

## WELSH LANGUAGE IMPACT ASSESSMENT TOOL

This Welsh Language Impact Assessment (WLIS) tool enables RCT Council to consider the principles and requirements of the [Welsh Language Standards \(No.1\) Regulations 2015](#) to ensure compliance with the [Welsh Language \(Wales\) Measure 2011](#).

### **Stage 1 – Information Gathering**

**NOTE:** As you complete this tool you will be asked for **evidence to support your views**. Please see [Welsh Language Impact Assessment Guidance](#) for more information on data sources.

<b>Proposal Name:</b>	Rhondda Cynon Taf Tourism Strategy
<b>Department</b>	Prosperity and Development
<b>Service Director</b>	Derek James
<b>Officer Completing the WLIA</b>	Ian Christopher and Nerys Royal
<b>Email</b>	<a href="mailto:ian.christopher@rctcbc.gov.uk">ian.christopher@rctcbc.gov.uk</a> nerys.royal@rctcbc.gov.uk
<b>Phone</b>	Work Mobile: 07795391855 & 07385401887
<b>Brief Description</b>	<p>Over the last five years (minus 2020 where the COVID-19 global pandemic stopped all travel/business), Wales has welcomed record numbers of visitors. This is reflected in RCT's visitor numbers, with 1.5 million-day visitors in 2019 and more than 500,000 overnight stays. Over 9% of the workforce in Wales is now employed in tourism. It is one of the country's fastest growing sectors and it is estimated that tourism was worth just over £179 million to the RCT economy in 2019 and employed more than 2000 people. It is clear that tourism has the potential to be the main driver of the local economy and source of employment in large parts of the County Borough.</p> <p>The RCT Tourism Strategy is a strategic document that will be used to underpin tourism related actions and efforts within RCT, with the goal of enhancing, increasing and sustaining the visitor economy, establishing RCT as a premier destination in the UK for "experience" based visits and vacations. It will replace the Destination Rhondda Cynon Taf 2014-2020 document.</p>

<b>Date</b>	31/08/21 (Updated)
<b>Please outline who this proposal affects? (Service Users, Employees, Wider Community)</b>	Service Users, Employees, Wider Community.
<b>What are the aims of the policy, and how do these relate to the Welsh Language?</b>	The RCT Tourism Strategy is a strategic document that will be used to underpin tourism related actions and efforts within RCT, with the goal of enhancing, increasing and sustaining the visitor economy, establishing RCT as a premier destination in the UK for “experience” based visits and vacations. Within the Strategy are key themes and some of these will have a positive impact on the use of the Welsh Language – Employment and Skills which will look to offer jobs and training featuring the Welsh language, Experience which will encourage all stakeholders to deliver a ‘Welsh’ offering and welcome, Infrastructure, Accessibility and Connectivity which will encourage the promotion of Welsh locations and areas, not to mention Marketing and Promotion which will be bilingual and targets towards particular audiences.
<b>Who will benefit / Could the policy affect Welsh language groups? If so, list them here.</b>	Business owners, residents the local communities and even the visitors themselves will benefit from the Strategy. In terms of Welsh language groups, the Strategy will identify opportunities within Employment and Skills sector, thus allowing these groups to work with local education providers or the businesses themselves to provide Welsh Language skills to the local workforce within the Tourism sector.
<b>Current linguistic profile of the geographical area(s) concerned</b>	<p>Every ten years the nation sets aside one day for the Census, a count of all people and households. The Census is a key source of information about the number of people who can speak Welsh.</p> <p>The 2011 Census<sup>1</sup> indicated that of the 225,555 residents living in the County Borough, 12.3% (27,779) were able to speak Welsh. This can be compared to the all-Wales figures that showed of the 2,955,841 residents living Wales, 19.0% (562,016) were able to speak Welsh.</p> <p>The Annual Population Survey<sup>2</sup> collects information about respondents’ Welsh speaking ability and includes a question on how often people speak Welsh.</p> <p>The Annual Population Survey for the quarter ending September 2020, reported that 19.3% of respondents living in the County Borough said they could speak Welsh, this is compared to the all-Wales percentage of 28.8% of respondents. This can be further broken down to the data contained in the table that follows.</p>

