

WELSH LANGUAGE PROMOTION STRATEGY

2022 - 2027

Cymraeg

This document is also available in Welsh



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OVERVIEW

This is Wrexham County Borough Council's (the Council's) strategy for promoting and facilitating the use of the Welsh language. It was produced in accordance with the requirements of Schedule 4 of the Welsh Language Standards (No. 1) Regulations 2015 and replaces the Council's first promotion strategy, Welsh Language Promotional Strategy 2016-2021. Welsh Language Promotion Strategy 2022-2027 sets out how the Council proposes to promote the Welsh language and facilitate the use of the language more widely during the next five-year period. In accordance with the Welsh language standards, an independent evaluation of the previous promotional strategy was carried out by www.Nico.cymru in February 2023 and is attached as Appendix 2. We welcome the report and evaluation and have adopted the recommendations within it for this revised strategy.

Further information

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FOREWORD

As Welsh Language Champion at Wrexham County Borough Council it gives me great pleasure to introduce this revised 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 builds on the successes of the previous strategy and aims to raise the profile of the Welsh language in Wrexham even higher, with activities such as hosting the National Eisteddfod in 2025 and with the momentum gained through the City of Culture 2025 bid. Cymraeg belongs to all of us and is a vehicle for uniting people from all backgrounds. This is especially relevant in Wrexham where we are fortunate to have a diverse and vibrant community.

At the time of drafting this revised strategy we received the results of the 2021 Census which unfortunately show a further decline in Welsh speakers across all but four of the Welsh local authorities. In Wrexham there has been a 0.7% reduction in the overall number of Welsh speakers compared with 2011, which is approximately 700 fewer Welsh speakers aged 3-15 in the county borough. Whilst this is of course disappointing, initial analysis also shows an encouraging increase in the numbers of Welsh speakers aged 16-44 in Wrexham, up 1.7% compared with 2011. This demographic is pivotal as it includes people leaving education to start work, those planning to raise a family and eventually apply for school places.

It is likely that the pandemic impacted on opportunities for residents, especially children, to use Welsh informally. This strategy aims to increase the use of informal Welsh in the community through our services, public events and education in helping to achieve the targets set out in Welsh in Education Strategic Plan 2022 - 2031.

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 times for the Welsh language in Wrexham. I'm determined that this strategy will be a living document that will contribute to the creation of a truly bilingual County Borough.

Cllr Hugh Jones
Welsh Language Champion

1. OUR VISION

- 1.1 To Increase the number of Welsh speakers in the county borough up to 12.9%*. 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.

** 2022-2027 - Due to the uncertainty around the fate of the Census, this target might have to be reconsidered should we need to use different data sources to track any increase over the life of the strategy and thereafter.*



2. INTRODUCTION

- 2.1 The Council's Welsh Language Scheme was replaced by Welsh Language Standards on 30 March 2015 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 remains committed to promoting, strengthening and facilitating the use of the Welsh language and is one of the Guiding Principles in the Council Plan **(2020-2023 Welsh Language and Culture (a cross-cutting theme across all priorities))**:
- 2.7 The Council has eight 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 Local 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 *laith 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 *laith 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 *laith Pawb*.
- 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 continue working towards 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.
- 3.8 One of the key drivers in the '*A living language: a language for living 2012-2017*' strategy 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 In July 2022 the Council received formal approval from the Minister for its Welsh in Education Strategic Plan (WESP) 2022-2031. As a statutory document and in line with legislation, the WESP is published on the Council's website and an action plan is currently being developed over the autumn to assist implement the WESP's priorities and targets agreed with Welsh Government regarding Welsh medium provision and education in the County Borough. Reference to the WESP, and the role it has to play in this strategy, can be seen in the Action Plan that supports this Strategy. The WESP is a key document for the Council and will require all Departments to support this statutory document as it sets out the Council's challenge of its requirement to create demand for Welsh medium education and provides its vision and targets 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. Nationally, the emphasis on the new WESPs is the requirement on local authorities to create demand and not only respond to demand, for Welsh medium education. The WESP is therefore key to implementing the Welsh Government strategy of creating a million Welsh speakers by 2050 (*Cymru 2050: a million Welsh speakers*, 2017) and also supports the vision in the Welsh Government's Welsh-medium Education Strategy launched in 2010, which responded to the 'demand for Welsh-medium education and increase the numbers of learners able to reach fluency and use the language in their communities, families and the workplace.' [Click here to view more education information.](#)
- 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. The strategy was updated in 2022 with the publication of the 'More than just words 5 year Plan 2022-2027' This plan follows the same three themes as [Cymraeg 2050](#).
- 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, on 13 July 2021 the Welsh government published a new 5 year action plan '[Cymraeg 2050: work programme 2021 to 2026](#)'. The underpinning theme of the action plan is that 'Cymraeg belongs to all of us' which we fully support.

