

Wrexham County Borough Council

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# Welsh Language Promotion Strategy

2016 - 2021





## **Foreword by Lead Member for Welsh Language, Cllr Hugh Jones**

As Lead Member for the Welsh language at Wrexham County Borough Council it gives me great pleasure to introduce this 5-year strategy to promote and facilitate the use of Welsh in the County Borough. I am personally committed to the implementation of this strategy and look forward to working with all our partners to ensure that it realises its vision.

This strategy has been introduced at a very difficult time for local government and is set against a background of reduced public funds and a drive internally to make significant savings. Notwithstanding this the Council is ready to rise to the challenge and is ambitious in its desire to achieve the outcomes as outlined in this strategy. I hope that this strategy will ensure that the number of Welsh speakers is maintained, as a minimum, with the intention that it will lead to an increase in the use of Welsh spoken in the County Borough and provide Welsh speaking residents with the opportunity to live their lives through the medium of Welsh.

The Council is realistic in its aspirations and realises that the work required to achieve successful outcomes will take time but remains committed to the goal of furthering the use of the Welsh language throughout the County Borough. I particularly want to encourage young people to share this aspiration in which our residents of all ages will use the Welsh language on a daily basis.

I am grateful to all our partners who have worked together to bring this Strategy into being and who will help us deliver it in the years ahead.

These are exciting and challenging times for the Welsh language. I'm determined that this strategy will be a living document that will contribute to the creation of a truly bilingual County Borough.

The action plan attached to this strategy has been updated for Year3 in order to bring in more in line with guidance from the Welsh Language Commissioner and to align it with the Welsh Government's Welsh Language Strategy Cymraeg 2050: A Million Welsh speakers.

**Cllr Hugh Jones**  
**Deputy Leader**

## 1. Our Vision

- 1.1 To facilitate, increase and promote the use of the Welsh language in the County Borough and give residents the opportunity to live their lives through the medium of Welsh if they so wish; to create an increased understanding of the Welsh language and Welsh culture amongst non-Welsh speaking residents.

## 2. Introduction

- 2.1 The Council's Welsh Language Scheme was replaced by Welsh Language Standards on 30 March 2016 when the Welsh Language Commissioner served the Council with a Final Compliance Notice which outlined the 171 Standards that it is required to comply with a - copy of which can be found [here](#). This strategy was approved and adopted by the Executive Board in November 2016.
- 2.2 The Measure includes:
- giving the Welsh Language official status in Wales meaning that Welsh should be treated no less favourably than the English language
  - establishing the role of the Welsh Language Commissioner who has responsibility for promoting the Welsh language and improving the opportunities people have to use it;
  - creating a procedure for introducing duties in the form of language Standards that explain how organisations are expected to use the Welsh language and create rights for Welsh speakers;
  - making provision regarding promoting and facilitating the use of the Welsh language and increasing its use in everyday life;
  - making provision regarding investigating an interference with the freedom to use the Welsh language.
- 2.3 The Compliance Notice and the introduction of the Standards means that there is a greater requirement for the Council to ensure that it delivers services through the medium of Welsh - whether it is paper-based, internet, social media and interactive mediums or face-to-face/telephone conversations. If the Council fails to comply there is the possibility that it will be at risk of incurring financial penalties.
- 2.4 The duties that come from the Standards apply to the following operational areas:
- delivering Welsh-medium services;
  - policy making that promotes the Welsh language;
  - operating through the medium of Welsh;
  - keeping records about the Welsh language, and finally;
  - promoting the Welsh language;
- 2.5 Standard 145 states that every local authority is required to draft and publish a 5-year strategy that sets out how they will promote and facilitate the Welsh language more widely in their area; Councils are also required to support and encourage its use within the communities they serve.

- 2.6 The Council is committed to promoting, strengthening and facilitating the use of the Welsh language and one of the Guiding Principles in the Council Plan (2014-17) is “*Welsh Language – Supporting and encouraging customers and staff to communicate in Welsh and English*”. In 2017 the Council set out a renewed vision, purpose and principles for the Authority, which outlines how it will seek to deliver services in future. Of the six key principles, one is “to ensure that services and information will be equally available in Welsh and English.”
- 2.7 The Council has seven Welsh-medium primary schools, one bilingual school and a Welsh language secondary school. The Council also promotes Welsh heritage and culture with a series of events, concerts and exhibitions throughout the year.
- 2.8 The Council works in partnership with a range of stakeholders locally to move forward its Welsh language agenda. This includes being a member of Fforwm Iaith Fflint a Wrecsam and working strategically with a range of other organisations and public bodies such as Menter Iaith Fflint a Wrecsam , Coleg Cambria, Urdd Gobaith Cymru and Ymddiriedolaeth Iechyd Betsi Cadwaladr University Health Board to share examples of best practice, expertise and resources.

