

Pembrokeshire County Council
Cyngor Sir Penfro



Draft Welsh Language Strategy 2026-2031

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

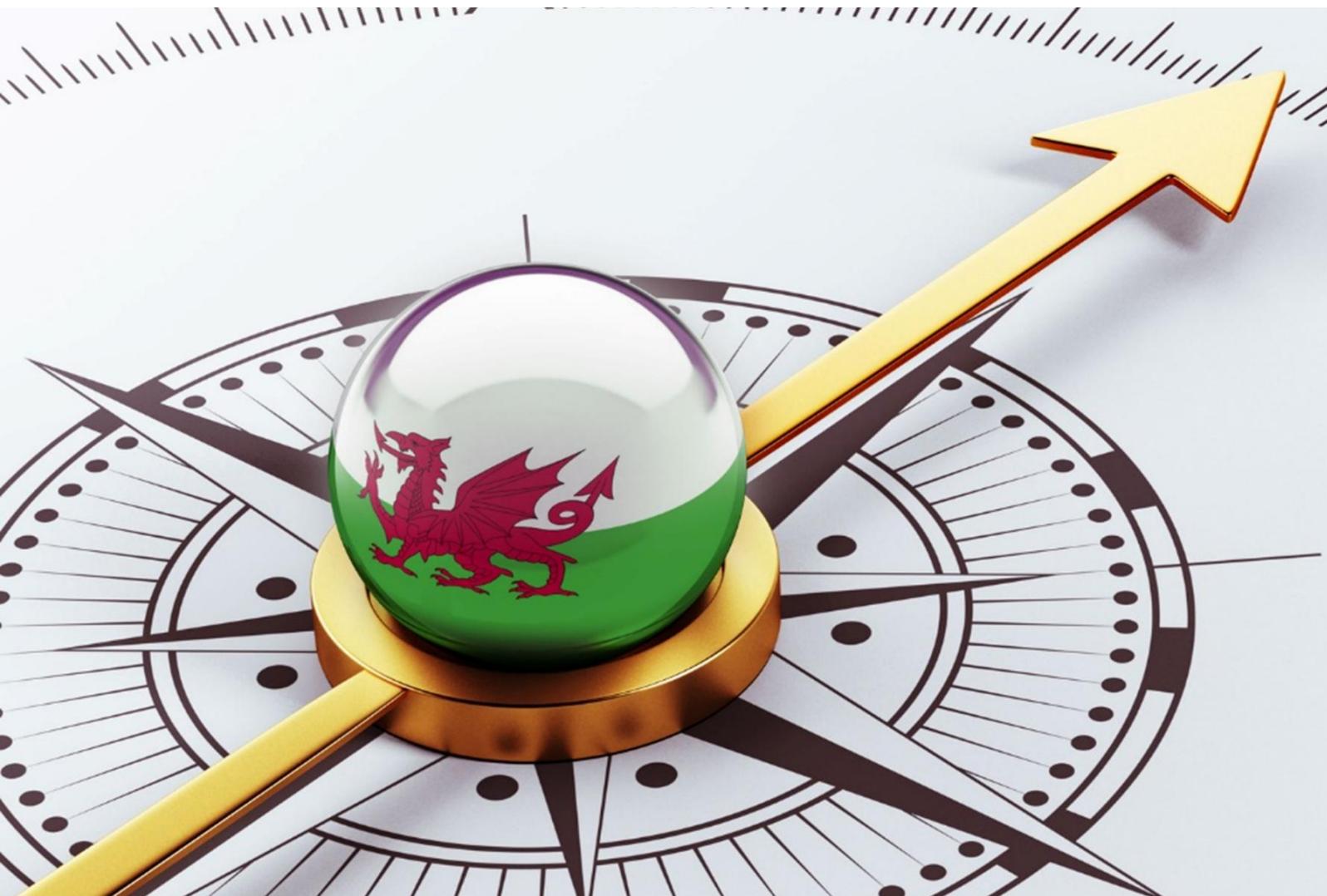


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Foreword (to be completed for the final version of the Strategy)

1). Policy context- why we need a 5-year Strategy?

Welsh Language Measure (Wales) 2011 and Welsh Language Standards

The Welsh Language Measure (Wales) 2011, is regulated by the Welsh Language Commissioner, and was enacted in order to give the Welsh language official status in Wales. The legislation also created the Welsh Language Standards (No.1) Regulations 2015 to promote and facilitate the use of the Welsh language and ensure it is not treated less favourably than the English language.

The Standards are categorised into distinct areas:¹ Service delivery, policy making, formulating new policy, operational, promotion and record keeping.

Promotion standard 145 requires us to produce a 5-year strategy and publish it on our website. It sets out how we propose to promote and facilitate the use of the Welsh language in Pembrokeshire. It must include, among other things:

- a target for increasing or maintaining the number of Welsh speakers by the end of the 5-year period; and
- a statement of how we intend to meet the target.

At the end of the 5-year period we are also required to review and republish the strategy 5 years after publishing a strategy (promotion standard 146) and the Council is required to:

“Five years after publishing a strategy in accordance with standard 145 -
(a) assess to what extent you have followed that strategy and have reached the target set by it
(b) publish that assessment on your website, ensuring that it contains the following information:

- the number of Welsh speakers in your area, and the age of those speakers.
- a list of the activities that you have arranged or funded during the previous 5 years to promote the use of the Welsh language.”

The Welsh Language Strategy 2026-31 represents a continuation of the second Welsh Language Strategy (2021-26) and builds upon work already undertaken since the initial strategy 2016-21.

¹ [Welsh Language Commissioner: Public organisations - Welsh Language Standards](#)

a). National Policy Context

Cymraeg 2050 Strategy

The Welsh Government's Cymraeg 2050 strategy was introduced in July 2017, setting out two key goals to reach in Wales by the year 2050:²

- Reach one million Welsh speakers.
- Double the percentage of the population that speak Welsh daily and can speak more than just a few words of Welsh from 10% (2013-15 baseline) to 20%.

The Strategy is based around three strategic themes, to support these goals:

- Increasing the number of Welsh speakers
- Increasing the use of Welsh
- Creating favourable conditions - infrastructure, and context.

The strategy aims to reverse the decline in Welsh speakers through significant transformation involving strengthening Welsh-medium education, supporting the workforce, and promoting language use in communities.