4. THE PROFILE OF THE WELSH LANGUAGE IN WREXHAM COUNTY BOROUGH

4.1 This document is attached as Appendix 1 and can be viewed [here](#).

5. ACTION PLAN TO PROMOTE THE WELSH LANGUAGE IN WREXHAM COUNTY BOROUGH COUNCIL BY 2027

OVERALL TARGET:

	Census 2001	Census 2011	Census 2021	After 5 years (2027)	Census 2031
Increasing or maintaining the number of Welsh speakers in the County Borough over the lifetime of this Strategy	14.4% of the population fluent in Welsh	12.9% of the population fluent in Welsh	12.2% of the population fluent in Welsh * Statistics received on 02/12/2022	12.9% (We will use the school annual surveys as indicators to measure our progress together with public surveys and focus groups)	It is not currently known if the census will take place in 2031 therefore we will continue to monitor progress via other data sources.

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. 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 that role.

5.1 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**

- 5.2 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.
- 5.3 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.
- 5.4 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.
- 5.5 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.

The Council's Themes are:

Increasing the number of Welsh speakers

- Workforce Planning
- Education
- Training

Increasing the use of Welsh

- Use of Welsh in social settings
- Cymraeg in business
- Digital Services

Creating favourable conditions for success

- Public Involvement
- Identity of Wrexham
- Welsh language / bilingual events



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Theme 1: Increasing the number of Welsh speakers**Outcome: More staff speak Welsh in the Council****Indicator: An increase, year on year, in the number of Welsh speakers in the Council**

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
1. Ensure the Council complies fully with its Welsh Language Standards.	WCBC	Current	<p>Since the introduction of the standards the council has produced numerous internal guidance documents and e-learning modules to ensure that all staff are equipped to fully comply with the basics.</p> <p>There is a dedicated section on the staff intranet (SAM) providing information and detailed guidance documents relating to the Welsh language standards.</p>	<p>The Welsh language officer regularly reminds staff of their duties to comply and embrace the Welsh Language standards via the employee bulletin.</p> <p>If an area of repeated non-compliance is identified by the Welsh language officer, further information is quickly distributed to staff to avoid further failures.</p> <p>All WCBC corporate staff must complete the 'Welsh language Awareness' and 'Welsh Language Standards' e-learning modules at the induction stage and then every 2 years.</p> <p>Our internal audit department undertake an annual audit focusing certain standards as agreed with the Welsh language officer and audit officers.</p> <p>Printed mouse mats including common Welsh phrases and our bilingual greeting have been distributed to all offices.</p> <p>Welsh speaking council staff are issued with lanyards which incorporate the 'Cymraeg Gwaith' orange logo.</p>	Maintain

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
2. Encourage WCBC staff and elected members to reach level 1 in Welsh by 2027.	WCBC / Workforce Development/ Elected Members	Increase the numbers attending Welsh courses			All members of staff and elected members reaching level 1 in Welsh.
3. Maintain a Lead Member role with responsibility for the Welsh language	WCBC	Currently Cllr Hugh Jones	Maintain	Maintained	Maintain
4. Update and strengthen the Council's vacancy management process to ensure that due and proper consideration is given to the Welsh language and creating more Welsh-essential posts.	WCBC – HR & OD	March 2023	<p>The HR department has a new digital process which will further improve our record keeping and enable spot checks on all Welsh language assessments.</p> <p>All Welsh language assessments which result in 'Welsh Essential' and 'Welsh Skills Not Required' are monitored by the Welsh Language Officer. This is to ensure that further promotion is given to the 'Welsh Essential' roles whilst scrutinising posts assessed as 'Welsh skills not required' / Desirable.</p>	<p>We have improved wording for Welsh Essential job adverts e.g. allow applications in English for posts which only require conversational Welsh. Offer full support & training to those who have not used their Welsh in a while.</p> <p>The Welsh language officer will attend a departmental management meeting for every service to raise awareness of our duty to deliver bilingual services and planning the workforce.</p>	Monitor