### **3. Policy context**

- 3.1 Although the Welsh Language Standards are a recent development, local authorities and other public bodies have been operating Welsh Language Schemes since the Welsh Language Act was passed in 1993. These Schemes outlined their intention to treat the Welsh language and English language on a basis of equality.
- 3.2 Since the establishment of the Welsh Assembly there have been many policies and strategies aimed at increasing the numbers able to speak Welsh and promoting its use in everyday life. In 2003 the Welsh Assembly Government published a national plan to create a bilingual Wales entitled *Iaith Pawb*.
- 3.3 The introduction to the plan stated that ‘*[the] Welsh Assembly Government believes that the Welsh language is an integral part of our national identity. The Welsh language is an essential and enduring component in the history, culture and social fabric of our nation. We must respect that inheritance and work to ensure that it is not lost for future generations.*’
- 3.4 This was the first time in the nation’s long history that a commitment had been made to the principle of creating a truly bilingual Wales. The vision presented in *Iaith Pawb* is a country ‘*where people can choose to live their lives through the medium of either or both Welsh or English and where the presence of the two languages is a source of pride and strength to us all*’.
- 3.5 In April 2012, the Welsh Government published a Welsh Language Strategy called - *A living language: a language for living 2012-2017*. The strategy reflects the government’s vision for increasing the number of people who both speak and use the language and builds on the vision outlined in *Iaith Pawb*. This has since been superseded by Cymraeg 2050: A million Welsh speakers.

- 3.6 The aims of the strategy include increasing the provision of Welsh-medium education and activities for children and young people, strengthening the Welsh language in the community, increase opportunities for people to use Welsh in the workplace, improved Welsh language services to citizens and to strengthen the infrastructure of the language, which includes digital technology.
- 3.7 In deciding upon the aims of its own strategy the Council has chosen to adopt the aims outlined in the Welsh Government's strategy in order to ensure that it acts in line with national objectives. The actions to support these aims are included in the Action Plan at the end of this document – see section 5.
- 3.8 One of the key drivers in the Welsh Government's Welsh Language Strategy, *Cymraeg 2050: A Million Welsh speakers*, is the importance of a strong Welsh-medium education system as a long-term basis for promoting the use of Welsh across a variety of social domains. This is a vision which the Council fully supports and actively encourages, investing in Welsh medium education.
- 3.9 The Council adopted the latest version of its Welsh in Education Scheme [WESP] 2017 – 2020 in March 2019 following approval by the Welsh Government. This is a key strategic document which details the aims of the Council in respect of improving the quality and provision of Welsh medium education across the County Borough. The WESP is a key document for the Council as it sets out the Council's vision for increasing and normalising the use of Welsh amongst its children and young people and is integral to the success of the overall promotion strategy and a copy can be viewed here <https://www.wrexham.gov.uk/assets/pdfs/education/wesp.pdf>.
- 3.10 The Strategic Framework *Mwy na Geiriau/More than Words* was introduced by the Welsh Government in 2012 with the aim of strengthening Welsh language services in health, social services and social care. The framework provides a systematic approach to improving services for those who want to receive their care in Welsh. It recognises that for many Welsh speakers being able to use your own language needs to be seen as a core component of care, not an optional extra. Many service users are very vulnerable, so placing a responsibility on them to ask for services through the medium of Welsh is unfair. Central to the strategy is the challenge of developing the 'Active Offer', namely that staff members offer Welsh language services to patients, rather than wait for patients to request them. In 2017 the Welsh Government introduced the Follow-on Strategic Framework for Welsh Language Services in Health, Social Services and Social Care 2016-19.
- 3.11 The Well-being of Future Generations (Wales) Act 2015 was published by the Welsh Government to improve the social, economic, environmental and cultural well-being of Wales. It requires public bodies to think more about the long-term, work better with people and communities and each other, look to prevent problems and take a more joined-up approach to sustainability. The Act puts in place seven well-being goals, including '*a society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.*'

- 3.12 Finally, the introduction of Cymraeg 2050: A Million Welsh speakers, with the aim of creating a million Welsh speakers by 2051, has been welcomed by the Council although it is in agreement with the Welsh Government that it is an ambitious target.

#### **4. The Profile of the Welsh Language in Wrexham County Borough**

- 4.1 Full details about the profile of Welsh speakers in the county can be found on [https://www.wrexham.gov.uk/assets/pdfs/welsh\\_language\\_standards/welsh\\_lang\\_in\\_wrexham\\_county\\_borough.pdf](https://www.wrexham.gov.uk/assets/pdfs/welsh_language_standards/welsh_lang_in_wrexham_county_borough.pdf)
- 4.2 The 2011 Census results show that 16,659 people in the County Borough were able to speak Welsh, which corresponds to 12.9% of the population. The total number who were able to speak Welsh in 2001 was 18,102, or 14.4% of the population. Over a period of ten years there has been a decrease of 1,443 in the number of Welsh speakers in the county, a fall of 1.7%.
- 4.3 The 2011 Census data reveals that the largest percentages of Welsh speakers live in the electoral divisions of Ceiriog Valley (31.2%), Ponciau (28.2%) and Pant (26.6%). The electoral wards with the lowest percentages of Welsh speakers are Wynnstay (7.7%), Cartrefle (8.3%), Smithfield (8.3%), Rossett (8.5%) and Overton (8.5%).
- 4.4 The most Anglicised areas are situated along the border with England and in parts of the town of Wrexham and its environs.

