

Gwynedd Language Strategy 2014 - 2017

Hunaniaith

Promoting Welsh in Gwynedd

Promoting the Welsh Language in Gwynedd

Foreword

CONTACT

For any further information regarding the work of Hunaniaith, or how you could contribute towards promoting the Welsh language contact:-

The manager....

Phone:

e-mail:

ACCESSIBLE VERSIONS OF THE GWYNEDD LANGUAGE STRATEGY 2014-2017

If so desired on application accessible versions of the Gwynedd Language Strategy can be obtained, they include:

- Large Print Version
- Version on Tape
- Braille Version
- British Sign Language Version

Contact

CONTENTS

Gwynedd Language Strategy 2014-17

Introduction to the Strategy

Nationally over the past decade Welsh speaking communities have declined in strength and in number. Communities which used to be nearly totally Welsh partly due to lack of employment, social opportunities, lack of affordable housing for the young that move away to seek employment and also the in-migration of non Welsh speaking people to these areas.

The 2011 Census gives us a more contemporary picture of the Welsh language situation across Wales and Gwynedd. This allows for comparisons of the situation between 1991, 2001 and 2011. However, the picture provided by the Census is very specific and it is important that this Strategy considers the opinions of communities and individuals, possible actions especially examples of good practice in Gwynedd, Wales and beyond.

According to the 2011 Census, 65.4% of Gwynedd's population (age 3+) can speak Welsh. This is the highest percentage of any county in Wales. This was down from 69% in the 2001 Census, which was in itself a decline from the 1991 Census. Between 1991 and 2011 Gwynedd saw a decline of -3.1% in Welsh speakers. It should be stressed that it is important not to over-simplify the reasons for this keeping in mind that factors such as the economy, employment, housing as well as ex-migration and in-migration that are all important factors in an area such as Gwynedd, can contribute and make the situation more complicated.

In Gwynedd it is believed that about 83% of Welsh speakers are fluent in the language. This is the highest percentage in all the Welsh counties. The proportion of Welsh speakers is at least 30% of the population in all but two electoral wards in Gwynedd.

Comparing Gwynedd with the rest of Wales, the situation continues to be relatively positive. However the decline has been higher in some areas more than others. It is anticipated probably that there would be a lower number of Welsh speakers in the coastal districts since it is to these areas that immigrants are primarily attracted. But there are signs of changes even in the language's strongholds.

The information at ward level is therefore important to assess so as to plan a suitable response to the situation including a response to those communities that have fallen below the 70% of speakers. For example, between 2001 and 2011, the number of areas in Gwynedd with over 70% of the population able to speak Welsh declined from 61 Electoral Districts in 1991 to 42 Electoral Districts in 2001 falling again to 39 in 2011. The 3 communities that went under the 70% threshold according to the 2011

Census is: Y Felinheli, Dolbenmaen and South Dolgellau. Furthermore, there are a number of other communities that have significantly declined in percentage of Welsh speakers, such as Llanaelhaearn and Llanberis and are by now verging on this 70% threshold.

On a positive note the 2011 Census again shows an increase in the percentage able to speak Welsh in the 3 – 15 age group Gwynedd that is an indicator of the success of the county's education policy and Sure Start schemes in the county. (See data appendix 1)

Therefore a fundamental question crucial to the Strategy is: Is the Welsh language in Gwynedd today as strong as it was in the past and what can this Strategy do to contribute towards the enhancing and safeguarding the well-being of the Welsh language in the future?

Further data and information can be seen in Appendix 1 and 2

This data is a component of the information used to decide on the priorities specified by this Strategy

.

The vision: Integrated Language Strategy

National and international evidence suggests that where one language predominates over another, the weaker language can flourish provided that there is specific planning. We know that bilingualism is a threat to a minority language when it competes against an international language. But it also appears that when rigorous boundaries are laid down with each language dominating a specific domain of social life, the field of work etc., then true bilingualism can be established.

The Basque country experience indicates that a language will flourish where the population sees a value in it:

“It is necessary for a community wishing to give new life to its language to comprehend, internalise and truly feel its language’s value”.

Enhancing and promoting the value of the Welsh language in Gwynedd within all age groups is an important aim for this Strategy. This is attempted across all the thematic programmes.

It is therefore important for this Strategy to focus specifically on promoting the Welsh language rather than bilingualism in areas where the language appears to be strong but is still under threat.

The use of language is a complex matter with many constituent factors within an international world and bilingual community. There is an intrinsic complexity in language usage which includes the language use at home, self valuation of language, confidence in language usage and the opportunities to use a language day to day naturally. Linguistic behaviour and attitudes towards a language is the product of a combination of various diverse factors. As speakers attain and develop their linguistic skills their experiences influence how fluent they will become and how confident they are as they come to contact with the Welsh language in formal and informal contexts.

Since the 1970s, many attempts have been to develop models to revive a language (Joshua Fishman Reversing Language Shift 1991). Strubell’s ‘Catherine Wheel’ (2001) has adapted Fishman’s work showing the strong link that exists between the following factors:-

- **Linguistic ability**
- **The social use made of a language**
- **The products and services available in the language and call for them**
- **The motive to learn a language and use it**

In Policy to Outcome Pathway Grin and Moing (2002) it is considered necessary to achieve a combination of three conditions to attain linguistic vibrancy:

the ability to use a language,

the opportunities to use a language

the desire to use a language.

The Welsh Government has identified a Conceptual Framework with the relevant relationship between usage context, linguistic skills and attitude towards the language. We have added an infrastructure for this model, and suggest that local and national policies are key influential factors on the language as well.

Hunaniaith's role would be to support and promote the Welsh language in every possible aspect of life and shows the way to strengthen the language within a bilingual area. Gwynedd Language Strategy recognises this framework and attempts to weave the Strategy around the following concepts.

Measuring Framework

(Policy to Outcome Model Grin & Moing 2002)

- Opportunities to Use**
- The Home/Family
 - Years
 - Early Years/Educational Provision
 - Leisure/ Informal
 - Social Networks and Community Participation
 - Administration and Official Situations
 - Workplace

- Ability**
- Linguistic Confidence
 - Fluency
 - Practice

The Infrastructure

Planning, Housing and Language
The ability to use core services in Welsh
Economic and Regeneration Policies
Technology, Media

- Desire to use**
- Perception of usefulness and relevance of the language
 - Eagerness to use the language
 - Welsh as an indicator of identity

Communities

Evidence shows that a high intensity of language speakers is necessary for a language to become the normal language of a community. As stated many communities where over 70% speak Welsh had declined in Gwynedd and many are close to that threshold. The table below lists the information about those communities on the verge of the 70% threshold and those that have gone below it since the 2001 Census

Table 1: Wards that have declined under the 70% threshold (or decline close to threshold)

Ardal	Ward	2001 Census (%)	2011 Census (%)
Arfon	Llanberis	80.5	74.7
	Penisarwaun	74.1	70.6
	Talysarn	71.9	70.7
	Tregarth a	69.8	69.0
	Mynydd Llandegai		
	Y Felinheli	72.1	64.3
Dwyfor	Dolbenmaen	70.0	67.6
	Llanaelhaearn	78.1	73.8
	Morfa Nefyn	77.1	72
	Porthmadog/Tremadog	69.7	66.8
Meirionnydd	South Dolgellau	73.1	67.1
	North Dolgellau	67.5	61.8
	Llandderfel	72.7	70.8

Low number of Welsh speakers and /or substantial decline since 2001

Ardal	Ward	Census 2001 (%)	2011 Census (%)
Arfon	Menai (Bangor)	27.3	18.6
	Deiniol	30.5	22.5
	Garth	46.4	30.4
	Hirael	52.9	37.7
	Marchog	54.5	50.2
	Hendre	52.2	45.3
	Glyder	55.3	51.7
Dwyfor	Abersoch	50.5	43.5
	Gorllewin Porthmadog	64.8	57
	Aberdaron		
	Botwnnog	75.3	74.2
		77.1	75.9
Meirionnydd	Aberdyfi	42	35.5

	Tywyn	40.8	37.5
	Abermaw	43.8	41.5
	Dyffryn Ardudwy	48.8	47.4
	Bryncrug	53.8	52.1
	Harlech	59	54.1
	Corris	60.6	55.8

The above information clearly shows that it is the wards in Bangor area are the ones that have the lowest number of Welsh speakers in the county. It is usually stated that the influence of student numbers is the cause of this, BUT it is important to note that according to the 2011 Census, that the percentage of Welsh speakers in the 3-15 age group in the Bangor wards is substantially lower than in the rest of Gwynedd. In Gwynedd, generally 80% to over 90% of children in this age group can speak Welsh, compared to 56% to 72% of children able to speak Welsh in Bangor. This suggests the need to focus specifically on the **Bangor area** to correct this deficiency and / or to enhance the value of speaking Welsh in this area.

The in-migration and ex-migration profile seen in Appendix 1 shows the continual effects of these factors on the Welsh language on the coastal areas of the Llŷn Peninsula and Meirionnydd. Table 1 above shows the wards with the lowest number of Welsh speakers and those that have declined substantially. In the field of language promotion, these coastal areas have not received much attention over the last few years, and there are signs that work should be done in some areas of Meirionnydd to raise awareness amongst children and parents of the benefits and the value of the Welsh language for them.

Hunaniaith Structure and Operation

The main elements of the Strategy would be accomplished by working strategically and in close co-operation with specific communities. This would imply that the Welsh language and the promotion of its use would become a natural policy component and become an integral part of schemes involving the economy, regeneration, affordable housing, education as well as any specific campaigns to promote the language within the community itself.

The Strategy would need to measure how effective integrating these components prove to be; how other policies contribute to the well-being of Welsh and identify and influence policies that impair or facilitate the language.

By operating in this mode Hunaniaith can work in partnership across a range of organisations, sectors and communities to achieve its goal.

The Context of the Strategy

Legislation and National Policy

In 1993 a Welsh Language Act was passed which established the Welsh Language Board to promote linguistic developments. In 2003 the Welsh Assembly Government issued its first strategic framework for the promotion of Welsh; *Iaith Pawb: A National Plan for a Bilingual Wales*.

The official status of Welsh was confirmed by the Welsh Language (Wales) Measure 2011 and a new legislative framework was set up for the language.

In October 2011 a Welsh Language Commissioner was appointed, and in April 2012 an office to serve the Commissioner. The Commissioner is responsible for the new Welsh Language standards and these will set out the obligations for a wide range of institutions to provide services through the medium of Welsh and becomes an integral component in policy development and to increase the use of Welsh in the workplace.

In April 2010, a Welsh-medium Education Strategy was published following this the Coleg Cymraeg Cenedlaethol (National Welsh Language College) was established formally.

Since the Gwynedd Language Strategy 2010-13 was written, the role of new electronic media has increased significantly. In 2011, the first Welsh e-books appeared for Kindle and App and on iPad for the *Golwg* magazine. Digital developments should be considered as a vital core component of the economy, community developments and every day life in Gwynedd.

