

Report of the Economy and Community Department on the implementation of the Language Policy and contribution towards the realisation of the Welsh Language Strategy 2023- 2033

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Department	Economy and Community
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1. What policies and plans are in place within your department to contribute to the objectives of the language strategy? Identify the priority area (early years, learning, work and service, community or research and technology)

Relevant policies and strategic plans

The Department's Services implement a package of projects which are in line with Cyngor Gwynedd's Language Policy.

Economic Development Service:

The ARFOR Programme has been in operation since 2019, in order to strengthen the economy of the west Wales region. The aim is to maintain and create work that would enable young people to stay and return to the region to work and protect and promote the use of the Welsh language. The region includes Gwynedd, Anglesey, Ceredigion and Carmarthenshire. Cyngor Gwynedd's Economic Development Service leads the work on behalf of the 4 counties, with the Welsh Government having invested £11m to support the work over the last 2 years.

As part of this work, we have created an Agreement of Principles for businesses/enterprises receiving financial support from the ARFOR Programme. Part of the agreement is partnering with the Welsh Language Commissioner to ensure that businesses/enterprises sign up to the Welsh Language Offer. In Gwynedd 20 businesses/enterprises have received the Welsh Language Offer with 36 having completed a language assessment.

A number of awareness raising sessions on increasing the visibility of the Welsh language were held by the Welsh Language Commissioner as part of the programme and 50 businesses have taken advantage of these sessions across the region.

In addition, ARFOR has held a Hac Iaith event in each county in order to highlight how businesses use the Welsh language and how it benefits from doing so. In Gwynedd, the Hac Iaith event was held in Bala by the Tebot company. A café in Bala was keen to increase their use of the Welsh language but weren't sure how to approach it. It was an opportunity to bring an audience together to be sharing ideas and giving feedback to the businesses of what they could do. The Menter Iaith has been involved in this work.

During 2024 the World's Most Welsh awards were held. This was a marketing campaign asking the people of the ARFOR Region to nominate businesses as the World's Most Welsh Business. It was a hugely successful campaign with over 100 nominations. In terms of results for Gwynedd, Caffi Maes Caernarfon was extremely successful, winning one of the main prizes.

Here are two examples of other schemes supported by the service through ARFOR over the past year:

- *C'mon Cymraeg*: a short series of podcasts has been created drawing on diverse voices to consider the impact of the Welsh language on the prosperity of ARFOR's businesses and communities. The first episode explored the idea of nurturing Welsh-speakers, and how to do so effectively in business and beyond.
- *Welsh Spaces ARFOR*: a page was created on the ARFOR website, and a marketing campaign was created asking the people of the ARFOR Region to nominate Welsh spaces where people can go to socialise or work through the Welsh language [Welsh Spaces — Bwrlwm ARFOR](#)

Implementing ARFOR's work packages is part of the Cyngor Gwynedd Plan priority project 'Creating the best possible circumstances in Gwynedd for community enterprises and businesses to thrive, and support the people of Gwynedd into work'. It is now a condition in the allocation of grants, and wider support, such as SPF, that all businesses or enterprises receiving support from the Service must increase their use of Welsh. We are currently doing this by insisting that all applicants complete the Welsh Language Commissioner's language assessment. For some, this then means moving forward to work towards a Welsh Offer designation. However, the Welsh Language Commissioner officers seemingly do not have the capacity to support every business we refer to them, and so we are looking into alternative ways to ensure improved use of the Welsh language when providing business support.

Tourism, Marketing and Events Service

The Department was able to secure a budget for the Diwylliesiant Project from the UK Shared Prosperity Fund. The aim of the project was to promote culture and heritage, physical well-being and healthy living, and develop a sustainable visitor economy. The main objectives and benefits were to support the well-being of Gwynedd's residents, communities, businesses and environment. One of the outputs of the project was implementing a 'Local to Us' digital marketing campaign with the main objectives of promoting the area's culture, heritage, language, landscape, local products, communities and outdoor opportunities.

