

Carmarthenshire County Council

# Welsh Language Promotion in Carmarthenshire Strategy

## 2016-2021 Report



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## Introduction

### Establishing and embedding the Welsh Language Promotion Strategy

By the time the Promotion Standards were imposed on county councils in 2016, Carmarthenshire County Council had already convened a multi-party Task and Finish Group with the specific intention of responding to the disappointing results of the 2011 National Census. During 2013 research was carried out and an analysis of the Census data was commissioned, and in March 2014, [Y Gymraeg yn Sir Gâr](#) was published, which was effectively a Promotion Strategy and an analytical document, with 73 recommendations on how to promote the Welsh language in the county. The report also had an Action Plan, which was updated every quarter.

In November 2014, in accordance with one of the recommendations of 'Y Gymraeg yn Sir Gâr', a group of staff and volunteers from Mentrau Iaith in the county was expanded to include other organizations and the Welsh Language County Strategic Forum was convened. Around the same time, the multi-party task and finish group was formalized in the form of the Welsh Language Advisory Panel, to lead, with a member of the Welsh language portfolio, the work of implementing the recommendations of 'Y Gymraeg yn Sir Gâr'.

Then, in 2016, as a response to the requirement of Promotion Standard 145 and 146, a Promotion Strategy was drawn up and embedded in the work of the county Strategic Forum. During 2016, the Forum and the advisory Panel agreed on a vision and objectives for the promotion Strategy. In an effort to provide continuity to the work of the task and finish group, while responding anew to the requirement of the Standard, some of the recommendations of that report were incorporated into the WESP and others into the new Promotion Strategy. It was also agreed to recognize that the Work Plans of the Forum bodies feed into the Strategy and that the Strategy would also identify some new, initial priorities for promoting the Welsh language in the county. In October 2017, [the Welsh Language Promotion in Carmarthenshire Strategy 2016-21](#) was approved by the Executive Board.

Action to fill initial identified gaps began immediately. New mapping work was undertaken, we collaborated on the Priority Areas project, a new leaflet was drawn up to promote Welsh language education and a questionnaire was created and shared to ascertain the awareness of the county's residents about the Welsh language.

After a lively start to create momentum for the work, we took a step back and drew up an Action Plan, which would ensure a strategic focus and practical progress in the work areas that sat under each of the objectives of the Strategy.

## **Implementation of the Promotion Strategy: the Action Plan**

Themes were identified under the 5 objectives of the Strategy, namely.

<b>Objective</b>	<b>1 Skills Acquisition (education and language transmission)</b>	<b>2 Increase confidence and use</b>	<b>3 Population movements</b>	<b>4 Priority areas</b>	<b>5 Marketing and promotion</b>
<b>Themes</b>	Pre-school, Welsh for Adults, post-16 education	Leisure, youth, Welsh in the workplace	Housing, Planning, assimilation of immigrants, young people and the world of work, private sector	A joint project	Measuring impact, Promoting the Welsh language

### **The objectives of the Strategy and the themes**

During the period between drawing up the Action Plan and this report, 10 meetings were held looking at a different area of work at each meeting. At each meeting, presentations were made by officers from the county Council and key representatives who operate in the areas in question. Following the discussion, new actions were drawn up for the work field. The new actions were set in the Action Plan and were updated after a period of around 9 months when the theme was revisited at the county meetings. The Action Plan therefore remained a living document throughout the period. As well as the Forum meetings, meetings were held with various departments within the Council to plan for the Welsh language, whilst preparing to present to the Forum and then following the meeting to propose and commit to new actions.

In September 2019, Meri Huws started chairing the Forum's quarterly meetings, providing stability and skillful guidance to the discussions and joint planning.

The content of the schedule had to be amended as a result of COVID-19 of course. The lockdown period had a significant impact on a large number of service providers and community activity, and the scrutiny of some areas had to be delayed as a result. However, the meetings were still held. We transferred straight to a digital platform without losing any of the members' momentum or commitment.

**Meeting timetables and themes**

<b>Objective</b>	<b>Theme</b>	<b>Timeline</b>	<b>Timeline (revised following COVID-19)</b>
<b>1: Skills Acquisition (education and language transmission)</b>	Pre-school age	June 2019	December 2021
	Welsh for Adults and Welsh in the Workplace	March 2020	March 2022
<b>2: Increase confidence and use</b>	Leisure	December 2018	September 2021
	Youth (and education?)	December 2019	June 2022
	Welsh in the workplace		
<b>3: Population movements</b>	Housing	September 2018	December 2020
	Planning and assimilation of immigrants (+ Moving Rural Carmarthenshire Forward report)	September 2019	June 2021
	Regeneration, private sector, young people and the world of work	March 2019	March 2021 * includes apprenticeships
<b>4. Geographical Areas</b>	Priority areas		September 2020

There was a break for this work following a special meeting in July 2021 when the work of reporting on the first Strategy and drawing up the strategy for the next five years was started, although the work was not stopped completely. There was a presentation and discussion on the ten Market Town regeneration projects for example at the December 2021 meeting.

Alongside this action through the County Strategic Forum, the Welsh Language in Education Strategic Forum met which scrutinized the implementation of the Welsh Language in Education Strategic Plan and drew up a new Strategy. As the aims of the two Strategies overlap so much, with one aiming to create new Welsh speakers through the education system and the other focusing on promoting the use of the Welsh language and promoting the Welsh language in the other sectors, representation was ensured from the Education Department and the Council's Policy Department on the Education Forum in order to close the loop.

### **Scrutinize and monitor the progress of the Strategy**

The quarterly meetings of the County Forum and the meetings of the advisory Panel were a means of scrutinizing the progress of the implementation of the Strategy, and the updates on paper as part of the Action Plan also triggered self-monitoring under the areas in the strategy. There were constant presentations and reports throughout the period in question.

However, monitoring the impact of the strategy was an element that required considerable preparation. We were not in a position to be able to monitor the impact of the Strategy as we implemented it. The Forum had decided on an ambitious goal that reflected a vision to restore the county to one where Welsh is the main language, paying less attention to the percentage of speakers as the Standard required. This vision called for the need to measure the use of the Welsh language, the awareness and confidence of Welsh speakers as well as the numbers of speakers and their fluency. Preparation work was carried out in two stages, namely the administration of a questionnaire to try to ascertain the county's residents' awareness of the Welsh language, and the commissioning of a framework to measure the impact of the Strategy. Re-administering the questionnaire would enable us to measure the status of the Welsh language at the end of the Strategy period compared to the beginning and the Framework will enable us to get a picture of the situation of the Welsh language at the end of the Strategy period for measuring the impact of the next strategy. It will be too much of a task to find data for a useful comparison during the period of this Strategy. Several of the indicators remain difficult to collect. We will use the framework to measure the current situation and compare it with the situation of the Welsh language at the end of the next five-year period, namely 2026.

This Report will contain three elements of reporting on each Objective and the objectives sub-classified for clarity where necessary. For each objective, there will be:

- a section examining the extent to which the Strategy has been achieved,
- a section explaining what was done in accordance with the Action Plan
- a section that summarizes the data for the impact measurement framework.

When reporting on Objective 1 and 2, there is extensive reporting on the implementation of both the Strategy and the Action Plan. For Objective 3, most of the reporting relates to the Action Plan as it is an area that is not strategically coordinated prior to the period of this Strategy. The Objective 4 Report is short and concise as a comprehensive report is available from the main project of the action plan, 'Carmarthenshire Priority Areas Project Report 2018 -2020'. And since the marketing and promotion of the Welsh language is referred to again and again in the body of the other 4 objectives, the report to Objective 5 is also short and concise, with links to all the promotional materials New Welsh created in the text.

### 3. Report

#### ***Objective 1: Increase numbers who acquire basic skills and further skills in the Welsh language through the education system and through language transfer at home.***

##### **1.1.1 Acquisition of Basic Skills: Welsh medium care provision before school age. To what extent have we followed our promotion Strategy?**

As can be seen from Mudiad Meithrin's 2016-2020 annual reports, the Mudiad has continued to support the provision of Welsh-medium care and education during the period of this Strategy. The support for Cylchoedd Meithrin and Ti a Fi in Carmarthenshire has continued at the same level during the period, namely with three support officers to work specifically with Cylchoedd Meithrin a Ti a Fi within the county and three other officers working in the county in the cylchoedd that border with other counties. Furthermore, the wider framework of support from the organization has provided expert advice and support in the field, including resources such as committee induction packages and management packages and support for registration in accordance with the requirements of the pre-school care field.

Mudiad Meithrin, through their training department, '**Academi**', has been providing various training for staff and volunteers of Carmarthenshire nursery schools during the period of this Strategy. The provision has changed quite a bit between 2016 and 2021 in the offer and the way it is provided with all the courses and resources available to download or to follow live online since 2020 (due to the pandemic). There has been an increase in the number of members who are able to follow training in the last 20 months as it is possible to watch and follow a course at a convenient time and in a convenient location for the learners. A number of Carmarthenshire cylchoedd have taken advantage of these training opportunities on a pattern similar to other counties. There are some groups attending a number of courses and others not tending to engage for various reasons, from a lack of confidence to a lack of equipment. Research was carried out towards the end of the strategy period to identify obstacles and an action plan will be followed to facilitate the access of all cylchoedd to the training.

Regarding the **Cymraeg i Blant** provision in Carmarthenshire, there were 3 part-time Officers working in the areas of Llanelli, the Amman Valley and Carmarthen during 2016-20. During 2021, 1 part-time officer was operating, following the retirement of 2 Officers and recruitment issues. At the end of 2021, a new part-time officer will start in the Llanelli area and the surrounding area. The provision has of course changed as a result of COVID-19. Before COVID-19 baby massage and yoga and Story and Song groups took place regularly at Llanelli Library, Llangennech, Penrhos School, Burry Port, Glanamman hospital, Brynaman, in Treioan, Kidweli and Llandeilo and occasionally at St Paul's Family Center Llanelli, Morfa and Felinfoel, in the Betws Family Centre, Garnant, Tŷ Croes, and Trimsaran. From March 2020 the provision was moved online and from September 2021 onwards, the staff focused on



moving the provision back to the community by holding groups outside and indoors while continuing to hold some sessions, such as baby massage, online.

Cymraeg i Blant is satisfied with the partnerships that have been fostered in Carmarthenshire and recognizes improvements in the collaboration they elicit from midwives and Health Visitors, from Hywel Dda language officers. They also collaborate with Flying Start, the three Menter Iaith, Plant Dewi, the County Council's Family Information Service and the Early Years integration team.

In terms of training and qualifying the workforce, the organization provided a national training plan, **Cam wrth Gam**. Between 2016-19 31 learners qualified at Level 3 in Carmarthenshire, and 18 of them were placed in cylchoedd meithrin, 11 in schools and 2 in nurseries. Following changes in the sector, the scheme ended in this form. More recently, (2020) an Apprenticeship Scheme was introduced in partnership with Urdd Gobaith Cymru and Gower College Swansea. A Level 3 Children's Care, Play, Learning and Development course was provided and also a Level 5 Leading and Managing Children's Care, Play, Learning and Development course. There are 7 apprentices in Carmarthenshire located mainly in cylchoedd meithrin.

The Mudiad continues to provide a 'Step by Step schools plan', which are validated courses in secondary schools, together with a Level 3 Diploma plan in a setting. At the time of compiling this report, 18 schools were part of the scheme and 143 post-14 and post-16 school pupils are studying the different courses across Wales. In Carmarthenshire, Bro Myrddin, y Strade and Maes y Gwendraeth schools have been part of this scheme since 2008. Since 2008, 116 pupils from Carmarthenshire Welsh schools have qualified to Level 3, and the majority have had work in the Early Years or have gone on to further education.

Since September 2019, the Mudiad is also providing new Care, Play, Learning and Child Development qualifications: Level 3 Practice and Theory. 11 pupils have registered in September 2021 and these will qualify in July 2023. These are based on work experience in Cylchoedd Meithrin, Welsh Day Nurseries or Welsh Schools within the County. Since September 2021 we have provided this course through E-sgol. This means that the Tutor is at Strade school with some pupils while the pupils of Bro Myrddin and Maes y Gwendraeth join in virtually.

The figures for **Cylchoedd Meithrin** in Carmarthenshire have remained fairly constant during the first three years of this Strategy.

	Number of locations	Number of cylchoedd	Number of children	Number who went to school	Number who went to a Welsh language school	Percentage who went to Welsh education
September 2016-17	54	64	1715	789	704	89.2%

<b>September 2017-18</b>	49	61	1651	766	709	92.6%
<b>September 2018-19</b>	51	60	1606	700	661	94.4%
<b>September 2019-20*</b>	50	57	1307	677	630	93.1%
<b>September 2020-21</b>	52	62	1392	574	531	92.5%

\*During 2019-20, the 50 cylchoedd continued to be registered and supported by the Mudiad but the number of children registered is lower, as no children started for the first time during the summer term 2020 while the pandemic lockdown meant the cylchoedd had to be closed.

Although we are still getting back on our feet after the difficult situation of the pandemic, the figures for 2020-21 are encouraging, given that the number of locations and cylchoedd is increasing. There is an increase of around 90 children attending Cylchoedd this year, which takes the figure to 1392. And the percentage that transfers to Welsh education holds its ground at 92.5%.

The **Sefydlu a Symud** plan (SAS) is a project that has been established since the formulation of this Strategy, in response to the *Million Speakers 2050* work programme. The aim of the project, managed by Mudiad Meithrin which started in April 2018, is to establish 40 new Cylchoedd Meithrin (with Cylch Ti a Fi attached) by the end of 2021. Despite the effects of COVID-19 on the plan, 43 new Cylchoedd Meithrin will have opened their doors across Wales by the Autumn term 2021. In Carmarthenshire, 5 new Cylch Meithrin will be established, namely: CM Glan y Fferi, CM Tŷ Croes, CM Eco Tywi (Carmarthen town), CM Pum Heol, CM Pwll Strade and Sandy.

At the time of compiling this report, it is noted that Cylch Meithrin Llangynnwr, Mynydd y Garreg and Llangennech are full with waiting lists. I.e. Those who have registered their interest for the coming years have been placed on a list for when the child is of age to join the Cylch. This is a strong position for these cylchoedd in terms of viability, but it means that families cannot get a place on an ad hoc basis, and this could affect newcomers to the area who need a place immediately and therefore turn to English medium provision. Although families are therefore referred to another nearby Mudiad Meithrin provision, we must safeguard against a situation where families get the impression that the local Cylch is full and that there is no point for them to try as this could lead to families choosing English medium education.

The **transfer figures to Welsh education** from the nursery schools have improved during the period of this Strategy, from 89% in 2016 to 94% in 2019. Compared to other counties, our latest transfer figures are lower than Gwynedd and Ceredigion, which are at 99% and 97%, but higher than the national average which is 88%.

The county's **Ti a Fi** Cylchoedd are important from the point of view of increasing the use of the Welsh language among parents and therefore contribute to Objective 2 of this Strategy. But they are also important for introducing families to cylchoedd meithrin and then to Welsh-medium education, so looking at the provision and use of our residents from Cylchoedd Ti a Fi is also useful in order to better understand the situation from the point of view of acquiring language skills. The Movement states that there are 36 Ti a Fi groups in the county in 2016-17, 34 in 2017-18, 39 in 2018-19, 35 in 2019-20. Following the pandemic, it is natural that there is a significant reduction in the number in 2020-21, with 24 Ti a Fi groups registered in the first half of 2021-22. Anxiety about starting back to meet in person indoors is naturally going to last for a while, especially while the pandemic is still ongoing. Although numbers are developing well, at the end of the period of this strategy, there is still a lot of work to be done to try to recover the situation from the point of view of these groups in the coming years.

At the beginning of the period of this Strategy, there were **private nurseries** providing Welsh-medium childcare in the county, but these were not numerous. During the period of this strategy, two private Welsh-medium nurseries have opened, namely Cywion Bach in Idole and Jac y Do, in Ammanford and several others have gained ground, e.e. Cwtsh y Clos in Llanarthne, Twts Tywi in Manordeilo and Ysgubor Fach in Bancyfelin. Indeed, a Welsh-medium Nursery is no longer unusual in the county. We see a clear increase in this table which shows the number of full day care placements increasing from 17 to 42 during the period of this Strategy.

<b>Location type</b>	<b>Number of settings 2016-17</b>	<b>Number of places 2016-17</b>	<b>Number of settings 2021-22</b>	<b>Number of places 2021-22</b>
Child Carers	55	295	41	290
Full Day Care	17	630	42	1016
Sessional Care	51	935	25	481
After school care	24	653	26	824
<b>TOTAL</b>	<b>147</b>	<b>2513</b>	<b>134</b>	<b>2611</b>

However, there are a number of nurseries that still operate mainly through the medium of English and implement an English ethos and there is still a lot of work to be done by the County Council's advice and support services and other organizations to offer encouragement and support to these locations to move along the continuum towards providing more through the medium of Welsh. And it must be accepted that some will not change until the market calls for Welsh language provision everywhere. However, the biggest risk to nurseries in general is the recruitment issues. There is already evidence that some Welsh-speaking nurseries have to take on non-Welsh-speaking staff in order to meet the requirements of the care inspectorate in terms of qualifications. This could cause the sector to take a step back in terms of Welsh language provision during the coming years.

The **childcare offer** had not been introduced when this strategy was drawn up, but Carmarthenshire was in a good position to implement the Care Offer in Welsh. Since the introduction of the free 30-hour Childcare Offer at the beginning of 2019, 75% of the children who benefited from the scheme receive care through the medium of Welsh or bilingually in Gwynedd, Anglesey, Ceredigion and Carmarthenshire, while the Welsh average is 25%.

**1.1.2 Acquisition of Basic Skills: Welsh medium care provision before school age.**  
**To what extent have they followed an Action Plan?**

**Aim**

Ensure that standard pre-school care provision is available in Welsh across the county

**Action**

Continue to increase the number of Welsh-medium childcare places available in the county, especially those provided by childminders in accordance with the gaps identified in our latest statutory Childcare Sufficiency Assessment (2017-2022)

Significant progress had been made before the period of this Strategy with Welsh care providers increasing from 116 in 2013-14 (49% of the entire provision) to 147 in 2016-17 (61% of the entire provision). In terms of care places, Welsh-medium places increased from 2,246 (which is 55% of all places) in 2013-14 to 2,513 in 2016/17 (60% of all childcare places).

During the period of this Strategy, focus was kept on the need to increase Welsh-medium care providers and places, but due to limitations in the workforce, the increase did not continue to the same extent. Indeed, the Welsh-medium providers were seen to decrease by 2019/20 to 139 (which is 56%) of all providers. However, the Welsh-medium places continued to increase to 2,828 (representing 62% of all places).

These figures show the situation before COVID-19. Clearly, this pattern paused from March 2020 onwards as the sector provided care for the children of key workers or closed for a period. The cylchoedd meithrin closed between March and September 2020. As restrictions lifted, many nurseries and carers stopped providing, and it has been a huge challenge to re-establish provision to reach pre-pandemic levels. This is true for care provision in any language but the following effect is found on the Welsh provision. There are now 134 Welsh-medium providers in the county, representing 53% of all providers, and there are 2737 Welsh-medium places, which represent 58% of all places.

There is a huge challenge in the sector in general at the moment, which has a direct impact on the availability of Welsh-medium childcare. Many providers are unable to attract and recruit qualified childcare staff. Many nurseries across the county are continuously advertising for staff due to difficulties in maintaining a service to meet the National Minimum Standards of CIW. This also affects the current workforce of the staff sector when they are released to attend training, e.g. Welsh medium *Camau* courses. There is evidence of staff leaving the sector and starting a new career outside childcare noting staff fatigue due to the COVID-19 regulations and the demands of the service. The Mudiad Meithrin also advertises a high number of vacancies for Cylch leaders and assistant positions and if the recruitment campaign is not successful, this will also have a negative impact on registered Welsh-medium childcare places for the future.

A lot of work is being done and needs to be done by Gofal Cymru, the local Authority and Mudiad Meithrin, the colleges and schools to support and attract individuals to the workforce of the childcare sector.

**Action**

Safonau Serennog - Cylchoedd to receive confirmation of their standard as pre-school age Welsh medium provision by gaining the quality mark

In 2016, 18 cylchoedd in the county had received Cylch Ragorol (Outstanding Cylch) accreditation. In 2016, a new standard mark was introduced, **Safonau Serennog**. In terms of the Welsh language, all Cylchoedd Meithrin sign up to the Meithrin immersion policy when they join the Mudiad, and this means that they receive the bronze Standard. When applying for silver and gold Safonau Serennog, Cylchoedd must demonstrate their commitment to promoting the Welsh language in the way they operate with the community, with families, when welcoming new families and when encouraging a transition to Welsh education among other things. Since the introduction of this new quality mark, the following cylchs in the county have succeeded in obtaining silver and gold Star Standards:

	2017-18	2018-19	2019-20	2020-21
<b>Gold</b>	Felinfoel	Carway		
<b>Silver</b>	Ffynnon Wen		Cwtsh y Clos	Hywel Dda
	Llanllwni		Llangannwr	

*Carmarthenshire Cylchoedd that have received Gold and Silver Safonau Serennog*

The Mudiad will continue with the work of supporting the Cylchoedd to gain the Safonau Serennog in the years to come at least until a national program for the sector comes from the government. The Mudiad is confident that more cylchoedd in the county will undertake the work of gaining Safonau Serennog in the coming years.

**Action**

Encourage the county's childcare settings to implement the proactive offer

All Care Inspectorate Wales (HIW) registered providers are aware of the 'Proactive Proposal' and are encouraged to provide play opportunities for children through the medium of Welsh and provide evidence during inspections. A strong effort was made to raise families' awareness of the benefits of bilingual education by distributing 'Being Bilingual' and other resources (see below), but it was recognised, in the Action Plan, the potential of implementing a specific campaign to encourage families to choose a Welsh medium care worker in bilingual childcare settings and this step has not been implemented to date.

The **Cwlwm** partnership supported the workforce of the childcare sector to provide the proactive offer by providing resources and encouraging staff in the sector to follow courses to learn Welsh. An EDI Project was implemented which assessed the childcare workforce at

reading, speaking, writing and listening levels. Local authority officials had been encouraging providers to participate in order to identify levels and to be able to plan for the needs of the provision for the future. Data was collected on the language skills of 31 practitioners in the sector in Carmarthenshire. Having found this baseline, the **Camau** project was established, to provide language courses to the sector. It was not possible to obtain data on numbers from Carmarthen who followed Camau courses, and the provision has now moved online with a Self-study course at Entry level. There are no figures available on the learners of the online courses to date.

Action
Encourage childcare settings to move along the language continuum to offer more Welsh elements to their provision.

The local Authority's Children's Services staff have been encouraging and supporting Welsh language provision in the childcare settings during their visits. They have provided resources and ideas for learning opportunities and Welsh language activities for the children. They have distributed information about Welsh courses and Welsh resources to the locations across the county and have widely distributed information about the provision of Welsh for Children and Clybiau Cwtsh. They have also ensured that the sector's website, the [Carmarthenshire Family Information Service](#), always contains the latest information about Welsh-medium opportunities and information about the Welsh language. The communication channels and information about the Welsh language for the sector have strengthened during the period of this Strategy.

Aim
Ensure that positive messages about bringing up children bilingually permeate the county's pre-school childcare provision.

Action
Promote the benefits of raising children bilingually through all childcare settings in the county.

During the period of this Strategy, Carmarthenshire Council led the work of filling the local gap left by the Welsh Language Board in terms of conveying positive messages about Welsh education and about using Welsh with children by compiling and printing important resources. Firstly, in collaboration with all the bodies of the County Strategic Forum, the booklet '[Bod yn Ddwyieithog](#)' was created with the intention of promoting Welsh education, clarifying some misunderstandings about Welsh education within our population and emphasizing that the Welsh language is for everyone in the county. This booklet was distributed through childcare settings, schools, through the newspaper 'Newyddion Sir Gâr', through the Mentrau, through 'Y Lle', through 'Dechrau'n Deg' and through the registry. They put it on the Council's website and the Family Support website. The booklet was also used during the process of consultation with the communities of the schools that were changing to provide Welsh language education during June 2019.

Following this publication, a subsequent booklet was created which introduced the Welsh language to non-Welsh speaking families. [Cymraeg gyda'r Plant](#) was printed, which was a practical resource to assist parents and carers to use the Welsh they have with the children in order to reinforce the children's linguistic development. It was distributed to all primary schools in the county to coincide with the work of WESP and the language Charter. According to one Improving Welsh and Bilingualism Teacher:

"Quite a few schools put the booklets in the children's "Starter Packs" if the parents don't speak Welsh... I have used the booklets when working with parents and newcomers too... The schools see that the booklets are colorful and simple - "user friendly" with useful expressions for the home".

It was also distributed through our Family Information Services and through Flying Start health visitors.