The minister at the time, Leighton Andrews, stated in his introduction to "A living language; a language for living" 2012-17:-

"Its protection cannot depend on those who are professionally employed in its development or promotion. We must also ensure that we are encouraging people to use the language skills that they have – and not to contribute to a climate in which they feel that less than perfect Welsh language skills are a barrier to participation."

(2)

This is an important realisation that arises in a number of research documents and is often referred to by individuals as an issue that could be a hindrance.

Quite a few schemes and projects for the furtherance of Welsh have been put into action over the past 20 years in Wales, and similar schemes in other countries for languages in comparable situations. The Government recognises that it is difficult to find empiric evidence on the effects of individual schemes and the increase of the

use of Welsh or other minority languages. During the process of developing “Iaith Fyw: Iaith Byw” 2012-17, the Welsh Government considered what evidence existed to measure how effective some activities had been in increasing the use of Welsh, and looked for evidence in the case of other minority languages outside Wales. Generally this research resulted in a lack of clear evidence as to how effective any measures had been.

NOTE: It is therefore important for the Gwynedd Language Strategy to develop to establish an evaluation framework to compliment the Strategy and Work Programme. This should be done in tandem with national developments so as to be able to contribute evidence to a national overview.

The main conclusions to the evidence suggested the following:-

- The segment of the population that was prone to abandon the Welsh language is the families that had only one parent/ carer able to speak Welsh.
- That a child’s language “community” such as parent/carers, grandparents, siblings, teachers, inevitable influence the language he or she speaks.
- The language used to interact with friends is strongly linked to the language a child consistently speaks.
- Schemes like TWF have succeeded in bringing bilingualism as part of the remit of midwives and health workers.
- Early Years provision could play a more active role by providing more intensive help for parents / carers, in so doing promoting and facilitating the use of Welsh in the home and raising the awareness of the advantages of bilingualism.
- That it is necessary not only to speak the language at school but also supported at home and by providing more social and cultural activities in Welsh.
- That lack of confidence is one of the main obstacles that prevented staff from using language skills in the workplace and that there was a need for more training on linguistic consciousness and skills.
- There was little evidence that the provision of services in the minority languages caused an increase in their use or status. A body of evidence indicates that languages thrive if there are opportunities to use them in all aspects of life.
- That the potential of new technology of the internet and social media should be used to the utmost.
- That it was important to promote and market the advantages of using the Welsh language including the employment and economic value.

We will be compiling the evidence from the 2012 research carried out by the Welsh Government under every thematic heading and further information in Appendix 1 and 2

In July 2013, Beaufort Research was commissioned by the Welsh Government to research to the use of S4C and BBC and gauge what degree Welsh speakers live their lives through the medium of Welsh. The research aimed to understand more of the language patterns in Wales on a daily basis, including in social life, and the use of the media. The findings of the research confirmed findings from previous researches such as:

- 84% of the sample stated that they would welcome the opportunity to use more Welsh if the option was open to them with 92% of the less fluent group stating this.
- 61% said that they would like to be able to speak better Welsh.
- Lack of confidence and a fear that their standard of Welsh was not sufficiently high was an impediment for some.
- Lack of awareness of what the Welsh media provided and the availability of Welsh services on line were factors and that a devoting of the social media would be beneficial.
- It was necessary to increase Welsh activities for the younger generation and heighten their awareness of the value of the language.

The research discerned that on a daily basis the main factors that facilitated and promoted the use of the language by Welsh speakers included the following:-

- Welsh as the language of the home
- Opportunities to use Welsh in the local community e.g. shops, pubs
- Initial usage of Welsh in a relationship e.g. friends
- Formal and informal opportunities to use Welsh in the workplace
- Informal opportunities to use Welsh e.g., Welsh books, text messages, news websites
- Availability and quality of Welsh television and radio programmes

Some key changes in the lives of some individuals are catalysts to changing their attitude towards the language and hence their use of it. For some it was having children, others was being employed in a situation where Welsh was used on a regular basis – this effected their own use and their perception of the language.

Obstacles

- 36% of the 16-24 age group stated they always or usually spoke Welsh with friends. The corresponding percentage for all speakers was 55% and this increased even further to 61% of those aged over 60.
- It was noted that after leaving school the use of Welsh for an individual usually decreased.
- Lack of confidence to use Welsh
- Less fluent in Welsh compared to English
- Lack of opportunity or lack of awareness of opportunity to use Welsh
- More convenient to use English rather than Welsh

Whilst the 2010-2013 Strategy was formulated the main source of data was the 2001 Census. By now we have extensive information derived from the 2011 Census as a source for analysing the current situation of the Welsh language in Wales in Gwynedd and at community level.

THE GWYNEDD LANGUAGE STRATEGY VISION AND ACTION 2014-17

NEW LANGUAGE STRATEGY

This is the second Strategy and will be building on the successes of the 2010-13 Strategy looking forward for the next four years.

Our Vision is: **“Seeing Welsh thrive in Gwynedd”**

Hunaniaith is a combination of partners co-operating to achieve the stated vision: statutory, voluntary, independent partners and the communities themselves

During the next 4 years we would like to achieve the following aims:

- Welsh being a natural language of communication within Gwynedd communities and an increase in the number that use Welsh
- Welsh Communities being strengthened and the decline in some specific communities being halted
- Children, young people and families using Welsh as a natural mode of communication in all parts of their lives and having a high evaluation of the language
- A wide array of services available in Welsh and an ability to use them unimpeded and conveniently
- Being able and having the opportunity to use Welsh in the workplace
- Welsh being naturally integrated into economic, housing and planning schemes locally and nationally
- Confidence in the use of Welsh instilled by a positive attitude towards the language in all aspects of everyday living within the county with a general heightened awareness of the value of Welsh

To coincide with the vision a quantitative long term target was included within the 2010-13 Strategy, this also to be an aim for the new Strategy as well i.e.:-

Aiming for a 5% increase in the percentage of the population able to speak Welsh in Gwynedd by 2021...

STRATEGIC RESPONSES

The Strategy is based on six strategic areas. The strategic areas are to be combined with three conditions that allow for linguistic vibrancy, namely: the ability to use a language, the opportunities to use a language and thirdly the willingness to use a language.

Strategy 1: The Family

Strategy 2: Children and Young People

Strategy 3: The Community

Strategy 4: Providing Welsh Services

Strategy 5: The Workplace

Strategy 6: The Infrastructure

RESULTS

- An increase in the number of families where Welsh is used as the main language with children
- An increase in the use of Welsh amongst children and young people
- An increase in the percentage of children and young people in the Bangor ward that are able to speak Welsh
- An increase in the number of people using Welsh in Gwynedd and specifically within targeted communities
- More Welsh speakers using Welsh in the workplace
- An increase in the use of Welsh services available to the public
- A better understanding of the advantages of Welsh amongst targeted groups (parents, managers, students, employers)
- More social, leisure, play and cultural provisions through the medium of Welsh
- Bodies and services defaulting to naturally co-operating to include Welsh within their activities and policies

STRATEGY 1: The Family

Aim:

Promoting Welsh within the Family

Result

An increase in the number of families where Welsh is the main language used with the children

Indicator

% children who are 4 years old, reception class, who are able to speak Welsh

It appears that the role of the home is central in “language transfer” (Study by Fisherman 1991) with the transfer from one generation to the other being an essential component for language growth and survival. Evidence shows (Jones 2008) that living in a home where everyone can speak Welsh means that there is a 2.5 fold chance that Welsh would be in daily usage.

The home is a particularly important social resource from a linguistic perspective. It is here that the language pattern is established between parents and children at a very early stage, and these established patterns are retained through all the early years.

According to the 2001 Census 2001, in Gwynedd when two parents can speak Welsh at home then 89.7% of the children were able to speak Welsh. This percentage declines to 73.4% in homes where there is a single parent speaking Welsh and reduces further to 55.7% when only one of two parents can speak Welsh, reducing again to 34.6% in a home with no parents able to speak Welsh. (2001 Census).

The number of children speaking Welsh from families without a Welsh speaker has generally increased across local authorities but in Gwynedd it has stayed static.

Evidence shows that it is necessary to measure a number of factors that allows children to practice language and gain bilingual skills- reading stories, playing games, identifying letters. The quality of the Home Learning Environment makes a difference. Proficiency is strongly linked with the level of input in a language in the home. A way to address this in the Welsh context would be to give support to parents to immerse children at a very young age in the language using pre-school facilities to do this.

There has been a marked increase in one parent households in Gwynedd and it would be beneficial to identify these circumstances and to be able to offer support where there is one non Welsh speaking parent getting difficulty to support children linguistically.

Twf project is one of the main interventions that attempts to influence language transfer in the family .The programme gives advice and support to pregnant mothers, new mothers and their families on the advantages fo bilingualism and the use of Welsh within the household. In Gwynedd there are 3 part time Twf officers working across the county.

Learning Welsh and confidence in Welsh is important amongst young families and to this end a course named “Welsh for the Family” was launched in 2012. This course had been designed to ensure that parents on entry level learn appropriate language to support the child and have the opportunity to use their Welsh with their children from the start There is a close relationship between the Welsh for Adults Centres in Bangor and Aberystwyth and these courses and the Gwynedd Primary Schools Language Charter.

MudiadMeithrin plays a key role in Gwynedd with nursery groups across the county offering care and education sessions daily for children from 2 to 5 years old. This gives the opportunity for children to learn through play through the medium of Welsh in the nursery groups The “Gwynedd Ni” figures show tat there were 53 “Ti a Fi” groups across the county with two integrated centres supporting the early years provision promoting use of the Welsh, one in Caernarfon and the other in Blaenau Ffestiniog

Within early intervention programmes such as “‘Flying Start’ and the Language and Play Scheme, there are multi-disciplinary teams able to offer a range of Welsh activities for parents and their children, story telling, singing nursery rhymes, sachau stori, dance and swimming. These teams do a lot of work across the countywith parents to emphasise the importance of theWelsh language, displaying the various possibilities for language transfer for a child in the early years.It should be noted that the number of these schemes have been operational only in under privileged areas, and that more could be done to extend this type of service to other areas as well.

The development of skills and parental attitude is therefore a key factor

Strategic Actions

- **Promote the advantages of transferring Welsh in the family and the advantages of Welsh for their children ensuring a consistent message across the sector** (*Desire*)
- **Extend the informal opportunities for parents and their babies to develop confidence in their use of Welsh** (*Ability*)
- **Extend the Welsh for Adults provision in order to increase confidence and the skills of parents and their use of the Welsh language.**(*Ability*)
- **Raise awareness of the importance of activities for families through the medium of Welsh** (*Desire*)

STRATEGY 2: Children and Young People

Aim:

Increase the use of the Welsh language amongst children and young people, their awareness of the value of Welsh and improve access to social activities and Welsh medium services available for them.

