



Welsh Language Strategy 2021 - 26



Mae'r eitem hon ar gael yn Gymraeg hefyd / This item is also available in Welsh

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WHY DOES PEMBROKESHIRE COUNTY COUNCIL NEED A WELSH LANGUAGE STRATEGY?

Pembrokeshire County Council is committed to increase both the number of Welsh speakers within the county, and opportunities for Welsh speakers to use the language more widely.

The Welsh Language Standard Regulations (2015)

These place a duty on Pembrokeshire County Council to:

‘Produce and publish on your website, a 5-year strategy that sets out how you propose to promote the Welsh language more widely in your area; and the strategy must include (among other matters) (a) a target (in terms of the percentage of speakers in your area) for increasing or maintaining the number of Welsh speakers in your area by the end of the 5 year period concerned and (b) a statement setting out how you intend to reach that target; and you must review the strategy and publish a revised version on your website within 5 years of publishing a strategy (or publishing a revised strategy.’ (Standard 145)

‘Five years after publishing the strategy in accordance with standard 145 you must:

- (a) assess to what extent you have followed the strategy and have reached the target set by it and
- (b) publish that assessment on your website, ensuring that it contains the following information:
 - (i) the number of Welsh speakers in your area, and the age of those speakers:
 - (ii) a list of the activities that you have arranged or funded during the previous 5 years in order to promote the use of the Welsh language.’ (Standard 146)

Pembrokeshire County Council was required to publish its first Welsh Language Strategy in 2016. The initial strategy ran until 2021. We therefore need to review the existing strategy and publish a new one before the end of 2021. The new 5-year strategy will run until 2026.

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

The Council is committed to embedding the Well-being of Future Generations (Wales) Act 2015 into all its service delivery and activities.

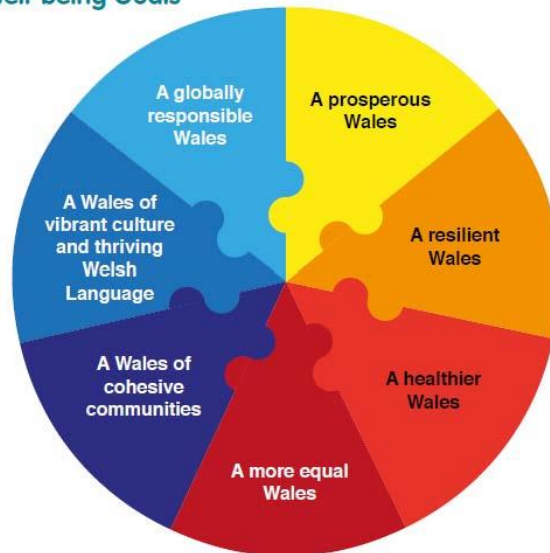
The Act puts in place a sustainable development principle, which means that we must ‘act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs’.

Ref <https://futuregenerations.wales/wpcontent/uploads/2017/02/150623-guide-to-the-fg-act-en.pdf>

The Act puts in place a duty on the Council as a public body to maximise its contribution to seven national Well-being goals, which are shown below. As a Council, we need to incorporate the goals into all of our work and make sure that when we make decisions we consider the impact they could have on people living their lives in Wales in the future.

Whilst it is clear that some Well-being goals specifically relate to the Welsh language, it is important to recognise that strategic objectives, contained within this plan and its associated action plans, have a significant role to play across all Well-being goals.

Well-being Goals



The Well-being of Future Generations Act also asks individual public services to apply five ways of working, which we have adopted in the development of this plan.

1 LONG TERM The importance of balancing short-term needs with the need to safeguard the ability to also meet long term needs.

2 PREVENTION How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.

3 INTEGRATION Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their other objectives, or on the objectives of other public bodies.

4 COLLABORATION Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives.

5 INVOLVEMENT The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves.

ADDITIONAL POLICY CONTEXT

In addition to the Welsh Language Standard Regulations and the Well-being of Future Generations Act (above) there are a number of other policies and strategies, which are of particular relevance:

National strategies

- *Welsh Government's Cymraeg 2050: A million Welsh speakers*

Welsh Government's national Welsh language strategy, sets out a conceptual basis and principles, together with specific targets, for increasing the number of Welsh speakers by 2050.