## 5. Action Plan to promote the Welsh Language in Wrexham County Borough Council by 2021

### OVERALL TARGET:

<b>Increasing or maintaining the number of Welsh speakers in the County Borough over the lifetime of this Strategy</b>	<b>Census 2001</b>	<b>Census 2011</b>	<b>After 5 years (2021 Census results)</b>
	14.4% of the population fluent in Welsh	12.9% of the population fluent in Welsh	14.4%

- 5.1 The following Action Plan aims to build on the progress made by the Council and its partners in developing the Welsh language in the County Borough over many years. Wrexham has a long and proud Welsh culture and wants to build on this to create a sense of pride in the Welsh language and culture and seek to encourage more use of Welsh in the County Borough. It also wants to engage with non-Welsh speakers in order to create a mutual understanding of the importance of the language and the rights of those who wish to live their lives through the medium of Welsh. It is a 5-year plan which focuses on growing the number of people able to speak Welsh, on increasing its use in all aspects of community and public life and raising awareness of its importance as an essential part of the cultural identity and character of this part of North East Wales. It also demonstrates the Council's new way of working with regard to the Welsh language by ensuring that it won't be a disadvantage for customers who wish to receive services through the medium of Welsh. The Action Plan reflects the partnership approach that is essential to achieving these aims. Although the local authority will be the lead partner in most of the activities proposed, in some instances other organisations will be better placed to undertake this role.
- 5.2 We are now in Year 3 of this 5-year strategy. As noted previously the action plan for this strategy for this year, and years 4 and 5, had been amended and updated in order to reflect the themes outlined in the Welsh Government's Welsh Language Strategy, Cymraeg: 2050 A Million Welsh speakers.
- 5.3 Rather than Aims the strategy now outlines clear Themes for supporting and growing the Welsh language in the County Borough. These themes are:
- Theme 1: Increasing the number of Welsh speakers
  - Theme 2: Increasing the use of Welsh
  - Theme 3: Creating favourable conditions for success
- 5.4 The Council is aware that one of the most fundamental ways in which it will achieve its objective of increasing the number of Welsh speakers is to continue to invest in Welsh medium education and provide those children who want a Welsh medium education with the support and encouragement they need to thrive in, and normalize, the use of Welsh.

- 5.5 It is acknowledged that many children and young people who speak and are learning Welsh get very few opportunities to speak the language in a normal, social setting. It is vital that the Council provides the means by which children and young people have the chance to speak Welsh outside of the school environment and mainstream it into their everyday lives.
- 5.6 As the Standards become embedded and are mainstreamed into the way the Council operates there is a greater need for Welsh speaking employees. The Council has had some difficulty in recruiting Welsh speaking staff in the past and welcomes the introduction of the Standards which gives an extra impetus with regard to its efforts in recruiting Welsh staff and providing a truly bilingual service. A drive and commitment from the very top of the organisation is also crucial and success will be dependent upon all employees committing to embedding the Welsh language in everything they do.
- 5.7 Within the community we need to create suitable conditions and an environment where the Welsh language and its speakers can thrive. We want to see the Welsh language as a normal part of everyday life, with goodwill towards it and an increase in its use. The language needs to be relevant for everyone in the County Borough, regardless of whether they speak Welsh or not. We want to inspire a respect and appreciation of the language amongst people who move into this part of Wales to live, either from within the UK or further afield. Our planning processes and our economic strategies will support this as well as enhancements in digital technology. Lastly we want to create a reputation within Wales as a County Borough with a diverse and wide-ranging events culture which celebrates and recognises the unique position the Welsh language, heritage and culture has within Wrexham and Wales as a whole.



<b>Theme 1:</b>	Increasing the number of Welsh speakers				
<b>Outcome:</b>	More staff speak Welsh in the Council				
<b>Indicator:</b>	An increase, year on year, in the number of Welsh speakers in the Council				
Activity:	Lead	Short Term (2017)	2018/2019	Comment	Long Term (2021)
1. Ensure the Council complies fully with its Welsh Language Standards.	WCBC	On-going for the time being in their current form. Waiting for the outcome of consultation on the White Paper for the next steps	No change as a result of the White paper consultation. New Welsh Language Commissioner appointed.	The Council continues to work towards complying with its Standards. On 1.4.19 the new Welsh Language Commissioner was appointed.	Maintain
2. Maintain a Lead Member role with responsibility for the Welsh language.	WCBC	Currently Cllr Hugh Jones	Maintain	Maintained	Maintain
3. Review recruitment and selection processes to identify and address issues recruiting Welsh speakers to Welsh essential posts.	WCBC – HR department	By March 2017	Welsh Language Co-ordinator has amended the vacancy management form and sent to the HR manager for consideration. Once adopted this will strengthen the vacancy management process and require managers to ensure that they can provide a Welsh language service.	Further actions: Welsh Language Co-ordinator to have sight of all new roles. Work more closely with departments and HR to advertise and promote Welsh essential posts.	Ongoing
4. Seek to increase the number of Welsh-essential posts advertised in the Council and filled with suitable qualified	WCBC - HR department	4	The Council externally advertised 267 posts (exc schools), 264 of which were	As above. The revised form will ensure that full and proper	12