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
5. Seek to increase the number of Welsh-essential posts advertised in the Council and filled with suitable qualified Welsh speakers	WCBC - HR department	Monitor the increase annually.		As above. The revised form will ensure that full and proper consideration is given to the language requirements of the post. All posts are advertised in Welsh and English. Consider advertising Welsh vacancies on Welsh radio and websites e.g. RadioCymru , Radio Cymru2, Safle Swyddi	Increase in recruitment of Welsh speakers.
6. 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	Increase the amount of vacancies where Welsh must be learnt, especially for customer service based roles.		All posts are advertised in Welsh and English. Consider advertising Welsh vacancies on Welsh radio and websites e.g. RadioCymru , Radio Cymru2, Calon FM, Safle Swyddi.	More Welsh speaking staff.
7. Create a role of Welsh Language Officer.	WCBC	Maintain	Maintain	Maintain	Maintain
8. Establish Welsh language champions in each department.	WCBC	Meet with newly nominated Welsh language champions.	Revise list and meet with champions and arrange regular meeting to discuss developments and share best practice.		Maintain
9. Increase the number of staff accessing Welsh language training provided by the Council.	WCBC - training team			There was a decline in the number of WCBC staff attending Welsh courses during 2020/2021. The Welsh Language Officer will work with the workforce development department and Coleg Cambria to reverse that trend.	Increase Welsh learners annually.

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
10. Install Cysill and Cysgair [Welsh language spell and grammar checker] for Welsh speakers and training on its use to be actively offered.	WCBC	Maintain			Maintain
11. All staff have completed the Welsh Language Awareness e-learning module	WCBC- Workforce Development	Completed	As part of induction and every 3 years.	A mandatory part of the PRD process. 2 New e-learning modules have been created: The Welsh Language Standards (Mandatory for all staff) and Handling Welsh Calls (mandatory for staff who handle calls from the public). These give an overview of the most common Welsh language service delivery standards.	All staff have an appreciation of the Welsh language and culture.
12. Create a network of Welsh speaking staff	WCBC - Welsh Language Officer	Completed	The Welsh Speakers Network currently has 30 members from across the council. The aim is to normalise the use of Welsh in the workplace and support staff who are learning the language.	The network to meet with all staff who are learning Welsh to offer support and create opportunities to use the language at work.	Maintain and grow the network with sights on the National Eisteddfod 2025
13. Provide Welsh language Training for all WCBC young apprentices.	Coleg Cambria / WCBC	Commission Coleg Cambria to deliver a Welsh course tailored for the workplace			

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Theme 1: Increasing the number of Welsh speakers**Outcome: More pre-school level children are learning Welsh****Indicator: An increase in the number of children attending pre-school Welsh language playgroups/clubs**

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
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 WCBC Press and Marketing team.	Maintain numbers	Work with Mudiad Meithrin and Flying Start to identify areas covered within the expansion of the Flying Start scheme to ensure adequate Welsh language provision.		Increase the number of children attending Welsh medium childcare, Flying Start sessions and Early Education. New Early Education providers from Jan 2023 – Cylch Bryn Tabor Cylch Llan – y pwell Cylch Antur Cylch Rhiwabon New cylch on site of Ysgol Hooson?? Developments at Ysgol Plas Coch?
2. Work with Mudiad Meithrin and Early Education team to ensure adequate provision within easy reach of Main population.	Mudiad Meithrin / WCBC Education				

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
3. Work with Mudiad Meithrin on any new developments as outlined in the WESP					
4. 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 Menter Iaith Fflint a Wrecsam and the organisations listed above	Devise a communications plan to help raise awareness of the benefits of bilingualism.	Target areas where Clychoedd Ti a Fi and/or Welsh medium education provision is within easy reach to hold activities to actively promote their choice.	Produce further case study videos with local families to be published around the time when school place applications are due to go live. Work with the Ysgol Llan-Y-Pwll to follow the language journey of their pupils and gather feedback from their families. News Article Cymraeg / Saesneg Cymraeg / Pwylaidd Cymraeg / Portiwgaleg	Increase the number of children attending Welsh medium education.