Specific targets are:

- The number of Welsh speakers to reach 1 million by 2050
- The percentage of the population that speak Welsh daily, and can speak more than just a few words in Welsh, to increase from 10% (in 2013 – 15) to 20% by 2050

Other key aspects to note include:

Spatial factors	<p>“Areas with a high density of Welsh speakers remain central to our vision. These are places in Wales, which create the most favourable circumstances to foster Welsh speakers: the higher the number of speakers living in a geographical area, the higher the probability of opportunities being available to them to use the language in day-to-day communication. These are also the places, which have the highest number of fluent Welsh speakers.</p> <p>These areas tend to be characterised by the fact that they are rural in nature, with economies that currently depend largely on the public sector, agriculture and tourism, with towns acting as centres serving wide areas for services and employment.”</p>
Provision of services through the medium of Welsh	<p>“The evidence on Welsh speakers’ use of bilingual services suggests that uptake of Welsh-language services can be influenced by a range of factors, including accessibility and visibility of the service, speakers’ perceptions about the quality of provision, and behavioural choices.”</p>
Business	<p>“We recognise that more needs to be done to raise awareness within the business community of the potential benefits and opportunities that a Welsh language offer will provide to them, and in turn their customers. This will call for a more visible, practical and tailored assistance to be offered to business on issues such as planning Welsh language skills, enhancing the bilingual communication they offer through their customer service.”</p>
Welsh in the workplace	<p>“We will . . . increase the emphasis on the workplace as a strategic location for promoting and facilitating an increased use of Welsh. This will require a smoother pathway for young people to progress from the education system into workplaces that value bilingual skills as a core element of delivering business aims.”</p>
Young People	<p>“Evidence . . . suggests that there can be lack of choice in terms of language activities (e.g. sports, music, social) for young people in their late teens. We believe this has the potential to impede the further development of the language skills they acquire during the statutory education phase. There is a risk that this also reinforces a perception of Welsh as a language of the classroom, rather than the language of society, work and enjoyment.”</p>

Source: <https://gov.wales/cymraeg-2050-our-plan-2017-2021>

▪ *Future Wales – the National Plan 2040*

Welsh Government's national land use planning strategy for Wales, sets out, "The (Welsh) language will be an embedded consideration in the spatial strategy of all development plans. Where Welsh is the everyday language of the community, development will be managed to ensure there are jobs and homes to enable the language to remain central to those communities' identities. Elsewhere development will be a positive force towards encouraging the creation of education and social infrastructure to enable the language to develop as a natural, thriving part of communities".

<https://gov.wales/future-wales-national-plan-2040>

Pembrokeshire County Council documents

▪ *Cabinet Programme for Administration 2018 – 22*

Council's Cabinet's Programme for Administration contains a commitment to:

- 'Create a quality built environment and sustainable communities.'
- 'Develop a critical skills programme, promoting Pembrokeshire as a great place to live and work, attracting the people who will provide the skills base for current and future industry.'
- 'Build our use of apprenticeships.'
- 'Develop Welsh speakers in line with the Well Being of Future Generations (Wales) Act.'
- 'Promote and grow the use of the Welsh language'.

▪ *Welsh in Education Strategic Plan 2022 – 31*

Welsh Government has outlined seven outcomes around which the WESP 2022 – 31 will required to be constructed and measured against; these are as follows:

- i. more nursery children / 3 year olds receive their education through the medium of Welsh
- ii. more reception children / 5 year olds receive their education through the medium of Welsh
- iii. more children continue to improve their Welsh language skills when transferring from one stage of their statutory education to another
- iv. more learners study for assessed qualifications in Welsh (as a subject) and subjects through the medium of Welsh
- v. more opportunities for learners to use Welsh in different contexts in school
- vi. an increase in the provision of Welsh medium education for pupils with additional learning needs (in accordance with the duties imposed by the Additional Learning Needs and Educational Tribunal (Wales) Act 2018
- vii. increase the number of teaching staff able to teach Welsh (as a subject) and teach through the medium of Welsh

The Welsh in Education Strategic Plan (WESP) Report to Cabinet (March 2021) noted:

“Of significant note is the requirement to include, ‘a target outlining the expected increase of Year 1 children taught through the medium of Welsh in the local authority’s area during the lifespan of the plan’. In Pembrokeshire this target will be based on increasing the number of Year 1 learners studying through the medium of Welsh, or predominantly through the medium of Welsh, from a base of 22.9% (2020 PLASC) to 33% – 37% in 2031.

“The above target represents a significant increase, which will require new and / or amended Welsh medium provision to be established in a number of locations across the county. This is likely to include proposals which will require the remaining Dual Stream and Transitional category schools to become stand-alone Welsh medium provision, and proposals to establish provision in areas where there is currently none.”

