



Creu Gwaith - Cefnogi'r Iaith

ARFOR Phase II (2022/23 – 2024/25)

OUTLINE PROPOSAL

Rationale

The vast majority of communities with a high density of Welsh speakers are in Carmarthenshire, Gwynedd, Ceredigion and Anglesey. These communities are crucial to sustain the vitality of the Welsh language and its continuation as an everyday language.

The economic challenges of the four counties - such as low salaries, underemployment and a shrinking workforce - are common to many rural and marginal areas in Wales and beyond; however, the impact of these challenges on the Welsh language is unique and far-reaching.

The prosperity of Welsh strongholds is conditional on more than employment and pay, but it can be reasoned that the economy's inability to support residents to achieve their aspirations - and sustain flourishing places - is detrimental.

Purpose

Support communities that are the strongholds of the Welsh language to flourish by means of economic interventions that will also contribute towards increasing opportunities to see and use the Welsh language on a daily basis.

Strategic Objectives

1. **Create opportunities for children and young families (< 35 years old) to remain or return to their native communities** - and support them to succeed locally by venturing or developing a career and securing a livelihood that achieves their aspirations.
2. **Creating enterprising communities within Welsh speaking areas** - by supporting commercial and community enterprises that aim to keep and increase local wealth by taking advantage of their areas' unique identity and qualities.
3. **Maximise the benefits of activity by collaborating** - by establishing a learning mindset via action and continuous improvement, learning from

activity within individual areas and then extending it but tailoring to local circumstances.

4. **Strengthen the identity of communities with a high density of Welsh speakers**
- by supporting the use and visibility of the Welsh language, encouraging a sense of place and local loyalty, along with increasing awareness of what is common across the region.

Operating principles

- Collaboration, joint-planning and sharing lessons.
- Increase an understanding of the problem and continuously improving by building on what was achieved during the first phase of ARFOR.
- Ensure that appraisal is an integrated part of the programme.
- Add value and reinforce mainstream activity (linguistic or economic development) or address gaps in provision.
- Focus efforts on a small number of core themes so that it is possible to measure impact but continue to break new ground and trial ideas.
- Operate on a four-county basis with a view on lessons for other areas and the scope to extend geographical boundaries in the future.
- Contribute positively to cross-cutting themes; reduce carbon footprint, skills, innovation and use of technology.