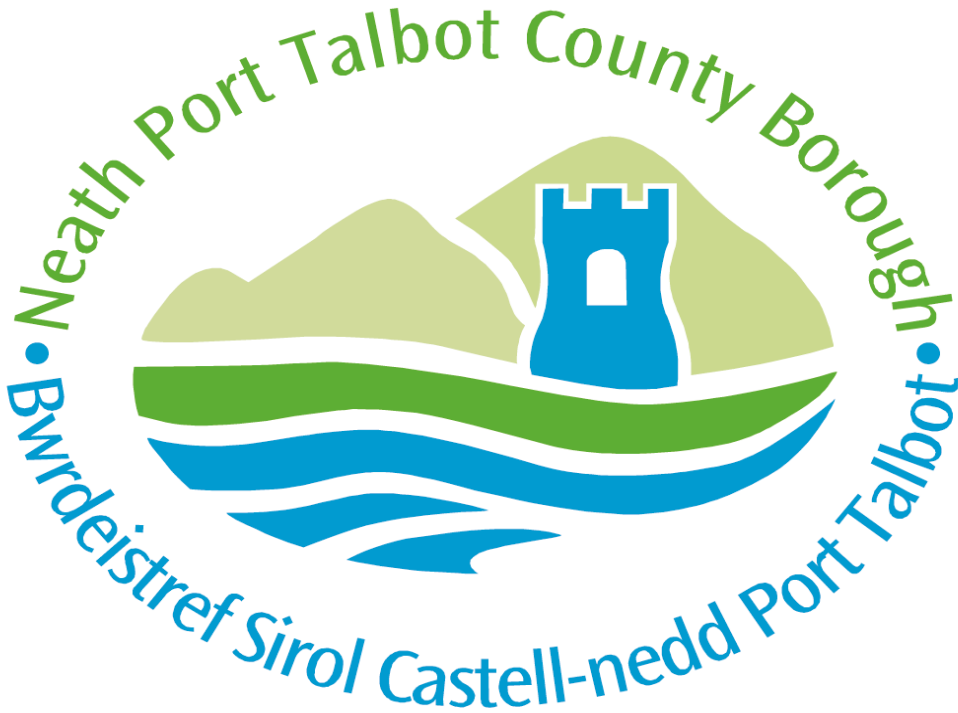


# Neath Port Talbot Welsh Language Promotion Strategy



This document is also available in Welsh

## Contents

|  |    |
|--|----|
| Introduction.....  | 1  |
| Strategic Context .....  | 2  |
| Local Context.....   | 4  |
| Welsh-medium Education in Neath Port Talbot.....   | 12 |
| Developing the Strategy .....  | 13 |
| Strategic Priorities.....  | 14 |
| Welsh Language Promotion Strategy Action Plan.....   | 18 |
| SECTION 1 – Internal and 3 <sup>rd</sup> party interventions under control of Neath<br>Port Talbot CBC ..... | 21 |
| SECTION 2 – Interventions by partner organisations (not under control of<br>Neath Port Talbot CBC).....      | 40 |
| Monitoring.....  | 46 |

## Introduction

The Welsh Language (Wales) Measure 2011, passed by the National Assembly for Wales, modernised the existing legal framework regarding the use of the Welsh language in the delivery of public services.

The 2011 Measure also included:

- 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 organizations 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.

The Measure gives the Welsh Language Commissioner authority to impose duties on a wide range of organisations to provide services in Welsh, to mainstream the language into policy development, and to develop strategies with regard to increasing the use of Welsh at work.

The Welsh Language Commissioner issued Neath Port Talbot County Borough Council, along with all other local authorities in Wales, with a Compliance Notice under Section 44 of the Welsh Language (Wales) Measure 2011. The Compliance Notice contained 171 Welsh Language Standards the Council had to comply with in respect of the delivery of Welsh language services.

A range of standards relating to service delivery, policy making, operational, promotion and record keeping, were applied to the Council. Under the promotion standard 145 the Council is required to develop a Welsh language Promotion Strategy to help promote the Welsh language with the aim of increasing the number of Welsh speakers in the county borough.

While it is not in the Council's gift alone to increase the numbers of Welsh speakers it can utilise its responsibilities to help influence this, both directly and indirectly, the across the county borough.

The Strategy has been developed taking into account the Council's own areas of responsibility, its limited resources, the support and activities of the Strategic Language Forum and other partners. The Strategy aims to be as ambitious as possible given the Council's limitations in influence, resources and the linguistic profile of the county borough.

The action plan has been developed within current budgetary constraints. A number of actions have been included which are already being delivered; through the auspices of the Welsh in Education Strategic Plan , external grants/funding and work already being undertaken by external organisations which contribute to the aims of the Strategy.

## **Strategic Context**

### Welsh Language Measure 2011

The Measure:

- gave the Welsh Language official status in Wales meaning that Welsh should be treated no less favourably than the English language;
- established the role of the Welsh Language Commissioner who has responsibility for promoting the Welsh language and improving the opportunities people have to use it;
- created a procedure for introducing duties in the form of language standards that explain how organizations are expected to use the Welsh language and create rights for Welsh speakers;
- made provision regarding promoting and facilitating the use of the Welsh language and increasing its use in everyday life;
- made provision regarding investigating an interference with the freedom to use the Welsh language.

### Welsh Language Standards (No1) Regulations 2015

The Welsh Language (Wales) Measure 2011 made provision for the specification of standards of conduct in relation to the Welsh language.

The Regulations specified Welsh language standards in relation to Welsh Ministers, county and county borough councils and National Park authorities and authorised the Welsh Language Commissioner to issue a compliance notice to these bodies.

The compliance notice as applied to the Council includes service delivery, policy making, operational, promotion and record keeping standards. As a result of the requirements of the promotion standards the Council has developed its Welsh Language Promotion Strategy.

The Welsh language promotion standards impose duties on local authorities across Wales to promote the use of Welsh more widely and to support and encourage its use within the communities they serve

Standard 145 (Promotion) states that every local authority must produce, and publish on their website, a 5-year strategy that sets out how they propose to promote the Welsh language and to facilitate the use of the Welsh language more widely in their area; and the strategy must include (amongst other matters):

- a target (in terms of the percentage of speakers in the area) for increasing or maintaining the number of Welsh speakers in the area by the end of the 5 year period concerned;
- a statement setting out how they intend to reach that target; and conduct a review of the strategy and publish a revised version on their website within 5 years of publishing a strategy (or of publishing a revised strategy).

### Cymraeg 2050 Strategy

This is the Welsh Ministers' strategy for the promotion and facilitation of the use of the Welsh language. The strategy supersedes A living language: a language for living – Welsh Language Strategy 2012-17, and its associated policy statement, A living language: a language for living – Moving forward. The Cymraeg 2050 Strategy sets out the Welsh Government's long-term approach to achieving the target of a million Welsh speakers by 2050

Education is central to the Welsh Government's vision with young people coming out of the education system ready and proud to use the language in all contexts. The aim of the Strategy is to reach a position where the Welsh language is an integral element of all aspects of everyday life.

Even though this is a five-year plan it should set the foundation for a long-term language strategy which will contribute to the aim of creating a million Welsh speakers by 2050.

### More than just Words

The 'More than just Words' Strategic Framework was drawn up in 2012 with the aim of strengthening Welsh language services in health, social services and social care. Central to the strategy is the challenge of developing the '

Active Offer', namely that staff members will offer Welsh language services to patients, rather than waiting for patients to request them.

The strategy was updated in 2016 with 'More than just words.... follow-on strategic framework for Welsh Language Services in Health, Social Services and Social Care 2016- 2019 ', and resources were provided to enable staff to implement it.

### Well-being of Future Generations (Wales) Act 2015

This Act is a means of helping the public bodies that are listed in the Act to think in the long term, work better with people and communities and each other, to try to prevent problems and follow a consistent approach in order to improve the well-being of social, economic, environmental and cultural well-being of Wales.

One of the seven Wellbeing goals contained in the Act is a 'Wales of vibrant culture and thriving Welsh language - 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.'

### **Local Context**

#### Work we have already done

Although the Welsh Language Promotion Standards are a new regulatory element, work has been conducted within the county borough for some time. The Council has supported and promoted the Welsh language through the commitments made in its Welsh Language Schemes since 1996; welcoming correspondence in Welsh, providing bilingual documentation and publications, designating posts, ensuring the website is bilingual, incorporating language requirements in the third sector grant application process, provided language and cultural awareness training for staff and social work degree students; ensured simultaneous translation facilities have been available at scheduled Council meetings since June 2013 and supported and delivered various Welsh language/cultural events and activities through the Youth Service and partners organisations.