Welsh speakers.			Welsh desirable and 3 Welsh essential which is 1.1% of all posts.	consideration is given to deciding whether a post should be advertised as Welsh essential.	
5. Where posts are not designated 'Welsh essential' all remaining posts will by default be 'Welsh desirable' and adverts will state that applications from Welsh-speakers are welcomed.	WCBC - HR department	From April 2017	Monitor compliance	This is included in Person Specifications.	Ongoing
6. Create a role of Welsh Language Co-ordinator.	WCBC	Completed – start date 3.4.17	Maintain	Maintain	Maintain
7. Establish Welsh language champions in each department.	WCBC	From May 2017	Maintain contact. Welsh Language Co-ordinator to act as point of contact for advice and guidance.	In place. As and when a replacement is needed arrangements are in place to ensure a replacement is appointed. They will be fully briefed about the role and their responsibilities prior to taking up the role.	Maintain
8. Increase the number of staff accessing Welsh language training provided by the Council.	WCBC - training team	46 1.6% of non-teaching staff	Actual for 2018/19 was 41 - 1.5% of non-teaching staff*.	Seek to increase.	60
9. Install Cysill and Cysgair [Welsh language spell and grammar checker] for Welsh speakers and provide training on its use.	WCBC - IT	Completed	Annual subscription. Automatic for new Welsh essential posts.	This is available for all staff to download via the software centre. An explainer video has been created on SAM	On-going

				to show staff how to quickly download it.	
10. All staff have completed the Welsh Language Awareness e-learning module.	WCBC	By September 2017	Will be a mandatory part of the PRD process. 931 members of staff completed the module which equates to 33.8% of staff	Seek to increase. All Members will now also be given access to the module	All staff

<b>Theme 1:</b>	Increasing the number of Welsh speakers				
<b>Outcome:</b>	More pre-school level children are learning Welsh				
<b>Indicators:</b>	An increase in the number of children attending pre-school Welsh language playgroups/clubs				
Activity	Lead	Short Term (2017)	2018/2019	Comment	Long Term (2021)
1. Work with Mudiad Ysgolion Meithrin, Clych Ti a Fi and Flying Start to ensure adequate provision within easy reach of main population areas.	WCBC – Education department	Maintain numbers	Engage with Menter Iaith Fflint a Maelor to carry out language awareness and support for staff and volunteers of childcare settings / children / adults groups in the care of school-aged children, making them more aware of such resources available and giving them advice and guidance on how to use to influence their workplace behaviour. LEA to respond to the forthcoming ‘childcare offer’	The Council is continuing to actively promote the ‘childcare offer’.	Ensure provision meets demand
2. Work with the above to actively promote the benefits of a Welsh-medium education and provide parents of pre-school children with the relevant information in order for them to make an informed choice.	WCBC in partnership with MIFFAW and the organisations listed above.	Create leaflet by April 2017	Leaflet produced – ‘Welsh medium education: the best of both worlds’. WCBC to promote the leaflet. Work in partnership to deliver the Welsh Government’s ‘Cymraeg i Blant’ scheme.	The Council is updating the leaflet/booklet and a new video to promote the initiative is also being produced.	Annual update and review
3. Increase the use of Welsh in playgroups and day nurseries that are mainly English-medium only.	WCBC – Education department	Create list of nurseries and establish baseline	As per WESP. Action plans due to be operational by Dec 2017. Work supports <i>Cymraeg 2050</i> and the Future Generations Bill.	This action is not in the current WESP. Increasing the numbers attending Welsh-medium provision is in the	Increased use of Welsh

				WESP and this is done through the work of Mudiad Meithrin.	
4. Provide assistance to pre-school day care providers who wish to offer Welsh medium provision	WCBC – C&YP and Education department	Establish demand	As of Oct 2018: Finance for the year has already been transferred to Mudiad Meithrin. In 2018 there is an increase of +4.3% in the number of pupils that transfer from the cylchoedd meithrin to Welsh medium education compared with 2016.	New Welsh medium primary school in Borrás scheduled for September 2021.	Increased use of Welsh
5. Maintain language progression from Cylchoedd Meithin to Welsh-medium primary education.	WCBC via WESP	100%	100%	100%	100%

<b>Theme 1:</b>	Increasing the number of Welsh speakers				
<b>Outcome:</b>	An increase in the number of children learning Welsh in the county's schools				
<b>Indicator:</b>	More children are leaving school able to speak Welsh				
<b>Activity:</b>	<b>Lead</b>	<b>Short Term (2017)</b>	<b>2018/2019</b>	<b>Comment</b>	<b>Long Term (2021)</b>
1. Implement Welsh in Education Strategic Plan (WESP).	WCBC – Education department	Implement	Plan adopted.	On-going. This directly contributes to the Welsh Government's Cymraeg:2050 - A million Welsh speakers.	Increased number of school leavers can speak Welsh.

<b>Theme 1:</b>	Increasing the number of Welsh speakers				
<b>Outcome:</b>	More use of Welsh within schools increases				
<b>Indicators:</b>	More children are leaving school able to speak Welsh More children learning Welsh in English medium schools				
<b>Activity:</b>	<b>Lead</b>	<b>Short Term (2017)</b>	<b>2018/2019</b>	<b>Comment</b>	<b>Long Term (2021)</b>
1. Implement Siarter Iaith across all Welsh medium Schools and work towards achieving Gold status.	WCBC – Education department	On -going	Silver	Work towards Gold in all schools.	Gold in all schools
2. Cymraeg Campus in all English medium schools.	WCBC Education department.	N/A	98% of school working towards Cymraeg Campus. Out of 9 schools assessed this year 3 have achieved the bronze standard. Actual figures for all other schools will be known at the end of the school year.	For the academic year 2019/20 there will be an increase in those assessed and working towards achieving the bronze standard.	100%

