

# Welsh Language Annual Report

2024-25



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## Introduction

It is a pleasure to present the Welsh language Annual Report for 2024-25. The report focuses on the implementation of the Standards across the Council and our work in relation to the Welsh Language Promotion Strategy.

As Education and Welsh Language Portfolio Member, I am pleased to present the report and to note the work that has been done to ensure further progress in the Council's internal work as well as building on partnerships with other bodies to promote the Welsh language across Carmarthenshire.

The Members' Advisory Panel on the Welsh Language has continued to receive updates in relation to the Standards, and has continued its key role in offering advice, monitoring progress and calling for evidence of that progress from specific departments within the Council.

The County Welsh Language Strategic Forum, which continues to be led by the Council and includes representation from the County's language promotion organisations, as well as public bodies with statutory responsibilities, has also continued its role in developing a programme of promoting the Welsh language in Carmarthenshire and has contributed extensively to co-planning for the implementation of the Promotion Strategy Action Plan, in accordance with the Promotion Standard. Over the course of the year, the Forum has been leading on the preparation of action plans per objective of the Strategy, and I would like to sincerely thank the Forum partners who have taken the lead on those areas of work.

The work of the Learning and Development Advisor in relation to the Welsh Language has been seen as the status and awareness of the National Centre's provision has increased significantly. During the year there has been an opportunity to collaborate with the Centre on a range of opportunities for staff. The feedback from those opportunities has been very positive, with staff noting a change in the use of Cymraeg in the workplace in elements such as holding meetings with colleagues, taking minutes and carrying out assessments.

During 2024-25, we have begun the process of reviewing the Council's Language Skills Strategy. Under the chairmanship of the Director of Education and Children's Services, officers from the People, Policy and Digital Division have worked together to establish specific workstreams to look at recruitment, apprenticeships, data and training. Further details can be seen as a case study within the report. I look forward to seeing further progress in this work during 2025-26.

The Communities Department continues to lead on the More Than Words Strategic Framework and ensures that progress is made in the provision of Welsh-language services in health and social care. During the year, the departmental working group has met to discuss areas such as workforce planning, service commissioning and staff training. A detailed piece of work was completed to look at staff's Language skills data and to identify any gaps in records. The Working Group has taken steps to close those gaps so that the best possible evidence base is in place when planning and delivering services for the future.

I would like to thank the Welsh Government and the Welsh Local Government Association for the opportunity to work together on specific project funding during this year. The additional funding, through the previous Labour Party and Plaid Cymru Collaboration Agreement, has enabled us to implement a number of initiatives and projects and to try and empower our communities to use the

Welsh language. The funding will also allow us to carry out specific intervention and support work to realise the objectives of the Welsh in Education Strategic Plan within our schools.

Thank you all for all of the partnership work and we look forward to another busy year in 2025-26.

**Councillor Glynog Davies**

Cabinet Member for Education and the Welsh Language



## Welsh language Standards

Since 2016, Carmarthenshire County Council has committed to the Welsh Language Standards, which have been set by the Welsh Language Commissioner under Section 44 of the Welsh Language (Wales) Measure 2011.

The purpose of the Standards is to provide greater clarity to organisations on their duties about the Welsh Language, and to Welsh speakers about the services they can expect to receive in Welsh. As well as ensuring greater consistency of Welsh language services and continuous improvement in their quality.

Carmarthenshire County Council's duties derive from the requirements of the Welsh Language Measure, which states that the Welsh language should not be treated less favourably than English. The Council is also responsible for promoting and facilitating the use of the Welsh Language, making it more accessible for individuals to use their language skills in their daily lives. This commitment supports the Council's strategic objective to continue to improve the provision of Welsh-medium services, ensuring that the language remains an integral part of public and administrative life in the County.