		Welsh Language Skills of Residents – (%)			
			County Borough of Rhondda Cynon Taf	Wales	
		Can Read Welsh	18.2%	25.8%	
		Can Write Welsh	16.7%	23.5%	
		Can Understand Spoken Welsh	23.5%	33.0%	
Other relevant data or research	Consultation Report Draft Tourism Strategy June 2021				

## **Stage 2 – Impact Assessment**

In this section you need to consider the impact, the evidence and any action you are taking for improvement. This is to ensure that the opportunities for people who choose to live their lives and access services through the medium of Welsh are not inferior to what is afforded to those choosing to do so in English, in accordance with the requirement of the Welsh Language (Wales) Measure 2011.

Please note there is a separate impact assessment for Equality and Socio-Economic duty that must also be completed for policy proposals.

Remember that effects that are positive for some groups could be detrimental to others - even among Welsh language groups. Consider the effects on different groups. For example, a proposal may be beneficial to Welsh learners, but not to Welsh speakers.

### **Will the proposed action affect any or all of the following?**

	<b>Does the proposal have any positive, negative or neutral impacts?</b>	<b>Describe why it will have a positive/negative or neutral impact on the Welsh language.</b>	<b>What evidence do you have to support this view?</b>	<b>What action(s) can you take to mitigate any negative impacts or better contribute to positive impacts?</b>
<b>Opportunities for persons to use the Welsh language</b>  e.g. staff, residents and visitors  The rights of Welsh speakers and learners to use Welsh when dealing with the council and for staff to use Welsh at Work	Positive/ Negative/ Neutral  Positive	The Strategy has a positive impact on the Welsh language by offering many opportunities to promote and use the Welsh Language within the Tourism Sector.  One of the strengths of tourism in Wales is its unique identity and the Welsh language is an important component of this.	<a href="#">Promote the Welsh language and culture   Business Wales (gov.wales)</a>  <a href="#">Iaith Gwaith (welshlanguagecommissioner.wales)</a>  <a href="#">National Eisteddfod of Wales   National Eisteddfod</a>	Work with stakeholders and local educational institutions to offer Welsh Language courses.  Research examples of best practice whereby a 'Welsh' welcome is offered for business owners to follow/base operations.  Encourage stakeholders to realise the benefits of the

				<p>Welsh Language through Guest Speaker at the RCT Tourism Hub and/or promote free opportunities through regular communication to Hub members.</p> <p>Encourage businesses to use the Welsh Language Commissioner's Iaith Gwaith badges and lanyards so that Welsh speaker and learners can identify staff that can provide Welsh Language services.</p> <p>Develop a course with Council Visitor Attraction staff to integrate learning basic Welsh phrases into their provision/tours i.e. A Welsh Coal Mining Experience staff would be taught how to say Bore da and Prynhawn Da and small other phrases as part of their guide around the site.</p> <p>Recruit more Welsh speaking staff at our visitor attraction sites to ensure a</p>
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				<p>Welsh language offer is always available.</p> <p><i>Following the feedback received via the consultation we could</i></p> <p>Work with the National Eisteddfod to ensure opportunities to use the Welsh language within Council settings, tourism attractions and businesses are strengthened as we maximise the benefits the Eisteddfod has to offer our area and ebb its effects (gwaddol) in the longer term by promoting the use of the Welsh Language with our key stakeholders. We need to learn from the experiences of neighbouring local authorities on how they maximised the opportunities post Eisteddfod.</p>
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## Stage 2 – Impact Assessment