<b>Theme 2:</b>	Increasing the use of Welsh				
<b>Outcome:</b>	To increase the use of Welsh in shops and businesses				
<b>Indicators:</b>	Percentage of town centre customer service staff with reasonable Welsh language skills Increase in the number of customers requesting services through the medium of Welsh in the County Borough				
Activity:	Lead	Short Term (2017)	2018/2019	Comment	Long Term (2021)
1. Undertake survey to establish Welsh language skills of workers in town centre and County Borough shops/eateries/businesses.	WCBC in partnership with MIFFAW and the Town Centre Forum.	Design and undertake survey.	Work with those businesses who saw the benefits of providing services in Welsh to take part in the 'Welsh in business scheme'.	The Cymraeg Byd Busnes Officer at MIFFAW has made contact with the interested businesses and will work with them to use more Welsh.	Establish regular survey process
2. Gather information on Welsh language provision in businesses in Wrexham and share widely.	WCBC in partnership with MIFFAW and the Town Centre Forum.	Undertake mapping process.	MIFFAW have appointed a 'Cymraeg Byd Busnes' Development Officer. Joint campaign to increase use of Welsh by local businesses.	As above. The Cymraeg Byd Busnes Officer delivered a workshop at Tŷ Pawb to promote the advantages of using Welsh in the workplace. The event was a huge success and well attended by local businesses and traders. Similar events are planned for the remainder of the year.	Review on a two-yearly basis
3. Share examples of best practice in	WCBC in	Ongoing	The Welsh language Co-	Use the Welsh	Ongoing

the public sector with regard to Welsh language service provision.	partnership with other public bodies in the County Borough		ordinator actively shares examples of good practice in all sectors relating to the use of Welsh. This is predominantly via social media but also using internal communications and the Council news blog.	Language Commissioner's Annual Assurance Report results to emulate good practise from elsewhere and adopt it in Wrexham.	
4. Menter Iaith Fflint a Maelor to become a member of the Town Centre Forum.	WCBC in partnership with MIFFAW and the Town Centre Forum	By September 2017	It was agreed that they will not become a member but will engage and advise on issues pertaining to the Welsh language when required.	N/A	
5. Ensure that all new and replacement signage provided by WCBC complies with the Welsh Language Standards.	WCBC – all departments	Ongoing	In 2017/18 the Council was subject to an in-depth investigation into a number of alleged lack of compliance around signage.  The Welsh language team published new guidance for producing correct Welsh signage. This has been shared widely via our staff bulletin and with Members. The team attended all Departmental Management Teams (DMT) to highlight the importance of compliance and to offer advice and guidance. An audit of our resource centres, housing	Continue to closely monitor compliance re: signage. Attend DMT meetings on 6 monthly basis.	Ongoing



			estate offices and other council buildings was carried out in January 19. In December 18 all third party contractors under the 'highway maintenance' framework were issued with an amendment to their contracts. It was agreed that this will also be sent out to all contractors relating to housing and building maintenance, resource etc.		
6. Ensure that WCBC provides all of its communication with its residents in line with the Welsh Language Standards.	WCBC – all staff	Ongoing	On-going – deal effectively with any instances of non-compliance.  The Welsh language awareness e-learning module has been amended to include key information about the Welsh Language Standards. This is a mandatory module to be completed by all non-teaching staff. Pocket sized information cards have been produced for new members of staff detailing our responsibilities when communicating with the public.	Compliance with signage to be added to the Welsh language awareness module.	Ongoing
8. Create a leaflet aimed specifically at	WCBC in	By April 2017	WCBC to work with the	Work ongoing	Maintain

shops and businesses in order to promote the advantages of providing services bilingually and to increase their use of Welsh.	partnership with Coleg Cambria MIFFAW and Flintshire County Council		'Cymraeg Byd Busnes' Development Officer. These are being delivered by Cymraeg Byd Busnes, providing bilingual 'Open' 'Closed' Signs, menus, price lists etc.		support to businesses
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<b>Theme 2:</b>	Increase the Use of Welsh				
<b>Outcome:</b>	More children have the ability and confidence to speak Welsh in a social setting				
<b>Indicator:</b>	More children and young people take part in organised Welsh-medium activities				
<b>Activity:</b>	<b>Lead</b>	<b>Short Term (2017)</b>	<b>2018/2019</b>	<b>Comment</b>	<b>Long Term (2021)</b>
1. Increase the number of children and young people in the County Borough who are members of the Urdd.	WCBC in partnership with the Urdd.	641	833	Numbers run from Sept to Aug. 2017/18 1,144 2018 – to date – 898	1000
2. Gather information about the number of primary and secondary school children who take part annually in the Urdd Eisteddfod.	WCBC in partnership with the Urdd and County Borough Schools.	Identify numbers	Waiting for a response from the Urdd.		Increase
3. Continue to fund an Urdd youth worker and seek to increase the number of participants in the agreed Welsh-medium activities.	WCBC Educaiton department.	Maintain	Urdd Youth worker employed on a one year contract on 3 days per week.	Seek to maintain this post and the funding.	Permanent post.
4. Increase the number of young people engaged in volunteering opportunities through the medium of	WCBC in conjunction with schools,	Undertake review	Work with the Urdd to develop a plan to increase numbers.	Extend this to include all members of the MIFFAW.	Increased numbers and opportunities.

