



Welsh Language Strategy (2024 – 2029)



Prepared in accordance with the requirements of the
Welsh Language Standards Regulations (No. 1) 2015
Under the Welsh Language (Wales) Measure 2011

This document is available in Welsh / Mae'r ddogfen hon ar gael yn Gymraeg



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Introduction

Torfaen Council is required to develop a Five-Year Welsh Language Strategy in accordance with the requirements of Welsh Language Standard 145 and 146 under the Welsh Language Standards Regulations (No. 1) 2015. The aim of the strategy is to identify actions in terms of how we intend to promote the Welsh language, increase the number of Welsh speakers and the use of the Welsh language in the borough.

Recently, The Welsh Government published its new Work Programme for Cymraeg 2050: <https://www.gov.wales/cymraeg-2050-our-plan-2021-2026>. The aim of the national strategy is to reach one million Welsh speakers by 2050 and to double the daily use of the Welsh language by 2050.

Following discussions with key partner organisations, the public and the Council's internal departments, we have devised a strong and robust strategy to promote the Welsh language in the borough.

Progress 2017 – 2022

Due to COVID-19 several of our targets within our previous Strategy have been modified or completed. Nevertheless, several activities, events and decisions have been successful over the last five years, working towards increasing the number of Welsh speakers in the Borough.

Here are some of our successes:

- ✚ Welsh in Education Strategic Plan 2022 -2032 for Torfaen approved by the Welsh Government
- ✚ Published a brochure to promote Welsh language education – “Begin the Bilingual Journey”
- ✚ Expansion of Ysgol Gymraeg Gwynllyw to create a 3-19 school to meet the current and future demand for education through the medium of Welsh
- ✚ Worked closely with Mudiad Meithrin to create a new Welsh Nursery provision at Greenmeadow Primary School
- ✚ Expanded Welsh language courses for Staff by approving "Say Something in Welsh" and releasing staff to attend residential courses with the National Centre for Learning Welsh.
- ✚ Established a "Torf-hwyl" festival in partnership with Menter Iaith Blaenau Gwent, Torfaen and Monmouthshire by celebrating St David's Day through Welsh activities and music.
- ✚ Increased the number of people (over 3 years old) who live in Torfaen and can speak Welsh, to 8.24% (target 15%). A national decrease in Welsh speakers over the last decade (Census 2021).
- ✚ Increased the number of staff who have Welsh skills, from 0.51% (15) in 2017 to 14% (251) in 2021
- ✚ Established Carreg Lam - New Welsh Language Immersion Unit

Background

This draft of the second five-year strategy was prepared by Torfaen County Borough Council as the methodology for promoting the Welsh language and facilitating the use of the language in communities within the Borough, in compliance with the Welsh Language Standards.

Results from the first strategy (2017 – 2022) were evaluated in order to prepare this successive strategy. It is noted that there are several areas where we have not been able to progress as hoped due to the pandemic and other factors.

Our approach, as set out in this document, is structured around five focus areas which reflect the Welsh Government's work programme regarding the Welsh Language 2050 strategy. The strategy sets out our strategic priorities under each of these areas and highlights the changes we will need to implement.

The Council recognises its duty to provide a service in Welsh and English, but also to work together to promote and encourage wider use of the Welsh language in all aspects of Torfaen's social and economic life. This strategy is not for one single organisation alone, and the delivery of the strategy will, therefore, depend on collaboration with strategic partners. We will work with the local language forum, through Menter Iaith Blaenau Gwent, Torfaen and Monmouthshire to facilitate this.

Supporting young people, families and communities to learn Welsh and feel free to use the language will also be essential to the success of this strategy. During recent years there has been a steady growth in the demand for Welsh-medium education. The education system and the Council's 'Welsh in Education Plan' will play a key role in ensuring the growth of the language in the future as we aim to increase the number of children and parents, who have the opportunity to use the Welsh language, and increase opportunities to use the language beyond the school gates.

The link between this document and the Welsh in Education Strategy will be essential in order to achieve any increase in Welsh speakers or to reach the targets specified.

Linguistic Profile

According to the 2021 census, 8.24% of Torfaen residents said they could speak Welsh. The demographics of the area is very different from the traditional Welsh speaking areas i.e. North and South West Wales. The table below shows the percentage and number of residents in each Ward (in Torfaen) who can speak Welsh.

Ward	Population (3+)	Able to Speak Welsh (Number)	Able to Speak Welsh (%)
Abersychan	6475	700	10.81%
Blaenavon	5817	538	9.25%
Coed Eva	2359	191	8.10%
Croesyceiliog	4999	374	7.48%
Fairwater (Torfaen)	4882	421	8.62%
Greenmeadow	2684	175	6.52%
Llanfrechfa & Ponthir	1984	167	8.42%
Llantarnam	6275	487	7.76%
Llanyrafon	2436	163	6.69%
New Inn	5747	365	6.35%
Panteg	7285	662	9.09%
Pontnewydd	6894	623	9.04%
Pontnewynydd & Snatchwood	3644	304	8.34%
Pontypool	7206	552	7.66%
St Dials	4180	373	8.92%
Trevethin & Penygarn	5117	385	7.52%
Two Locks	5761	434	7.53%
Upper Cwmbran	5630	449	7.98%
	89375	7363	8.24%