Recent legislation, including the Welsh Language Standards (No1) Regulations and the Wellbeing of Future Generations (Wales) Act 2015, has increased the prominence of Welsh language, heritage and culture and has provided a timely opportunity to reassess the Council's approach in the continuation of the work already started.

This strategy builds on the Council’s previous work in supporting and promoting the language and looks to a future where the Welsh language is promoted across all sectors, where the numbers accessing Welsh medium education are increasing and Welsh is an inherent part of daily life.

The Council, the local language initiative Menter Iaith Castell-nedd Port Talbot, Cymraeg Byd Busnes, Cymraeg i Blant, Mudiad Meithrin, the Urdd (Welsh language youth movement) and schools all providing services and working together to promote the language in the county borough. As a result Menter Iaith Castell-nedd Port Talbot along with Menter Abertawe have created a joint Strategic Language Forum, made up of organisations who are responsible for language planning within Neath Port Talbot and Swansea, and which will serves as a mechanism to develop elements of the strategy.

### Welsh language profile

#### Council

Over recent years the financial constraints faced by the Council has resulted in a large number of staff leaving the Council through the voluntary redundancy/early retirement processes and a recruitment moratorium. As a result staff numbers have been reduced and consequently this has affected the numbers of Welsh speakers

| <b>Directorate and Division</b>                | <b>Total employees</b> | <b>Total speak Welsh</b> | <b>%</b> |
|--|------------------------|--------------------------|----------|
| Chief Executive ( Senior Management Team)      | 6                      | 2                        | 33.33    |
| <b>Chief Executive’s Office</b>                |                        |                          |          |
| Corporate Strategy and Democratic Services     | 84                     | 10                       | 11.90    |
| Human Resources                                | 82                     | 12                       | 14.63    |
| <b>Education Leisure and Lifelong Learning</b> |                        |                          |          |
| Participation                                  | 388                    | 35                       | 9.02     |
| Transformation                                 | 360                    | 48                       | 13.33    |

| <b>Directorate and Division</b>                       | <b>Total employees</b> | <b>Total speak Welsh</b> | <b>%</b>     |
|---|------------------------|--------------------------|--------------|
| <b>Environment</b>                                    |                        |                          |              |
| Engineering and Transport                             | 147                    | 14                       | 9.52         |
| Planning & Public Protection                          | 102                    | 13                       | 12.75        |
| Property and Regeneration                             | 185                    | 20                       | 10.81        |
| South Wales Trunk Road Agency                         | 168                    | 12                       | 7.14         |
| Streetcare Services                                   | 521                    | 47                       | 9.02         |
| <b>Finance and Corporate Services</b>                 |                        |                          |              |
| Financial Services                                    | 172                    | 7                        | 4.07         |
| ICT   | 95                     | 4                        | 4.21         |
| Legal Services  | 94                     | 10                       | 10.64        |
| <b>Social Services Health and Housing Directorate</b> |                        |                          |              |
| Commissioning, Support & Direct Services              | 562                    | 62                       | 11.03        |
| Social Work Services                                  | 631                    | 65                       | 10.30        |
| Western Bay   | 29                     | 2                        | 6.90         |
|   |                        |                          |              |
| <b>Total</b>  | <b>3626</b>            | <b>363</b>               | <b>10.01</b> |

### Neath Port Talbot

It is important to understand the current demographic as interventions will be different depending on the linguistic make up of each area. A look at the 2011 census will allow us to understand where we sit with the language before looking at interventions.

According to the 2011 Census, around 15.3% of the county borough's population could speak Welsh, which equates to 20,698 individuals. The vast



majority of these speakers lived in the top of the Swansea and Amman Valleys with some communities such as Gwaun Cae Gurwen, Cwmllynfell and Lower Brynamman amongst the highest percentage of Welsh speaking areas in Wales. However, these are the areas that saw the greatest decline in terms of percentage and numbers of Welsh speakers between 2001 and 2011.

As noted in the tables below, some communities such as Godre'r Graig and Ystalyfera had seen a decline of over 10% within a decade. It could be argued that the area that stretches from Trebanos to Cwmllynfell and Rhos to Gwaun Cae Gurwen is the most important in the county borough in terms of its linguistic significance as it contains the highest numbers and percentages of Welsh speakers. This area is the county borough's linguistic axis and Menter Iaith's 'Partneriaith Aman Tawe' project does pay specific attention to this area, in terms of creating interventions to slow down the decline in numbers and percentages of Welsh speakers. Losing this natural endowment would have a huge psychological impact on the rest of the county borough and any significant growth in the number of children attending the Welsh-medium schools of that area and those adults who are learning the language voluntarily.

This is one of the reasons why the Welsh Language Board decided to establish a specific language promotion scheme in 2011 for the Aman Tawe area and appoint full time officers to promote the Welsh language in these significant areas. The table below shows the percentage change in terms of Welsh speakers in these communities between 2001 and 2011: -

| <b>Community</b> | <b>% of Welsh speakers (2001)</b> | <b>% of Welsh speakers (2011)</b> | <b>Change</b> |
|------------------|-----------------------------------|-----------------------------------|---------------|
| Cwmllynfell      | 68.2                              | 58.2                              | -9.4          |
| Lower Brynamman  | 68.1                              | 60.8                              | -7.3          |
| Gwaun Cae Gurwen | 67.9                              | 55.8                              | -12.1         |
| Ystalyfera       | 54.6                              | 46                                | -8.6          |
| Trebanos         | 43.4                              | 33.6                              | -8.8          |
| Godre'r Graig    | 41.5                              | 30.1                              | -11.4         |
| Pontardawe       | 37.4                              | 31                                | -6.4          |
| Alltwen          | 35.9                              | 29.5                              | -6.4          |
| Rhos             | 28.6                              | 24.7                              | -3.9          |
| Crynant          | 46.53                             | 25.1                              | -21.43        |

Source: 2001 and 2011 Census

Although percentages are a good reflection of the density of Welsh speakers, they can largely be misleading as a measure of language viability. Numbers on the other hand give a more detailed picture of demographic changes, and with Welsh Government's aim it seems that the shift will be towards creating greater numbers rather than increasing percentages.

The table below shows a significant drop in the number of speakers of the language over a decade within traditional Welsh communities such as Cwmllynfell, Lower Brynamman, Gwaun Cae Gurwen and Ystalyfera. Crynant would also be considered an area of significant decline and any future developments should take into account areas such as Crynant.

| <b>Community</b> | <b>Number of Welsh speakers (2001)</b> | <b>Number of Welsh speakers (2011)</b> | <b>Change</b> | <b>% Comparable change</b> |
|------------------|--|--|---------------|----------------------------|
| Cwmllynfell      | 741                                    | 669                                    | -72           | -9.72                      |
| Lower Brynamman  | 861                                    | 776                                    | -85           | -9.87                      |
| Gwaun Cae Gurwen | 1,860                                  | 1,572                                  | -288          | -15.48                     |
| Ystalyfera       | 1,614                                  | 1,339                                  | -275          | -17.04                     |
| Trebanos         | 580                                    | 459                                    | -121          | -20.86                     |
| Godre'r Graig    | 580                                    | 473                                    | -107          | -18.45                     |
| Pontardawe       | 1,826                                  | 1,624                                  | -202          | -11.06                     |
| Alltwen          | 800                                    | 664                                    | -136          | -17.0                      |
| Rhos             | 692                                    | 588                                    | -104          | -15.03                     |
| Crynant          | 699                                    | 465                                    | -234          | -33.47                     |

Source: 2001 and 2011 Census

Losing so many speakers in a relatively short period of time weakens the linguistic foundation of those areas and accelerates the decline in the language as the language shift undermines the confidence and willingness to use Welsh socially, as well as being a contributing factor in fewer opportunities to practice or use the language.

There are a number of reasons why linguistic erosion occurs in areas with high percentages and relatively high numbers of Welsh speakers - a feature that is common place among similar communities within the Amman and

Swansea Valleys. Among the main factors that contribute to a decline in language is: -

- Lack of language transmission at home – currently identified as the key
- Out-migration / Immigration
- Negative perception of the inherent value of the language
- Lack of awareness of the advantages of bilingualism
- Lack of confidence in Welsh speakers
- The spread of English into traditional Welsh languages
- Mixed language marriages
- The power of Anglo-American influence on the interests of children and young people
- More deaths than births among Welsh-speaking families

There was a marked decline in the percentage of speakers of the language in the traditional Welsh communities as well as at county borough level. However, as it is a social and cultural medium its strength should be measured by usage, status and its visibility locally. In those areas where the intensity of Welsh speakers remains strong, Welsh holds its own relatively successfully as a daily language for the community, although powerful factors contribute to its fate.