The Standards we are required to comply with fall into four categories:

- **Service Standards** – the services we provide to the public.
- **Policy Standards** – to ensure that the Welsh language is part of the decision-making processes by carrying out integrated impact assessments to ensure that decisions have a positive rather than detrimental impact on opportunities to use the Welsh language or that they increase opportunities to use it.
- **Operational Standards** – promoting and facilitating the Welsh language in our internal administrative processes.
- **Record Keeping Standards** – record keeping to comply with the requirements of the standards in areas such as staff Welsh language skills, training, complaints and recruitment.

### Governing and monitoring our standards

The People, Policy and Digital Division is responsible for leading the implementation of the Welsh Language Standards within the Council. The Policy and Involvement Team offers support and encouragement to all Council departments in planning and service delivery, to ensure compliance. The team also works closely with the Marketing and Media Team, to ensure that our Welsh-medium services are promoted across our website and social media, and to support County projects and events.

The team also supports the Welsh Language Advisory Panel and prepares regular reports on the implementation of the Standards.

### Members' Advisory Panel

The Members' Advisory Panel on the Welsh Language advises the Cabinet Member with responsibility for the Welsh Language on the development and promotion of the Welsh Language. The Panel

determines a programme of work on issues they wish to discuss and receives updates on the day-to-day promotion of the language within the organisation.

During the year the Panel has met 5 times and discussed the following issues:

- ARFOR and Carmarthenshire Businesses
- Place Names
- Working Welsh
- Welsh in Education
- Census 2021
- Regulatory Framework
- Working bilingually.

A presentation was received by officers from the Welsh Language Commissioner's Office at one of the meetings, with the focus on the new Regulatory Framework, which has been developed in order to set clear regulatory outcomes. One of the main intentions of presenting the outcomes was to set standards for the Welsh language and regulatory work in the context of the national vision of increasing the number of Welsh speakers and increasing the use of the language. In October 2024, an Enforcement Policy was introduced which outlines how the Commissioner handles complaints. One of the key themes in embedding this approach is "Streamlining investigation and enforcement work".

We undertake ongoing work to promote and facilitate the use of the Welsh language internally for our staff through various campaigns throughout the year which comply with the service promotion standard (standard 81). Staff were engaged in our weekly newsletters through events such as Santes Dwyntwen and St David's Day. The newsletters provided background information for staff, ways to use and promote more of the Welsh language in the workplace and competitions. Staff had the opportunity to win a hamper of Welsh goods from Carmarthenshire and a voucher to spend at Siop y Pentan. There was a great deal of engagement in the competitions with almost 100 taking part in the same day of St David's Day.

Also, during the year, we have been fortunate to collaborate with a number of diverse organisations on projects. These projects enable us to share resources, knowledge, experience, skills, discuss ideas, issues and solutions that benefit all organisations as well as improve Welsh language services.

Below is a summary of some of the projects we are involved in:

### **Welsh for Business**

As part of the Shwmae Su'mae Day 2024 celebrations, a new project '**Welsh for Carmarthenshire businesses**' was launched. It is a project between Carmarthenshire County Council's Arfor Programme and the National Centre for Learning Welsh's Welsh Work Programme. The response was overwhelmingly positive, with over 23 businesses enrolling on the Welsh for beginners' course, which started in April 2024. The course is designed for entry level learners, and classes are held weekly via Zoom by a tutor from Learn Welsh Ceredigion-Powys-Carmarthenshire. The learners have chosen to meet at a local café on an occasional basis for a more collaborative learning experience, with the tutor joining them online. One who benefited from the programme was Paul Raven, owner of Tea Traders in Carmarthen, who said: *"I'm learning Welsh! We have a lot of Welsh-speaking customers, so it's great to be able to exchange simple greetings with them in Welsh, or chat about the weather. I try to serve customers in Welsh where I can, and our loyal customers help me build confidence."*

## **Pentre Awel**

During the year, we have continued to promote the Welsh language within the **Pentre Awel** economic project, in Llanelli. An opportunity was seen to provide an evidence base for the concept of promoting the Welsh language in the development of this economic plan, seeking to ensure the commitment of all project partners to promote the Welsh language at all stages of development. Following the completion of an impact assessment on the Welsh language, an action plan has been prepared which has been led by the project Board and the Support Team.