As part of the project, new articles were produced by three freelance writers from Gwynedd, Anni Llŷn, Rhys Iorwerth and Casia Wiliam. Examples of the content were Golwg Newydd ar Hen Hanes which gave a flavour of the old legends of the area such as Rhys and Meinir at Nant Gwrtheyrn, Beddgelert, Chwedl Branwen over in Harlech and the victory of Y Ddraig Goch in Dinas Emrys. The Dathlu'r Diwylliant article promoted festivals and arts celebrations that were held in the area throughout the year and highlighted these opportunities to go and experience the language and culture of the area at its best, in the

company of the people of the area. The Celfyddyd a Diwylliant article shed light on locations within the area that offered a special arts or cultural experience and the Tafarndai Cymunedol article raised visitors' awareness of the special nature and number of community pubs in the area.

Several videos were produced by a videographer from Gwynedd for the website and social media and Welsh language music was used by 9 artists from Eryri and Pen Llŷn as background music for the video clips.

Regeneration Programmes Service:

The information we have online is bilingual and all marketing/promotional material is bilingual.

The North West Wales Slate Landscape is a specific area of work where the Welsh language is a cross-cutting theme within the Management Plan and is covered at all meetings of the Partnership Board. Discussions have been held to identify opportunities to monitor any impacts that could derive from projects developing from the designation on the Welsh language by collaborating with Bangor University and discussions continue on subsequent research.

The LleCHI LleNi project: Our World Heritage Site, Our Pride, Our Future in particular promotes the Welsh language as a community language across the slate area. The following are examples of specific schemes to promote the Welsh Language in the community:

- Dyffryn Nantlle Event – Language and Mythology – an event for an audience of newcomers to get a flavour of the language and pronunciation along with a session on mythology and culture.
- Tafod Tirwedd – a scheme that develops resources and activities for learners.
- Cwrs Cynefin a Chymuned – a course to develop ambassadors within the communities to promote the industry (and the language at its core) to visitors.
- Darganfod Geiriau - a joint project with Menter Iaith Gwynedd to collect key wording and names for the slate valleys and carve them on slate.

Community Support Service:

The Service provides information and support bilingually.

The community grants portal is administered bilingually and all third-party grant beneficiaries are required to provide a bilingual policy to meet the criteria.

Museums and Arts Service:

The Museums Service organises all its exhibitions bilingually and provides a range of activities in Welsh (and some bilingual ones too). The café space in Storiell continues as a community hub working with Menter Iaith Bangor to hold sessions to encourage informal conversations over a cuppa between Welsh-speakers and new Welsh-speakers.

Gwynedd Community Arts continues to provide bilingual sessions across Gwynedd to encourage creativity and well-being in the communities of Gwynedd through the arts.

Through the SPF Grants and Community Arts, Supporting Arts and Sbarduno Grants during 2024/25, support has been given to cultural organisations and companies in Gwynedd to reach every part of the county and offer a Welsh and bilingual provision. It is hoped this will continue in 2025/6. For example, a number of artists under the Sbarduno Scheme have been supported to offer activities in the Welsh language

Those in receipt of an arts grant are required to accept the Council's language policy or have one of their own and indicate how many opportunities there are in the Welsh language

Gwynedd Archives Service:

The Archives and Museums Education Service provides materials and activities for schools across Gwynedd through the medium of Welsh in order for them to understand their communities, the importance of the Welsh language and local identity. This is done through a Service Level Agreement made with 75 primary schools, 7 secondary schools and 2 special schools committing to the agreement. Also, through the use of the Service's collections, the Archives Service offers activities in our communities and archives that promote the Welsh language. In addition, the Service collaborates with other organisations, such as the National Slate Museum, Gŵyl Arall etc. to carry out activities.

Gwynedd Libraries and Neuadd Dwyfor:

Gwynedd libraries play a key role by supporting people to learn and speak Welsh, access reading and information resources in Welsh, learn about our culture and heritage and take part in Welsh-language and Welsh cultural activities. We work with key partners to ensure that Welsh-language resources are available to support all kinds of reading and information needs, and to support the needs of users who need access to books and other materials in Welsh in various formats. By providing access to Welsh books and resources, as well as activities in Welsh, we are contributing to the Welsh Government's ambition to increase the number of people who learn and speak Welsh and see the benefits of learning and speaking Welsh in order to improve skills and job opportunities, and strengthen a sense of national identity.

A varied programme of Welsh language events, whether film or a live performance, is also offered in Neuadd Dwyfor. The Neuadd is promoted as a Welsh Language Cultural Centre in Pen Llŷn and beyond.

The service continues to encourage staff teams to speak Welsh together and to assess any needs or support they require to communicate naturally with each other in Welsh.