▪ *Pembrokeshire County Council Economic Recovery and Regeneration Strategy 2020 - 30*

Pembrokeshire County Council’s Cabinet approved a Regeneration Strategy for the organisation in September 2020.

One component of the strategy is, “Ubiquitous gigabit capable broadband by 2023. Our ambition is that Pembrokeshire is the best digitally connected county in Wales and COVID-19 has emphasised the importance of good quality broadband. We have already accessed a range of funding sources to facilitate better broadband (such as DCMS Local Full Fibre Networks Challenge Fund) and have allocated £2m in the Capital programme to do this. UK Government has announced further funding and we will present a Digital Infrastructure Strategy to Cabinet in October that will detail how we will make the most of opportunities, including community broadband, opportunities through Swansea Bay City Deal and 5G”.

Allied to this, the strategy outlines a commitment to:

“Great lifestyle. The increased use of technology, promoting agile working supports the ability to work from home, particularly for those in professional and service areas of work.”

And

“High quality work opportunities. Growth in sectors such as energy and marine technology, alongside more professional and higher quality offers in sectors such as tourism and hospitality present increased opportunity for high skilled jobs.”

The Impact Assessment of the strategy concluded that, “Economic development should make a possible contribution to our public sector Equality Duty and the promotion of the Welsh language.”

<https://www.pembrokeshire.gov.uk/regeneration-project-plans>

▪ *Local Development Plan Review (LDP2)*

There is a requirement for the land use planning system to take account of the needs and interests of Welsh speakers and Welsh speaking communities and consider the implications of its policies on the language.

Within the Deposit LDP2 is Strategic Policy SP 17 – Welsh Language. This policy establishes areas of Welsh language sensitivity and ways in which the needs of the Welsh language community will be taken into account in decision making for large windfall sites (sites, which are not allocate within the Local Development Plan. The proposed policy will require specific Welsh language impact assessment in some locations.

Objectives within the sustainability appraisal framework for the LDP2, against which proposed policies are tested, include objective 7: “Protect and enhance the role of the Welsh language and culture.”

The sustainability appraisal concluded that Policy SP 17 within the LDP2 Deposit Plan is compatible with objective 7 (above).

<https://www.pembrokeshire.gov.uk/local-development-plan-review>

REVIEW OF STRATEGY 2016 – 21

A review of Pembrokeshire County Council's initial Welsh Language Strategy, which ran from 2016 – 2021, was published on the Welsh Language of our website in March 2021.

The review is available at: <https://www.pembrokeshire.gov.uk/customer-service/welsh-language-standards>

Number of Welsh speakers in Pembrokeshire 2016 – 2020

In March 2021, we published data on the number of Welsh speakers in Pembrokeshire in 2016 and comparative data for 2020. The data was prepared by Pembrokeshire County Council, using data from Stats Wales Annual Population Surveys. As a result of the 2021 Census, additional data will become available during the course of this strategy.

The data shows:

Ability to speak Welsh

- In 2016, the number of people with the ability to speak Welsh in Pembrokeshire (28.8%) was very slightly above the national average (28.0%)
- In 2020, the number of people with the ability to speak Welsh in Pembrokeshire (29.3%) was also very slightly above the national average (28.8%)
- The level of growth in the number of people able to speak Welsh in Pembrokeshire between 2016 and 2020 (0.5%) was very slightly behind that of the national average (0.8%)

Ability to read, write and understand spoken Welsh

- In 2016, the number of people with the ability to read Welsh in Pembrokeshire (25.6%) was very slightly behind the national average (26.2%). This was also the case in 2020, where both numbers had dropped slightly. In 2020, the number in Pembrokeshire was 24.5% and the national average 25.8%
- The number of people with the ability to write Welsh in Pembrokeshire remains just below the national average. In 2016, the national average was 23.5% and Pembrokeshire was 22.5%. In 2020 the national average remained constant at 23.5%, with the figure 22.3% for Pembrokeshire
- The number of people with the ability to understand spoken Welsh remains slightly above the national average in Pembrokeshire. In 2016, the national average was 32.8%, and the Pembrokeshire figure slightly higher at 35.5%. In 2020, the national average was 33% and the Pembrokeshire figure slightly higher at 36%