Welsh.	AVOW, local sporting groups and Coleg Cambria.				
5. Increase the number of pupils achieving the Bronze and Silver Duke of Edinburgh Award at Ysgol Morgan Llwyd.	WCBC – Education department.	Undertake review	Seek to find Welsh speaking placements for the volunteering element of the award.  <b>2016/2017:</b> Bronze 38 Silver 15 Gold 1 <b>2017/2018:</b> Bronze 42 Sliver 19	Waiting for figures for 2018/19.	Increased numbers.
6. Increase the number of young people taking part in the St. David’s Day parade.	MIFFAW in partnership with WCBC.	500	1,000 seems unambitious for the longer-term, The attendance in 2018 was approx. 1,000. However, in 2019 there were over 3,500 people for the parade and Tŷ Pawb event.	Build on the success of the 2019 event for an even bigger and better event for 2020. Consider reviewing the long-term figure following the 2020 event.	1000 as a minimum.
7. Undertake survey to establish the need for swimming lessons to be delivered through the medium of Welsh.	WCBC in partnership with Freedom Leisure	Recruit Welsh speaking instructor by March 2017	The Welsh speaking instructor has now left.  In 2018 the Welsh language team met with Freedom Leisure in order to seek to recruit a Welsh speaking	It is agreed that Freedom Leisure will advertise for Welsh speaking instructors. WCBC to assist with promotion.	All levels of swimming lessons provided in Welsh or bilingual if there is

			instructor.		demand.
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<b>Theme 2:</b>	Increasing the use of Welsh				
<b>Outcome:</b>	Raise awareness of opportunities for adults and older people to learn Welsh				
<b>Indicator:</b>	More people in the County Borough speak Welsh				
Activity:	Lead	Short Term (2017)	2018/2019	Comment	Long Term (2021)
1. Provide links to sites which have online teaching tools	WCBC in partnership with MIFFAW Coleg Cambria and Clwb DAW Wreccsam	List of providers established	The Welsh Language Co-ordinator regularly shares opportunities to learn Welsh locally via social media and the council news blog. A list is also held on the website.	Annual update and reminder	
2. Maintain the list and update on WCBC website	WCBC	List established	As above. List checked.	Maintain/On-going	
3. Seek opportunities and actively promote them using the Council's communications outlets	WCBC	On-going	As above.	Maintain/On-going	

<b>Theme 3:</b>	Creating Favourable Conditions for Success				
<b>Outcome:</b>	Wrexham County Borough residents have opportunities to engage with, and contribute to, the aims and outcomes of this strategy				
<b>Indicator:</b>	Residents actively get involved in making their views known				
Activity:	Lead	Short Term (2017)	2018/2019	Comment	Long Term (2021)
1. Promote this Strategy to the Public Servc Board (PSB) and encourage them to identify actions they can take which will contribute to the outcomes of this Strategy	WCBC – PIP/Welsh Language Officer	n/a	The proposed presentiaotn to the PSB did not happen in 2018/19.	Presentation to be rescheduled for 2019/20.	Increased awareness and joint ownership of this strategy.
2. Annual public consultation [for the lifetime of the strategy] to allow for formal feedback to the Council and	WCBC— Policy and Performance Improvements	By April 2017	In 2017/18 this was done in 2 stages: a) as part of the	It is agreed that for the next consultation we will create an online focus	Annual

its partners/stakeholders on their Welsh language services and performance.	team		<p>‘Wrexham We Want’.</p> <p>b) Online consultation.</p> <p>In 2018/19 the Council undertook the survey for the 3<sup>rd</sup> year and we have seen a steady increase in the number of people contacting the council via social media and the website in Welsh.</p>	group to amend the consultation questions so that it better reflects the experiences of Welsh speakers in the County Borough.	
3. Ensure that the Council and the County Borough contributes effectively to the Welsh Government’s Well-being and Future Generations Act aspiration of “ <i>A Wales of Vibrant Culture and a Thriving Welsh Language</i> ”.	WCBC and the PSB	The ‘Wrexham We Want’ Survey included specific consultation on the Welsh language	On-going and Welsh language issues will be fed into the formal feedback by the Council as outlined in the Council Plan 2018-2022.	Welsh language is one of the Council’s Strategic Planning Principles.	Ongoing
4. Menter Iaith Maelor to be asked to assist with the Welsh language elements of the Council’s Equality Impact Assessments (EIA) when the subject matter relates to Welsh language issues.	WCBC in partnership with MIFFAW [Menter Iaith Fflint a Wrecsam]	On-going	A more structured approach will be established and a more formal arrangement considered.	Rather than ask the Menter to assist the Council is looking to strengthen and enhance the way the Welsh language is considered when undertaking EIAs.	On-going