Result:

Children and young people using Welsh and perceiving a value in the language

Indicator:

Number of primary school children that have shown an increase in their use of Welsh at the end of the primary school period.

% of pupils Year 11 who study 2 or more qualifications through the medium of Welsh

% of pupils Year 11 who study 5 or more qualifications through the medium of Welsh

% students 16-19 years old who study their courses through the medium of Welsh

The number taking advantage of Welsh language activities and events organised for children and young people, including those paid for by Welsh Government grants.

According to the 2011 Census, there are 16,866 children and young people between the ages of 3-15 living in Gwynedd, i.e. 14.3% of the county's resident population.

There are 2,734 children aged 3-4 with 909 of 3 year olds being able to speak Welsh and 1,088 4 year olds.

This amounts to 73% of 3-4 year olds who are able to speak Welsh

Data also shows that the Gwynedd Education Policy does have an influence on producing more Welsh speakers and fluent Welsh speakers but the Census of course cannot tell us of the use made of the Welsh language daily outside the school and how often the language is used. We know, if Welsh is to survive in Gwynedd, then it has to be the chosen medium for children and young people in their day to day lives.

As part of the work with the secondary schools, it is intended that a similar review will be undertaken to the review conducted in the primary schools so as to identify the social use of the Welsh amongst children and young people of that age group.

In Gwynedd there are 46 youth clubs across the county and 17 young farmers clubs.

Research by the former Welsh Language Board indicates that there is a strong tendency towards using English in areas where there are no firm counterbalances for that not to happen. In situations of this kind always without exception English is the language of peer groups. The challenge in such areas is to sustain significant Welsh speaking peer groups so as to normalise the use of the language.

Strategic Actions

- **On the basis of a base-line, implement actions in the secondary schools to increase the use of the Welsh language socially.**
(Opportunity)
- **Improve the awareness of young people of the value of Welsh** (Desire)
- **Raise the awareness of youth workers and those in leisure and sport so that they instil a positive attitude among young people towards the language** (**Opportunity)
- **Support communities and young people themselves to develop social activities through the medium of Welsh consulting with young people and supporting them as part of the development.** (Opportunity)
- **Develop leadership skills among young people so that they develop as leaders within their communities** (Opportunity and Skills)
- **Market career opportunities available by developing skills in Welsh and having bilingual skills** (**Opportunity)
- **Support teachers to provide Welsh medium extra curricular activities through the medium of Welsh.** (Ability and Opportunity)

STRATEGY 3: Communities

Aim:

Empower communities and help them to strengthen the position of Welsh

Result:

Number of communities with over 70% Welsh speakers who have been supported

Halting the decline within communities that have declined below the 70% threshold

Indicator:

The number who participate in Welsh language activities, including ones that have received Welsh Government grants)

The number of Welsh language activities within targeted communities.

It has already been stated in the introduction that the population density of Welsh speakers is a key component if the language is to thrive. Ex-migration and in-migration can have a harmful effect on the language and careful planning is required where the Welsh looks strong but may still be under pressure.

Hunaniaith will operate on two levels, namely promoting and empowering communities and increase the Welsh language community activities, to input opinion to any relevant local and national policy, and secondly, on a strategic and holistic level to include issues such as affordable housing, employment and jobs, as well as ensuring that Welsh is an integral part of any regeneration schemes.

To achieve this, Hunaniaith will use its linguistic planning expertise and work hand in hand with communities and relevant bodies in order to take advantage of opportunities and support community action.

Hunaniaith and its “team” of language planning experts in Gwynedd can be seen as an important resource to support targeted communities and as language leaders when working with polisi and service developers .

The new Strategy will make specific use of the team and its skills and will target specific communities; those referred to in the introduction to be supported as well as working with other sectors to integrate Welsh into policies and plans such as:

- Planning and Local Development Plan
- Housing and community housing schemes / affordable housing

- Jobs and employment including a brokership with employers and skills' development
- Regeneration and rural regeneration schemes
- Servicesleisure and sport

Linguistic profiles were carried out for many areas of Gwynedd including: Y Bala, South Dolgellau, Blaenau Ffestiniog, DyffrynOgwen, DyffrynNantlle, Y Felinheli, Bangor, Pwllheliand district. The findings that came from these reviews are quite consistent and create a profile of communities that would like services in Welsh locally, wanting to strengthen the provision for children andyoung people and influence the language used by the younger generation, extend the value of Welsh wider and specificallywithinlocal businesses, employment, affordable housing and promote Welshness and language transfer in the home.

As for the tensions emerging in the responses the main comment was on the lack of Welsh language activities for the younger generation in some areas. The cost of translation was also a reason why some community groups turned to operate in English. Some of the non-Welsh speakers felt that Welsh was not very accessible with more need of formal and informal provisions for learners and a review of the structure of adult education so as to be a more flexible provision.

Based upon the information already gathered, the following are recommended:

- A focus on communities that have dropped below the 70%, i.e. **Dolbenmaen, Porthmadog/Tremadog, Y Felinheli** and **South Dolgellau** and consider the influencing factors.
- Focus specifically on thecommunities whereWelshis spoken as the main day to day language or where the percentage of speakers is rapidly declining and this primarily to enable those communitiesto work structurally to halt further decline and, where possible, to trial policies that could be a blueprint for othercommunitiesin the county.
- Focus on some of the main areas where there is a substantial decline and where there is a low usage of Welsh.
- Target areas such as **Tywyn** gives a new opportunity where developments in the field of education give a particular option to work with parents , children and young people to raise levels of awareness and as a result the use of Welsh in these areas.

Strategic Operation

- **Ensure a standard linguistic profile in all targeted communities and other communities as required including where a housing programme is to be implemented and affordable housing schemes.** *(Opportunity)*
- **Empower communities to develop their action plans for supporting the Welsh language.** *(Opportunity)*
- **Specific support for community language initiatives (Mentraulaith) to action their plans to promote the Welsh language** *(Opportunity)*
- **Increase Welsh language activities in the coastal belt in South Meirionnydd** *(Opportunity)*
- **Support groups and community committees to hold meetings through the medium of Welsh and bilingually.** *(Ability)*
- **Maintain linguistic planning expertise that will be available to support communities and to include such as linguistic profiling, developing language policies, empowering linguistic activities within the community, set targets, evaluating and monitoring progress and advancing good practice.** *(Opportunity)*

STRATEGY4:Providing Welsh Services

Aim:

Promoting the use and enhancing Welsh services available locally

Result:

More services available in Welsh to the public

More use being made of those services

Attention given to the Welsh language in partnership working

The relevant language standards in operation

Indicator:

- The use made of a specific services that are available in Welsh
- Number of bodies that conform with the required standards pertaining to Welsh

The Welsh Language Act (1993) set a statutory obligation on public bodies that serve the public in Wales to deal with Welsh and English on an equal basis when they provide services. There is little evidence that providing services bilingually and in Welsh has any effect on language use or estimation. But there is evidence indicating that if opportunities arise where a language can be used in all aspects of life that a language will then thrive. Grin(2002) notes that providing services are such an opportunity and using the language in the workplace being a key component of a policy to promote and extend language usage.

The Welsh Language (Wales) Measure was published in 2011. Amongst many aspects the Measure are these:

- giving official status to Welsh in Wales
- established the post of Commissioner for the Welsh language
- made provisions for the promotion and facilitating the use of Welsh
- set up a framework for statutory provision for the standard of services in Welsh

The measure also sets a framework for placing duties on some private companies and the third sector to conform to standards and gives the Commissioner power to force a company or institution to conform to the required standard.

The previous Welsh language plans will be ultimately replaced with standards, with the intention to clarify the situation for Welsh speakers as to what service they can expect in Welsh as well as making the services provided consistent across institutions.

The relevant bodies take it for granted by now that they have a duty to provide services to conform to their own customers' linguistic preferences. But there are more employers as well identify that the workplace, where everyone is treated gracefully and with respect and where skill are appreciated, makes for a happier and more productive workplace. The right to be allowed to work through the medium of Welsh will be a duty for many bodies under the new standards. It can be argued that the ability to use Welsh within the institution's management and administration creates an environment of respect and where it is possible to give a customer better service, but where respect towards Welsh and the right to use the language within the institution can also extend beyond the institution itself. Ensuring a successful linguistic relationship between people in the workplace is a good start for success in the wider community.

Even in the present financial climate, this is a message that bodies that are part of Hunaniaith can copy, leading the way for others to follow.

As a body that has already operated project on behalf of the Local Services Board Hunaniaith is in a situation locally to instruct the Local Service Board on issues concerning Welsh, on operating the new standards and on creating commissioning models that will ensure that Welsh services are available.

It is important to strengthen Welsh services in areas such as further and higher education, health and care as these services are either key ones for vulnerable people or a key component to developing skills for bilingual services in the future.

Hunaniaith is in a pivotal and firm position to build on its role in partnership to jointly plan programmes that will promote bilingual skills, such as the Skills Academy offering programmes to boost confidence amongst employers, managers and staff and public campaigns to promote services in Welsh.

Strategic Operation

- **That bodies that are part of Hunaniaith work towards the Service Standards and plan good practice jointly. (Opportunity)**

- **Agree partnership conditions for a framework that defines use of Welsh when setting contracts and allocating grants to public and voluntary bodies.***(Ability)*
- **Develop guidance that will be available to employers (especially bodies within the Local Services Board) on providing services in Welsh. This to include staff recruitment and bilingual senior managers, define the bilingual requirement for differing levels, preparing bilingual documents, simultaneous translation and training for staff and managers.***(Ability)*
- **Promoting the value of Welsh among employers and their managers.***(Desire)*
- **Identify posts where there is a deficiency of bilingual staff within the bodies that are part of Hunaniaith and raise awareness among the public and young people of the requirements.***(Opportunity)*

STRATEGY 5: The Workplace

Aim:

Increase the opportunities for people to use Welsh in the workplace

Result

More using Welsh in the workplace

Indicator:

Percentage staff of Hunaniaith's partners using Welsh in the workplace

According to the Conceptual Framework, one of the places where Welsh can be used on a daily basis for a substantial amount of time is the workplace. This gives individuals the opportunity to practice their Welsh and sets an appreciation of bilingual skills and pride in being able to speak Welsh. On the other hand as well, it gives employers the opportunity to provide services through the medium of Welsh and bilingually. In Gwynedd the status of Welsh within the workplace is important as a follow up to Welsh medium education and the attaining of bilingual skills that is encouraged and promoted by the county's policy.

Gwynedd council's language policy is perceived as a pioneering policy where the internal administration is conducted in Welsh. This gives an opportunity to normalise the Welsh language in a key field of every day life.

