



Well-being Objective 14

Healthy & Safe Environment - Promote Welsh Language and Culture

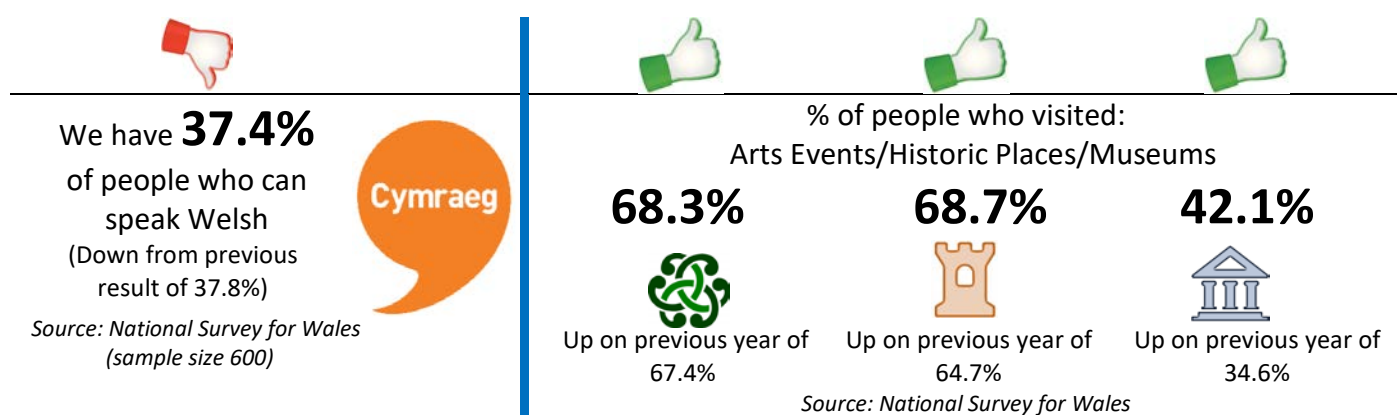
We will increase the confidence of Welsh speakers and therefore the use of the Language in every sphere of life and encourage and support the county's organisations to make the Welsh Language an increasingly natural medium for their Services.



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.
- 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 cut.
- We will take purposeful steps to positively affect population movements attempting to attract our young people to establish or re-establish themselves in the county, so that the gains that are made in terms of Welsh speakers through the education system are not lost. Also, to make significant efforts to assimilate newcomers and ensure that new planning developments do not have a detrimental effect on the viability of the Welsh language

Success Measures



Explaining the Results

- According to the 2019/20 [National Survey for Wales](#), 37.4% of participants said they could speak Welsh. This is down on 2018/19 (37.8%) but continues to be the 4th highest percentage in Wales. This survey gives a good annual indication, based on a sample of the population, of the number of Welsh speakers, however, the Census is the only source that gives a whole population figure, with 43.9% (78,000 speakers) noted in 2011, the highest number of Welsh speakers in county.
- According to the [National Survey for Wales](#) the number of survey participants from Carmarthenshire attending an arts event, visiting historical places and visiting a museums in Wales during 2019/20 have increased. Both visits to Arts events and museums are below the Welsh average of 70.4% and 42.5% respectively but the % visiting historic places are above the Welsh average of 62.5.
Please note that the questions asked whether they attended or visited these were in Wales and not specifically in Carmarthenshire.

