Council Wales in developing a new strategic initiative to address the lack of Welsh language theatre being developed, and address the disconnection between the Welsh language work that's been created and what audiences want to see.
- ⦿ To improve the Welsh language of staff, during 2018/19 - 223 staff undertook training courses, 91 completed e-learning courses. In the Annual Language Skills Audit, an improvement was seen at all levels – e.g. staff with no Welsh verbal skills reduced from 15% to 11%. See Welsh Language Report - (link to be added)

Increasing our Staff CONFIDENCE to use Welsh



Members of staff attended a Welsh Language residential course to help improve their confidence in using the Welsh Language in the workplace



Executive Board Member
For Welsh Language, Culture and Tourism:
Cllr Peter Hughes-Griffiths



View our [detailed progress here](#)
against this objective