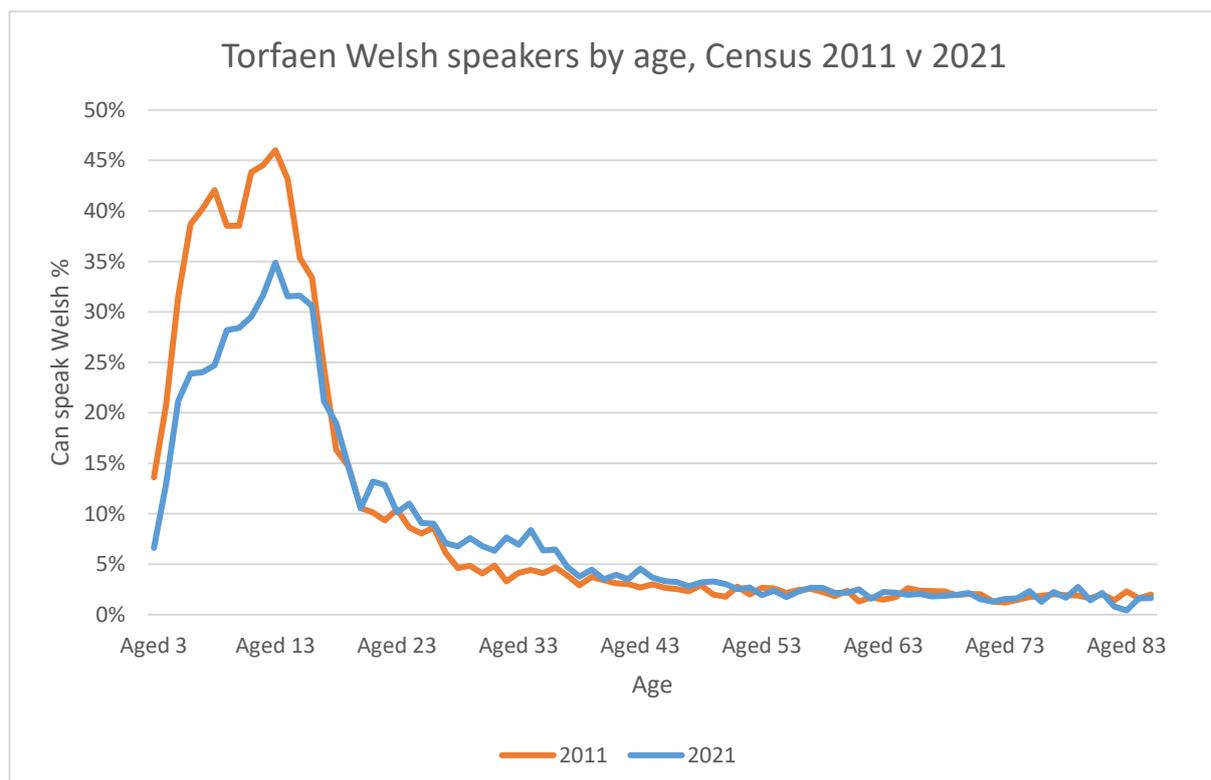
The table below sets out a comparison between the number and percentage of Welsh speakers. Censuses between 1981 and 2021

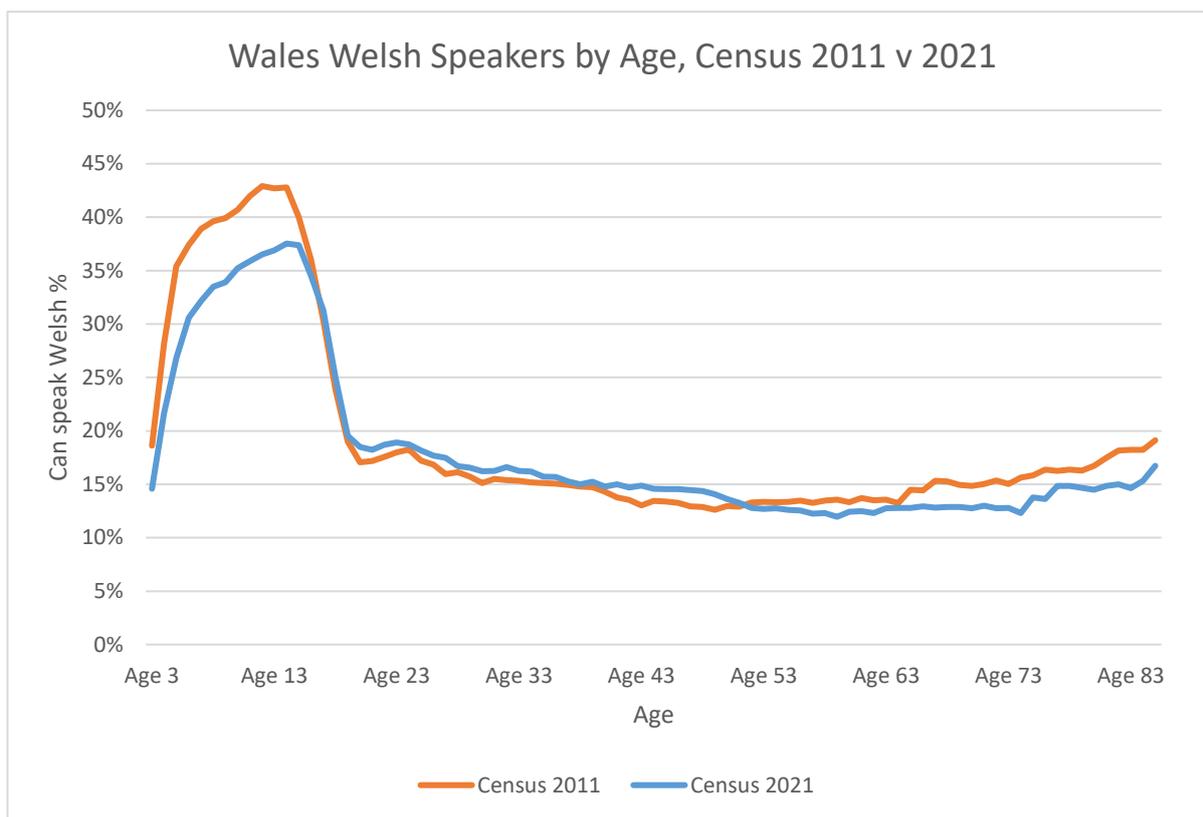
	1981	1991	2001	2011	2021
TORFAEN	2,144 (2.49%)	2,119 (4.35%)	9,425 (11.10%)	8,641 (9.84%)	7,366 (8.24%)