A Community Benefits Officer was employed by Bouygues, who can speak Welsh. As part of the project's community engagement programme, the officer has led extensive consultation and project work with local schools, colleges and residents. In particular, the officer has worked with Welsh-medium schools in the area and led on the first Women in Construction (Welsh-medium) event in partnership with schools, colleges and Canolfan S4C Yr Egin.

The conversations continue in terms of academic and research opportunities, with the Language at the heart of those opportunities. The Project Team has engaged with the Coleg Cymraeg Cenedlaethol to see what Welsh-medium opportunities can be secured on the site.

## **Thinqi**

Carmarthenshire County Council, as part of a wider consortium of local authority partners across Wales, has implemented a new Learner Experience Platform and Management System called '**Thinqi**' across the organisation. We have ensured that the resource is available in Welsh and the Language Awareness module is one of the core modules.

As the Council's HR system is fully integrated with Thinqi, we are building a dedicated space where our staff's Language skills records can be stored on the system. The records of any language training will be stored alongside skills. We hope that our staff's language learning pathways will be available on the same platform, so that managers and staff can co-plan the next stages of learning.

## Reporting on Language Skills

Data prepared on 29 February 2025 (to meet reporting timelines).

The data does not include Schools (*Primary, Secondary, Special, Voluntary, or Assisted*)

Level Department	0	1	2	3	4	5	Sub-total	No record	Total
Chief Executive's	22	98	45	38	50	84	337	13	350
Communities	390	778	377	261	183	289	2278	111	2389
Corporate Resources	4	59	46	22	36	36	203	13	216
Education & Children's Services	103	243	157	114	70	36	723	45	768
Place & Infrastructure	0	398	190	161	146	196	1091	257	1348
<b>Total</b>	<b>302</b>	<b>1576</b>	<b>815</b>	<b>596</b>	<b>485</b>	<b>641</b>	<b>4415</b>	<b>439</b>	<b>4854</b>

	2022-2023	2023-2024	%	2024-2025	Difference	%
Level 0	382	302	-21%	<b>302</b>	0	0%
Level 1	1576	1619	3%	<b>1576</b>	-43	-3%
Level 2	762	822	8%	<b>815</b>	-7	-1%
Level 3	553	582	5%	<b>596</b>	14	2%
Level 4	468	499	7%	<b>485</b>	-14	-3%
Level 5+	778	849	9%	<b>641</b>	-208	-24%

### Learn Welsh:

There are opportunities to learn Welsh virtually or face-to-face. Most Council staff learn virtually, and the Council supports any learner in terms of time and resources.

The main provision for our staff is:

- Mainstream virtual online courses with the Centre for Learning Welsh
- Welsh Work Courses funded by the National Centre for Learning Welsh



- Say Something in Welsh.

Staff also use more informal methods in conjunction with one of the above routes, such as DuoLingo, Podcasts and YouTube. There are a number of opportunities for all levels from 0-5 to develop Welsh language skills. It takes around 120 learning hours to move from one level to the next and therefore, our staff engage in different courses and learning patterns. Some attend weekly courses of between 2 and 4 hours, and some study via an intensive week or blended learning which is a combination of online learning and self-study.

During the year, the Council was very fortunate to receive funding from the Centre for Learning Welsh to employ a tutor. The tutor is employed by Aberystwyth University and through this work, we have been able to place **61** members of staff on Welsh Work courses.

These courses are set out below, with figures from our staff enrolled on traditional courses. Please note that with the long-term courses, only enrolment figures are noted, as the academic year has not been completed.