Welsh Language and Education (Wales) Act 2025

The *Welsh Language and Education Bill* was introduced to the Senedd in July 2024. The Bill received Royal Assent, becoming the *Welsh Language and Education (Wales) Act 2025* in July 2025. The Act's goal is to increase the number of Welsh speakers to one million by 2050 and to support all students in becoming independent and confident Welsh speakers by the end of their statutory education, and sets the target for all pupils to develop oral skills measured against the Common European Framework of Reference for Languages.^{3 4} Implementation of the Act includes a consultation on a statutory Code to describe Welsh language ability.

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

The main aim of the *Well-being of Future Generations Act* is to improve the social, economic, environmental, and cultural well-being of Wales. This Strategy specifically contributes to the "A Wales of vibrant culture and thriving Welsh language" well-being goal, in accordance with the Act, and has a significant role to play across all 7 Well-being goals.

² [Cymraeg 2050: A million Welsh speakers](#)

³ [Senedd Cymru: Welsh Language and Education \(Wales\) Bill](#)

⁴ [Welsh Language and Education \(Wales\) Bill: Bill Summary \(September 2024\)](#)

'More Than Just Words' Strategic Framework

The aim of “*More than Just Words*” is to ensure that the language needs of Welsh speakers are met, to provide Welsh language services for those who need it and to demonstrate that language is an integral aspect of the quality of care, not an “add-on”. Central to the strategy is the challenge of developing the 'active offer', that members of staff offer service users a Welsh language service from the first point of contact, so the user does not have to ask for a Welsh language service. Language is central to safety, dignity, and effective communication, particularly in contexts involving vulnerable individuals.

National Planning Policy

National policies ensure that Welsh remains a key factor in decisions surrounding development, placemaking, and the future of communities in Wales.^{5 6 7} Together, these documents form a comprehensive approach to supporting the Welsh language through national planning policy and practice.

b). Local Policy Context

Corporate Strategy 2025-2030

The Council’s Corporate Strategy sets and expresses our Well-being Objectives. Three actions relate to the Welsh language:

- Develop and produce a new Welsh Language Strategy by 2026, with the involvement of all key stakeholders.
- Ongoing delivery of cultural projects which strengthen connections with language, well-being, and place (*cynefin*)
- Support and promote the use of Welsh as a first language, including implementing the Welsh in Education Strategic Plan and hosting the National Eisteddfod in 2026.

Pembrokeshire Public Services Board’s (PSB) Well-being Plan.

One of the core principles within the Board’s Well-Being Plan is “Culture and the Welsh Language.” The PSB will ensure that the vision of the Cymraeg 2050 strategy is embedded in its work wherever possible. Building a better understanding of our bilingual communities using data and local insights to develop an evidence base to inform future PSB work is a headline action.

⁵ [Welsh Government’s Future Wales – The National Plan 2040 \(2021\)](#)

⁶ [Planning Policy Wales \(PPW\) Edition 12 \(2024\)](#)

⁷ [Technical Advice Note 17 \(TAN 17\) on Planning and the Welsh Language \(2017\)](#)

Welsh in Education Strategic Plan (WESP) 2022-31

Local authorities have a statutory duty under Section 84 of The School Standards and Organisation (Wales) Act 2013 to develop a Welsh in Education Strategic Plan (WESP), setting targets for developing Welsh medium education in the area and showing clear actions towards maximising opportunities for Welsh education.⁸

The Welsh in Education Strategic Plans (Wales) Regulations 2019 set out requirements in relation to the WESP, the main driver being Welsh Government's Cymraeg 2050: A million Welsh speakers. These regulations make provision for a local authority to prepare a ten-year WESP with effect from September 2022; effectively this provides the cornerstone of the Council's contribution towards Welsh Government's strategy. These 7 key outcomes form part of the current Welsh Language Strategy 2021-26. WESP progress against the 7 outcomes is monitored and reported annually.

Local Development Plan Review (LDP2)

We continued to work on a new Local Development Plan for Pembrokeshire's communities that are outside the National Park, which will guide future development. We are required to review our Local Development Plan (LDP) on a regular basis to ensure that the LDP stays up-to-date and to make changes if these are required. The final main step, Examination in Public, commenced in October 2025. LDP 2 will seek to deliver growth over the period from 2017- 2033: creating new homes and new jobs, including potential jobs arising in the initial phases of the Celtic Freeport proposals. Relevant policies relating to the Welsh language were covered in the National Planning Policy section.

c). Policy context summary

As evidenced above, there is a strong policy foundation for promoting the Welsh language, which we need to consider to inform our approach. It emphasizes the importance of having clear policies and strategies to protect, promote, and increase the use of the language across Wales.

2). Review of the Welsh Language Strategy 2021-26

Five years after publishing our Welsh language strategy we are required to assess to what extent we have followed that strategy and have reached the target set by it. This target is that by 2026, 32% of the Pembrokeshire population are able to speak Welsh (*as reflected in Stats Wales Annual Population Surveys*). We are confident that we will not meet this target and this data is discussed under "Annual Population Survey (APS) StatsWales Data" below.

⁸ [Pembrokeshire County Council: Pembrokeshire schools -Welsh in Education Strategic Plan 2022-31](#)

This section presents information on the number and age of Welsh speakers, a summary of activities used to promote the use of the Welsh Language and emerging themes.

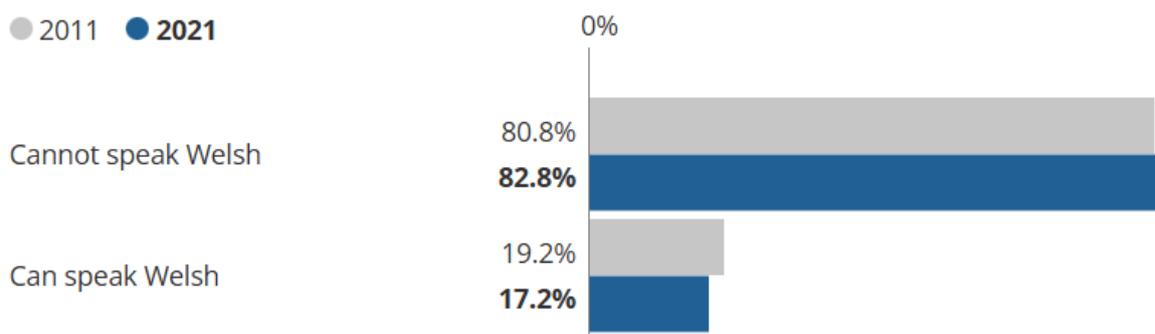
a). Number and age of Welsh speakers.