Frequency of speaking Welsh

- There has been a small growth in the number of people in Pembrokeshire speaking Welsh less often than weekly. In 2016, the figure stood at 6.9% and in 2020 it was 8.4%. This was slightly higher than the national average, which stood at 6.3% in 2016 and 6.2% in 2020
- There has been a slight decline in the number of people in Pembrokeshire speaking Welsh weekly. In 2016, the figure stood at 4.1% and in 2020 it was 3.9%. This was slightly lower than the national average, which was 4.6% in 2016 and 4.8% in 2020
- There has been a slightly larger decline in the number of people in Pembrokeshire speaking Welsh daily. In 2016, the figure stood at 16.3% and in 2020 it was 15.7%. In 2016, the figure for

the number of people in Pembrokeshire speaking Welsh daily was slightly higher than the national average (which was 15.9%) but in 2020 it was slightly lower (with the national average at 16.2%)

Breakdown by age

We calculated a breakdown of Welsh language ability by age, using data from the Stats Wales Annual Population Surveys. As the number of people with Welsh language abilities in Pembrokeshire very closely reflect the national averages, we applied the national percentages of those with Welsh language abilities in each age group, to the known number of people within each age group in Pembrokeshire.

As the calculations are, themselves, based on estimates, the resulting data should be treated with some caution. However, the data shows, broadly, that the small growths in the number of people with Welsh language abilities in Pembrokeshire is being driven by those in younger age groups, whilst the majority of measures show slight declines are among those aged 55 and over.

Full details available as part of Appendix A.

Population changes

Information from Stats Wales shows that overall growth in the population of Pembrokeshire is driven by small increases in net-inward migration i.e. the number of people coming to live in Pembrokeshire slightly exceeds the number moving out. This is in contrast to natural changes within the population, where the trend is for a decline (i.e. the number of deaths exceeds the number of births giving a small net reduction each year).

Pembrokeshire County Council commissioned a report on Demographic Forecasts to help inform the development of the Local Development Plan Review (LDP2). This was produced by Edge Analytics in 2018. The findings of the report indicate a projected growth in the proportion of people over the age of 65 and an increase in 1 person and 2 person (no children) households (see below).

The report provides, “Between 2001 and 2016, the proportion of the population aged 65+ living in Pembrokeshire-Out* increased from 18% to 24%. Whilst this is closely aligned to the Unitary Authority in 2016 (25%), it is higher than Wales (20%) but lower than the PCNP (30%) figure. . . it indicates an older and more rapidly ageing population age profile than evidenced at national level.

“The WG 2014 based household projections estimate an increase of +2,918 over the 2017 – 2033 plan period, with the greatest increase expected in the 1 person and 2 person (no children) categories.”

**Areas outside the National Park*

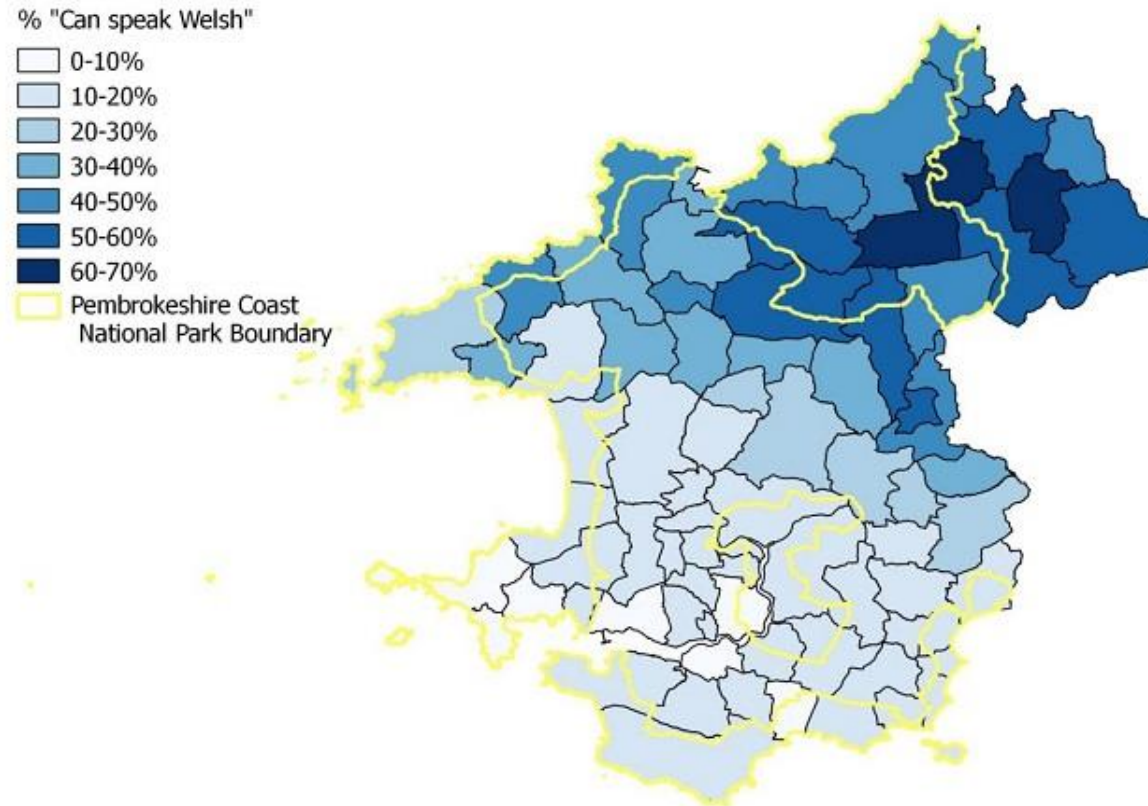
<https://www.pembrokeshire.gov.uk/local-development-plan-review/ldp2-evidence-base>