Will the proposed action affect any or all of the following?				
	Does the proposal have any positive, negative or neutral impacts?	Describe why it will have a positive/negative or neutral impact on the Welsh language.	What evidence do you have to support this view?	What action(s) can you take to mitigate any negative impacts or better contribute to positive impacts?
<p><b>Numbers and / or percentages of Welsh speakers</b></p> <p>e.g Welsh Medium Education / Study Opportunities. Links with the Welsh Government's <a href="#">Cymraeg 2050 Strategy</a> / <a href="#">RCTCBC Five Year Welsh Language Strategy</a></p>	Positive	<p>A theme within the Strategy is linked to Employment and Skills, and with the creation of more jobs, and more diverse roles, Welsh language requirements are likely to be focussed upon as like many other countries, bilingualism adds to not only the appeal (to visitors) but also the service offered (by businesses).</p> <p>As referenced visitors are usually intrigued and fascinated by the language, and so maybe encouraged to learn the language through the various opportunities that exist.</p>	<a href="#">Promote the Welsh language and culture   Business Wales (gov.wales)</a>	<p>Work with stakeholders and local educational institutions to offer Welsh Language courses.</p> <p>Liaise with visitor businesses to explain the importance of recruiting Welsh speaking employees, and/or offering work placed courses to learn within the role.</p>
<p><b>Opportunities to promote the Welsh language</b></p> <p>e.g. status, use of Welsh language services, use of Welsh in everyday life in work and in the community</p> <p>Actively encourage and promote the use of our services in Welsh</p>	Positive	The Strategy will look to drive more visitors to the area than ever before, and as such this provides a platform to display and offer the Welsh language to more and more people/groups.	<a href="#">Promote the Welsh language and culture   Business Wales (gov.wales)</a>	Look to develop more appropriate signage schemes to help direct visitors into and within RCT, and all signage will be bilingual.

<p>to see an increase in demand over time</p>		<p>Visitor businesses will get the opportunity to promote their Welsh uniqueness through their offerings – be it via experience, language, produce, services, products and/or culture.</p>	<p><a href="#">Annual Population Survey - Ability to speak Welsh by local authority and year (gov.wales)</a></p>	<p>Encourage stakeholders to provide a 'Welsh' welcome/offering, starting with the use of simple vocab by public facing staff. Support will be offered to educate/train stakeholders.</p> <p>Taking opportunities to promote the Welsh language when engaging with visitors via marketing/communication, such as email, social media or face to face.</p> <p>Develop a campaign so that visitors can learn basic phrases before visiting our area. We could provide sections online that include phonetic spellings and recordings of certain phrases for visitors and residents to learn.</p> <p>Develop a campaign around the National Anthem and its connection to RCT.</p>
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## Stage 2 – Impact Assessment

Will the proposed action affect any or all of the following?

	Does the proposal have any positive, negative or neutral impacts?	Describe why it will have a positive/negative or neutral impact on the Welsh language.	What evidence do you have to support this view?	What action(s) can you take to mitigate any negative impacts or better contribute to positive impacts?
<p><b>Compliance with the Council's Statutory Welsh Language Standards</b> e.g increasing or reducing the Council's ability to deliver services through the Medium of Welsh.</p> <p>Consider the rights of Welsh speakers to use Welsh when dealing with the Council and for staff to use Welsh at Work</p>	Positive	<p>Supporting the Welsh language in tourism is a vital component, with regards to culture and heritage which is a key driver within the Strategy and for tourism into Wales.</p> <p>Consideration will need to be given to the use of bilingualism in areas outside of Wales as this can often been seen as a negative within the industry, especially when working with the Travel Trade. However, it does support its uniqueness to its customers, through Product and Culture of Wales, and as such the Welsh language will be promoted as extensively as possible In line with the</p>	<a href="https://gov.wales">Promote the Welsh language and culture   Business Wales (gov.wales)</a>	<p>Signage will be a key element as part of the Strategy, and as such all new signage will be bilingual therefore complying with the Welsh Language Standards.</p> <p>Bilingual correspondence is sent from the Tourism Team unless language choice is given (Welsh or English).</p> <p>Any booking app to be procured by the Council to support its Tourism strategy will comply with the Welsh Language Standards.</p>

		requirements of the Welsh Language Standards.		The Council will seek to recruit Welsh speaking casual tourism staff to ensure that when offering services to the public at Council events we are compliant with Standards 35 and 36
<b>Treating the Welsh language, no less favourably than the English language</b>	Neutral			

### **Stage 3 - Strengthening the proposal**

Having listed actions in section 2 which may mitigate any negative impacts or better contribute to positive impacts – please record below which ones you will imbed into the policy proposal and who will be responsible for them.

