



RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL

WELSH LANGUAGE CABINET SUB-COMMITTEE

25 OCTOBER 2022

WELSH LANGUAGE PROMOTION STRATEGY 2022-2027

**REPORT OF THE DIRECTOR OF PUBLIC HEALTH, PROTECTION, AND
COMMUNITY SERVICES IN DISCUSSION WITH THE RELEVANT PORTFOLIO
HOLDER CLLR RHYS LEWIS**

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1. PURPOSE OF THE REPORT

- 1.1 The purpose of the report is provide the Welsh Language Cabinet Sub-committee with a revised copy of the Welsh Language Promotion Strategy (Appendix 1) as required under Standard 145 of the Compliance Notice issued to Rhondda Cynon Taf County Borough Council under Section 44 of the Welsh Language (Wales) Measure 2011.

2. RECOMMENDATIONS

It is recommended that the Sub-committee:

- 2.1 Note the content of this report and the associated Strategy;
- 2.2 Approve the Welsh Language Promotion Strategy 2022-27.

3 REASONS FOR RECOMMENDATIONS

- 3.1 The Council is required to produce a Five-Year Strategy to facilitate and promote the Welsh Language in the county under Standard 145 of the Compliance Notice issued under section 44 of the Welsh Language (Wales) Measure 2011.
- 3.2 The Council is also required to review the strategy and publish a revised version on our website every 5 years.

4. BACKGROUND

- 4.1 The current Welsh Language Promotion Strategy concluded in terms of timescale in 2021 and following approval by the former Welsh Language Cabinet Steering Group in April 2021, Nico Cyf, an external organisation that specialises in language planning were commissioned to provide an impartial and objective assessment of the 2016-21 Strategy and Action Plan, and provide recommendations in respect of areas for further development and/or improvement for this new strategy.
- 4.2 A report on that assessment was presented and approved by the former Welsh Language Cabinet Steering Group in October 2021.
- 4.3 The former Welsh Language Cabinet Steering Group also agreed that Nico Cyf. would assist the Council to formulate a revised and ambitious strategy which would build on the success of the first strategy.
- 4.4 As part of the work to develop the new strategy and following the pattern of the first strategy, residents were also consulted to understand what would encourage them to use the Welsh language and which services they felt were most important as a means of promoting the language.
- 4.5 The consultation was conducted using the Council's consultation and engagement website, [Let's Talk RCT](#).
- 4.6.1 The consultation ran from 5th September to 5th October 2021. The web page provided visitors with links to existing Welsh Language plan/strategy documents as well as asking visitors to take part in either the survey or the interactive map tool provided. A video featuring presenter, author and illustrator Siôn Tomos Owen was also presented to encourage participation (available in [Welsh](#) and [English](#)).
- 4.7 Alongside the online consultation, 3 face-to-face sessions were held in the three main libraries across the county (Aberdare, Llys Cadwyn and Treorchy).
- 4.8 A report on the consultation prepared by the Council's Consultation Team is at Appendix 2.
- 4.9 Nico Cyf., has also consulted widely with key senior officers across a number of service areas in order to gain consensus on any actions.

5. WELSH LANGUAGE PROMOTION STRATEGY 2022-2027

- 5.1 The Welsh Language Promotion Strategy 2022-2027 will be Rhondda Cynon Taf County Borough Council's second strategy and is a continuation of the first strategy (2016-2021) building on the work done by the Council and our partners to promote and facilitate the language over the past five years.