This strategy will be based on local and national Welsh Language key performance indicators and will be monitored accordingly. The Performance Indicators are included in the Strategic Targets section within this strategy. Recruiting and retaining staff to provide services through the medium of Welsh will be important, in the same way as recognising the language as a skill in the workplace. Torfaen Council, the Public Services Board, key partners, and individuals, have a vital role to play in promoting the status of the Welsh language and maintaining and expanding the use of the Welsh language in all aspects of life within the county. Through this strategy, members of Torfaen Council intend to support the excellent efforts already evident throughout the county, as well as identifying ways in which the Council can further build on that work within our own scope of influence.

The 2021 Census, compared to the 2011 Census, showed a decrease in the number of Welsh speakers even though Torfaen is home to the Welsh medium regional secondary school (Ysgol Gyfun Gwynllyw) and a fourth Welsh medium primary school has opened as part of the development of Ysgol Gyfun Gwynllyw. This may be because the Census does not ascertain levels of competence in the Welsh language although some assume that the Pandemic affected the results.

When comparing the reduction in Welsh speakers according to age, it is visible that the biggest change is in young people aged 3 and 16. It can be seen from the two tables below that the situation is similar across the whole of Wales.





It should be noted that the survey on the use of the Welsh language commissioned by the Welsh Government and the Welsh Language Commissioner (Welsh Language Use) during 2021 - 2022 indicates that the data collected is not robust enough to be published for Torfaen. This survey is now part of the National Wales survey.

Another source of data is the Annual Population Survey (APS), Office for National Statistics, which shows the number of Welsh speakers in the area is closer to 17.6% during 2021-2022. This is based on the responses of 772 residents surveyed out of a possible 90,000. Therefore, we cannot use this as reliable data when considering increasing the number of Welsh speakers in the area.

The Annual Population Survey (APS) also includes a question for people regarding their ability in Welsh and how often they speak the language. While the Welsh government is clear that census data should be used to measure the number of Welsh speakers, it is useful to consider the APS to consider trends in the Welsh language between the official Censuses. Historically it is recorded in the APS that many more people can speak Welsh than in the Census, as shown in the following table:

	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
Torfaen	16.0	18.3	19.0	17.7	18.0	18.5	17.6
Welsh Average	27.3	28.8	29.0	29.8	28.4	29.1	29.5

How?

In this section we will look at five focus areas which aim to help us achieve our strategic targets and suggest several steps to achieve our vision.

- 1) Legislation and Policy
- 2) Education
- 3) The Community
- 4) Services
- 5) The Workplace

These will help us achieve the following outcomes:

- Increase the number of citizens who have Welsh language skills to use the Welsh language
- Increase the number of Welsh speakers
- Increase the visual presence of the Welsh language
- Promoting Welsh Culture

1) Legislation and Policy

Although the strategy is a statutory requirement for the Council under the Welsh Language Standards Regulations (No. 1) 2015, it builds on the work that is already being completed in Torfaen to meet the needs of the community.

The following section sets out the regulatory framework, which this strategy complements:

The Welsh Language Standards (No. 1) Regulations 2015

There is a duty on all local authorities in Wales to comply with the standards for the Welsh language which explain how organisations should use the Welsh language in different situations. The duties that come from the Welsh Measure mean that organisations should not treat the Welsh language less favourably than English, as well as promoting and facilitating the use of the Welsh language.

The Well-being of Future Generations (Wales) Act 2015

The Act aims to improve the social, economic, environmental and cultural well-being of Wales. The Act will enable public bodies to consider long-term effects, work better with people and communities and together, try to prevent problems and adopt a more coordinated approach. One of the seven Well-being goals listed in the Act is

" A Wales of vibrant culture and thriving Welsh language."

The Welsh Government's Welsh Language Strategy: Cymraeg 2050: A Million Welsh Speakers

The Welsh Government's long-term Welsh language strategy for achieving one million Welsh speakers by 2050, which is to double the current number, is aimed at promoting and facilitating the use of the Welsh language in everyday life and its vision is to see the Welsh flourishing in Wales. Our strategy will complement the priorities of the Welsh Government's vision and work towards increasing the number of Welsh speakers in Torfaen.

