

# Menter Bro Morgannwg Welsh Language Profile 2016

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## 1. Introduction

This profile examines the position of the Welsh language in the Vale of Glamorgan, and the way that Welsh speakers in the area use the Welsh language in their communities.

The aim is to look at the context of the Welsh language in the area today so that ways of increasing opportunities for Welsh speakers to use the language can be considered. It will help the Menter to plan strategically and operate as an influential partner as organisations are faced with meeting the statutory requirements in relation to the Welsh language in their areas.

This profile is based on the 2011 Census statistics; the Welsh Government's 2013-15 Language Use Survey; the Welsh Government Pupil Level Annual School Census 2015; Use of the Welsh Language in the Community: Research Study, Bangor University 2015; with reference also to the results of a survey held in Mentrau areas in south east Wales during February and March 2016, with 733 responses.

**The Vale of Glamorgan has 13,189 Welsh speakers, which is 10.8% of the population**

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## 2. Context

With a population of 126,300, the Vale of Glamorgan is beautiful, combining rural and urban areas with four towns, Penarth, Barry, Llantwit Major and Cowbridge. On the whole, many of the Vale's residents enjoy a higher than average standard of living, and health, social care and welfare indicators for the Vale are higher than the Welsh average. However there are some areas in the Vale that experience social and economic difficulties and some parts of Barry are among the areas of highest deprivation in Wales.

Following the Welsh Government's decision to bring Menter y Fro to an end in 2013, Menter Caerdydd secured a tender to develop and lead a project in relation to the Welsh language in the Vale of Glamorgan. As a result of this work, Menter Bro Morgannwg was established to ensure the best possible opportunities for residents in the Vale to use the Welsh language on a social level.

Menter Bro Morgannwg focus on the following strategic areas:

- A wide programme of communal and social events and activities in Welsh for the people of the Vale of Glamorgan.
- Work in partnership and assist Vale of Glamorgan County Council in improving Welsh language provision for the people of the Vale.
- Apply for funding from external funds in order to create Welsh language services for the people of the Vale.
- Assess the need annually for Welsh services in the County.
- Strengthen the use of digital networks and market more effectively.
- Encourage and promote communal ownership of the language within the County.
- Collect research and data regarding the situation of the language within the area.
- Work with local and national organisations to raise the visual profile of the Welsh language and strengthen the status of the language in the area.

In focussing on these areas the Menter encompasses the Welsh Government and the Council's main strategic priorities in terms of the language: families, children and young people, the community and the workplace.

One of Menter Bro Morgannwg's main partners is the Vale of Glamorgan Council and the Menter's aim is to continue to develop the partnership with the Council to ensure that it operate its statutory responsibilities in terms of ensuring fair opportunities for the people of the Vale through the medium of Welsh. The Menter also aims to develop partnerships with organisations in the county from all sectors in order to develop efficient working networks in terms of the Welsh language in the Vale of Glamorgan.

The Menter conducted a Needs Assessment Review in 2013 in order to establish what opportunities were available through the medium of Welsh in the Vale, and assess what further activities were needed. According to the feedback gathered, a lack of opportunity was identified in terms of Welsh medium social provision in the Vale and that there was a demand for more Welsh language services and activities across the county and across all age ranges.

The main funding bodies for Menter Bro Morgannwg are the Welsh Government, the Arts Council of Wales, the Vale of Glamorgan County Council and the Big Lottery Fund. With the establishment of Menter Bro Morgannwg, a Welsh Language Forum was created in order to bring together organisations that operate through the medium of Welsh in the Vale, to report on their activities, share good practice and explore opportunities for collaboration.

The Menter, with its partners in the county Language Forum, acts as a source of expertise in relation to promoting the Welsh language in the area. It is a key partner of the Local Authority in terms of the support it provides in realising the aim of maintaining and increasing the number of Welsh speakers in the coming years.

In addition to increasing opportunities for Welsh speakers to widen their use of the language in their everyday lives, the Council together with its partners will need to plan strategically for the long term so

as to increase the number of speakers. In the south east region, increasing opportunities for Welsh medium education is crucial, and alongside this, it is essential that the bilingual workforce which is created has the opportunity to continue using the language in their work. Another important element is to encourage new Welsh language learners and boost their confidence in the skills that they have at whatever level, and continuity and support are crucial for this.

In relation to the policy and legislative context in which the Menter Iaith operates, there is clear national focus on the Welsh language in several areas, and the Local Authority, the Health Board and others have a responsibility to meet these requirements at a local level. These are the main areas:

### Welsh Language Schemes and Language Standards

Welsh language schemes are being replaced by a new system of requirements coming into force following the Welsh Language (Wales) Measure 2011. As well as ensuring official status for the Welsh language, the Measure, through its regulations, sets statutory standards in relation to the Welsh language for bodies in Wales.

These include promotion standards (standards 145 and 146) which mean that the Vale of Glamorgan Council has to:

- Set targets to promote the Welsh language and to facilitate the use of the Welsh language more widely in the area, and maintain or increase the number of Welsh speakers.
- Publish the results of this as well as a list of activities which have been arranged or funded to promote the use of the Welsh language.

### The Welsh Government Strategy for the Welsh Language 2012-17: *A Living Language: A Language for Living*

The Government published the *Moving Forward* policy statement in August 2014 which builds on *A Living Language: A Language for*

*Living.* Alongside the statutory duties imposed on the Council, the Health Board and others by the Welsh Language Standards, in this document the Government sets out its focus up to 2017, which includes:

- the Welsh language and the economy
- better strategic planning for the Welsh language
- the use of Welsh in the community
- changing linguistic behaviour.

As part of its aim of strengthening the use of the Welsh language in the community, the Government notes its expectations for Wales' Mentrau Iaith, which are that they:

- promote and facilitate the use of Welsh among local residents, societies and organisations
- operate as a county-wide and local information exchange
- identify needs and collaborate with local authorities to ensure provision is made in accordance with county language strategies
- undertake specific projects to respond to local needs and, where appropriate, support specific communities

### The Well-being of Future Generations Act

The Well-being of Future Generations (Wales) Act 2015 lists seven aims for the well-being of future generations in Wales. They include ensuring a '*Wales with a vibrant culture and thriving Welsh language*'.