Progress Made

Promoting the Welsh Language

- ⦿ We have continued to lead the *Welsh Language Strategic Forum* which meets four times during the year. This year, attention was given to developing the Language in Pre-school years, Planning, Integration, Young People and Welsh for Adults. A full round of updates on the Action Plan has now been completed, and work has begun on measuring the impact of the Promotion Strategy.
- ⦿ Several events were held in our workplaces during the year to *promote the Welsh language internally*. These events were an opportunity to draw attention to the requirements of the Standards, to share resources to facilitate the use of Welsh at work and to celebrate the many efforts of our staff who are learning Welsh and leading on promoting the Welsh language.
- ⦿ A new leaflet was designed and printed to *promote Welsh-medium education* which aimed to allay the concerns of non-Welsh speakers about not being able to assist with children's homework when children are in Welsh medium education. [Welsh Homework? No problem](#)
- ⦿ As part of the Local Development Plan (LDP) we have *supported the impact assessment process* in order to identify and lessen any potential negative effects on the Welsh language. A detailed assessment has been prepared which will be discussed as part of the LDP. This includes data on inward and outward migration. A detailed Topic Paper on the Language has also been prepared. Members of the County's Strategic Welsh Language Forum have responded to the public consultation on the LDP.
- ⦿ Our relationship with the [National Centre for Learning Welsh](#) has continued to grow and staff have been supported to follow and attend a wide range of opportunities, including intensive Work Welsh courses and residential provision. The online 10 hour 'Croeso' modules are also promoted amongst all new employees.



Promoting Welsh Culture

- ⦿ The ['Things to Do'](#) section of the Discover Carmarthenshire website continues to be one of the most visited, with residents and tourists interested to see what is going on. All Council 'events' including those from libraries, parks, museums, theatres and outdoor countryside have been populating their information on the website.
- ⦿ In May 2019, *Carmarthenshire's library service* was highlighted as a model for the rest of Wales in a Welsh Government report and the Council was praised for its commitment to the future of its library service and for its forward-thinking approach in creating a new digital learning environment alongside its more traditional offering. **Carmarthenshire is the best in Wales** for both its investment in reading materials and spending per head on library provision, as well as the third highest in Wales for PC provision.
- ⦿ We have continued to deliver *a transformation plan for the existing Museums provision* at the County Museum Abergwili, Parc Howard, Kidwelly Industrial Museum and Museum of Speed Pendine to improve the provision for residents and visitors. Developments to date are:-
 - Museum of Speed construction and exhibition design is progressing.
 - Parc Howard Essential Works package is out for listed building planning consent and the programme continues to be monitored by the Parc Howard Collaboration Group.
 - A long term plan for Kidwelly Industrial Museum, including preservation of scheduled ancient monuments, is in development.
 - A £1.2 million restoration began at Carmarthenshire Museum in January 2020

The way we work

Dathlu Diwylliant 2019 Celebration of Culture



Carmarthenshire's second Celebration of Culture Awards saw eighteen finalists selected from more than 110 entries.

In a collaborative partnership between Carmarthenshire County Council, the Llanelli Star and the Carmarthen Journal, the Carmarthenshire Culture Awards, shone a spotlight on the breadth and depth of cultural activity and talent we have across the County, at the Ffwrnes theatre in April 2019. Winners were chosen from public nominations across 6 categories - excellence in Visual Arts & Crafts, Performing Arts, Creative Media, Literature, Heritage and Music. There were also winners in two special categories.