There is a deficit of research in this area, resulting in a scant amount of evidence to quantify what activities contribute towards what helps sustain a bilingual workplace. But we know, from recent research that there are obvious factors influencing the use of English:-

- Lack of ability in Welsh and in Gwynedd also a lack of confidence amongst people considering that their Welsh is "not good enough"
- The institution's culture either facilitating or impeding the Welsh
- Managers' support for their staff

According to "Living in Wales" 2004-2006, surveys from the responses from people that could speak Welsh and were in employment, 52% said that their employer was supportive of Welsh.

In Gwynedd, a Residents' Panel survey is on the verge of being completed concerning the use of the Welsh in Gwynedd. An analysis of opinions should be available from December 2013.

In a survey by the Welsh Language Board in 2010 the bodies questioned noted that there was a skills gap and a lack of public confidence was one of the main obstacles against the use of Welsh in the workplace.

A review of the Language Broker scheme in Pwllheli, Caernarfon goes a step further and suggests that different levels of linguistic skills amongst the population impedes people from applying for posts in the first instance. This being a general assumption that their Welsh was not "good enough".

Strategic Operation

- **Increasing the information available about staff's linguistic ability and the staff's commitment towards Welsh within the bodies in co-operation with Hunaniaith.** *(Opportunity)*
- **An increase in understanding in the business sector / private sector of the value of Welsh within business in Gwynedd and a recognition that speaking Welsh is a skill in the workplace.** *(Opportunity)*
- **Increasing skills in Welsh and an awareness of the value of this amongst local managers.** *(Desire)*
- **Heightening the awareness amongst managers and ones responsible for posts and employment of the importance of Welsh as a key skill when recruiting for employees.** *(Desire)*
- **A Labour Market Scheme**

STRATEGY6:TheInfrastructure

Aim

Bodies and services co-operating to integrate Welsh within their policies and activities

Result:

The Welsh language integrated into housing, economic development and regeneration plans.

Indicator:

Number of economic and regeneration programmes that promote the Welsh language

Number of housing programmes that promote the Welsh language

One of the messages that came across regularly with professional individuals and community representatives whilst this Strategy was formulated was the importance of the link between the economy, housing and the Welsh language.

The Government, through its economic and housing structural plans has a key role to play in the promotion of the Welsh language by mainstreaming Welsh within national plans. The linguistic consideration was very weak within Objective 1 and Convergence programmes. In Gwynedd many schemes have been developed specifically to promote the Welsh language. See more details in the information in the Appendix.

There is also a concern within communities of the detrimental effect of overdevelopment. Recently this has been expressed in the Bangor and Bethesda areas.

There is a continual problem regarding affordability and average house prices being beyond the means of local people. House prices in Gwynedd are on average 5.7 times more than the average salary with the average house prices in the rural counties being 10% higher than the national average.

Gwynedd and Anglesey Councils are co-operating on a Local Development Plan as part of the requirement for all local authorities in Wales. This process deals directly with planning issues as well as indirect issues such as the Welsh language.

The policy contexts note the components of sustainable communities: “that our future depends on the vibrancy of our communities as attractive places to live and work within them”.

It is recognised that it is necessary that “regeneration should consider historical cultural and linguistic character of communities”. (Gwynedd and Anglesey Local Development Plan 2013)

The Gwynedd Language Strategy 2014-17 has a role to play by adding and strengthening the evidential base, whilst also operating in a pioneering way by working with planners, communities and developers to make very detailed profiles of targeted communities as to language and cultural and communal activities, and then help to develop responses that would promote the Welsh language.

During October a November 2013 a housing survey was conducted by Gwynedd Council, Anglesey Council and the Snowdonia national Park Authority. The survey was conducted by residents’ questionnaire with the intention of having detailed information about housing in the area and on the Welsh language and considers the possible effects of new developments on the language and Welsh communities. An analysis of this information should be available early in 2014 and available also to formulate relevant work programmes.

Strategic Operation

- **That there are consistent and standardised arrangements in place to assess linguistic impact of planning and housing schemes and to set out arrangements to minimise the effects if so required. (*Opportunity*)**
- **Ensure that a detailed language and community profile is obtained for all planning applications to build houses on the open market, social housing and affordable housing (*Opportunity*)**
- **Work with the Planning Team to develop a consistent methodology for linguistic profiling and profiling community activities and establishing a consistent set of guidelines for measures to minimise effects. (*Opportunity*)**
- **Formulate a detailed profile on a systematic basis for the Planning Committee as constant independent information when receiving applications to build houses. (*Opportunity*)**

- **Empower communities to help them provide a view on housing plans with developers** (*Ability*)
- **Ensure the consideration of the Welsh language as part of economic and regeneration plans** (*Opportunity*)

APPENDIX 1: Background Information

Below there are more details relevant to the Gwynedd Language Strategy 2014-17

1. The Demographic Profile

The National Picture

1.1. The 2011 Census by now gives a more up to date picture and allows for a comparison between 1991, 2001 and 2011. The results of the 2011 Census showed that 19 % of the population of Wales can speak Welsh (562,000 people). Although higher than the 1991 figure (18.7 % and 508,100 people), the count showed a drop since the 2001 Census (20.8% and 582,400 population).

1.2. There was therefore a 20,000 drop in the number of Welsh speakers in Wales. As part of the gathering of base evidence for the Welsh language strategy “Iaith Fyw: Iaith Byw” for the Welsh Government concluded that between 1,200 and 2,200 net fluent Welsh speakers are currently lost annually in Wales. It was noted that this was primarily because of the difference between the number of fluent Welsh speakers that leave Wales and the number that in-migrate.

1.3. There was a reduction in the number of Welsh speakers in 18 of the 22 local authorities across Wales, with an increase in Cardiff, Caerphilly, Monmouthshire and the Vale of Glamorgan only. The western local authorities: Anglesey, Gwynedd, Conwy, Powys, Ceredigion, Carmarthenshire, Pembrokeshire, Swansea and Neath-Port Talbot all saw a drop in the number of speakers.

1.4. An increase was seen in one important age group that of children 3-4 years old able to speak Welsh in 2011 compared with 2001, that suggests that Mudiad Meithrin and TWF as well as Welsh medium education over the past ten years has influenced the language that parents choose for their children across Wales. It is possible that the increase is due to the fact that the language transfer rate in families where there was one Welsh speaking parent out of two from 40% in 2001 to 45% in 2011 reflects that increase in the number of children 3-4 age group that could speak Welsh.

1.5. As noted the 2001 Census shows a reduction in the numbers and percentages of Welsh speakers in the Western counties.

Change in the percentage Welsh speakers

Local Authority	% Welsh speaking 2001	% Welsh speaking 2011	Change (%)
Gwynedd	69.0	65.4	-3.6
Anglesey	60.1	57.2	-2.9
Ceredigion	52.0	47.3	-4.7
Carmarthenshire	50.3	43.9	-6.4

Source: 2011 Census

1.6. In-migration is a crucial factor regarding the situation of the Welsh language in the communities where there are a higher percentage of Welsh speakers. There was an increase of 153,000 in the population of Wales between 2001 and 2011 and this can be mostly accounted for by in-migration into Wales. Carmarthenshire saw an increase of 6% (10,300), Conwy an increase of 5% (5,700), Gwynedd an increase of 04% (4,700), Anglesey an increase of 3% (2,100) and Ceredigion did stay the same.

1.7. Over Wales the reduction in the number of children had an effect on the percentage of Welsh speakers also, and this has obligations as to the potential to transfer language within the family and to the future. There was a reduction of 5% in the number of children in the 5-15 age groups in Wales between 2001 and 2011, but the reduction was much higher in Ceredigion (13%), Anglesey (10%) and Gwynedd (8%). There are implications if the numbers in younger groups declines and they are the highest users of the language.

The Picture in Gwynedd

1.8. The Welsh language is an integral part of daily life in Gwynedd it is in this county that there is the highest percentage of the population in able to speak Welsh in all of Wales. According to the 2011 Census, 65.4% of the over 3 year's old population can speak Welsh in Gwynedd. There is a wide variance in the number able to speak Welsh across the county, with the highest percentages in Llanrug (87.8%) and Pablig in Caernarfon (87.4%). The percentages then drop going towards Bangor (36.4%) and the coastal areas, especially on the coast of Meirionnydd, with 35.5% Welsh speakers at Aberdyfi.

1.9. Gwynedd of course remains with the highest percentage of people able to speak Welsh through Wales; i.e. 65.4%.

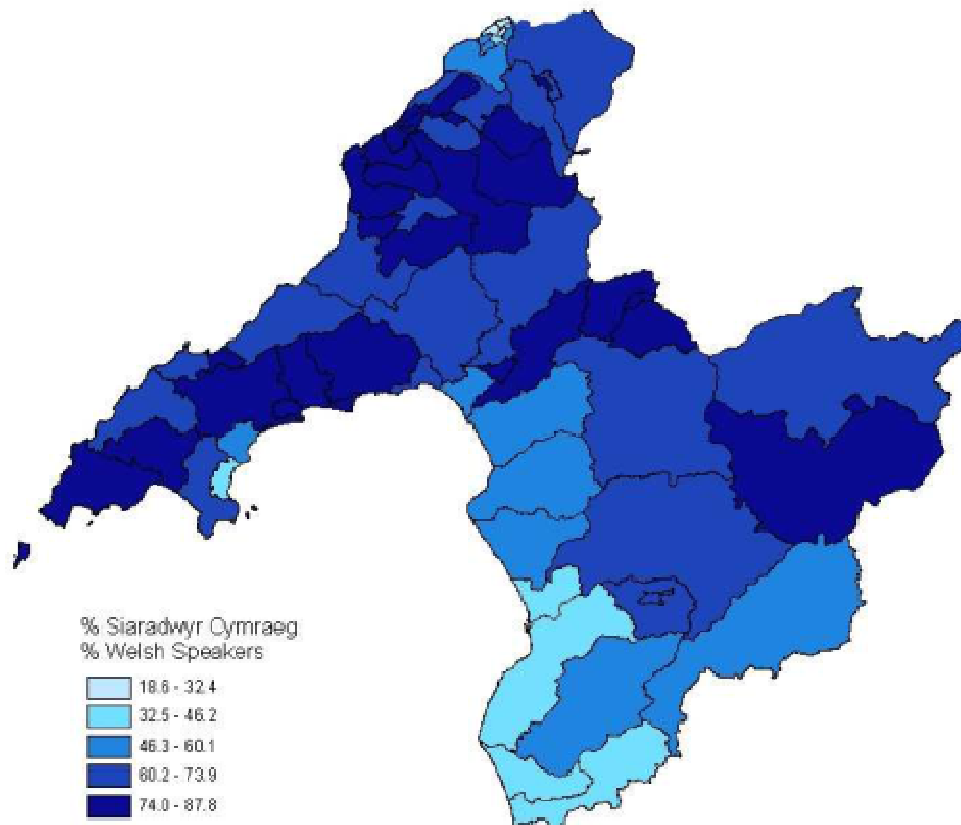
Skills in the Welsh language (2011)

	Population over 3 years old	Speak Welsh but cannot read nor write Welsh	Speak and read Welsh but cannot write in Welsh	Speak, read and write Welsh	Another combination of skills	No knowledge of Welsh
		%	%	%	%	%
Gwynedd	117,789	5.8	3.4	5.6	1.51	26.5
Wales	2,955,841	2.7	1.5	14.6	2.5	73.3

In Gwynedd, it is believed that about 83% of Welsh speakers in the county are fluent - the highest percentage in all of Wales. Linguistic use surveys 2004-2006, by the Welsh Language Board that 90% of fluent speakers speak Welsh every day; again the highest percentage in all the Welsh counties.