Less than 10% of people spoke Welsh in communities such as Glyncoed, Aberavon, Taibach, Baglan, Briton Ferry, Cimla, Cymmer and Neath. These are amongst the lowest percentages of Welsh speakers in the county borough. The remaining wards in Neath Port Talbot show percentages of between 10% and 17%.

On a more hopeful note, the number of children who speak Welsh at home or who are fluent but do not speak Welsh in the household has risen over recent years, as identified by Primary School Headteachers. According to the latest figures from the Welsh Government there are around 1,600 (7.7%) primary school children in the county borough who speak Welsh at home but 15.2% of all children are considered fluent in Welsh. These figures certainly reflect the commendable efforts made by the Welsh medium schools. However, it is apparent that only a low number of children from Welsh medium primary schools such as Cwmllynfell, Trebanos and Gwaun Cae Gurwen move on to Ysgol Gymraeg Ystalyfera for their secondary education.

Many Welsh-speaking children from these primary schools go to Cwmtawe Comprehensive School to receive their education through the English language. The lack of continuity in terms of Welsh-medium education from the primary to secondary school is certainly a matter of concern regarding the

future of the language and the confidence that comes from its use in different networks and areas of discussion.

Despite these trends, it is fair to note, however, that the pupil numbers at Ysgol Gymraeg Ystalyfera has increased over the past few years, and that over 1,150 are now fully educated through the medium of Welsh in the school. It is also important to note that with the south campus (Ysgol Bro Dur) there is evidence to suggest that there will be a greater uptake in Welsh medium education during the next five years as the campus will appeal to those wanting their children to access Welsh medium secondary education but put off due to having to travel.

| <b>Ward</b>          | <b>Number of people over 3 years of age</b> | <b>Number of people aged 3+ that can speak Welsh</b> | <b>% of people aged 3+ that can speak Welsh</b> |
|----------------------|---|--|---|
| Neath Port Talbot    | 135,281                                     | 20,698   | 15.3  |
| Aberavon             | 5,232                                       | 411  | 7.9   |
| Aberdulais           | 2,305                                       | 311  | 13.5  |
| Alltwen              | 2,251                                       | 664  | 29.5  |
| Baglan               | 6,627                                       | 557  | 8.4   |
| Blaengwrach          | 1,935                                       | 287  | 14.8  |
| Briton Ferry (East)  | 2,827                                       | 242  | 8.6   |
| Briton Ferry (West)  | 2,896                                       | 275  | 9.5   |
| Bryn and Cwmavon     | 6,330                                       | 1,024  | 16.2  |
| Bryncoch (North)     | 2,139                                       | 297  | 13.9  |
| Bryncoch (South)     | 5,706                                       | 699  | 12.3  |
| Cadoxton             | 1,647                                       | 211  | 12.8  |
| Cimla                | 3,835                                       | 350  | 9.1   |
| Coedffranc (Central) | 3,870                                       | 425  | 11  |
| Coedffranc (North)   | 2,322                                       | 265  | 11.4  |
| Coedffranc (West)    | 2,563                                       | 316  | 12.3  |
| Crynant              | 1,851                                       | 465  | 25.1  |
| Cwmllynfell          | 1,137                                       | 669  | 58.8  |
| Cymmer               | 2,714                                       | 186  | 6.9   |
| Dyffryn              | 3,078                                       | 350  | 11.4  |

| <b>Ward</b>       | <b>Number of people over 3 years of age</b> | <b>Number of people aged 3+ that can speak Welsh</b> | <b>% of people aged 3+ that can speak Welsh</b> |
|-------------------|---|--|---|
| Glyncorrwg        | 1,054                                       | 65   | 6.2   |
| Glynneath         | 3,320                                       | 689  | 20.8  |
| Godre'r Graig     | 1,571                                       | 473  | 30.1  |
| Gwaun-cae-gurwen  | 2,823                                       | 1,576  | 55.8  |
| Gwynfi            | 1,314                                       | 92   | 7   |
| Lower Brynamman   | 1,277                                       | 776  | 60.8  |
| Margam            | 2,908                                       | 295  | 10.1  |
| Neath (East)      | 6,137                                       | 497  | 8.1   |
| Neath (North)     | 3,838                                       | 379  | 9.9   |
| Neath (South)     | 4,789                                       | 440  | 9.2   |
| Onllwyn           | 1,161                                       | 222  | 19.1  |
| Pelenna           | 1,113                                       | 178  | 16  |
| Pontardawe        | 5,232                                       | 1,624  | 31  |
| Port Talbot       | 5,457                                       | 518  | 9.5   |
| Resolven          | 3,044                                       | 341  | 11.2  |
| Rhos              | 2,382                                       | 588  | 24.7  |
| Sandfields (East) | 6,692                                       | 504  | 7.5   |
| Sandfields (West) | 6,495                                       | 524  | 8.1   |
| Seven Sisters     | 2,049                                       | 469  | 22.9  |
| Taibach           | 4,634                                       | 354  | 7.6   |
| Tonna             | 2,445                                       | 292  | 11.9  |
| Trebanos          | 1,367                                       | 459  | 33.6  |
| Ystalyfera        | 2,911                                       | 1,339  | 46  |

Source: 2011 Census

### Welsh in Education Strategic Plan

The aim of the Welsh in Education Strategic Plan (WESP) is to outline the Council's plans for Welsh medium education in the county borough, moving primary and secondary schools along the linguistic continuum to provide a measured and considerable increase in the level of Welsh medium education.

It is considered essential that the WESP and the promotion strategy are ambitious enough to help deliver the aim of the Cymraeg 2050 Strategy.

## **Welsh-medium Education in Neath Port Talbot**

### Early Years Provision

Mudiad Meithrin is the main provider of Welsh-medium early years education in Neath Port Talbot with:

- Cylchoedd Ti a Fi (parent and toddler groups) - Skewen, Port Talbot, Afan Valley, Glyn Neath and Seven Sisters
- Cylchoedd Meithrin (nursery groups) - Neath (in conjunction with Flying Start) and Trebanos Briton Ferry (flying start) soon to be established
- Cylch Chwarae (play group) - Pontardawe

In addition Tiddlywinks Child Care Centre in Ystalyfera has a positive impact on the Welsh language locally. Its fully bilingual activities and events reflect the character of the locality and provide a strong base for Mudiad Meithrin.

In terms of Welsh language pre-school provision there are 28 registered places and 24 children attending, the providers report they are operating at maximum capacity. There are 97 registered sessional day care places for parents seeking bilingual childcare and 159 children attending.

### Primary Provision

In Neath Port Talbot there are currently 10 Welsh-medium schools, 9 Welsh medium schools out of 55 primary schools and one Welsh medium middle school, Ysgol Gymraeg Ystalyfera, providing education for ages 3-18 years.

Currently two Welsh medium schools, Ysgol Gymraeg Castell-nedd and Ysgol Gymraeg Rhosafan, have surplus capacities less than 10%, however with an effective and ambitious Welsh in Education Strategic Plan (WESP) and marketing strategy more schools should reach capacity. It is essential that plans are undertaken to ensure that Welsh medium education is promoted and that additional interest in Welsh medium education is met with the resources that allow anyone wishing to access Welsh medium education the ability to do so, without the inconvenience of added travel.

| <u>Welsh medium primary school</u>                            | <u>Number of pupils (2017)</u> |
|---|--------------------------------|
| YGG Blaendulais   | 104                            |
| YGG Pontardawe  | 352                            |
| YGG Castell-nedd  | 387                            |
| Ysgol Gymraeg Ystalyfera (primary) –<br>Previously YGG Y Wern | 148                            |
| YGG Cwm Nedd  | 156                            |
| YGG Gwaun Cae Gurwen  | 189                            |
| YGG Rhosafan  | 360                            |
| YGG Tyle'r Ynn  | 236                            |
| YGG Cwmllynfell   | 86                             |
| YGG Trebanws  | 104                            |

### Secondary Provision

Neath Port Talbot has one Welsh-medium comprehensive school which is split between Ysgol Gymraeg Ystalyfera (north campus) and a new south campus at Ysgol Bro Dur.

In 2017, 1099 pupils received secondary education through the medium of Welsh at Ysgol Gymraeg Ystalyfera with statistics showing that the intake has been fairly consistent over the last five years. With the new campus at Ysgol Bro Dur it is estimated that more children will continue with their education through the medium of Welsh, which in turn should stimulate interest in primary education.

