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**Report of the:  
Welsh Language Promotion Strategy  
Task and Finish Group**

**Welsh Language Promotion  
Strategy**

**Date: April 2023**



**Neath Port Talbot County Borough Council**

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## **EXECUTIVE SUMMARY**

Members of the Cabinet Scrutiny Committee undertook a Task and Finish Group, to review the Welsh Language Promotion Strategy for the County Borough, to enable the Council to comply with the requirements of the Welsh Language Standards (No 1) Regulations and to aim for the Welsh Government's target of achieving 1 million Welsh Speakers by 2050.

The Task and Finish Group commenced on the 23<sup>rd</sup> November 2022 and met twice to complete this task. A summary of the discussions are included within the report.

## **PURPOSE AND BACKGROUND**

The Welsh Strategy was developed and adopted in 2018. In the meeting held on 19<sup>th</sup> October 2022 the Members supported the establishment of a Task and Finish Group to review the Welsh Language Promotion Strategy to comply with the requirements of Standard 145 (Promotion).

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

## TERMS OF REFERENCE

<b>Task and Finish Objective</b>	To develop a revised Welsh Language Promotion Strategy
<b>Membership</b>	<p><b><u>Elected Members</u></b></p> <p>Cllr. Phil Rogers (Chair)</p> <p>Cllr. Helen Ceri Clarke  Cllr. James Henton  Cllr. Rhidian Mizen  Cllr. Suzanne Paddison  Cllr. Sheila Penry  Cllr. Sean Pursey  Cllr. Marcia Spooner</p> <p><b><u>Advisors/Support Officers</u></b></p> <p>Charlotte Davies  Alison Thomas  Rhian Headon  Pam Chivers  Bethan Crosby</p>
<b>The main aims of the Project</b>	To revise the Neath Port Talbot CBC's Welsh Language Promotion Strategy in accordance with the requirements of the Welsh Language Standards (No1) Regulations.
<b>Scope of the study</b>	To comply with the requirements of Welsh Language Standards 145 and 146, limiting the scope of the Strategy to the Council's responsibilities.
<b>How it will contribute to achieving Corporate/Community</b>	<p>The Strategy will:</p> <ul style="list-style-type: none"> <li>• help the Council comply with the Welsh Language Standards</li> <li>• help meet its Wellbeing Objectives particularly Objectives 1 and 3</li> </ul>

<b>Objectives / Priorities.</b>	<ul style="list-style-type: none"> <li>• be developed in line with the sustainable development principle</li> <li>• help the Council comply with the Well-being of Future Generations (Wales) Act.</li> <li>• contribute to the public services board Wellbeing Objectives (which will be informed by the Wellbeing assessment)</li> </ul>
<b>Initial list of key officers, stakeholders, partners or other agencies to involve</b>	<p>Officers – as stated above</p> <p>Further officers, stakeholders, partners or other agencies as required</p>
<b>Key issues to be addressed</b>	<ul style="list-style-type: none"> <li>• What should a Welsh Language Promotion Strategy include?</li> <li>• Realistically, how can the Council influence the increase or maintain the numbers of Welsh speakers?</li> <li>• What actions are required?</li> <li>• What targets are required?</li> </ul>
<b>Timescale for completion of the task</b>	<p>Strategy produced by 1 May 2022</p>
<b>Meeting Dates</b>	<ul style="list-style-type: none"> <li>• 23<sup>rd</sup> November at 2.00pm – Introduction</li> <li>• 5<sup>th</sup> December at 2.00pm – Evaluation of Previous Strategy</li> <li>• 13<sup>th</sup> December at 2.00pm – Workshop Session – discuss amendments to current Strategy</li> <li>• 23<sup>rd</sup> January at 2.00pm – Draft welsh language Promotion Strategy</li> <li>• 1<sup>st</sup> February at 10.00AM – Draft Welsh Language Promotion Strategy (if required)</li> </ul>

## RECOMMENDATIONS

1. That the findings of the Task and Finish Group detailed within this report along with the Welsh Language Promotion Strategy be commended to Cabinet for consideration.

## SUMMARY OF DISCUSSION

The following Members of Cabinet Scrutiny took part in the Task & Finish Group:

- Cllr P. Rogers (Chair)
- Cllr. Helen Ceri Clarke
- Cllr. James Henton
- Cllr. Rhidian Mizen
- Cllr. Suzanne Paddison
- Cllr. Sheila Penry
- Cllr. Sean Pursey
- Cllr. Marcia Spooner

Members were provided with support from the following officers:

Rhian Headon  
Pamela Chivers  
Charlotte John  
Alison Thomas

The Task and Finish Group commenced on the 23<sup>rd</sup> November 2022 and met twice to consider the review of the Welsh Language Promotion Strategy in order to comply with the requirements of the Welsh Language Standards (No1) Regulations. Members were also invited to contribute to the review through written submissions via email.

The group understood that the Council is required to review the Welsh Language Promotion Strategy every 5 years to continue to consider and set out how Welsh Language will be promoted and how it will be further facilitated throughout the Borough.

Members of the Group discussed how the Welsh Language is promoted within the community and how the strategy can encourage the increase of the number of Welsh speakers across the County Borough.

Member referred to the census data provided which indicated that the previous target of a 1% increase in the number of Welsh speaker had not been met. However, an increase in children engaging with Welsh medium education along with the Annual Population Survey data for persons 3years+ indicates to the contrary.

When discussing the two options for consultation purposes, members determined to amalgamate both options presented. Option one to be inserted on page 7 of the draft and Option two to be inserted at the end with the action plan.

Members were in general agreement that the consultation should allow for general comments, in order to glean as much information and ideas as possible.

