

MEETING:	LANGUAGE COMMITTEE
DATE:	29 June 2026
TITLE:	Results of the pilot study on the use of Welsh in public places that provide services on behalf of Cyngor Gwynedd
AUTHOR:	Llywela Haf Owain Senior Welsh Language and Scrutiny Advisor
PURPOSE OF THE REPORT	Present the results of the survey

1. Background

- 1.1 This study introduces an innovative method of measuring and observing the use of Welsh in indoor public places as Gwynedd residents use services provided by Cyngor Gwynedd and Byw'n Iach. The survey was carried out by Cyngor Gwynedd with support from linguistic planners from Bangor University, Dr Rhian Hodges and Dr Cynog Prys.
- 1.2 Street survey methodologies used in the Basque Country were adapted in order to collect data in a variety of service locations, including in Siop Gwynedd receptions, libraries, leisure centres and contact centre, in three different locations in the county. The aim of the work was to establish a firm, independent and objective baseline for monitoring language use over time, responding to the current lack of reliable quantitative data in this area.

2. Summary of the report

- 2.1 The results show that the Welsh language continues to be a living community language in Gwynedd, with 71.8% of the interactions observed being held in Welsh. However, a clear pattern of reduction emerges in the use of Welsh with age, with the highest use amongst children and the lowest amongst the older 65+ age group. It was also seen that the use of Welsh was more common in informal settings, such as libraries and leisure centres, compared with more formal services such as contact centres.
- 2.2 This study makes a direct contribution to the implementation of the Gwynedd Language Strategy 2023-2033, supporting the priorities relating to work, services, technology and research.

3. Recommendation

- 3.1 The members are asked to accept and note the content of the report.