<b>Learn Welsh Course</b>	<b>Level reached</b>	<b>Brief description</b>	<b>Total</b>
<b>Welcome and Welcome Back Self Study</b>	Level 1	Self-study through the Learn Welsh website	Data held by Centre
<b>Mynediad</b>	Level 2	Mainstream or Welsh Work Courses	101
<b>Foundation</b>	Level 3	Mainstream or Welsh Work Courses	38
<b>Intermediate</b>	Level 4	Mainstream or Welsh Work Courses	16
<b>Higher</b>	Level 5	Mainstream or Welsh Work courses, including Confidence Building and Refreshment courses	17

#### **E-learning through the medium of Welsh**

Induction	2
Carmarthenshire County Council context	1
10 Quick Tips for safe passwords	1
6 Tips for using search engines	1
Mental Health Well-being for Adults	1

Asbestos awareness	1
Behavioural standards in the workplace	2
Cyber awareness in the workplace	8
Dementia awareness	1
Digital mentors	1
Solving digital problems	1
10 ways to identify phishing e-mails	1
Equality & Diversity	2
Essential learning	7
Fraud awareness	7
Leading through Change	1
Leading with Emotional Intelligence	1
Mental Health in the workplace	5
Module 1: Understanding Autism (Level 1)	1
Navigating the World Online: 10 Tips for Solving Problems on the Internet	1
Navigating YouTube for Problem Solving Success: 10 Tips for Staff	1
Online Safety	1
Recognising and supporting carers	1
Safeguarding Group	5
Staying safe online: Recognising 10 Common Scams	1
A Guide for New Managers	1
Understanding the Armed Forces Covenant	1
Understanding FAQs	1
Understanding Net Zero and our approach	1
VAWDASV Ask and Act: Group 1	6
VAWDASV Ask and Act: Group 2 (Schools)	1
Welsh Language Awareness	2
Welsh Language Awareness - Welsh Language Level 2: Mynediad (Listening and Speaking)	1

Welsh Language Level 2: Mynediad (Reading and Writing)	1
Whistleblowing	3
<b>Total</b>	<b>73</b>
Welsh Language Awareness (through the medium of English)	2341

It is also important to note that most courses include elements through the medium of Welsh and attendees are given the opportunity to speak Welsh. The Social Care Workforce Development Partnership ensures that all their resources are bilingual, welcomes everyone bilingually and appoints Welsh language trainers as required.

In terms of training for Elected Members, all resources are bilingual. All courses are provided bilingually and there are opportunities for Members to discuss further in their chosen Language. In addition, across Learning and Development, our staff were offered Welsh language discussion groups during workshop exercises.

### **Standards 128 and 152**

*Standard 128 requires the council to provide training in Welsh in the following areas, if you are providing such training in English - (a) recruitment and interviewing; (b) performance management; (c) complaints and disciplinary procedures; (d) induction; (d) dealing with the public; and (f) health and safety.*

*Standard 152 gives the council a responsibility to keep a record, for each financial year, of - (a) the number of members of staff who attended training courses offered by you in Welsh (in accordance with standard 128), and (b) if you were offered a Welsh version of a course in accordance with standard 128, the percentage of the total number of staff who attended that version of the course.*

## Complaints received 2024/25

The feedback we receive from our residents is vital for improving our services and we make every effort to learn from all the complaints, compliments and comments we receive as a Council.

The Corporate Complaints Team manages any complaints received about non-compliance with the Welsh Language (Wales) Measure 2011 or by the Welsh Language Commissioner and their office. During 2024-25, four complaints were received in relation to the lack of Welsh-medium services.

Three complaints went directly to the Welsh Language Commissioner's Office, and it was decided not to conduct an investigation in two cases and to terminate the investigation in the other case.