It is difficult to draw definitive conclusions on the impact projected population changes will have on the number of people in the county with Welsh language abilities, as the Welsh language abilities of in and our migrants are not known.

However, the declining trend in the number of births and the increasing proportion of those aged 65 and over indicates that increasing the number of Welsh speakers amongst those in younger age groups alone may not be sufficient to maintain, or enhance, overall numbers within the county as a whole.

Based on information from the Census 2011, the percentage of Welsh speakers within Pembrokeshire communities ranges from 50.9% in Crymych to 5.2% in Milford Central. *Full details available as part of Appendix A.*

The geographical distribution of Welsh speakers across the county in 2011 is illustrated on the map below:



Percentage of Welsh speakers by Community Council areas: 2011 Census

The housing market and language planning

We looked at data from the 2011 census, which showed the % able to speak, read and write Welsh within electoral divisions, and data our Council Tax database, which shows the % of second homes in each community council area (including those excepted or exempt from Council Tax). *Full details available as part of Appendix A.*

From this, we identified the following communities in which the percentage of second homes could be regarded as posing a high risk to maintenance of the current linguistic profile of the community, as well as those where the percentage of second homes represents an inhibitor to the potential growth of the language for the future.

Risk to:	Community	% Speak, read and write Welsh (Electoral Division, Census 2011)	% second homes, including those excepted or exempt from Council Tax premium (Community Council 2021)
Current linguistic profile	Dinas Cross	38.3%	15.6%
	St Dogmaels	35.5%	14.1%
	Llanrhian	30.3%	13.3%
	Newport	30%	24.5%
	St David's	18.7%	16.2%
	Solva	17.1%	19.8%
Inhibitor for future growth	The Havens	9.8%	29.0%
	Penally	8.6%	11.3%
	Amroth	8.2%	14.3%
	Tenby North	7.8%	18.3% (Tenby)
	Saundersfoot	7.2%	19.0%
	Tenby South	7.2%	18.3%
	St Ishmael's	5.9%	9.5%

In 2020, Welsh Government commissioned a report on, 'Second homes: Developing new policies in Wales'. The report was produced by Swansea University, Academi Hywel Teifi and Coleg Cymraeg Cenedlaethol - <https://gov.wales/sites/default/files/publications/2021-03/second-homes-developing-new-policies-in-wales.pdf>

"This report has presented evidence that the second home problem in Wales is a regional problem affecting four county councils more than any other, namely Gwynedd, Pembrokeshire, Anglesey and Ceredigion. Three of these councils are among the four county councils considered to form the territorial 'core' of traditional Welsh-speaking Wales, and Pembrokeshire also includes linguistically sensitive neighbourhoods in the north of the county . . . It is therefore appropriate that Welsh Government recognises that second homes are a significant problem from a language planning perspective.

". . . new policies will be required in a range of areas, including by not confined to second homes, if Welsh-speaking communities are to be stabilised over the next few decades.

The assumption that Brexit and Covid-19 will result in increased demand for second homes in the next few years means that public policy intervention is required in order to prevent uncontrolled growth in their numbers. Addressing this will be beneficial to the Welsh

language in every Welsh-speaking community where second homes now constitute a substantial part of the housing stock, and is also important in terms of social justice.