Maritime:

All of our online services are available bilingually e.g. powerboat registration, berth applications and seasonal parking permits, as well as any material provided to customers or users of the coast e.g. safety pamphlets, code of conduct etc.

2. What more needs to be addressed in the next year to raise the status of the Welsh language and ensure opportunities for people to use Welsh? *(e.g. education, resources, families, promoting service use through Welsh)*

Economic Development Service:

To date, there is no assurance that the ARFOR Programme will continue in 2025/26. Partners are awaiting confirmation from the Welsh Government on the financial situation.

We will be looking to secure an alternative approach to ensuring that businesses receiving support make better use of the Welsh language, accepting that the Welsh Language Commissioner does not have sufficient resources to work with all applicants. As part of this work the Department is in discussions with Business Wales Officers, Welsh Government to be creating a Welsh Language Business pledge. The hope is that this will be implemented in 2025-26.

Maritime:

In order to raise the status of the Welsh language, the service is taking deliberate steps to:

- Encourage and support staff to speak and correspond in Welsh.
- Provide training opportunities for staff to improve and learn the language.
- Celebrate the success of officers learning Welsh.
- Improve bilingual content in our harbours and on the county's beaches.

Museums and Arts Service

The Service recognises the need to:

- support learners or those who are less confident in speaking and using Welsh
- provide training opportunities for staff to improve and learn the language

In addition, the outcome of our Audience Development and Marketing commission through the CELF (The National Contemporary Art Gallery Network) scheme will provide feedback that may be of use to us in this area in the future.

Gwynedd Libraries and Neuadd Dwyfor

- Promote the Welsh language as a living language by continuing to hold 'Paned a Sgwrs' sessions in our Libraries.
- Ensure that activities for children and families are either held in Welsh only or bilingually with the emphasis on Welsh as the main language.
- Ensure that priority is given to activities for adults where Welsh Learners are welcome and encouraged to take part.
- Continue to provide and maintain designated collections of resources for Learning Welsh in all libraries
- Promote the availability of Welsh language materials and resources through our digital platforms

- Maintain our local history collection and magazine collection in our main Stores and ensure that information about the collections is available to users.
- Collaborate with partners such as Menter Iaith, Cymraeg i blant and Mudiad Meithrin on specific plans and activities in the Libraries to attract families
- Continue to take a leading role in the administration of the Welsh Large Print Book scheme on behalf of Libraries Wales, by co-ordinating the Welsh Large Print book printing scheme with a view to ensuring that large print resources are made available in Welsh to those users who are struggling to read normal size print.
- Continue to work with the North Wales Society for the Blind to ensure that Welsh audiobooks are available for loan through Welsh Libraries and digitally through the national digital platform.
- Continue to maintain book resources of historical value through our 19th and 20th Century Children's Book collection held in the main Library Stores in Caernarfon
- Hold the Penygroes Library Annual Lecture in collaboration with the Dyffryn Nantlle Historical Society.
- Hold the Dafydd Orwig Memorial Lecture annually at Dyffryn Ogwen Library
- Collaborate with People's Collection to identify content for the website, training service staff to be able to do this and add photos and digital content that align with the strategic objectives.
- Act on the legacy of Diwylliesiant by focusing on the promotion of Welsh Language literature and attracting new readers of all ages.
- Continue to develop a wider programme in theatre with the emphasis on developing live Welsh-language evenings with bands and artists, such as Bwncath, Band Pres Llareggub, Fabrik Jam and Welsh-language Comedy Evening. As part of our Classic Films programme, we screen films such as Hedd Wyn.

3. Has the development of technology interfered with your ability to provide opportunities to use Welsh? If applicable please provide an example. How do you ensure that the development of technology does not affect your ability to provide opportunities to use the Welsh language?

Maritime:

Microsoft's translation services have facilitated translation and encourage staff to correspond in Welsh. Programmes such as Cysill on-line or the 'Geiriaduron' app are also very useful. Some officers in the service use Artificial Intelligence software such as 'ChatGPT' to help with producing correspondence in Welsh. Technology makes it easier for our officers to learn, use and engage with the Welsh language.

Museums and Arts Service:

Online translation/Cysill has facilitated translation although the content still needs to be checked.

Gwynedd Libraries and Neuadd Dwyfor:

We see opportunities to promote the Welsh language through our digital provisions. As an example, working with the North Wales Society for the Blind we are ensuring that Welsh-language audiobooks, e-books and Magazines are available to borrow digitally through the national digital platform.