<b>1</b>	<p>Complaint through the Office of the Welsh Language Commissioner relating to a Cabinet document which was in English only: 'Revised Carmarthenshire Local Development Plan 2018- 2033, Draft Supplementary Planning Guidance: Welsh Language October 2023'.</p> <p>The Commissioner's Office decided not to conduct an investigation under section 71 of the Bill for the following reasons:</p> <ul style="list-style-type: none"> <li>• That the Council acknowledged the mistake in this case and acknowledged that the document should have been in Welsh.</li> </ul>
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	<ul style="list-style-type: none"> <li>The Council has taken appropriate action to prevent the failure from happening again by taking enforcement action in the CS1106 inquiry. The timing of the document in question meant that it had not been prepared in Welsh.</li> </ul>
<b>2</b>	<p>The Office of the Welsh Language Commissioner carried out an Inquiry into the Council's compliance with Welsh language standards in relation to the decision to approve a planning application to build 42 dwellings in Porth-y-rhyd.</p> <p>In accordance with section 72 of the Welsh Language Measure, it was decided to terminate the inquiry, because information gathered during the inquiry had highlighted a likelihood that the inquiry would not find a failure to comply with standards 88-90 in relation to policy impact assessment.</p> <p>Although the decision to approve the planning application in Porth-y-rhyd differs from that set out in the Local Development Plan, the Office accepted that the Council has the discretion to do so where relevant consideration suggests that it is necessary, and that does not necessarily amount to the formulation, modification or revision of the Local Development Plan.</p>
<b>3</b>	<p>A complaint was received from a member of the public as the Welsh Language Annual Report 2023-24 had not been published on the Council's website in accordance with the Welsh Language Standards timetable.</p> <p>The Commissioner's Office decided to terminate the investigation in accordance with section 72 of the Welsh Language Measure, because information had been provided indicating a commitment by the Council to ensure compliance in the future.</p>
<b>4</b>	<p>Complaint by a member of the public about a lack of Welsh sign on accessible play equipment in Pembrey Park. The sign was rectified and an apology was sent to the complainant.</p>

# Case studies

## Case Study 1: Language Skills Strategy

### Background

Our current Language Skills Strategy was agreed in 2016, and we have made significant progress since then. The Language Skills Strategy sets out how we as a Council plan our workforce to ensure that we meet Welsh Language Standards commitments and provide Welsh language services to the residents of our County. The new Workforce Strategy has identified the development of a new Welsh Language Skills Strategy as one of its key priorities, and the new version is expected to be published in 2025.

The Welsh Language Promotion Strategy (2023-28) was published last year with the following objectives:

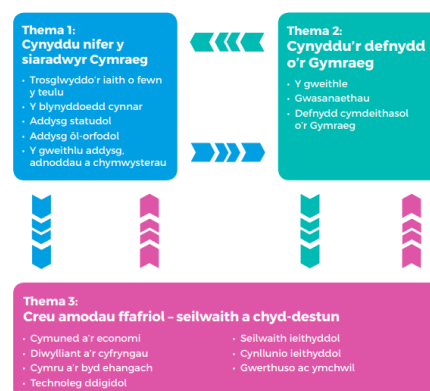
**Objective 1 – Increase in Welsh speakers**

**Objective 2 – To maintain the pride, use and confidence of the residents of the County in the Welsh language**

**Objective 3 – Welsh as a norm in the workplace and the workforce**

**Objective 4 - Thriving Welsh Communities**

In order to ensure that the Strategy ensures sustainable change, and is in line with the strategic direction, it is proposed that the new Language Skills Strategy follows the strategic goals of the Welsh Language 2050 Strategy ([Cymraeg 2050: One million speakers](#) as shown below). These themes also fit in well with Carmarthenshire's Welsh Language Promotion Strategy.



### Action

The Council's Director of Education, Children and Family Services chairs a sub-group of officers to review the Strategy. The work is promoted by the Assistant Chief Executive and supported by officers from the People Management, Policy and Digital division. The framework above provides us with a model for progressing the issues:

**Theme 1: Increase in Welsh speakers**

The Strategy will address the following issues to increase the number of Welsh speakers within the organisation:

- Recruitment (with the intention of closing the skills gap between the Welsh language skills required for jobs and individuals recruited to the posts)
- Welsh Learning Agreements
- Welsh Language Assessments
- Language Buddy
- Development Programmes.

The Strategy will also include a commitment to increase the number of Apprenticeships provided through the medium of Welsh. Statistics show that 46% of our young people undertake their secondary education through the medium of Welsh. The transition from school to the workplace is essential for young people to have the confidence to use and develop these skills further.