The last of the resources to promote the benefits of raising children bilingually which was created during the period of this Strategy was a booklet which had the main purpose of alleviating the worries of non-Welsh speaking families about not being able to help their children with homework they were receiving Welsh education. [Gwaith Cartref, Dim Problem](#) was compiled jointly with the Education Department in an [English](#) version which helped families to overcome the perceived linguistic barriers of helping with homework, and a [Welsh](#) version which helped families to use the Welsh they have with the children and young people in order to reinforce their education. With the help of sponsorship from the Glyndwr Fund, they were printed to be distributed to the county's schools and it was distributed to all the county's schools electronically as well. Some schools have distributed it on paper and through the school app, but very few schools have included it on their websites.

In order to coordinate and reinforce the efforts of all the organizations that promote the Welsh language and provide early years services in the county, the Council established that all resources for promoting the Welsh language for the early years are shared on Sharefile in order to everyone can use each other's materials. The staff of the CSSA, Family Information and the Council's Flying Start, staff of Meithrin, Mentrau Iaith, Cymraeg i Blant, Early Years Wales and the Health Authority were invited to access the electronic materials. This has been extremely useful as new projects are established in the field as the new staff can access all the resources available to promote the Welsh language without having to contact individual organisations. The use of the resource by the bodies that have been established for a long time within the county has been low however.

The resource was shared with the other Welsh counties with the invitation for them to adapt it and use it for their purposes and this was done by Flintshire Council and Neath Port Talbot Council.

Aim
Ensure that Welsh language provision is at the core of <i>Flying Start</i> services.



**Action**

Ensure that there is a sufficient language requirement on *Flying Start* Language and Play jobs.

Flying Start only has two Language and Play officers at the time of publishing this report. One has Welsh skills and the other can only speak English.

During 2020 settings were re-commissioned to provide childcare under the Flying Start banner. The section on language conditions was redrawn to specify that each location must be those that provide in Welsh or in Welsh and English in accordance with the government's definitions. However, it is likely that the pandemic has disrupted these plans and that it will not be possible to adhere to these conditions in all the new agreements. If there are not enough providers available, the conditions may have to be relaxed in rare situations. We will reassess and put new actions in place to keep a close eye on the situation and ensure that we do everything we can to ensure all the Flying Start childcare settings display Welshness.

**Action**

Explore the possibilities of collaborating with Hywel Dda University Health Board to provide Welsh language improvement courses for *Flying Start* health visitors.

**Action**

Strive to increase the number of parents who choose Welsh-medium childcare settings for their children provided by *Dechrau'n Deg*.

Flying Start registration systems ask families to indicate their preferred language for childcare in order to ensure that they receive Welsh-medium childcare if they wish. In March 2016 and September 2016, 23% and 25% of Flying Start families requested Welsh medium childcare. In March 2019, 18 out of 114 asked for Welsh language childcare (16%). In September 2019, 46 out of 256 asked for Welsh language childcare (18%). In 2020-21 (which is the year affected by the lockdown periods of COVID-19), 56 out of 480 requested Welsh language childcare (12%). There is no pattern of increase in these figures which would suggest that the marketing work we have undertaken in recent years has borne fruit. However, it must be remembered that a much more detailed analysis would be required, including a study of immigration figures to the well-regarded areas, in order to fully understand the change in the demographics of the families in question over the 5-year period.

From the point of view of the number and percentage of families who receive Welsh-medium childcare through Flying Start, a greater number receive Welsh-medium childcare than specifically request it. During 2020-21, although only 12% requested Welsh-medium childcare, 59 out of the 161 (37%) of the children receiving childcare through Flying Start were allocated Welsh-medium childcare. And during 2021-22, so far although 13% of the families requested Welsh-medium childcare, 38% of them were allocated Welsh-medium childcare.

During 2019, 'Bod yn Ddwyieithog' leaflets were printed with a note on the cover encouraging people to consider Welsh-medium childcare:

**Having Welsh care for your child can be a great way to start your child on his journey to become bilingual.**

**Look for the sign  on the [www.fis.carmarthenshire.gov.wales](http://www.fis.carmarthenshire.gov.wales) website or ask the health visitor for advice.**

At the same time, the information on the [FIS](#) website was changed to ensure Work Welsh badge was placed next to Welsh medium childcare settings so that parents / guardians can more easily see where to access Welsh-medium childcare.

Action
Organizing the distribution of Bod yn Ddwyeithog and the Government's resource through Flying Start health visitors and through book packs which go to every family.

'Bod yn Ddwyeithog' was distributed through childcare settings and through language and play sessions during 2017-18 and in the book bags given to all families within the Flying Start project from 2019 onwards.

Action
Consider the possibility of feeding positive messages about bilingualism into Flying Start parenting training.

Presentations were held during 19/20 to Flying Start parenting staff to raise their awareness of the need to promote the Welsh language within the programme. Any materials distributed are bilingual wherever possible, but it is recognized that the staff are limited to a certain extent as *fidelity* programs must be presented and these are often not available in Welsh.

### 1.1.3 Acquisition of Basic Skills: Welsh medium care provision before school age Impact Framework

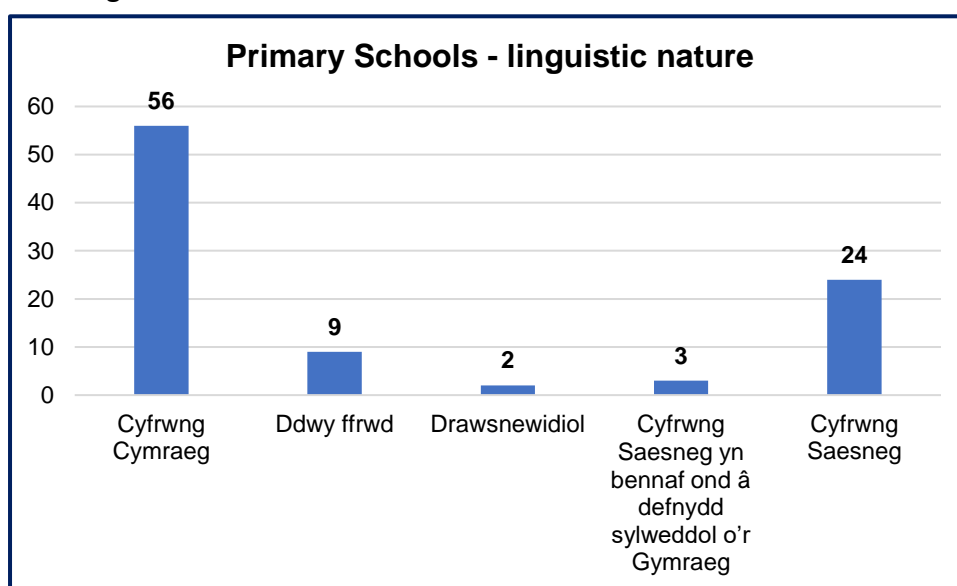
Strategic Objective 1			
Increase numbers who <b>acquire basic skills and further skills</b> in the Welsh language through the <b>education system</b> and through <b>language transfer</b> at home.			
<i>Indicator Outcome</i>	<i>Measure</i>	<i>Technical Measure</i>	<i>Source</i>
<p><b>3</b></p> <p><b>More children and young people acquiring basic and further Welsh skills through the education system (formal and informal)</b></p>	<p>3.1 Number and percentage of 3-year-old children receiving childcare or Welsh-medium education</p>	<p>Number and percentage of 3-year-old children receiving early education and day care provided in the sector and conducted and not conducted in Welsh</p> <p>*At the moment, there is no way to know about the children who receive Welsh-medium care in bilingual nurseries</p>	<p>Data from schools, Mudiad Meithrin + other childcare providers</p> <p>- <a href="#">Data on the numbers of 3-year-old children in Welsh medium Meithrin settings and schools</a></p> <p><a href="#">Number of 3-year-old children in Welsh day nurseries</a></p> <p>Number in the entire cohort per year from national statistics</p>

#### 1.1.4 Acquisition of Basic and Further Skills: WESP

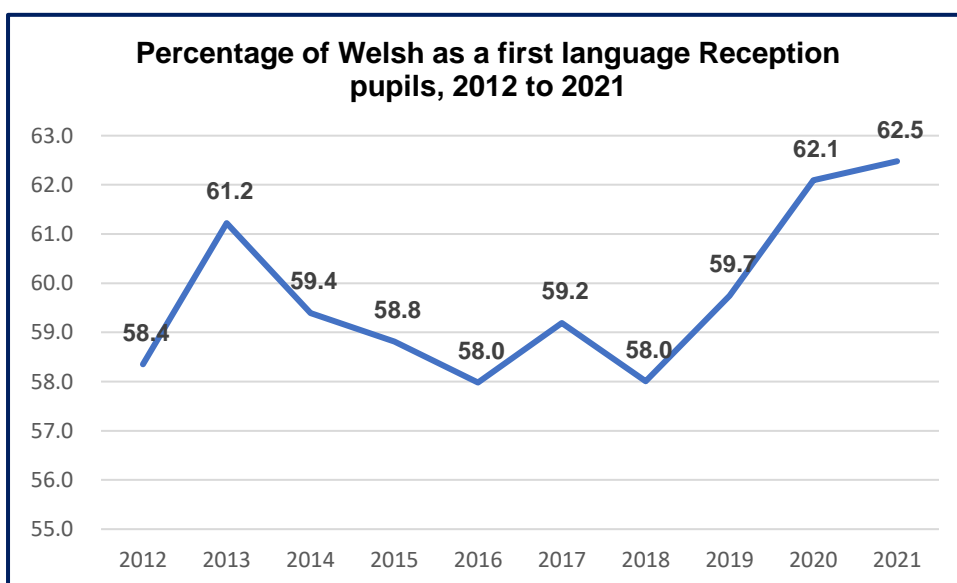
##### To what extent have we followed our promotion Strategy?

It is not this Strategy that is responsible for planning or implementing Welsh education provision, but rather the Welsh Language in Education Strategic Plan. The Welsh Language in Education Strategic Plan for Carmarthenshire 2022-2032 is out for consultation at the time of compiling this report. There is detail on the situation and targets of Welsh education in the county in that document. This is a quick statistical picture of the situation for the considerations of this report starting with the number and percentages of children who are educated through the medium of Welsh.

The situation in terms of the percentage of 5-year-old children (reception class) who are educated through the medium of Welsh is sound. 62.5% of Carmarthenshire's 5-year-old children were being educated in Welsh in 2021.



This percentage has been rising since 2016, with the biggest increase occurring since 2018.



According to the Annual School Census at pupil level, the number of year 2 children (which is the end of the foundation period) in Carmarthenshire has remained at a figure of around 1,100 during the period of this Strategy. The number falls slightly at the end of the primary period, but that reduction has reduced between 217 when it was 94 less in year 6 than in year 2 to 38 in 2020/21. At the end of the compulsory period at the school, year 11, the number decreases again, from between 197 and 263. Of course the numbers are much smaller by the end of the school period with a large number leaving the school instead of continuing to the sixth form.

	2016/17	2017/18	2018/19	2019/20	2020/21
<b>Year 2</b>	1,096	1,112	1,177	1,131	1,100
<b>Year 6</b>	1,002	1,039	1,138	1,055	1,062
<b>Year 11</b>	805	789	750	794	799
<b>Year 13</b>	383	409	459	437	436

In terms of percentages, the children who study in Welsh in the county at the end of the foundation period vary from 54% to 58% with the percentage between 3 and 6% less at the end of the primary period. The percentage who study in Welsh at the end of the compulsory period at school has remained at 43% but the percentage of pupils who study in Welsh in the sixth form has increased from 58% to 64%.

	2016/17	2017/18	2018/19	2019/20	2020/21
<b>Year 2</b>	56%	54%	57%	58%	57%
<b>Year 6</b>	53%	55%	55%	52%	51%
<b>Year 11</b>	43%	44%	41%	43%	43%
<b>Year 13</b>	58%	61%	64%	67%	64%

It will be possible to obtain more complete and current data when establishing Strategy Two as the new WESP will have been published. We will be able to scrutinize the percentage of pupils who transfer from the Welsh-medium Foundation Phase and Key Stage 2 for example and the percentage of pupils who transfer from the Welsh-medium Key Stage 3. It will be possible to plan campaigns to respond to the targets of the WESP and act in order to reinforce the work of the WESP and that at community level.

According to figures from the *Welsh Examinations Database* and the annual school Census at pupil level, the percentage of pupils studying GCSE Welsh first language has remained stable during the period of this strategy, at 40%. Ceredigion, Anglesey and Gwynedd have significantly higher percentages than Carmarthenshire. Their latest figures are 63%, 68% and 83%. The rest of the Welsh counties have significantly lower percentages than Carmarthen in terms of GCSE first language, with Denbigh at 20% and RCT at 18%.

In terms of pupils who have not registered for GCSE Welsh at all (whether it is a first or second language), Carmarthenshire's percentage has fallen slightly from 8.5% in 2016 to 7.7% in 2020. Conwy, Ceredigion, Gwynedd and Anglesey have fewer pupils who have not registered for GCSE Welsh at all, and the rest of the counties of Wales have more.

In terms of pupils who study Welsh as a subject at a higher level and a higher proportion as a first or second language, the percentage in Carmarthenshire has remained constant during the period of this strategy between 3 and 4%. Only 8 other counties in Wales have a lower percentage of pupils studying Welsh as a subject. 17% in Gwynedd were studying Welsh in 2020 and 7.7% in Ceredigion.

The WESP's vision for Carmarthen is to move all schools along the language continuum and incorporate an immersion method in the Foundation Phase over time increasing opportunities for all learners across the county from all linguistic backgrounds to have access to Welsh-medium education.

Working within a timeframe of 7-10 years will ensure that no school stands still. However, this also highlights the huge need for intensive language training for all staff across all key stages as well as subject language skills training in the secondary sector in particular.

What was not done during the period of this Promotion Strategy was to look at the targets of the WESP to direct the work of the Forum. The work came from creating the 'Gwaith Cartref, Dim Problem' leaflet out of the education department's findings, but a bit more work needs to be done to scrutinize the targets of the CSGA and respond with activity to reinforce it. The promotional resources could be used as a basis for this activity. The new school categories are also about to be announced at the end of the Promotion Strategy period and their implications will need to be considered especially in relation to the marketing of Welsh language education in the next period.

In addition, a new Latecomer Center was established after the reporting period of this Strategy. The new Language Center will provide lessons for latecomers from the Primary and Secondary sectors. The facility will be purpose-built where pupils of all ages can learn Welsh in an innovative, modern, high-tech environment, and it could also offer great collaboration opportunities in terms of spreading positive messages about access and the benefits of Welsh-language education.

### 1.1.5 Acquisition of Basic and Further Skills: WESP Impact Framework

<b>3.2 Percentage of 7-year-olds who are assessed in Welsh (first language)</b>	The percentage of Year 2 learners who are assessed in Welsh (first language) based on the national data collection of teacher assessments	National teacher assessment data
<b>3.3 The percentage of 11-year-old pupils who are assessed in Welsh</b>	The percentage of Year 7 pupils who are assessed in Welsh (first language).	National teacher assessment data  We will be able to get numbers, but at the moment it's not been possible to collect further information about where they come from. It is possible that more opportunities will be shared by the education department on this in the future
<b>3.4 The percentage of 13-year-old pupils who are assessed in Welsh</b>	The percentage of Year 9 pupils who are assessed in Welsh (first language). (Outcome 2 WESP)	National teacher assessment data
<b>3.5 Percentage of learners registered for GCSE Welsh First Language and registered for at least two other Level 1/2 qualifications through the medium of Welsh</b>	Based on WJEC data. It does not include Welsh literature; applied GCSE and double science count as two subjects; short courses count as one subject.	WJEC
<b>3.6 The percentage of pupils registered for 2 or more GCSE subjects through the medium of Welsh</b>	Percentage of pupils registered for 2 or more GCSE subjects through the medium of Welsh (excluding Welsh Language)	WJEC
<b>3.7 The percentage of pupils registered for 5 or more GCSE subjects through the medium of Welsh</b>	Percentage of pupils registered for 2 or more GCSE subjects through the medium of Welsh (excluding Welsh Language)	WJEC
<b>3.8 The percentage of pupils registered for one or more A Level subjects through the medium of Welsh.</b>	Percentage of pupils registered for 2 or more GCSE subjects through the medium of Welsh (excluding Welsh Language)	WJEC

<b>3.9 Percentage of learners registered for A Level Welsh First Language</b>	Total Welsh First Language A Level registrations as a percentage of Welsh First Language GCSE registrations two years earlier based on WJEC data	WJEC
<b>3.10 Percentage of learners registered for A Level Second Language Welsh</b>	Total Second Language Welsh A Level registrations as a percentage of Second Language Welsh GCSE registrations two years earlier based on WJEC data	WJEC
<b>3.11 The percentage of learners who leave school and can speak Welsh</b>	The percentage of learners in year 11 and year 13 who are in the CYBLD 'Fluent in Welsh' and 'Speaks Welsh but not fluently' categories	Carmarthenshire Council's Annual School Census Data at Pupil Level (CYBLD).
<b>3.12 The percentage of schools in the county that have indicated in their Development Plans that they give priority to the Welsh language and the Language Charter and are making progress</b>	Statement and action steps for making progress in relation to giving priority to the Welsh language and the Language Charter within the Development Plans of all schools in the County	Carmarthenshire Council Education Department + ERW
<b>3.13 Percentage of students in colleges and work-based learning in the county who receive their higher and further education through Welsh</b>	Number and percentage of students at Coleg Sir Gâr and Trinity University who have been assessed through the medium of Welsh in accordance with the definition of Coleg Cymraeg	Coleg Cymraeg  (It will include Ceredigion and Swansea campus students, not just Carmarthenshire)
<b>3.14 The number of individuals living in Carmarthenshire who have registered on Learning Welsh courses</b>	The number of people who live in Carmarthenshire and follow Welsh for Adults courses in Carmarthenshire, following distance courses and courses outside Carmarthenshire, e.g. courses across the border in the Swansea, Pembrokeshire or Ceredigion area. Total and number per level	The County Council's Welsh Learning Data + Aberystwyth University's Welsh Learning (YGDCG) + Working Welsh



### **1.1.6 Acquisition of Further Skills: Welsh for Adults Provision**

#### **To what extent have we followed our promotion Strategy?**

From a **further education** perspective, **Coleg Sir Gâr** now has tutors who present bilingually in the fields of Agriculture, Public Services, Childcare and Carpentry. Learners produce some of their written work in Welsh or bilingually. There is a strong ethos of bilingualism in the classroom and many learners communicate orally in Welsh during their lessons.

Learners use and improve their Welsh language skills during Childcare work placements as Welsh speaking learners are supported into Welsh medium work placements wherever possible and observational assessments are completed in Welsh.

All external Childcare assessments are available in Welsh. All Childcare resources were translated so that classroom resources for each module and at each level are available bilingually. The Welsh-medium and bilingual teaching resources are strengthened by the resources available through the Coleg Cymraeg Cenedlaethol Resource Portal system.

In terms of providing Welsh-medium qualifications, progress has taken place where the qualification is now offered by WJEC, so that there is no need to rely on English examination boards. Health and Care and Childcare subjects, where they were previously only offered by BTEC and CACHE, are now offered by WJEC so there is an improvement as all the resources and assessment medium are now available in Welsh.

From a **higher education** perspective, there is strong Welsh-medium provision on the Coleg Sir Gâr Agriculture courses in y Gelli Aur. The course is presented bilingually and all modules are available through the medium of Welsh. The number of courses offered through the medium of Welsh over the past five years has increased to the current provision of offering 120 credits at level 4, 5 and 6. Therefore, the Foundation Degree and the BSc (Hons) are available to be studied entirely through the medium of Welsh. The provision is enriched by incorporating Welsh-medium resources available through the Google Classroom network, as well as Welsh-medium tutorials and Welsh-medium group lectures. Speakers and specialist technical workshops are also facilitated through the medium of Welsh. We are very grateful for the continued support of the Coleg Cymraeg Cenedlaethol and the University of Wales: Trinity Saint David for their support in presenting Welsh-medium Higher Education on our campus in y Gelli Aur.

The college has developed a successful bilingual pathway on L3 in Public Services which has been running for the past three years. The learners are given the opportunity to form a solid linguistic basis for their language skills. Staff create bilingual resources which are shared across the Further Education sector. All learners across Public Services are required to take part in weekly Welsh classes which will improve job opportunities within the sector.

Through successful proposals for grants from the Coleg Cymraeg Cenedlaethol the College has developed bilingual/Welsh medium learning groups in the field of Public Services and there will be a Welsh medium group in the field of Health and Social Care from January 2022 as they are about to advertise a job and provide funding for a Health and Social Care tutor with responsibility for improving and supporting the Welsh language skills of our learners and our teaching team.

Following a recent change in examination board qualifications to the new L2 Health and Social Care WJEC qualification: Combined Core in Adults and Young People as well as WJEC's L3 Diploma in Health and Social Care: Principles and Contexts, all internal and external Health and Social Care assessments can now be offered to the learners in Welsh. All the Health and Social Care learners attend weekly 'Welsh for the Workplace' lessons, and the college continues to work on developing bilingual resources for Access to Nursing and Leisure and Tourism.

Access to Nursing learners are given the opportunity to apply for bursaries to complete at least one unit through the medium of Welsh. This unit is often the work experience unit.

With the employment of more and more tutors who speak Welsh in the field of Art and Design, there has been an increase in the number of modules offered bilingually on these courses. In the Art and Design department, 13 members of the team are Welsh-speaking Welsh (7 of these are Welsh learners). Staff support learners to complete Welsh Higher Education modules with a target of 40 credits each academic year. On the Pibwrlwyd campus, Welsh-speaking learners are supported to study certain aspects of their work in Welsh in order to help them progress to Level 4. The Art and Design faculty provides opportunities for research and creative development through the medium of Welsh and ensures that there is a Welsh cultural context across all the programmes. There are employability links with the sector which includes Yr Egin and other creative industries in the region to support the employability and entrepreneurship of Welsh students on the degree programmes. The College in Art and Design of Higher Education is supported by a grant from the Coleg Cymraeg Cenedlaethol and these are the statistics for 2020-21: -

## 1. Welsh Medium Provision

### a) University subject-specific Welsh medium provision

(i) Credits offered in 2019/20					(i) Credits offered in 2020/21				
Year 1	Year 2	Year 3	Year 4	OR	Year 1	Year 2	Year 3	Year 4	OR
100	90	100			120	120	120		

### b) List of degree courses within the subject which include an element of Welsh-medium provision (2020/21)

Title	UCAS code	% Welsh medium
Art and Design Level 3 (yr0)	n/a	33%
BA (Hons) Art and Design: Multidisciplinary	W000	35%
BA (Hons) Ceramics and Jewellery: 3d maker	WW27	33%
BA (Hons) Digital Illustration (L5 & L6)/ BA (Hons) Conceptual Art & Illustration (L4)	W221	35%
BA (Hons) Fashion: Creation and Design	W2H0	30%

BA (Hons) Graphic Communication (L5 & L6) / BA (Hons) in 3d Design & Virtual Reality (L4)	W290	45%
BA (Hons) Fine Art: Painting, Drawing and Printmaking	W101	33%
BA (Hons) Photography	W640	55%
BA (Hons) Sculpture: Casting, Carving, Forming	W130	60%
BA (Hons) Textiles: Knitting, Weaving and Mixed Media	W232	70%

c) The level of Welsh-medium provision offered (in each year) during 2020/21?

a little in Welsh		40 credits each year	x
80 credits each year		120 credits each year	

## 2. Student Numbers

a) Numbers of students studying the subject at this university in 2020/21

(i) who speak Welsh					(ii) fluent students studying 5+ credits in Welsh					(iii) fluent students studying 40+ credits in Welsh				
2020/21					2020/21					2020/21				
Yea r 0	Yea r 1	Yea r 2	Yea r 3	O R	Yea r 0	Yea r 1	Yea r 2	Yea r 3	O R	Yea r 0	Yea r 1	Yea r 2	Yea r 3	O R
28	13	9	9		28	13	9	9		8	2	5	9	
(i) Speaks Welsh but not fluent					(ii) students who are not fluent studying 5+ credits in Welsh					(iii) students who are not fluent studying 40+ credits in Welsh				
2020/21					2020/21					2020/21				
Yea r 0	Yea r 1	Yea r 2	Yea r 3	O R	Yea r 0	Yea r 1	Yea r 2	Yea r 3	O R	Yea r 0	Yea r 1	Yea r 2	Yea r 3	O R
20	13	12	12		20	13	12	12		0	0	0	0	

b) Level of student numbers registered on Welsh-medium provision (in each year on average) during 2020/21?

6 each year		10 each year	X
15 each year		20 each year	

By the end of the period of this Strategy, the **University of Wales Trinity Saint David** and Coleg Sir Gâr will have the highest ever number of students who have received scholarships from the Coleg Cymraeg Cenedlaethol for studying through the medium of Welsh in the 2020/21 academic year. 118 students from y Drindod Dewi Sant and Coleg Sir Gâr received one of the Coleg Cymraeg Cenedlaethol scholarships, including the William Salesbury

Scholarship, Incentive Scholarships, Research Scholarships and the Main Scholarships, with a number of students from Carmarthenshire benefiting from the scholarships here. In collaboration with the College, the university and Coleg Sir Gâr have invested heavily in recent years in creating new Welsh-medium provision in areas such as Art and Design, Agriculture, Sports Studies, Business, Early Years, Youth and Community Work and Religious Studies.