According to the Welsh Government: "*The well-being plans which we intend local authorities to prepare as a result of the Well-being of Future Generations Bill will provide an important vehicle to ensure that the goal of a thriving Welsh language is a central consideration in future public policy.*"

## More than Just Words

'More than Just Words...' is the Welsh Government's strategic framework for improving Welsh language services in health, social services and social care. The aim of the targets set for Local Authorities and Health Boards to improve their Welsh language services is to meet people's linguistic needs thereby improving the quality of care.

## Welsh in Education Strategic Plans (under the School Standards and Organisation (Wales) Act 2013)

The Welsh Government expects local authorities to respond to the targets set in the Welsh Medium Education Strategy:

- More seven-year-old children being taught through the medium of Welsh
- More learners continuing to improve their language skills on transfer from primary to secondary school
- More learners studying for qualifications through the medium of Welsh
- More learners aged 16–19 studying subjects through the medium of Welsh
- More learners with higher-level Welsh-language skills

In the Vale of Glamorgan Council's Welsh in Education Strategic Plan (2014-2017), the Council notes the following:

*The Council is committed to ensuring that additional Welsh medium pre-school and primary school places of the highest standard are provided to meet the forecast growth in demand and that these are accessible within a reasonable distance from pupils' homes.*

*We plan for 100% of Welsh medium primary school pupils to transfer to Welsh medium secondary school provision. To achieve this aim the number of Welsh medium secondary school places will need to be significantly expanded by 2020.*



*The future of Welsh language education relies heavily on the strong partnership between all shareholders. The partnership aims to ensure that learners in the Vale of Glamorgan have opportunities to use Welsh in all aspects of everyday life. All efforts are made to provide the very best conditions in which to support the confident bilingual citizens of the future.*

## Communities First

The aim of the Welsh Government's Communities First Programme is to improve health, prosperity and access to education and learning and to help people in the most disadvantaged areas of Wales.

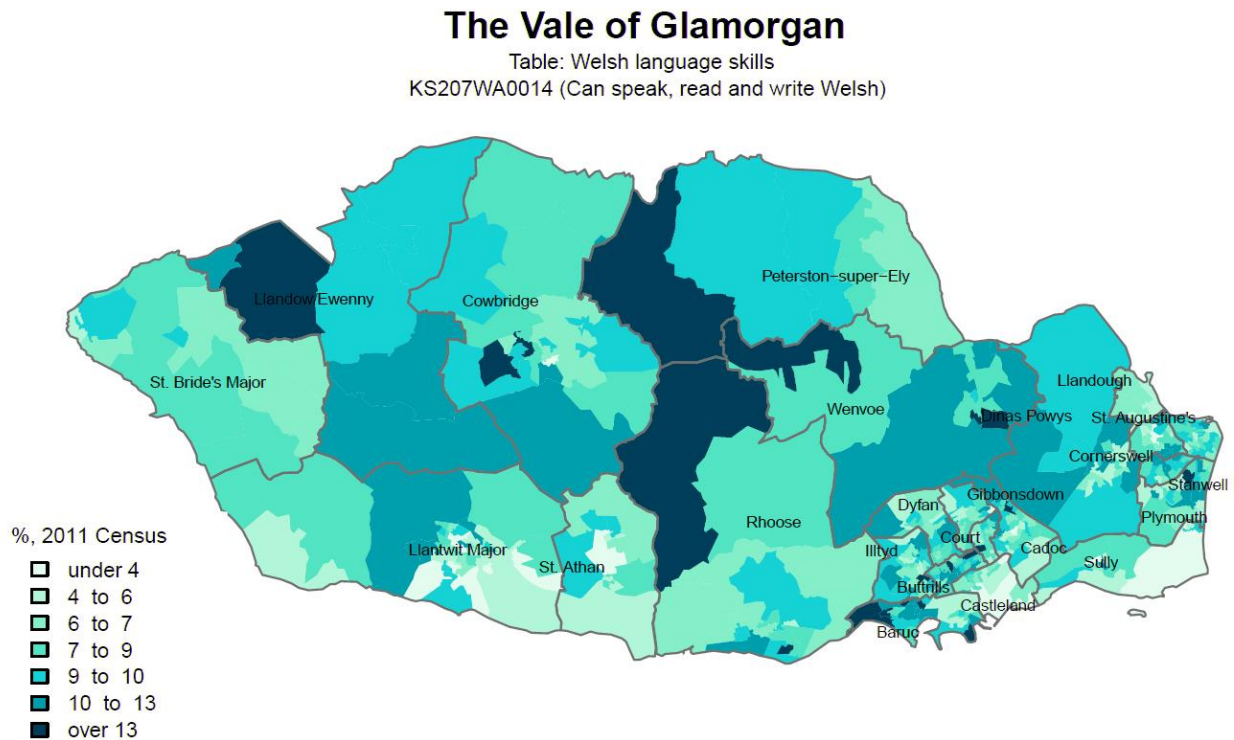
The Government has noted the importance of key partnerships in this context. In its response to the Review of the work of the Mentrau Iaith (March 2014) and specifically to the recommendation that '*There should be a strengthening of the relationship between the organisations and community development organisations such as Communities First*', it notes:

*We agree there is scope to strengthen the relationship between organisations that promote the Welsh language and community development organisations. That includes Communities First as well as organisations such as local authorities and third sector organisations working in the field of community development and regeneration.*

There is a clear link between opportunities to use the Welsh language and tackling poverty programmes like Communities First and Sure Start, and the Government expects the Communities First clusters to foster a relationship with the Menter Iaith for advice and support as to the best way of developing use of the language, as well as operating bilingually.

### 3. Welsh speakers in the Vale of Glamorgan

This map shows the Welsh language skills of people in the Vale of Glamorgan area in 2011:



The maps show percentages within Census 2011 output areas, within electoral divisions

Map created by Hywel Jones. Variables KS208WA0022-27 corrected

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The 2011 Census results showed a decline in the number of Welsh speakers in Wales since 2001. This fall seen across the south east region in the percentage of Welsh speakers is also evident in the Vale of Glamorgan.