“However, when we consider the traditionally Welsh-speaking areas of Wales as a region that share many similar socio-economic, social and cultural characteristics, we can see that the challenges are much broader than the threat of second homes. They include:

- further depopulation of Welsh-speaking in Welsh-speaking communities due to economic restructuring following Covid-19 and Brexit
- an increase in counter-urbanisation as a result of economic practices such as ‘working from home’ that subsequently change the linguistic balance of communities
- further shrinkage in the public sector due to likely budget cuts as a result of Covid-19 and Brexit, and the disproportionate impact of this on the Welsh-speaking population due to the tendency of Welsh speakers to be concentrated in some sectors more than others
- possible shrinkage in the agricultural sector in the wake of Brexit and the long-term possibility that the nature of land ownership in the countryside could fundamentally change rupturing the social fabric of Welsh-speaking society”.

The report concludes that the threat second homes poses to the Welsh language is a localised issue. The report discusses a number of possible policy local, regional and national policy interventions including:

- “1. Planning policy which deals directly with second homes, for example by placing restrictions on the use of dwelling houses as second homes.
2. Planning policy which deals indirectly with second homes, for example by adopting policies regarding affordable housing or by placing local ownership restrictions on property
3. Taxation policy relating to second homes.”

At present, Pembrokeshire County Council is implementing its discretionary powers to charge a Council Tax premium on second homes. The premium is currently set at 50% (with a maximum of 100% being permissible). This is currently under review, with a decision due to be made on the 14th October 2021.

In addition, Welsh Government has recently (July 2021) announced its intention to:

- trial a three-pronged approach to address the impact of second home ownership in a pilot area, to be evaluated before consideration for wider rollout
- publish a Welsh Language Community Housing Plan for consultation (autumn 2021)

OPPORTUNITIES TO SPEAK WELSH

Pembrokeshire County Council is committed to enhancing opportunities to speak Welsh within early years and school-based educational settings. Our draft Welsh in Education Strategic Plan (WESP) 2022 – 31 sets out how we plan to do this over the next 10 years.

We are also conscious of the need to enhance opportunities for those leaving school to continue to speak Welsh as frequently as possible. Without this, the benefits of investments made in Welsh language education, in terms of increasing the number of Welsh speakers, will not be fully realised.

The support provided to enable school leavers to continue to speak Welsh as frequently as possible is wide ranging. Current opportunities include:

- *Further Education.* Pembrokeshire College receives funding from Coleg Gymraeg Cenedlaethol to support Welsh speaking students, and is looking to develop new opportunities from September 2021 onwards
- *Adult and community learning.* Pembrokeshire County Council's Learning Pembrokeshire service provides opportunities for adults (of all ages) to learn Welsh, as well as a range of leisure classes delivered through the medium of Welsh. A wide range of bilingual training materials were available. In addition, it has an impressive range of informal Welsh language learning support opportunities include a Learners' Festival and a Learners' Choir
- *Work based learning.* Apprenticeships are sector led. Within Pembrokeshire there is a strong emphasis on apprenticeships in teaching and learning, and health and social care sectors. There is, however, a dearth of Welsh speaking work places, as well as a shortage of Welsh speaking assessors
- *Social opportunities.* Social opportunities were supported by a range of organisations including Urdd, Menter Iaith Sir Benfro, Young Farmers and ambassadors in Pembrokeshire College and at Ysgol y Preseli

THE BUSINESS SECTOR

A number of services to support the business sector to make greater use of the Welsh language are currently available. These include:

- *Helo Blod* is a free Welsh translation and advice service to help businesses use more Welsh
- *Work Welsh* is a free programme designed to strengthen Welsh language skills in the workplace. A wide range of courses is available
- *Menter Iaith* is a network of community based organisations, which work to raise the profile of and promote the use of Welsh in specific areas

STAKEHOLDER AND PUBLIC ENGAGEMENT

We undertook stakeholder and public engagement on a range of emerging themes during April and May 2021. These were:

- Continue to support use of the Welsh language in early years' settings
- Continue to develop and expand Welsh-medium primary and secondary education within the County
- Improving opportunities for 16 + year olds to use the Welsh language
- Continue to provide Welsh language community learning opportunities for adults
- Support improvements in digital connectivity and opportunities to use the Welsh language online
- Our planning, housing and regeneration activities help to protect and enhance opportunities to speak Welsh within our communities
- Enhance the perceptions of the role of the importance of the Welsh language in the provision of community leadership - by enabling the use of the Welsh language at Council and other of our Committee meetings
- Increase awareness of the Welsh Language Standards and opportunities to use Welsh within Pembrokeshire County Council

Engagement Activities

We opened a guestbook on Have Your Say section of our website from 16th March – 10th May 2021. A guestbook allowed visitors to the site to leave comments on the development of the Welsh language in Pembrokeshire in relation to the 'emerging themes above'. The opportunity to contribute to the guestbook was promoted via a press release to the local media, the Council's social media pages and direct emails to relevant local contacts.