To date, there has been no regular data relating to Welsh-medium education from the University. However, following restructuring its Welsh-medium Education Strategy will be amended and a Welsh-medium Education Operations Manager is about to be appointed. These two developments will be core to developing the Welsh language within the organization and feed directly into the next Promotion Strategy.

In terms of learning **Welsh for Adults**, the figures in terms of the number of learners have remained relatively constant during the period of this Strategy, between 716 and 757 and it is encouraging that the figures have rehabilitated and risen slightly since the changes that came regarding the pandemic. In March 2020 all face-to-face learning in the sector ended, and the classes were transferred to be virtual. Since then new options have been presented to the learners including combined courses and self-study, but the element of learning with a tutor has remained illusory for the time being.

Year	Unique learners	Learning Activities
<b>2020/21*</b>	757	872
<b>2019/20</b>	570	748
<b>2018/19</b>	716	840
<b>2017/18</b>	731	843

Figures of Welsh learners for adults living in Carmarthenshire. They include those who learn in the community and in the workplace.

\* 2020/21 data is not final data. The data for the year 2020/2021 will be published on 31 March 2022

This does not reflect the national pattern however, which shows a significant increase in learners and learning activities in the 2019/20 academic year, as everything transfers to the digital world. This progress can be explained further as Cymraeg Gwaith statistics have been included in this data for the first time. We see that the learning activities have increased by a third nationally between 2018/19 and 2019/20 nationally, where the figure has dropped significantly in Carmarthenshire in the same period even though Welsh Work figures are also included here.

Year	Individual Learners	Learning Activities
2020/21		
2019/20	17,505	30,115
2018/19	13,260	20,330
2017/18	12,680	19,490

It is possible that a lack of connection to the web has explained some of the decrease in Carmarthenshire learners in 2019/20. It is also possible that some of the national progress reflects the fact that learners from outside Wales can now take part in online lessons.

In terms of the largest **public organizations** operating in the county, the Standards were placed on the County Council and the Police in 2016, on the University and the College in 2018, on the health authority in 2019. This means that there is consistent and reliable data from all the organizations on the language skills of the workforce and the Welsh courses provided. The Standards triggered a number of important steps forward in terms of recruitment policies and increasing language skills in the workforce.

In 2017, **Dyfed Powys Police** published a new policy in terms of supporting the staff to learn Welsh. They noted a commitment by the Force, as an employer, to promote and facilitate opportunities for learning Welsh for staff and officers at all levels. By 2019, it has been ensured that all new job profiles for officers and staff state that successful candidates must be able to communicate in Welsh at least at level 1 or be prepared to achieve this within 6 months of being appointed. Support was given over a period of twelve months to officers and staff who are already employed to reach level 1.

	<b>Mai-16</b>	<b>Mai-17</b>	<b>Mai-18</b>	<b>Maw-19</b>	<b>Meh-19</b>	<b>Mai-20</b>	<b>Mai-21</b>
Lefel 0	355	352	322	284	277	256	252
Lefel 1	449	537	557	603	600	630	683
Lefel 2	414	425	400	407	406	395	392
Lefel 3	204	233	236	242	240	250	259
Lefel 4	163	203	191	194	191	195	200
Lefel 5	271	276	253	241	240	244	249
Heb ddweud	122	285	112	88	92	94	92
Cyfanswm	1978	2311	2071	2059	2046	2064	2127

The Police's language skills data shows that the percentage of fluent Welsh speakers in the workforce has remained constant over the period of this Strategy at around 35%. It is noted that the percentage of staff who do not speak Welsh fluently has increased slightly, from 57% to 64%. The number of staff who have no Welsh skills has decreased by 5%, from 352 to 252, and currently stands at around 10%.

In terms of increasing the Welsh language skills of the workforce, the number of police staff on Welsh courses in 2018/19 was 157, and 163 in 2020/21. These figures included the whole of Dyfed and Powys and not just Carmarthenshire.

A new Language Skills Strategy was agreed by **Carmarthenshire Council** in 2016. The staff's language skills were mapped by service in order to realize the commitments of the Standards. It was agreed to place all posts at level 1 as a minimum, and the commitment to support staff to learn and improve their Welsh skills was reinforced. A new position was created in 2017 to support staff to move along the language continuum, namely Welsh language learning and development consultant. Carmarthenshire Council data shows that the percentage of fluent Welsh speakers in the workforce has increased by 1%, from 41% to 42% over the period of this Strategy. The percentage of staff who do not speak Welsh fluently has decreased by 1% from 59% to 58%. The number of staff who have no Welsh skills has decreased by 3% from 15% to 12%.

In terms of training the workforce, the number of staff learning Welsh at all levels has increased from 189 (and 83 of these following a 'Welcome' course) in 2017 to 314 (96 at welcome level) in 2020/ 21.

**Hywel Dda Health Board** reports of the language skills of the workforce start in 2018. But the sample has improved significantly during this period and therefore the comparison from year to year is not a clear one. The percentage of staff who are fluent Welsh speakers has increased from 24% in 2018 to 27% in 2021. The percentage of staff who do not speak Welsh fluently has also increased from 58% to 68%. The percentage of staff who do not have Welsh skills has increased from 28% to 35%. Given the increase in the sample, this increase does not reflect a real increase. It could probably be concluded that the figures reflect consistency without much movement at any level.

In terms of staff training, 251 Hywel Dda staff received Welsh language training in 2019/20 (with 89 of them on a Croeso course). In 2020/21, 288 were following Welsh courses (and 112 of those on the Croeso course). The figures apply to the whole Hywel Dda area and not just Carmarthenshire.

**Coleg Sir Gâr's** data also dates from 2018 when it was recorded that 35% of its staff speak Welsh fluently, and 64% of the staff do not speak Welsh fluently. 16% of the staff had no Welsh skills. In 2019/20, the data of Coleg Ceredigion and Coleg Sir Gâr were combined after the merger of the two institutions. It was noted at that time that 38% were fluent Welsh speakers and 61% could not speak Welsh fluently. 13% of the staff had no Welsh skills.

As with the skills data, the College began reporting on training for the workforce on the April to July 2018 period. At that time there were 40 staff on various Welsh courses and in 2019/20, there were 44. By the end of this Strategy period, the College started a new project to increase the staff's language skills, namely 'Basic, Better, Best'. In this programme, all staff are encouraged to improve their Welsh skills wherever they are on the linguistic continuum and targets are set in their annual evaluations.

**The University of Wales Trinity Saint David** also reports on the language skills of staff for the annual Welsh Language Standards Report since 2018. With regard to all the staff (support and professional), it is noted that 23% of the staff can speak Welsh fluently, that 60% cannot speak Welsh fluently and the language skills of 18% of the staff are not known. From the point of view of the teaching staff, it is noted that the percentages of staff who are able to learn through the medium of Welsh vary greatly from faculty to faculty, with 0% of the staff of the Department of Architecture, Computing and Engineering being able to learn in Welsh, 11% of the Humanities and Performing Arts faculty and 46% of the Institute can learn through the medium of Welsh.

In terms of increasing the Welsh language skills of the workforce, 28 University staff were on Welsh courses in 2017/18 and 40 in 2019/20. But in addition to these, 232 registered on courses offered by the National Centre, and this is the first time that these figures have been included in the data.

No data has been received from the Fire Service to date.



### 1.1.7 Acquisition of Further Skills: Welsh for Adults Provision

#### To what extent have they followed our Action Plan?

Aim
Trigger more strategic planning from the context of acquiring Welsh skills for adults

Action
Invite the National Center to the County Strategic Forum

The Center was invited to the Forum but it was decided that they could not attend at county level. There are two providers of Learning Welsh courses in Carmarthenshire, namely the County Council and Aberystwyth University. They coordinate the community provision strategically together geographically and in terms of levels.

The new arrangements under the national Learning Center have triggered more strategic planning in terms of Welsh language provision for adults in Carmarthenshire. With Aberystwyth University and Carmarthenshire Council providing different elements of the provision within the county, there are clear lines and opportunities to collaborate on marketing. Both organizations have a joint prospectus and all the information for the region can be found on one web page which is part of the central website of the national Centre. This provides one clear, up-to-date and attractive access for all learners and prospective learners while also conveying county information. From the learner's point of view, access to all the provision (online, in person and at all levels) is in one location whoever the provider is.

Action
Planning provision to go along with WESP to reinforce the children's Welsh-medium education

A series of courses were held in the county through the Innovation Grant to pilot specific courses for parents through the Clwb Cwtsh by the Mudiad Meithrin and a subsequent course, Clwb CiT, 'Welsh for the Family', by Carmarthenshire Council. The courses were offered in 5 schools that move along the language continuum in accordance with the WESP, as well as other locations.

An audit of the language skills of the county's primary and secondary staff was administered and a report analyzing the results was provided to each headteacher. A program of courses was offered to the staff according to demand, including specialist courses to change the teaching medium. The courses were regularly advertised through the education department's Bulletin. Specialist resources were provided to teachers as well as ideas on changing the ethos of schools. A Confidence course was developed for parents who are reluctant speakers.

	No skills	Entry Level	Foundation Level	Intermediate Level	Advanced Level	Proficient Level
<b>Number</b>	95	210	195	115	180	745
<b>Percentage</b>	6%	14%	13%	7%	12%	48%

#### Carmarthenshire teacher skills figures for 2020/21

##### Action

Planning provision to match developments in the private sector

Provision was not designed to coincide with developments in the private sector, but rather the private sector was directed to the provision of Cymraeg Gwaith.

##### Action

Gather information about learners to investigate the various trends

With the establishment of the Interactive Site of the National Centre for Learning Welsh (CDCG) all types of data are collected. A member of staff was appointed to ensure that the data is correct and is analysed. From the context of what motivates Carmarthenshire learners to learn Welsh, the main reasons identified were, 'Increasing work opportunities' and 'Living in a Welsh-speaking community'.

##### Aim

Targeting the adults within specific professions to increase Welsh language skills

##### Action

Implement a Llanelli area project to increase teachers' Welsh skills

32 teachers and classroom assistants were trained. They made good progress by completing one level and some of them completed two levels. An opportunity did not arise to seek funding to repeat the project throughout the county.

##### Action

Raise awareness of the training courses available to school staff

Training for school staff was regularly discussed in headteachers' meetings. Opportunities were also taken to share information about the courses through presentations to leaders of the Language Charter and Cymraeg Campus, and other training courses. Courses were promoted through the weekly newsletter and schools were targeted in accordance with the results of the language audit and the WESP in terms of moving each school along the language continuum.



Action
Respond to the needs of individual schools by offering alternative courses

During the first lockdown period, courses were offered at different levels to 90 teachers at each level (Entry, Foundation, Intermediate, Refresher).

Action
DDS University to provide Welsh Government Sabbatical Scheme courses within the region

The Sabbatical Programme, which is funded by the government, offers a five-week course for assistants, a term-long course for teachers, and a one-year Welsh course. The Welsh in a Year course is an opportunity for teachers from the English-medium sector, who are released from school for a whole year, to be immersed to such an extent that they reach an intermediate or higher level and are able to learn Welsh in class following the course. The impact on the way Welsh is taught as a second language from the one-year course, and the impact on the way Welsh is integrated into the rest of the school is far-reaching. The University provided 4 of these courses during the creation of the strategy and 9 out of the 56 who attended were teachers from Carmarthenshire. The others were from other counties in the Erw region.

With regard to the other sabbatical courses, 22 of the 42 assistants from the Welsh medium learning sector who attended courses came from Carmarthenshire and 17 of the 56 assistants from the English sector were assistants working in Carmarthenshire schools

Action
DDS University to provide Work Welsh programs which offer contextualized courses for learning Welsh for adults in specific work sectors, e.g. care workers in the pre-school sector, Social Care workers

Since 2019, the University has been providing the *Camau* programme, which is a textualized course for childcare providers. In 2019/20 11 practitioners from Carmarthenshire completed an Advanced level course and 25 completed an entry level course. The University also provided a social care course in 2018 with 25 practitioners registered and most of them working for Hywel Dda Health Board. Now, these have come to an end. They are available online provided by the regional Welsh for Adults providers. The University is now only authoring the content.

Aim
Raise awareness of all the various Welsh learning opportunities available to residents of the county in a coherent manner

Action
Comply with the Marketing Strategy of the National Centre for Learning Welsh

The CDCG has a comprehensive website which includes all courses offered across Wales. They organize national marketing campaigns using TV adverts, the web etc, e.g. 'Adult Education Week'. Locally, the providers are responsible for local marketing through Facebook, Twitter, in shopping centers and events for the public such as the Town Center Festival and various Conferences.

There is a joint electronics [prospectus](#) between the two providers and they are promoted on social media. Both providers have members of staff dedicated to marketing and they collaborate with the organizations on the Forum to reach new audiences. The organizations of the Forum, in turn, promote information about all the formal learning opportunities available in the county.

#### Aim

Ensure that there is an exciting network of opportunities for learners to increase their skills by attending informal events in the community

#### Action

Dissemination of information about the services of County Forum members

Events such as Sadwrn Siarad, Supplementary Courses, and activities organized by the Mentrau were promoted. In addition, we worked with Mudiad Meithrin to distribute Cymraeg i Blant booklets. Specific events are shared on the Dysgu Cymraeg Sir Gâr Facebook page, whether they're for learners or new Welsh speakers. The tutors and staff encourage learners to attend events such as sessions for new learners/speakers who run a business with Helo Blod and the national Centre.

#### Action

Expand and create joint opportunities for learners to use their Welsh

Informal events are organized by the County Council, the university and the three Menter Iaith. There is also Clwb Clecs, Reading Clubs, Film Clubs and plenty of opportunities for a cup of tea and a chat. Most of these opportunities are still online at the time of writing this report.

During 2020, the Council organized a meeting for the enterprises and the learning providers to discuss promoting opportunities for learners to use Welsh informally together. It was agreed that each organization would feed information about events to the Google [calendar](#) that sits on the *Dysgu Cymraeg Sir Gâr* website and that it would be possible to market all the events together from there. The Council administered the calendar since then. A joint poster was started which was supposed to summarize all the opportunities to market it from all the organisations, but this was only done once, for autumn 2020. At the end of the period of this Strategy, the informal offer for learners is partly online and in person. Menter Gwendraeth Elli's provision has changed for example, with three coffee and chat sessions, in Pontyberem, Llanelli and Cydweli. It is necessary to decide how to market the offer in person and online

so that there is a complete picture of activity in the county for joint marketing, and to decide which body is most suitable to coordinate these efforts for the future in Carmarthenshire.

### 1.1.8 Acquisition of Further Skills: Welsh for Adults Provision

#### Impact Framework

<b>3.13 Percentage of students in colleges and work-based learning in the county who receive their higher and further education through Welsh</b>	Number and percentage of students at Coleg Sir Gâr and Trinity University who have been assessed through the medium of Welsh in accordance with the definition of Coleg Cymraeg	Coleg Cymraeg  (It will include Ceredigion and Swansea campus students, not just Carmarthenshire)
<b>3.14 The number of individuals living in Carmarthenshire who have registered on Learning Welsh courses</b>	The number of people who live in Carmarthenshire and follow Welsh for Adults courses in Carmarthenshire, following distance courses and courses outside Carmarthenshire, e.g. courses across the border in the Swansea, Pembrokeshire or Ceredigion area.  Total and number per level	The County Council's Welsh Learning Data + Aberystwyth University's Welsh Learning (YGDCG) + Working Welsh

**Objective 2: Increase confidence of Welsh speakers** and therefore the use of Welsh in all aspects of life and encourage and support the county's organizations to increasingly make Welsh the natural medium of their services.

**2.1.1 Increase confidence and use: To what extent have we followed our promotion Strategy?**

**Initiatives before COVID-19, 2017-2020.**

**Menter Gorllewin Sir Gâr** operates over the western area of Carmarthenshire which extends from the Pentywyn coast in the south; up to the Teifi Valley in the north, which creates a natural county border with Ceredigion, and from Carmarthen Town and the highlands of Llanllwni and Pencader mountains in the east to the county border with Pembrokeshire in the west. There are offices in New Castle Emlyn and Carmarthen and there are also specific officers who focus on the Dyffryn Taf and Dyffryn Teifi areas.

In 2017, the Initiative had 11 members of staff, with 6 of those working specifically on the Welsh language, and 5 being digital officers, implementing agreements with the Job Centres to work with the unemployed to help them develop digital skills. By the end of the period of this strategy, there will be 17 members of staff, with 10 of those working specifically on the Welsh language.

The Initiative provided activities to support children's informal use of the Welsh language linked to primary schools in the area, such as Cwis Dim Clem, language awareness sessions, silly eisteddfods and playground games.

In addition, they organized weekly community activities independently of the schools and outside school hours, such as street dancing sessions, various sports, photography club, drama clubs, mountain bike club, Côr Myrddin, Blogging Club, Gigs, Youth Forum and Radio Workshops.

**Children and young people**

	<b>Number of sessions</b>	<b>Number of attendees</b>
2017-18	256	3595
2018-19	398	6667
2019-20	321	8910

The Initiative also supports the language use of families in the area, trying to reinforce the language transition at home. This activity includes Language and Play Sessions for children and their parents in primary schools, regular story sessions in various locations, Christmas activities, nursery sports and fun days.

Families

	Number of sessions	Number of attendees
2017-18	118	5970
2018-19	210	7334
2019-20	277	19,775

Finally, the Initiative holds community activities in an effort to ensure that there are opportunities to socialize in Welsh across the area. Social evenings, Yoga and Zumba sessions, Ffit-Fowns sessions, and informal sessions for learners are held. Performance stages are coordinated at events, and Menter organizes a Welsh Page and the weekly column of the Carmarthen Journal.

Community/leisure

	Number of sessions	Number of attendees
2017-18	92	5200
2018-19	78	6880
2019-20	138	13,336

During the period of this Strategy, the need and the potential to bring together a community of Welsh-speaking families and young people in the area was recognized in a large, social and cultural event. In 2018 Gŵyl Canol Dre was held for the first time in Myrddin Park, Carmarthen, attracting 3,000 people. The festival was a day of fun and entertainment for people from Carmarthenshire and beyond with a variety of activities and events including performances of live music, sport, literature, art and a variety of workshops. There were two stages on the field, one featuring well-known individuals and bands from the Welsh rock scene performing and one with various performances from schools in the area. The festival also offered a platform for businesses with a stall area to sell goods and products and for local organizations to promote their services. Gŵyl Canol Dre was held again in 2019 attracting 4,000 people.

The Cymraeg byd Busnes project was established by the Government in 2018 and a local Officer was established for West Carmarthenshire and Pembrokeshire at the Enterprise Offices in Carmarthen.

**Menter Dinefwr** operates over the area of eastern Carmarthenshire which includes the Aman, Tywi and Cothi valleys. Since its establishment in 1999, one of the main aims of the Management Board is to maintain an organization that provides opportunities to use the Welsh language, together with supporting community and economic development, creating jobs and work, as this is core in supporting development the Welsh language.

At the beginning of the period in question in 2017, the Menter had 3 associated companies, namely Trywydd (a translation company), Gofal Plant Cyf (providing Welsh-medium childcare clubs); and Cyfoes (a Welsh language shop selling Welsh books and goods). Menter had offices in Ammanford and Llandeilo, a Cycoes branch in Ammanford, Trywydd offices in Carmarthen, Llandeilo and Aberystwyth, and Gofal Plant Ltd care clubs in Llandeilo and Ammanford.

The main work of the Initiative to promote the use of the Welsh language is divided into two parts, namely 1) Children and Young People, and 2) the Community. A summary of the numbers of activities and attendees can be found in the tables below. Over the period, a change was seen in the staffing structure, also trying to move to work more intensively, which means fewer numbers in some situations, but a greater impact on language practices. Also note that activities had to be canceled towards the end of the last quarter of 2019/20 due to COVID-19.

The Initiative provided activities that support children and young people's informal use of the Welsh language linked to primary and secondary schools in the area, Coleg Llanyddyfri and Coleg Sir Gâr, e.g. Cwisiau Dim Clem, language awareness sessions, silly eisteddfodau and yard games. In addition to this, the Menter organizes regular social activities independently of the schools, and outside school hours, such as youth clubs, forums and fun sessions during school holidays.

Children and Young People's Activities

	Number of sessions	Number of attendees
2017-18	343	6391
2018-19	344	6992
2019-20	300	7011

The Initiative also held daily care clubs for primary children in Llandeilo (8-9am and 3.15-6pm) and Ammanford (3.30-5.30pm), through its sister company Gofal Plant Ltd, together with summer holiday care clubs Welsh (8am-6pm) in both areas, during the period in question. The purpose of the clubs is to offer professional childcare to help parents and families, to give children the opportunity to socialize and use the Welsh language outside of school hours, during the holidays, and to create more seasonal jobs.

Provision of Childcare Clubs

	Number of childcare places provided
2017-18	20,880
2018-19	20,880
2019-20	21,640

In terms of Menter's community work, it carries out various activities to offer opportunities to use the language, as well as projects to promote the transfer of language in the home, social use of the language, supporting learners, carrying out artistic, cultural and musical activities, supporting local businesses, organizations and clubs, and offering various opportunities for families and adults.

Community Provision

	Number of sessions	Number of attendees
2017-18	490	9,017
2018-19	389	4,384
2019-20	272	7,384

In terms of the economic value of the Initiative, it now employs 35 members of staff across the companies and from various locations with a 2020/21 financial turnover of over £1.5m. With our new center in Llandeilo, there is an intention to expand further over the next few years developing the range of activities that will be offered.

**Annual Turnover**

	Annual Turnover (to include sister companies and Hengwrt)
2017-18	£742,263
2018-19	£831,077
2019-20	£1,080,606
2020-21	£1,510,028

During the period in question (2017-2020), in order to try to reach out further into the community, the Cyfoes shop was moved to Ammanford town centre, doubling the income in the first year, and a new office was also opened for the Menter there. In addition to this, funding worth £1.8 million (capital and revenue) was secured to renovate an old building in Llandeilo and establish a new center for Menter Dinefwr, namely Hengwrt.



The success of the Priority Areas project which operated across the County in partnership between the 3 Menter Iaith was seen, piloting intensive action in micro areas. The Cymraeg Byd Busnes project was established by the Welsh Government in 2018 and a local Officer was employed for Dinefwr, Cwm Gwendraeth and Llanelli by Menter Dinefwr, in collaboration with Menter Cwm Gwendraeth Elli. These two projects showed the possible results of intensive action and of focusing on a specific field and/or geographical area.

**Menter Cwm Gwendraeth Elli** operates for Cwm Gwendraeth and Llanelli and the Menter has a centre, which provides a cafe, offices and a shop in Pontyberem. The staff of the Menter have remained stable over the period of this strategy with 9 members of core staff, 4 members of staff in the cafe, and approximately 68 part-time staff employed in the clubs after school / holidays over the area. As well as providing specific linguistic projects, the Initiative also provides other community projects such as Living skills, Ownzone and Local Action through the medium of Welsh.

The opportunities the Menter has provided to support children's informal use of the Welsh language mainly derive from the number of care clubs and the 10 fun clubs that are run in the primary schools in the area to reinforce the children's language use outside the classroom. (200 children in 2017-18) The Initiative provided 3 holiday clubs for the same purpose in Kidwelly, Llechyfedach and Llangennech. A Junior and Youth Theatre have been running mass events for children annually in the area, such as Jambori, Miri Mai and Hydref Heini.

The Initiative supported young people's informal use of the Welsh language through the government's Language Practice Support Project in Y Strade, Maes y Gwendraeth and Coleg sir Gâr. Since that project ended, the Menter has provided language awareness sessions in the schools and the college.

The Initiative has provided support for Cwm Gwendraeth and Llanelli learners to gain confidence in by providing Welcome Clubs for beginners in Llandyfaelog, Cross Hands, Llanelli, Pontyberem, Pum Heol, Ffwrnes, Trimsaran. They have also been providing Clybiau Clonc to encourage informal use of Welsh among learners in Y Ffwrnes, Llanelli town centre, Llandyfaelog, Cross Hands, Pontyberem and Trimsaran.

The Initiative has also collaborated on Pontyberem Carnival, Llandyfaelog Show, Pum Heol Show and Llanelli Multicultural Day, Ras yr Iaith 2018 and the Gwyl Gerdd Dant.

As a result of staffing changes during the reporting period of this Strategy, it was not possible to obtain more useful data from Menter Gwendraeth Elli for this report. Now, with the Menter under the control of a new Board and with a stable new chief executive, the Menter will be able to report progress in a similar way to the other mentura.

### Initiatives after COVID-19 2020-21

The initiatives adapted in the first phase of the pandemic to ensure that digital activity was available in Welsh for children, young people and families to use Welsh in various situations.