Also consider is the proposal necessary? Would it be possible to meet demand without any new developments? Could other existing provision be used? Where should the development be?

<b>What are you going to do?</b>	<b>When are you going to do it?</b>	<b>Who is responsible?</b>
Assist and encourage the development of tourism related roles within the area, supporting the creation of well paid, secure jobs within the industry for residents, identifying the benefits of including Welsh Language skills/qualifications within these roles.	As part of an Action Plan that will be formulated once the Strategy has been approved.	RCT Council Tourism Team

Offer training and development opportunities for visitor businesses to upskill their workforce so that they offer a basic level of Welsh, that can be utilised within the business.		
Promote Culture, Heritage and Landscape, through developing experiences that complement the Welsh uniqueness that RCT has to offer.	As part of an Action Plan that will be formulated once the Strategy has been approved.	RCT Council Tourism Team (with assistance of RCT Council Marketing Team)
<p>Ensure the Welsh Government's Helo Blod Service is promoted amongst visitor businesses so that they can take advantage of the free to use service the Welsh Government offers to promote the use of the Welsh language within their businesses.</p> <p>Research and/or implement the following</p> <ul style="list-style-type: none"> <li>- Iaith Gwaith materials</li> <li>- Basic phrases course with visitor attraction staff</li> <li>- Basic phrases online project</li> <li>- National Anthem project</li> <li>- Recruit more Welsh speaking tourism staff</li> <li>- National Eisteddfod opportunities.</li> </ul>	As part of an Action Plan that will be formulated once the Strategy has been approved	RCT Council Tourism Team (with assistance of RCT Council Marketing and Welsh language Teams)
If ways of reducing the impact have been identified but are not possible to implement, please explain why. Give sufficient detail of data or research that has led to your reasoning.		
What was identified?	Why is it not possible?	
n/a	n/a	

#### **Stage 4 – Review**

As part of the Welsh Language, Equalities and Socio Economic Duty Impact Assessment Process all proposals that fall within the definition of Significant Key Decision should present at the Officer Review Panel. This panel is made up of officers from across Council Services and acts as a critical friend before your report is finalised and published for SLT/Cabinet approval.

If this proposal is a Key Strategic Decision please forward your impact assessment to [CouncilBusiness@rctcbc.gov.uk](mailto:CouncilBusiness@rctcbc.gov.uk) for an Officer Review Panel to be organised to discuss your proposal. [See our guidance document](#) for more information on what a Significant Key Decision is.

For all policy proposals, whether it is a Significant Key Decision or not you are required to forward this assessment to Welsh Language services in the first instance for some initial guidance and feedback.

It is important to keep a record of this process so that we can demonstrate how we have considered and built in sustainable Welsh language considerations wherever possible. Please ensure you update the relevant sections below

<b>Welsh Language Services Comments</b>	<b>Date Considered</b>	<b>Brief description of any amendments made following Welsh Language Services feedback</b>
<p>This is a detailed impact assessment which lists many of the intended positive impacts this proposal will have on the Welsh Language.</p> <p>Welsh Language Services encourage you to consider further the following -</p> <ul style="list-style-type: none"><li>- Ways in which Council may contribute to the agenda within its own visitor attraction sites, which form part of the tourism offer in RCT</li><li>- How the council may maximise the opportunities the National Eisteddfod present to the tourism sector in RCT and use of the Welsh language amongst fluent speakers and learners.</li></ul>	23/08/2021	<p>As part of an Action Plan that will be formulated once the Strategy has been approved these comments will be taken in to consideration and capitalised upon especially with the National Eisteddfod coming to RCT.</p>