Our Library app can be used through the medium of Welsh and we promote the use of Welsh through all our Social Media pages.

Taking a leading role in the emergence of the All Wales LMS, it will be possible to mine data on the all-Wales use of Welsh language resources. e.g. Library data shows that loans of Welsh books by children under the age of 7 often overtake loans of English books.

Regeneration Programmes:

Problems have arisen regularly that the translation provision does not always work on MSTEams.

Tourism, Marketing and Events Service:

Cannot always use MS Teams when translation provision is required

Economic Development Service:

The ARFOR Programme has focused on technology and the Welsh Language promoting the availability of bilingual technology and the development of technology in Welsh within areas such as artificial intelligence.

4. How do you keep a record of the people who use your service through the medium of Welsh? Can you share relevant data?

Economic Development Service:

Business Support - all businesses requesting financial support are required to report on the language profile of their business. The following is a snapshot of the response of businesses requesting one of our recent business development grants:

All Welsh	26 (22%)
More Welsh than English	29 (25%)
Fully bilingual	26 (22%)
More English than Welsh	29 (25%)
All English	7 (6%)

Supporting people into work – the Gwaith Gwynedd team assesses the language skills of each person receiving support and offers help and support to improve Welsh language skills where appropriate.

The following is an analysis of the response of the individuals supported during the last financial year (24-25).

Understand Welsh	67%
Speak Welsh	59%
Read Welsh	57%
Writing in Welsh	56%

Each supported individual is offered a choice of which language they want us to use to communicate with them. Only 40% chose for us to communicate with them through the medium of Welsh over the past year.

ARFOR – several case studies have been created as part of the programme. Each scheme has recorded the use of business language through a beneficiary form. The programme monitoring, evaluation and learning will analyse the information by May 2025. We will then be able to report on:

- Number of Businesses/Organisations increasing their use of Welsh
- Number of individuals taking part in Welsh language skills improvement activities
- Heritage/culture/local produce/sense of place schemes supported
- Number of messages promoting the Welsh language/Identity
- Strengthening the relationship and collaborating with Mentrau Iaith

Gwynedd Archives Service:

When visiting schools or creating materials for schools, the Archives and Museums Education Officer of the Archives and Museums Service records the size of the classes receiving the material or visit. During 2024-2025, materials and sessions were provided through the medium of Welsh to 3,032 children.

When carrying out activities in the archives or community, the Archives Service counts attendance. During 2024-2025 activities were provided to 177 through the medium of Welsh.

Museums and Arts Service:

The number attending activities at the Museums in Welsh have been maintained. Around 3,500 have taken part.

Gwynedd Libraries and Neuadd Dwyfor

- Our new LMS system that was launched in 2024 offers new opportunities to monitor and record information about Welsh language resource borrowing practices
- Each year we report on our performance against the Welsh Public Library Standards to the Welsh Government's Culture Division. For this report we collect data about our loans/events and opportunities we offer. During 2023-24, 66,163 Welsh language items were borrowed, and 1,371 activities were provided in Welsh – attended by 23,512 Gwynedd residents. (Figures for 2024-25 not yet published due to the new LMS system, however we anticipate that they will be similar).
- We store and collect data about all Neuadd Dwyfor events including Welsh language films and performances.

Maritime:

Power Boat Registration Applications	
Language of those submitted	Number
Welsh	4
English	2472
Berth Applications	
Language of those submitted	Number
Welsh	0
English	197

The number of forms completed in Welsh through our online service in 2024/25 is very low, with only 4 forms completed in Welsh out of the 2,669 submitted, or 0.15%. This is to be expected as most powerboat owners and berth-holders are visitors.

Tourism, Marketing and Events Service:

A record is kept in terms of the number who find information and/or follow us on our digital platforms through the medium of Welsh.

We have a Welsh and English account for Facebook, X and Instagram. We use Welsh terms on the English version to introduce and promote the Welsh language.

Number of users/followers of Eryri Mynyddoedd a Môr Welsh language social accounts.
Period April 24 – March 25:

Facebook – 1852

X (Twitter) – 475

Instagram – 934

One account is used for YouTube and TikTok where messages are published in both languages. This means that our followers all see our messages in Welsh as well as English. We use Welsh terms on the English version to introduce and promote the Welsh language.

Community Support Service:

The Service records attendees to 'Ardal Ni' events and the language of the attendees is recorded.