Table 1: Comparison in the number and percentage of Welsh speakers between 2001 and 2011

	Can speak Welsh Number		Can speak Welsh <i>% of the population</i>	
	2001	2011	2001	2011
<b>The Vale of Glamorgan</b>	<b>12,994</b>	<b>13,189</b>	<b>11.3</b>	<b>10.8</b>
Region	173445	174782	11.6	10.9
Wales	582,368	562,016	20.8	19.0

Table 2: Percentage of Welsh speakers in Vale of Glamorgan Communities from the 2011 Census

Community	2001	2011	Difference
<b>Colwinston</b>	7.8	13.1	5.3
<b>Llan-gan</b>	9.3	13.5	4.2
<b>Welsh St Donat's</b>	14.1	18.1	4.0
<b>St Nicholas &amp; Bonvilston</b>	10.2	14.1	3.9
<b>Ewenny</b>	13.2	16.8	3.6
<b>Wenvoe</b>	11.4	13.0	1.6
<b>Llan-fair</b>	12.2	13.6	1.4
<b>Peterston-Super-Ely</b>	10.5	11.9	1.4
<b>Llandough</b>	7.7	8.4	0.7
<b>Llancarfan</b>	13.5	13.8	0.3
<b>St Brides</b>	10.0	10.2	0.2
<b>Barry</b>	11.1	11.1	0.0
<b>Rhose</b>	10.3	10.1	-0.2
<b>Penarth</b>	11.4	11.2	-0.2
<b>Dinas Powys</b>	10.5	9.9	-0.6
<b>Cowbridge &amp; Llanblethian</b>	12.6	11.9	-0.7
<b>Llanfihangel-y-pwll</b>	12.5	11.6	-0.9
<b>Llan-faes</b>	10.8	9.6	-1.2
<b>Wick</b>	12.2	10.9	-1.3
<b>Sili</b>	10.1	8.7	-1.4
<b>St Athan</b>	9.5	8.0	-1.5
<b>Penlline</b>	13.1	11.3	-1.8
<b>St Donat's</b>	10.6	8.8	-1.8
<b>Pendoylan</b>	13.2	11.3	-1.9

<b>Llantwit Major</b>	12.4	9.6	-2.8
<b>Llandow</b>	18.0	14.9	-3.1
<b>St George's</b>	11.8	8.6	-3.2

Table 3: The 4 communities which have the largest number of Welsh speakers in 2011

Community	Number	Percentage
Barry	5114	11.1
Penarth	2226	11.3
Llantwit Major	1152	12.4
Dinas Powys	777	10.4

Table 4: Comparison in numbers/percentages across age ranges – between 2001 and 2011 in the Vale of Glamorgan

Age group	No. Welsh speakers 2001	No. Welsh speakers 2011	% of Welsh speakers 2001	% of Welsh speakers 2011
<b>All (over 3)</b>	<b>12,994</b>	<b>13,189</b>	<b>11.3</b>	<b>10.8</b>
3-4 years	366	503	11.6	16.7
5-9 years	2,176	1975	27.0	28.5
10-14 years	3,139	2764	36.7	35.0
15-19 years	1,781	1897	23.0	23.3
20-24 years	534	721	9.6	10.6
25-29 years	489	608	7.9	8.7
30-34 years	576	616	7.3	8.5
35-39 years	610	619	6.8	7.8
40-44 years	499	577	5.9	6.5
45-49 years	490	565	6.0	6.0
50-54 years	445	445	5.0	5.0
55-59 years	428	391	5.8	4.8
60-64 years	341	376	5.5	4.4
65-69 years	255	355	4.8	5.2
70-74 years	234	279	4.7	5.0
75-79 years	224	178	5.1	4.2
80+ years	407	320	7.6	5.0

The 5 to 14 age range represents school pupils – this is the highest percentage of Welsh speakers. The percentage of speakers is higher among 3-14 year olds than among their parents' generation (25-49 years).

## 4. Welsh Language Use

In November 2015, the Welsh Government and the Welsh Language Commissioner published the results of the survey 'Welsh Language Use in Wales' (the Language Use Survey). Also in 2015 Bangor University published the results of its research study on Welsh language use in communities in Wales and both studies provide valuable data and an illustration of the way that people use the language.

**Between the 2004-6 and the 2013-15 language use surveys the Vale of Glamorgan has seen a fall of 700 in the number of fluent speakers and an increase of 4,800 in the number of non-fluent speakers.**

The Language Use Survey shows that fluent people are more likely to speak Welsh in everyday life. Also according to the Language Use Survey, fluent Welsh speakers are twice as likely to attend a social or cultural event in Welsh than non-fluent people.

**The Language Use Survey shows that the percentage of people in the area who speak Welsh every day has fallen from 50% to 41%.**

As part of creating this profile a survey of Welsh speakers in south east Wales was conducted between 12 February and 11 March 2015. A short questionnaire was shared electronically and on paper by all Mentrau in the region. The survey's main aim was to learn about the experiences of

Welsh speakers in the area and the opportunities that they have to use the Welsh language.

**67% of all responses were from women and 50% of all responses were from 26-50 year-olds.**

In all, 733 people responded to the questionnaire. Of those responses 36 were from the Vale of Glamorgan. We must bear in mind that those who responded are not necessarily representative of all Welsh speakers in the area. The questionnaire was promoted mainly through the Menter mailing list and we can therefore assume that these are a segment of Welsh speakers in the area, who already have some sort of link or willingness to engage with the Menter. However, this is the Menter's natural audience, and the responses are useful in relation to planning for them.

2 in every 3 responses from the Vale of Glamorgan were from people who could speak, read and write Welsh.