### **Theme 2: Increasing the use of the Welsh language**

The Strategy will address the following issues to increase the use of the Welsh language within an organisation:

- A pilot project with teams within the Department of Education to identify and support opportunities to use more Welsh in their formal administrative work.
- Using the ARFer tool developed by Bangor University to support mapping and developing opportunities for increasing the use of Welsh in the workplace.

### **Theme 3: Creating favourable conditions – infrastructure and context**

To ensure that the actions in the Strategy ensure sustainable change, it is important that we consider this within the organisation's culture:

- Creating a Bilingual Culture (Leading in a Country / Bilingual Organisation)
- Organisational Development Approach to Change
- Leading change.

### Future

The workstreams will continue to meet during 2025-26, in order to prepare a draft Strategy for consideration by the Council's Cabinet. The Council's Recruitment Strategy is also currently being updated and it will be possible to achieve a correlation between the two areas of work.

## Case Study 2: ARFOR 2 Programme in Carmarthenshire

### Background

ARFOR is a joint programme by Carmarthenshire, Ceredigion, Gwynedd and Anglesey councils which seeks to use enterprise and economic development to support the strongholds of the Welsh language and, in doing so, sustain the language.

The main objective of Arfor 2 is to support the communities that are strongholds of the Welsh language to thrive, through economic interventions that will also contribute to increasing opportunities to see and use the Welsh language daily. As part of the programme, specific work streams have been developed that provide opportunities for businesses, community organisations and the public sector to address the challenges facing the Arfor region.

### Action

The Arfor programme has supported a number of businesses in Carmarthenshire by providing financial support and assisting businesses to increase the use of the Welsh language. In recent research carried out in Carmarthenshire, 82% of customers said they were more likely to choose a company that provides a good Welsh language service, and 82% also agreed or strongly agreed that using Welsh adds value to a product or service.

33 businesses from across the County have received support from the fund, which in turn has safeguarded over 40 jobs and is on track to create 40 new job opportunities in the County.

### Examples of businesses that have benefited from the programme

Bedwyn Rees, a local carpenter received support from the programme. Born and brought up in Carmarthenshire and a first language Welsh speaker, Bedwyn ran a successful company under the name [Old Oak Kitchens](#). With a keen desire to rebrand the business to reflect the values of the business, the range of services and the heritage of Wales, Arfor's support allowed the company to invest in new equipment to support its workforce and growing demand as well as rebranding the business. Studio Pren is now the name of the business, with a complete rebranding and digital presence that more accurately reflects the business's services to its customer base. Bedwyn notes:

*"The opportunity for support from Arfor was an impetus to make changes and brand externally as a Welsh company capable of providing a bilingual service. The addition of new machinery alongside the rebranding has also made the business more efficient and productive which has supported existing jobs and created a new job for the company."*

Sara Tidey also benefited as she opened **Golwg Gofal** with the support of the Arfor fund. A trained ophthalmologist, from Carmarthenshire, Sara was keen to open her own practice to serve the rural community. Arfor supported Sara to open her new business and offer a bilingual service to her clients. The business employs 2 members of staff and has created a new service business in a previously vacant commercial building.

### Future

We are waiting for confirmation on the next steps of the programme.

## Case Study 3: Internships

### Background

Three young individuals were offered an exciting opportunity to attend a period of paid work experience between January and March 2025. These projects were part of the ARFOR programme in Carmarthenshire to run Welsh work experience (Internship) placements across three internal departments. In line with Carmarthenshire County Council's aim of bringing Welsh speakers back to the County, Arfor's funding is being used to retain Welsh speakers by creating employment opportunities in Welsh language strongholds.

The opportunity was about supporting local people to gain experience of using the Welsh language in the workplace as well as gaining valuable practical experience and raising their awareness of the career opportunities available in the Authority.

While working for the Authority, the Interns worked alongside experienced professionals and developed a range of skills and knowledge that will serve them well throughout their career. As well as raising their awareness of the wide range of career paths available to use their Welsh skills.