### **Developing the Strategy**

In January 2018 a cross party Task and Finish Group was established in order to develop the Welsh Language Promotion Strategy. As well as looking at national and local strategies, the Group carefully considered why a strategy was needed, and concluded:

- Because it's right to have one....
- Because we want to....
- To support Welsh Government strategy
- Encourage Welsh culture

- To comply with Welsh Government legislation
- To play a part in achieving the Welsh Government's target of 1 million Welsh speakers by 2050

It was agreed by the cross-party Task and Finish group that these should be the drivers which dictate the Council's approach to achieving short term progress in line with the Welsh Government's ambitious long-term target of creating a million Welsh speakers by 2050.

Consequently the Strategy aims to:

- Put steps in place, in the short term, to slow down the percentage decrease in the number of Welsh speakers in the county borough
- Increase the number of Welsh speakers in the county borough
- Increase the usage of the Welsh language in all aspects of life
- Raise awareness of the language as a component of Neath Port Talbot's heritage, culture, tourism and business sectors
- To drive and support Welsh medium education and the creation of new Welsh medium schools in particular, primary schools through an effective Welsh Education Strategic Plan (WESP)

In order to maintain and increase the number of Welsh speakers over the next five years it was acknowledged that the Council and its partners need to prioritise some key policy areas for action, which include:

- Expanding Welsh-medium education from pre-school to post-16
- Improve language transmission in the home
- Increase the number of adults learning Welsh
- Extend opportunities for children, young people and families to use Welsh in the community and in leisure activities
- Expand the use of Welsh in the workplace

## **Strategic Priorities**

The Council has been careful to ensure that the Strategy has taken into account the work that has already been undertaken within the county borough, actions already planned (and in some cases already being



delivered) and the current and ongoing financial position alongside more aspirational aims and actions, partnership working, support and guidance from partners including Menter Iaith Castell-nedd Port Talbot and members of the Language Forum.

The Council and Menter Iaith Castell-nedd Port Talbot have worked closely together to ensure that the aims and actions are realistic. In addition, members of the Language Forum have shown their support of the Strategy by agreeing to deliver a range of actions, supported by the Council wherever possible, to help deliver the aims of the Strategy.

As a result the Strategy focuses on three Strategic Priorities:

- Children and Young People
- Adults
- The Community

Through these Strategic Priorities the Strategy has been aligned to the Council’s Wellbeing Objectives (as contained in the Corporate Plan 2018-2022) as well as reflecting the aims of the Welsh Government’s Language Strategy: Cymraeg 2050 as demonstrated below:

| <b>Draft Welsh Language Promotion Strategy 2018-2023</b> | <b>Corporate Plan 2018- 2022</b> | <b>Welsh Government Strategy: Cymraeg 2050</b> |
|--|----------------------------------|--|
| Children and Young People                                | Children and Young People        | Children and Young People                      |
| Adults   | Adults                           | Families                                       |
| The Community  | Economy and Environment          | The Community                                  |



### **Strategic Priority 1 - Influences:**

- **Direct** - policy changes to children and young people's services including education and core out of school services
- **Indirect** - using contracted third parties to deliver services on behalf of local authority as part of a Service Level Agreement
- **Partnership** - co-working with language partners to promote work and feed into joint strategy

### **Strategic Priority 2 – Influences:**

- **Direct** - internal council led schemes for staff, service users and general public
- **Indirect** - using contracted third parties to deliver services on behalf of local authority as part of a Service Level Agreement
- **Partnership** - co-working with language partners to promote work and feed into joint strategy

### **Strategic Priority 3 – Influences:**

- **Direct** - internal council led schemes and services for staff, service users and general public as well as policy changes that include rights for members of the community.
- **Indirect** - using contracted third parties to deliver services on behalf of local authority as part of a Service Level Agreement
- **Partnership** - co-working with language partners to promote community events and feed into joint strategy

The Council has been conscious of its limitations in influencing the maintenance or increase in the number of Welsh language speakers in the area. As a consequence, the Strategy identifies actions under three specific areas of responsibility:

**Council:** plans, strategies and internal processes over which the Council has sole control.

**Third Party:** third party processes that the Council can affect with interventions but does not have outright control.

**Partnerships:** working in partnership with external organisations to develop a sense of place and a positive attitude towards the Welsh language and co working.

Actions identified where the Council has sole or limited responsibility, under bullet point 1 and 2 above, have been grouped together in the following action plan while actions of partner organisations and those with a remit for Welsh language support and provision outside of the responsibility of the Council have been included in a separate table.

As a result of implementing the actions to meet the aims of the Strategy it is anticipated that by 2023 the Council will have contributed to a minimum increase of 1% in the number of Welsh speakers in the county borough within the current financial plan, and current levels of funding and resources.

## Welsh Language Promotion Strategy Action Plan

The following 5-year Action Plan aims to directly address and impact on the Welsh language in Neath Port Talbot between 2018- 2023. It will lay the foundations for developing Neath Port Talbot as a bilingual county borough, where the language is considered an important and relevant factor to the day to day operation of the Council as well as the lives of those living within the county borough.

The action plan has been drawn up by a cross party task and finish group with the assistance of Neath Port Talbot County Borough Council staff and a representative of Menter Iaith Castell-nedd Port Talbot (Menter Iaith CNPT) (Neath Port Talbot Language Initiative)

The action plan has been developed within current budgetary constraints. A number of actions have been included which are already being delivered; through the Welsh in Education Strategic Plan, external grants/funding and work already being undertaken by external organisations which contribute to the aims of the Strategy

The primary focus of the action plan is to contribute positively towards Welsh Government's Strategy of creating a million Welsh speakers by 2050 and meeting the requirements of the Welsh Language Standards.

Therefore the Strategy aims to:

- Put steps in place, in the short term, to slow down the percentage decrease in the number of Welsh speakers in the county borough
- Increase the number of Welsh speakers in the county borough
- Increase the usage of the Welsh language in all aspects of life
- Raise awareness of the language as a component of Neath Port Talbot's heritage, culture, tourism and business sectors

- Drive and support Welsh medium education and the creation of new Welsh medium schools in particular, primary schools through an effective Welsh Education Strategic Plan (WESP)

The Action Plan is divided into two sections.

**Section 1** refers to interventions and actions that would be considered the direct responsibility of the Council under the Welsh Language Standards. Sub contracted work or third parties are also under Section 1. Even though there are references to partner organisations, these actions would be considered the primary responsibility of the Council.

**Section 2** refers to the work of partner organisations who are also looking to contribute towards Welsh Government's aim of creating a million Welsh speakers by 2050. This section takes into account the work of some of the members of the Welsh Language Strategic Forum which is jointly chaired by members of Menter Iaith Castell-nedd Port Talbot and Menter Iaith Abertawe (Neath Port Talbot and Swansea Language Initiatives respectively).

In implementing the Strategy, the Council, Strategic Forum and individual partners will work together to meet its aims, implement change and work towards the common goal.

The Council and Menter Iaith Castell-nedd Port Talbot have worked closely together to ensure that the aims and actions are realistic. In addition members of the Language Forum have shown their support of the strategy by agreeing to deliver a range of action, supported by the Council wherever possible, to help deliver the aims of the Strategy. While it is recognised that the Council has no control over the activities and the achievement of targets of the partners identified in Section 2, the Council may be in a position to work collaboratively and commission Language Forum members to deliver additional activities in order to meet the Strategy's aims as identified in Section 1 of the Action Plan.

Although overall responsibility for the Welsh Language Promotion Strategy lies with the Council, in accordance with Standard 145 of the Welsh Language Standards (No1) Regulations 2015, each partner organisation shares responsibility by virtue of the commitments made in the action plan.

It is anticipated that by 2023 that the Council will have contributed to a minimum increase of 1% in the number of Welsh speakers in the county borough within the current financial plan, and current levels of funding and resources.