**Menter Gorllewin Sir Gâr** held a variety of live activities over media such as Teams, Zoom, Facebook and Youtube including jamboree, story sessions, quiz, disco, cooking, keeping fit, book club, photography competitions, sports, drama and more. A positive result of having to provide in this way was that a large increase was seen in the number of people following the initiative on social media. During 2020-21 an increase of over 3,000 new followers was seen across all social media platforms with the increase continuing on the same scale during 2021-22.

A higher number of people were seen taking part in the initiative's activities during 2020-21. During the periods when guidelines allowed, some face-to-face activities took place.

Type of engagement	2020-21
Number of messages, newsletters, photos or videos that have been shared	402
Number of likes, shares, comments, retweets	10,796
<b>Number of online activities that have been organised</b>	
Families	110
Children and young people	232
Community	270
<b>Number who have joined or participated</b>	
Families	41,939
Children and young people	112,863
Community	203,733
<b>Number of face-to-face activities</b>	42
Number of attendees	805

**2021-22:** As the restrictions on opportunities to meet face-to-face lessened, the Initiative began to work in a hybrid way, carrying out activities digitally and face-to-face. Emphasis was placed on digital sessions for schools and new speakers, trying to develop more face-to-face activities in the community. Cycling clubs, drama, swimming, story sessions, volunteering training, mindfulness training, performances and so on were all held face to face with a high number attending each activity. The initiative developed a scheme for new volunteers in order to work on restoring the situation in terms of activities in the community after COVID-19 and building the confidence of community groups to carry out activities once again.

**Menter Dinefwr's** community staff were on furlough for a period of around six months during 2020, returning part-time thereafter until the end of the plan. Of all the staff of the Initiative and its associated companies, 20 members of staff went on furlough in April 2020, with 9 members of staff continuing to work, and 7 of these working full time throughout the period. All the while, online activity was provided and ongoing work was carried out on the new Hengwrt building. The holiday clubs closed while the schools were closed, but reopened

straight away when schools started back in September. Patterns of working at home have reduced the demand for after school clubs, so the figures are lower, but rising, and arrangements are underway to establish a new day care club in Llanymddyfri. There was more demand than usual for the Llandeilo holiday club in summer 2021, as children were desperate to be out of the house in society and parents, who worked from home, saw great value in the service. Time will tell if foreign travel patterns will pick up again and this will have an impact on demand in the coming years. It is also nice to note that there are now 34 members of staff on the payroll of the Initiative and its associated companies.

Online Indicators April 2020 - December 2021	Total achievement
Number of messages, newsletters, photos or videos that have been shared	957
Number of likes, shares, comments, retweets	10,375
Number of online activities that have been organised	156
Number who have joined or participated	7,933

**2021-22:** By now, Menter Dinefwr's provision for the schools is a mix of online and face-to-face, with a number of sessions for learners and sessions during the holidays for children and families taking place by meeting in person. It is anticipated that quite a bit of the offer for young people will continue online for their convenience but it is hoped that the Hengwrt center and the arrival of the Urdd Eisteddfod in Llandovery will make it easier to organize more face-to-face community activity in the near future. Hengwrt will also facilitate the Menter's partnership with major festivals in the area such as the Literature Festival, giving the Menter a central location to be part of the festival and raise the status of the Menter and the Welsh language in that area.

**Menter Cwm Gwendraeth Elli's** activities were greatly affected by the pandemic situation with all the holiday and fun clubs closing and only some re-opening as the schools reopen during 2020-21. The Menter provided some new online activities such as the cooking sessions for children, a virtual grotto and a virtual carol night and then as the schools reopened, the Menter adapted their activity to be a digital activity with virtual language awareness sessions, Quis dim Clem online. Most of Menter's staff were on furlough during much of 2020-21, including all care club staff. One holiday club was held in Summer 2021 at Ysgol Llechyfedach and Llannon care clubs, Clwb Hwyl Dewi and Bydis Brynsierfel were reopened when the schools reopened.

**2021-22:** After school clubs reopened:

School	Number of days	Number of children
Llanddarog	2	24
Llanon	2	12
Gwenllian		8
Pontyberem	2	18
Brynsierfel	2	12
Dewi Sant	5	32
Llechyfedach	2	8

Tumble	2	18
Gorslas	1	15
Cefneithin	1	17
Mynyddygarreg	1	11

159 children now attend the after school clubs, with people's work patterns having changed since the pandemic, the care needs of families have changed, and we will have to wait to see if the demand for after school care is medium Welsh will increase over the next few years.

4 members of staff working on language projects from the Initiative in 2022. As stated earlier, with the Menter under the control of a new Board and with a new stable chief executive, the Menter is confident that the staffing structure and activity will strengthen in the coming years.

### **The Three Initiatives (Mentrau Iaith)**

As the period of this strategy comes to an end, the Welsh Government is keen to see more emphasis on empowering communities to carry out activity rather than Welsh language promotion organizations providing activity for them. There will therefore be a demand to ensure a mix of provision, coordination and support, and the publication of the results of the 2021 Census will also be of further assistance in planning and actively responding to the situation of the Welsh language in our communities. The Forum and the partners will need to support the activity of the three Initiatives in the context of all this during the period of the next strategy, adapting in accordance with local needs.

### Young Farmers

Carmarthenshire Young Farmers Clubs are a branch of a national Organization which is administered from an office in Carmarthen town centre, with 2 full time members of staff. The office administers through the medium of Welsh and organizes competitions and county activities to support the clubs within the county through the medium of Welsh. They hold work committees, county finance and activities, and a youth and agriculture Forum. The clubs are held voluntarily within communities and meet weekly, like youth clubs. Most of the county's clubs meet and socialize in Welsh and compete mainly in Welsh in the county's competitions. There are also public speaking competitions in English which give the organization's natural Welsh speakers the opportunity to develop their English skills. Three of the county's clubs operate bilingually (Llandeilo, Llanymdyfri and Sanclêr) and Hendy Gwyn is an English club. We have not counted Hendy Gwyn members in the figures below.

#### **2017-18**

The number of Welsh and bilingual clubs  
Number of members 723

#### **2018-19**

The number of Welsh and bilingual clubs  
Number of members 664

Club name	Number
Abernant	5
Capel Dewi	16*
Capel Iwan	49
Cwmann	32
Cynwyl Elfed	26
Dyffryn Tywi	38
Dyffryn Cothi	39
Llanarthne	*
Llanddarog	51
Llandeilo	29
Llandovery	37
Llandybie	17
Llanelli	12
Llanfynydd	41
Llangadog	45
Llanllwni	43
Llanon	46

Club name	Number
Abernant	19
Capel Dewi	16
Capel Iwan	55
Cwmann	38
Cynwyl Elfed	23
Dyffryn Tywi	37
Dyffryn Cothi	33
Llanarthne	11
Llanddarog	38
Llandeilo	28
Llandovery	37
Llandybie	14
Llanelli	16
Llanfynydd	45
Llangadog	55
Llanllwni	44
Llanon	32
Llanwinio	6
Penybont	45
Sanclêr	43
San Ishmael	50
San Pedr	38
Hendy Gwyn	12

# *Carmarthenshire Strategy*

\*Merged to create Capel-Arthne 16

Llanwinio	0
Penybont	40
Sanclêr	36
San Ishmael	42
San Pedr	20
Hendy Gwyn	14

**2019-20**

The number of Welsh and bilingual clubs  
Number of members 622

Club name	Number
Capel Iwan	39
Capel-Arthne	8
Cwmann	29
Cynwyl Elfed	29
Dyffryn Tywi	27
Dyffryn Cothi	31
Llanddarog	54
Llandeilo	31
Llandovery	51
Llandybie	10
Llanelli	13
Llanfynydd	30
Llangadog	45
Llanllwni	52
Llanon	44
Penybont	39
Sanclêr	29
San Ishmael	32
San Pedr	29
Hendy Gwyn	33

**2020-21**

The number of Welsh and bilingual clubs  
Number of members 396

Club name	Number
Capel-Arthne	8
Capel Iwan	12
Cwmann	29
Cynwyl Elfed	21
Dyffryn Tywi	19
Dyffryn Cothi	26
Llanddarog	33
Llandeilo	21
Llandovery	25
Llandybie	0
Llanelli	7
Llanfynydd	10
Llangadog	19
Llanllwni	47
Llanon	40
Penybont	36
Sanclêr	21
San Ishmael	8
San Pedr	14
Hendy Gwyn	2

The number of members of the county's Young Farmers decreased fairly consistently between 2017 and 2020 by approximately 7% annually. The reduction can be explained through social and cultural trends, with young people increasingly interested in the digital world and more inclined to gather in urban centers for social activity and leisure. Obviously, the restrictions of COVID-19 were disastrous for the Young Farmers during 2020-21 with the clubs unable to meet weekly and all the county and national activity of the organization at a standstill. However, we managed to keep clubs open with online activities in some clubs and online competitions in the county, and significant county humanitarian efforts kept a bit of buzz going. The organization has developed partnerships in recent years, for example by working



together on Gwyl Canol Dre with Menter Gorllewin Myrddin and the pandemic has opened some further doors in terms of working in partnership online with other rural organizations such as Tir Dewi and DPJ.

The organization has experienced a significant revival after activity ceased during COVID-19. The activity started between September 2021 and January 2022 in a virtual or hybrid form but since April 2022 the organization has managed to carry out face-to-face activity including Siarad Public Cymraeg, Ten-Pen Bowling competition, Field Work Day and the Rally. The enthusiasm of the members as the organization restarts has been contagious and by the end of the year (July 2022 as the organization follows the educational calendar) the organization has 807 members across the County. The number of members has more than doubled since activity moved virtually during COVID-19 and is an increase of 11.6% compared to the start of the period of this Strategy.

#### **2021-22**

The number of Welsh and bilingual clubs

Number of members 807

Club name	Number
Capel Iwan	49
Capel-Arthne	31
Cwmann	25
Cynwyl Elfed	21
Dyffryn Tywi	39
Dyffryn Cothi	41
Llanddarog	60
Llandeilo	34
Llandovery	31
Llandybie	1
Llanelli	20
Llanfynydd	44
Llangadog	49
Llanllwni	56
Llannon	47
Penybont	53
Sanclêr	41
San Ishmael	64
San Pedr	46
Hendyggwyn	44

In terms of increasing children's and young people's use of the Welsh language during the period of this Strategy, the establishment of **the Language Charter** was key. Following the Gwynedd model, the Welsh Government funded the Charter in every county in Wales and Carmarthenshire adopted the project in 2017. The charter encouraged all Welsh primary schools to own the challenge of increasing their children's informal use of the Welsh language and provided a framework and tool that enabled them to do so. The project required the collection of data on pupils' social use of the Welsh language and their attitudes towards the language, to create a 'language web' and then provide activities and interventions for a period before re-running the survey to see if there was progress in the results of the 'language web'. Each school was encouraged to aim for a bronze, silver and gold award over a period of time,

according to the amount of activity the school carried out to encourage social use of the Welsh language among the pupils.

By October 2018, all 65 Welsh primary schools and two streams had been validated at least at bronze level. 5 of the schools had succeeded in achieving the gold award, and 13 other schools had submitted action plans to achieve the silver award. In 2018, the project was extended to English schools under the title, 'Cymraeg Campus'. By 2022, 81 out of 89 primary schools in the county have all reached bronze level, with 23 of those verified at silver level and 5 at gold level.

Similar work was started with the Secondary sector, but as there were national developments in the field, the work was postponed. Since then, although work is taking place to draw attention to the importance of the informal use of the Welsh language among young people of secondary age, there is a real need to re-examine the field, assess the purposeful efforts of the past to increase the informal use of the Welsh language by young people, and decide on suitable interventions in the future to match the WESP.

## The Urdd

The **Urdd** is traditionally very popular in Carmarthenshire. So many children and young people take advantage of the Urdd's opportunities here that it is the only county in Wales that is divided into two regions. The Urdd hold regional rounds in West and East Carmarthen for all their activities and competitions. In terms of the level of competition in the Urdd Eisteddfod, Carmarthenshire's figures are extremely high in general, with 6654 in 2017, and that is 2000 more competitors than Ceredigion. In 2018, 6,274 were seen competing from Carmarthenshire, in 2019 there were 8313. In the virtual eisteddfod in 2020, 4,600 competed, which was still slightly more than Ceredigion, but slightly less than Denbighshire, where the eisteddfod was to be held.

The number of members of the Urdd in the county provides a picture of whether our children and young people receive informal opportunities to use the Welsh language, as they are members of the Urdd in order to take part in eisteddfodau, department and household activities, trips and camps and sports competitions.

<b>2017-18</b>	Primary	Secondary	Older	Total
Gorllewin Myrddin	1,725	1,074	37	2,836
Dwyrain Myrddin	2,242	860	13	3,124

The total number of Urdd members in the county in 2017-18 was **5,960**, which is 1,500 more than Ceredigion and 1,200 more than Cardiff and the Vale.

<b>2018-19</b>	Primary	Secondary	Older	Total
Gorllewin Myrddin	1,818	900	44	2,762
Dwyrain Myrddin	2,129	848	23	3,000

The total number of Urdd members in Carmarthenshire in 2018-19 was **5,762**, which is 1,400 more than Ceredigion, and 100 more than Cardiff and the Vale (the increase in Cardiff members is likely to be a result of the fact that the Eisteddfod was in Cardiff Bay in 2019).

<b>2019-20</b>	Primary	Secondary	Older	Total
Gorllewin Myrddin	1,746	870	38	2,654
Dwyrain Myrddin	1,933	638	21	2,592

The total number of Urdd members in the county in 2019-20 was **5,246**, which is 900 more than Ceredigion and 600 more than Cardiff and the Vale. A reduction in the number of members was seen in 2019-20 and the gap closing between Carmarthenshire and the other counties, and although the first lockdown period came as a result of COVID-19 in March 2020

and the Urdd national eisteddfod was not held at all in 2020, the deadline for registration as a member of the Urdd had passed by March 2020.

By 2020-21, the impact of COVID-19 was significant for the Urdd, which is to be expected. Having had to cancel all the activities of the Urdd, from the eisteddfodau to the camps and sports during the pandemic, the children and young people of Carmarthenshire, as in the whole of Wales, did not see the need to become members. Some activity was held online but it was not necessary to become a member of the Urdd to attend the activity for free. Of course the national virtual Eisteddfod of the Urdd was held, namely Eisteddfod T, but although the Eisteddfod T maintained interest and excitement in terms of the arts in Welsh, it was not possible to offer opportunities to use the Welsh language informally as is found in the local and regional eisteddfodau.

The 2021-22 figures are still low. With uncertainty about how it will still be possible to hold eisteddfodau, and access to schools is still limited. There is no guarantee that sports competitions will be able to take place and all the uncertainty is clearly affecting the numbers of members.

<b>2021-22</b>	Primary	Secondary	Older	Total
Gorllewin Myrddin				1397
Dwyrain Myrddin				1548

The total number of members in the county is currently 2,945, which is less than half the normal total before COVID-19. It is necessary to ensure that this number increases for 2022-23, especially as the Eisteddfod is coming to Carmarthenshire next year.

In terms of the schools that organize their pupils' involvement with the activities of the Urdd, there is

Bro Banw, Bro Brynach, Brynsierfel, Dewi Sant, Ffairfach, Ffwrnes, Gruffudd Jones, Gwenllian, Ysgol Gymraeg Ammanford, Llanddarog, Llangadog, Llangynnwyr, Iys Hywel, Nantgaredig, Peniel, Pontyberem, Treioan and Ysgol y Derwen attending a large number of activities extracurricular that the Urdd Offers. Another 22 schools are involved with some of the Urdd's activities annually and 43 are involved a little with the activities offered. There are very few primary schools within the county that do not take advantage of the Urdd's opportunities to use Welsh informally at all.

There is a provision of sports clubs in the county that has existed during the period of this Strategy. Various sports clubs are offered in the following schools: Ysgol Dewi Sant, Ysgol Llangennech, Ysgol Pum Heol, Ysgol Y Ffwrnes, Ysgol Parc Y Tywyn, Ysgol Brynsierfel, Ysgol Yr Hendy, Ysgol Gwenllian, Ysgol Mynyddgarreg, Ysgol Trimsaran, Ysgol Cefneithin, Ysgol Gorslas, Ysgol Llechyfedach, Ysgol Llanddarog, Ysgol Penygroes, Ysgol Y Bedol, Ysgol Brynaman and Ysgol Nantgaredig. In addition, there is community sports provision at Coleg Sir Gar, Porth Tywyn, Trimsaran, Mynyddgarreg, Felinfoel, Pontyberem, Cross Hands, Cefneithin, Y Bedol and Carmarthen.

At the beginning of the period of this strategy, the Urdd had 2 Development officers, 1 Assistant Officer and 1 apprentice in Carmarthenshire. Offices were closed and officers were put on furlough during the pandemic. At the end of the Strategy period, the Urdd has 2 Community Officers (Arts and Camps) and 1 Sports Officer (community and competitions) in the county. The Urdd office in the county has moved to the Egin and 2 Officers from the Eisteddfod department also work from Carmarthen.

### **Merched y Wawr**

The Association has a development/promotion officer who supports 42 branches and clubs in Carmarthenshire. The officer represents the branches and clubs of the region on the organization's committees and other committees. It also organizes regional events to reinforce the social and cultural activity of the branches and clubs. In 2018, a Fashion Show was organized as part of the Carmarthen Region Golden celebrations and the members also launched a CD of Welsh songs for care homes, and the organization was part of S4C and the Egin activity. In 2019, a campaign to clean communities was implemented by a number of branches and clubs in the Region and members of the county contributed to the world record breaking campaign on St David's day. The organization also provided digital training to members following a course held in *Yr Egin*.

In response to the restrictions of COVID-19, a WhatsApp group was established by the officials of the region and the first digital meeting of the Region was held in September 2020. Nationally, courses, literary, cooking and crafting competitions were held digitally, with a great deal of the Carmarthen Region competing.

Before the pandemic, the branches and clubs met and held dinners, quizzes, a singing assembly, trips, whist, Plygain, Tumpath Dans, guest speakers, outings etc. During 2020/21, a large number of the branches and clubs have been meeting virtually, or outside in gardens, car parks or going on walks. Efforts were made to bridge between virtual events and in person by holding a step challenge, which gave members the opportunity to create a digital record through photo and video of their attempts to walk. The hope now is that it will be possible to build on what is working well and re-establish the organization in the middle of our communities, overcoming difficulties such as a lack of suitable locations to meet and a lack of members' confidence. Peniel Branch was successful in obtaining a grant of £500 from CAVS to help restart meetings.

The organization provides a magazine for its members, together with a version for the talking books and recently a new podcast was also established. Efforts are being made to assimilate immigrants into dawn women's branches in general and now there are events for learners online.

**Carmarthen Region – Membership 2017-22**

<b>BRANCH / CLUB</b>	<b>17/18</b>	<b>18/19</b>	<b>19/20</b>	<b>20/21</b>	<b>21/22</b>
Abergorlech	14	14	13	10	11
Abernant	23	21	19	17	16
Bargoed Teifi	17	17	17	12	11
Berem	11	11	10	6	COSED
Bro Alma	25	25	21	20	16
Bro Cennech	48	47	48	47	47
Bro Elfed	18	17	18	17	15
Bro Gwili	17	18	16	17	17
Bro Pantycelyn	24	24	22	21	18
Carmarthen	32	35	36	33	33
Capel Iwan	14	14	15	12	10
CG Alltgavan	7	7	COSED		
CG Criw Aur			14	14	13
CG Criw Cothi	17	19	19	19	15
CG Gwendraeth	26	27	24	17	22
CG Llandeilo	21	22	23	13	14
CG Llanfynydd	24	24	24	24	24
CG Llanllwni	16	9	11	9	12
CG Llanymddyfri	15	13	16	16	13
CG Maelog	15	12	14	0	0
CG Merched Hywel	17	18	22	18	19
CG Myrddin	12	14	16	13	10
CG Pum Heol	12	19	16	14	17
CG Y Sosban	COSED				
Geler	24	25	25	14	16
Glannau Pibwr	17	16	19	18	19
Gronw	19	19	17	16	15
Gwendraeth	19	17	15	0	COSED
Hendygwyn ar Daf	16	15	15	14	16
Llandeilo	36	37	33	26	26

Llanddarog	20	22	21	21	23
Llangadog	14	12	15	13	19
Llangyndeyrn	18	12	25	18	21
Llannau'r Tywi	29	28	27	26	25
Nantgaredig	32	34	31	28	29
Pencader and the District	25	25	22	23	24
Peniel	28	28	33	30	35
Penygroes	17	14	17	17	17
Pumsaint	17	19	18	18	17
Ammanford and District	56	50	52	44	30
San Clêr	26	29	29	25	28
Tumble	44	45	46	44	44
<b>TOTAL</b>	<b>882</b>	<b>874</b>	<b>894</b>	<b>764</b>	<b>757</b>

Therefore, it is extremely encouraging to see that 38 out of the 42 Gwawr Clubs and Merched y Wawr Branches are still going despite the pandemic and, although numbers have fallen by around 15% since the period before COVID-19, it is great to see that the numbers of most clubs and branches are stable. It may be worth noting however that three out of the four branches or clubs that have closed during the strategy period in Gwendraeth and Llanelli, namely Clwb Gwawr y Sosban and the Women's Branches of Gwendraeth and Berem. Having said that, some of the most popular branches are also in those areas, such as Tumble and Llangennech which have 44 and 47 members.

Activities for **learners**, to increase their confidence and use of the Welsh language, have been held by the organizations that teach Welsh to adults (Aberystwyth University and Carmarthenshire council) and by the Mentrau Iaith. Conversation sessions and various activities are held in communities according to demand, or when a clear gap appears. When the COVID-19 restrictions came, online sessions were set up by the bodies that had previously provided. There were no longer geographical restrictions on the sessions, which was advantageous to a certain extent as learners could turn into any digital session that suited them, although this situation raises new questions about co-planning provision and co-marketing provision that is not limited to geographical areas. (See more about informal opportunities for learners on page 32 above).

There are no figures or geographical information on the number and viability of **organizations and associations** that provide services in Welsh that are outside the direct influence of the organizations of the county Strategic Forum. The initiatives have a good impression of the situation of the chapels, the choirs, the small eisteddfodau and local newspapers but no formal information about these Welsh community provisions. The Welsh Government administered research on the impact of COVID-19 on the Welsh language as a community and



the initiatives fed information on Carmarthenshire into the survey. Although it does not provide data at county level, it can give an impression of trends to consider.

It has already been mentioned that **digital developments** have offered a new way of working for the community bodies, such as the mentrau iaith, to reach and provide for young people in a way that is accessible and appealing to them. At least one initiative now has a YouTube channel that contains all its video on demand offerings. In the same way, the presence of the Welsh language on the digital media has increased greatly since the start of the pandemic. There are Facebook groups, such as 'plantos Caerfyrddin' which operate entirely in Welsh. For young people, 'meddwl.org' and 'hansh' develop materials that are of interest and help in Welsh, and recently 'Shwmae sir Gâr' was established which provides local digital materials in Welsh. A large number of podcasts provide appealing content and many have been set up by individuals from the county such as the triathlon podcast 'nawr yw'r Awr'. Furthermore, there are some apps with Welsh content, especially for language accuracy, learning Welsh and educational ones for children. There have been some efforts by various bodies in recent years to raise awareness of this digital provision for the residents of the county, but 'Shwmae Sir Gâr' is the only specific effort to create resources or content from the county and to the people of the county.

A large number of activities are held in **village halls** all over the county. Some take place in Welsh, some in English and some bilingually. Some will be run by small leisure businesses and some will be voluntary. No work is currently being done to influence the use of language in these sessions and there is no understanding of how much influence these events have on the use of language in the community. Likewise, the halls all have voluntary committees and social media to market events. No work is currently being done on increasing the use of the Welsh language in these areas either.

During the period of this strategy, Welsh language centers have contributed to increasing the use of the Welsh language and confidence in the Welsh language in the county. From 2014 to 2019, the Community Centre, **Y Lle** was run in Llanelli town. This was a community initiative with a building, which mainly created opportunities for children and young people to use Welsh outside of school hours. Youth clubs and music workshops were held at the location and the center had considerable success in providing activities in Welsh in an area that did not normally engage with the Welsh language as a community. Without long-term financial support, and with too much dependence on scarce volunteers, the Center closed its doors.

**Yr Atom** was officially opened in October 2015, two years before the period of this Strategy, after the University of Wales Trinity Saint David bought the building with the support of a grant from the Welsh Government's Capital Investment Fund, in order to establish a Welsh Language Center in Carmarthen town centre. The University proceeded to invest further and develop the building to include a cafe and various rooms in order to host social, leisure and business events for the whole community.

Yr Atom became home to a number of businesses and organizations that promote the Welsh language and work bilingually, such as Menter West Carmarthenshire, Cylch Meithrin Carmarthen and Menter a Busnes. Welsh lessons for adults were held there and for the first time ever, individuals wishing to learn the language could call in order to find a class. Before

the lockdown period up to 150 learners attended weekly lessons at the centre. Learners can increase their confidence by practicing their use in lessons, in the cafe and with staff.

