



Well-being Objective 12 Healthy & Safe Environment - Promote Welsh Language & Culture

Following a challenging COVID-19 impacted 2 years for our Cultural services, we have made significant progress in protecting and enhancing our Cultural offer across the County with investment in key strategic facilities and services.

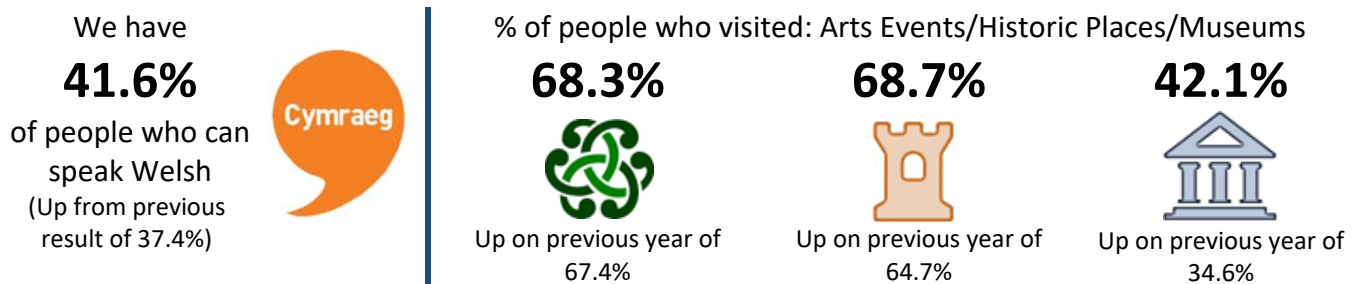
Why this Well-being Objective is important

- ⦿ We have the highest number of Welsh speakers in our county compared to the rest of Wales, which makes Carmarthenshire a key strategic stronghold for the future of the Welsh language; however, we are also the county with the greatest reduction in the percentage of Welsh speakers according to the 2011 Census figures, which makes taking positive action crucial. The social and economic benefits of bilingualism are widely recognised, and research shows that 86% of individuals in Wales feel that the Language is beneficial to both the economy and individuals through cognitive and social benefits.
- ⦿ 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.
- ⦿ The pandemic has had a significant impact on opportunities to use Welsh socially and consistent action needs to be taken to safeguard its use as a living language.
- ⦿ The proportion of children acquiring the Welsh language in the home has decreased significantly over the last half century. Positive action needs to be taken to ensure all children can become bilingual.
- ⦿ Research has shown that, in general, people in Wales who regularly attend or participate in cultural activities are more likely to report higher subjective well-being and potential mental health benefits are seen.



How well are we doing (and how do we know)? 📄 Sources of evidence

Success Measures / Explaining the Results



Source: National Survey for Wales (sample size 600)

People who can Speak Welsh

- ⦿ 2021/22 National Survey for Wales data published in July 2022 showed that **41.6%** of participants said they could **speak Welsh** (based on a sample of 600 residents), this is the 3rd highest in Wales moving above Ceredigion for the first time in this survey. Our result also shows an improvement on the previous survey result of 37.4%. The National Survey for Wales gives a good annual indication 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 any county. The initial Census 2021 findings were published in the July 2022 and the main releases two years after the Census (Spring 2023). This will provide the firmest evidence base for Welsh language skills in the County.

People who visited Arts Events, Historic Places and Museums

- ⦿ The most recent data published in June 2020 for participants from Carmarthenshire **attending an arts event, visiting historical places or visiting a museum** had increased. Both visits to Arts events and Museums were 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 places in Wales and not specifically in Carmarthenshire.*

Progress on the steps we are taking to achieve this Well-being Objective

Implement and monitor the Welsh Language Standards

- ⦿ 30 members of staff from various departments have received training and enabled us to further strengthen our network of Welsh Language leaders who have an extended knowledge of the Welsh Language Standards within the Council's departments.
- ⦿ We provided a continuous flow of internal communication to ensure staff awareness of their responsibility under the Standards and published new and revised guidelines and flowcharts to promote appropriate working practices.
- ⦿ We established a new, monthly on-line opportunity (Y Clwb Clebran) for staff to use their Welsh language to mitigate the potential detrimental effect of the new ways of working on staff Welsh language skills and their ability to deliver services through the medium of Welsh.

The development of Welsh in all our Education services

- ⓘ Please see WBO3 - The development of Welsh in all our (Education) services

The Welsh Language Promotion Strategy

- ⦿ Extensive work was done to gather information and establish a set of measures from partner organisations to compile a report on the Welsh Language Promotion Strategy and Action Plan 2016-21.
- ⦿ Preparatory work was done, including consultation with partner organisations, to form the new direction and content of the Welsh language Promotion Strategy for 2022-27.
- ⦿ We have facilitated the multi-agency Fforwm Iaith Sirol / County Welsh Language Strategic Forum, organising quarterly meetings to drive the work of the Promotion Strategy forward.
- ⦿ Extensive inter-departmental work was done to establish the Welsh language at the core of the Council's economic development work, to ensure that our regeneration programme is carried out in a way that will have a positive impact on the Welsh language.