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
5. Increase the use of Welsh in playgroups and day nurseries that are mainly English-medium only.	WCBC – Education department via the Welsh in Education Strategic Plan / Welsh Language Officer	The work to rebuild our settings to pre-covid levels will be continued as an immediate priority for us.	As per WESP. Action plan - Outcome 1. More nursery children/ three year olds receive their education through the medium of Welsh	<p>We will continue to support parents of Cymraeg i Blant by promoting and extending further the running of support sessions for prospective and new parents by offering baby massage, baby yoga and Story, Sign and Song sessions.</p> <p>The Mudiad Meithrin officer will continue to regularly attend pre and post-natal sessions to share information on the benefits of introducing the Welsh language and to share information about Welsh language care and education by working with the Health Visitors and Midwives within the County.</p> <p>We will work together to ensure that the Childcare Sufficiency Assessment meets the need for Welsh-medium provision by strengthening and expanding Welsh-medium childcare provision to ensure a seamless path to Welsh-medium education.</p> <p>Make contact with Early Years Wales regarding the support they provide to English Medium Playgroups to make more use of the Welsh Language.</p> <p>Cwrs CAMAU available to all early years practitioners. This is a free course to learn Welsh, designed for staff in Cylchoedd Meithrin, day nurseries and child minders.</p> <p>This is a self-study online course at Entry level (so it is suitable for beginners, and those who've completed Taster Courses).</p>	Increased use of Welsh

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
				The course includes: Approximately 20 hours of independent study, Welsh to use with the children, The alphabet, colours, days of the week and counting, Different commands and questions	
6. Provide assistance to pre-school day care providers who wish to offer Welsh medium provision	WCBC – Education department via the Welsh in Education Strategic Plan / Welsh Language Officer	The Childcare Team will establish a working group to review the status of the childcare workforce within Wrexham and neighbouring Local Authorities.	The group will aim to identify methods to support the recruitment of Welsh speaking staff and promote childcare within Welsh medium provisions as a career choice.	<p>As of Oct 2018: Finance for the year has already been transferred to Mudiad Meithrin.</p> <p>Increase of +9% in the 'cylchoedd meithrin' who have a transfer rate of 100% to Welsh medium education when compared with 2016 data; 2016 71% of the cylchoedd meithrin had a 100% transfer rate, 2019 80% have a 100% transfer rate. –</p> <p>In 20-21 of the children who attended Welsh medium childcare and continued onto education – 70.3% continued their provision in a Welsh Medium educational provision (increase of 10.8 ppt in comparison to 19-20).</p> <p>Cylch Meithrin Borrass update-</p> <p>The cylch opened in September 2021 and has successfully transferred to the site of Ysgol Llan-y-pwll since Sept 2022 under the new name Cylch Meithrin Llan-y-pwll.</p>	Our target for the Percentage of Nursery pupils receiving their education through the medium of Welsh in 5 years (2026-2027) is 19.5% (percentage lower target) 21.9% (percentage upper target). Our 10 year target 2030-2031 is 23% (lower target) 27% (upper target).

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
<p>7. Maintain language progression from Cylchoedd Meithrin to Welsh medium primary education.</p> <ul style="list-style-type: none"> ▪ Maintain funding for the Welsh Language immersion Scheme Croesi'r Bont run by Mudiad Meithrin to bridge the language patterns introduced in the cylch Meithrin and the school Nursery class. 	WCBC – Education department via the Welsh in Education Strategic Plan / Welsh Language Officer	100%	100	In 20-21 of the children who attended Welsh medium childcare and continued onto education – 70.3% continued their provision in a Welsh Medium educational provision (increase of 10.8 ppt in comparison to 19-20).	100%
8. Encourage all Welsh medium schools to use more Welsh on the playground.	WCBC , Menter Iaith Fflint a Wrecsam, Focus Wales, Welsh Government	<p>Devise a timetable of initiatives / activities for WCBC schools around key dates, e.g. Dydd Miwsig Cymru, Dydd Gwyl Dewi, World Cup 2022.</p> <p>Bilingual schoolyard games to encourage the use of informal Welsh.</p>			More children using Welsh after school.

1

Theme 1: Increasing the number of Welsh speakers**Outcome: Use of Welsh within schools increases****Indicator: More children are leaving school able to speak Welsh More children learning Welsh in English medium schools**

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
1. We will continue to promote and support the implementation of Siarter Iaith and Cymraeg Campus. Within the first 5 years of the plan we will aim to support 36 English medium primary schools in achieving the Cymraeg Campus Gold Award and 14 to receive the Silver Award.	WCBC Education department - Welsh Advisory Team Edu Dept		All schools have achieved gold (except for Llan-y-Pwll Borras). Regional and national talks are underway to decide on the best way deliver and develop the standards in light of the pandemic.		100%