5. What are the language skills of your staff?

You will see an update on the language skills data of the Economy and Community Department staff for 2025 in Appendix 1.

Changes to jobs are constantly happening and we will continue to monitor the changes and the increase in language skills on a regular basis.

6. Please provide examples of any obstacles, complaints and praise associated with the provision and promotion of Welsh-medium services.

Maritime:

Some permanent officers of the service, because English is their first language, continue to speak English together despite our efforts to encourage and motivate them to speak Welsh. It is difficult to monitor the use of the Welsh language in the workplace in every location, but the matter is regularly addressed by the team to remind all officers of the expectation.

We encourage all customers who visit our offices to start every conversation in Welsh, and we also try to answer all phone calls with a bilingual message. The message under the e-mail signature of the majority of service staff welcomes anyone to use Welsh or English and we have previously received positive comments about this.



Croeso i chi ddefnyddio'r Gymraeg neu'r Saesneg wrth gysylltu efo fi.
You are welcome to contact me in Welsh or English

Whilst we endeavour to display information bilingually at our destinations (on notice boards or in harbour offices) unfortunately, some information/material is only available in English, e.g. seafarers' manuals or safety posters.

External organisations such as the Police, Coastguard and RNLI correspond in English only, and specialist training e.g. oil pollution training is usually only offered through the medium of English. Some documents such as our Marine Safety Code and risk assessments are also written in English as it is necessary to share and discuss the content of these documents with external organisations, such as the Coastguard Agency, the Marine Accident Investigation Branch or the HSE.

Some of the service's seasonal officers do not have a Council email account which makes it a challenge for us to ensure they complete a language self-assessment; however, we are working with the Council's E-learning Officer to try and resolve the situation.

Museums and Arts Service

It is not always possible to work with artists who are Welsh speakers. If so, we support them to carry out the activities with a Welsh-speaking assistant. Artists who are learners will also be given the opportunity to use Welsh if they are confident to do so. Funding an additional assistant can be a challenge.

It is challenging at times to share information on social media which is relevant to the arts in Gwynedd, unless they are available bilingually.

The ability of the Service to attract Welsh-speakers or new speakers as volunteers continues to be challenging and we are considering the best methods of attracting and managing volunteers for the service.

ARFOR Regional Programme - praise has been given to how the ARFOR Programme works with stakeholders and brings together the Region's Language Policy Officers and the benefit of doing this. It enables us all to work closer, share ideas and work together to be paying attention to the Welsh language in the business/economic world.

Gwynedd Libraries and Neuadd Dwyfor

The vast majority of activities for children and families, and adults held in Gwynedd Libraries are either Welsh medium only or with Welsh as a central part of them. We believe that by giving people an opportunity to hear and chat, and participate through the medium of Welsh, that the Welsh language will be seen as a community, living language.

The following is a quote from someone who attended - "The story sessions are the only exposure I have to Welsh nursery rhymes and Welsh stories."

As a result of a comment where new speakers asked to join a story session for children to improve their Welsh language skills, we have started 'Paned a Sgwrs' groups for new speakers in our Libraries, namely Abermaw, Cricieth and Bethesda libraries. These sessions are an opportunity to introduce various materials and resources available from the library,

We believe that there is added value in holding the sessions in the main Library so that the public can hear the language being used in a natural and everyday way, giving everyone an opportunity to socialise and support each other.

By means of our collaboration plans with the North Wales Society for the Blind and Y Lolfa, we are able to produce audio book resources and audio e-books, and large print books, in Welsh, with these resources available at Gwynedd Libraries and Libraries across Wales. Through our collaboration at a national level, we ensure that Welsh language interfaces will be an essential requirement in all tenders for digital systems and services.

Regeneration Programmes

Praise for all the activities and events that specifically focus on the Welsh language through the LleChi LleNi Scheme and in particular the Dyffryn Nantlle - Language and Mythology event (February 2025):

"It was a fab event. Thank you so much for setting it up! Can't wait for the next one!"

"Can we do it again?....soon!! "

"I never knew that the slate landscape surrounding my home had such a magical element. Diolch for the enlightnment?"

"Thank you for organising this event, it was very informative, and you all did a great job. We learnt a lot to start us off with the Welsh language and we look forward to continue learning Welsh. Thank you again and look forward to more events"

The department's report to the Language Committee in 2024: [Economy and Community Department.pdf](#)