### Action

The Internships were advertised across the ARFOR network in Carmarthenshire which had a database of people interested in the range of schemes that the programme has been providing. A Lleol.net platform was also used to promote the internships as this is the busiest and best-known bilingual Welsh language website in Wales. In addition, it was shared on the Council's social platforms such as Facebook, Twitter and LinkedIn as seen below.



### Result

Two Welsh language interns, Cadi and Lucy, were funded to work in the marketing and media team in January 2025.

Now, the two prepare press releases, create communication plans, put together social media posts, update the website and the intranet. Both have been on courses and training sessions including some on social media, photography/video editing, media law and more.



## Future

Internship recruitment has offered us a different experience as a Council, and it is definitely a model we'll be looking at again in the future. Cadi and Lucy settled well within the team and we as a Council have been fortunate to be able to extend their contracts until the end of June 2025.

Here's what Cadi had to say about her Internship opportunity:

*"My Welsh language internship with Carmarthenshire County Council has offered me a unique opportunity to gain valuable work experience through the medium of Welsh, enabling me to develop my professional skills while staying in my local area".*

Lucy added:

*"Working as a Welsh marketing intern with Carmarthenshire County Council has been the perfect opportunity to keep my Welsh alive after university and start my career close to home."*

## Case Study 4: Carmarthenshire Active Leaders Programme

### Background

The Active Leaders Programme ranges from 10-18 years old. The young individuals give their time to attend training opportunities and gain qualifications to provide physical activity sessions and events for young people throughout the County. These young leaders provide a voice for young people in their communities and schools to promote physical activity.



### Action

The training courses are delivered in Welsh or bilingually with the sessions that the pupils deliver to young people also held through the medium of Welsh or bilingually.

Currently 78 young leaders from 6 Secondary schools in the county have attended the courses below:

- CBDC Award (Soccer) – 29
- Netball – 27
- Tennis – 16
- Accessible sports – 32
- Athletics – 11.

### Result

The programme has offered opportunities to 2,734 primary school children, with the majority of them now training at local clubs in the community.

### Future

The aim is to develop further, with many of the young people going on to lead sessions in the community with local clubs. Over 50% of the young people on the program are already engaged in community events.

## Additional funding expenditure under the Collaboration Agreement

### Context

Additional revenue funding of £1 million was proposed for 2024-25 for the Welsh language which was linked to Collaboration Agreement commitment number 36 and as part of support to understand and pilot interventions in response to the results of the 2021 Welsh Language Census in Carmarthenshire and the post-industrial strongholds in the Western Valleys (which include the Carmarthenshire, Swansea, Neath Port Talbot and Powys areas). This additional funding could be given to work in partnership with others to protect and grow the language in communities that are essential its future.

#### *Collaboration Agreement Commitment 36*

*Project 2050 We will work together to help ensure that Welsh is spoken in more places, including workplaces, across the country. The Welsh Government will lead by example, helping more of the sponsored bodies, local authorities and civil service in Wales to operate through the medium of Welsh*

Our proposals for spending in Carmarthenshire have been developed on the basis of making progress against the objectives of our Promotion Strategy 2023-28, which takes into account the results of the 2021 Census, requirements in relation to Welsh Language Standards and linkage with the Well-being of Future Generations Act through the Well-being of Carmarthenshire Plan 2023-28.

### **Aim and Objectives of the Carmarthenshire Promotion Strategy 2023-28**

Aim: Aim to make Welsh the main language of the County. Our aim is to restore Welsh as a language spoken and used by the majority of our residents on a regular basis, and in all aspects of life.

#### Objectives:

1. Increase in Welsh speakers
2. To maintain the pride, use and confidence of the residents of the County in the Welsh language
3. Welsh as a norm in the workplace and the workforce
4. Thriving Welsh communities

The projects are divided into two parts. Below is an outline of the projects including an overview of how the money was spent.