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
2. More children continue to improve their Welsh language skills when transferring from one stage of their statutory education to another	WCBC via WESP – WCBC PR and Marketing Team		We will complete our review of the current Trochi provision at Ysgol Morgan Llwyd and implement the new model from 2022 onwards. We will develop the way in which it is promoted including through our new website.	<p>We will work with Mudiad Meithrin, our schools, Coleg Cambria and Glyndwr University to map out the full journey in terms of Welsh medium education. We will ensure that parents and students are fully informed about the full range of support that is available at every stage and how to access it.</p> <p>Over the course of this strategy and the WESP we will aim to further increase the numbers accessing Trochi at Y7 to reach 16 by 2026.</p> <p>We will arrange visits to the primary schools by Welsh teachers and pupil ambassadors and take advantage of every opportunity to celebrate the success of Trochi in the local press and encourage higher interest.</p> <p>We will work in partnership with Mudiad Meithrin to promote all messages around early years provision to a wide audience, by being inclusive and ensuring that the messages shared are suitable for everyone from any community by following Llais yr Iaith guidelines.</p>	
3. Raise awareness of the Welsh medium education offer in Wrexham with parents.	WCBC Press and Marketing / Education Department / Partner Organisations	A promotional sub-group 'Is-Grŵp Hybu' has been created from members of the WESP Forum. The group meet quarterly to share information and to raise awareness of the benefits of Welsh medium education.	A new website 'Welsh Education Wrecsam' has been developed by the Education department to be the main hub of information for residents.		More children applying for Welsh medium education.

2

Theme 2: Increasing the use of Welsh**Outcome: To increase the use of Welsh in shops and businesses****Indicator: Percentage of city centre customer service staff with reasonable Welsh language skills increased and increase in the number of customers requesting services through the medium of Welsh.**

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
1. Undertake survey to establish Welsh language skills of workers in city centre and County Borough shops/eateries/businesses.	WCBC in partnership with Menter Iaith Fflint a Wrecsam and the city centre Manager and Tourism Officer .	Design and undertake survey.	Work with those businesses who see the benefits of providing services in Welsh to take part in the 'Cynnig cymraeg initiative	The Cymraeg Byd Busnes Officer has made contact with the interested businesses and will work with them to use more Welsh.	Establish regular survey process and associated publicity. Celebrate success stories.
2. Gather information on Welsh language provision in businesses in Wrexham and share widely	WCBC in partnership with Menter Iaith Fflint a Wrecsam and the city centre Manager and Tourism Officer.	Undertake mapping process.	We will speak to local business owners regarding their use of Welsh and promote these success stories via social media, council newsblog and the councils MyUpdates subscribers.		Review on a two-yearly basis
3. Share examples of best practice in the public sector with regard to Welsh language service provision.	WCBC in partnership with other public bodies in the County Borough		The Welsh Language officer 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.		Ongoing

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
4. Ensure that all new and replacement signage provided by WCBC complies with the Welsh Language Standards.	WCBC – all departments		New digital approval process introduced in 2022. All signage is approved by the Welsh Language Team.	New street name plates are created either Welsh only or bilingually with Welsh text above the English. Approved signage design proofs are sent to Royal Mail to be added to the post address finder. This enables residents in Wrexham to use the Welsh version of their address when ordering goods to be delivered.	Ongoing
5. Ensure that WCBC provides all of its communication with its residents in line with the Welsh Language Standards.	WCBC – all staff		The Welsh Language officer works with departments to ensure that any current or new process is compliant with the standards in terms of functionality and accuracy of Welsh.	A new e-learning module has been developed focusing on key Welsh language standards e.g. greetings.	Ongoing
6. Provide resources aimed specifically at shops and businesses in order to promote the advantages of providing services bilingually and to increase their use of Welsh.	WCBC in partnership with Coleg Cambria Menter Iaith Fflint a Wrecsam and Flintshire County Council		WCBC to work with the The Welsh language Commissioner's 'Hybu Team' to promote the 'Cynnig Cymraeg' initiative and share examples of good practice to encourage other business to use Welsh as part of their offer.		Increase the usage of Welsh in local businesses

2

Theme 2: Increasing the use of Welsh**Outcome: More children have the ability and confidence to speak Welsh in a social setting****Indicator: More children and young people take part in organised Welsh-medium activities**