A cross-section of users from Yr Atom includes Cymraeg i Blant, Merched y Wawr and Adran Ffynnonddrain who meet there regularly. There is an opportunity to practice and increase the use of individuals along the linguistic continuum. It is certain that this infrastructure has encouraged Welsh speakers to experiment and develop confidence due to the sense that there is a home for the Welsh language on one of the main streets of the town of Carmarthen. At the end of the period of this Strategy, yr Atom is working to trigger events back in the setting since Covid-19. Plans are underway to establish yr Atom as a hub for Welsh learners in the town of Carmarthen, to organize activities and social events for children, young people and parents, to provide space in the Atom for businesses and workplaces and, in general, to develop into a viable and sustainable centre, and new staffing structures, with a new manager for the Atom and the center under the management of Yr Egin are very likely to result in collaboration and the development of thriving Welsh language activity in the town of Carmarthen.

The **Cwtsh** in Pontyberem is also a community hub that provides opportunities to hear and use Welsh informally. The cafe and shop attract people there and it is a good place for learners to use their Welsh too.

During the period of this Strategy, Menter Dinefwr attracted approximately £1.8m of funding (capital and revenue) to establish a welcome and heritage centre and offer offices and multi-purpose rooms to the community, as well as a new home for Menter iaith. **Hengwrt** was opened at the end of the period of this strategy in the center of Llandeilo town and offers great potential to provide a Welsh language hub in the town.

During the period of this Strategy, **the Yr Egin S4C Center** was established in the county. The center was opened in Carmarthen in the autumn of 2018 and the Welsh language is a natural part of the operation of the other 12 businesses that have settled in the center as well. The atmosphere that the center offers is Welsh and Welsh is mainly heard throughout the building, including the cafe, which is run by a local, Welsh company, *Y Sied*. The center raises the status of the Welsh language in the town and in the county and has provided a creative, cultural and social boost for Welsh that is appealing and contemporary. The opening of the center itself was a key action to boost the confidence of Welsh speakers in the county and an incentive for many to take up or start learning again.

The center caters for live television audiences, theatre, musical and educational events as well as providing space for networking and social interaction face to face and online. 80% of the center's activity is in Welsh.

Year	Number of attendees
2018-19	9697
2019-20	8244
2020-21	3169

2021-22 (until February 2022)	1257
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The pandemic has greatly affected the number of people it has been possible to welcome through the door. Nevertheless, there are a large number of intensive projects that have taken place during the last 3 years which have contributed to increasing the confidence of Welsh speakers and the use of the Welsh language in the county. Specific projects were carried out to introduce the Welsh language to children and young people in an attractive and contemporary way. In partnership with the Coleg Cymraeg Cenedlaethol, EGNi was an example of this. Welsh-medium creative experiences were provided to 1077 children from Y Ddwylan, Brynaman, Parcyrhun, Y Felin, Bro Banw, Dewi Sant, Trimsaran and Ffwrnnes primary schools, and Y Strade and Dyffryn Amman secondary schools. The project gave the pupils the opportunity to see the language in action in a specific workplace, to understand that professional use of the Welsh language is a natural process in contemporary Wales and to consider the Welsh language as a path of education in the future. Creating Podcasts with Llanymdoverry Rugby Club's under 14 team and 'Cerddi Cymunedol' were also projects that offered people the opportunity to use the Welsh language in a creative situation and gain confidence in doing so.

The county's **workplaces** are also a key place for increasing the use and confidence of the county's residents in their Welsh. With all significant public workforces now subject to the Welsh Language Standards, all workplaces have a duty to offer opportunities for their staff to learn the Welsh language. As reported under Objective 1 (p. 28-9), all of the county's public organizations provide opportunities for staff to improve their Welsh skills through formal courses. Although the fruit of this labor is not seen in an increase in the workplace language skills data to date, the use made of various methods of learning, from online courses to courses tailored to specific groups of staff is encouraging from everyone's point of view of the public bodies.

The Standards also impose an obligation on public bodies to create a policy to promote and facilitate the use of the Welsh language internally. During the period of this Strategy, Carmarthenshire Council, Hywel Dda, Carmarthenshire College, St David's Trinity University and Dyfed Powys Police have carried out a variety of activities and provided a variety of support to encourage the use of the Welsh language among the staff in informal. Both educational institutions have provided informal opportunities for the students to use the Welsh language as well.

**Carmarthenshire County Council** has trained Language Leaders within the Communities, Children's Services, Environment and Leisure departments, and those individuals have organized informal events to encourage the staff's use of the Welsh language. Annual holidays such as Santes Dwynwen, Dydd Miwsig Cymru and Dydd Gŵyl Dewi are often used to raise awareness of the Welsh language and to gather staff together during lunchtime to take part in Welsh language activities and competitions. Examples of these can be seen in the Welsh language annual reports on the Council's website.

Since, March 2020, when the Council's workforce started working from home, a lack of opportunities to use the Welsh language in informal situations during the working day has been noted. Carmarthenshire Council contributed a significant number of responses to Bangor University's research on the impact of the pandemic on the use of the Welsh language in the workplace, and in September 2011 monthly online events were established to offer staff a regular opportunity to hear and use the Welsh language in an informal situation. The monthly sessions invite various speakers and carry out various activities to create interest and increase engagement with the Welsh language within the workforce.

Continuous efforts were also made to increase the workforce's use of the Welsh language when acting on behalf of the council. The program of volunteer mentors, who support learners, was expanded and technical developments were promoted to facilitate the constant use of Welsh on the computer.

At **Trinity University**, the Welsh College Branch of the university supports the use of the Welsh language by the college's Welsh students by organizing social activities, and the university encourages the students to take part in events, open days, work experience and presentations that promote Welsh in the workplace and career opportunities. The students and staff are also encouraged to attend the opportunities that are held in the Atom and the Egin as well.

**Hywel Dda University Health Board** has a language skills strategy and has made specific efforts during the period of this Strategy to increase the staff's use of the Welsh language

when working under the 'Rho Gynnig arni' brand. Virtual 'clybiau clonc' have been set up as well as 15 members of staff attending a 'confidence building' course. The course is a pilot course, and the Health Board is already seeing an increase in the use of Welsh by the staff on the course.

**Coleg Sir Gâr** has made efforts to increase the use of the Welsh language at work by holding staff training sessions on learning bilingually, and supporting the staff who learn bilingually with learning resources on the Google system. An attempt was made to increase the confidence of tutors to use their Welsh by offering 120-hour courses of 'Cymraeg Gwaith' and the support of the college's bilingualism team was provided to promote Welsh in the classroom and help create new bilingual learning material. A 'Clwb Clonc' and 30-Day Challenge were also held, to improve staff's Welsh skills in a more light and appealing way.

No public body in the county thus far has seen a significant increase in the use of Welsh amongst their workforces. Despite a commitment in principle from the county council since the Welsh language report in 2014 to work towards administration in Welsh, no progress has been made in this area. It is certain that the Chief Executive's use of the Welsh language is a positive development, and there is more use of the Welsh language on the Executive Board and among some Managers. However, there has not been a purposeful change in the language of the Council's internal administration. In the same way in other public bodies in the county, with so much potential in our workplaces to increase the confidence of our residents in their Welsh skills by operating in Welsh at work, the public bodies need to move forward with confidence. Significant efforts need to be made to move away from the historical working practices which focus on providing services bilingually but administering in English, to operate naturally in Welsh in order to create a situation where Welsh is truly the main language of the county. As WESP leads our education system towards teaching through the medium of Welsh, we need workplaces within the county where our young people can retain and maintain their Welsh skills at work.

### 2.1.2 Increase confidence and use: To what extent have we followed our action plan?

A project was made to map the community activity of the organizations that promote the Welsh language in Carmarthenshire against the objectives of the Strategy to see to what extent the work of these organizations had targeted the same goals as the Strategy. The mapping work was carried out between December 2016 and February 2017 by the consulting company YmgynghoriAITH. From the research, it was discovered that activity takes place on each of the strategic goals of the Promotion Strategy. The data clearly showed more attention on Goals 1 and 2 than the other three goals of the strategy. One of the recommendations that came from the report was the need to convene the activities of the organizations that promote the language as a community in one place, so that everyone knows what is happening in Welsh in the county. As the county council has new web pages to promote events in the county in general, namely 'be sy mlaen' on [darganfodsirgar.com](http://darganfodsirgar.com), it was decided to use this electronic resource to keep all Welsh events in the county. A filter was arranged for the Welsh language which would enable the public to find the activity more easily. Although some organizations have devoted themselves to including all their activities on these web pages, not everyone does. At any given time, there are approximately two events appearing on the website. The resource has not offered what the organizations would need for marketing their activities as they have no control over who visits these web pages. They have to continue to market their own activities independently of other platforms and therefore do not always bother to use the Council's resource. It will be necessary to consider the way forward for marketing Welsh events in one place, jointly.

#### Carmarthenshire Council Leisure Services

Aim
Move the county's leisure and culture services along the language continuum to be mainly through the medium of Welsh to coincide with the Welsh Language in Education Strategy

Action
Implement an ongoing plan to recruit staff with bilingual skills, to develop the language skills of existing staff and to increase Welsh language provision across our services.

The number of staff who are at level 0 in the leisure department has decreased from 48 to 33, which is 11% and 8% of the total staff in the department between 2017 and 2022. However, the number of staff who can speak Welsh fluently (level 3+) has fallen from 50% to 45%. Due to the pandemic, the unusual situation of having staff on furlough for a period and a number of positions remaining vacant following the pandemic, it was not possible to affect the numbers positively through the recruitment process. Furthermore, the staff who have been lost and have not been re-recruited tend to be active, who communicate with the public and therefore have Welsh skills. The percentage of all staff who have Welsh skills is naturally lower, not because staff without Welsh skills have been recruited but rather because the executive positions have not been filled. The hope is that, as these positions are gradually filled over the next few years, the percentage of staff with language skills in the leisure department will gradually rise. It must also be noted, however, that the recruitment situation after COVID-19 is more difficult than ever with extremely low numbers applying for jobs. Naturally, this makes it even more difficult to recruit Welsh speakers.

With the aim of making the leisure service more Welsh and creating a Welsh atmosphere in our public centres, a local company was commissioned to provide a bilingual music stream to provide consistent and quality Welsh background music in our public buildings. The service had been established by February 2019, and was launched on Welsh Music Day. There is no doubt that this service normalizes and raises the status of the Welsh language in the county, by presenting the Welsh language in an aspect of life people tend to connect with Anglo-American culture.

Aim
Increase the number of children in the county who receive Welsh-medium swimming lessons

Action
Implementation of the plan drawn up in response to an investigation by the Commissioner.

A great deal of work was done during the period of this strategy to increase Welsh and bilingual provision in the County Council's swimming lessons and a situation has been reached where Welsh lessons are offered at all levels in our leisure centres. The number of Welsh and bilingual swimming lessons was increased from 29% in 2016 to 49% in 2018. The number of Welsh-medium or bilingual lessons at the Carmarthen Center had almost tripled to 62% and Ammanford had doubled to 72% during the two years, but a 9% reduction was seen at the Llanelli Centre.

It was ensured that all new staff who receive level 1 and 2 swimming training receive an element of training regarding the Welsh language and resources (flash cards) with Welsh swimming terms on them centrally from swimming Wales, and that the current staff are also be offered this Welsh element of training as part of their professional development. A new procedure was developed to observe the swimming training sessions to pay attention to the % of the lesson that is conducted in Welsh. A new training video was created to teach staff how to conduct Welsh swimming training sessions in bilingual situations, and to guide staff through the process of providing swimming training in accordance with the Standards. Hand in hand with the video, specific training sessions were provided in three of the leisure centers to gain the confidence of the tutors to use the Welsh they have, however much, in the lessons, with term exercises and information about promoting the language in general.

Despite this work, there are constant reports that the provision of swimming lessons is not available in Welsh in accordance with demand. It is possible that further work is needed on how the choice of language is presented to customers. It would be nice to reach a situation where we can be confident that the child's language choice follows him throughout his journey of learning to swim and that a real effort to provide in accordance with his language choice is still provided.

Aim
Planning for the provision of other leisure services through the medium of Welsh.



#### Action

Consider the possibility of developing training for trainers on how to provide bilingual sessions

Video resources were distributed 'Amdani', the Commissioner all staff to all appropriate staff to promote bilingual training. A new training video was created on how to train sports in Welsh, bilingually and with some Welsh, in accordance with different linguistic situations. The video was shown at a conference to all the staff of the leisure department during 2018/9.

#### Aim

Support the staff of the leisure and culture service who are learning Welsh or can speak Welsh to further develop their skills in order to offer a complete bilingual service

#### Action

Continue with the efforts to improve the language skills of the workforce starting with having all members of culture and leisure staff, who work on a contract of 10 hours or more, at level 1

In 2018, there were only 18 members of staff on contracts of 10 hours + in the Department which remains at level 0. By 2021, 11 remain according to the latest data. It will be necessary to check this information and ensure that the rest follow the appropriate training as soon as possible.

#### Action

Investigate the possibility of filling our positions within our own theaters rather than using an agency, in order to increase the number with bilingual skills

There is now a new structure within Theatrau Sir Gâr, so the use of an agency has decreased. In 2016/17 there were around 25 agency staff, and by the end of the strategy period there are 4 agency staff. Regarding the permanent staff, 17% had Welsh skills level 3 and above in 2017, and as we have reduced our use of an agency, there are now 25% of the permanent staff with Welsh skills level 3 or above. It must be noted, however, that recruiting for the arts sector is abysmally difficult at the moment, since the theaters had to close due to COVID-19, and this means that we have had to continue to use an agency for most of the months recent.

#### Aim

Continue to develop the Language Leaders project across the Department supporting the staff to develop the Welsh language day to day as the department provides services



**Action**

Develop their work further to look at the provision of services and encourage use of the bilingual services

Considerable development work was done on improving the visual bilingualism of the leisure centres. Additional resources were created, and checking the signs fed into leisure 'tackle' systems. Marketing projects were carried out by the Language Leaders for David's Day and Shwmae Day where the staff marketed their Welsh language services on social media and encouraged the acquisition and use of the Welsh language internally. Since COVID-19, the momentum of this work has faded.

**Action**

Continue to develop the link between the Language Leaders and the bodies of the County Forum with a view to joint planning, filling gaps and triggering developments especially for young people

It was ensured that an Active officer attended the meetings of the Field Officers of the county strategic Forum and this resulted in closer collaboration. But the Field Officers Forum has not met for a while, due to COVID-19 so this connection no longer exists, but the department is keen to re-establish this connection as services and society come back to a pattern I hope to live more normally over the next few months.

**Action**

Looking at the possibility of developing awards for sports clubs that make specific efforts to provide in Welsh or bilingually in the county

Rather than creating a new award specifically for efforts to provide in Welsh, it was decided to include this element in one of the current awards, namely Community Club of the Year. It is necessary to consider how to draw attention to the element of action to promote the Welsh language in future awards.

**Aim**

That the national sports governing bodies give full consideration to the Welsh language when developing any projects or services to be implemented within Carmarthenshire.

**Action**

Continue to press the Sport's Governing Bodies to provide materials and training for coaches bilingually

Having identified a gap in the provision of Seiclo Cymru a Phrydain's governing body, he set out to collaborate with them to create new Welsh language resources. 'Ready, set Ride' was a new resource to teach small children to ride a bike. We worked over a period of one year with the governing bodies to translate and redesign the colorful cards and the new resource was presented, bilingually, in training for Carmarthenshire school staff at the Llanelli leisure center at the end of February 2020, with 11 of r 19 schools present intending to use the

resource in Welsh. It was intended to launch the resource during the Cycling Race which was coming to the county during 2020, but the plans were delayed by COVID-19 and the lock periods.

There will be an opportunity to do this again as part of the Tour of Britain race for women visiting the county on the 10th of June 2022.

<b>Aim</b>
The County Council develops the provision of the theaters to increase the number of events and activities offered in Welsh or bilingually

<b>Action</b>
Develop discussions about the co-production of appealing Welsh language productions, with Theatr Genedlaethol, the Welsh and bilingual youth theatres, and others
Develop the County's provision within the theaters for young people bilingually
Developing links between our theaters and Welsh drama companies
Investigate the possibility of obtaining grant funding to employ a facilitator to lead on stimulating local Welsh drama companies

### **Carmarthenshire Council Theatres Service**

Considerable work has been done to improve the offer of Theatrau Sir Gâr in terms of Welsh productions. We succeeded in increasing the number of productions and ticket sales and a significant increase was seen during the period of this strategy.

	The number of Welsh medium productions	Number of tickets sold
2017-18	18	2726
2018-19	32	8761
2019-20	42	100,600

The relationship between NWW has developed over the period of this strategy. It is not suitable for co-production as they are self-sustaining, but the National Theater is now bringing all their performances to Carmarthenshire. There were a number of openings in our theatres, including 'Estron' at Theatr y Glowyr, Ammanford, and 'Cylch sialc' and 'Llygoden yr eira' in Ffwrnes. As they carry out technical and costume exercises leading up to the opening show, this gives the staff of our theaters an opportunity to familiarize themselves with the Welsh-medium work and collaborate with staff through the medium of Welsh.

New partnerships were developed with Welsh drama companies, with a view to future programs and attracting new companies, eg Powderhouse Theatre, OPRA Cymru, Theatr Bara Caws, Adverse Camber, Invertigo, Dafydd Gwylon/Owen Shiers, Cwmni Pendraw, Cwmni Pluen, The Other Room, Martyn Geraint Company.

In response to the critical situation of the theaters during 2020-21, Theatrau Sir Gâr established a series of online Welsh peer music gigs. The sessions were branded 'Yn Fyw o'r Ffwrnes' and professional sound and lighting equipment was used to create a Welsh digital musical event of the highest quality. The sessions were watched in the homes of residents in Carmarthenshire and raised the awareness and status of Welsh music among a young audience, reaching over ten thousand viewers.

	Yn Fyw o'r Ffwrnes	Youtube viewers	Facebook viewers	All viewers
4/12/2020	Alfa	189	3566	3755
18/12/2020	Gwilym	423	2894	3317
22/1/2021	Mellt	265	944	1209
5/2/2021	Eädyth	76	1920	1996
All events		953	9324	10,277

A research and development grant was obtained during the lock period to create a new Welsh medium production. A new comedy was created called 'Golygydd o'r Pla Du' which is a satirical comedy on COVID-19 by Chris Harries. An application has now been submitted for funding to create a full production and tour.

As the theaters gradually recover their audiences, the focus of Theatrau Sir Gâr is still on providing as much Welsh language as possible. Although the smaller drama companies, which operate without revenue funding, have not come back to operate yet, Theatrau sir Gâr are collaborating with Na Nog, Y Fran wen and Theatr Genedlaethol during 2022 to stage productions in Welsh and multilingual in our theatres. For the future, it will be necessary to consider that these figures will not continue to rise consistently straight away as event sales have fallen so much during Covid-19 and the cost-of-living problems are having its effect. However, efforts will continue to offer as much Welsh language as possible. Providing in Welsh is central to the department's strategy, and we will make significant efforts to attract audiences back.

## Carmarthenshire Council's Youth Service

### Aim

Develop the ability and confidence of the county's young residents in the Welsh language, so that they have the best possible opportunities to develop into bilingual individuals with a strong sense of Welsh identity and the value of multi-culture.

### Action

Establish a task and finish group within the Youth team which will aim to move the youth placements of all the services along the language continuum. This will vary as needed; introducing elements of language awareness and a sense of Welsh identity in English-medium services and pro-actively providing Welsh-medium services for young Welsh speakers.

A task force was formed, and met regularly for a period, with decisions to focus initial attention in the Llanelli area. Then, after staffing changes, the task force gradually grew. Again, the responsibility for moving the youth service along the Language Continuum was taken by the Management Team rather than a task force. The language levels of vacant or new posts were looked at anew to strengthen the required language skill levels in accordance with the Council's Skills Strategy. Staff who need support to improve their oral and written skills in Welsh were encouraged to start an appropriate / suitable course to improve their skills. This includes online courses as well as courses presented through the County Council. There were 20 members of staff who attended Welsh language courses during 2018. At the same time, 27 members of staff out of 66 were fully bilingual and another 20 were learning and staff were available in all elements of our work who can provide a complete service in Welsh to our young people.

In terms of the elements of our provision for young people who consider themselves non-Welsh speaking, there has been a renewed emphasis on trying to ensure that some of the activities provided by the Youth Support Service are linked to culture and cultural identity. An example of this is the 'Unloved Heritage' Project presented by the GCI in conjunction with the Dyfed Archaeological Trust; representatives of Llanelli Town Council and Town Twinning. The project has started its third phase and has helped young people from Llanelli to understand the rich history of their town.

In addition, children and young people, who are considered at risk of being NEET, attended the 2018 National Eisteddfod, as part of GCI activities. Some youth clubs in the Llanelli area are now run bilingually with staff encouraging more use of Welsh, in Glan-y-môr for example constantly weaving elements of language awareness into the provision.

The outreach provision is conducted in Welsh and English, and 3 youth clubs are funded to run in Welsh.

A task and finish group was re-established within the youth department in early 2020 to identify steps to promote identity and awareness of the Welsh language, as well as providing Welsh language medium services for Welsh speakers. The intention was to feed the fruit of this group's work into the business plan of the Service and the faculty and include it within the Council's measurement and reporting systems.

Action
Establishing Language Leaders within the department who will act to increase internal capacity to offer young people the best opportunities to use their Welsh and to develop their Welsh skills in their dealings with the Youth Service

Although there are natural language leaders to be found within our units and in the leadership as well, we have not yet established official Language Leaders. The work of identifying and training them is underway. We now consider this a priority for the next step in the service's linguistic journey.

Following the work of the Task and Finish Group above, we will identify and engage with members of staff who will be able to take on the role of language leader for the Youth Support Service. We will train the staff to be Language Leaders and they will engage with the Youth Support Service Management Group to increase the ability to offer opportunities to young people to speak Welsh and develop their Welsh language skills, appreciate Welsh culture and identity.

Action
Collaborate with the voluntary sector to ensure consistent Welsh-medium provision across the county in terms of youth clubs.

Although youth clubs as such are not very popular at the moment among young people, the GCI provides funding to the Urdd for the provision of Welsh-medium youth clubs in Carmarthen, Llanelli and Ammanford. In addition to this, other youth clubs maintained by the County Council have staff who can provide a bilingual service to young people. The Youth Support Service will meet regularly with the Urdd under the current SLA in relation to youth club provision in the county.

We are strengthening the existing relationship with Carmarthenshire Young Farmers, to identify how the GCI can support the work of the Youth Farmers Clubs. We will strengthen links with the Mentrau Iaith in order to improve working in partnership and deliver projects. With regard to our youth clubs, we will conduct an audit of the amount of Welsh that is already being used, and create clear targets to develop the situation.

Action
Ensuring that the county's young people have opportunities to have a voice on issues that are important to them, and that in their chosen language

The county's youth forum has increasingly evolved bilingual provision in its activities and we see this eg at the Annual Meeting and at the annual Conference. New participation officer with high language skills – 2/3 of this small team are fluent.

Action
Support the developments of the Language Charter within the schools

A meeting will be held with the Leader of the Language Charter in order to establish how the Youth Support Service can support this work. Emerging actions can be fed to the Task and Finish Group.

### Workplaces

Aim
Strive to increase Welsh language skills in the workplace

Action
The 6 bodies to collaborate closely with the National Welsh Language Center in order to develop and promote the range of opportunities for staff to learn and improve skills

See Objective 1 report (pp 26-8)

Action
Collaborate with the organizations of the Public Services Board in order to share resources and opportunities to learn and improve skills in the Welsh language

This action was not taken.

Action
The county council to revisit our Internal Use Policy and the possibility of finding a baseline on the use of the Welsh language internally and establishing targets to increase it in the future

Towards the end of the period of this Strategy, the Council has begun in earnest the work of moving towards administration in Welsh with the Department of Education. Preparatory work has been done, and discussions and partnerships have been formed. It will be possible to use this work as an innovative experiment and spread the lessons learned from it during the next strategy period so that other organizations can move in the same direction.

**Action**

The other 5 organizations to look at a similar campaign to increase the use of the Welsh language in the workplace

This action was not taken.

**Aim**

Making efforts to encourage staff to use Welsh as a natural medium for their work every day

See the Objective 2 strategy report (page 52)

**Action**

The Council to continue to develop and maintain networks of Language Leaders to encourage the use of the Welsh language in the workplace among colleagues

See the Objective 2 strategy report (page 52)

**Action**

The other 5 organizations to consider implementing a similar system or to continue doing so

This action was not taken.

**Action**

The Council to continue to develop and support Mentors to transition between our learners' formal Welsh lessons and the workplace

All learners within the County Council are offered a mentor in the workplace to help them with their Welsh. The mentors receive training on how to work with learners, to give the learners an opportunity to practice speaking Welsh in order to reinforce the learning in the classroom. During the period of this Strategy, a package was commissioned to give support to mentors to hold informal sessions in the workplace and although the sessions now almost without exception take place online, the resource is still of use. Since the pandemic, a channel on Teams has been created for the Council's mentors. Here useful resources are kept in the channel and there is an opportunity for mentors to share ideas and experiences with each other as well.