Welsh Government: More than just words

The strategic framework for promoting the use of the Welsh language within Health, Social Services and Social Care. Ensuring positive well-being outcomes for individuals, something which forms the basis of the Social Services and Welfare (Wales) Act 2014. The Codes of Practice under the Act require local authorities to ensure that the Welsh language is built into the planning and provision of services and the "Active Offer" which is available to Welsh speakers without them having to ask for service in Welsh.

Torfaen County Borough Council: Welsh in Education Strategic Plan

The Standards and Organisation of Schools (Wales) Act (2013) places a statutory requirement on local authorities to prepare and present a Welsh in Education Strategic Plan (which is currently a subject of consultation). The Act enables Welsh Ministers to approve the submitted Plan, approve the Plan with modifications or reject the Plan and ask the authority to prepare another. The Plan focuses on the targets in the Welsh Medium Education Strategy and local authorities are expected to report annually on performance against these targets. Efforts should be made from an early age to increase the number of Welsh speakers, and Welsh and English medium schools have a big part to play in terms of producing Welsh speakers and raising awareness of what it means to be Welsh. The Welsh in Education Strategic Plan prepared by Torfaen Council is essential in shaping Torfaen's linguistic profile in the short term and in the future.

2) Education

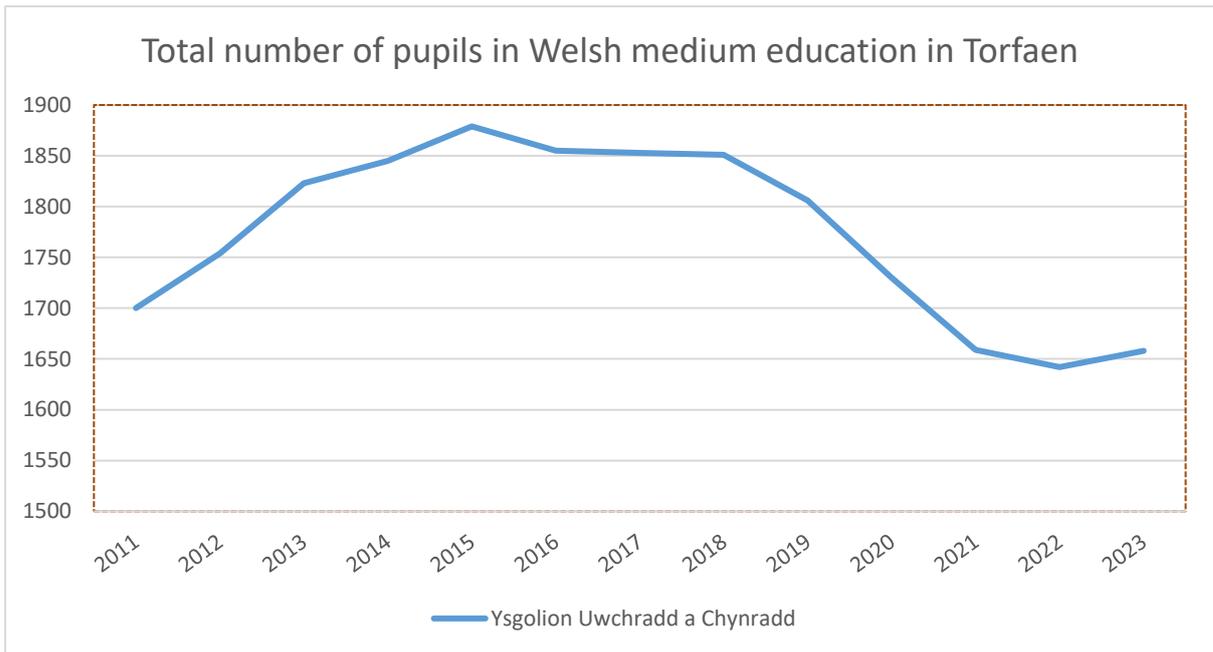
Learning a language at a young age is key to the success of this strategy and without enough parents choosing Welsh medium education for their children, it will impact the number of future workers who can provide services through the medium of Welsh and transfer those skills to their children.

The consultation will target new parents to assess their choice to choose Welsh-medium education, enforce the benefits of bilingualism and tackle some of the obstacles that English-speaking parents may face when sending their child to Category 3 schools.

The borough is home to 3 Welsh primary schools and one regional secondary school (ages 3-18). (Blaenau Gwent, Torfaen, Monmouthshire and Newport Catchment Area). The table below shows the growth of Welsh medium education over the last decade as well as projecting this trend over the duration of the strategy.