## SECTION 1 – Internal and 3<sup>rd</sup> party interventions under control of Neath Port Talbot CBC

| Strategic Priority 1. Children and Young people            |   |   |  |                 |   |
|--|---|---|--|-----------------|---|
| Intervention   | Aims  | Proposed Activity   | Target by 2023   | Council Section | Partner   |
| <b>1.1 Have a positive impact on Early Years provision</b> | Provide appropriate Welsh language and childcare training for early years' practitioners in order to increase Welsh-medium provision. | Work with the 'Cam wrth Gam' project which delivers a Level 3 Diploma in Children's Care, Learning and Development                | Ensure that an appropriate number of childcare workers from NPT and the surrounding area are trained annually and gain relevant qualifications.                                    | Flying Start    | 'Cam wrth Gam'<br>Mudiad Meithrin<br>Early Years providers<br>Cymraeg Byd Busnes      |
|  | Increase the number of children attending Welsh- medium early years provision.  | Work with Mudiad Meithrin, Flying Start and Menter Iaith CNPT to promote the advantages of Welsh-medium and pre-school education. | Increase numbers of children attending Welsh-medium early years provision in line with advice given from the Flying Start Manager  | Flying Start    | 'Cam wrth Gam'<br>Mudiad Meithrin<br>Menter Iaith CNPT<br>Family Information Services |
|  | Increase the use of Welsh in playgroups and day nurseries that are primarily English medium.  | Include the Welsh language in play activities to establish basic numeracy and literacy patterns in Welsh.                         | Identify at least one playgroup/day nursery per year that are able to introduce basic words, sentence patterns and songs in Welsh, and develop a reward scheme with the providers. | Flying Start    | 'Cam wrth Gam'<br>Mudiad Meithrin<br>Early Years providers<br>Cymraeg Byd Busnes      |

| <b>Strategic Priority 1. Children and Young people</b> |  |  |  |                                 |   |
|--|--|--|--|---------------------------------|---|
| <b>Intervention</b>                                    | <b>Aims</b>  | <b>Proposed Activity</b>   | <b>Target by 2023</b>  | <b>Council Section</b>          | <b>Partner</b>  |
| <b>1.2 Education – primary sector</b>                  | Launch a county wide marketing campaign to promote the advantages of Welsh-medium education and the benefits of bilingualism   | Distribute the 'Being Bilingual' booklet and develop marketing materials and tools with the aim of increasing numbers in Welsh-medium primary schools in partnership with ERW and Menter Iaith CNPT  | Launch marketing campaign in early 2019 and plan a series of on-going publicity events and activities year on year   | Corporate Strategy<br>Education | Menter Iaith CNPT<br>RhAG<br>Strategic Forum<br>ERW<br>School Governors |
|  | Increase the capacity of Welsh-medium primary schools in key locations and actively consider the opening of new Welsh medium primary schools in the not too distant future | Continue discussion with regard to developments at Ysgol Gymraeg Castell-nedd and look to increase intake at Ysgol Gynradd Gymraeg Tyle'r Ynn, Rhosafan and Ysgol Gynradd Gymraeg Pontardawe in order to ensure that places are full before developing strategies for developing or opening new schools. | Aim to ensure that all Welsh medium schools are full to capacity by 2023 with plans in place to develop / build new provision based on evidence of need. Plan now for greater intake and prioritize Welsh medium education as a means to contributing towards one million Welsh speakers by 2050 | Education                       | School Governors<br>ERW<br>Menter Iaith CNPT                            |



| <b>Strategic Priority 1. Children and Young people</b> |   |  |  |                        |  |
|--|---|--|--|------------------------|--|
| <b>Intervention</b>                                    | <b>Aims</b>   | <b>Proposed Activity</b>   | <b>Target by 2023</b>  | <b>Council Section</b> | <b>Partner</b>                                   |
|  | Consider the effects of new housing developments on the growth of Welsh-medium education or the impact on Welsh speaking communities. | Plan for the likely increase in demand for Welsh-medium education in development, particularly in areas such as Llandarcy and Skewen where case studies show that there is a need for Welsh medium education. Consider also schools that would be full if actively marketed. | Draw up contingency plans in targeted areas for likely development based on active promotion and decrease in available places. Use section 106 monies from LDP to counter act against any developments which would have a negative impact on Welsh speaking communities. | Education              | Regeneration & Planning<br><br>Menter Iaith CNPT |
|  | Respond to Welsh Government's drive to create a million Welsh speakers by 2050 by targeting the key sector of Welsh medium education  | Consider the review, undertaken by ERW, of a pilot to introduce Welsh as the main teaching medium in the Foundation Phase.   | Explore the possibilities of piloting a similar scheme in Neath Port Talbot.   | Education              | Interested schools<br><br>Menter Iaith CNPT      |

| <b>Strategic Priority 1. Children and Young people</b> |   |  |  |                        |   |
|--|---|--|--|------------------------|---|
| <b>Intervention</b>                                    | <b>Aims</b>   | <b>Proposed Activity</b>   | <b>Target by 2023</b>  | <b>Council Section</b> | <b>Partner</b>                                      |
|  | Support the development and growth of the Language Charter which encourages the proactive use of Welsh in schools and in the community. Support the Second Language Charter for English medium schools. | Adapt the successful Language Charter principles of Gwynedd in implementing NPT's Language Charter   | Support the already developed Language Charter for pupils studying Welsh as a first or second language | Education              |   |
|  | Ensure that parents are informed and are supported should they wish to continue their child's Welsh medium education  | Develop homework clubs in partnership with external partners to assist parents with any additional homework or where the school provides the service to plug gaps in provision | Ensure that at least one homework club or support service is developed during 2018                     | Education Schools      | ERW<br>Menter Iaith CNPT<br>Urdd<br>Strategic Forum |
| <b>1.3 Education – secondary sector</b>                | Increase number of learners in Welsh-medium secondary schools   | Draw up plans to increase Welsh medium provision as a result of projected growth in the primary sector and a marketing campaign to promote the                                 | Ensure increased numbers in all Welsh medium secondary schools by 2023                                 | Education              | Menter Iaith CNPT                                   |

| <b>Strategic Priority 1. Children and Young people</b> |   |  |  |                        |  |
|--|---|--|--|------------------------|--|
| <b>Intervention</b>                                    | <b>Aims</b>   | <b>Proposed Activity</b>   | <b>Target by 2023</b>  | <b>Council Section</b> | <b>Partner</b>   |
|  |   | continuum.   |  |                        |  |
|  | Increase opportunities in English Medium schools to use Welsh as a medium of instruction  | Provide support for English- medium secondary schools to develop along the language continuum              | Identify a few English Medium secondary schools that are willing and able to increase Welsh medium provision in a range of scenarios.              | Education              | Schools and Governors<br>ERW<br>Menter Iaith CNPT<br>Urdd<br>Strategic Forum |
|  | Enable learners to switch from English medium to Welsh medium education at the end of Key Stage 2   | Explore an Immersion Scheme at Ystalyfera or Bro Dur.  | Establish interest in the scheme from the Head Teacher at Ysgol Gyfun Ystalyfera and then market its availability across neighbouring authorities. | Education              | Schools and Governors<br>ERW<br>Menter Iaith CNPT<br>Urdd<br>Strategic Forum |
|  | Ensure that Welsh Language Awareness programs are included in PSE curriculum in secondary schools to include traditional music, culture, and history/heritage | Develop a Welsh Language Awareness work program and introduce into the curriculum of all secondary schools | All learners to have information related to the historic, cultural and social importance of the Welsh language.                                    | Education              | Schools and Governors<br>ERW   |

| <b>Strategic Priority 1. Children and Young people</b> |  |  |   |  |  |
|--|--|--|---|--|--|
| <b>Intervention</b>                                    | <b>Aims</b>  | <b>Proposed Activity</b>   | <b>Target by 2023</b>   | <b>Council Section</b>   | <b>Partner</b>   |
|  | Work with key partners to create opportunities for children and young people to use Welsh outside of school times to strengthen the link between the language of education and the community | Develop a strategy that enables Welsh to become the language of social and leisure activities in Neath Port Talbot.                    | Publish a strategy with key partner organisations by- April 2019  | Youth Service<br>Families First<br>Celtic Leisure<br>Social Services | Schools and Governors<br>ERW<br>Menter Iaith CNPT<br>Urdd<br>Strategic Forum<br>NPTCVS |
|  | Increase the number of social activities through the medium of Welsh or including Welsh culture and heritage for primary age children  | Arrange a series of workshops to cater for a variety of different interests, e.g. sport, drama, dance, arts and crafts, computer games | Program to be agreed April 2019 and to include adding Welsh language awareness sessions to the School Holiday Enrichment Program  | Youth services<br>Families First                                     | Menter Iaith CNPT<br>Urdd  |
|  | Increase the number of social activities through the medium of Welsh or including Welsh culture and heritage for secondary age children  | Establish a network of 'adrannau cymunedol' to provide sports and leisure activities   | Ensure that each youth club setting delivers 4 sessions of language / cultural awareness training sessions per year linked to significant dates such as St David's Day, Welsh Language Music Day, Diwrnod Shwmae Sumae and St | Leisure services<br>Youth services                                   | Menter Iaith CNPT<br>Urdd  |