Pembrokeshire Census data

Based on Census data, the total population of Pembrokeshire increased by just 0.8% between 2011 and 2021, an increase of around 900. In common with many other rural local authorities, between 2011 and 2021 there was an increase in the proportion of older people and a reduction in the number of younger people.

The percentage of Welsh speakers in Pembrokeshire fell by 2% from 19.2% in 2011 to 17.2% in 2021 slightly below the national average (17.8%). This was the joint-second largest decline with the largest decline in neighbouring Carmarthenshire. Across Wales, the percentage of Welsh speakers fell from 19.0% to 17.8%.

In 2021, there were just under 2,200 fewer Welsh-speaking Pembrokeshire residents (over the age of three years) compared with 2011. The number of people who did not speak Welsh increased by 4,000.



Source: Office for National Statistics – 2011 Census and Census 2021

The Census allows us to compare language skills of different aged people in communities, and the table below analyses this for Pembrokeshire.

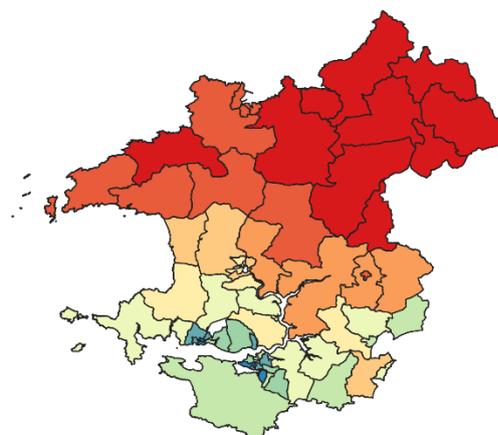
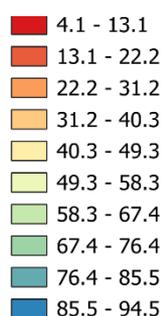
Census 2011		Census 2021	
Age category	Number / % who can speak Welsh	Age category	Number / % who can speak Welsh
Age 3-15	7,268 (40.3%)	Age 3-15	5,617 (31.8%)
Age 16-24	3,070 (24.3%)	Age 16-24	2,544 (24.2%)
Age 25-34	1,718 (14.8%)	Age 25-34	2,193 (17.0%)
Age 35-49	3,101 (13.2%)	Age 35-49	2,680 (13.8%)

Age 50-64	3,491 (13.5%)	Age 50-64	3,283 (12.0%)
Age 65+	4,138 (15.5%)	Age 65+	4,310 (13.3%)
Total	22,786 (19.2%)	Total	20,627 (17.2%)

The number of people aged 65+ who can speak Welsh increased by 172 from 2011 to 2021 (reflecting the increase of the total number of people aged 65+, the proportion of people who speak Welsh fell). The number of people aged 25-34 who can speak Welsh increased by 475 from 2011 to 2021 as did the proportion of people who can speak Welsh. The number of people who can speak Welsh decreased in all other age groups.

The biggest decrease in Welsh speakers was in the 3-15 age group, dropping from 40.3% of Welsh speakers in 2011 to 31.8% in 2021 (22.7% decrease over time). The reasons for this decline have been examined by ONS and Welsh Government. It is worth noting that the question on Welsh language skills for people aged 3-15 years will be completed by an adult and for many young people aged 3-15 years, their experience of using the Welsh language will be focussed on school. Given the disruption to education in the year up to the 2021 Census it is possible that this may have impacted on 2021 results and comparability with 2011. For this reason, the maps which follow concentrate on the Welsh language skills of those aged 16 and over.

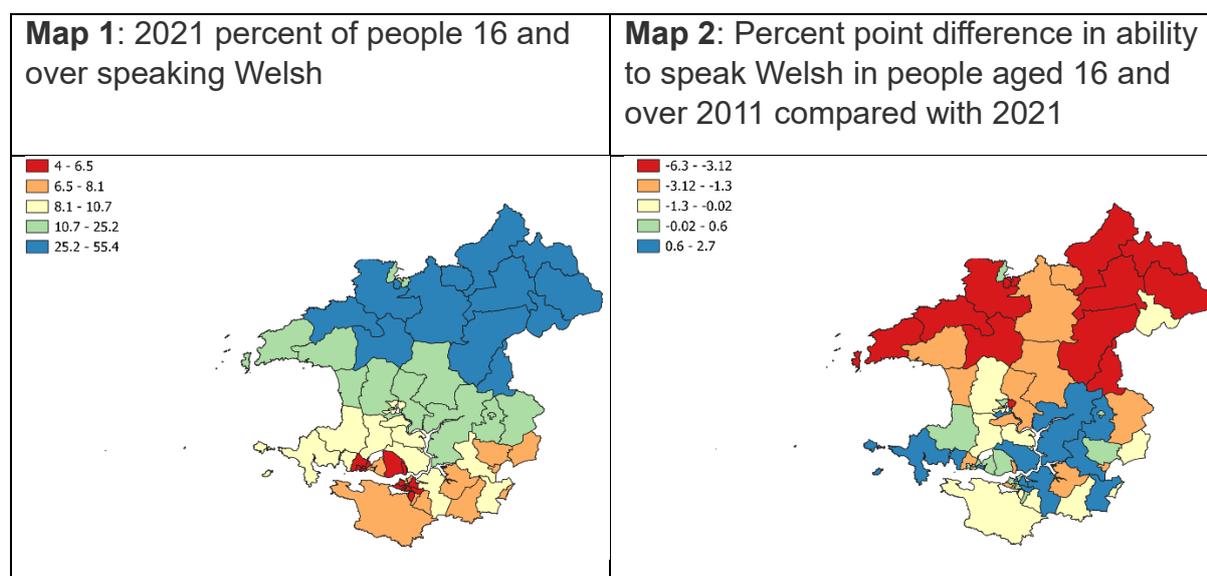
The Census is the main way in which we can track the number of Welsh speakers in communities. The percentage of people who speak Welsh in communities varies considerably. The map below shows how communities in Pembrokeshire compares to all 1,907 communities (Lower Super Output Areas) in Wales. The numbers refer to the rank out of 100 with the smallest numbers having the highest percentages of Welsh speaker.



The map demonstrates that much of the north of Pembrokeshire and especially the northeast of Pembrokeshire is a stronghold for the Welsh language. The strategy therefore needs to maintain the language in these communities, especially its daily

use, whilst the greatest potential for growing the number of Welsh speakers is in communities in the middle and south of the county.