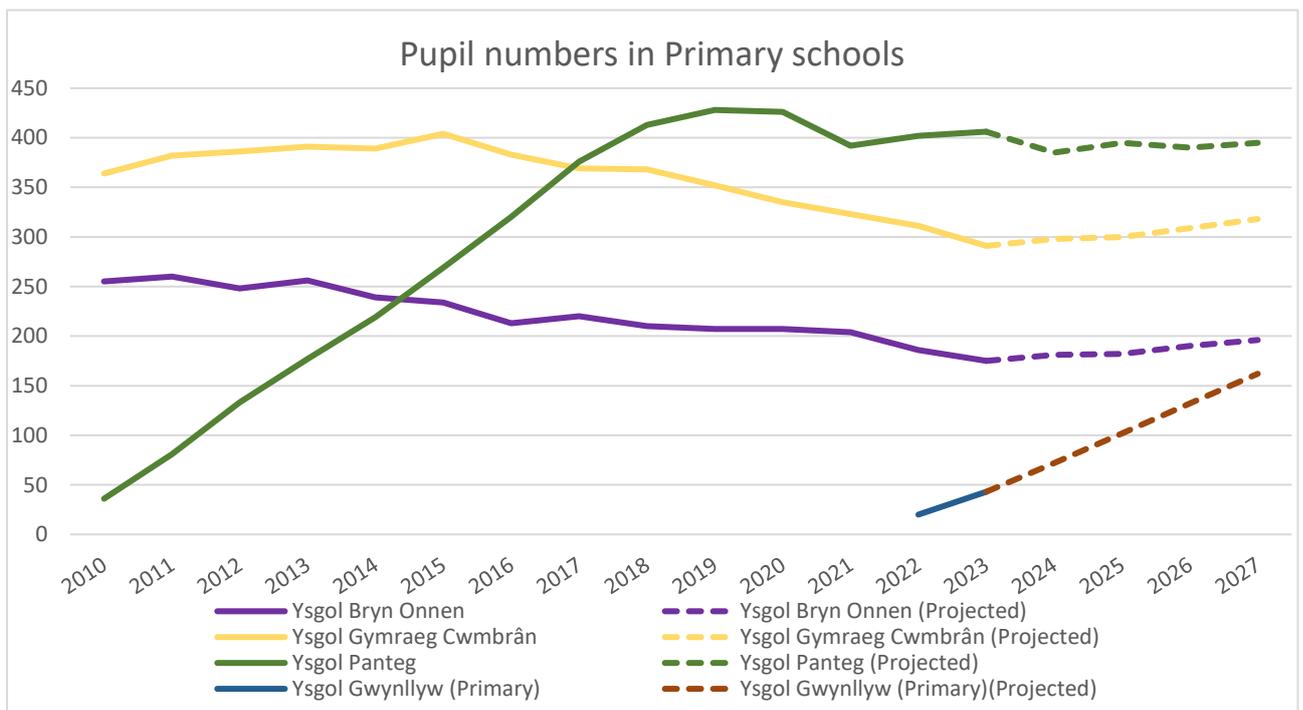
The projected numbers are based on the 2021 parental choice trends, which are reviewed annually. The council monitors the provision of Welsh-medium education in detail to ensure that there is enough provision to meet demand.

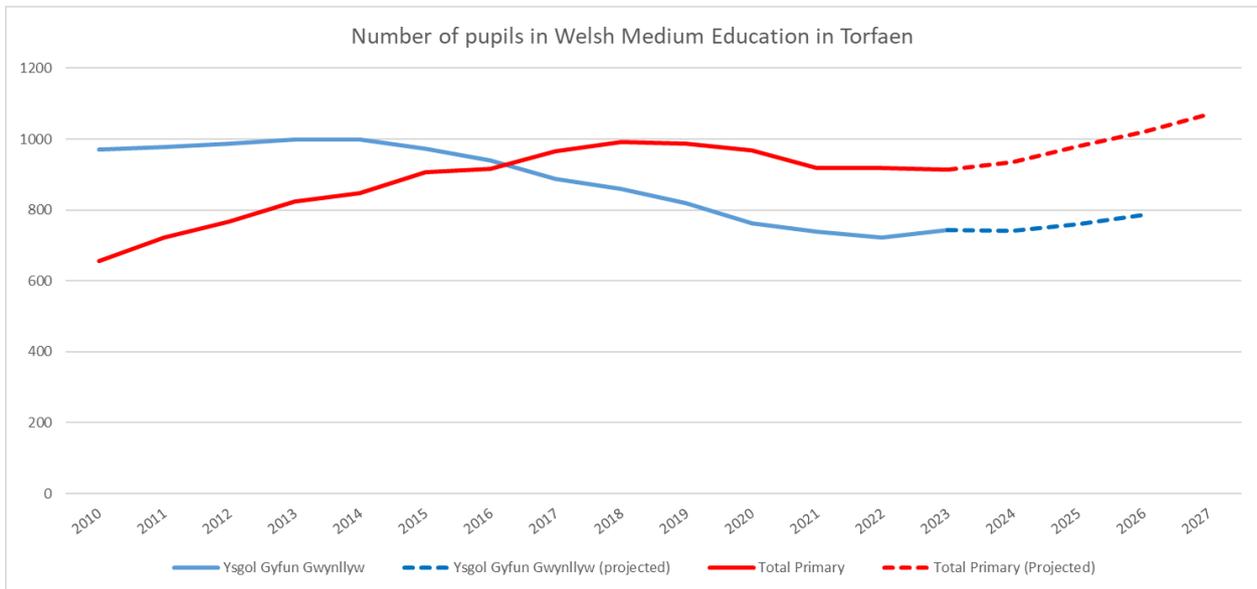
The number of pupils in Welsh medium education in Torfaen is as follows.



The projected figures are based on the continuum of the current situation and do not incorporate any means of promoting bilingual education in the Borough.

A continuum for students in Welsh medium post-16 education, through schools, education and universities is now essential to ensure that the language skills are maintained and transferred to the workplace, by supporting the Welsh language services offered by organisations.