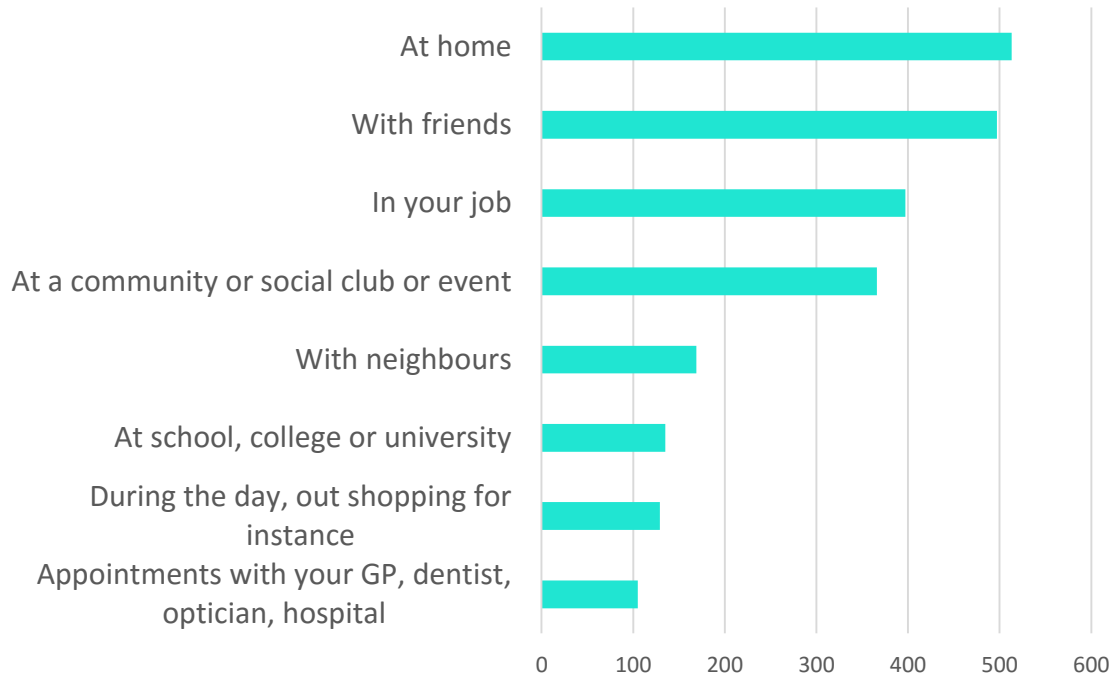
**For half of all Vale of Glamorgan respondents, the Welsh language was part of their everyday life, most of the time**

In the Vale of Glamorgan area and the whole of south east Wales, although many of those surveyed said that Welsh was part of their everyday life, most of the opportunities to use Welsh were in the home or with friends. In this area any opportunities beyond these must be sought, and although there may be a variety of social events available, the lack of opportunity to use Welsh in informal daily interactions/contact in wider circles than the Welsh speakers that we know means that the use of Welsh is not normalised at a community level. This in turn means that it is very difficult to ensure an increase in use.

So the challenge for all partners and stakeholders is to target efforts in these wider areas; to consolidate and broaden opportunities for fluent speakers; to develop the confidence of non-fluent speakers and facilitate ways of including them; to promote further use of Welsh in workplaces and in public-facing institutions and businesses to make it easier to use Welsh in unfamiliar or new areas.

The results of the survey of Welsh speakers across the region represents how often Welsh speakers in the Vale are presented with an opportunity to use the language:

### Where is the Welsh language part of your everyday life (south east)





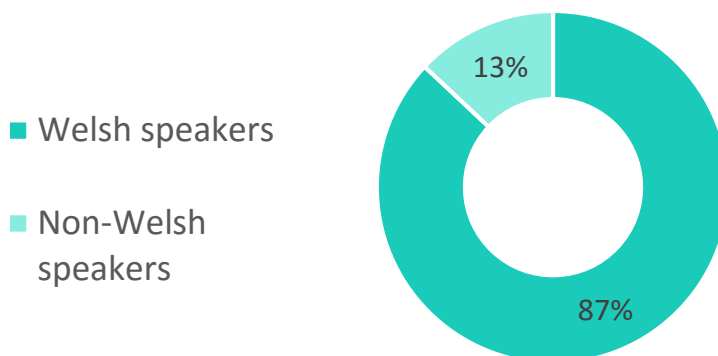
## i In the home

For those from the Vale of Glamorgan who noted Welsh as a feature of their everyday life, opportunities to use Welsh occur mostly in the home and with friends. 70% of all responses across the region indicated that they spoke Welsh regularly at home.

Fluent Welsh speakers are also nurtured in the home – they are more likely to be fluent than those who learnt to speak Welsh at school.

In Wales, the rate in which the language is passed on to children in households where two parents can speak Welsh, is 82%. In the Vale of Glamorgan, this rate is 87%. This means that in households with children aged 3 to 4 years, with both parents able to speak Welsh, 87% of the children also speak Welsh.

### Language transmission in households where both parents speak Welsh

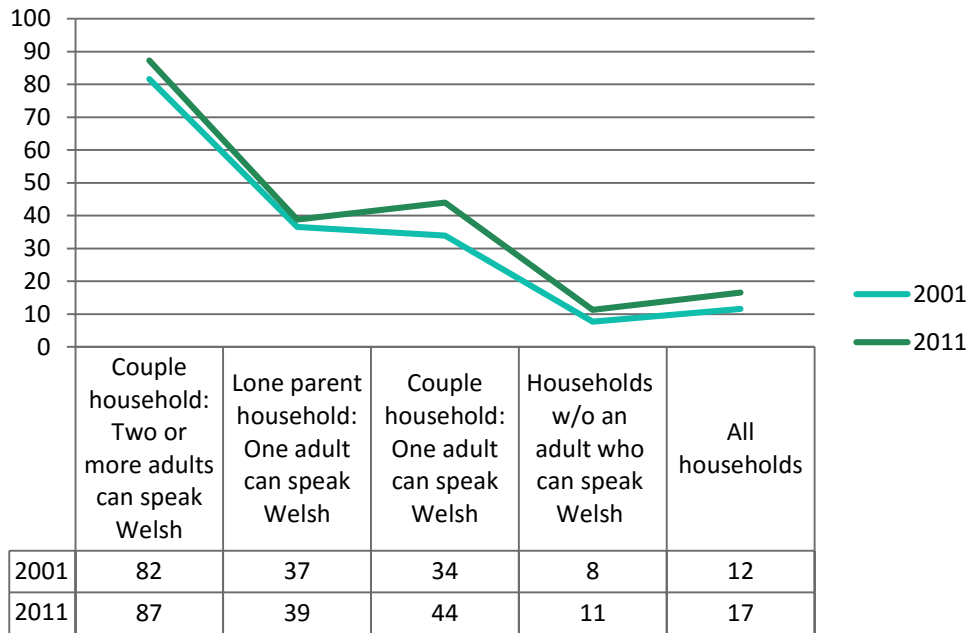


[Source: Welsh Language Commissioner/Statiath]

It is also worth noting the increase in households where one of the two parents speaks Welsh - from 34% to 44% slightly below the national rate of 45%.