Cymraeg 2050 recognises the importance of areas where Welsh is the natural language of daily life within the community. The concept of areas of linguistic significance or sensitivity has been part of the discussion about language planning in Wales for almost 20 years and is referred within the recent reports of the Commission for Welsh-speaking Communities and Welsh Government^{9 10}. LSOA with 40% or higher of the area population that can speak Welsh include Crymych (LSOA 1 & 2), Clydau, Dinas Cross, Cilgerran, Maenclochog (LSOA 1 & 2), St. Dogmaels and Newport.



The use of Welsh varies from area to area. These maps show that there are a number of communities where there has been a modest growth of between 0.6% and 2.7% (blue areas on Map 2) in the proportion of the people who can speak Welsh in south Pembrokeshire. There has tended to be declines in the proportion of the community who speak Welsh in the north of Pembrokeshire.

Ability to read, write and understand spoken Welsh (Census)

Census Number / % of population	Wales 2011	Wales 2021	Pembrokeshire 2011	Pembrokeshire 2021
Read Welsh	539,245 18.2%	522,410 17.3%	21,043 17.8%	19,310 16.1%

⁹ [Empowering communities, strengthening the Welsh language](#)

¹⁰ [Welsh Government response to the report of the Commission for Welsh-speaking Communities](#)

Write Welsh	459,824 15.6%	458,460 15.2%	17,665 14.9%	16,661 13.9%
Understand Spoken Welsh	672,828 22.8%	661,129 21.9%	28,070 23.7%	26,712 22.2%

In both Pembrokeshire and Wales as a whole, the ability to read, write and understand Welsh has decreased since 2011. In Pembrokeshire:

% Decrease	Language Skill
8.2% ↓	Read Welsh
5.7% ↓	Write Welsh
4.8% ↓	Understand Welsh

Annual Population Survey (APS) StatsWales Data

The Annual Population Survey (APS) on StatsWales also provides estimates on Welsh language ability and frequency of Welsh use. This UK wide survey produces data, which is published quarterly, and data for the year ending 31st March 2025 is included below. Whilst the methodology and sample size produces figures which are reasonably accurate at a Wales-wide level, more caution is needed at a county level. The APS estimates of Welsh language ability are historically higher than those produced by the Census.

Data for Pembrokeshire for the year ending March 2025 estimates Pembrokeshire has 30,000 Welsh speakers (24.5%) – approximately 1 in 4 people. A rolling three-year average suggests that the percentage of Welsh speakers in Pembrokeshire has been broadly constant.

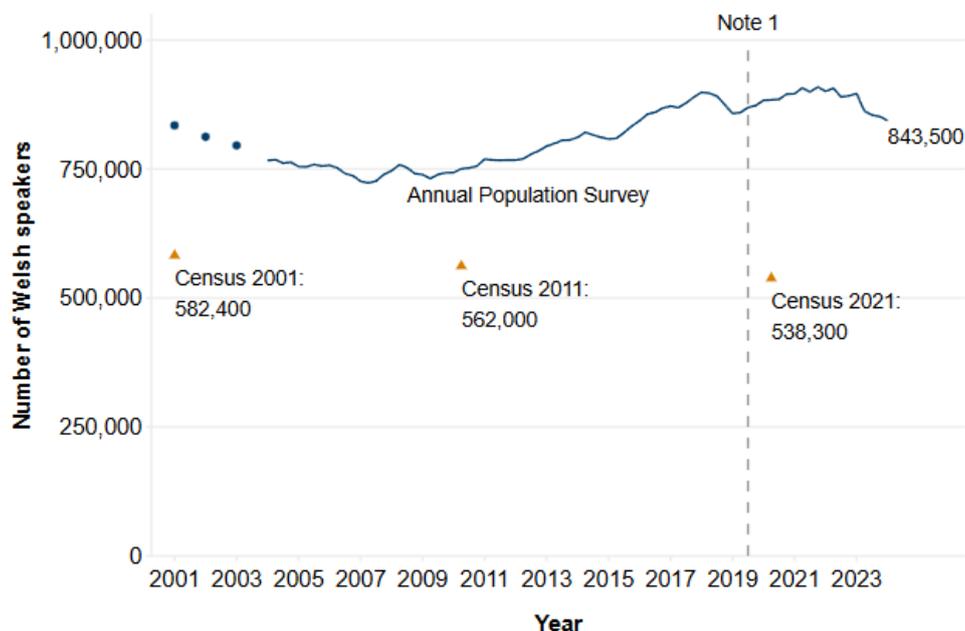
Percentage of Welsh speakers in Pembrokeshire in year ending 31st March Baseline at 2016 and 2020 to 2025 (APS)

Date	March 2016	March 2020	March 2021	March 2022	March 2023	March 2024	March 2025
Annual Population Survey %	28.8%	27.3%	31.7%	29.1%	27.9%	31.7%	24.5%
3-year average	-	-	-	29.4%	29.6%	29.6%	28.0%

Below is an extract from a Welsh Government report on Welsh language data from the Annual Population Survey: 2024 ¹¹

¹¹ [Welsh language data from the Annual Population Survey: 2024](#)

Figure 1: Number of people aged three years and over able to speak Welsh, 2001 to December 2024 [Note 1]



Source: APS (ONS) and population census (ONS)

[Note 1] Changed to phone interviews only in March 2020. Face-to-face interviews were reintroduced in autumn 2023.

The APS also records Welsh reading, writing, and understanding ability. In Pembrokeshire, in the year ending 31st March 2025, 22.3% could read Welsh, 18.2% could write Welsh, and 31% could understand spoken Welsh.

Frequency of speaking Welsh APS Data

Year ending 31 st March	Wales 2016	Wales 2021	Wales 2025	Pembrokeshire 2016	Pembrokeshire 2021	Pembrokeshire 2025
Daily	15.9%	15.8%	13.8%	16.3%	16.3%	11.7%
Weekly	4.6%	4.9%	5.3%	4.1%	4.8%	4.2%
Less Often	6.3%	6.9%	6.7%	6.9%	9.0%	7.0%

Frequency of Welsh speaking is not captured in the Census, so figures have been taken from the APS.¹² In Pembrokeshire, in all cases, the frequency of Welsh

¹² [Stats Wales - Annual Population Survey: Welsh Language](#)

speaking has decreased since 2021. There were increases between 2016 and 2021 for weekly and less often frequency. In Wales, the % of people speaking Welsh 'daily' or 'less often' has decreased. However, the % speaking Welsh 'weekly' has slightly increased since 2021.

Again, it is worth noting that the calculations are based on estimates and should be treated with some caution. This statistic is particularly relevant to the second of the Cymraeg 2050 strategic themes to "*Increase the everyday use of Welsh*" and will continue to be monitored as part of the 2026-31 Strategy.