- 5.2 The strategy aligns with the new Welsh in Education Strategic Plan 2022-2032 so that the Council may play a central role in supporting the Welsh Government's aim of achieving a million Welsh speakers by 2050.
- 5.3. The Council will continue to adopt its approach (agreed by the former Welsh Language Cabinet Steering Group in May 2018) of increasing the number of Welsh speakers in the county borough in line with the Welsh Government's Cymraeg 2050 trajectory, with the next milestone being a +5% on the proposed 2021 Census figures.
- 5.4 Furthermore, this new revised 5 years Strategy will continue to focus on the three main national themes which are as follows:
- **Theme 1: Increasing the number of Welsh speakers**
 - Language transmission in the family
 - The early years
 - Statutory education
 - Post-compulsory education
 - The education workforce, resources and qualifications
 - **Theme 2: Increasing the use of Welsh**
 - The workplace
 - Services
 - Social use of Welsh
 - **Theme 3: Creating favourable conditions – infrastructure and context**
 - Community and economy
 - Culture and media
 - Wales and the wider world
 - Digital technology
 - Linguistic infrastructure
 - Language planning
 - Evaluation and research
- 5.5 It is also important to note that Council partners will all play a key role in delivering this second strategy and as such all Council service areas will be encouraged to continue to foster their relationships with the identified partners in the Strategy's Action Plan which will be agreed in due course following the publication of the Census 2021 results. The draft Action Plan will be subject to pre-scrutiny before approval by this committee followed by annual scrutiny of the approved Action Plan during its 5 year cycle.

6 EQUALITY AND DIVERSITY IMPLICATIONS / SOCIO-ECONOMIC DUTY

- 6.1 An Equalities and Diversity / Socio-Economic Impact Assessment has been completed and is at Appendix 3.

7 WELSH LANGAUGE IMPLICATIONS

- 7.1 This report is presented in accordance with standard 146 of the Welsh Language Standards.
- 7.2 A Welsh Language Impact Assessment has been completed and is at Appendix 4.

8 CONSULTATION

- 8.1 A public consultation process was undertaken in 2021 along with discussions with key stakeholders throughout the drafting period for the new strategy.

9 FINANCIAL IMPLICATION(S)

- 9.1 There are no financial implications aligned to this report. However, there will be costs and resources as yet not fully ascertained in respect of implementation of any new Strategy and resulting Action Plan.
- 9.2 Non-compliance with a standard could incur financial penalties of up to £5,000.

10 LEGAL IMPLICATIONS OR LEGISLATION CONSIDERED

- 10.1 Welsh Language (Wales) Measure 2011 and Welsh Language Statutory Standards 2015 regulate this area of work. The strategy also links in with the More than Words Strategy (the Welsh Government's strategic framework for Welsh language services in health, social services and social care) and Welsh in Education Strategic Plans (under the School Standards and Organisation (Wales) Act 2013)

11 LINKS TO THE CORPORATE AND NATIONAL PRIORITIES AND THE WELL-BEING OF FUTURE GENERATIONS ACT.

- 11.1 The Welsh language is a cross-cutting theme in the Corporate Plan and underpins all corporate priorities as the Council is required to comply with the amended Compliance Notice issued by the Welsh Language Commissioner in September 2016.
- 11.2 A statutory Annual Compliance Report is submitted to the Welsh Language Commissioner outlining the work undertaken by the Council to comply with the Welsh language statutory standards that will contribute to the Welsh Government's longer-term goal of 1 million Welsh speakers by 2050. The work undertaken to achieve these standards involves working collaboratively with

partners and residents to facilitate a wide range of opportunities for the use of the Welsh language in communities across the county.

- 11.3 The Welsh language is directly related to Goal 6 of the Well-being of Future Generations Act - a Wales of vibrant culture and thriving Welsh language. It also contributes to the creation of a more equal Wales by providing opportunities for Welsh speakers to access Council services in the medium of Welsh if they so wish.

12 CONCLUSION

- 12.1 The Welsh Language Promotion Strategy 2022-27 will build on the good work achieved under the first strategy by Council services and our partners which has had a positive impact on the provision of services in Welsh for residents in Rhondda Cynon Taf.
- 12.2 Adopting the 3 key themes identified by the Welsh Government in '1 million Welsh Speakers by 2050' as the organising principles in our revised strategy will provide greater focus and allow appropriate performance indicators to be identified and measured.