<b>Theme 3:</b>	Creating favourable conditions for success				
<b>Outcome:</b>	Create a community where both Welsh and English speakers learn about the Welsh language and culture				
<b>Indicator:</b>	Increase in the number of people participating in activities around the Welsh language and culture				
Activity:	Lead	Short Term (2017)	2018/2019	Comment	Long Term (2021)
1. Raise awareness of opportunities for adults and older people to learn Welsh.	WCBC in partnership with MIFFAW, Coleg Cambria and Clwb DAW Wreccsam	Establish list of providers	<ol style="list-style-type: none"> <li>1. Maintain list and update on WCBC website</li> <li>2. Use examples of best practice from other organisations and partners</li> <li>3. Seek opportunities and actively promote them using the Council's communication outlets.</li> </ol>	<p>List up-to-date.</p> <p>All opportunities and courses are shared via 'HWB Digwyddiadau Cymraeg' Facebook and our corporate accounts. These are organised by MIFFAW, Dysgu Cymraeg, Cymdeithas yr Iaith, Tŷ Pawb, Coleg Cambria and Saith Seren.</p>	Annual update and reminder
2. Create a closer working relationship with S4C, BBC Radio Wales, Radio Cymru and ITV Wales to encourage more programming/coverage for the County Borough.	WCBC – Press Office and Marketing and Promotions Team	Arrange meetings by March 2017	Building on the success of 2017/18 the HWB Cymraeg included live broadcasts from BBC Radio Cymru and coverage from S4C and BBC Radio Wales. A sell-out bilingual comedy show and performances from some of the best emerging Welsh language artists.	Through working in partnership with FOCUS Wales we have established an annual Welsh language event 'HWB Cymraeg' as part of a well-established music festival which takes place in May each year.	Increase coverage
3. Seek opportunities for Wrexham to feature in national celebrations e.g. Wales' success in the European Championships.	WCBC - Press office and Marketing and Promotions Team	Arrange meeting with Welsh Government events team	Welsh Government's investment in terms of North East Wales is via Focus Wales. The Council commissioned them to	The Council works with Focus Wales for opportunities for Wrexham to feature in national events. Focus	Increased participation

			deliver two major events in 2018/19 i.e. Dydd Llun Pawb and the enhanced Welsh Language offer as part of the May Music Festival.	Wales is the Welsh Government's sole events provider benefactor for North East Wales.	
5. Ensure Welsh features at the heart of the new Arts and Cultural Hub in Wrexham, Tŷ Pawb.	WCBC	Extend ethos currently in Oriol Wrexham	Free Welsh language lessons were introduced at Tŷ Pawb in October 18. There are two sessions every Sunday and they are both well attended. The St David's Day parade and celebrations took place at Tŷ Pawb in 2019 and was very successful.	Continue to maintain a Welsh language and culture theme to all of the events and exhibitions at Tŷ Pawb. Venue for St. David's Day for 2020.	Has a full Welsh/Wales programme
6. Ensure that all social services/care providers in the County Borough comply with the outcomes/targets in the <i>'More than Just Words'</i> framework	WCBC/Betsi Cadwaladr	2 <sup>nd</sup> year	This will be the last year for the Framework. To date no information has been provided about its continuation or replacement.	Awaiting details from the Welsh Government.	Annual review



<b>Theme 3:</b>	Creating favourable conditions for success				
<b>Outcome:</b>	More people interact digitally with the Council through the medium of Welsh				
<b>Indicator:</b>	Increase in the number of people using the Council's online services in Welsh				
Activity:	Lead	Short Term (2017)	2018/2019	Comment	Long Term (2021)
1. Devise and action a specific communications plan to encourage more people to access online services in Welsh.	WCBC – Web and Marketing & PR team	Plan to be developed by April 2017	Plan to be reviewed on a quarterly basis and updated and amended to reflect usage/feedback /statistics. It has been successful in increasing numbers and engagement in 2018/19.	With the soft launch of the new WCBC website planned for June 2019 the Welsh language co-ordinator will work with web team to ensure that the website and any 'micro sites' attached to it are fully compliant in terms of language and functionality. We will seek to raise awareness of the Welsh language website to increase take-up and usage.	Annual review and update
2. Create a greater awareness of the Council's Facebook and Twitter accounts.	WCBC- Web and Marketing & PR team	Developed in line with the above action	Build on the success of the 2017/18 and 2018/19 campaigns. Continue to seek new and innovative ways of increasing awareness.  In 2017/18 we promoted our Welsh Facebook page to increase followers and interactions. This has	Continue to grow a Welsh language audience on social media. Twitter does not support Welsh language for promotions and therefore we are reliant on organic growth which has improving due to a steady flow of news articles published on our news blog.	Quarterly review via SMP monitoring

			increased year on year		
3. Seek further opportunities to encourage more people to access the Council's website in Welsh and increase the number of Welsh transactions.	WCBC- Web team	Developed in line with the above action	As above	Use the public launch of the new website in the summer of 2019 to encourage more sign-ups through the medium of Welsh.	Quarterly review via SMP monitoring
4. Ensure that Welsh language issues are considered at the very beginning of any web/online campaigns in line with guidance issued by the Welsh Language Commissioner and the Welsh Government.	WCBC – all departments with assistance from the Web and Marketing and PR team	Draft and issue guidance	Update and review guidance considering feedback/analysis	This is now part of the Marketing & PR team's process when liaising with other departments for their online promotional campaigns.	Annual review

<b>Theme 3</b>	Creating favourable conditions for success				
<b>Outcome:</b>	More people in the County Borough identify themselves as Welsh				
<b>Indicator:</b>	When surveyed people in the County Borough consider themselves to be Welsh (not necessarily Welsh speaking)				
<b>Activity:</b>	<b>Lead</b>	<b>Short Term (2017)</b>	<b>2018/2019</b>	<b>Comment</b>	<b>Long Term (2021)</b>
1. Raise the profile of local and national initiatives to increase a feeling of 'Welshness' in the County Borough e.g. Wales Rugby/Football matches.	WCBC in conjunction with its partners	Identify opportunities and create list	Maintain and update list. Specific events planned and funded from the Welsh language budget e.g. Hwb Cymraeg, Focus Wales. The Rugby League Six Nations and the upcoming UEFA football championships were used as a backdrop for increased 'Welshness' in	These actions (i.e. national events) complement and enhances the local Welsh language scene and events such as St. David's Day, Tŷ Pawb, the Museum, Hwb etc.	Increased sense of 'Welshness' and pride and support for the Welsh language and culture in the County Borough.