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
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.	Assess current membership figures to establish a baseline.	Take advantage of national events e.g. Dydd Miwsig Cymru, Dydd Gwyl Dewi, National Eisteddfod, to increase the social usage of Welsh and raise awareness of the Urdd including its history with local parents.	The council previously worked with the Urdd youth worker to organise matinée gigs at saith seren whereby a popular Welsh band was booked at Saith Seren to play in the afternoon for parents and children to attend. We will develop this further over the course of this strategy to create more opportunities for children and parents to experience Welsh language events after school.	Regular Welsh language / Bilingual Events
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 attendance
5. Increase the number of young people engaged in volunteering opportunities through the medium of Welsh	WCBC in conjunction with schools, AVOW, local sporting groups and Coleg Cambria. Focus Wales	WCBC in conjunction with schools, and Welsh language county forum	WCBC to Meet with the Urdd to develop a plan to increase membership numbers.	Extend this to include all members of the Welsh language county forum.	Increased numbers and opportunities.

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
6. 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.		Increased numbers.
7. Increase the number of young people taking part in the St. David's Day parade.	Menter Iaith Fflint a Wrecsam in partnership with WCBC.		Engage with all WCBC secondary schools ahead of the 2023 celebrations.		
8. Work with local Welsh medium schools to raise awareness of the career advantages of being bilingual	WCBC in partnership with Menter Iaith Fflint a Wrecsam, Focus Wales, Urdd Fflint a Wrecsam, BETSI, Coleg Cambria	Pilot September 2022	WCBC have arranged to visit the sixth form students at Ysgol Morgan Llwyd along with representatives from other major employers in the area e.g. Glyndŵr University, Freedom Leisure and WCBC Social Services to raise awareness of career opportunities for Welsh speakers and the advantages of continuing to use Welsh after finishing secondary school.		Repeat annually.

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
9. Increase participation at Welsh language / bilingual social events e.g. Dydd Miwsig Cymru, Focus Wales, diwrnod Shwmae Su'mae, Gigs at Saith Seren and Tŷ Pawb.	WCBC, Welsh GOV, Focus Wales, Saith Seren, Menter Iaith Fflint a Wrecsam		<p>Provide support to Saith Seren and The Stiwt Theatr to hold more bilingual events aimed at increasing use of social Welsh and raise awareness of local history and culture.</p> <p>Commission Welsh language music performances and workshops for WCBC secondary schools in partnership Focus Wales music festival.</p> <p>A pilot performance/ workshop took place in April 2022 at Ysgol Morgan Llwyd, and was hugely successful and well received by the students.</p>	<p>Meet with Stwit and Saith seren to agree program for 2022/23</p> <p>Repeat workshop in 2023 and expand to English medium schools for GCSE Welsh students.</p>	<p>Review annually</p> <p>Maintain and gather feedback from students.</p>
10. Support and encourage parents of Welsh speaking children to use more Welsh at home and to enroll on Welsh language courses.	WCBC, MIFFAW, Coleg Cambria, Mudiad Meithrin,	tbc		<p>Coleg Cambria deliver Welsh speaking lessons at the HWB Cymraeg @ Focus Wales. A new course aimed at specifically at parents was recently launched and this will be promoted at the next HWB Cymraeg in May 2023.</p> <p>Clwb Cwtsh through Mudiad Meithrin -6 week course has been created specifically to introduce basic Welsh for Children.</p>	

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
11. All WCBC Youth work / Play staff to encourage use of informal / incidental Welsh during activities.	WCBC – Welsh Language Officer – Coleg Cambria	Design and produce a series of portable flash cards for staff to carry and use on a daily basis.			Increase the use of Welsh amongst wcbc staff and the children that they support.

2

Theme 2: Increasing the use of Welsh**Outcome: Raise awareness of opportunities for adults and older people to learn Welsh****Indicator: More people in the County Borough speak Welsh**

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
1. Provide links to sites which have online teaching tools	WCBC in partnership with MIFFAW Coleg Cambria and Clwb DAW Wreccsam			The Welsh Language Coordinator regularly shares opportunities to learn Welsh locally via social media and the council news blog. A list is also held on the website	
2. Maintain the list and update on WCBC website and distribute	WCBC	Update list of providers and provide hard copies for notice boards at our leisure centres, resource centres and libraries and country parks.			Maintain/On-going
3. Seek opportunities and actively promote them using the Council's communications outlets	WCBC				
4. Take full advantage of the return of the national eisteddfod to Wrexham in 2025 to raise the profile of the language and culture in our vibrant community.	WCBC / Menter Iaith Fflint a Wreccsam / National Eisteddfod / Coleg Cambria				

3

Theme 3: Creating Favourable Conditions for Success

Outcome: Wrexham County Borough residents have opportunities to engage with, and contribute to, the aims and outcomes of this strategy.