The proportion of Welsh speakers varies considerably within the county. Welsh speakers represent at least 30% of the permanent population in all but two wards in Gwynedd. The exceptions are the Bangor wards Menai (18.6%) and Deiniol (22.8%). There are high proportions of Welsh speakers in Caernarfon and adjoining area.

% Welsh speakers in Gwynedd wards (2011)

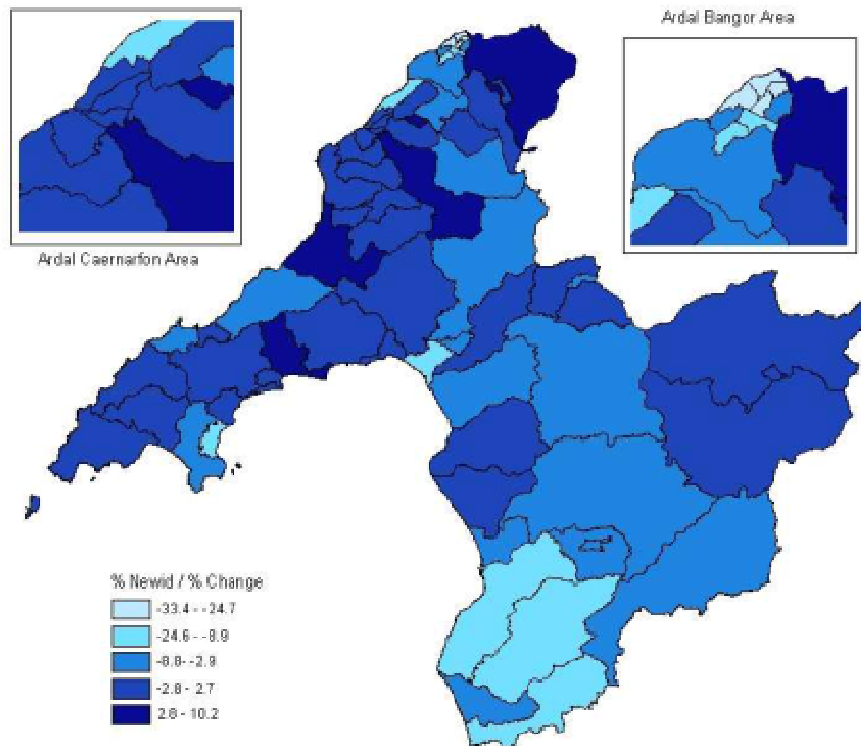


1.10. As well as this, between 1991 and 2011, there was a decline in the Gwynedd wards with over 70% of the population able to speak Welsh, from 61 wards in 1991, to 41 ward in 2001 and then to 40 in 2011. The figure below compares the changes seen in individual wards within the county between 2001 and 2011.

It is seen that the proportion of Welsh speakers has reduced in several areas between 2001 and 2011 especially in the Bangor area and substantial areas on the Meirionnydd coast. In Bangor a decline was seen in Deiniol (-24.8%) Garth (-33.4%), Hirael (-27.2%), Menai Bangor (-31.8%). Significant decline was also seen in other wards: West Porthmadog (-11.3%), Abersoch (-12.4%) and Aberdyfi (-14.5%) A number of areas saw an increase in percentage Welsh speakers such as Clynnog (10.2%), Waunfawr (5.5%) and Arllechwedd (3.7%). It is also important also to identify what factors were influencing this increase.

1.11.

% change in the population 3 years and over that speak Welsh, 2011-2011



(Cynllun Datblygu Lleolar y Cyd Gwynedd a Mon: Mai 2013 Papur Testun)

Welsh speakers by age group

Age	1991 (%)	2001 (%)	2011 (%)
3-4	72.8	70.9	
5-15	90.6	91.8	
16-24	79.0	67	
25-39	69	71.2	
40-59	65.8	62.3	
60+	67.4	62.8	

Source: Census

1.12 As seen Frome the above table the highest percentages of Welsh speakers in Gwynedd is in the 5-15 age groups. A small increase was also seen in the percentages that can speak Welsh in the 25-39 age groups. This is to be welcome considering also that they are more likely to rear children. The density of this group's Welsh speakers is to be found in South Arfon, the Llŷn Peninsula and rural Meirionnydd.

1.13. It is seen that a substantial decline has occurred in the percentage of the population over 60 that Welsh speakers. This suggests a pattern of immigration of non-Welsh speaking had older people having moved into the county.

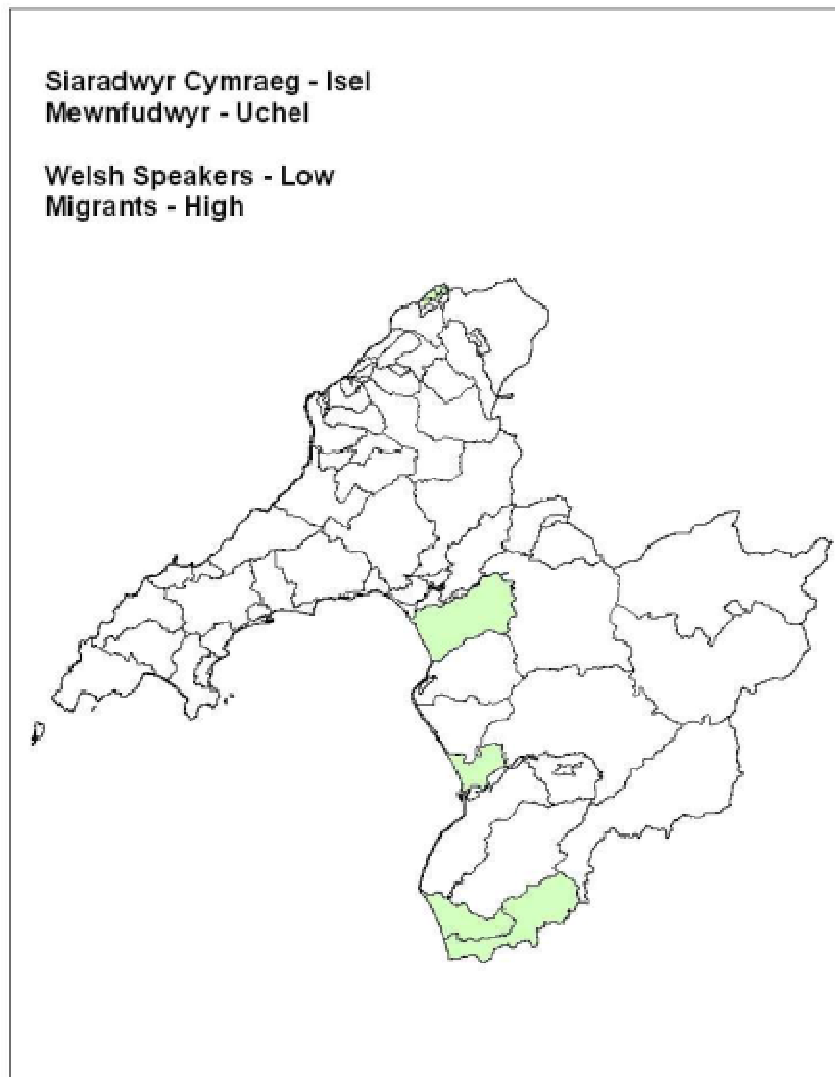
The above data is all of significance whilst also keeping in mind the change in age structure of Gwynedd's population...

Gwynedd Population according to 2011 Census: 121,523
A population increase of 4.0% between 2001 and 2011** (i.e. 4,679)
Population: distribution 17.7% Urban, 82.3% Rural (2004)
Population changes between 2001 and 2011: 0-15 (-7.7%) 16-64 (+4.6%) over 65 (+13.9%)

1.4. Between 1998 and 2011 more people have moved into Gwynedd than have moved out. Generally, a net reduction is seen because of ex-migration in the group of people in their twenties, with a net increase in the population within 50-59 age groups with a net decrease in 25-44 age groups and net increase in 45-64 groups...

The map below shows those wards in lower quartile as to population percentage able to speak Welsh as well as being within the highest quartile as to the proportion of the population that are in-migrants.

****The Gwynedd wards within the lower quartile as to the proportion of population that can speak Welsh as well as being within the highest quartile as to the proportion of the population that are in-migrants (2010)**



© Hawthraut y Goron - Cyngor Gwynedd, Tirwydded Rhif 1 00023387 - 2010
 © Crown Copyright, Gwynedd Council, Licence Number 100023387 - 2010

Uned Polisi a Pherfformiad, Adran Rheoleiddo - Cyngor Gwynedd
 Policy and Performance Unit, Regulatory Department - Gwynedd Council