### 2.1.3 Increasing confidence and use: the impact framework.

<b>Strategic Objective 2</b> <b>Increase confidence of Welsh speakers and therefore the use of Welsh in all aspects of life, and encourage and support the county's organizations to increasingly make Welsh the natural medium of their services</b>			
Indicator Outcome	Measure	Technical Measure	Source
<b>5</b>  <b>More people confident with using their Welsh (in all aspects of life)</b>	5.1 The percentage of primary and secondary pupils who confidently speak Welsh.	The percentage of children who state 'I'm confident when speaking Welsh' in the Language Charter's Gwe Iaith questionnaire	Carmarthenshire Schools Charter Language questionnaire data
	5.2 Percentage of children and young people who are fluent in Welsh	The percentage of children 4-11 in the 'Fluent in Welsh' category CYBLD data of Carmarthenshire primary schools	Carmarthenshire Council CYBLD data
		The percentage of children 11-16 in the 'Fluent in Welsh' category CYBLD data of Carmarthenshire secondary schools	Carmarthenshire Council CYBLD data
		The percentage of children 16-18 in the 'Fluent in Welsh' category CYBLD data of Carmarthenshire secondary schools	Carmarthenshire Council CYBLD data
		Number and percentage of 16+ Coleg Sir Gâr students who declare when registering that they are 'Fluent Welsh Speakers'	Carmarthenshire College data
	5.3 Percentage of people who say they are fluent in Welsh	The percentage of people who say in response to questions in the Welsh Government's Language Use Surveys (for everyone aged three and over) 'I'm fluent in Welsh'	<a href="https://llyw.cymru/arolwg-cenedlaethol-cymru-diwylliant-ar-iaith-gymraeg">https://llyw.cymru/arolwg-cenedlaethol-cymru-diwylliant-ar-iaith-gymraeg</a>



	5.4 Percentage of employers' staff who are fluent in Welsh	Percentage of County Council staff and other employers who are fluent in Welsh	Annual Report on Carmarthenshire Council Standards Annual report on the Trinity College and Carmarthen College Standards (per campus) Hywel Dda Annual Report (per building within the county?) Dyfed Powys Police Standards Annual Report Fire Service Annual Report (per county?)
<b>6</b> <b>Greater use of the Welsh language by the residents of Carmarthenshire</b>	6.1 The percentage of primary and secondary pupils who use Welsh outside of school	The percentage of primary and secondary pupils who answer 'I speak Welsh outside of school' in the Language Charter Web Language questionnaire	Carmarthenshire Schools Charter Language questionnaire data
	6.2a The number who engage with the Welsh language as a result of the activity of the bodies that receive grants to promote the Welsh language in the community	A number of people who attend mass events and use the Welsh digital resources of the Mentrau, the Urdd and the young Farmers.	Data provided by the Mentrau*, the Urdd* and the Young Farmers  *Formulas determined
	6.2b The number of hours of use of the Welsh language as a result of the activity of the bodies that receive grants to promote the Welsh language in the community	Number of hours of use of the Welsh language as a result of interactive activity organized by the Mentrau, the Urdd and the Young Farmers (number of hours x number of attendees)	Data provided by the Mentrau*, the Urdd* and the Young Farmers  Formulas determined
	6.3 The percentage of people who say they speak Welsh every day	The percentage of people (16 and over) in Carmarthenshire who say they speak Welsh every day in response to the question: 'Do you speak Welsh daily, weekly, less often, or never?	<a href="https://llyw.cymru/arolwg-cenedlaethol-cymru-diwylliant-ar-iaith-gymraeg">https://llyw.cymru/arolwg-cenedlaethol-cymru-diwylliant-ar-iaith-gymraeg</a>

	6.4 The percentage of county employer staff who use Welsh at work	Definition to be determined with employers	<u>Source to be determined</u>
<b>7</b>  <b>More of the county's organizations provide their services naturally through the Welsh language</b>	7.1 The number of organizations that provide services fully in Welsh	The number of organizations that must comply with operating standards relating to the Welsh language that seek to promote and facilitate the use of the Welsh language in the workplace. The percentage of workplace staff who use Welsh in their work.	<u>Source to be determined</u>
	7.2 A number of private businesses in the county promote the Welsh language		

**Objective 3: Positively affect population movements: Making our communities attractive from an economic, educational and social point of view**

**3.1.1 Positively affect population movements.**

**To what extent have we followed our promotion Strategy?**

Much of the work carried out during the last five years under this objective is reported elsewhere in this report. There is all the work that is being done to maintain vibrant Welsh communities by the Mentrau, the Urdd and the Young Farmers for example. Maintaining community activity and Welsh language provision for children plays an important role in making the county attractive to young Welsh families. Furthermore, attracting funding to these Welsh-language organizations has created Welsh-language jobs. In the same way, providing standard and consistent Welsh childcare is also essential in attracting Welsh-speaking families to settle in the county.

It must be noted that much of the work is work that indirectly affects population movements and is work whose impact on population movements is very difficult to measure. We can, for example, point out that the economic development work of the City of Swansea Region makes the county more attractive to young people, but this cannot be proven. Similarly, it could be assumed that the loss of many town center shops in Carmarthen for example, makes the county less attractive, but again, this cannot be proven. Carmarthenshire has become home to S4C, Y Theatr Genedlaethol, the Coleg Cymraeg and the National Learning Center in recent years and, although not all the jobs from the bodies have been moved to Carmarthen, and although the pandemic has opened the doors to work from anywhere, locating the headquarters of the Welsh bodies here has undoubtedly created jobs for local young people.

By the end of this Strategy period, it will be noted that the problem is getting hold of young people to apply for jobs within the county, rather than a lack of Welsh language jobs for young people. There are individual commendable efforts by organizations such as the mentrau and Coleg Sir Gâr. Coleg Sir Gâr established the Cwrs Cwta, which is 6 weeks of sessions for learning language awareness within various courses, and there were projects such as a trip for a group of business students to a Welsh workplace, which uses the Welsh skills of its staff, to persuade young people of the value of their Welsh skills for employability. There is potential to do more work in this area.

In terms of specific work to assimilate immigrants into the Welsh communities, important work was done in creating an attractive and up-to-date [Welcome Pack](#) to introduce the Welsh language to people moving into our communities. The Council coordinated the work of creating the package in consultation with the Forum and all the bodies on the Forum, and the Council designed and printed the package in 2019. The booklet attracted the attention of other councils and permission was given to Anglesey County Council to adapt it for their purposes.

A lot of work went into trying to organize a meaningful distribution of the booklet, but the response was generally disappointing. One booklet was sent to each community and town council for example, asking them to indicate whether councils would be able to distribute the

package in the area, but there was no response from one of those councils. There was a project underway with the Helo Blod project to be distributed to surgeries as well, but that project did not come to fruition. Lack of capacity has prevented the progression of this work since the initial effort, and with new trends not to print, it is necessary to look at new electronic ways of distributing it. Neither were 'community language awareness courses in areas where there are high numbers of immigrants' as stated in the Strategy. If this is to happen, a lead body will need to be identified and prioritized in the next period.

The census figures will, in due course, let us know if fewer young people are moving out of the county, but we will not then know if some of our young Welsh speakers are moving back to the area after a period off. But, despite how difficult it is to measure the effect of this objective, some areas of work have been identified that we can influence to try to create circumstances that enable local people to settle here, and this work will be reported in the Action Plan, below. In general, progress has been made in the area of securing affordable housing and reducing the number of empty houses in the county and all this creates favorable conditions for local families to settle in the county. However, there is more work to be done in this area and the information available on the mobility of our residents is lacking. Purposeful work was carried out to ascertain the impact of building new estates on the Welsh language, but as it was limited to movements into those developments without considering the impact on the communities the new owners were moving from, it was difficult to get a complete picture of linguistic effect. Carrying out such research is truly endless and it is difficult to see how we can gather the information needed to further influence planning and housing policies at this time. Perhaps more guidance from the Government on Welsh Communities would offer positive recommendations.

From the point of view of the planning field and the preparation of the new Local Development Plan, significant progress has been made in integrating linguistic planning into land use planning.

As part of the work of the Sustainability Appraisal, the linguistic impact of all the Strategic options was assessed. Then, the creation of a new methodology for measuring linguistic impact was commissioned and it was implemented on the preferred Strategy and the Deposit Plan, including the Growth Strategy and the Spatial Strategy. It was also ensured that the Deposit Scheme recognizes that the whole county should be considered an area of linguistic sensitivity. However, it is necessary to ensure the best use of the new methodology and to use it to linguistically assess other stages of the LLP process. Following the adoption of the LLP, it will be necessary to ensure suitable linguistic assessments of individual planning applications using the most effective methodology. There is also a need to develop a supplementary planning Guide, which will provide developers with more information and guidelines on how to ensure a positive linguistic impact when developing land. The Forum will have an important role in assisting the development of this Guide.

Perhaps the most important area for influencing the mobility of our residents is the area of economic development. A desire to develop economic regeneration work hand in hand with work to protect the Welsh language was a clear focus in the Strategy but there was uncertainty on how to implement the vision. Although much positive work has been done in the area, as reported under the action plan on pages 82-92, it is true to say that there is still work to be done to ensure that the county's regeneration programs have the effect as positive

as possible on the number of speakers and the use of the Welsh language, and that encouraging the prosperity of the Welsh language becomes a central consideration for all regeneration projects in the county.

Firm policies were implemented in terms of setting the Welsh language as a condition in the grant programs that the Council has been administering, and this had a positive effect on the use of Welsh by the bodies that have been receiving grants through the programmes. The Future Generations Act was also used in this area to ensure positive action to protect the Welsh language through bodies acting on behalf of the Council through procurement systems. There is potential to develop this work further, however, by finding more ambitious ways to trigger positive effects on the use of the Welsh language through grant programs and by monitoring the success of the projects in this regard.

There was also solid guidance in the thorough work and the far-reaching report on the regeneration of our rural communities in September 2019, [Moving Rural Carmarthenshire Forward](#). Developing and allowing the Welsh language to flourish was one of the 7 common principles and indeed all the considerations in the report deliberately reinforced the rural community infrastructure which would allow the language to flourish hand in hand with the economy and recommended the creation of a strong economic situation which, at the same time, supported viable, Welsh-speaking rural communities. Then, the 'Deg Tref' project was established with the intention of creating vibrant and economically exciting communities which, in turn, would attract people to stay and return to their communities. However, opportunities were missed to be specific enough in reflecting this vision in the implementation of the projects at the beginning. The Welsh language could have had a more prominent place in the project's procedures at the start. With the use of external agencies and the pressure of deadlines and funding, the time was not taken to create a new funding framework that would give a central place to the Welsh language. Important steps were taken following this situation of appointing staff with Welsh language skills to lead the projects and include language initiatives on the local boards, but it is necessary to work hard to try to ensure the development of projects where the prosperity of the Welsh language is one of the direct results of the projects funded under the Ten Towns programme. It is also seen that the initiatives need more support to effectively influence the boards from the point of view of the Welsh language as the infrastructure does not set the promotion of the Welsh language specifically enough to guide the boards to consider the Welsh language in a comprehensive manner when determining community projects.

In some cases, great strides have been made in the area of economic development within the county and a much more positive outlook for the Welsh language within a variety of projects as a result. Starting with the Municipal Deal projects at the beginning of the strategy period, and strengthening the efforts annually until the current work with Pentre Awel developments, the County Council has worked hard to ensure a central place for the Welsh language in leading on and stimulating economic development. There are examples in the report on the Action Plan of renewed efforts to influence businesses to use the Welsh language, but also efforts to mainstream the Welsh language in the biggest economic developments in the county. It is essential that this work not only continues from the Council, but that other bodies that operate through the medium of Welsh nationally and countywide take advantage of the

opportunities to be part of developments in various fields which comes from developments such as Pentre Awel.

Finally, it should be noted that work is still being done to ensure that the county's funding processes (which are generally led by the county council) reflect the desire to ensure the prosperity of the Welsh language which is increasingly evident in policies and the Council's strategies. Thorough work is needed to ensure that the bilingualism of our county is reflected in projects that come from the British government for the future as well. This work cannot be carried out to its full potential without the commitment of the Council's partner organizations to the Welsh language.

### 3.1.2 Positively affect population movements.

#### To what extent have we followed our Action Plan?

##### Housing Policies

Aim
That the County Council endeavors to find and update an accurate picture of the county's housing needs so that the figures do not give the impression that more houses are needed than there actually are.

Action
Weeding the housing waiting list regularly so that the figure of people waiting for a house is accurate.

This task was completed in January 2019, when a new placement method, sealed on choice, was introduced for allocating homes. We now have a better understanding of the actual demand (interest) in our homes per specific property as customers are actively expressing their interest in our homes. We regularly review and clean the register, and last year (2021) we evaluated the bidding system on *Find a Home* to establish the true demand for types of housing across all the County's wards and this enables us to plan and provide better housing services in those areas.

Action
Conduct research into the housing needs of rural areas.

Research work in terms of rural needs in the Trelech and Cynwyl Gaeo areas was carried out in 2018 and another study of rural housing needs was carried out in 2021. The aim of this work was to enable the Housing Department to ensure that the provision of affordable homes does the right things in the right places in rural areas. The commitment to provide a series of affordable housing options is included in the recently published Housing Development and Regeneration Plan which also pays special attention to the Y Deg Tref programme.

**Aim**

That the County Council continues with the efforts to ensure that affordable housing is available in the county so that young people can settle here

**Action**

Continue to implement our Affordable Housing Delivery Plan based on the 2015/16-2020/21 Goal

In 2018, we were in our third year of delivering the Affordable Homes Scheme and had already provided an additional 500 homes, on our way to our target of 1,000 homes. The target set in the Affordable Housing Delivery Plan was exceeded for the number of properties provided across the County that have been let in accordance with our Housing Letting Policy. The Policy pays special attention to allocating housing to local people with a community connection, many of whom are young people within those rural areas who want to remain within those communities. This has been brought forward as a key priority in the new Housing Development and Regeneration Plan.

**Action**

Create a new housing company owned by the Council which will enable us to take advantage of the flexibility of being able to build affordable houses in line with demand. It is hoped that this development will stimulate building according to community demand rather than according to the profit needs of commercial building companies

*Cartrefi Croeso*, the Local Housing Company, was established in 2018 to support the Council in providing affordable homes for sale and rent. The aim of the company was to meet the needs and demand for local housing and the purpose of establishing the company is to provide additional affordable housing with the definition of 'affordable' linked to the local ability to pay, (which varies significantly across the county).

By September 2021, over 1100 affordable homes had been provided by reusing empty homes, by ensuring that more affordable homes were available to let through a simple lettings agency, by increasing the Council's housing stock by buying houses from the private sector, by building more new affordable houses, and by securing affordable houses for low-cost ownership on private developments through the planning system.

By now, with the Government's lending rules having changed and more flexibility now being available to local Authorities to provide their own housing, the company, *Cartrefi Croeso* has been made redundant, and the council is acting the provision itself, with the strategic sites included in the Housing Development and Regeneration Plan.

**Action**

Continue to develop the work of building affordable houses on the Council's land

There are plans in place to develop affordable housing in these areas through the county council and also the SHG program with our partners (LCC). This is included in the Housing Development and Regeneration Plan

#### Action

Action on the findings of the Rural Needs Survey in Tre-lech and Cynwyl Gaeo.

In accordance with the findings of the visible needs survey in Tre-lech and Cynwyl Gaeo the two sites have been included in its Housing Business Plan 2022-25 and also in the Housing Development and Regeneration Plan.

#### Aim

That the County Council take further steps to address the number of empty houses within the county in order to return them to local use. This will increase the availability of local housing especially in rural areas, avoiding building from scratch and jeopardizing the fragile linguistic situation of communities.

#### Action

Continuing with the 'Homes for Homes' project,

The Council considers that investing in empty properties is an essential tool, which enables the Local Authority and empty property owners to achieve positive results. Over the last 5 years we have invested over £2.56m in empty homes and a further £1.1m from the private sector. This helped to return 160 accommodation units back into use. During 2017/2018, 184 homes were returned to use through direct intervention, which is the third highest in Wales. These vacant properties also provide more affordable housing, achieving an additional 63 in 2017/18.

#### Action

The launch of the 'Gosod syml' programme, (which replaces 'Turning houses into homes') will encourage people to let their empty houses through the Council's housing letting scheme.

The 'Gosod Syml' program offers a range of options that private landlords can take. We are currently analyzing progress and any changes that need to be made to the "proposal" in certain parts of the County. We are now developing a solid business plan to expand and develop the social housing letting agency where we can compete with the local housing market and make an impact in rural areas.

#### Aim

That the County Council endeavors to ensure that rental housing is available to local people and that they are aware of the housing that is available locally within the county.



**Action**

Continue to raise awareness of the new Dewis Register.

We are implementing the new Installation system, which is sealed on choice. This will give people in Carmarthenshire an opportunity to see all the homes available to rent and express an interest in them. A comprehensive awareness campaign was carried out during Winter 2018 to ensure that the public (and support services) are aware of the changes and can fully engage with the new process. Additional help and support was offered to participating candidates.

**Action**

Consider the possibility of running a program to market the new Dewis Register in local papers.

We are currently developing and implementing a new frontline housing service and part of the development will be the marketing and publication of the housing selection register and the Letting Based on Choice, Home Finding system. This is likely to mean more online and social media marketing.

**Action**

Continue with the allocation policy which seeks to meet the housing needs of local people first

See above (p. 70)

**Aim**

That the County Council strives to get messages about the advantages and opportunities of bilingualism in the county through the housing networks.

**Action**

Continue to collaborate with the Government on creating content for an information pack for Carmarthenshire.

A new [welcome Pack](#) was designed and printed for the county in 2018. Copies of the booklet have been arranged to be distributed to the 21 Protection Schemes, Community Halls on our sites, Pontiets Tenant Resource Centre, through the Housing Officers when they visit tenants, online, at Tenant engagement events, and in the Tenant magazine to Tenant.

**Action**

Consider the possibilities of distributing the package and collaborate with appropriate organizations to distribute the package.

The possibilities of distributing the Welcome Pack need to be reconsidered. In accordance with the Home Renting Act which will come into force in July 2022, we will distribute to all tenants in the county and this will be a great opportunity to distribute the welcome pack.

## The Planning Process

In 2018, the Forward Planning Section began preparing the Revised Local Development Plan (LDP) (2018-2033). The intention was to adopt this Plan before the end of 2021. However, in January 2021 Natural Resources Wales announced new targets to reduce phosphate levels in rivers in special conservation areas (SCA) across Wales.

Currently, over 60% of the water bodies in Wales fail the stricter targets, and local planning authorities in Wales are being asked to take more steps to prevent the environment from deteriorating further. It means that any proposals for development within SAC river catchments - particularly those that will increase the volume or concentration of wastewater - must now prove that the design will not contribute to increasing phosphate levels.

In Carmarthenshire, the River Teifi, River Tywi, River Wye and River Cleddau are in special conservation areas. At the moment Afon Teifi and Afon Cleddau are missing Natural Resources Wales' targets. Developments close to these rivers will potentially have limited capacity to connect to the public sewerage system and other solutions must be found that will meet the new targets, either by being phosphate neutral or improving levels phosphate. This, of course, has caused a bit of a delay in the planning application process, but it has also caused a delay in terms of the LDP process as we reassess the implications and remove development allocations in catchment areas sensitive to phosphate.

Since the publication of the new targets in January 2021, other issues have arisen which need to be considered in terms of its implications and impact on the Revised LDP. Because of this, it was decided in March 2022 to revisit the deposit version of the Amended LDP and produce a new deposit plan. A timetable for the preparation and adoption of the second deposit scheme will be prepared as a result of the Delivery Agreement and agreed with the Welsh Government before publication.

The update below therefore reflects the work done as a result of the Revised Deposit LDP. We will revisit all aspects of the LDP when preparing the second deposit plan but elements of the evidence base prepared as well as a number of the policies already published are still relevant.

### **Aim**

Ensure the most positive possible impact of the new Local Development Plan on the Welsh language, taking national legislation and policy into account.

### **Action**

Commission rigorous research to find a suitable methodology to assess the impact of planning policies on the Welsh language.

As a result of the preparations for the Deposit version of the Revised LDP, Cwmni Iaith was commissioned to prepare a suitable methodology to assess the impact of the revised LDP on the Welsh language. The Forward Planning Section has published the report on the Impact Assessment of the Carmarthenshire Draft Deposit LDP on the Welsh language. The report assesses methodologies that already existed (see part 1) and proposes a new matrix to assess the resilience of the language and the impact of the LDP (see figure 1.4).

Action
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Implementation of the methodology on the Deposit Scheme.
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Part 2 of the Carmarthenshire Draft Deposit LDP Impact Assessment on the Welsh language provides an assessment of the impact of the Deposit LDP's preferred strategy and part 3 outlines an assessment of the Deposit LDP's policies.

Action
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Reflect, in the Deposit Plan, the proposal that was passed in the Council in 2019 to consider the whole county as an area of linguistic sensitivity.
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The Depository version of the Revised LDP recognizes that the whole county should be considered an area of linguistic sensitivity. See paragraph 11.173 which states 'Carmarthenshire as a whole is considered to be an area of linguistic sensitivity. The 2011 Census indicates that 19.0% of the population of Wales can speak Welsh, while the corresponding figure in Carmarthenshire is 43.9%. In terms of a geographical analysis of the proportion of speakers throughout the County, it is lowest in the Glan-y-môr electoral ward where 19.2% speak Welsh, and highest in Chwarter Bach where 68.7% speak Welsh. The proportion of Welsh speakers is higher than the national average across all wards in the County, and it is mainly for this reason that Carmarthenshire as a whole is considered linguistically sensitive. Also, the last Census data has shown a significant reduction in the number of Welsh speakers throughout the County which shows the fragile nature of the language in Carmarthenshire.'

Action
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Implementation of the methodology on the Preferred Strategy.
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Part 2 of the Carmarthenshire Draft Deposit LDP Impact Assessment on the Welsh language provides an assessment of the impact of the Deposit LDP's preferred strategy and part 3 outlines an assessment of the Deposit LDP's policies.

Action
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Ensure positive contributions from developers to mitigate possible negative effects on the Welsh language in the community (and also reinforce positive effects) eg financial commitments to organizations promoting the Welsh language, Welsh schools etc.
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Policy WL1: The Welsh language and New Developments indicates when developers are required to submit a language action plan. This document will be expected to identify the contributions that the developments or developers will make to protect, promote and improve the Welsh language. Paragraph 11.178 of the Deposit LDP states 'The Welsh Language Action Plan sets out the measures that will be taken to protect, promote and improve the Welsh language. The Welsh Language Action Plan should also indicate how the development proposes to make a positive contribution towards the community's Welsh

language groups. This could, among other measures, include giving support and funding to organizations and bodies that provide activities, facilities and education for Welsh speakers and learners, and support and funding towards Welsh classes.'

#### **Aim**

Consider introducing a set of specific policies for rural planning that will provide flexibility suitable for a community, rural situation. Linking this work with the Rural Task and Finish Group.

#### **Action**

Ensure that the local Development Plan reflects the recommendations of the 'Moving Sir Gar forward' report to ensure the prosperity of our Welsh speaking communities.

The LDP seeks to distribute development and growth across the County in a sustainable manner that provides housing and employment sites to meet the needs of the County in order to ensure that the people of Carmarthenshire have the choice to live and work here. The LDP ensures that there is proportionate growth in our urban and rural areas in order to maintain and support sustainable communities over the life of the Plan.

There is a chapter and set of policies relating specifically to rural development in the Revised LDP. See policy SP12 Rural Development and the following specific policies:

- RD1: A Dwelling in Place of an Existing One in Open Countryside
- RD2: Adaptation and Reuse of Rural Buildings for Residential Use
- RD3: Farm Diversification
- RD4: Adaptation and Reuse of Rural Buildings for Non-Residential Use
- RD5: Equestrian Facilities

#### **Action**

Consider the need to carry out further research, discussing with the counties that have a linguistic profile similar to ours, to find an evidence base that pays attention to linguistic considerations.

The Forward Planning Section has discussed the possibility of working together with the authorities of Ceredigion and Neath in preparing the LDP. No opportunity has arisen to collaborate with Ceredigion on the LDP and, although collaboration with Neath Council was intended, the timing was not suitable. In terms of other planning authorities with a similar linguistic profile, there are none that have a similar timetable in order to consider working together.

A lot of work has been done by the Royal Town Planning Institute (RTPI Cymru) over the past year to assess the impact of holiday homes on Welsh communities including the impact on the Welsh language. Through this work, they have coordinated several discussion sessions between Welsh local authorities as well as other relevant organizations and partners.

#### **Action**

Develop a short questionnaire to be circulated through new developers to ascertain a picture of people's mobility within the county.

We can resume the work of gathering useful information about the impact of housing developments on the Welsh language following the completion of the work on the LLP, e.g. Develop a short questionnaire to be circulated through new developers to ascertain a picture of people's mobility within the county.