Table 5: Language transmission to children in the home

### Vale of Glamorgan: % of children aged 3 to 4 who can speak Welsh



[Source: Welsh Language Commissioner/Statiaith]

This may still highlight further opportunity for the Menter, together with other organisations that provide family services locally - Cymraeg for Kids, Mudiad Meithrin, Families First, Menter Iaith, Urdd, Welsh for Adults, Flying Start and Communities First – to collaborate to ensure even more influence in this area by exploring opportunities across the sector.

## ii The Community

In the south east, where Welsh is a minority language in each geographical area, it is essential to maintain and facilitate communities of Welsh speakers across each age range to ensure a future for the language.

Of course, the word community has several meanings when we refer to Welsh speakers. A community is more than a geographical location, it exists across the boundaries of an area and a region, and now, with social media, it could be argued that there are no boundaries to such a Welsh community. The Welsh language unites people socially and culturally. It is an added factor to identity that creates a link between people and stimulates activity and interaction.

It is worth noting that the results of the questionnaire confirm that people travel further afield from their local neighbourhood and area to take part in Welsh events. This highlights the potential for more collaboration between the Mentrau and other partners across current boundaries.

78% of respondents in the Vale said that they had attended an event organised by Menter Bro Morgannwg. In light of the fact that the questionnaire was mainly promoted through a mailing list, this figure demonstrates that the Menter has further potential to promote events and services with the Welsh speakers with whom it comes into contact.

Research shows that several factors influence Welsh language use in the community. Firstly, even though the language has official status, it is a minority language and therefore not apparent as a community language in this area. This, of course, means that opportunities to use Welsh are rare. The responses by some Welsh speakers from the Vale to the questionnaire are as follows:

**47% of respondents in the Vale of Glamorgan said they had been to an event organised by a Menter Iaith in another area.**

- It's impossible to use Welsh in the area because only a very few people can speak it and there's no way of getting to know them.
- It's not usual for Welsh speakers to speak Welsh to each other in Barry. It's hard, as a learner, to find natural opportunities to use the language.
- Unless you know where to go to use your Welsh, you are presented with very few opportunities to use your Welsh

Another clear factor affecting people's language use is people's confidence in using the language and whether they are familiar with using Welsh – we know that people who aren't fluent are less likely to speak Welsh every day and attend Welsh language events, and the results of the questionnaire show that this is true for some in the Vale of Glamorgan:

- This is interesting because it strikes me now in looking at the questions [in the questionnaire] that I don't use the language beyond my "comfort zone"

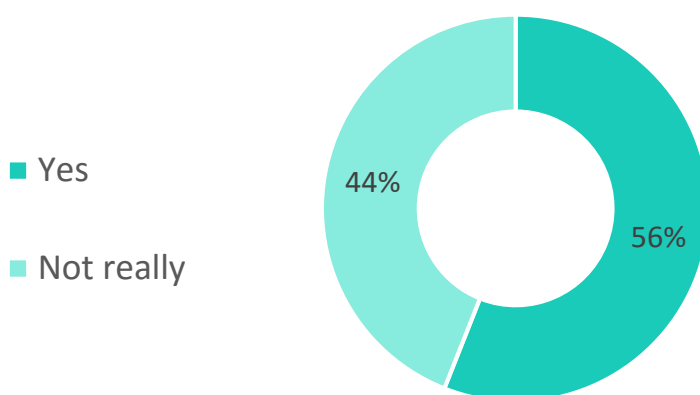
The questionnaire asked what would help to extend the use of Welsh in the community and many answers from the Vale of Glamorgan echoed the same themes:

- It would be lovely to see a course where Welsh speakers could have top up classes.. and that classes weren't just aimed at non Welsh speakers.
- People who can speak Welsh wearing a badge or something so that people like me know it's ok to communicate in Welsh
- More collaboration between societies and the menter iaith to promote events
- Make the Welsh language more visible as a natural language and not something official like the council or the Assembly
- It should be widely promoted through all possible media, and have full backing from the local authorities as well. Mentrau iaith, community centres, local papers, social media, all can be used. Communication is the key. If it isn't reaching out to everyone, how will it gain momentum?? Also, a bit of common sense with timings

of events should be used. For example, an hour's coffee morning isn't going to attract masses of people, only parents or those who have retired! Events out of normal working or school hours will be more attractive for everyone. I could go on, but there's one idea!

In terms of participation, it is worth noting over half of the respondents from the Vale say that they take part voluntarily in their community (the regional figure was 47%).

### Do you take part in your community on a voluntary basis?



The voluntary activities varied greatly and highlighted a broad range of skills and interests: work for the papur bro; Merched y Wawr; Christian Aid; food bank; charity committees; school governors; chapels and churches; and many more.

Also, the responses indicated that a willingness to volunteer exists amongst those who don't formally do so at present, which suggests a possible opportunity for the Menter to expand and promote opportunities to volunteer in different areas and in different ways from the usual concept of volunteering.

### iii Education

Across Wales as a whole, around 22% of children attend Welsh medium primary education, with 17% of pupils attending Welsh medium secondary education. But in the further education sector, the

percentage is less than 5%, and this is similar in relation to higher education too.

Between 2001 and 2011 there was an increase in the number of children receiving Welsh medium education in the Vale of Glamorgan. There are seven cylch meithrin in the county and the demand for Welsh medium education is continuing to grow, with seven Welsh medium primary schools and one secondary school in the county at present.