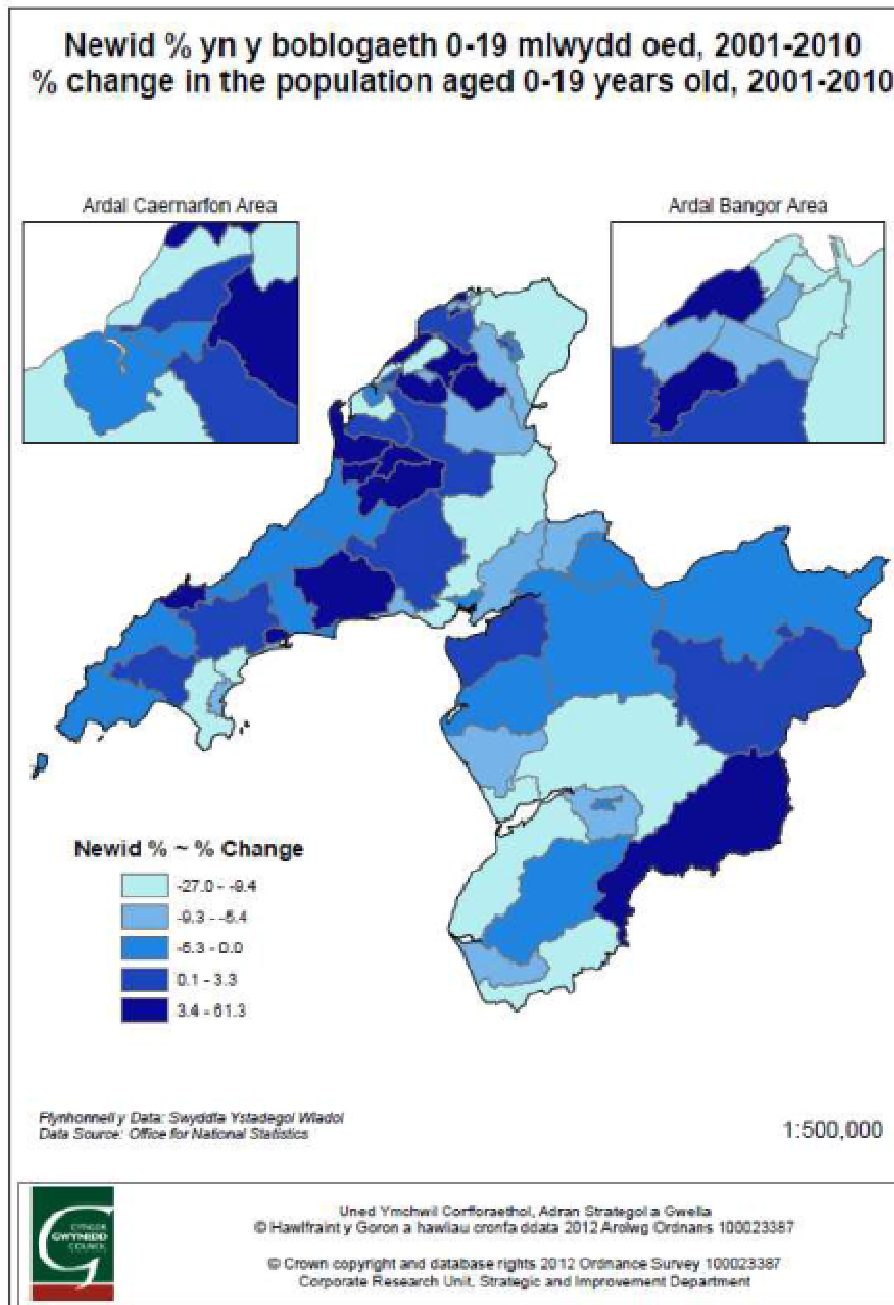
1:500,000

1.15. Age is a key factor from when considering inward migration into Wales. Linguistic usage surveys by the Welsh Language Board show that of the fewer than 11 year old in-migrants to Wales that 33% could speak Welsh fluently. This compared to 14% of those in the 11+ age group coming into Wales.

The 2010-2013 Strategy recognised that Gwynedd was a county that had experienced in-migration on a significant and constant scale and this persists as a pattern that has been established in many areas. The question still needs to be asked how well are we able to integrate the second and third generation of these in-migrants to Gwynedd.

But further to this, the loss of Welsh speakers gives the message that families, children and young people do not always choose to use Welsh as part of their lives from day to day.

1.16. Ex-migration out of the county is more obvious in the 0-19 age group. The map below shows that there is a large drop occurring in many areas especially some rural areas and coastal areas of the Llŷn Peninsula and Meirionnydd.



Percentage change in the 0-19 age group population, 2001-2010

1.17. Even though that the population between 20-34 has increased by 2.4% between 2001 and 2010 there has been a decline in substantial areas of Gwynedd especially rural areas and coastal areas in the Llŷn Peninsula e.g. Botwnnog (-22%), Abersoch(-36.5%), Abererch (-24.4%). This most likely is an indicator of ex-migration due to lack of employment and affordable housing and confirms what has been previously stated that there was a key linkage between housing, language and employment with the need for firm infrastructure consideration to be an integral part of any Language Strategy.

Appendix 2. Thematic Information

1. Language within the Family

1.1. The Welsh Government's Language Strategy document "Iaith Fyw: Iaith Byw" notes the importance of the family in linguistic planning as well as education. It is seen that the language transfer from one generation to the other is crucial to ensure that Welsh thrives.

According to the report: "Increasing the number of communities that use the Welsh language as the main language", Welsh Government, "the language profile of the community and the status of the language within that community are significant factors for language transfer within the area. The findings in a report *Impact Assessment: Twf and Onwards* by Bangor University suggests that there is a link between these two factors and the likelihood that parents show a willingness to transfer the language*.

1.2. In research by Dr Kathryn Jones and Dr Delyth Morris on families in Gwynedd, Denbighshire and Carmarthenshire 2004-2005, it was concluded that there were 5 main influencing factors to be considered as to linguistic transfer within the family, namely:

- nature of the relationship between parent and child
- relationship between mother and father
- relationship amongst siblings
- role and influence of extended family
- linguistic values of parents and relationship between them**

It is also true from the evidence that individuals tend to use the language most familiar to him or her or the language used with partner.

1.3 . The tables below explain the situation in families with children in 3-4 age groups and compares the data with other counties:

Table 1 Percentage of children 3-4 age group able to speak Welsh in one family household in the counties with the higher percentages of Welsh speakers (2001)

Sir	Family couple 2+ Welsh speaking adult	Family couple, 1 Welsh speaking adult	Family with one parent, with at least 1 Welsh speaking	No Welsh speaking adult	Total

			adult		
Anglesey	79	49	70	18	55
Gwynedd	90	56	74	35	72
Ceredigion	88	53	66	28	56
Carmarthenshire	85	48	61	16	42

Source: 2001 Census

Table 2: Percentage of children 3-4 age group able to speak Welsh in one family households in the counties with the highest percentages of Welsh speakers (2011)

Sir	Family couple 2+ Welsh speaking adult	Family couple, 1 Welsh speaking adult	Family with one parent, with at least 1 Welsh speaking adult	No Welsh speaking adult	Total
Anglesey	80	47	61	22	54
Gwynedd	90	63	82	35	74
Ceredigion	83	59	63	34	59
Carmarthenshire	85	57	56	25	46

Source: 2011 Census

The number of children able to speak Welsh in families where there is no speak Welsh adult generally has increased across these local authority areas, but in Gwynedd has remained the same.

1.4. Twf project is one of the main interventions that attempts to influence within the field of language transfer in the family. The programme gives advice and support to pregnant mothers, new mothers and their families as to the advantages of bilingualism and the use of Welsh within the household. In Gwynedd there are 3 part time Twf officers working across the county.

1.5. In some areas in the South-west a project called ** “*Mae dy Gymraegdi’n grêt*” was established to raise confidence and increase the use made of Welsh amongst parents lacking confidence in their Welsh and were not using Welsh with their children nor socially. The evaluation reports for this project showed that holding sessions of this kind were successful in changing language habits the attendees by the end of the period with an increase of 90% in the use of the Welsh amongst attendees and their children.

1.6. A course named “Welsh for the Family” was launched in 2012. This course had been designed to ensure that parents on entry level learnt appropriate language and had the opportunity to use their Welsh with their children from the onset. By now there is a close relationship between the Welsh for Adults Centres in Bangor and

Aberystwyth and these courses work with the Gwynedd Primary Schools Language Charter.

1.7. Mudiad Meithrin plays a key role in this field in Gwynedd with nursery groups across the county offering care and education sessions daily for children from 2 to 5 years old. This gives the opportunity for children to learn by playing through the medium of Welsh in the nursery groups and they also hold “Ti a Fi” groups across the county. According to the figures provided in “Gwynedd Ni” there were 53 “Ti a Fi” groups across the county with two integrated centres supporting the early years provision promoting use of the Welsh, one in Caernarfon and the other in Blaenau Ffestiniog

2. Education

2.1. Gwynedd education policy is very positive for developing Welsh and bilingual skills within the schools with Welsh Strategy Plan in Education 2013-14. The Education Department’s language policy sets an ambitious aim to ensure that all pupils in the county should gain adequate bilingual skills in Welsh and English, so as to enable them to be complete members of a bilingual society that they are part of”. The authority’s policy (except in two schools) is to offer part time nursery provision to children in their school catchment in the September following their 3 year birthday. The authority pays a grant to 73 locations in the sector where there is no nursery education for 3 year olds.

2.2. The number of pupils in Gwynedd that receive Welsh medium education in Gwynedd has fallen BUT this is due to the fact that there is a decrease in the number of children within the county. This is an important fact to take heed of whilst analysing the decline in Welsh speakers’ numbers within the county: a reduction in the number of children, deaths and non-Welsh immigrants. Even so the percentage has increased.

Table: Number of pupils receiving Welsh medium education

	2002 (Number)	2012 (Number)	2002- 2012 (Number)		2002 (%)	2012 (%)	2002- 2012 (%)
Gwynedd	1249	1181	-68		93.2	98.4	5.2
Anglesey	570	510	-60		77.6	75.2	-2.3
Conwy	262	251	-11		21.5	23.7	2.3

2.3. Studies also indicate that where children get assessed in Welsh as the first language, they remain still considering themselves as Welsh speakers in 10 years time. This is an important message for schools as they influence parents and children of the value of studying through the medium of Welsh. It is important in the context of education in Welsh to retain a continuity is defined as “Continuing to study First Language Welsh and subjects through the medium of Welsh”. This is a national

priority and part of the Welsh Government's Education Strategy. Generally a number of pupils are not retained linguistically when transferring from primary to secondary and while they go up the age ladder to further and higher education. This also is a consideration as to university / hospital towns becoming evident at Bangor in Gwynedd. This is a factor that gets detailed attention by Gwynedd Education Authority with several initiatives in place by now to analyse the areas primary and secondary education.

2.4. Also as part of Gwynedd's programme there are latecomers' centres providing intensive courses in Welsh for immigrants so as to enable them to integrate to a bilingual society and partake fully of a bilingual education experience. There are 4 primary centres: Caernarfon, Llangybi, Dolgellau and Penrhyndeudraeth and a secondary centre at Porthmadog. Between 2005 and October 2012 1,056 primary pupils and 358 secondary pupils have profited from these language centres. In co-operation with Hunaniaith and finance from the Welsh Language Board a project was developed *Living in Wales* to integrate parents. An evaluation of this scheme shows it has been successful with the wish and the need for it to be expanded to all relevant schools.

2.5. Through the support of the Welsh Government and Gwynedd Council a new post was created to extend the language Charter's programme to the primary sector. Through the Council's strategic plan work has begun to set a baseline for children's social use of Welsh in the secondary schools. It is clear from the evidence that this is a key area to support.

2.6. Within the vocational and further education fields the Welsh Government has financed the **Sgiliaith** programme. It has been in operation in Gwynedd since 2010 and has now been extended for another 3 years. It supports those 14-19 age group in further education as well as some that do vocational training within the workplace. The purpose of the programme is to train staff to be able to teach bilingually, raise staff confidence and ensure that Welsh resources are being developed. Language facilitators are based in every further education college working closely with the schools and employers. There are a number of components to the programme including linguistic awareness packages, packages to motivate students to follow courses through the medium of Welsh. According to a national officer these packages are adequate to transfer to the workplace.

According to Sgiliaith officers many factors persist to create obstacles it was specifically noted that there was a need for a campaign to raise awareness among employers of the advantages of a bilingual workforce in Gwynedd so that the customer can choose to be catered for through the medium of Welsh.