Pembrokeshire Schools Statistics

In terms of Education, as of April 2025, there were 61 schools in Pembrokeshire, including 1 special school, serving 9022 Full-time and 850 Part-time Primary pupils, and 6988 Secondary age pupils. There are 20 schools that are Welsh Medium or Dual Language.

We anticipate a further decline in pupil numbers over the next 10-15 years of around 12%. This is partly due to high levels of out-migration among Pembrokeshire's indigenous young adults for further/higher education, training, or employment purposes.

We have some of the smallest schools in Wales, with 15 schools in Pembrokeshire containing less than 90 pupils.

14% of pupils aged 5 and over are fluent in Welsh (as assessed by their parent) a little higher than the median average for all 22 Welsh Councils, and close to the Wales average of 15%.

b). Activities to promote the use of the Welsh language 2021-26.

A selection of the achievements delivered are listed below under each of the four objectives from the Welsh Language Strategy 2021-26. These achievements build upon the work of the first Welsh Language Strategy 2016-21. These achievements would not have been possible without the hard work of those who work for the Council and our partner organisations without whom we would not be able to fully deliver the Strategy. Further review of the activities to promote the use of the Welsh language will be undertaken at the end of the 5-year Strategy.

Objective 1: Develop our community leadership role regarding the Welsh language.

Governance arrangements for the Welsh Language Strategy

- There are robust governance arrangements in place including Terms of Reference for the Welsh Language Strategy Delivery Group and Welsh in Education Forum. Details of the governance arrangement are provided in the Welsh Language Strategy Action Plan 2026-31 section.

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.

- Since October 2022 we have provided simultaneous translation for Council meetings, the Schools and Learning Overview and Scrutiny Committee and Social Care Overview and Scrutiny Committee commenced simultaneous translation from June 2025.

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

Enhance opportunities to speak Welsh within early years and school-based educational settings.

- Our [Welsh in Education Strategic Plan \(WESP\) 2022 – 31](#) sets out how we plan to do this over the next 10 years.
- We have made progress against this plan with annual reports being considered by Cabinet. *Cymraeg 2050* clearly states that Welsh-medium immersion education is the 'principal method for ensuring that children can develop their Welsh language skills, and for creating new speakers.
- The new 3-11 Welsh medium school in Pembroke, Ysgol Bro Penfro opened in September 2024 with the Cabinet Secretary for Education, Lynne Neagle MS, undertaking the school's official opening in January 2025.
- The numbers of children attending Ysgol Hafan y Mor and Ysgol Caer Elen are a huge boost to our WESP target, and we are confident that Ysgol Bro Penfro will reflect that in a few years' time.
- Cabinet approved extended catchments to Ysgol Brynconin / Ysgol Maenclochog, and Ysgol Bro Penfro increasing access to Welsh medium education provision.
- The Council has successfully obtained Welsh Government grant funding to expand Welsh medium provision in Pembrokeshire.
- In July 2025, Cabinet approved proposals for significant investment and school improvement in Milford Haven. A Strategic Outline Case (SOC) will be submitted to Welsh Government for the development of a 3-11 Welsh medium school in Milford Haven.
- The aspiration of relocating Cylch Meithrin Narberth to the site of Narberth Primary School is an important part of raising the profile of Welsh in the school.
- There is a range of pre-school provision including Cymraeg i Blant (Welsh for Children), Clwb Cwtsh taster programme aimed at parents/family members, Cylch Ti a Fi for parents and small children, bilingual day nurseries, and Cylch Meithrin.
- Urdd Eisteddfod (Dur a Mor) 2025 had significant success for several Pembrokeshire competitors, with the county reaching 4th place in the medals

table. There was tremendous success at the Urdd Eisteddfod (Maldwyn) 2024, with the county reaching 3rd place. Pembrokeshire had the highest number of competition entries from all counties and regions in 2024.

- We are honoured to have been chosen as the host authority for the [2026 National Eisteddfod](#) “Eisteddfod y Garreg Las” on 1st- 8th August and we are working with the community and neighbouring authorities to celebrate the Welsh language and culture at this prestigious event.

School-based staff activities

- Additional staff appointments as a result of the immersion grant have firmly extended immersion provision increasing support across progression stages.
- Our school leadership development programme, Pembs 50, is having an excellent impact on delivering senior staff and Heads we need for the future.
- A range of opportunities have been provided for school-based staff to improve their Welsh competency from entry level to fully proficient taking full advantage of the range of courses from the National Centre for Learning Welsh e.g. Welsh sabbatical scheme, residential courses at Nant Gwrtheyrn and Pentre Ifan and face to face and online courses. Proficiency is monitored in the annual SWAC survey and provision is planned as a result of the analysis e.g. bespoke training packages for Teaching Assistants and/or teaching staff.
- Language acquisition and methodology training is provided for all Welsh leaders from schools by the Welsh Development Officer in Network meetings and bespoke school-based training and support where appropriate. As a result, teaching staff display increased confidence in supporting pupil language acquisition.
- The Coleg Cymraeg Cenedlaethol has provided a range of opportunities for supporting pupils with continuing their Welsh skills in post 16 settings.
- Support for enhancing staff’s Welsh proficiency levels outside the classroom is provided with an extensive range of activities provided through the LA’s Siarter Iaith initiative and other activities by key Partners e.g. Menter Iaith Sir Benfro, Urdd. As a result, staff’s confidence levels when using Welsh has increased and further enhanced their skills in using Welsh informally within a range of settings.

Youth Service activities

- Young people are encouraged to use their Welsh informally across Youth Service settings, including Duke of Edinburgh Award and PCC youth clubs. As noted below, the bespoke Welsh class for youth workers to improve their confidence and skills will have the additional benefit of encouraging young people to use Welsh outside of school settings. This will support and encourage young people to use the Welsh language in social contexts and to increase the use of incidental Welsh. Youth Club Team Leaders have been

asked to incorporate a Welsh language related activity into their programmes at least once per month.

- In addition, we are currently in the process of appointing a young person as a 'Welsh Ambassador' in each youth club. We anticipate that this initiative will help to increase the use of Welsh among both young people and youth workers within the clubs.
- Youth service staff also have access to a Welsh Language Handbook, alongside a range of resources to support the delivery of their programme to young people.