There were over 400 visits to the English and Welsh pages during the period the guestbook was over, with 30 comments received.

In addition, we discussed emerging themes with the following groups:

- PCC Welsh Language Standards Development Group – emerging themes and other suggestions were discussed at the group meeting on the 26th April 2021
- Fforwm Iaith Sir Benfro – emerging themes and other suggestions were discussed at a specially convened meeting of the Fforwm on 11th June 2021
- PCC Cabinet Members – emerging themes and other suggestions were discussed at an informal meeting of Cabinet on the 22nd June 2021
- Representatives of PCC and Pembrokeshire College met on the 28th June 2021 to look specifically at opportunities for Welsh speakers post 16

Summary of feedback received:

Themes from the responses received were:

- General investment in education and regeneration is needed in Pembrokeshire, opportunities for investment in Welsh medium education, and the Welsh language more generally, are widely acknowledged as being an important part of this
- Although the importance of Welsh medium education is acknowledged, it is felt that the strategy should be more widely focused on this, with emphasis on opportunities to develop the language outside of educational settings
- The Welsh language, and opportunities to use it, should be promoted throughout the county. Although data from the Census 2011 indicates that there is a greater proportion of those able to speak, read and write Welsh in communities in the north of the county, responses indicate that this pattern is changing. The presence of high proportions of second and holiday homes in some communities in the north of the county and an increase in the number of Welsh-medium schools across the county, are also factors suggesting greater dispersal of Welsh speakers throughout Pembrokeshire
- Fforwm Iaith will apply to the Enhancing Pembrokeshire Grant Fund for support to develop and promote an information pack / app re: opportunities to learn / speak Welsh in Pembrokeshire
- Developing learning and work based communities of Welsh speakers (actual and /or virtual) was seen as a way forward. Norman Industries had been successful in supporting three Welsh speakers to use Welsh at work by clustering them together as one team. This is an approach that could be explored more widely across the Council and / or other organisations
- There needs to be greater promotion of opportunities for adults to learn Welsh. In particular, there were suggestions, that businesses should be able to access opportunities to learn Welsh for free, on behalf of their employees
- There needs to be greater promotion of opportunities to use Welsh when interacting with local businesses. Suggestions included greater use of badges / lanyards / signage etc. welcoming the use of Welsh amongst businesses
- Pembrokeshire County Council has struggled to be able to assess the Welsh language abilities of all its employees, particular non-office based employees. This is in spite of it adopting similar assessment techniques as both Carmarthen and Ceredigion councils
- However, there was a perception that Pembrokeshire County Council services in Welsh were improving and that these needed to be promoted

STRATEGIC OBJECTIVES 2021 – 2026 and TARGET

Based on a review of the legislative requirements, our previous strategy, the additional policy context and the feedback received as part of the engagement exercise, our draft strategic objectives for 2021 – 26 are as follows:

We will:

- Develop our community leadership role in regard to the Welsh language
- Expand Welsh-language early years and school based education (as WESP)
- Enhance opportunities for school leavers, and other adults, to learn and to use the Welsh language in Pembrokeshire
- Actively support the Welsh language within our communities / business sector

Further detail is contained within the Action Plan section on the following pages.

We are setting an ambitious target for the percentage of the Pembrokeshire population able to speak Welsh by 2026, at 32% (*as reflected in Stats Wales Annual Population Surveys*).

OUR DRAFT ACTION PLAN 2021 – 26

1. Community Leadership

Action	By whom	Evidence	By when
Review Governance arrangements for the Welsh Language Strategy - oversight of implementation, monitoring and reporting on progress	Responsible Senior Leaders	Reviewed governance arrangements in place	2022
Enhance the perceptions of the role of the importance of the Welsh language in the provision of community leadership - by enabling the use of the Welsh language at Council meetings	Legal & Democratic Services / IT / Translation Services	Council Members wishing to use the Welsh language at Council meetings are able to do so	2026

2. Expand Welsh-language early years and school based education (as WESP)

Action	By whom	Evidence	By when
More nursery children / 3 year olds receive their education through the medium of Welsh	As Welsh in Education Strategic Plan	As Welsh in Education Strategic Plan	2032
More reception children / 5 year olds receive their education through the medium of Welsh	As above	As above	2032
More children continue to improve their Welsh language skills when transferring from one stage of their statutory education to another	As above	As above	2032
More learners study for assessed qualifications in Welsh (as a subject) and subjects through the medium of Welsh	As above	As above	2032
More opportunities for learners to use Welsh in different contexts in school	As above	As above	2032