3) The Community

Due to the demographics of the area and the decline in the number of Welsh speakers in Torfaen / Gwent over the last century, it is important that those who possess Welsh language skills, namely young people who leave school, adults who learn, immigrants from other parts of Wales and any customer who contacts the council through the medium of Welsh, are encouraged to do so, and we must ensure:

- The workforce can fulfil the requirements of Welsh language services.
- Increase the use of Welsh in advertising
- Promoting Welsh Culture

Saint Dwynwen's Day
25 January -
Patron saint of lovers in Wales

Dydd Gŵyl Dewi Sant
1 March
Patron Saint of Wales

Urdd Eisteddfod
Whitsun Half Term
Cultural Youth Festival

The National Eisteddfod
First week of August
Cultural Festival

Owain Glyndŵr Day
16 August
Celebrating the life and work of the last native Prince of Wales

Shw Mae Day

15 October

National Activities to greet, and use the Welsh language

- Increase opportunities to use the Welsh language in the community e.g. Quizzes, Concerts, Folk dance, Social Evenings
- Encourage parents to pass on their skills to their children

The ethos of "not having to ask for a service in Welsh" will allow the use of Welsh to be the 'Norm' in South East Wales.

Standard 145 of Torfaen's Compliance Notice requires the Council to set a target (in terms of the percentage of speakers) to increase or maintain the number of Welsh speakers in the borough.

Torfaen will use the number of Welsh speakers based on the 2021 Census data and the current number of pupils in Welsh-medium education as a starting point for this strategy.

The predicted percentage will be set by school growth and trends in the last census data, linked to the predicted population growth.

4) Services

We believe that having the support of the Welsh Language Community in Torfaen is essential to ensure the services are utilised, and that a substantial number of people attend events.

The Welsh Language Standards will ensure that the Council's reading material and services are available in Welsh, providing support and practical advice to the Local Service Board, which includes representatives from all public services operating in the Borough, as each sector is subjected to the legislative process by the Welsh Government and the Welsh Language Commissioner.

In order to deliver services in Welsh, it is essential that we have staff who possess the necessary language skills. By offering Welsh Language training to all members of staff we will ensure skills and awareness of the language.

By assessing the language skills of the key partners, we will be in an informed position to secure a workforce that can help with inquiries through the medium of Welsh.

We will continue to work with Registered Social Landlords and third sector organisations to encourage the use of the Welsh language and assist with translations.

5) The Workforce

Under the Welsh Language (Wales) Measure 2011 the language was given official status in Wales, which:

- Allows Welsh speakers to use the language when dealing with the Council
- Ensures the Welsh language is not treated less favourably than English;
- Ensures the use of the Welsh language is valid;
- Promotes and facilitates the use of the Welsh language;
- Ensures freedom for people who wish to use the Welsh language amongst themselves;

Measuring Success

The Council, with the help of the key partners, and with the support of the Welsh speaking community in Torfaen, will aim to increase the percentage of Welsh speakers from 8.24% in 2021 (2021 Census) to 17% by 2029.

These factors were considered in reaching this target:

- The percentage of Welsh speakers in the 2021 Census (The Census)
- The number of children leaving Welsh-medium education in years 11 and 13
- The number of Welsh learners each year
- The growth in the borough's population
- Places in Welsh Medium Primary and Secondary Schools

In 2029, the Census data will not be available in order to compare the target set and the report, in accordance with Standard 146 of the Welsh Language Standards Regulations (No. 1) 2015, will be published based on the National Survey for Wales (Welsh Government), and will include:

- To what extent we have followed the strategy and reached the target set
- Assessment including the following information -
 - the number of Welsh speakers in Torfaen, and their age;
 - a list of activities organised or funded during the previous 5 years in order to promote the use of the Welsh language.

Key Partners

1. Aneurin Bevan University Health Board	13. Torfaen Youth Service
2. Early Years	14. Torfaen Leisure Trust
3. Public Services Board	15. Careers Wales
4. Torfaen Business Voice	16. Gwent Police
5. Coleg Cymraeg Cenedlaethol	17. Menter Iaith BGTM
6. Coleg Gwent	18. Mudiad Meithrin
7. Cymraeg i Blant	19. Torfaen County Borough Council
8. Welsh for Adults (Gwent)	20. Torfaen Schools
9. Town and Community Councils	21. University of South Wales
10. Councillors	22. Parents
11. Education Service	23. Torfaen Voluntary Alliance
12. Education Achievement Service	24. The Urdd

Strategic Target 1 – Legislation and Policy

Vision	Bodies and services integrate the Welsh language into policies and projects.	Result	The Welsh language is appropriately integrated in the policies and strategies of the council and all the partners.
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Targets	Base Line
- % and number of policies assessed in accordance with the requirements of Standards 88-90.	

Strategic Priorities
<ul style="list-style-type: none"> • Ensure that the impact assessment processes consider Welsh language issues in accordance with Standards 88-90. • Ensure that the Council’s policy development practices and those of our partners comply with the relevant Policy Creation Standards. • Ensure that this Strategy is reviewed after 5 years as required under Standard 146.

Prioritisation Status		
Short Term: 1-2 years	Medium Term: 2-3 years	Long term: 3-4 years

Action	Status	
1.1	Establish the Welsh language as an integral part of consultation procedures/exercises - impact (in accordance with standards 88-93) on the Welsh language and ensure that consultation with organisations and Welsh speakers takes place each time.	
1.2	Ensure that every Integrated Impact Assessment (IIA) considers the impact of the proposal on the Welsh language.	
1.3	Ensure that proposals are developed so that there are positive effects, or increasing positive effects on (a) opportunities for people to use the Welsh language, and (b) not to treat the Welsh language less favourably than the English language	
1.4	Identify the implications of Welsh as an integral part of planning developments in terms of expanding housing and education, especially in terms of Welsh-medium schools.	
1.5	Encourage partners to ensure that the Welsh language is an integral part of developing and assessing proposed policies and practices.	