| <b>Strategic Priority 1. Children and Young people</b> |  |   |  |                            |   |
|--|--|---|--|----------------------------|---|
| <b>Intervention</b>                                    | <b>Aims</b>  | <b>Proposed Activity</b>  | <b>Target by 2023</b>  | <b>Council Section</b>     | <b>Partner</b>  |
|  |  |   | Dwynwen's Day  |                            |   |
|  | Encourage greater social use of Welsh by pupils attending Ysgol Gymraeg Ystalyfera Bro Dur..   | Every school to agree a Mission Statement and code of conduct as well as staff responsibility for social use of Welsh.                              | Schools to employ a member of staff with responsibility for increasing the use of social Welsh   | ERW<br>Youth Service       | Menter Iaith CNPT<br>Urdd   |
|  | Provide opportunities for young people in Ystalyfera and Bro Dur to use Welsh in the community | Support the creation of clusters within the school to arrange a series of social activities, in partnership with the Language Charter and partners. | Arrange at least 3 significant Welsh language activities during each school year and ensure that a Welsh Language representative sits on the youth council forum | Education<br>Youth Service | Schools and<br>Governors<br>ERW<br>Menter Iaith CNPT<br>Urdd<br>Strategic Forum |

| <b>Strategic Priority 2. Families</b>        |   |   |   |                        |  |
|--|---|---|---|------------------------|--|
| <b>Intervention</b>                          | <b>Aims</b>   | <b>Proposed Activity</b>  | <b>Target by 2023</b>   | <b>Council Section</b> | <b>Partner</b>   |
| <b>2.1 Language Transmission in the Home</b> | Raise awareness of the importance of language transmission amongst young Welsh speaking adults                      | Include general language awareness programs in PSE courses at schools   | All schools to arrange awareness courses by March 2019  | Education              | Schools and Governors<br>ERW<br>Menter Iaith CNPT<br>Urdd<br>Strategic Forum                     |
|  | Raise awareness of the importance of language transmission amongst families   | Arrange language awareness courses and family activities which target parents and children  | Language awareness courses and activities to be established in 6 centre's around the county borough           | Flying Start           | Cymraeg i Blant<br>Mudiad Meithrin<br>Menter Iaith CNPT  |
|  | Organize a marketing campaign targeting young Welsh speaking adults   | Create a social media campaign including video and leaflet and use social media to encourage parents to use Welsh with their children | Seek funding to produce a video and information leaflet and plan marketing campaign by September 2019         | Education              | Schools and Governors<br>ERW<br>Menter Iaith CNPT<br>Urdd<br>Strategic Forum                     |
|  | Provide support for parents with children in Welsh medium schools to alleviate concerns about helping with homework | Establish homework clubs in Welsh medium schools to support parents who are non- Welsh speaking should there be no existing           | Discussions to happen during current academic year with a view of establishing Homework Clubs by January 2019 | Education              | Schools and Governors<br>ERW<br>Menter Iaith CNPT<br>Urdd<br>Strategic Forum<br>Welsh for Adults |

| <b>Strategic Priority 2. Families</b> |  |   |   |   |   |
|---------------------------------------|--|---|---|---|---|
| <b>Intervention</b>                   | <b>Aims</b>  | <b>Proposed Activity</b>  | <b>Target by 2023</b>   | <b>Council Section</b>                            | <b>Partner</b>  |
|                                       |  | provision.  |   |   | Centre  |
|                                       | Provide childcare through the medium of Welsh  | Carry out a review of the childcare needs of parents with children in Welsh medium education              | Provide after-school or wrap-around childcare for every school that has expressed an interest | Early Years' Service<br>Education<br>Flying Start | Kids Clubs Wales<br>ERW<br>Menter Iaith CNPT<br>Urdd<br>Strategic Forum<br>Welsh for Adults Centre                          |
|                                       | Provide Welsh medium childcare opportunities during school holidays                  | Carry out a review of childcare needs during school holidays  | Carry out a review of childcare needs during school holidays                                  | Early Years Services<br>Education<br>Flying Start | Kids Clubs Wales<br>ERW<br>Menter Iaith<br>CNPTCNPT<br>Urdd<br>Strategic Forum<br>Welsh for Adults centre                   |
|                                       | Increase number of Welsh language activities that cater for the interest of families | Arrange family focussed events to coincide with Christmas, Santes Dwynwen and St David's Day celebrations | Arrange 2 family fun days during the year in different parts of the county borough            | Marketing & Events<br>Celtic Leisure              | Schools and Governors<br>Kids Clubs Wales<br>ERW<br>Menter Iaith CNPT<br>Urdd<br>Strategic Forum<br>Welsh for Adults Centre |

| <b>Strategic Priority 2. Families</b> |   |   |  |                                    |  |
|---------------------------------------|---|---|--|------------------------------------|--|
| <b>Intervention</b>                   | <b>Aims</b>   | <b>Proposed Activity</b>  | <b>Target by 2023</b>  | <b>Council Section</b>             | <b>Partner</b>   |
|                                       | Increase family focussed activities through the medium of Welsh | Ensure that fitness clubs including yoga, spinning and keep-fit are available through the medium of Welsh and that Welsh language swimming lessons can be accessed. | <p>Explore the potential of establishing at least 1 Welsh medium fitness clubs by September 2019 and increase number over the next five.</p> <p>Ensure that all Council funded third party providers, where appropriate, have a plan to cater for Welsh users.</p> | Leisure Services<br>Celtic Leisure | <p>Schools and Governors</p> <p>Kids Clubs Wales</p> <p>ERW</p> <p>Menter Iaith CNPT</p> <p>Urdd</p> <p>Strategic Forum</p> <p>Welsh for Adults Centre</p> |



| <b>Strategic Priority 3. Communities</b> |   |   |  |                                    |  |
|--|---|---|--|------------------------------------|--|
| <b>Intervention</b>                      | <b>Aims</b>   | <b>Proposed Activity</b>  | <b>Target by 2023</b>  | <b>Council Section</b>             | <b>Partner</b>   |
| <b>3.1 Welsh in the Community</b>        | Use communication technology to advertise employment opportunities requiring bilingual skills                       | Develop a designated page on internal communications to advertise jobs and apprenticeships that require Welsh language skills                     | Set up an information sharing external page which can be used to recruit bilingual staff and apprentices                                 | Human Resources                    | IT<br>Menter Iaith CNPT<br>Businesses<br>Cymraeg Byd<br>Busnes                               |
|  | Ensure that Leisure Centres proactively promote the use of Welsh, both in terms of provision and making it visible. | Encourage a language champion in every leisure centre with responsibility for actively promoting Welsh both visually and in its leisure provision | Training for language champions to be completed by April 2019 with monitoring processes established to evaluate progress on language use | Leisure Services<br>Celtic Leisure | Urdd<br>Menter Iaith CNPT  |
|  | Ensure access for adults to Welsh medium learning opportunities   | Work with partners to develop a programme of adult learning courses for Welsh speakers and learners across the county borough                     | Increase provision by 5% annually  | Adult Education Service            | Academic Hywel Teifi<br>Welsh for Adults Centre<br>Learning Partnership<br>Menter Iaith CNPT |

| <b>Strategic Priority 3. Communities</b> |   |  |   |  |                                     |
|--|---|--|---|--|-------------------------------------|
| <b>Intervention</b>                      | <b>Aims</b>   | <b>Proposed Activity</b>   | <b>Target by 2023</b>   | <b>Council Section</b>                 | <b>Partner</b>                      |
|  |   | Develop a designated webpage to include information on opportunities for learning/using Welsh, links to other organisations and websites | Develop a webpage to include accessible information and links on language training opportunities in the county borough  | Corporate Strategy/<br>Communications  | Menter Iaith CNPT<br>Language Forum |
|  | Consider a Sense of Place (to include Welsh language, culture and heritage) in the development of the Destination Management Plan | Encourage local communities and tourism businesses to promote a Sense of Place which celebrates Welsh language culture and heritage      | Integrate the promotion of sense of place into the Destination Management Plan  | Tourism                                | Menter Iaith CNPT<br>Volunteers     |
|  |   |  | To hold three regular annual events in each area that promote the distinct dialect of the areas as well as know national traditions and promote these to non-Welsh speaking audiences | Appropriate Sections (to be confirmed) |                                     |