<p>An increase in the provision of Welsh medium education for pupils with additional learning needs (in accordance with the duties imposed by the Additional Learning Needs and Educational Tribunal (Wales) Act 2018</p>	<p>As above</p>	<p>As above</p>	<p>2032</p>
<p>Increase the number of teaching staff able to teach Welsh (as a subject) and teach through the medium of Welsh</p>	<p>As above</p>	<p>As above</p>	<p>2032</p>
<p>Extracurricular activities: The council will work with Menter Iaith Sir Benfro as a lead partner on the social use of Welsh by our young people through a variety of face-to-face activities as well as establishing an effective online presence.</p> <ul style="list-style-type: none"> • We will strengthen our relationship with the Language Forum partners to target out of school-hours activities through the medium of Welsh identifying key areas by using the Language Charter data. We will also address the targeting of extra-curricular activities for pupils in English-medium schools to increase the amount of Welsh used. We will work with forum partners and other youth services to map and promote available provision through the medium of Welsh. • We will continue to work with the Urdd to promote its excellent range of activities and residential opportunities to promote the use of Welsh by our children and young people. • We will adapt and build on the success of our annual Shwmae Awards to bring together various partners within the county to celebrate contributions by individuals and groups in promoting the Welsh language and its culture within our schools and communities. 	<p>As above</p>	<p>As above</p>	<p>2032</p>

3. Enhance opportunities for school leavers, and other adults, to learn and to use the Welsh language

Action	By whom	Evidence	By when
Continue to provide and promote Welsh for Adults learning provision via our community learning service (Learning Pembrokeshire)	Welsh for Adults – Learning Pembrokeshire	National Quality Framework Reports	2026
Explore opportunities to establish actual / virtual Welsh language clusters within Pembrokeshire County Council	Governance group	Welsh Language Standards Annual Report	2026
Update Welsh Language Awareness e-learning module and explore possibility of it becoming mandatory Explore opportunities for all non-Welsh speaking new starters to undertake Welsh language taster course	Governance group	Welsh Language Standards Annual Report	2026
Support the continued roll-out of the ultra-fast broadband scheme in Pembrokeshire, which aims to improve digital connectivity for households and businesses in the county	IT	Improvement in connective from current position where less than 6% of premises in Pembrokeshire currently have access to broadband at a speed of 300Mbps (ultrafast broadband) and 2.5% have speeds of less than 2Mbps	2026
Promote and encourage greater use of: Customer Contact Centre – Welsh language service (01437 764551) https://www.sir-benfro.gov.uk/cyngor www.facebook.com/cyngorsirpenfro www.twitter.com/cyngorsirpenfro https://www.facebook.com/LearnCymraegPembs	Digital Services / Learning Pembrokeshire	Welsh Language Standards Annual Report	2026
Develop and implement promotional campaigns around the following annual events:	TBC	Welsh Language Standards Annual Report	2026

<ul style="list-style-type: none"> ▪ Dydd Santes Dwynwen / Welsh Valentine's Day (25th January) ▪ Dydd Dewi Sant (1st March) ▪ Gŵyl y Dysgwyr / Learners' Festival (June) ▪ Diwrnod Shwmae / Su'Mae Day (15th October) ▪ Gŵyl Fach yr Hydref / Mini Autumn Fest (16th October) ▪ Diwrnod Hawliau'r Gymraeg / Welsh Language Rights Day (7th December) 			
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4. Actively support the Welsh language within our communities / business sector

Action	By whom	Evidence	By when
Measures to strengthen the Welsh language are incorporated within our planning, housing and regeneration policies and strategies	Planning, housing and regeneration teams	Relevant policies and strategies monitoring reports	2026
We will support Fforwm Iaith to produce and promote an information pack / app on opportunities to use the Welsh language in Pembrokeshire	Research & Policy Officer	Production and promotion of information pack / app	2026
We will explore opportunities to secure funding to incentivise local businesses to make greater use of the Welsh language	Research & Policy Officer / Grants Team	Report(s) to governance group	Ongoing
We will help to promote organisations providing free support for local businesses to make greater use of the Welsh language, including Menter Iaith Sir Benfro, Helo Blod, Work Welsh etc.	Research & Policy Officer	Take up	2026
We will expand the Welsh language information section on www.pembrokeshire.gov.uk / www.sir-benfro.gov.uk	Research & Policy Officer	Expanded information section	2026