Strategic Target 2 – Education

Vision	Increase the number of children taught through the medium of Welsh in accordance with the WESP (2022-2032)	Result	More children and young people speak Welsh in everyday life, which in turn improves their career prospects and the value of the language.
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Targets	Base Line
<ul style="list-style-type: none"> - % of children who attend Welsh nurseries in comparison with the numbers in English nurseries. - % of Primary pupils who attend education through the medium of Welsh. - % of pupils transferring from Welsh primary schools to Welsh secondary schools - % of children attending the Carreg Lam Immersion Unit - % of Secondary pupils (11-16) who attend statutory education through the medium of Welsh. - % of learners aged 11-19 who study courses through the medium of Welsh. <p>Number of children and young people who attend activities through the medium of Welsh, such as organised events by key partners.</p>	

Strategic Priorities
<ul style="list-style-type: none"> • Ensure that the impact assessment processes consider Welsh language issues in accordance with Standards 88-90.
<ul style="list-style-type: none"> • Ensure that the council's policy development practices comply with the relevant Policy Making Standards.
<ul style="list-style-type: none"> • Ensure that this Strategy is reviewed after 5 years as required under Standard 146.

Prioritisation Status		
Short Term: 1-2 years	Medium Term: 2-3 years	Long term: 3-4 years

Action		Status
2.1	Use up-to-date Childcare Sufficiency data to inform the corporate planning department for future Welsh-medium provision	
2.2	Increase Welsh-medium pre-school provision (including Flying Start) by developing a closer working relationship with Mudiad Meithrin and the Early Years Team	
2.3	Create a dedicated Welsh-medium immersion unit to support mid-term transition applications, including resources and training	
2.4	Develop a dedicated Welsh-medium SENCo facility for learners with Autistic Spectrum Disorders (ASD).	
2.5	Review the Local Authority's transport arrangements/policy	
2.6	Establish an effective and sustainable method of communicating and marketing Welsh-medium education/childcare	
2.7	Ensure that staff within the local authority and partners have the promotional materials to encourage a language and learning continuum across all stages of progress to promote learners' confidence and parents' reassurance.	
2.8	Ensure suitable professional development opportunities for all Local Authority staff, in order to effectively communicate the benefits of the Welsh language offer to parents	
2.9	Ensure that all English-medium settings comply with statutory regulations regarding the provision of Welsh as a second language.	
2.10	Increase the number of teaching staff who can provide lessons through the medium of Welsh	
2.11	Councils and Welsh Education Forums to work in regional partnership to plan Welsh-medium activities and promote Welsh-medium education.	

Strategic Target 3 – The Community

Vision	An increase in the number of individuals using the Welsh language within their areas and aware of the borough's heritage	Result	Torfaen residents choose a variety of Welsh language activities. Raise businesses' awareness of the support available to promote the Welsh language.
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Targets	Base Line
<ul style="list-style-type: none"> - Several Welsh language activities organized and held across the borough. - The number of people who attend Welsh language events - Number of businesses contacted, and the support given 	

Strategic Priorities

- Support (attend) existing Welsh-medium community activities and share good practice.
- Partners to attend community groups to mainstream the use of the Welsh language and offer learners the opportunity to practice the language.
- Create a consistent message across the sector, to promote the benefits of transferring the Welsh language within the family, enabling children to acquire the Welsh language.
- Extend regular informal opportunities for parents to develop their Welsh language skills, to help their children develop and gain confidence in their ability to use the Welsh language.
- Provide specific support to community initiatives to enable them to carry out their plans to promote the Welsh language.
- Empower residents and young people to access services in Welsh when the service is available.

Prioritisation Status		
Short Term: 1-2 years	Medium Term: 2-3 years	Long term: 3-4 years

Action	Status	
3.1	Promote the availability of bilingual services by ensuring that Welsh speakers and learners across the key partners wear appropriate lanyards or badges that show their skill and encourage the public to speak Welsh when receiving a service.	
3.2	Encourage and support local businesses to use more Welsh when providing services, including distributing signs, badges or <i>Working Welsh</i> lanyards in order to encourage Welsh speakers and learners to use the Language when receiving a service. In partnership with the Welsh Government campaign - "Helo Blod".	
3.3	Create a resource that lists all the businesses and services available locally through the medium of Welsh in order to draw attention to opportunities to use the language in community life, including council services. In partnership with the Welsh Government campaign - "Helo Blod"	
3.4	The council and key partners to support and promote the development of Torf-hwyl, the annual Menter Iaith BGTM festival, which celebrates the Welsh language and local heritage.	
3.5	Ensure that community events programmes include activities through the medium of Welsh and develop opportunities where necessary. Ensure that Welsh cultural events are advertised and promoted in a timely manner.	
3.6	Develop Bilingual-Friendly Communities - contact schools, libraries, local businesses and Helo Blod	
3.7	Promote Welsh education and Welsh language activities with people from protected groups, such as ethnic minority and disability communities. Promote Welsh courses for refugees	
3.8	Work regionally to raise parents' awareness of opportunities to learn Welsh. Partner organisations to support their progress with opportunities to use the Welsh language daily. Develop an information pack for parents who are sending their children to a Welsh language school for the first time.	