**Action**

Collating spatial mapping work by town and community council ward to identify trends in the number of Welsh speakers in relation to development work carried out during a recent period.

This was done. No correlation was found between recent development work and linguistic decline.

**Action**

Undertake spatial mapping work following the publication of the next Census results to keep a statistical eye on the potential influence of housing and commercial development on migration and emigration patterns.

We expect the results of the 2021 Census to be shared in spring/summer 2022.

**Action**

Collect evidence to ensure that accurate projections of the need for new housing are available as a basis for revised planning policies within the annual monitoring process.

We are re-examining this work due to the preparations of the second version of the Amended Deposit LDP. It will be necessary to consider the latest data to ensure that the LDP reflects the needs of the county. However, it should be borne in mind that there is no guarantee that houses will be built even though there is permission to develop on land.

**Action**

Collaborate with the policy unit to commission a county report on the Census statistics which will consider emigration from the County as a key issue for the County.

See above.

**Aim**

Ensure that firm recommendations are provided to developers in order to try to prevent developments from adversely affecting the county's Welsh culture.

**Action**

Strengthen the policy relating to Welsh and bilingual street signs and names.

Following research regarding the range of possibilities available in this area, joint work was carried out between the planning section and the Policy and performance section to strengthen the council's influence on protecting Welsh and historical names in the county. A new house and street naming policy has been drafted which will be presented to the full council for approval, hoping to adopt it after consultation with the public by the end of 2022. The policy, if it comes into force, will ensure strong encouragement for residents and developers to adopt names that reflect the linguistic nature of the county and respect the history and culture of our areas.

Action
Draw up a new guide to explain the expectation for bilingual signs when the applicant applies for advertising consent (Advertisement Consent).

The Forward Planning section intends to publish a Supplementary Planning Guide on this subject. It can be noted in the meantime that there are examples available of where the Local Planning Authority has ensured alignment with the current LDP policy framework in terms of the desired result of bilingual signs as a result of advertising requests across the County.

Aim
Maintain a constant dialogue with the government to influence them to allow county planning work that is suitable to ensure the viability of the Welsh language

Action
In accordance with the recommendations of the 'Moving Carmarthenshire Forward' report, pressurize the government to allow more flexible planning for rural areas that ensures conditions that allow Welsh speakers to flourish in their communities without having to leave for economic reasons.

The Rural Advisory Panel has led on this together with the Forward Planning team. The team is examining the issues to understand what possible changes can be sought to TAN6. It is intended to hold a briefing session/workshop with members (possibly Planning Committee) on the issues and focus lobbying in the future on seeking specific changes. A discussion will be held with the Chair of the Planning Committee to understand the scope and timing of such sessions.

Action
Respond to the Welsh Government's consultations regarding the National Development Framework to encourage them to provide further policy or guidance that matches the objectives / outcomes of the Framework.

It has been completed, and the National Development Framework has already been adopted by the Welsh Government.

Part of the work of the newly formed Joint Corporate Committee for Southwest Wales will be the preparation of a Strategic Development Plan for the region.

### Economic regeneration

#### **Aim**

Engage young people with the world of work with a focus on the Welsh language in order to increase young people's awareness of the usefulness of the Welsh language in the workplace.

#### **Action**

Initiatives to develop Welsh-medium work experience opportunities considering the locations that receive the provision, considering sustainability and extending to the other areas.

After Careers Wales stopped providing a work experience program for young people in 2015, Menter GSG developed a *Profi* pilot project in 2016, for Bro M and QE schools. The project was then extended, with lottery funding, to Bro Teifi, Bro Pedr, Dyffryn Taf and Ysgol Emlyn schools. The project focused on developing the employment skills of post-16 pupils, assisting them with creating a CV and supporting them to get the most out of work experiences. There was a strong element of promoting the benefits of bilingualism in the project and also raising the young people's language awareness at the core of the project as well.

*Profi* continued despite the fact that COVID-19 restrictions prevented all contact between young people and workplaces during the last two years of the project. The provision was modified creating digital resources and presentations. 30 short video clips were created during the period to develop young people's employment skills. The website was developed with input from focus groups during the lockdown period. Recently, Coleg Sir Gâr has also been taking advantage of *Profi* provision.

At the end of the period of this strategy, discussions are underway to resume work experience opportunities for young people in a hybrid pattern and it is hoped that some young people will be able to take advantage of opportunities during the 2022 summer term. The project has recently received new funding to develop short films to present local employment opportunities for young people. The Initiative will work with local employers in the sectors identified by the skills partnership as sectors lacking Welsh speakers. The intention of this initiative will be to influence young people to see the local career opportunities available to them, encouraging them to settle as young adults within the county. *Profi* is also developing digital personal skills quizzes which will enable young people to identify their weaknesses and strengths and recognize areas of development.

With *Profi* provision being so key to conveying positive messages about the Welsh language to young people, preparing them for the world of work and encouraging them to consider local job opportunities, we think it is essential for this provision to continue in the county. It is necessary to consider its sustainability into the future and give support where possible to the initiative to build capacity to expand the work.



**Action**

The Mentrau to continue to promote the advantages of the Welsh language in the world of work. Map the current provision to ascertain the number of sessions provided, number of attendees and locations.

The initiatives provide language awareness sessions for Carmarthenshire schools as well as the College. Promoting the opportunities and advantages of the Welsh language in the world of work is central to the training. In 2017 the Council funded a project to create a Google Drive to contain all the Language Awareness materials of Carmarthenshire organisations, so that everyone can share resources and use the latest resources. It is not clear whether the pool of materials was useful to the organizations and, by now, the use of technology has advanced so much, the pool is probably out of date. It might be worth considering anew if all the organizations are making the best use of more up-to-date materials and if everyone has access to all the resources in the new phase of the Strategy. It might be good to map the provision of language awareness sessions for young people across the county to identify gaps and consider whether new resources are needed.

**Action**

*Yr Egin* strives to ensure that the county's young people are aware of the possibilities of working in the creative industries in Welsh.

Through the engagement project funded by LEADER, Work Days were held for the county's young people giving a taste of the various careers in the creative industries sector. A large number of workshops were held in *Yr Egin*, on location and online for the key stages of schools and with various organizations such as YFC, the Urdd and Mentrau Iaith with creative companies that have settled in *Yr Egin* e.g. Moilin, Stiwdiobox and Captain Jac.

**Actions**

Offer Welsh-medium and bilingual work experience opportunities for young people within the Council and other organisations.

An explanation has been added to Carmarthenshire Council's web page on work experience, to draw attention to the possibility of having a Welsh-medium work experience placement. 'As one of the largest employers in west Wales, in a bilingual county we can offer bilingual work experience placements in every department.' It is the Council's intention to further promote Welsh language opportunities and encourage young people to pursue a bilingual work placement, but following COVID-19, applications for work experience have currently been suspended.

There was no clear picture of the work experience arrangements of the other public organizations during the period of this strategy, but perhaps joint efforts should be

considered to increase and coordinate Welsh-medium work experience opportunities together with the *Profi* project in the next Strategy period, especially considering the lifting of the COVID-19 restrictions.

Action
Coleg Sir Gâr and University of Trinity Saint David to develop Welsh-medium opportunities to engage young people with the world of work.

The Regional Learning and Skills Partnership provided an analysis of the skills needs of the world of work including Welsh skills. Tourism, Health and construction, creative industries were identified as areas where there is a great need for Welsh speakers. These sector profiles are reported to the government, as part of the annual regional Employment and Skills Plan, to guide government investment in the post-16 education sector.

Coleg Sir Gâr and the University of Wales Trinity Saint David have worked closely to ensure that learners are aware of the Welsh and bilingual progression routes available to them when they move on from further education to higher education. Guest speakers from Trinity have come to classes especially in the subject areas of Health and Social Care and Childcare. Learners have also been on visits to the various campuses of the universities to learn about the courses they can study through the medium of Welsh and to be promoted about employability opportunities for them where the Welsh language is essential. Marketing representatives of the Coleg Cymraeg Cenedlaethol from Trinity have attended classes to emphasize the importance of Welsh skills in employability and to promote the Higher Education bursaries available if students do a percentage of their written work through the medium of Welsh. Our learners have the opportunity to visit the university's Higher Education fair regularly every April to learn about the opportunities available to them and the university is invited to our Coleg Sir Gâr careers fairs as well as our weekday fairs induction and employability week. At subject faculty level, with the support of our Welsh Language Officers at the college, course tutors have arranged for guest speakers to come in to give presentations to learners on the employability skills needed in the specific subject area as well as the advantages and the further opportunities available for Welsh speakers. It was difficult during the Covid period to ensure this face-to-face communication, but learners continued to be offered online tutorial sessions by guest speakers and Careers Cymru where the benefits of Welsh skills for employability purposes were emphasized and promoted.

The plans for the future are to continue to strengthen the links between Coleg Sir Gâr and Trinity Saint David in terms of promoting and promoting Welsh-medium progression paths and in September 2022, as part of the induction program for Health learners and Social Care and Childcare, we will offer them a 'Dechre Da' program where they will have a two-day taste of university life and workshops on Welsh-medium progression routes and the importance of using and developing their Welsh skills to gain employment in these two essential and important careers. This experience will also help to inspire the learners to devote themselves to improving their linguistic skills during their further education course. Since January 2022, all learners in the three subject areas of Health and Social Care, Childcare and Public

Services receive weekly Welsh lessons 'Cymraeg i'r Gweithle', which is one hour a week scheduled to help them to develop appropriate vocabulary and confidence in their Welsh language skills so that they will be more prepared to be able to use their spoken language more confidently in the workplace. From September 2022 we intend to introduce this program to other priority subject areas as well such as business, sport, travel and tourism and the creative industries. We have appointed dedicated Welsh speaking staff to deliver these sessions relating to employability Welsh skills.

Action
Collaborate with Careers Wales to ensure that useful information is passed on to young people about employment opportunities where the Welsh language is particularly useful.

Before COVID-19, the Council, Mentrau and Business World Officers were collaborating with Careers Wales on an annual skills event at Parc Y Scarlets. It was considered, at one of the Forum's meetings, that organizing a skills fair similar to the one organized in North Wales with Menter a Busnes would be useful in Carmarthenshire but the idea was not acted upon at the time.

There is collaboration developing between the *Profi* project and Careers Wales, but perhaps there is work to be done on developing a relationship between the body and the County Strategic Forum during the next Strategy period.

Action
Develop the Apprenticeships field to ensure Welsh language provision as a norm.

In June 2021, the Council gathered together data about the apprenticeships Hywel Dda, the Police Commissioner, the Council, S4C and Dyfed Powys Police and Coleg Sir Gâr together. It was noted that the figures of people following their apprenticeships in Welsh were low across all the bodies. The challenges of the lack of providers available to provide the educational framework of the apprenticeships within the colleges and agencies in Welsh, and the lack of verifiers and lack of Welsh-medium assessors in the field were discussed. A letter was sent from the Forum to Minister Jeremy Miles to identify this need.

The need to convince young people of the value of their Welsh skills so that they choose to follow their apprenticeships in Welsh was also discussed. It was noted that it would be good to convene the public and private bodies that employ apprentices together during the period of the next Strategy to create actions to improve the situation and to make the Welsh language the norm in terms of following apprenticeships in Carmarthenshire.

Towards the end of this strategy period, the Urdd launched an exciting new apprenticeship scheme in the field of sports, youth work and the outdoors. Mudiad

Meithrin also provides vocational courses and Child Care, Play, Learning and Development opportunities level 3 (essential skills) in partnership with the Urdd. It was noted that there is a need to work together to encourage the young people of Carmarthenshire to take advantage of these opportunities.

**Action**

Encourage the county's young farmers to take advantage of the opportunities to encourage young farmers, such as the YFC Wales Awards for young entrepreneurship in the agricultural world and the Welsh Government's initial support grants for Young Farmers to set up a new business or develop their existing business.

1,372 people under the age of 40 from Carmarthen have registered with *Cyswllt Ffermio*, which supports the development of the land industries sector to be more professional, profitable and durable. A total of nearly 26,000 people have registered across Wales (all ages). 50 young people from Carmarthenshire are part of the *Mentro* plan, which aims to match people who want to start farming with those who want to take a step back.

40 young people from Carmarthenshire have been part of the *Agricultural Academy*, which provides a full program of training, mentoring, support and guidance for farmers. This is out of a total of 253 young people across Wales, and 4 young people from Carmarthenshire have been part of the *Menter Moch Cymru* scheme in conjunction with YFC Wales during the last 3 years.

**Aim**

Promote the Welsh language in the private sector.

**Action**

MIC Business World Officers provide advice and support to the county's small businesses while the Commissioner's officers advise and assist the large businesses.

During the period of this Strategy, 688 Carmarthenshire businesses had contact with the local Helo Blod Officers. 140 businesses received intensive support which included at least three visits. Furthermore, the officers attended 77 events to engage with businesses. By the end of the Strategy period, the support with local Helo Blod officers came to an end.

**Action**

Collaborate with the initiatives and the Atom to promote the Welsh language in businesses especially by facilitating engagement between them and the businesses of the county with which the Council has a connection.

For various reasons, the work in terms of bringing businesses together with the Atom has faded by now. Helo Blod officers were seen as the main support for the county's businesses (see above). And the partnership between the Council and these officers has developed extremely effectively during the period of the strategy.

**Action**

Introduce the Welsh language to private developments when they come to the Council for business advice

In order to try to influence the use of the Welsh language in the private sector, the council set up a group of internal officers who had contact with the private sector and the officers of the Commissioner and *Helo Blod* to coordinate efforts to make the county's businesses Welsher. Efforts to influence through the planning process and the economic development work were weakened and the need to update a booklet with advice for businesses to operate in Welsh was recognised.

The Council coordinated work to create a brand new electronics booklet that would be relevant and of practical use to the county's businesses. Collaboration was undertaken with *Helo Blod* business officers to create [Welsh in Business](#). It was decided to focus on the message that everyone can use Welsh in their business. The booklet was divided into three parts to present the 'Small but important steps', which is recognition of the county's bilingualism and within reach for everyone, a section to 'build' on the small steps and finally 'Working fully bilingually: the Last Stages'.

The creation of this new e-resource meant that we were able to develop new partnerships and influence other organizations to promote the Welsh language in businesses. By proposing a document containing all the support in one place, it was possible to collaborate with *Menter a Busnes*, *Antur Cymru* and Shopping Centres. It was also distributed through economic development links, the council's trading standards and through business and town and community council circulars.

During the Strategy period, the Council has provided 'Welsh in Business' as part of the core advice given to businesses that come to them for advice and for development grants. This work has developed a lot in the last few years of this Strategy.

Acting to revive the economy following COVID-19, by using funding from the UK Government's Community Regeneration Fund, the council established a 'Workplace Welsh' fund. 'Workplace Welsh' (*Iaith Gwaith*) provides grants of up to £3,000 to support businesses and community organizations to raise the profile of the Welsh language. To date, the fund has been open for applications once. There were 11 successful businesses including *Lido Brynaman*, *Diod Llandeilo*, *Telgwen*, which is a live entertainment equipment transport company. The impact of the grants will be seen next year. These grants were in line with the government's 'local *Helo Blod*' provision, with the two officers in Carmarthenshire being encouraged to promote the grants as part of a wider package of support to provide bilingually. With 'Local *Helo Blod*' coming to an end, the *Iaith Gwaith* program is going to acquire a similar service, to ensure one to one sessions of further support for all those who are successful with the *Iaith Gwaith* grant.

Over the Christmas holidays, the council made use of empty buildings in Carmarthen and Llanelli, opening a shop for local produce. There were various stalls from local businesses at the locations, and it was arranged that 'local *Helo Blod*' officers attend the location on certain days to assist any businesses that wished to develop the linguistic element of their businesses.

A successful application was made for funding from the Government's Town Transformation Business Fund to promote the advantage of using the Welsh language in business. The tender was given to 'Sgript' to develop online training for businesses and to package the training to be used as a resource after the sessions. The training was promoted to all the businesses that

the Regeneration Department collaborates with, and to the businesses that receive grants. In addition, it was promoted in the council's business newsletter. 6 training sessions were provided to 43 businesses. The training included case studies, local videos and vox pops to explain the business benefits of operating bilingually. The training was packaged as an online resource and a specific effort was made to ensure that the resource was not out of date. It will appear on the council's website shortly.

Action
Ensure that small businesses that receive event hosting grants hold their events bilingually.

A link to Welsh in Business was secured in the paperwork and a condition was set regarding operating bilingually in the event grant programme.

Action
Ensure grant conditions on Development Grant Schemes (CREF etc) to promote bilingualism

Ensure that businesses that receive development grants accept the bilingualism conditions of the grant, receive a copy of 'Welsh in Business' and are directed to advice on increasing the use of the Welsh language in business. (see above for a specific CREF project to promote the Welsh language).

Action
Introduce the Welsh language to private developments that hire the Council's development units.

Ensure that these businesses receive a copy of 'Welsh in Business' and are directed to advice on increasing the use of the Welsh language in business.

Action
Be alert to possibilities similar to Yr Egin to develop innovative Welsh-medium industries within the county and keep a bilingual focus on similar developments.

An Observatory was established, by Skema, to foster an entrepreneurial culture in Carmarthenshire. The intention of the project is to consider ideas and research that will offer support to the Welsh rural economy in order to develop innovation and new ways of working.

Aim
Ensure equal status for the language when planning and implementing economic development projects.

**Action**

Giving Welsh a prominent place in *Transformations: Regeneration Plan for Carmarthenshire 2015 – 2030*. In it, it is stated that the aim is to build strong, bilingual and sustainable communities.

The Policy and Content Team collaborates closely with the Regeneration division as the strategies and projects that form part of the regeneration plan are developed. Many of the plans have evolved to reflect the impact of COVID-19 on our communities, with detailed feasibility studies underway to establish an evidence base for future action.

The team supports in terms of project procurement processes and holds specific sessions with officers who lead on schemes, in order to ensure that promoting the use of the Welsh language and consideration of opportunities to use the Welsh language is at the core of the work.

**Action**

Ensure thorough consideration of the Welsh language when planning and implementing the projects of the Rural Development Plan.

During 2017-18, a task and finish group was held to look at the economic and social regeneration of Carmarthenshire's rural areas. During 2019-20, the Moving Rural Carmarthenshire Forward Strategic Plan was published. The Welsh language has been at the core of this policy from the very beginning. The need to create economic and social conditions that will enable young people to stay or resettle in the county is recognized and developing rural areas in a way that will enable the Welsh language to flourish is known as 'principles common across all the recommendations of the Task Force'.

**Action**

Ensure thorough consideration of the Welsh language when planning, tendering and implementing City Deal projects.

The Council implemented the [City Deal](#) projects under its administration in accordance with the Council's Welsh language Standards, with the tender papers, as well as being bilingual, stating that the services that are being provision to be bilingual, and states that the tenderer needs to consider the impact of the work on the Welsh language. In 2020, a specific office was opened for the City Deal located in Llanelli, and the project has now developed more independence from the councils. However, an agreement was established to operate in accordance with the Standards, which states that the *Deal* is to comply with the strongest Standards that apply to the counties in question.

**Action**

Look for opportunities to develop projects to promote the Welsh language hand in hand with the economic projects.



Projects were developed as part of the *City Deal* which mainstreamed the Welsh language and ensured a positive impact on the Welsh language. A *Skills and Talent* Project was set up to analyze the skills that will be needed for projects to regenerate the Deal in 15 years and to promote those skills within schools. Welsh language skills were included in the analysis and the presentations to the Welsh language schools take place through Welsh. Projects that come through the deal will be expected to reflect these results into the future.

Again under the banner of the *Deal*, an innovation project was implemented for the children of the county, which brought exciting technological developments to life for pupils. 8 Welsh medium schools had the opportunity to work with 3D printing technology to create cars for their school, then they put the cars together and painted them before the race as part of the Swansea University College of Engineering project. The project introduced innovative manufacturing technology to the children and young people of Carmarthenshire through the medium of Welsh.

During 2019-21, an innovative [Arfor](#) pilot scheme was established between the three counties with the highest percentage of Welsh speakers, namely Ceredigion, Ynys Môn Gwynedd, and Carmarthenshire. The intention of the program was to support the creation of more and better jobs in the strongholds of the Welsh language and thereby support the continuation and growth of the Welsh language. The Council administered a Seaside program in Carmarthenshire with the following intentions:

- Promote enterprise and support business growth in areas with a high proportion of Welsh speakers.
- Generate more better paid jobs to keep local people in these areas and encourage those who have left to return.
- Promoting the broad value of using the Welsh language and bilingualism in business, creating an atmosphere for a lively place.
- Encourage the businesses and people who move to rural areas to appreciate and use the Welsh language.

As the [Wavehill report](#) on the Arfor program explains, Carmarthenshire County Council focused on these sectors which were the food and drink and creative industry sectors. Grants were given to businesses in these areas to fund capital investments in a wide variety of ways. For example, dairy businesses, particularly milk producers, investing in milk vending machines designed to enable the business to sell directly to the public. Some of the creative businesses invested in printing equipment, digital hardware and software, or developing workplaces. The grants strengthened indigenous businesses that operated in Welsh and the grants encouraged significant engagement with the Welsh language in general. 'Bwrlwm Arfor' was also established, a website to promote Arfor projects which managed to have a positive impact on communities, the language and the economy together. Projects from Carmarthenshire have been contributed to this website and there is potential for these pools of good practice to be used in future regeneration projects.

At the end of the period of this strategy, work is underway to establish Arfor 2 in the counties and it is necessary to ensure that we use the findings of the project to feed the policies,



procedures and working practices of Carmarthenshire's regeneration projects into the future.

When setting up the [Deg Tref](#) regeneration project, and receiving suggestions and feedback from the county Strategic Forum, development officers who could speak Welsh were appointed and space was arranged on the project's local action boards for the language initiatives to ensure that language development ideas are fed into the project programmes. The project's work programs will develop over the next few years and, as the influence of the council fades as the Growth Plan Teams are established, community bodies will need to largely take responsibility for establishing and promoting programs and projects that encourages the use of the Welsh language in developing the economy in the market towns. Having said that, the operating boards also have to act in accordance with the County Council's language Standards as the council is the body that cascades the funding to the project.

Efforts were made to promote the Welsh language in the development of the [Pentre Awel](#) project, by considering the potential of developments for the Welsh language from the very beginning of establishing the project, and including these considerations in all elements of the development work. Having appointed the construction company for the construction of Zone 1 of the development, a strong element of social benefits was secured for the tender. A clear message was given to the international company that the Welsh language needed to be promoted when providing the social benefits and the company appointed a local Welsh speaker to develop and provide the program of social benefits. The council has established a group to develop and scrutinize the work of providing this social element of the contract and a Welsh Language Development Officer has been secured on the group. In addition, there was a meeting with the development officer from the Bouygues company to discuss the importance of operating bilingually and the possibilities of developing specific opportunities to promote the Welsh language while providing a program of social benefits. We shared the contacts of Welsh partners such as the mentrau, the Young Farmers and the Learning Center with Bouygues and provided a list of possible opportunities to promote the Welsh language with them.

In addition, a meeting was arranged with the Coleg Cymraeg to discuss the possibilities of collaboration that the proposed developments of Pentre Awel could offer. Following the meeting, the College was invited to another meeting to ensure that we discuss the possibilities for further and higher education with them, in terms of research, apprenticeships and on-the-job training etc. The hope is that, by creating these links with organizations from the Welsh sector, the council will ensure that specific Welsh developments are developed in the coming years.

When organizing the Meet the Buyer event, it was made sure, once again, that the promotional work takes place completely bilingually. In addition, Helo Blod Lleol officials were invited to attend the event and a new leaflet was funded for use by the three Enterprises and the Council, with a QR code on it to direct businesses to *the Y Gymraeg mewn Busnes* booklet on the Council's website.