			the Bborough.		
2. Seek to develop activities and initiatives that appeal to both Welsh and non-Welsh speaking residents.	WCBC in partnership with MIFFAW	Welsh considered at the outset of all event planning	Events commissioning form places greater emphasis on Welsh language/culture.	Welsh language features at the start of all event planning initiatives and must be evidenced in the completed corporate event commissioning forms.	Increase in participation
3. Promote national awareness raising initiatives e.g. <i>'Shwmae/Su'mae, laith ar Daith</i>	All Stakeholders	Via social media/WCBC news blog	In this year we once again supported Dydd Miwsig Cymru and the laith ar Daith initiative. We also promoted the Welsh Government's 'Welsh in the Workplace' and the benefits of a Welsh medium education.	Ensure that the Council actively seeks to make itself aware of these initiatives and uses its communication channel to raise awareness.	Monitor and grow
4. Continue to increase the number of participants in the annual St. David's Day parade.	MIFFAW [Menter laith Fflint a Wrecsam] with support from WCBC	500	1,000 seems unambitious for the longer-term, The attendance in 2018 was approx. 1,000. In 2019 we will aim for a 10% increase and incrementally until 2021.	The Council continues to commissions MIFFAW to deliver this event on its behalf. 3,600 attended the event which is very good considering that this year it fell on a school holiday. Target exceeded.	1,500
5. Develop a programme of Wales and Welsh themed music events in the County Borough.	WCBC and its partners/stakeholders	Develop list	The Welsh Language Co-ordinator has created a new Facebook page 'Welsh Language Events Hub' to specifically list and promote all Welsh language events in the	As noted, planning for Welsh language events is underway and will continue.	Full programme

			Wrexham and Flintshire area.		
6. Undertake an equalities risk assessment at the outset of any activities/events in the County Borough to ensure that Welsh language issues are taken into account at the outset.	WCBC – Marketing and PR team and Events team	For all WCBC events	Routine – now included as part of the Events Commissioning form.	See response to point 2 above.	Maintain

<b>Theme 3:</b>	Creating favourable conditions for success				
<b>Outcome:</b>	Children learn of the advantages of learning Welsh for employment				
<b>Indicator:</b>	More jobs are advertised as Welsh essential, particularly at entry and graduate level				
<b>Activity:</b>	<b>Lead</b>	<b>Short Term (2017)</b>	<b>2018/2019</b>	<b>Comment</b>	<b>Long Term (2021)</b>
1. Develop a Welsh language modern apprentice scheme.	WCBC – HR Training team	Agree TOR	In 2017 the Council created 2 Welsh essential modern apprentice posts but no appointment was made.  In 2017/18 we advertised for this post again but unfortunately we did not receive any applications.	For 2019/20 we will work with Careers Wales, Coleg Cambria and Ysgol Morgan Llwyd to see whether we can secure a placement.	Appoint a Welsh speaking modern apprentice each year.
2. Organise Welsh in the Workplace days for Yr. 6 to show them the benefits of a bilingual education	WCBC – Education department	New	On 13/04/18 Children from four different Wrexham primary schools had the chance to speak to employees	The event will take place again in 2019 at three locations and with over 300 children already confirmed to be taking	Continue to deliver

			<p>from across North Wales for a Welsh in the Workplace day at Ysgol y Grango.</p> <p>The pupils attending had the chance to speak with workers from various public and private companies include WCBC, Welsh Water, Betsi Cadwalader University Health Board, Read Construction and Coleg Cambria.</p> <p>The speed-networking event saw individual groups of pupils spend 10-minute sessions with each group of employees, and quiz them on details such as their day-to-day work, how much they use Welsh during their working day and the sort of skills and qualifications needed to fulfil their role</p>	part.	
3. Raise greater awareness	WCBC in partnership	Establish	Establish whether WCBC	The Council has	Increased

amongst Welsh-speakers of bilingual provision available and job opportunities requiring bilingual skills.	with Coleg Cambria and	methodology	and the PSB can develop an action plan with Coleg Cambria.	advertised a number of Welsh essential frontline posts which are suitable for and aimed at those who have received a Welsh medium education. During 2019/20 more work will be required to make Welsh speaking school leavers aware of the advantages of a bilingual education. This work will also be done in conjunction with the LA's Education department.	number of Welsh learners
4. Council and other public bodies to guarantee job opportunities for Welsh speaking leavers not wishing to continue their academic studies and with to enter the local jobs' market.	WCBC/Coleg Cambria/PSB	Establish baseline	The LA, in partnership with all the secondary schools, Coleg Cambria, Gyrfa Cymru and industries will endeavour to promote and raise the profile of the advantages, as well as the career and employment opportunities.	See above. During 2019/20 more work will be required to make Welsh speaking school leavers aware of the advantages of a bilingual education.	Increased opportunities

\*The Standards do not apply to schools