Indicator: Residents actively get involved in making their views known

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
1. Work with Public Services Board organisations to identify and embed actions to build the Welsh language across the PSB's Well-being plan 2023 - 2028	WCBC – PIP/Welsh Language Officer				
2. Annual public consultation [for the lifetime of the strategy] to allow for formal feedback to the Council and its partners/stakeholders on their Welsh language services and performance.	WCBC-- Policy and Performance Improvements team	Revise survey	Undertake survey with additional questions relating to the period of Covid-19 pandemic		
3. Support the PSB to work with communities to confidently deliver "A Wales of Vibrant Culture and a Thriving Welsh Language	WCBC and the PSB			Use of Welsh language should be an integral thread and considered under every heading – not confined to 'Culture and Welsh language'	
4. New digital Integrated Impact Assessment to include specific reference to compliance with the Welsh Language Standards.	PIPS / Welsh Language Officer	Currently testing functionality of the system ahead of the Pilot in Q4 22/23	The Welsh language officer is currently consulted on all major projects to provide any representations relating to Welsh Language.	In progress.	Ongoing

3

Theme 3: Creating Favourable Conditions for Success

Outcome: Create a community where both Welsh and English speakers learn about the Welsh language and culture

Indicator: Increase in the number of people participating in activities around the Welsh language and culture

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
1. Raise awareness of opportunities for adults and older people to learn Welsh	WCBC in partnership with MIFFAW, Coleg Cambria and Clwb DAW Wrecsam	Actively promote Welsh language courses in our resource centres	Actively promote local Welsh language courses in our resource centers and libraries and country parks.		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	Increase coverage of key Welsh Language events e.g. Christmas Markets, HWB Cymraeg @Focus Wales, Tŷ Pawb, Saith Seren and community/ partnership run events.	Build on the momentum gained by the City of Culture 2025 bid, Focus Wales and the National Eisteddfod 2025		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/ Welsh Football Museum	Work with the Welsh Football Museum and Tŷ Pawb to deliver events which encourage use of Welsh at the World Cup fanzones.	Share resources and key Welsh football words/ phrases widely. Show one match with Welsh commentary on S4C at Tŷ Pawb .		
4. Ensure Welsh features at the heart of the Arts and Cultural Hub in Wrexham, Tŷ Pawb.	Events Coordinator / Welsh Language Officer	There are regular Welsh language and Bilingual events held at Tŷ pawb including activities for families and live music.	We will continue to host an annual Dydd Miwsig Cymru concert in partnership with Tŷ Pawb, Welsh Government and Focus Wales.		

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
5. Ensure that all social services/care providers in the County Borough comply with the outcomes/targets in the 'More than Just Words' framework	WCBC/Betsi Cadwaladr				
6. Public bodies in the County Borough to provide free Welsh language sessions in work time for new learners, improvers and those already classed as proficient to learn and improve their Welsh.	WCBC/Coleg Cambria/Prifysgol Glyndŵr/Betsi Cadwaladr	Ongoing	To be progresses via the PSB.	Ensuring that staff are fully supported whilst they learn or improve their Welsh is vital. Any member of staff wishing to learn Welsh to use in the workplace must be welcomed and encouraged to do so.	Ongoing
7. Identify and work with local providers to encourage more people to learn Welsh.	WCBC in partnership with Coleg Cambria and MIFFAW [Menter Iaith Fflint a Wrecsam]	Annually	This will continue and further avenues will be explored with the Welsh Government for free Welsh language lessons.		Annual review
8. WCBC to provide links to free online tools for learning Welsh on its website and via its social media accounts.	WCBC – Web Development team	Completed	As above		Annual review

3

Theme 3: Creating Favourable Conditions for Success**Outcome: More people interact digitally with the Council through the medium of Welsh****Indicator: Increase in the number of people using the Council's online services in Welsh**

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
1. Devise and action a specific communications plan to encourage more people to access online services in Welsh	WCBC – Web and Marketing & PR team	Create a coms plan with Web and PR teams.	Continue to promote Welsh language digital services via our news blog, website and social media channels. Continue to use incidental Welsh phrases, posts and tweets on the councils English social channels.	All new digital processes are built to comply fully with the Welsh language Standards.	Increased digital transactions
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	It has proven difficult to build a following using two separate corporate accounts. This has led to more people opting to create a bilingual channel rather than separately e.g. Tŷ Pawb, Amgueddfa Pêl Droed Cymru /Wales Football Museum. This is a positive step and gives everyone the opportunity to see the Welsh language more often.		