| <b>Strategic Priority 3. Communities</b> |  |   |   |   |  |
|--|--|---|---|---|--|
| <b>Intervention</b>                      | <b>Aims</b>  | <b>Proposed Activity</b>  | <b>Target by 2023</b>   | <b>Council Section</b>                            | <b>Partner</b>   |
|  | Celebrate the culture and heritage of the county borough   | Develop a dynamic resource re history of place names, etc on the website  | Initial development of a dynamic webpage by September 2019  | Sections as appropriate                           | Menter Iaith CNPT<br>Strategic Forum<br>Elected Members<br>3 <sup>rd</sup> sector organisations<br>Local historians<br>Schools |
| <b>3.2 Welsh in the Workplace</b>        | The Council to comply fully with the Welsh Language Standards  | Continue with the work of the Welsh Language Officer Group  | Equality and Community Cohesion Group to receive regular reports from the Welsh Language Officer Group on compliance issues   | All Directorates                                  | Menter Iaith CNPT<br>Strategic Forum   |
|  | Ensure that numbers of staff are adequate for the level of Welsh being requested in order to comply with the Welsh Language Standards. | Develop a Language Skills Strategy with the aim to increase the number of bilingual staff in order to provide services in accordance with requirements of the Welsh Language Standards. | A Language Skills Strategy to be produced by September 2019 with the aim of ensuring by 2023 that the proportion of bilingual staff reflects that of the county borough | Corporate Strategy<br>Human Resources<br>Training | Human Resources  |
|  | Map current levels of Welsh language skills  | Undertake a language skills audit of staff and Elected Members  | Complete language skills audit by March 2019  | Human Resources                                   | All services   |

| <b>Strategic Priority 3. Communities</b> |  |   |   |                              |                |
|--|--|---|---|------------------------------|----------------|
| <b>Intervention</b>                      | <b>Aims</b>  | <b>Proposed Activity</b>  | <b>Target by 2023</b>   | <b>Council Section</b>       | <b>Partner</b> |
|  | Provide opportunities for staff to improve their language skills   | Provide opportunities for staff to improve their language skills  | Review ongoing training programme in line with a Language Skills Strategy by September 2019 | Human Resources/<br>Training | All services   |
|  | Enable staff and Elected Members to be aware of history and culture of Welsh language including compliance with Welsh language legislation | Develop a programme of Welsh language awareness and compliance training and include in induction for new staff            | Develop a training programme by September 2019  | Human Resources/<br>Training | All services   |
|  | Create an environment that encourages greater use of Welsh   | Produce resources, promotional material and visual impacts that promote language use and fosters respect for bilingualism | On-going  | All services                 |                |

| <b>Strategic Priority 3. Communities</b> |  |   |  |                                      |   |
|--|--|---|--|--------------------------------------|---|
| <b>Intervention</b>                      | <b>Aims</b>  | <b>Proposed Activity</b>  | <b>Target by 2023</b>  | <b>Council Section</b>               | <b>Partner</b>  |
|  | Provide intranet support for Welsh speakers and learners | Use intranet to sign-post staff to useful language resources e.g. e- learning, on-line grammar and spell checkers, on-line dictionaries and translation tools                             | Develop and have infrastructure in place and operational by September 2018 | Corporate Strategy                   | IT  |
|  | Provide intranet support for Welsh speakers and learners | Develop intranet to sign-post staff to Welsh language courses and activities in the community   | Complete by September 2018 and continuously update                         | Corporate Strategy<br>HR<br>Training | Menter Iaith CNPT<br>Strategic Forum<br>Welsh for Adults Centre |
|  | Normalise the use of Welsh in the workplace              | Determine language preferences of staff in relation to internal operations: correspondence; forms; complaints; performance reviews; training needs; staff policies, internal meetings etc | To be completed by March 2019<br><br>And ongoing                           | Human Resources                      | Menter Iaith CNPT   |
|  | Promote schemes that visually illustrate that Welsh      | Continue to develop initiatives that create an environment  | On-going   | Corporate Strategy<br>IT             | All services  |

| <b>Strategic Priority 3. Communities</b> |   |   |   |                        |                |
|--|---|---|---|------------------------|----------------|
| <b>Intervention</b>                      | <b>Aims</b>   | <b>Proposed Activity</b>  | <b>Target by 2023</b>   | <b>Council Section</b> | <b>Partner</b> |
|  | is welcomed in the workplace                            | which fosters the use of Welsh by staff, e.g. badges, posters, lanyards, use of Cymraeg logo on e-mail and intranet, e-mail signatures and out-of-office messages |   |                        |                |
|  | Distribute Welsh language promotional material to staff | Ensure staff receive promotional material including: staff guidelines; badges; lanyards; posters; language training information; 'Being Bilingual' booklet, etc   | All staff receive/ have access to promotional material        | Corporate Strategy     |                |
|  | Develop confidence in the use of written Welsh          | Install Cysill and Cysgair (Welsh language grammar and spell checkers) on all staff and elected members' computers and iPads                                      | All computer packages installed and operational by March 2019 | IT                     | All services   |

| <b>Strategic Priority 3. Communities</b>                     |  |  |  |                                      |                         |
|--|--|--|--|--------------------------------------|-------------------------|
| <b>Intervention</b>  | <b>Aims</b>  | <b>Proposed Activity</b>   | <b>Target by 2023</b>  | <b>Council Section</b>               | <b>Partner</b>          |
|  | Develop bilingual intranet interface and menus and bilingual interface for web applications  | Liaise with other local authorities to investigate joint investment in developing bilingual interfaces   | Install bilingual interfaces by September 2020   | IT                                   | Customer Care           |
|  | Encourage staff and Elected Members to use Welsh in internal and external meetings and in presentations                              | Provide training on presentational skills in Welsh and explore the practicalities of providing translation facilities at internal meetings       | Develop a training programme by March 2019   | Corporate Strategy Members' Services | Welsh for Adults Centre |
|  | Encourage Elected Members to use Welsh in internal and external meetings and in presentations  | Provide support and encouragement for Elected Members in using Welsh words and greetings at events   | Develop list of words/simple greetings by January 2019   | Corporate Strategy Members' Services |                         |
| <b>3.3 Third party organisations associated with NPT CBC</b> | Ensure that all groups or organisations receiving third party funding from the Council meet the Welsh language criteria of the grant | Ensure that all groups deliver on the Welsh language element of the third sector funding and information is shared with the Welsh Language group | All t organisations have action plans/ processes in place by December 2018. Council monitoring processes to be in place by December 2018 | Corporate Strategy                   | Welsh for Adults Centre |

| <b>Strategic Priority 3. Communities</b>                                      |  |   |  |                              |                    |
|---|--|---|--|------------------------------|--------------------|
| <b>Intervention</b>   | <b>Aims</b>  | <b>Proposed Activity</b>  | <b>Target by 2023</b>  | <b>Council Section</b>       | <b>Partner</b>     |
| <b>3.4 Linking Economic Development with language</b>                         | Ensure that all frontline Economic Development staff provides appropriate information with regard to Welsh language promotion and how it can improve business as a unique selling point. | Ensure that Economic Development staff provides appropriate information to encourage businesses to use Welsh.                   | Arrange staff training with the Cymraeg Byd Busnes staff by April 2019 with a process for recording any advice given to be included. | Corporate Strategy           | Cymraeg Byd Busnes |
|   | Encourage businesses to promote the Welsh language   | Liaise with business services section to explore language promotion amongst businesses  | Encourage chamber of trades/ specific businesses to promote the Welsh language in three areas of the county borough by 2023          | Business Services<br>Tourism | Menter Iaith CNPT  |
| <b>3.5 Strengthening links with the Council's key policies and strategies</b> | Review the Local Development Plan to strengthen the Welsh language element in relation to all areas of the county borough, not only areas of linguistic sensitivity.                     | Liaise with planning officers to ensure that any recommendations to strengthen policy are achievable and include officers input | Consider developing Welsh only signage policy for all new developments.  | Planning                     | Menter Iaith CNPT  |



| <b>Strategic Priority 3. Communities</b> |  |  |  |                                 |                   |
|--|--|--|--|---------------------------------|-------------------|
| <b>Intervention</b>                      | <b>Aims</b>  | <b>Proposed Activity</b>   | <b>Target by 2023</b>  | <b>Council Section</b>          | <b>Partner</b>    |
|  | Ensure that the Welsh Language Promotion Strategy is integrated into the Valleys Action Plan developed by the task and Finish Group            | Liaise with relevant sections to ensure aims of the Welsh Language Promotion Strategy are considered                             | TBC  | Environment                     |                   |
|  | Encourage third party community organisations that have taken on assets from the council to adopt Welsh language policies in line with NPTCBC. | Encourage groups taking on assets from the Council to adopt Welsh language action plans as part of a condition of the leasehold. | Assist with signage and visual Welsh and building language promotion into any Service Level Agreement or long term lease | NPTCBC<br>Partner organisations | Menter Iaith CNPT |