2.7. In 2008 the *Linguistic Impact Assessment for the Reorganisation of Gwynedd Primary Schools* was commissioned. Included within this report was detail of the language used in all of Gwynedd's primary schools beyond formal lessons. This

information significantly reflects the linguistic profile of the county. To add to the depiction comments were obtained from young people in the process of consultation whilst compiling the Draft Gwynedd Language 2010-2013 Action Plan that highlighted that Welsh was merely an educational language in some parts of Gwynedd; this was especially so in some areas of Meirionnydd and that there were not enough social opportunities to use the language with friends socially. This was confirmed in areas such as Dolgellau during 2013 when work was done on the linguistic profile of the area. In Dolgellau, young people said that there were two separate linguistic communities with very little opportunities to socialise in Welsh without leaving the area.

2.8. Whilst considering studies on the Catalan and Basque languages it was shown that language ability, because of education, had improved among youngsters but not necessarily in social use. There are similar conclusions in Wales (Welsh Language Board 2005) where it was shown that the wishes of non-Welsh speaking parents for their children to learn Welsh through the education did not of necessity lead to an increase in social use. The language has to be supported in the home and through other wider social and cultural factors.

2.9. During the consultation process of the *Gwynedd Language Strategy 2010-13 Draft Plan*, it became apparent that there were social tensions between young Welsh speakers and non-Welsh speakers, and that the language of a circle of friends was a key factor in the context of language use. In fact the attitude of a peer group on language use creates a counterpoint to the general attitude of the community as well as confirming an attitude, especially in teenage years.

S4C has commissioned SPECTRUM to hold opinion sessions in some secondary schools across Wales. With a facilitator, a national hero attends to share experiences of growing up. The sessions also sound opinions on S4C programmes. The purpose of the sessions is to find young people's opinions in the sixth form on issues that concern them or hinder them. Amongst the issues that touch on young people's lives and their opinion of S4C and its programmes, it appears that the Welsh language is discussed quite often and causes a rift in opinion in some areas among young people, with some of them fighting strongly to promote Welsh, others perceiving it as a restriction holding back their development at school.

It also became apparent that there was a need to support the Welsh language strongholds since traditional Welsh communities face difficulties to ensure that the Welsh language survives. One element that came to the fore was the need to nurture leadership skills among young Welsh speakers. Good examples of this were seen in areas such as Blaenau Ffestiniog.

2.10. During discussions and consultation work for the Gwynedd Language Strategy 2014-17, one of the main messages that have arisen several times is the need to boost people's confidence in their linguistic skills in the use of Welsh. This

corresponds to what was said during consultation 2010-13 when it was stated that there was a need to nurture skills and confidence in children and young people and less emphasis on formal language teaching so as to enable children and young people to be able to talk to each other outside formal lessons. It is necessary to create the desire to use Welsh face to face contact and as well as whilst using new technology and social networks.

Initial research work was commissioned to specifically focus on children's attitudes towards Welsh. It was noted that the use of the language and attitudes towards the language – positive or negative- are formed at a very early age, and that these attitudes are firmly entrenched by the age of seven.

3. Community Initiatives in Gwynedd

3.1. Despite the vulnerable position of Welsh, it is important to note that in Gwynedd there are numbers of Welsh language activities across the county, obviously being stronger in some places as opposed to others. Social and cultural activities and the value placed on traditional communities is important. This wealth should be recognised and appreciated and that belonging to a specific "bro" or area is important.

3.2. Institutions such as yr Urdd, Young Farmers' Clubs, local eisteddfodau and societies such as Merched y Wawr play a key role in Welsh communities and safeguard the language. These institutions encourage the development of local leadership, provide volunteers and offer essential social activities through the medium of Welsh.

3.3. There is a framework of formal Mentraulaith across Wales, that are financially supported by the Government. In Gwynedd Hunaniaith receives the corresponding Government funding

There are a number of initiatives and community / area regeneration schemes at present in Gwynedd that have either been established directly to promote Welsh or that the language is central to their operation. In a number of communities an assessment has been made of linguistic requirements having been completed by the Welsh Government's Local Action Framework.

Below is a summary of community linguistic plans that will be operational through the Strategy period:

Scheme/ Programme	Community
----------------------	-----------

Cynllun Datblygu Gwledig (Llwyddo yng Ngwynedd)	Sustainable Communities -Cymydaen, Botwnnog -Dinas Mawddwy -Penllyn, Y Bala -Dyffryn Ogwen
**Welsh Government Area Language Action Plan	Y Bala and Corwen Meirion/Dwyfor including Pwllheli Dolgellau and Bro Ddyfi South Arfon (agreement with Hunaniaeth until the end of March 2014)
Hunaniaith Language Development Officers in Gwynedd	Officer 1 - Arfon (Bangor, Felinheli) Officer 2 – Dwyfor (Dolbenmaen) Officer 3 – Meirionnydd (Dolgellau)
Community language ventures** Mentrauaith	-Dyffryn Ogwen -Dyffryn Nantlle -Y Felinheli -Bangor
North Wales ** Mentraulaith	Open Air Training Plan Welsh for Adults Community Translators

3.4. When discussing issues with societies and local groups whilst formulating the Strategy, one obvious challenge that faces societies and local movements is to hold their activities through the medium of Welsh, whilst at the same time stretching out to include individuals unable to speak Welsh. It is worth noting as well that the lack of confidence amongst some Welsh speakers causes them not to use their Welsh and that it was necessary to bridge this gap.

3.5. Research work carried out for the Welsh Language Board in 2006 “*Young People’s Social networks and Language Use*”, and that was presented to The European Research Centre (Wales) and Cwmnïaith, offering further analysis from the viewpoint of young people about social networks and the use of language by young people between 13 and 17 years old. This work included work on the Pwllheli and Y Bala areas in Gwynedd. The main conclusions noted:

- That the main determining factor for the language used by young people is the language of the home
- That there were 3 types of linguistic communities noted based on the relationship between members of different linguistic groups - (Communities that integrate, defined linguistic groups, integrated communities)

3.6. We know that outward migration from Gwynedd is at its peak at 19 years old; we also know that movement is a factor that changes linguistic demography on a community level. The fact that we have Welsh speakers leaving their own area is damaging and has a detrimental effect on the vibrancy of a Welsh speaking community. It is necessary for this Strategy to recognise and work on this relationship between the local economy and attempting to lessen the need to ex-migrate, developing social ventures** mentrau and integrate newcomers.

3.7. The research seen in *Effeithiau Twristiaeth ar yrlaith Gymraegyng Ngogledd-Orllewin Cymru* by Dylan Phillips and Catrin Thomas in 2001 highlighted the link between tourism and in-migration and especially so in coastal areas of Meirionnydd and Dwyfor.

4. Services and the Workplace

4.1. There is ample evidence that the population of Wales is supportive of 'n services provided in Welsh. Nine out of every ten Welsh speakers, (with varying degrees of fluency) across Wales are of the opinion that providing services in Welsh is important to keep the language alive.

Evidence shows that a lack of use of services generally due to lack of confidence amongst speakers that are not fluent enough, as well as the lack of awareness that services are available in Welsh. These include banking services, services on line and on the phone.

There is a substantial change in models for providing services especially in the public sector and third sector with the proven models moving towards commissioning and procurement. There are obvious obligations linked with this as to the way Welsh language services can be ensured.

4.2. In April 2013, a survey was conducted by Gwynedd Council of Welshin co-operative and partnership agreements. On the basis of this research, that looked on the fields of Education, Social Services and 4 of the county's main partnerships, several recommendations emerged to improve the way in which bodies promote the Welsh language and ensure consumers' rights to get a service in their chosen language. These are some of the relevant recommendations:-

- Senior managers should show firm commitment as they lead with the co-operation arrangements and ensure that linguistic requirements should appear in all partnership agreements
- Linguistic requirements should be identified and assessed in a standardised form in all service provision agreements

- Sufficient attention should be taken of the staff linguistic skills as may be required in the post
- There should be a heightened awareness amongst partners of the gains of operating in Welsh or bilingually for the purpose of the consumer
- Assistance in translation should be offered
- A campaign to raise awareness of the benefits should be undertaken emphasising the professional benefits of having staff that can offer bilingual service
- Staff should be educated to operate bilingually and how to establish office arrangements that would support and develop the skills of non-Welsh speaking staff

4.3. Peblig Language Broker Scheme, Caernarfon

This was a pilot scheme to “research and trial new ways of promoting the language and work and drawing together work and services that already exist. There was an emphasis on co-operating between all the employment and linguistic services.

In July 2012 an appraisal was carried out of the scheme and a model was given for extending the work done. Without going to detail on the proposals noted below are some of the main conclusions that also appear as conclusions in assessments of other communities.

- Linguistic skills may be used as an important component of the support process to gain employment
- People’s lack of confidence with their language skills is more central than any commitment to use them.
- There is a need to increase language awareness significantly before being able to consider mainstreaming
- It is a long term process to change linguistic / social attitudes that are deeply entrenched.

The main conclusions of the Language Brokerage Scheme for promoting Welsh:

- Making language brokerage (promoting Welsh) an integral part of any regeneration or economic activity
- So as to prepare some employment, basic linguistic skills are required specifically tailored to a certain community.

- The need to increase language awareness with the bodies that are willing to co-operate and individually targeted marketing.
- Setting out skills in Welsh within job requirements (within framework levels) is important to all employers.
- Working with bodies that deal with jobs and employment to operate adequately promoting the need for skills in the Welsh language.

The Welsh Language Board research suggests that training language awareness had been a successful way to nurture a positive attitude towards Welsh and that having enthusiastic and pro-active leaders was crucial.

4.4. Linguistic skills for the workplace

Nationally and also in Gwynedd, the Sgiliaith programme was financed to promote bilingualism within further education colleges, schools and workplace for those in the 14-19 age group primarily. This includes supporting teaching staff developing resources and raising awareness of language as a skill. There is a language facilitator in each college that also co-operates with employers that train staff. Sgiliaith also has an agreement through the Language Commissioner's office to maintain a "language awareness" provision in the third sector and amongst private businesses. The Sgiliaith officers recognise that there are a number of factors to be surmounted, namely: staff lacking in confidence, lack of bilingual education, lack of teaching resources, lack of awareness of the importance of language and lack of opportunities to use Welsh socially for those learning and in need of developing confidence.

4.5. It was said following detailed research conducted by Cwmni Trywydd, that the sessions on psychology of language seemed to have been very successful on the basis of changing attitude.

4.6. Anglesey Council has lately completed a questionnaire survey with its staff to find their staff's linguistic skills, the use of Welsh in the workplace and staff commitment to the Welsh language.