- Explore projects that could increase opportunities for persons to use the Welsh language, such as visitor attraction sites using basic phrases with all guests, recruiting Welsh speakers to provide Welsh language services to Welsh speaking visitors and sharing Iaith Gwaith materials with council and key stakeholders.		
<b>Officer Review Panel Comments</b>	<b>Date Considered</b>	<b>Brief description of any amendments made following Officer Review Panel considerations</b>
<b>Consultation Comments</b>	<b>Date Considered</b>	<b>Brief description of any amendments made following consultation</b>
<p>Many comments were received by members of the public on how we could improve our Welsh language offer. The vast majority concentrated on the following areas</p> <ul style="list-style-type: none"> <li>- recruiting Welsh speaking tour guides at our visitor attractions sites,</li> <li>- encouraging businesses and the Council to use the Commissioner's Iaith Gwaith logos and lanyards,</li> <li>- develop a fully bilingual app and booking system,</li> <li>- develop opportunities for the Council to teach basic phrases to visitors as part of visitor attraction sites (such as Bore Da/ Prynhawn Da and Diolch /Shwmae)</li> <li>- capitalise on the many benefits the National Eisteddfod could have on the Welsh language</li> </ul>		We've updated the impact assessment to take account of these main areas.

### **Stage 5 – Monitoring, Evaluating and Reviewing**

### How and who will you monitor the impact and effectiveness of the proposal?

The RCT Tourism Strategy is a partnership document that will underpin the actions and efforts relating to tourism in RCT. The Strategy has been passed via Scrutiny and will be presented to Cabinet in due course. Already a RCT Strategic Steering Group has been established featuring the key players from within the wider tourism industry, as well as a RCT Tourism Hub, whose membership is open to all stakeholders that have a vested interest in tourism in RCT. Both these groups will drive forward the objectives of the Strategy and in turn monitor any plans/actions that are developed.

Each theme within the Tourism Strategy will require a set action plan, within which a number of actions/proposals will be put forward. Some actions/proposals will be dependent on others and so it is uncertain at this point how results of the monitoring will be used to develop future proposals until the action plans are produced. What is evident is that the future proposals within the Strategy will look to positively influence STEAM related figures (in relation to tourism - i.e. visitor numbers, visitor spend, FTEs, etc.), the mechanism used to compare economic data between local authorities within Wales.

RCT Council's Tourism Team will be responsible for evaluating and reporting to the Strategic Steering Group on any action plans that are derived from the Strategy, as well as collating data for the STEAM Report.

### **Stage 6 – Summary of Impacts for the Proposal**

Provide below a summary of the impact assessment. This summary should be included in the Welsh Language Considerations section of the SLT/Cabinet report template. The impact assessment should be published alongside the report.

*A Welsh Language Impact Assessment has been completed and the main findings are as follows -*

The RCT Tourism Strategy and its aims will have a positive effect on the Welsh Language, Welsh speakers and Welsh learners, and any future Plans or developments that come from the formulation of the RCT Tourism Strategy will comply fully with the Welsh Language Measure 2011 and the Welsh Language Standards.

With a specific focus on key themes including Skills & Employment, Accessibility, Infrastructure & Connectivity, as well as Experience, not to mention an underlying emphasis on Culture and Heritage, promotion of the Welsh language will be central throughout all themes, demanding

continuous focus from Council staff and its partners/stakeholders and will be a constant when progressing plans attributed to the Strategy.

<b><u>Stage 7 – Sign Off</u></b>			
<b>Name of Officer completing the WLIA</b>	Nerys Royal	<b>Service Director Name:</b>	Derek James
<b>Position</b>	Tourism Adviser	<b>I recommend that the proposal: (Highlight decision)</b>	Is implemented with no amendments
			Is implemented taking into account the mitigating actions outlined
			Is rejected due to disproportionate negative impacts on the Welsh language
<b>Signature</b>	Nerys Royal	<b>Service Director Signature</b>	
<b>Date</b>	03.09.21	<b>Date</b>	