## SECTION 2 – Interventions by partner organisations (not under control of Neath Port Talbot CBC)

| Strategic Priority 1. Children and Young people |  |   |  |                         |  |
|---|--|---|--|-------------------------|--|
| Intervention                                    | Aims   | Proposed Activity   | Target by 2023   | Lead Partner            | Partner                                  |
| 1.1 Education - Early Years provision           | Increase number of Cylchoedd Ti a Fi and Cylchoedd Meithrin                      | Work with Mudiad Meithrin and Flying Start to ensure that provision is available within easy reach of all the main population centres | Create one new Cylch Ti a Fi and Cylch Meithrin annually   | Mudiad Meithrin         | Flying Start; Family Information Service |
|   | Increase the number of parents who send their children to Welsh medium education | Increase the number of Parenting/Family Sessions run by the 'Cymraeg i Blant' scheme  | Increase the number of parenting/family sessions by 5% annually                                    | Cymraeg i Blant         | Mudiad Meithrin                          |
|   | Provide basic language training for workers in mainly English medium settings    | Organise language sessions that are appropriate for early years provision   | Every playgroup and day care nursery to be provided with opportunities to attend language training | Welsh for Adults Centre | Flying Start                             |
|   | Improve language progression from Cylchoedd Meithrin to Welsh medium education   | Provide information to parents about the benefits of Welsh medium education and awareness   | Increase language progression from Cylchoedd Meithrin to Welsh medium schools                      | Mudiad Meithrin         | Flying Start Menter Iaith CNPT           |

| <b>Strategic Priority 1. Children and Young people</b> |  |   |  |                     |                 |
|--|--|---|--|---------------------|-----------------|
| <b>Intervention</b>                                    | <b>Aims</b>  | <b>Proposed Activity</b>  | <b>Target by 2023</b>  | <b>Lead Partner</b> | <b>Partner</b>  |
|  |  | training for Meithrin staff   |  |                     |                 |
| <b>1.2 Further education sector</b>                    | Increase Welsh medium provision in Neath Port Talbot College                         | Develop bilingual provision across mainstream courses                                   | Ensure that Welsh medium units are available in all relevant subject areas by 2023                         | NPTC Group          | Strategic Forum |
|  | Provide social opportunities for college learners to meet and use the Welsh language | Organise an annual programme of events which is popular and wide-reaching in its appeal | Publish programme of events at the beginning of each term and distribute through social media and internet | NPTC Group          | Strategic Forum |

| <b>Strategic Priority 2. Families</b>    |  |   |  |   |  |
|--|--|---|--|---|--|
| <b>Intervention</b>                      | <b>Aims</b>  | <b>Proposed Activity</b>  | <b>Target by 2023</b>  | <b>Lead Partner</b>                         | <b>Partner</b>   |
| <b>2.1 Language Transfer in the Home</b> | Ensure that more parents use Welsh as the language of the home                                       | Increase the number of activities organised by the 'Cymraeg i Blant' scheme which encourages parents to speak Welsh to their children | Increase the number of activities to raise awareness of language transmission in the home                | Cymraeg i Blant scheme<br>Menter Iaith CNPT | Strategic Forum  |
|  | Raise awareness of the importance of language transmission amongst young Welsh speaking adults       | Include general language awareness programmes in Personal and Social Education courses in college                                     | Arrange language awareness courses by March 2019   | NPTC Group                                  | Menter Iaith CNPT<br><br>Education & Lifelong Learning |
| <b>2.2 Welsh for Adults</b>              | Increase the number of adults learning Welsh   | Increase marketing activity and extend number of courses available at all levels  | Increase number of enrolments in line with recommendations made by Welsh for Adults Centre               | Welsh for Adults Centre                     |  |
|  | Increase the number of learners progressing from Entry and Foundation levels to Higher level courses | Provide targeted support and guidance to encourage learners to progress to higher levels of fluency                                   | Increase progression rates to higher levels in line with recommendations made by Welsh for Adults Centre | Welsh for Adults Centre                     |  |

| <b>Strategic Priority 2. Families</b> |  |   |   |                         |                         |
|---------------------------------------|--|---|---|-------------------------|-------------------------|
| <b>Intervention</b>                   | <b>Aims</b>  | <b>Proposed Activity</b>  | <b>Target by 2023</b>   | <b>Lead Partner</b>     | <b>Partner</b>          |
|                                       | Provide more language courses in the workplace at various levels of proficiency to enable more employees to work bilingually | Increase workplace provision in the public and voluntary sectors for beginners and tentative Welsh speakers | Increase workplace provision by a percentage to be agreed with Welsh for Adults                                   | Welsh for Adults Centre |                         |
|                                       | Provide informal opportunities for Welsh learners to meet and practice their language skills                                 | Organise weekly social activities and 'sesiynau sgwrs' to increase confidence and fluency levels            | Establish 5 weekly sessions to enable staff and members of the public to practice Welsh in a friendly environment | Welsh for Adults Centre | Menter Iaith CNPT       |
|                                       | Provide opportunities for Welsh learners to integrate into Welsh speaking networks and organisations                         | Plan a varied programme of social activities to bring Welsh speakers and learners together                  | Draw up an annual calendar of events and provide marketing support  | Welsh for Adults Centre | Menter Iaith CNPT       |
|                                       | Provide on-line opportunities for Welsh learners to practice their Welsh   | Set up a designated on-line chat room/forum for Welsh learners in the area                                  | To be established by September 2019   | Menter Iaith CNPT       | Welsh for Adults Centre |

| <b>Strategic Priority 3. Communities</b> |   |   |   |  |  |
|--|---|---|---|--|--|
| <b>Intervention</b>                      | <b>Aims</b>   | <b>Proposed Activity</b>  | <b>Target by 2023</b>   | <b>Lead Partner</b>  | <b>Partner</b>   |
|  | Ensure that the fall in the percentage of Welsh speakers in the Swansea Valley is limited, with an action plan specifically designed for the area and working alongside Ty'r Gwrhyd to strategically impact on the area | Develop Ty'r Gwrhyd Pontardawe as a thriving Welsh Language Centre for a range of partners to meet the needs of the higher percentage speakers of the Swansea Valley. | Collect contact details on an annual basis  | Menter Iaith CNPT  | Youth Engagement & Participation Service<br>Welsh-medium schools |
|  | Ensure that the populated areas of Neath and Port Talbot are targeted as areas of potential growth and develop action plans for each town and its people.   | Develop clusters around Neath and Port Talbot to stimulate interest in the language.  | Develop an action plan in partnership with Swansea University to develop a range of services for local people | Welsh for Adults Centre<br>Menter Iaith CNPT<br>NPTCBC<br>Welsh Government |  |
|  | Ensure that sports clubs are supported to use Welsh as a natural language and encourage the use of Welsh in informal and formal club settings   | Ensure that resources are shared with the clubs and clubs are supported to develop Welsh language services  | Seek funding for football and rugby clubs to train up Welsh speaking coaches                                  | Menter Iaith CNPT  | Urdd   |

| <b>Strategic Priority 3. Communities</b> |   |   |   |  |                |
|--|---|---|---|--|----------------|
| <b>Intervention</b>                      | <b>Aims</b>   | <b>Proposed Activity</b>  | <b>Target by 2023</b>   | <b>Lead Partner</b>  | <b>Partner</b> |
|  | Encourage the use of Welsh in Community and Town council meetings, as well as NPTCVS, Chamber of Trade and voluntary sector meetings and forums | Ensure that there are enough translations sets available for community groups and develop a training programme for Welsh language translators   | Develop an action plan in partnership with Swansea University to develop a range of services for local people | Welsh for Adults Centre<br>Menter Iaith CNPT<br>NPTCBC<br>Welsh Government |                |
|  | Ensure that sports clubs are supported to use Welsh as a natural language and encourage the use of Welsh in informal and formal club settings   | Ensure that posters are translated and that Welsh speakers are trained in order to facilitate Welsh medium training sessions as and when needed | Seek funding for additional community translation programme to enable Welsh to be spoken free of charge.      | Menter Iaith CNPT<br>Welsh for Adults Centre                               |                |
|  | Ensure community and volunteer involvement in planning and organising Welsh language activities   | Assist with the setting up and maintaining community groups to promote social activities in Welsh   | Establish 2-3 community clusters and support them to arrange an annual programme of popular activities/events | Menter Iaith CNPT  |                |

## **Monitoring**

The action plan will be reviewed annually and actions revised where considered appropriate.

Section 1 - progress will be monitored by Cabinet and scrutinised by the relevant scrutiny committee.

Section 2 - progress will be provided by Strategic Forum members at Strategic Forum meetings and the Chair of Strategic Forum will provide feedback to the Council.

It is hoped that in this way the Council and Strategic Forum members will be able to work collaboratively to meet the objective of increasing the number of Welsh speakers in the county borough by 2023 and address any difficulties at the earliest opportunity.

Progress against all actions will be reported annually to Cabinet Scrutiny Committee.

Measures will be developed to ensure progress is measured appropriately.