1. To offer practical, specialist support to schools to move along the language continuum and in line with the Welsh in Education Strategic Plan

Following discussions with the Education Department it was decided to some of the funds in order to be able to take advantage of the resources available through the National Learning Centre. The aim now was to upskill staff working within those schools who are willing to move along the language continuum, giving them support to release staff. It was decided to target one school in particular, Ysgol Gyfun Emlyn, with the intention of extending to other schools if successful. The project was immediately implemented by carrying out a Language Skills Audit for all staff including administrative staff and the manager of Ysgol Gyfun Emlyn at the end of November, with specific recommendations set out. Following the Language Skills Audit, 11 members of staff were released to begin intensive training over a period of 7 weeks on 'Everyday Welsh' which began in January 2025.

In addition, following significant staffing changes in the Education department in 2024, it was decided to commission external support in order to facilitate discussion to support the prioritisation of the Welsh in Education Strategic Plan work programme.

A further intention is to hold a conference for the headteachers of our schools to discuss the requirements and implications of the new Education and Welsh Language Bill.

2. Feasibility study to hold Carmarthenshire Music/Rock Festival (to be planned by Summer 2025)  
Through the feasibility study the aim would be to explore the possibilities of holding a music / rock festival in order to promote and raise awareness of Welsh-medium music in a community and specifically among young people. The hope would be to increase young people's confidence in the use of the Welsh language socially as well as to support local communities to create local buzz and to build confidence in organising similar activities for the future. Mentrau Iaith Sir Gâr won the joint work (Menter Gorllewin Sir Gâr, Menter Dinefwr, Menter Cwm Gwendraeth Elli). The Mentrau have visited Pembrey County Park as a potential location, and a report will be submitted to the Council in the coming months.
3. Welsh / bilingual music sessions in pubs / halls / community venues across the county – in collaboration with the Mentrau Iaith  
The hope through the Welsh/bilingual sessions is that it would create buzz within the community and empower businesses and organisations to gain confidence to eventually carry out Welsh-medium activity for themselves.
4. Specialist support to the Council's People Management Team with the further development of the Council's Internal Use Policy of the Welsh language and the Future Workforce Strategy with a particular focus on Welsh-medium Apprenticeships and Graduates through the Carmarthenshire Public Services Board

The money was divided into two parts:

a) Leading in a Bilingual Organisation

A workshop was held with the Council's Corporate Management Team and Heads of Service in order to have a discussion about the Council as a bilingual organisation. Sessions have been held with Cabinet Members as well. As a next step, sessions will be scheduled for third and fourth tier managers in the People Management, Policy and Digital division, with the option to extend to other departments.

Some of the main objectives of the programme will be:

- Supporting and enabling organisations to develop a bilingual culture
- Encouraging the use of a new voice/words in relation to the Welsh language
- Understanding the power of sponsorship and project approach
- Access expertise, examples of good practice
- Providing a platform for organisations to share ideas and good practice.

The sessions will give a taste of climate creation for change, engagement and planning for the future.

b) Language Skills Strategy

The consultancy work of supporting People Management / Language Skills Strategy has been assigned to Effectus HR. The work includes analysing the Council's Language skills and recruitment data, meeting with Heads of Service responsible for frontline services and understanding more about recruitment challenges.

5. Create a fund to empower high priority communities to develop projects that respond to the 2021 Census results.

These community interventions have been led by the Mentrau Iaith locally and include projects such as new partnerships with local halls and after-school clubs, additional capacity to influence the governance and marketing of local bodies and Welsh-medium performance sessions.

6. Housing developments

A study to look at patterns and impact on communities in the County where housing developments are seen and the further link this has on the further housing sales chain within the County. This work will link closely with research carried out in the preparation of the County's Local Development Plan, and the Supplementary Planning Guide for the Welsh language. Iaith Cyf is leading on this work.

**Welsh Government-led projects**

1. **Language Transmission** – Project run by Mudiad Meithrin
2. **Prosiect Bro** – a sociolinguistic study conducted by the University of Wales Trinity Saint David
3. **Feasibility study to establish a language centre** in the Amman Valley area – study undertaken by Cwmni Iaith and Strategic Research & Innovation (SRI)
4. **Prosiect Perthyn** run by Cwmpas – support for social enterprises in Carmarthenshire.