Promoting our Welsh Culture & Heritage

- ⦿ Our investment into an exhibitions gallery on the first floor of Carmarthen Museum has enabled us to establish a partnership with the National Gallery London, to showcase world renowned artwork and collections here in Carmarthenshire, raising the profile of our Cultural offer and engagement with our local and visiting population.
- ⦿ £500k has been invested at Parc Howard Museum to replace the roof and to create a new café space for community use over the coming months and years. Working closely with the Friends of Parc Howard, Parc Howard Association and Llanelli Town Council, plans are being realised to relocate an accessible museum reception and retail area, as well as enhance interpretation and exhibition.
- ⦿ The new Museum of Land Speed, part of the Pendine Attractor project which also includes a new 44 bed hotel is due for completion in late Summer 2022. Working in partnership with Pendine Community Council over the past 2 years, this project will further enhance our Cultural and Tourism offer within the County, whilst regenerating this key coastal destination, a few miles down the coast from our iconic Dylan Thomas Boathouse in Laugharne.
- ⦿ A brand new £2m Archive has been completed and is scheduled for opening in July 2022 as our invaluable collections return to the new depository, situated at Carmarthen Library.
- ⦿ Our Theatrau Sir Gâr service undertook a research and development project for a new Welsh language comedy

- Libraries 24/7 - Remote Locker solutions are being installed at Whitland, Brynaman and Newcastle Emlyn Libraries to allow for greater access and flexibility for users to book, deposit and collect books at rural locations. Self-check in/out Beacons are now established at all Libraries with the All-Wales Library app now operational across the County network of libraries.



Support our Annual Cultural awards and promoting Annual Village and Town of Culture

- Our Town and Village of Culture programme is re-starting, following a difficult COVID-19 impacted 2 years, whilst our annual Cultural awards evening re-established itself in early Spring 2022 with a fantastic evening at our flagship Ffwrnes Theatre in Llanelli, celebrating our fantastic cultural offer and the work of our partners and volunteers across the County.

Is anyone better off?

We have worked in collaboration with the Tywi Gateway Trust to secure external funding and invest over £2m into the redevelopment and long-term sustainability of the Bishop’s Park, the grounds of the Old Bishop’s Palace and home to Carmarthenshire Museum in Abergwili, Carmarthen. A new Visitor Centre for the park with its glass-roofed Café is completed, bringing the old palace outbuildings into public use. Landscaping to improve access, habitat management and biodiversity conservation, with interpretive signage throughout the park help people enjoy and connect with their heritage and environment.

The Trust involves volunteers and the local community as part of the long-term investment into the site, which has also seen the local authority and external funders investing over £1m into its County Museum building. The museum is managed by CofGâr, Carmarthenshire County Council’s Museum service. Restoring the historic museum, creating an accessible entrance, and refurbishing galleries preserves and promotes our County’s unique cultural heritage collections. And special exhibitions and programmes explore themes connected with the environment, wellbeing, and current issues, helping people to learn from the past to improve today and plan for tomorrow.

The holistic development of the site now known as **Carmarthenshire Museum and the Bishops Park** is a collaboration unique in Wales between a local authority and charity. Connectivity is a shared value, helping build more cohesive, resilient communities, whilst creating opportunities for people to live healthier, more connected lives.

The project is live and new elements continue to be added. An accessible ramp into the Great Meadow will be installed, creating access into a unique habitat previously in private ownership. A grant has been awarded to the Trust to develop detailed plans and costs for the Walled Garden, a project focussing on social impact, sustainable food production, and skills development. And as Carmarthenshire Museum and the Bishops Park becomes a major hub at the start of the Tywi Valley Path, the benefits of walking and cycling for local communities, businesses and tourism will be realised.



What and how we can do better

Our delivery plan to achieve this objective

Ref	Actions and Measures	Date/Target	Owner/Resp. Officer
A	Implement and monitor the Welsh Language Standards		
1	We will publish an annual report on the implementation of the Welsh Language Standards for the period 2022/23 (13280)	June 2023	Llinos Evans
2	We will review the current Internal Use of the Welsh language Policy and prepare a framework to support departments to increase the use of the Language in administration (15486)	March 2023	Gwyneth Ayers
3	We will publish and adopt a policy on Awarding Grants and the Welsh language (16112)	March 2023	Gwyneth Ayers
4	The % of staff at Level 3 of the Welsh language skills framework (Cym/001) (Baseline 2021/22= ? %)	No target	Gwyneth Ayers
5	The % of posts recruited at the required level of the advertised post (Cym/002) (Baseline 2021/22=? %)	No target	Gwyneth Ayers
6	The number of staff following Welsh language skills learning and improvement courses (Cym/003) (Baseline 2021/22=?)	No target	Gwyneth Ayers
B	The development of Welsh in all our Education services		
1	See Well-being Objective 3		
C	The Welsh Language Promotion Strategy		
1	We will review and refresh the County's Welsh Language Promotion Strategy and Action Plan considering the progress to date and the Census 2021 results, which are expected during the year (14896)	March 2023	Gwyneth Ayers
2	We will publish a report on the current Welsh Language Promotion Strategy (16113)	March 2023	Llinos Evans
3	We will work with partnership organisations on the promotion of the Welsh language in Llanelli (16115)	March 2023	Llinos Evans
4	We will lead and administer the County Welsh Language Strategic Forum and instigate the delivery of the revised action plan (16116)	March 2023	Llinos Evans
5	We will continue to work in partnership to ensure the delivery of the county's regeneration work has a positive impact on the Welsh language (16117)	March 2023	Llinos Evans
D	Promoting our Welsh Culture & Heritage		
1	We will work with the Marketing & Media Team and other key services to lay the foundations for, and welcome, the Urdd Eisteddfod to Llandovery in 2023 (16118)	June 2023	Llinos Evans
2	We will 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 (13289)	April 2023	Ian Jones



View our [detailed progress commitments and targets here](#) for 2021/22 against this objective