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

Continued to provide and promote Welsh for Adults learning provision via our community learning service (Learning Pembrokeshire)

- Learning Pembrokeshire on behalf of the National Centre for Learning Welsh provide courses for Welsh learners at all levels across Pembrokeshire which can be found on the [Learn Welsh Pembrokeshire website](#).
- Welsh courses are offered at various locations and times, including online and include Taster, Entry, Foundation, Intermediate, Advanced and Proficiency level courses.
- Welsh in the Workplace courses are provided for local organisations who recognise the benefits of supporting their employees to learn Welsh.
- Cymraeg yn y Cartref courses are provided to parents and carers so that they in turn can help and support their children.
- PCC staff also attended mainstream courses (out of work hours)
- A range of informal activities take place each month to support learners outside of formal lessons.
- Pembrokeshire College, a member of our Welsh in Education Forum, receives funding from Coleg Gymraeg Cenedlaethol to support Welsh speaking students. Details of Welsh language provision can be found on the [college Welsh language webpage](#).

Explored opportunities to establish actual / virtual Welsh language clusters within Pembrokeshire County Council

- The Council / Learning Welsh Pembrokeshire currently receive funding for a full-time Cymraeg Gwaith/Work Welsh tutor from the National Centre for Learning Welsh. A large number of staff have completed online and face to face taster courses, and classes at Mynediad, Sylfaen and Canolradd levels are ongoing. Learners in these classes come from a wide variety of departments whilst a recent development has been to target training for

specific teams e.g. Youth Workers. A small Codi Hyder (Confidence Boost) group meets on a weekly basis.

Welsh Language Awareness e-learning module

- The new process, launched in October 2025, saw the Corporate Welcome Booklet being replaced by a new induction e-learning module. The Welsh Language Awareness module is included. It will be mandatory for new starters to complete this module.

Opportunities for all non-Welsh speaking new starters to undertake Welsh language taster course.

- A 10-hour Welsh Language Taster course is available for staff and new employees.

Roll-out of the ultra-fast broadband scheme in Pembrokeshire, which aims to improve digital connectivity for households and businesses in the county.

- In 2021 there was less than 6% of premises in Pembrokeshire that had access to broadband at a speed of 300Mbps (ultrafast broadband) and 2.5% had speeds of less than 2Mbps
- We have seen significant improvement in digital connectivity across Pembrokeshire. As of the start of November 2025 we now have 69.07% of premises that have access to ultrafast broadband (100Mbps+), compared to less than 6% previously. Only 1.01% of premises now experience speeds of less than 2Mbps, down from 2.5% from the last update. Continued roll-out supports economic activity, remote working, and access to digital services.

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/LearnCymraegPemb>

- Usage monitoring is reported through our Welsh Language Standards Annual Report. Whilst there has been increases in usage over the 5-year period this has fluctuated from year to year depending on the channel used. Decreases in usage may be due to the other channels we have introduced which also provide customers with information including other social media accounts, My Account and Alexa reducing the need to solely rely on the contact centre or the website, for example, for information.

Promotional campaigns around annual events.

- We provide an online programme of events for key dates in the Welsh calendar including Dydd Santes Dwynwen, Diwrnod Shwmae, Dydd Miwsig Cymru, and Gŵyl Fach yr Hydref / Mini Autumn Fest in October and a learners Festival took place at Scolton Manor in June 2025 offering gardening and art workshops and an awards presentation.

- The St Davids Day Parade was held on 7th March 2025. Organised by the Pembrokeshire Language Forum and the Council, hundreds of school children took part in the parade and open-air jamboree which has proved to be popular with schools and residents. A coffee morning to celebrate St Davids Day was held in County Hall for staff which included Welsh language “Taster” activities with the Work Welsh tutor.

Objective 4: Actively support the Welsh language within our communities / business sector.

Measures to strengthen the Welsh language are incorporated within our planning, housing and regeneration policies and strategies.

- Our new Local Development Plan for Pembrokeshire’s communities include policies relating to the Welsh language.
- We responded to changes in housing availability resulting from increases in second homes and holiday lets. In April 2025, we used funding raised from the second homes council tax premium to launch the Homebuy Pembrokeshire scheme, helping first-time buyers to purchase a home in Pembrokeshire.

Supported Fforwm Iaith to produce and promote an information pack.

- A new Welcome Pack for people moving to the area has been developed which promotes the importance of the Welsh language, ways to learn the language and learn more about the culture locally.

Opportunities to secure funding to incentivise local businesses to make greater use of the Welsh language.

- Funding for the Pobl Preseli project, features supporting businesses with Welsh language signage and to incorporate Welsh phrases in promotional materials, contributing to the use of Welsh.

Promote organisations providing free support for local businesses to make greater use of the Welsh language.

- The Welsh language web page has been updated to contain information on free support for local businesses. This includes Helo Blod, a free Welsh translation and advice service, Welsh Government resources and the Welsh Language Commissioner.

Expand the Welsh language information on www.pembrokeshire.gov.uk

- The Welsh language web page has been expanded to incorporate Welsh Language Education, Learning Pembrokeshire, and the National Eisteddfod

2026 web page links. Further work is ongoing to redesign the webpage and expand information and resources.

Partnerships

The Council's established partnerships are key to the successful delivery of our Strategy.

- | | |
|--|--|
| <ul style="list-style-type: none">• Mudiad Meithrin• Urdd Gobaith Cymru• Pembrokeshire College• Coleg Ceredigion• Coleg Sir Gar• University of Wales Trinity St David• Learning Pembrokeshire• Menter Iaith Sir Benfro• National Centre for Learning Welsh | <ul style="list-style-type: none">• Young Farmers Club• Cymraeg i Blant• Merched Y Wawr• Coleg Gymraeg Cenedlaethol• Cymdeithas Ysgolion Dros Addysg Gymraeg (CYDAG)• Partneriaeth• Welsh Government• Welsh Language Commissioner• Other Local Authorities |
|--|--|

c). Emerging themes identified for Pembrokeshire

We have reviewed the national and local policy context, linguistic context and our Welsh Language Strategy Action Plan 2021-26 and have identified the following emerging themes that have helped us to develop and shape our 5-year action plan.

Demographic Challenges

- Between the 2011 and 2021 Censuses, the percentage of Welsh speakers in Pembrokeshire fell by 2% from 19.2% in 2011 to 17.2% in 2021, slightly below the national average (17.8%). This represents a loss of nearly 2,200 Welsh speaking residents, while the number of non-Welsh speakers increased by around 4,000. This trend indicates that Welsh language use is not keeping pace with population growth and migration patterns. There were notable declines among younger people. Decline may be due to many factors including younger adults leaving the county for education, training and work reducing the pool of potential Welsh speaker locally. This trend may be compounded by a lack of affordable housing, lack of employment or services in parts of Pembrokeshire and a drop in birth rates making it harder to retain Welsh speaking families.
- Population projections suggest that the 0–15-year-old population in Pembrokeshire will reduce by approximately 10% between 2020 and 2031 (*StatsWales: Population projections by local authority and year*). This shift will reduce numbers of children entering Welsh-medium education unless proactive measures are taken to increase uptake and retention.