Strategic Target 4 – Services

Vision	Promote and improve the availability of Welsh-medium services in Torfaen County Borough.	Result	<ul style="list-style-type: none"> - More Welsh medium services available to the public. - More use of the services available through the medium of Welsh. - Key Welsh speaking partners included in directories, community and voluntary groups. - The Welsh language is an integral part of collaboration arrangements.
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Indicators	Base Line
<ul style="list-style-type: none"> - Percentage and number of staff who can provide Welsh language services to the public in accordance with Standards 127 and 151. - Percentage of jobs advertised where Welsh language skills are Essential/Desirable/Need to Learn Welsh - Number of complaints received, and their results, in terms of the availability of Welsh language services in accordance with Standard 147. 	

Strategic Priorities
<ul style="list-style-type: none"> • The relevant language Standards are implemented.
<ul style="list-style-type: none"> • Council's senior managers demonstrate a strong commitment to the Welsh language in collaboration arrangements and contracts and 3rd party commissioning documents.
<ul style="list-style-type: none"> • Welsh classes available to council staff and partners.

Prioritisation Status		
Short Term: 1-2 years	Medium Term: 2-3 years	Long term: 3-4 years

Action		Status
4.1	Encourage all service areas within the council and partners to use lanyards or Language badges.	
4.2	Promote the service (Standard 68) in order to inform service users that a Welsh language service is available.	
4.3	Improve the Welsh language service following feedback or complaints.	
4.4	Consider the Welsh-medium provision and work in partnership to achieve this where necessary when planning activities	
4.5	All areas of the council's service to log/record details when a member of the public states that they wish all their telephone calls to be conducted through the medium of Welsh (Standard 21).	
4.6	Raise awareness of Welsh-medium services in order to meet the requirements of the active offer and raise awareness of the ability to contact the local authority in Welsh by telephone, face-to-face or through written communication.	
4.7	Investigate a regional partnership between the council's service areas and partner organisations to provide bilingual services	
4.8	Key partners and the council to collaborate to promote the value of the Welsh language.	
4.9	Encourage businesses and the voluntary sector to use Working Welsh badges/ lanyards and develop a bilingual image.	
4.10	Work regionally to develop a joint campaign to raise awareness of the current Welsh language services of all key partners e.g. telephone lines, self-service machines etc.	
4.11	Create a resource that lists all the businesses and services available locally through the medium of Welsh, to draw attention to opportunities to use the language in community life, including council services. In partnership with the Welsh Government campaign - "Helo Blod"	

Strategic Target 5 – The Workplace

Vision	Increase the opportunities for people to use the Welsh language in the workplace.	Result	A high number and percentage of the workforce using Welsh in the workplace.
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Indicators	Base Line
<ul style="list-style-type: none"> - Percentage and number of staff employed by partners and the Council who use Welsh in the workplace. - Percentage and number of staff learning Welsh. - Percentage of jobs advertised where Welsh language skills are Essential/Desirable/Need to Learn Welsh 	

Strategic Priorities
<ul style="list-style-type: none"> • Increase Welsh language skills and awareness among managers.
<ul style="list-style-type: none"> • Increase knowledge of the linguistic skills of staff who work within the council and partner organisations.
<ul style="list-style-type: none"> • Increase recognition that the Welsh language is a valuable skill in the workplace.
<ul style="list-style-type: none"> • Raise awareness among those responsible for jobs and employment, of the importance of the Welsh language as a skill when recruiting.
<ul style="list-style-type: none"> • Enable and support staff who are fluent and who are learning, to use Welsh in the workplace.
<ul style="list-style-type: none"> • Compliance by Commissioned Services and Independent Third-Party Provision.

Prioritisation Status		
Short Term: 1-2 years	Medium Term: 2-3 years	Long term: 3-4 years

Action	Status	
5.1	Support and encourage council staff who speak Welsh to use their language skills in the workplace. Develop a Welsh Language staff group to support this, through working in partnership.	
5.2	Ensure that the council's HR systems include Welsh language categories.	
5.3	Key partners to monitor: <ul style="list-style-type: none">  The number of Welsh essential jobs  The nature of the jobs  How they are currently filled. 	
5.4	Partner organisations to monitor how many of them currently provide Welsh Language Awareness Training to staff and how that training is provided.	
5.5	Using the data collected from actions 5.3 and 5.4, work with key partners who organise job fairs to ensure that the Welsh language is recognised as a skill in the workplace. Create mock interview sessions and raise awareness of vacant Welsh jobs websites. Develop a video that promotes careers and working through the Welsh language.	
5.6	Ensure that appropriate training is available for staff to learn Welsh from the basic level to a higher level / proficiency.	
5.7	Ensure that promoting the Welsh language is a recognized objective for managers so that they can provide evidence of the work done to increase Welsh speaking staff and promote Welsh medium services	
5.8	Promote opportunities to pursue a career through the medium of Welsh as a partnership of organisations.	
5.9	All key partners to carry out a linguistic skills audit of their staff to understand what ability exists. Recognise opportunities to work in partnership if any gaps are identified.	
5.10	Work regionally to develop a good practice guide on how to use the Welsh language effectively e.g. bilingual greetings at the start of meetings etc.	
5.11	Ensure that the Welsh language is included as part of any induction process for new staff.	
5.12	Develop a Linguistic Skills Strategy to support the council's commitment to the Welsh language and to implementing the Standards.	