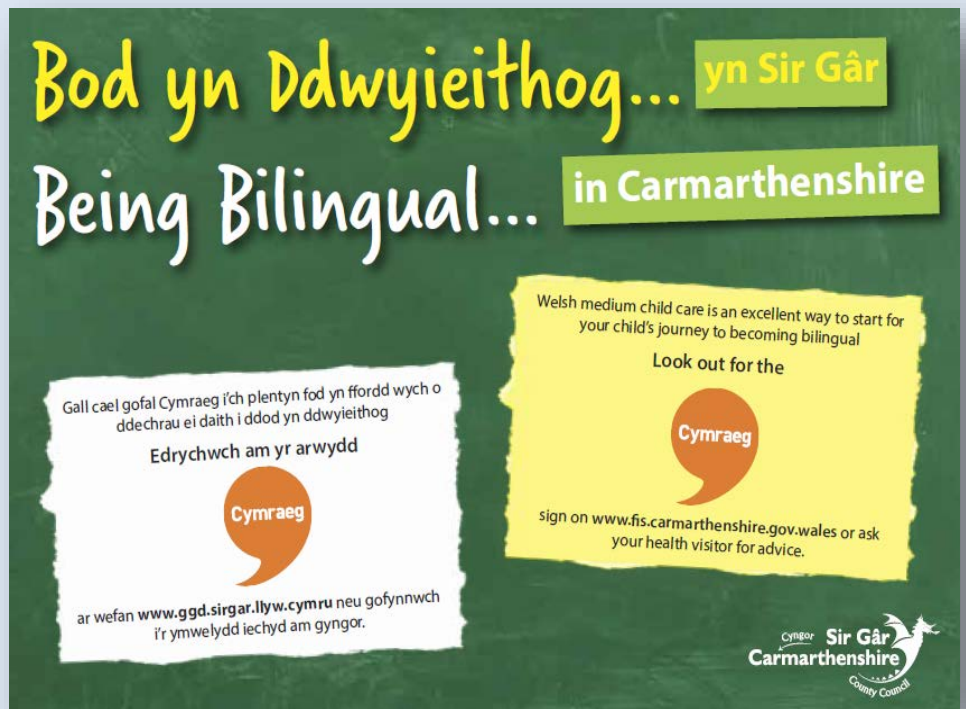
The award for Young Talent went to **Cerys Angharad**, a 10-year old harpist who has already won numerous national awards.

Carmarthenshire's Town and Villages of Culture for 2019 were Whitland and Drefach Felindre. The Town Council took the lead in Whitland whilst a working group was set up in Drefach Felindre to organise a programme of cultural events throughout the year.

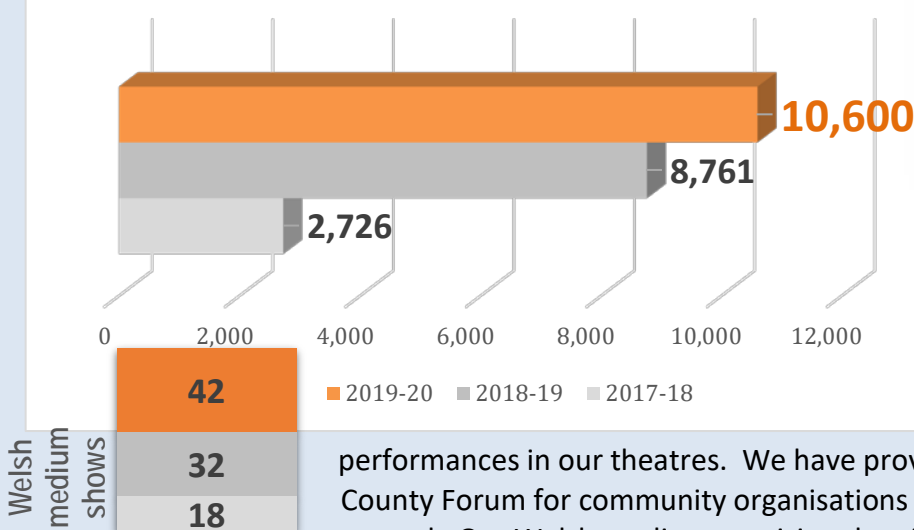


In order to promote our Welsh language support services, our [Being Bilingual booklet](#) was reprinted but with an additional reference to Welsh medium childcare. This reference signposted families to the information on Welsh language settings on the family information website and to the health visiting.

These were included in the book packs distributed to families receiving support from flying start.



Tickets sold for Welsh medium shows increases significantly



Following considerable changes to our Theatres' Welsh medium provision, our Leisure vision has been working tirelessly to promote these services and to ensure audiences for the Welsh

performances in our theatres. We have provided specific information to the County Forum for community organisations to disseminate information on the ground. Our Welsh medium provision data illustrates that the number of tickets sold for Welsh language shows has continued to increase.



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