### 3.1.3 The impact measurement Framework.

**Strategic Objective 3:** Take purposeful steps to **positively affect population movements** trying to attract young people to establish or re-establish in the county so that the increase in the number of Welsh speakers gained through the education system is not lost. In addition, make **significant efforts to assimilate immigrants and ensure that new planning developments do not have an adverse effect on the viability of the Welsh language**

Indicator Outcome	Measure	Technical Measure	Source
<b>8</b>  <b>Positively affect population movements</b>	8.1 Numbers of the population aged 16 – 29 who move in and out of the county	Migration numbers (gross and net) in and out by age between Carmarthenshire and the rest of the Mid and West Wales region, South East Wales, North Wales and other parts of the UK outside Wales.	ONS: Internal migration: detailed estimates by origin and destination local authorities, age, and sex  Verify Arfor data
	8.2 The percentage of the population aged 16 – 29 who have moved to Carmarthenshire and who can speak Welsh	Census data based on where people lived in the year before the Census date and the ability to speak Welsh	<a href="https://statscymru.llyw.cymru/Catalogue/Welsh-Language/Census-Welsh-Language">https://statscymru.llyw.cymru/Catalogue/Welsh-Language/Census-Welsh-Language</a>
<b>9</b>  <b>More immigrants assimilated</b>	9.1 The number of Welcome to Welsh packages distributed/downloaded	The number of packs distributed to/ downloaded by those registering for council tax, the Council's new tenants, new staff at the University of Wales Trinity Saint David, Hywel Dda University Health Board, Dyfed Powys Police in the region, and the County Council and by housing agents and	Data from CSG, PYDDS, BIPHDd, Dyfed Powys Police, housing agents and social housing providers

		social housing providers	
	9.2 The number of activities held to assimilate Welsh language learners	The number of activities held specifically to assimilate Welsh language learners	Language Initiatives Data + (YFC, Urdd)
<b>10</b> <b>More planning developments that contribute positively to the viability of the Welsh language</b>	10.1 The percentage of new planning developments that deliver a Welsh Language Action Plan in accordance with Strategic Policy 7 – Welsh Language and Welsh Culture	The percentage of new planning developments that deliver the Welsh Language Action Plan in accordance with Strategic Policy 7 - Welsh Language and Welsh Culture, IG1- The Welsh Language and New Developments according to data monitoring the implementation of the Action Plan	Data monitoring the implementation of Welsh Language Action Plans planning developments

**Objective 4: Target specific geographical areas within the county, either because they offer potential for development or cause concern linguistically, to increase the numbers who speak and use the Welsh language in those areas.**

**4.1.1 Targeting Specific geographical areas**

**To what extent have we followed our promotion Strategy and Action Plan?**

From the beginning of the period of this Strategy until the beginning of 2020, the efforts to positively affect geographical areas within the county were focused on the Priority Areas project established within the three Language Initiatives. A successful application was made for funding from the LEADER fund and 3 full-time officers were appointed (to work in the areas of the three Enterprises) to facilitate the project in the priority areas. Linguistic mapping was carried out on the priority areas, namely Brynaman, Carmarthen, New Castle Emlyn, Kidwelly, Llandeilo, Llanfihangel-ar-arth, Llanymdofri and Trimsaran. Local strategic plans were created and implemented for each priority area and a network was created for each priority area.

There is a comprehensive Report from this project, 'Carmarthenshire Priority Areas Project Report 2018-2020' which details the methodology and activity of the action plans and offers an evaluation and analysis of the impact of the project. The report also explains the adjustments made as a result of the pandemic. In general, although there were good examples of experimenting and carrying out new activity, the feeling was that not all the bodies on the Forum were committed to the project's aims as they tended to be attached to other targets and national structures. Furthermore, the duration of the project was not long enough to make as significant a difference as it could. In general, it is noted that the enterprises do not have the capacity to work as micro as this in general and that this matter would need to be considered when the figures of the next census come into being.

Scrutiny of the results and conclusions of this project will give guidance to the Forum on the possibilities of the direction of work in these areas in the future, and the initiatives want to strive to ensure that those results are fed in to the Ten Towns projects in the areas that are common between the two projects.

Following this project, the focus was moved to the town of Llanelli. Llanelli had been known over the years as a town that needed detailed and specific attention in terms of the Welsh language to try to stop the linguistic decline. Menter Cwm Gwendraeth Elli, had recently adopted the town of Llanelli, and recognized that they were finding it difficult to positively affect the town. Other Welsh organizations such as Cymraeg i Blant and Cychoedd Meithrin had had trouble providing in accordance with the potential of the town's numbers over the past few years. Having done excellent practical work in the community in Llanelli town centre, *Y Lle* closed in 2019.

Through close collaboration between the Council's Policy Department and Menter Cwm Gwendraeth Elli, an Action Group was convened which met for the first time in December 2020 to trigger collaboration to identify priorities for action in the town of Llanelli and the

surrounding area. Following the establishment of the group, a questionnaire was drawn up to be administered with the town's organizations to gain a better understanding of the town's potential and needs from the point of view of the Welsh language. A report by Catrin Llwyd was commissioned on the survey, and the report was completed after an extended period of further research by Catrin in September 2021. Subsequently, an Action Plan was drawn up based on Catrin's report, the Action Group continued to meet and the Action Plan now forms the basis of those meetings. At the end of the period of this Strategy, Menter Cwm Gwendraeth Elli is trying to strengthen their capacity to work in the area and they hope to appoint an officer to realize the Action Plan before long. The Implementation Group continues to meet quarterly, scrutinizing and steering the work.

#### 4.1.2 Targeting Geographical Areas

##### The impact measurement Framework

Strategic Objective 4: Target specific geographical areas within the county, either because they offer potential for development or cause concern linguistically, to increase the numbers who speak and use the Welsh language in those areas.			
Indicator Outcome	Measure	Technical Measure	Source
<b>11</b>  <b>More people who speak and use Welsh in the specific areas</b>	11.1 The percentage of primary and secondary pupils in the specific areas who speak Welsh	Percentage of children 4-11; 11-16 and 16-18 in the area's primary and secondary schools which are in the CYLD categories 'Fluent in Welsh' and 'Speaks Welsh but not fluently'	Carmarthenshire Council CYBLD data
	11.2 The percentage of primary and secondary pupils in the specific areas who are confident in Welsh	The percentage of children in the area's primary and secondary schools who state 'I'm confident when speaking Welsh' in the Language Charter's Language Web questionnaire	Carmarthenshire Schools Charter Language questionnaire data
	11.3 Canran y disgyblion cynradd ac uwchradd sy'n defnyddio'r Gymraeg yn tu allan i'r ysgol	The percentage of primary and secondary pupils in the area who answer 'I speak Welsh outside of school' in the Language Charter Web Language questionnaire	Carmarthenshire Schools Charter Language questionnaire data
	11.4 Percentage of children aged 3 and under who receive Welsh-medium early education and day care (bilingual)	The number of children registered with early education and daycare services in the area provided through the medium of Welsh or bilingually during the year	Mudiad Meithrin data + other providers
	11.5 The percentage of people in the areas who can speak Welsh	The percentage of people in the areas (per ward/LSOA) who said in the Population Census that they could speak Welsh	<a href="https://statscymru.llyw.cymru/Catalogue/Welsh-Language/Census-Welsh-Language">https://statscymru.llyw.cymru/Catalogue/Welsh-Language/Census-Welsh-Language</a>
	11.6 Number of people who attend Welsh language events in the specific areas	Number of people based on attendance at activities and attendance at workshops, membership data	Data from partners such as Urdd, Young Farmers, Mentrau Iaith + others

**Objective 5: Language Marketing and Promotion Raising the status of the Welsh language including the benefits of bilingualism and the benefits of bilingual education. And by raising awareness of these benefits, attract more residents of the county to acquire the language.**

**5.1.1 Marketing and promoting the Welsh language: To what extent have we followed our Promotion Strategy and Action Plan?**

- Awareness survey

In an effort to measure elements of language viability that do not appear in the census figures, a questionnaire was drawn up and administered during 2018 to the residents of the county. Useful information was collected about the attitudes and tendencies of 333 residents. As the sample was small and the respondents tended to be women and Welsh-speaking, an impression was made of the attitudes and awareness of one group of society only of the Welsh language. It was interesting, however, to see the attitudes and levels of awareness of this group of the population. This sets a precedent for us in terms of ensuring that the Welsh language remains the norm for these and that it remains possible to use the Welsh language in all situations in Carmarthenshire.

The findings of this survey did not lead to any specific marketing and promotion of the Welsh language. Instead they set out to fill gaps that were already known to the Forum.

- [Being Bilingual](#)

A new resource was created to promote Welsh language education in Carmarthenshire. A booklet has been designed that guides a parent through the period of raising children, all the way to College and University with useful information about the benefits of being bilingual, provision of Welsh education, answers to parents' possible concerns and a directory of organizations that promote the Welsh language in the county. The booklet was designed by the County Forum and was co-ordinated, designed and printed by the County Council. Extensive work was done to distribute the booklet and it has been an essential resource to promote the Welsh language in the county, especially for the Mentrau Iaith and the Council. Welcome Pack

In addition to the above document, the following have been created during the period of this strategy:

- [Welsh with the Children](#): A booklet to encourage the use of the Welsh language in the home.
- [Homework No Problem](#): A booklet to remove parents' fears about not being able to help their children with their homework when the children are in Welsh education.
- [Welsh in Business](#): A booklet to give advice and support to businesses using the Welsh language.

- [Welcome Pack](#): A booklet to raise immigrants' awareness of the Welsh language.

An effort was made to distribute the above strategically, seeking some innovative ways to reach the target audience in each case. We tried to include the Welcome Pack on the new student app of Trinity Saint David University for example. Ensuring the distribution of electronic links and paper booklets alike is a laborious task and there is much work left to be done to ensure regular, current and permanent dissemination of the above materials, both electronically and on paper. No mass marketing campaigns were implemented during the period of this strategy, but efforts were made to obtain the commitment of the various bodies of the Forum to distribute these materials as they were created.



### 5.1.2 The impact measurement Framework

Strategic Objective 5		Language Marketing and Promotion Raising the status of the Welsh language including the benefits of bilingualism and the benefits of bilingual education. And by raising awareness of these benefits, attract more residents of the county to acquire the language.		
Indicator Outcome	Measure	Technical Measure	Source	Frequency
<b>12</b>  <b>More residents of the county understand the benefits of bilingualism and the benefits of bilingual education</b>	12.1 Percentage who agree with the benefits of bilingualism and bilingual education	Questions 10 and 10a of the Survey need to be modified to gather this evidence	Welsh Language Awareness Survey at CSG + partners' data?	To be determined by CSG + partners
	12.2 Percentage who do not know where early years provision and Welsh-medium education is available	Percentage who answered 'No' to the Welsh Language Awareness Survey question in CSG to the questions 'Do you know where to find: Childcare in Welsh and Welsh Education for your children?'	Welsh Language Awareness Survey at CSG + partners' data?	To be determined by CSG + partners

### **The Forum's Opinion**

When planning this report, workshops were organized in July 2021 to gather input from all the Forum's bodies, on their impressions of the strengths and weaknesses of the implementation over the five years of the Strategy. Following this, a draft of the report was shared by objective over a period of six months and then a meeting was arranged with 12 of the bodies and feedback was received on paper from a few others asking for feedback on the report and for an opinion regarding the direction of the include the next strategy. Here, we will note the strengths and weaknesses of implementing Strategy 1, and future opportunities for Strategy 2.

#### **The Forum: *Strength***

- A real opportunity to plan linguistically, in a manner that is suitable and purposeful for Carmarthenshire,
- Membership, commitment and the frequency of the meetings ensure accountability, for example the County Council's Regeneration and Planning officers are seriously engaged,
- The County Council co-ordinates the Forum, takes responsibility for drawing up the Strategy and Action Plan, and the Action Plan and the constant updates provide a framework to formalize progress,
- The Strategy and the Report give a complete picture of what is happening in the county, and therefore form the basis of what needs to be done in the next strategy,
- An independent, committed and experienced chairman,
- Active partnerships outside the Forum developing,
- Share good practice and raise awareness,
- Start lobbying and influencing bodies outside the Forum.

#### **The Forum: *Weakness***

- Need more ownership of the Strategy by other bodies to achieve its potential,
- Too many issues on the agenda,
- Lack of bodies to lead in some areas,
- National targets can hinder joint planning,

#### **The Forum: *Opportunities for the future***

- More presentations from organizations that play a role in various fields and have a significant but indirect impact on the Welsh language in the county,
- A tone of positive challenge to ensure high quality work,
- Expansion into the private sector,
- Establish sub-groups and focus groups to deal with specific issues,
- Expand the work of pressure and influence in order to remove obstacles to the work of the forum.

### Objective 1: Skills acquisition

#### **Strengths**

- **Welsh language marketing work** in the field of care, language transfer and education: resources,
- An increasing number of private Welsh-medium nurseries,
- Developments in the **Welsh for Adults** field, including online action, the Center collecting useful data and a joint online prospectus, meaning that messages can be more effective and access to lessons smoother,
- A good range of Welsh language courses for **teachers** and expertise in intensive provision from Trinity Saint David University,
- A good and more coherent offer of **informal** opportunities for learners,
- Policies of public bodies encouraging the development of **Welsh language skills in the workplace**. Provision of Welsh language courses in the workplace in a varied and purposeful manner,
- Coleg Sir Gâr is increasing the number of courses **students** can follow through the medium of Welsh. Collaboration between Coleg Sir Gâr and the University on developing pathways from further to higher study through the medium of Welsh,

#### **Weaknesses**

- Not enough ownership of the promotional **resources** and no stable and consistent processes to distribute them,
- **Childcare Provision** / pre-school age. The increase in Welsh placements has ceased, recruitment difficulties,
- The numbers of Welsh for Adults **learners** living in Carmarthenshire are relatively low following Covid-19,
- Not enough community provision planning and Welsh language promotion work to reinforce the **WESP** targets,
- Not enough of our **schools** take advantage of the learning offer available for teachers,
- Attempts to promote a joint **informal** offer for learners haven't taken off,
- Not enough progress in Welsh skills in the **workplace**,
- Lack of data on young people in Carmarthenshire in **higher** and further education who study through the medium of Welsh,

#### **Opportunities for the future**

- Map the places to distribute the **resources** in electronic and hard copy format in accordance with their purpose and in accordance with the challenges that arise from the WESP and from the census figures. Also, an opportunity to make more practical use of the leaflets including through presentations or via video to specific groups of people,
- Resume the work of establishing more Welsh language provision in the **pre-school age** field, especially through the private nurseries and through Flying Start provision. Promoting Welsh childcare for all,
- The timing of the new **WESP** means that we can examine the targets of the WESP to plan support to reinforce it,
- The **public** bodies of the Forum to set targets on reducing the number of staff who are at level 0 and increasing the staff who are at level 3+. Dyfed Powys Police leading the way by considering setting a challenge to increase the number of staff with level 3+ skills,

- Changes in the structuring of University and College staff giving more opportunity to collaborate with the forum to develop Welsh skills in the workplace and develop Welsh-medium educational provision **after school** for the residents of the county,
- Marketing the offer of teaching Welsh to teachers in a more coherent and energetic way,
- New Latecomers Centre,
- finding a suitable body for resuming the work of promoting informal opportunities for joint learners,
- The University's new Welsh-medium learning strategy.

**Objective 2: Increase the confidence of Welsh speakers and the use of Welsh in all aspects of life.**

***Strengths***

- The mentrau have adapted their ways of operating to respond to the Pandemic situation. Flexibility and resilience in the bodies that provide in the community, e.g. YFC,
- Canolfan yr Egin is an attractive place to meet and use the Welsh language,
- Established a new contemporary, central and viable centre in Llandeilo, another natural destination for the Welsh language,
- Informal opportunities to use the Welsh language in county council and other workforces,
- Specific efforts have been made within the leisure area with Carmarthenshire Theaters providing much more Welsh language offerings and the county's leisure centers and markets playing Welsh music.

***Weaknesses***

- The impact of the pandemic on the membership of the Urdd,
- The impact of the pandemic on the Atom's activity,
- The impact of the pandemic and staffing issues on Menter Gwendraeth Elli's provision,
- The impact of the pandemic on all organizations that organize events for the public,
- Lack of progress in administration in Welsh in order to create workplaces where the use of Welsh is natural, which allows people to maintain their confidence in their Welsh skills,
- Efforts to find ways to market Welsh community activities jointly and more vigorously have faded,
- The work of developing the ability of swimming tutors to provide in Welsh and bilingually does not mean a sufficient increase in the provision of Welsh swimming lessons. There is no system established that offers or provides Welsh lessons regularly enough,
- The work of the Language Leaders in the leisure sector has faded,

***Opportunities for the future***

- The Urdd Eisteddfod in Carmarthen is a catalyst to increase the involvement of children and young people in Carmarthen in the Urdd,
- The university's new staffing structures gives the Atom a solid basis to develop activity once again, especially with the county's young students and learners in the Carmarthen area,
- Board of management and staff restructuring giving Menter Cwm Gwendraeth Elli an opportunity to rebuild its community activity in Cwm Gwendraeth and Llanelli,
- County council to run a project to administer through the medium of Welsh in one department and then develop a model to be extended within the council and beyond.
- Llanelli Project piloting a way of mapping and recording Llanelli's Welsh community activity which could be extended across the county,

- Developments in Calon Tysul providing expertise in providing Welsh swimming training,
- Building on the work done in the council's leisure provision to increase the staff's Welsh skills and to increase the use of the Welsh language in the leisure centres,
- Consider resuming the field officers' meetings.
- Youth department to increase its activity and offer of Welsh for young people by attracting them to the activity of Eisteddfod Sir Gâr 2023,
- Consider the possibility of establishing a center for the Welsh language in Llanelli
- The Council's new Leisure Strategy,
- Improve the registration and communication system between the reception in leisure centers and the swimming tutors and constantly improve the offer and provision as part of the county's New Leisure Strategy.
- Resume the training and support of the Language Leaders.
- The intention of the Atom to develop activities and social events for children, young people and parents and to establish the location as a hub for Welsh learners in the town of Carmarthen.

**Objective 3: Positively affect population movements.**

***Strengths***

- Creating the Welcome Pack. Anglesey sees the value of using our package and adapting it,
- Begin the work of coordinating language development efforts and economic development. A solid start in terms of linguistic expectations and opportunities in Pentre Awel,
- Policies and actions in the housing field increasing the provision of affordable housing, attracting local people to the provision and reducing the number of empty houses in the county creating favorable conditions for local residents to stay in the county,
- Language planning work within the LDP process, especially developing a new methodology to measure the impact of land use on the Welsh language,
- Strengthen the council's house and street naming policy,
- Establishment and expansion of the Profi project by MGSG,
- Establishing the Urdd's Welsh-medium apprenticeship provision and fostering in the childcare, sports and outdoor areas,
- Start work on improving the provision of Welsh-medium apprenticeships in the county,
- Coleg Sir Gâr's efforts to build young people's confidence in their Welsh skills within areas of study that lead to work where Welsh skills are specifically necessary,
- Create the electronic resource 'Welsh in Business', and distribute it through projects such as Menter a Busnes,
- Implement a number of specific projects to increase the use of the Welsh language in the private sector.

***Weaknesses***

- Lack of use of the welcome pack,
- Trouble recruiting Welsh speakers into the workforce. Young people not appreciating the advantage of their Welsh skills for the workplace,
- Missing an opportunity to ensure prominence for the Welsh language in the initial developments of the Ten Towns,
- Lack of guidance from the government and solid information on the impact of construction on the Welsh language in terms of numbers of locations permitted for building houses and their geographical locations,
- Lack of coherence in efforts to prepare the county's young people for the world of work and to persuade them to use and develop their language skills for use in the workplace, and to encourage them to develop careers in areas where Welsh speakers are needed in the workforce from within the county,
- Lack of Welsh-medium provision within the study and application element of apprenticeships,
- Lack of effort by the county's workplaces to provide and promote Welsh-medium apprenticeships,

- Lack of a leading body to coordinate efforts to improve the situation of Welsh-medium apprenticeships in the county,
- Funding of local Helo Blod officers coming to an end,
- Economic development funding is reallocated to specific projects to promote the Welsh language.

***Opportunities for the future***

- Arfor 2 has a positive effect on the Welsh language and the economy in the county,
- Arfor 2, and the specific focus on evaluation and monitoring, offers lessons and good practice to transfer to other regeneration projects and guidance on measuring the impact of regeneration projects on the Welsh language,
- Taking advantage of the expertise and experience of the Forum to develop a framework to ensure that future regeneration projects give the Welsh language the best possible opportunity to flourish when carrying out economic development projects,
- Transferring this framework to 'shared prosperity' funding processes and other regeneration campaigns in the county,
- Building on the work of the welcome pack to communicate with newcomers and motivate them to learn Welsh. A new center for latecomers offering further opportunities,
- Building on the work of regenerating the county's housing stock and looking further into the possibility of including the Welsh language as an important consideration when allocating affordable housing,
- Building on the work of mapping the needs of rural communities in terms of housing to allow the prosperity of the Welsh language within those communities,
- The delay which is the result of issues regarding phosphates offers new opportunities to consider research that is relevant to the Welsh language,
- Implementing the methodology on various stages of land development when establishing and having established the LDP,
- Stabilizing and expanding the opportunities of the *Profi* project for all young people in the county.
- Working together to improve the number of young people and adults who undertake apprenticeships through the medium of Welsh. Hywel Dda recruiting through apprenticeships and allocating some Welsh medium and an opportunity to develop Welsh medium apprenticeships between Pentre Awel and Coleg Sir Gâr,
- Building on the resources created and the training provided to the private sector on providing and operating in Welsh and increasing the opportunities to distribute these resources constantly and through new sources,
- Developing the Welsh language and the economy as the Ten Towns regeneration projects develop.



**Objective 4: Target Geographical Areas of priority**

***Strengths***

- Attract funding to pilot a project in the Priority Areas,
- The collaboration of the three Initiatives on the delivery and reporting of the project,
- Initial work Developing the Welsh language in Llanelli: an effort to act with a solid evidence base and act strategically and in partnership.

***Weaknesses***

- The short period of the pilot project,
- The difficulty of the initiatives' capacity to work micro in specific areas and also provide activity across the area.

***Opportunities for the future***

- New, more up-to-date data from the Census.

## **Objective 5: Language Marketing and Promotion**

### ***Strengths***

- All the Welsh language promotion resources created,
- Some good examples of distributing the materials,
- The dedication of all the Forum's bodies to organize activity on national days promoting the Welsh language,
- Efforts to create channels to share promotional resources.

### ***Weaknesses***

- Lack of an effective system to distribute and use the resources created,
- Lack of specific campaigns for promoting the Welsh language,
- Lack of impact on external bodies to distribute materials promoting the Welsh language,
- Some bodies miss an opportunity to distribute created by other bodies.

### ***Opportunities for the future***

- Influence the attitudes of 1) Welsh speakers to use it more, 2) Non-Welsh speakers to understand the relevance of language and identity, 3) Immigrants to understand the importance of learning Welsh and celebrate those who have done so,
- Continuation or development of the Welcome Pack,
- Establishing a centre for Latecomers,
- Create a distribution system and strategic distribution program for all materials,
- Finding ways to bring the resources to life for groups of people,
- Promoting the Welsh language through the activities of the Urdd Eisteddfod 2023.

### **Transition to Strategy Two (2022-2027)**

This report and all the data collection work behind it, as well as all the scrutiny done during the period of Strategy one, has created a solid foundation for Strategy two. We have a complete picture of the state of the Welsh language in Carmarthenshire which goes far beyond the census figures, and this means that it is a relatively easy task to prioritize areas of action for promoting the Welsh language in Carmarthenshire for the future. The Forum has indicated a desire to change gears in terms of the goal of the next strategy. There was a unanimous agreement to continue with the vision of 'aiming to make Welsh the main language of the county', but that it was necessary to build on the work of the last Strategy by being more confident when discussing the Welsh language in the county. We feel that we have reached a point in the history of the Welsh language in the county where we should move away from 'encouraging use' and towards declaring that the Welsh language is a core element of the county's identity, and welcome everyone to the language and to the community of language, without apology. We want to act in a way that accepts that the Welsh language is the norm in the county and no longer needs to be 'normalised'.

We accept that there are hotspots and geographical areas within the county that have not reached this position of linguistic confidence yet, and the new census figures will trigger our response to these challenges.

The basic objectives of Strategy one, such as creating more confident speakers, and maintaining the use of the Welsh language throughout will naturally continue in Strategy two, but there will be a more specific emphasis on the Welsh language and the economy, the workforce and the workplace as these are themes where we, as a forum, have developed a clearer understanding of how we need to act in order to improve the situation of the Welsh language in the county. The Forum also feels that 'Welsh Language Marketing' has also progressed in the period of this strategy and is now more suitable to be treated implicitly in the other objectives, as a feature of all the work of Strategy Two.

It is also possible, when changing gears for Strategy two, that we will create objectives that are more similar to themes, and set a more positive intention per theme, but the detail here is still to be decided.

## **Possible outline for Strategy Two (2022-2027).**

*Vision: Aiming to make Welsh the main language of the county.*

### **Objective 1 – Create Welsh speakers.**

Areas of action: pre-school and childcare, education promotion, WESP targets, learning Welsh for adults.

### **Objective 2 - Maintaining confidence and use of the Welsh language.**

Areas of work: Support the use of the Welsh language in the education sector, host recreational opportunities in Welsh outside the school for children and young people and for adults and families.

### **Objective 3 – The Welsh language and the economy**

Areas of work: Strategic developments, Pentre Awel, the Ten Towns Project, the Common Prosperity Fund, making businesses more Welsh, community initiatives, workplace Welsh.

### **Objective 4 – The Workplace and the workforce**

Areas of work: Recruitment, training, work experience, career advice, administration in Welsh, informal use of Welsh in the workplace, Welsh skills in the workplace, apprenticeships, careers and Welsh skills for young people.

### **Objective 5 - Maintain Welsh Communities**

Areas of work: construction after covid-19, Land use planning, housing, Llanelli, Specific work based on the results of the Census, Welsh businesses, Welsh centres, educating immigrants, maintaining rural communities.