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
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	TBC	As part of the above plan increase usage of 'Call to action' (CTA) banners within the website e.g. 'CLICK HERE TO READ THIS IN WELSH' Undertake review of the user experience when using the Welsh pages.		Increased traffic to Welsh language website and news blog
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

3

Theme 3: Creating Favourable Conditions for Success**Outcome: More people in the County Borough identify themselves as Welsh****Indicator: When surveyed people in the County Borough consider themselves to be Welsh (not necessarily Welsh speaking)**

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
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	Create a coms plan with Web and PR teams.	Maintain and update list. Specific events planned and funded from the Welsh language budget e.g. Hwb Cymraeg, Focus Wales, Welsh language nights at Saith Seren	Build on the momentum gained by the Welsh football team qualifying for the world cup,	Increased sense of 'Welshness'
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. 'Shwmae/Su'mae, laith ar Daith	All Stakeholders	Via social media/ WCBC news blog	Ensure that the Council actively seeks to make itself aware of these initiatives and uses its communication channel to raise awareness.	We held two successful Dydd Miwsig Cymru concerts in Ty Pawb and organised in partnership with Focus Wales and Welsh Government. Look to hold another concert in 2023.	
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	Increasing year on year.	Participation at the 2022 parade was over 2500 and given this was the first parade since the pandemic we can now build on this for 2023 and beyond.	The Council commissions Menter laith FFAW to deliver this event on its behalf with support from the events team and Welsh language Officer.	Increased attendance.

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
5. Develop a programme of Wales and Welsh themed music events in the County Borough.	WCBC and its partners/ stakeholders	Ensure that bilingual events are share widely including non-digital formats e.g. posters, monthly or quarterly leaflets.	<p>The Welsh language Officer has created a new Facebook page 'Welsh Language Events Hub' to specifically list and promote all Welsh language events in the Wrexham and Flintshire area.</p> <p>Menter Iaith Fflint a Wrecsam also have an online calendar of Welsh language events. Any events which are created in Facebook can be added to the list and officers at Menter Iaith have admin access to the page to add these as required.</p>		Maintain
6. Undertake an impact 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	<p>Routine – now included as part of the Events Commissioning form.</p> <p>All events commissioned or part funded by the council (50% or more) must fully comply with the Welsh language standards and consideration must be given to the Welsh language for all activities offered at the event.</p> <p>The council events manager works with the Welsh language officer to ensure we are actively offering Welsh language activities and services.</p>		

3

Theme 3: Creating Favourable Conditions for Success**Outcome: Children learn of the advantages of learning Welsh for employment****Indicator: More jobs are advertised as Welsh essential, particularly at entry and graduate level**

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
1. Develop a Welsh language modern apprentice scheme.	WCBC – HR Training team	Scheme launched in July 2022	Work with the local secondary schools to raise awareness of the benefits of a career with WCBC targeting Welsh speakers and advanced learners.		More Welsh speaking staff.
2. Organise Welsh in the Workplace days for Yr. 6 to show them the benefits of a bilingual education	WCBC – Education department		Cymraeg y gweithle workshops	<p>The pupils attending have the chance to speak with staff from organisations including:</p> <p>Scottish Power Energy Networks Principality Building Society Betsi Cadwaladr University Health Board</p> <p>Welsh Water DFS4 /Big Ideas Wales role model Wrexham County Borough Council Excell Supply Coleg Cambria Menter Iaith The Presbyterian Church</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>	Increased awareness of the benefits of bilingualism.

Activity	Lead	Short Term	2022/23	Comment	Long Term (2027)
3. Raise greater awareness amongst Welsh-speakers of bilingual provision available and job opportunities requiring bilingual skills	WCBC in partnership with Coleg Cambria and		Establish whether WCBC and the PSB can develop an action plan with Coleg Cambria.	The Council has advertised a number of Welsh essential frontline posts which are suitable for and aimed at those who have received a Welsh medium education. During 2022/23 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 LA's education department.	Increase number of Welsh learners applying for posts.
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		<p>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.</p> <p>The councils apprentice scheme commenced in Sept 2022 and all apprentices are enrolled onto Welsh language courses as part of their training pregame.</p>	<p>See above.</p> <p>During 2022/23 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 LA's education department.</p>	More Welsh speakers in public services.