Themes

- Population changes pose a challenge to achieving the *Cymraeg 2050* vision of one million Welsh speakers and ensuring that the Welsh language thrives in communities and workplaces.

Education

- Continue to focus on the delivery of the 7 outcomes of the WESP 2022-31.
- Expand Welsh-language early years provision, primary and secondary education in Pembrokeshire.
- There are opportunities for the Council to seek Welsh Government funding for investment in Welsh medium education, we have already had success in recent years.
- The Council's partners are important to the successful delivery of the WESP.

Lifelong Learning and Social Use

- Continue to enhance opportunities for school leavers, and other adults, to learn and to use the Welsh language in Pembrokeshire.
- Continue opportunities and activities for young people and adults to use Welsh socially outside of school to ensure that Welsh skills are not lost as our young people transition out of the education system into the world of work and life as adults.
- Actively support Welsh language within our communities

Legislative and Policy Integration

- There is new legislation to implement resulting from the Welsh Language in Education Act 2025
- Ensure that Welsh language considerations are included across all policies and policy-making decisions.

Community

- Our planning, housing and regeneration activities help to protect and enhance opportunities to speak Welsh within our communities.

Recruitment

- Recruitment and retention of Welsh speaking staff and volunteers is a challenge across many departments in the Council and organisations/partners. Public facing services in particular experience challenges in recruiting Welsh speakers.

Awareness and Standards

- Increase awareness of the Welsh Language Standards and opportunities to use Welsh across the Council
- Continue to promote Welsh language services and resources across Pembrokeshire.

Technology and Digital Opportunities

- Leverage digital technology to support Welsh learners and service provision.

Resource and Budget Pressures

- Budget pressures and constraints may impact staffing and succession planning, risking loss of experienced personnel and available resources.

Workforce Data and Skills Assessment

- We continue to have gaps in the data we collate for Welsh language skills levels of our staff across the Council. This impacts understanding of workforce skills and capacity, results in less effective workforce planning and impacts reporting requirements.
- Welsh language skills level data will need to reflect the Common European Framework of Reference for Languages (CEFR) in line with the Welsh Language in Education Act 2025.

Engagement and Confidence Barriers

- Challenges in course completion due to factors including work/home-related pressures, lack of time to commit, or moving on to different roles.
- Less frequent users of Welsh language and a lack of social opportunities may impact confidence in using Welsh in work and in the community.
- Hybrid / remote working may have negatively impacted opportunities to practice Welsh socially with colleagues in the workplace.

Housing Market and Employment

- If we are to ensure that our young people can stay and work in our communities, there must be an adequate supply of suitable housing and jobs.

Tourism

- Our economy depends on tourism and there are opportunities here to promote Welsh culture and heritage.

Summary of emerging themes

Whilst there have been increases in the number of people learning and speaking Welsh particularly through expansion of Welsh medium education, the demographic trends pose a real challenge to achieving the national vision of one million Welsh speakers by 2050. Fewer young learners and declining transmission rates mean that Pembrokeshire will need to expand Welsh-medium education, create incentives for families to stay in Pembrokeshire and promote Welsh in everyday life.

Whilst there are challenges there are clear opportunities to promote the Welsh language and ensure Welsh remains a thriving community language. We can utilize technology, improve data, strengthen partnerships, embed policies that promote and

consider the use of the language, and create new housing stock and jobs through our local development plan to support families to stay in Pembrokeshire.

We will not meet the ambitious target that 32% of the Pembrokeshire population can speak Welsh by the end of the 2021-26 Strategy. We will maintain the ambitious target and roll this target over to the 2026-31 Strategy. By reviewing progress against our 2026-31 action plan annually, using data and information reported in our Welsh Language Standards and WESP Annual Reports we can assess what is working, identify gaps, and adjust what we are doing based on any new data and by following national priorities. This will help to keep actions on track, focussed and effective over time.

3). Welsh Language Strategy Action Plan 2026-31

Based on a review of the policy context, linguistic context, and our current Welsh Language Strategy 2021-26 by our Welsh Language Strategy Delivery Group our vision and objectives for 2026 – 31 are as follows:

Vision and Strategic Themes

We aim to support the Welsh Government's *Cymraeg 2050 A million Welsh speakers* and reflect their strategic themes.

“The Welsh language is thriving, the number of speakers has reached a million, and it is used in every aspect of life. Among those who do not speak Welsh there is goodwill and a sense of ownership towards the language and a recognition by all of its contribution to the culture, society, and economy of Wales.”

Cymraeg 2050 Strategic Themes:

1. Increase the number of Welsh speakers.
2. Increase the everyday use of Welsh.
3. Create favourable conditions- infrastructure, and context.

Objectives – support *Cymraeg 2050* Vision and Strategic Themes

Our objectives will be carried forward from 2021-26 and reflect the national vision to increase the number of Welsh speakers and increase the use of the language:

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

Target

We continue to set an ambitious target for the percentage of the Pembrokeshire population able to speak Welsh by 2031.

We will aim to increase the percentage that speak Welsh by 0.5% per year:

- Increase in the percentage that can speak Welsh from 29% to 32% by 31 March 2031 (Annual Population Survey).

- The baseline on 31 March 2025 is that 29% can speak Welsh (based on a rolling 3-year average 2023, 2024 and 2025).

We will also set a target for frequency of Welsh speaking.

- Increase in the percentage that report that they speak Welsh daily from 15% to 16% by 31 March 2031.
- The baseline on 31 March 2025 is that 15% speak Welsh daily (based on a rolling 3-year average - 2023, 2024 and 2025).

We intend to meet this target through delivery of the actions under the four objectives. This will be supported by the governance and monitoring arrangements that we have in place that will monitor progress against performance measures.

Action Plan 2026-31

Action Plan priorities will be agreed annually by the Welsh Language Strategy Delivery Group.

Objective 1: Develop our community leadership role regarding the Welsh language.