**Table 6: Percentage of 7 year old children in the Vale of Glamorgan area receiving Welsh medium education**

2001	2011
10.9%	13.7%

Across Wales, there has been a general drop of 14% in the number of school age children between 2001 and 2011. The fact that an equivalent drop has not been evident in the percentage of children receiving Welsh medium education across Wales highlights the extent of the demand.

Looking at the figures for Welsh medium education in the Vale of Glamorgan and the region as a whole, one issue becomes apparent, and this creates different challenges for the local authority and the Menter. On the other hand, it is also a way to focus on possible opportunities.

If we look at the percentage of 5-14 year old Welsh speakers in Table 4, we see that Census figures suggest there are more Welsh speakers amongst school age children in the Vale of Glamorgan than there are receiving Welsh medium education. It is therefore likely that some parents of children who have Welsh lessons in English medium schools have noted on the Census that their children can speak Welsh. It could be argued that this reflects pride in the language and faith in education to provide those skills.

Therefore, if this pride and faith exists, it appears the system of teaching Welsh as a Second Language fails to live up to parents' aspirations,

because if we look at the following table that notes the same cohort of the population 10 years later:

Welsh Speakers in the Vale of Glamorgan	2001	2011
10-14 years old	36.7%	
20-24 years old		10.6%

These figures suggest that not many of the 10-14 year old pupils in 2001 had been able to retain their Welsh skills after leaving school. The figure is closer to the percentage of the population that receives Welsh medium education.

Of course more than one factor is at play here, such as young Welsh speakers leaving the area and students and people of working age coming into the area from outside Wales, but it underlines the point that education should not be relied upon too heavily to create and maintain Welsh speakers without there being strategic planning between the many agencies and partners involved to improve the education itself, and extend opportunities beyond education and into the workplace.

As to young people's use of Welsh beyond school, it is a crucial period in terms of establishing patterns of language use. According to the Language Use Survey, *'it is already evident that 16 to 29 year olds are less likely than any other age group to speak Welsh every day.'*

According to research by Bangor University, there is an obvious gap in Welsh provision for older young people:

*'It could be argued that this endangers the language progression and progress of the education sector and reinforces the perception that Welsh is the language of education only.'*

A number of those who responded to the questionnaire noted that opportunities for young people to use Welsh outside education were rare:

- It's disappointing that all the effort that goes into Welsh education loses any benefit after leaving school because of a lack of opportunity to practise in day to day life
- More opportunities to use Welsh in social circumstances. My son is a fluent Welsh speaker at school, but never uses it outside of school, despite having friends who are fluent in Welsh.

In addition to the work of the Menter, organisations like the Urdd contribute substantially to the use of Welsh among young people in the area and there are also opportunities for the Council's youth services to collaborate and utilise the expertise of the Menter and other partners. With appropriate investment, the Menter could assist the Council to do more with this age range in Welsh. It may be possible to utilise existing volunteering programmes in education, such as the Welsh Bacallaureate and the Duke of Edinburgh award, to introduce young people to the idea of contributing to their communities through volunteering, expanding the work the Menter is already doing in encouraging young volunteers.



#### Iv Learning Welsh

At present, the Welsh for Adults Centre leads on all post-16 community Welsh learning provision with a number of lessons being held in partnership with the Vale of Glamorgan Council. In working in partnership with other organisations there is a means of providing a wider choice and flexible learning experiences. In Cardiff and the Vale of Glamorgan the Centre provides around 250 courses at all levels with hundreds of people learning from complete beginners to proficiency courses. There are also courses for workplace learners in addition to social events across the area.

Of those who responded to the questionnaire in the Vale of Glamorgan area, only 9% identified as learners. However, it is clear from the responses that there is a great desire to practise and expand the opportunities to speak Welsh. It is also clear that there is a need for a variety of activities and opportunities outside the more formal provision provided by Welsh for Adults, with much more contact for learners to participate in events for fluent Welsh speakers. For instance according to one learner:

- There are very few people where I live and work who want to, or can, speak Welsh. I attend meetings with people who want to practise using their Welsh in Cardiff at least once a month. There are fortnightly meetings in Barry also, but are at times where I would normally be working. There are very few initiatives available where you can use your Welsh here unless you hear of them through word of mouth or happen to be a parent whose children are being raised/educated in the medium of Welsh.

This highlights possible opportunities for the Menter and informal learning officers from the Welsh for Adults Centre to work jointly to arrange more varied activities, or to work in partnership to offer volunteering opportunities to learners in small projects or initiatives locally to gain confidence and to encourage them to use the language in the community.

The survey also asked everyone for their experiences in respect of various events, with 84% saying that they had attended an event by the Menter and 54% saying that they had gone to a learners' event. The potential for more collaboration is possible along with creating more opportunities to involve learners. There might be possible opportunities in facilitating the learners' understanding of some events, that would increase their confidence and enjoyment together with increasing fluent Welsh speakers awareness of how they may help in terms of facilitating Welsh learners. This is an area that the Centre has identified as an opportunity to explore further.

## v Workplace

In 2013, research into needs was carried out in respect of Welsh skills in eight sectors in Wales (childcare, social care, hospitality, creative, financial services, retail, agri-food and construction), and it was noted:

*Even though Welsh medium education provision is in itself an all-important part of the effort to promote and increase Welsh language use, it is considered that Welsh language use in the workplace is essential in order to move towards a bilingual society.*

Childcare is a clear example where Welsh speakers are sought for a particular workplace to meet clear needs in an area of work where demand is constantly increasing. The Menter is fully aware of the importance of promoting employment and work opportunities for a Welsh language workforce and this offers a strong basis for further discussion with stakeholders, especially in the context of the Welsh language Standards.

The Welsh Language Standards require that Welsh is given a more prominent place in the workplace, and the County Council is getting to grips with this with more opportunities to learn and use Welsh at work.

According to the Language Use Survey, Welsh speakers working in the public sector are more likely to use Welsh with colleagues, compared to Welsh speakers working in the private sector.

In the survey of the eight sectors in 2013, it was noted that ‘two thirds (66 per cent) of employers had staff with Welsh language skills, and slightly more than a third said that Welsh was used in the workplace (35 per cent)’.