5. The Infrastructure, the Economy and Housing

5.1. The report "*Welsh speaking communities: report and work plan: Task and Finish Group Report*", by the Welsh Government in 2013 summarises in part 4 the governing arrangements and linguistic policies in areas with linguistic minorities, Spain, Canada, the Netherlands, Finland (where there is legislation to support the Swedish speaking minority). It shows that there are geographical variances in some cases such as in the Gaeltacht in the Irish Republic. The concept of a

Gaeltacht came into being before the end of the 1920s. The report states that the demographic changes and the economic influences are reasons for the consistent decline of the Irish in the Gaeltacht.

The report also states that according to evidence gathered it seems that denoting a different linguistic status to places with higher percentages of Welsh speakers within a wider linguistic territory is not a preferred way of operating. Even though it states that there should be more specific targeted measures in areas with higher percentages of Welsh speakers to increase the numbers of such communities.

5.2. But economic developments have a profound impact on a language and are as important as any governmental promotion to support a language. Unemployment varies across Gwynedd areas using the language. The dependence on sectors such as tourism with low salaries and a dependency on the public sector, local government, education and health and small businesses in the private sector.

There are obvious tensions involved with tourism with an increase in holiday homes across some areas of the county.

5.3. The Government, through its economic and housing structural plans, a key constructive role to play in the promotion of the Welsh language by mainstreaming Welsh within national plans. The linguistic consideration was very weak within Objective 1 and Convergence programmes. In Gwynedd many schemes were developed specifically to promote the Welsh language. See more details in the information in the appendix.

5.4. Cynllun Datblygu Gwledig

In Gwynedd, under the Rural Development Plan there are plans named "Llwyddo yng Nghwynedd". The programme has been shared into 4 projects with Sustainable Communities as being one of them. Originally 5 communities had been supported to hold a linguistic physical and human community audit and then to develop ideas. The communities are Dinas Mawddwy, Botwnnog, Penllyn (Y Bala), Dyffryn Ogwen and Y Felinheli.

In Botwnnog Menter Cymydmaen Cyf was established to create a food and local produce hub by allowing people to venture and experiment in the food sector. This builds on the project "Tai, Gwaith, Iaith" in Congl Meinciau, Botwnnog where a building site was bought and 12 affordable houses built and a Venture Centre containing 12 Business Units.

In Dinas Mawddwy there is a plan to buy a building to provide community and business services.

Dyffryn Ogwen Partnership wish to establish a centre to offer space for bodies to offer advice or service with an opportunity as well to offer local services to tourists as a One Stop Shop.

The intention of MenterPenllyn (, Y Bala) is to create a multi-purpose centre for self supporting social ventures and creating a range of drop-in services and bilingual advice.

All these communities will be operating totally bilingually but emphasising Welsh. The question has been asked whether a language facilitator is needed to work with these communities to support and develop plans to promote Welsh.

6.5. There is also a concern within communities of the detrimental effect of overdevelopment. Recently this has been expressed in the Bangor and Bethesda areas.

There is a continual problem regarding affordability and average house prices being beyond the means of local people. House prices in Gwynedd are on average 5.7 times more than the average salary with the average house prices in the rural counties being 10% higher than the national average.

Gwynedd and Anglesey Councils are co-operating on a Local Development Plan as part of the requirement for all local authorities in Wales. This process deals directly with planning issues as well as indirect issues such as the Welsh language.

The policy contexts note the components of sustainable communities: “that our future depends on the vibrancy of our communities as attractive places to live and work within them”.

It is recognised within the document that it is necessary that “regeneration should consider historical cultural and linguistic character of communities”. (Gwynedd and Anglesey Local Development Plan 2013)

Within the policy context see the draft TAN 20: Planning and the Welsh language (2011) recognises that the planning system that deals with land usage should bear in mind the needs and health of Welsh but it could be argued that there are opportunities to promote Welsh by defining whilst defining economic and economic regeneration requirements with the assessment of the local housing market also considering the community profile to include linguistic profile. There is a demand to promote Welsh within specific communities whilst developing open market housing and affordable housing. The Local Development Plan takes consideration of the welfare of the Welsh language. It is important to adopt various policy modes conditional on the state of the language in an area, to put policies in place to promote Welsh. On 21 March 2011, the Welsh Government published a draft advisory Tan 20. Technical Advisory Notes do not give specific guidance as to how to assess what type of dwellings / areas are best able to cope with developments based on linguistic impact.

Gwynedd Language Strategy needs to help develop arrangements and systems that can be useful to measure impact and response.

5.6. The Gwynedd Language Strategy 2014-17 has a role to play by adding and strengthening the evidential base, whilst also operating in a pioneering way by working with planners, communities and developers to make very detailed profiles of targeted communities as to language and cultural and communal activities, and then help to develop responses that would promote the Welsh language.

5.7. Gwynedd Council's 3 Year Business Plan 2011-14 notes that it strives to achieve "a supply of adequate housing in the county. The document clearly notes that there is a link between housing and economic regeneration, the importance of affordable housing and empty houses and the ability to improve the quality of life and to enable people to remain in their communities. The document does not specifically refer to the role that planning and the economy play in promoting Welsh, help to combat the decline of Welsh in some communities and pro-active activities to halt further decline. The Language Strategy has a key role by co-operating directly with those dealing with housing and planning in Gwynedd...

5.8. There are ... social houses in Gwynedd under the control of a number of associations such as Cymdeithas Tai Eryri, North Wales Housing Association, Cymdeithas Tai Clwyd and Chartrefi Cymunedol Gwynedd. The housing associations have an important influence on social housing development and on community development plans around them. It is important that Hunaniaith works hand in hand with the housing associations and supports developments that promote the language, and the relationship with the community linguistic plans.

5.9 During October and November 2013 a housing survey was conducted by Gwynedd Council, Anglesey Council and the Snowdonia National Park Authority. The survey was conducted by residents' questionnaire with the intention of having detailed information about housing in the area and on the Welsh language and considers the possible effects of new developments on the language and Welsh communities. An analysis of this information should be available early in 2014 and available also to formulate relevant work programmes.

6. Consultation

6.1. Up until now the draft Strategy has been based on the details obtained from the 2011 Census, wider sourced data, research, reviewing current programmes, discussions with community representatives and professional officers, Hunaniaith members and representatives of key bodies and movements.

Below is a summary of the main messages gathered from the various sectors?

The draft Strategy will be widely distributed across Gwynedd so as to gather input opinions and information. Based on all received a final complete Strategy will appear at the end of March 2014.

6.2. Sector Opinions

Sector / Network	Main Messages
Pre school	<ul style="list-style-type: none"> • The need to increase awareness of language amongst parents • Marketing the benefits of Welsh • Staff training • Better backing for parents to obtain language training at convenient times • In some areas parents chose to send their children to nurseries where there is no Welsh
Education	<ul style="list-style-type: none"> • The need to work with parents to raise awareness of the value of Welsh to their children and family • Welsh for Adults relevant to parents • Language awareness within the staff and training as to how to promote Welsh socially and within and outside the curriculum • The use of Welsh outside the classroom and social activities in Welsh • Further develop playground games
Further Education	<ul style="list-style-type: none"> • Lack of language awareness and not enough marketing and promoting the advantages of bilingual skills across the sector with learners, parents and employers. • The need to co-operate between various sectors to ensure continuity for bilingual learner • The need for more bilingual teaching practitioners with sufficient confidence to educate through the medium of Welsh/bilingually • Employer demand for bilingual skills not sufficient, the comprehension of the need to provide bilingual services to customer /client has not penetrated sufficiently to the vocational learner. • The need for more varied, contemporary and interesting learning facilities as well as resources to train and recruit bilingual staff • The need to develop a more Welsh ethos across institutions and not enough Welsh being used generally within the curriculum (various subjects) • The need to develop more Welsh in leisure activities, social activities etc. • It appears that learners cannot “chose” to continue with Welsh since the skill it is not perceived as valuable
Voluntary sector	<ul style="list-style-type: none"> • The need for cheap translation services for voluntary

	<p>sector and community councils</p> <ul style="list-style-type: none"> • Develop confidence amongst people and their ability to use Welsh whilst focusing on not excluding anyone because their Welsh seemed "not good enough" • Use simple, clear and understandable Welsh • Using social networks and being proud that they are used • Ensure that nursery groups get the necessary support to provide a service in Welsh • Developing leaders in services such as language heroes within institutions such as in the health sector • Develop commentary plans and learners' activities more flexibly and locally
Housing Sector	<ul style="list-style-type: none"> • The need for community enterprises to promote Welsh sustainably • Community grants to support indigenous groups • The need for ameliorating measures to integrate language with community developments • Develop marketing campaigns jointly for skills that are scarce, higher level skills and marketing jobs that have a local scarcity of those with Welsh / bilingual ability (technological, project management) • A building / planning brokerage to ensure a focus on linguistic response • A lead for housing associations regarding the social role and the Welsh language (a welcoming pack for new tenants) • The need to invest in the evaluation of plans so as to see what difference they would make
Economy and Regeneration	
Business	<ul style="list-style-type: none"> • The cost of bilingualism
Health and Care	<ul style="list-style-type: none"> • Ability to recruit Welsh speakers staff skills • Staff training
Community and Democracy	<ul style="list-style-type: none"> • The need to support community activities • Supporting <i>papurau bro</i>, modes of communication and local technological information networks • Promoting entertainment and Welsh sports clubs • Providing cheap translation facilities for communities • Being spatially careful as to how new housing is built so as to promote viable communities • A better link with the regeneration provisions so as to ensure a focus on Welsh in all schemes and promoting a Welsh speaking workforce

	<ul style="list-style-type: none"> • Supporting communities to sustain local language profiles • Focusing on provisions for young people and working on developing a Welsh mentality with bodies e.g. leisure and sport • Supporting integrating into Welsh and supporting the strongest areas as a lead for other areas • Focusing on early intervention, children and young people and parent awareness • Revisit the adult education provision -learners that have not got the flexibility at times • Campaign to heightening awareness within shops and local businesses • Advanced Welsh lessons for businesses • Develop local networks for young people with young people leading, supporting Urddae/wydydd (including in secondary schools) • Main bodies to co-operate to visibly market the role and importance of Welsh for them and that it is a key skill • Develop community pride in the Welsh language and establish local champions • Housing Brokerage / planning and language
--	---

6.3. Elected Members' Opinion

In March 2013, a seminar was held to Gwynedd Council's elected members to discuss the results of the 2011 Census. The situation in Arfon, Dwyfor and Meirionnydd were discussed on the basis of data on a national, county and district level. 5 main factors were identified relating to change (positive and negative):

- Migration
- The Economy
- Education policy
- Planning policy
- Language usage choices

Two questions were asked:

"What has changed or not changed since 2001?" and

"What is responsible for the changes?"

It was seen from the discussions that the same themes came up across all groups:

- The use of the language and the confidence to use it
- In-migration and Ex-migration patterns
- the role of schools and the education system to promote Welsh
- Housing and Planning Issues
- Raising awareness of the Welsh language
- Influencing other bodies