Action	Responsibility	Timescale	Success Measure
1.1 Review governance arrangements for the Welsh Language Strategy - oversight of implementation, monitoring and reporting on progress	Responsible Senior Leaders	Annual / 2031	Reviewed/robust governance arrangements in place
1.2 Enhance the perceptions of the role of the importance of the Welsh language in the provision of community leadership - by continuing to enable the use of the Welsh language at Council meetings.	Legal & Democratic Services / IT / Translation Services	2026-2031	Council Members wishing to use the Welsh language at Council meetings are able to do so

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

Action	Responsibility	Timescale	Success Measure
2.1 Outcome 1 – More nursery children receiving Welsh-Medium Education	AS WESP	2022 - 2031	Increase no. of nursery children receiving childcare/early years

			education through Welsh-medium
2.2 Outcome 2 - More reception children / 5-year-olds receive their education through the medium of Welsh	As WESP	As above	Increase no. of Welsh-medium reception classes and pupils.
2.3 Outcome 3 - More children continue to improve their Welsh language skills when transferring from one stage of their statutory education to another	As WESP	As above	Increase no. of learners through key transition stages.
2.4 Outcome 4 - More learners study for assessed qualifications in Welsh (as a subject) and subjects through the medium of Welsh	As WESP	As above	Increase no. of qualifications and subjects through Welsh
2.5 Outcome 5 - More opportunities for learners to use Welsh in different contexts in school	As WESP	As above	No. of opportunities to use Welsh
2.6 Outcome 6 - 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	As WESP	As above	ALN support through the medium of Welsh.
2.7 Outcome 7 - Increase the number of teaching staff able to teach Welsh (as a subject) and teach through the medium of Welsh	As WESP	As above	No. of teachers and support staff with Welsh-medium capability.
2.8 Extracurricular activities: The council will work with Menter Iaith Sir Benfro, Urdd, Language Forum and other youth services to deliver a wide range of extracurricular activities to target social use, effective online presence, map and promote provision, out-of-school hours activities and celebrate those who promote the Welsh language and culture.	As WESP	As above	No. of community and youth activities delivered annually.

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

Action	Responsibility	Timescale	Success Measure / Evidence
3.1 Continue to provide and promote Welsh for Adults learning provision via our community learning service (Learning Pembrokeshire)	HR / Welsh Language Officer	Annual / 2031	Increased participation and completion rates in learning.
3.2 Continue to explore actual /virtual Welsh language clusters within the Council	Work Welsh / Learning and Development	Annual / 2031	Increase use of Welsh / confidence
3.3 Promote and support Work Welsh through internal awareness raising with managers and staff.	Work Welsh / Learning and Development/ Policy	Annual / 2031	No. attending and completing courses
3.4 Develop and implement promotional campaigns around Welsh language events (including Eisteddfod, annual events, and local festivals)	Education / Comms	Annual / 2031	No. of campaigns/events promoted
3.5 Promote and encourage greater use of digital services – web / social media	Digital services / Learning Pembrokeshire	Annual / 2031	Welsh Language Standards Annual Report
3.6 Support the “active offer” through The More than Just Words Action Plan	Social Services / Learning and Development	Annual / 2031	Annual monitoring
3.7 Review of the Councils Internal Use of the Welsh Language Policy	Policy / WLSDG	2026 / 2031	Policy in place that supports staff to use the Welsh language

Objective 4: Actively support the Welsh language within our communities / business sector.

Action	Responsibility	Timescale	Success Measure
4.1 We will continue to expand the Welsh language information/resources on	Policy / Education	2026-2031	Increased resources available No. of views/users

www.pembrokeshire.gov.uk / www.sir.benfo.gov.uk including signposting free resources (e.g., Helo Blod) for businesses/communities.			
4.2 Explore opportunities to secure funding to support communities/businesses to make greater use of the Welsh language	Grants / Forums / WLSDG	2026-2031	Increased no. of businesses aware of resources and providing bilingual services.
4.3 Welsh language impact considerations are incorporated into policies (including Planning, Housing, regeneration) and policy decision making.	Policy / All Services	2026-2031	No. of impact assessments completed.
4.4 Improve Welsh language workforce data to support workforce planning and annual reporting. Continue to review and update the identification of roles across the organisation where Welsh language skills are essential. Assess current skill levels and provide development opportunities to support staff in building these skills. Via the Recruitment Policy continue to reinforce the need for managers to identify Welsh Language skills needs in job descriptions and job adverts. Align workforce skills assessment with CEFR framework. Continue targeted recruitment, including development of recruitment web pages.	HR / Policy	2026-2031	Accurate and up-to-date Welsh language workforce data for all staff. No. of Welsh language designated posts advertised and filled. No. of posts advertised with designated Welsh language skills specified.
4.5 Explore and utilise technology available, including AI, e-learning, and language technologies, to support Welsh language use.	ICT / Policy/ WLSDG	2026-2031	Increase Welsh language use in different contexts through technology.
4.6 Ensure compliance with the Welsh Language Standards through awareness	Policy / WLSDG	2026-2031	100% compliance. No. of complaints.

raising and embedding standards in council activities and services

4.7 Maximise opportunities for grant funding to increase Welsh medium provision in our schools.

Education

2026-2031

Successful business case/s.

Governance

- **Cabinet Member:** Education and Welsh Language / **Welsh Language Champions:** 2
- **Senior Officer:** Director of Education
- Welsh in Education Strategic Plan Language Forum
- Welsh Language Strategy Delivery Group (WLSGD)
- Welsh Language Forum

Monitoring

- Review progress annually and adjust actions based on emerging data and national direction.
- Welsh Language Standards Annual Report
- Welsh in Education Strategic Plan Annual Review Report
- Council Annual Self-Assessment Review Report
- Schools and Learning Overview and Scrutiny Committee
- Corporate Overview and Scrutiny Committee
- Cabinet and Council

How will we know that we have been successful?

Performance measures:

- Number of Welsh speakers and numbers that use Welsh daily.
- Number of pupils receiving Welsh medium education.
- Number and range of activities offered for children and young people, families, and adults and older people.
- Number of Welsh language learners (Work Welsh and Learning Pembrokeshire).
- Number of Welsh language services that meet the Welsh language standards.
- Number of digital services that support the use of Welsh.

- Improvement in workforce data which is used effectively for workforce planning.
- Number of service users using Welsh language services available.
- Effective governance and complaints arrangements in place.
- Welsh language is embedded within our policies and decision making.

Conclusion

This action plan provides a structured framework for strengthening Welsh language use, learning, and visibility across council services and communities. By embedding the Welsh language into all areas of education, policy, service delivery, and workforce learning and development, the council will contribute to the national *Cymraeg 2050* vision.