From the point of view of the survey held before drawing up this profile, 54% of those who responded noted that they had the opportunity to use Welsh at work.

It appears that the profile of Welsh in the workplace is increasing gradually, with the help of the Welsh Language Standards and promotion on a local level.

**According to the Language Use Survey almost three quarters of workers in the public sector thought their employer was supportive towards using Welsh compared to 41% in the private sector**

In the Employers' Skills Survey 2013, it was noted that a lack of skills is a problem for employers in Wales, with planning and organising skills counting for 57% of the skills' gap, but the lack of Welsh language skills (oral and written) was attributed in part at least, to over a quarter of all the skills' gaps in jobs in Wales. In this context there may be a case for strengthening work with partners to promote and develop skills specifically for the workplace.

**According to the Language Use Survey over half the Welsh speakers in the Vale of Glamorgan note that they speak Welsh with colleagues.**

On the other hand, many of the questionnaire's respondents emphasised the need to be able to recognise Welsh speakers when dealing with people face to face in public organisations and in businesses and shops. There is a need to further promote 'Working Welsh' badges to ensure that they are used in the most effective way possible.

- Promote wider use of the badges that identify that the wearer speaks Welsh in the workplace
- People who can speak Welsh to wear badges or something so that people like me know that it's ok to communicate in Welsh

## vi Public, private and voluntary bodies

Recent research by Citizens Advice Cymru has highlighted the barriers to using Welsh medium services and what effects people's faith in services. These barriers included a lack of a clear Welsh language choice, a lack of information and consistency, and the fact that very often English is presented as the main language or the default language.

According to the Language Use Survey, a little over half of Welsh speakers try to use Welsh when dealing with public bodies, and Welsh speakers who speak the language every day are twice as likely to do so.

The questionnaire asked respondents how much faith they had in various bodies to do their best for them in terms of the Welsh language and the responses varied from area to area. Obviously personal perception or experience influences the response, but it is interesting to see the image these organisations have amongst this group of Welsh speakers. Indeed the feelings of people in the Vale are quite close to the opinion across the whole region.

**Table 7: People's faith in organisations to do their best for the Welsh language (Total 'very much' – 'moderate')**

Body	Vale of Glamorgan	Regional
<b>County Council</b>	43%	41%
<b>Community Council</b>	21%	20%
<b>Welsh Government</b>	76%	74%
<b>Health Service</b>	38%	36%
<b>Charities</b>	37%	34%
<b>Supermarkets</b>	30%	27%
<b>Banks</b>	30%	27%
<b>Post Office</b>	32%	30%
<b>Agencies such as the DVLA</b>	46%	42%
<b>UK Government</b>	12%	12%

Respondents in the Vale of Glamorgan noted a variety of experiences with different sectors:

- Penarth Town Council needs to support the Welsh Language in more than a cursory way.

- I recently had a doctor's appointment and saw a Welsh speaker, and also saw a Welsh speaking specialist, but that was coincidental. I was not given a choice.
- Very disappointed with the local Welsh primary school, no support or consideration of children from Welsh speaking homes whose mother tongue is Welsh. Shocked that the school teaches bilingually at Meithrin level, despite the immersion system working best. The school has very low expectations of the children's linguistic ability and acknowledge that children from Welsh speaking homes lose their Welsh and turn to English – no plan to stop this.
- A member of the counter staff at the Post Office turned to speak in Welsh having heard me speaking Welsh with the children, and talked of the pleasure she had learning the language and using it at the Eisteddfod.

## vii Social Media

Of course, as noted above, there are community networks that are not geographical in nature. It is worth referring to Welsh speakers' habits in respect of their use of the internet, either as a means of communicating between family and friends, or further in terms of the possible use the Menter and others could make of social media in communication and promotion.

According to Bangor University's research *Use of the Welsh Language in the Community*, the existence of an online Welsh speaking community is noted 'as a new location for using the language and developing extended language networks'.

The Language Use Survey also looks at social media in the context of language use, noting that a little over half fluent Welsh speakers use at least as much Welsh as English when sending text messages and that between 12-18 per cent of all Welsh speakers who use Twitter and Facebook use at least as much Welsh as English.

Menter Bro Morgannwg has identified the need to ensure a visible presence for the language in technology in order to facilitate the use of Welsh in all aspects of life. The Menter utilises a number of platforms to promote its work – from the papur bro Twitter and Facebook and so on. The Menter continues to develop its e-chlysur database aiming to reach new audiences over the coming years.

**In respect of Welsh speakers in the Vale of Glamorgan area that responded to the questionnaire, 55% say that they use Welsh with other people on social media such as Twitter or Facebook regularly (either weekly or daily). This compares with 48% of the whole south east region.**

## 5. Conclusion

This profile has brought together

- key statistics of Welsh speakers in the area
- the main statutory requirements relevant to the Menter's key partners
- a number of research findings on Welsh language patterns of use by Welsh speakers in the area
- the results of the survey held as part of this work that highlight the experiences of Welsh speakers and learners in the area

The key messages that emerge from the experiences of Welsh speakers, together with the formal data, highlight a number of areas that need to be addressed, for instance:

- the need for more opportunities for young people to use their Welsh outside school and after leaving school (from leisure to the workplace)
- the need for more experiences to increase the confidence and use of the language amongst learners and those Welsh speakers with little or no confidence to use their Welsh in new situations
- the need for employers to recognise the value of the language for their workplaces, ensuring support for Welsh speakers
- the need to ensure that the language is more prominent in the community in order to promote wider use – both the spoken word and visually

Although in its early years as a new Menter, the work of Menter Bro Morgannwg is based on a sound understanding of its communities and the needs of its communities, and the Menter is able to address those needs in a creative and flexible way. The ability of Menter Bro Morgannwg to respond innovatively to local needs through projects with partners, is reflected clearly in the Gŵyl Fach y Fro festival for example.

Another aspect that becomes apparent in the work of the Menter is that it is not just responding to targets set by the Welsh Government. The activities and services provided by Menter Bro Morgannwg also act to strengthen and enrich what is taking place on a local statutory level to promote the Welsh language and establish rights for Welsh speakers.



The local authority and partners need to respond to the Welsh Language Standards, the Well-being of Future Generations Act and More than Just Words – a host of requirements leading to the improvement of services and increasing the use of the Welsh language. They will also be required to respond to future local government reorganisation and the implications of this to services across the region. Therefore, there has never been a more crucial time to emphasise the importance, strength and expertise of the Menter and partners as a source of advice and guidance.

Partners and bodies are able to turn to the Menter to plan strategically together across a number of sectors to promote and increase the use of the Welsh language in the area, with opportunities for collaboration and coproduction across a number of areas, eg:

- Education
- Youth Services
- Leisure
- Health and Social Care
- Tackling Poverty
- Economic Development
- Work and Skills
- Volunteering

The aim of the recommendations that follow is to highlight those issues that need to be addressed in order ensure an increase in the number of Welsh speakers and use of the language in communities across the area. These are not the responsibility of the Menter alone. Many encapsulate what is required to happen at a wider level than the Menter itself, in order to create a stronger basis for the Menter to be able to continue to develop and extent its provision in the most strategic and effective way.

## 6. Recommendations

**These recommendations summarise the areas where further attention is required and are relevant to all local, regional and national partners involved in increasing opportunities to use the Welsh language:**

### General

1. The Welsh Government should ensure that regional needs are fully considered and incorporated into the next Language Strategy, and should recognise the potential for growth in numbers and the percentage of Welsh speakers in this region.
2. Local Authorities should plan and implement Strategies to Promote and Facilitate use of the Welsh language with their local Menter Iaith and other partners. There are opportunities to collaborate with the local Menter to coordinate projects or research into gaps in services and provision across the area.
3. On the basis of their plans/strategies, Local Authorities and the Welsh Government should safeguard adequate resources for Welsh language services, and adequate resources to promote and facilitate use of the Welsh language in the community.
4. The Welsh Government should ensure that Local Authorities consider the Welsh language and the needs of Welsh speakers effectively in their response to their statutory requirements under the Well-being of Future Generations Act.
5. Mentrau Iaith and their partners should explore how the role of Language Forum could be strengthened to make full use this body's potential to assist them in a dynamic and strategic way to the future.

### The Home

6. Clarity should be established in relation to planning and strategic collaboration both locally and regionally between all bodies providing family services, including Cymraeg for Kids, Mudiad Meithrin, Families First, the Urdd, Welsh for Adults, Flying Start and Communities First. The Government should ensure further

- clarity when allocating targets and funding to bodies in this area of work.
7. Schemes to support parents using Welsh in the home should be developed and supported to improve their confidence and ability to speak Welsh.
  8. Childcare settings should be planned strategically with partners to develop comprehensive Welsh medium childcare provision in response to the needs of families in the local area.
  9. The Mentrau and partners should collaborate in organising social events to promote the Welsh language to families.

### The Community

10. Local Authorities and the Mentrau should discuss and plan effectively targeted community activities and events to facilitate and increase the use of Welsh with their other partners.
11. Tackling Poverty schemes, including Communities First, Families First and Flying Start should plan Welsh-medium programmes and operational developments in partnership with local Welsh language partners.
12. The Mentrau and partners should consider how to provide a greater variety of volunteering opportunities including opportunities for young people and learners.

### Education

13. Local authority policies should highlight access to Welsh-medium education as a priority ensuring fair and equitable access to all, and should also ensure that any proposed transport cuts would have no detrimental effect on the numbers able to access Welsh-medium education.
14. The Government needs to provide clear guidance for local and regional WESPS in terms of setting far-reaching targets when planning growth and progression in Welsh-medium education and increasing Welsh-medium provision.

## Children and Young People

15. Local Authorities and the Welsh Government should work together with the Mentrau to ensure that investment and growth in Welsh-medium education in the region is enhanced and supported by a variety of leisure and community opportunities for children and young people.
16. Local Authorities should consider the geographical challenges faced by Welsh-medium comprehensive schools in their areas in targeting young people outside school because of the size of their catchment areas and should respond to those needs practically.
17. Partners should discuss together to ensure that specialist providers in the field in Wales (Children in Wales, Clybiau Plant Cymru Kids Clubs etc) provide Welsh-medium activities and training
18. The Mentrau and partners should offer clear guidance to Local Authority Youth Services in relation to providing adequate Welsh-medium services including weekly opportunities, specialist support services and opportunities to consult and participate.
19. The voice and opinions of young Welsh speakers themselves should be sought and heard when planning, organising and providing, so that they can participate fully.

## Learning Welsh

20. In collaboration with Welsh language partners, Local Authorities and Schools, there is scope for Welsh for Adults Centres to provide a programme of classes and activities that are not focused on qualifications, but rather on volunteering and using the language in the community.
21. Free provision and opportunities need to be ensured for people in deprived areas who wish to learn Welsh.

## The Workplace

22. In partnership with the Mentrau, Local Authorities and the Welsh Government should ensure appropriate support for the far-reaching plans of the Welsh Language Labour Market scheme across the region.

23. The Mentrau should continue to promote use of Working Welsh badges by employers to target, identify and celebrate locations where Welsh speaking workers are employed.

### Social Media

24. The Welsh Government should continue to invest in the growth and availability of Welsh medium social media use and promote local schemes and projects at Mentrau level.
25. In collaboration with the Mentrau, Welsh language partners and social media developers and the Welsh media, local schemes should be developed and implemented at grass roots level to broaden the use of social media in Welsh.

## 7 Useful Resources

**Statiath** website

**Welsh language use in Wales, 2013-15** Welsh Government and Welsh Language Commissioner; November 2015

**Welsh language use in the community: Research study** Bangor University on behalf of the Welsh Government; October 2015

**English by default: Understanding the use and non-use of Welsh language services** CAB; March 2015

**Moving forward** Welsh Government; 2014

**A Review of the Work of Mentrau Iaith, Language Action Plans and the Aman Tawe Language Promotion Scheme** Cardiff University, 2013

**Communities First and Bilingualism: Meeting the Challenge** Menter a Busnes

**Welsh language skills needs in eight sectors** Welsh Government 2014

**Review of the social use of the Welsh Language in the Vale of Glamorgan** Menter Bro Morgannwg 2013