



Cyngor Castell-nedd Port Talbot  
Neath Port Talbot Council

# Welsh Language Promotion Strategy 2023-2028

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## Introduction

Our first five year Welsh Language Promotion Strategy was launched in 2018 and this strategy for 2023-2028 represents the first revision of the Council's strategy to promote and support the Welsh language in Neath Port Talbot.

This revision has taken account of, and builds on, the progress made in the initial strategy, the commitments of the Welsh in Education Strategic Plan 2022-2032 (WESP) as well as the work of our partners in promoting the Welsh language locally.

The full implementation of our initial strategy was hit significantly by the outbreak of the Covid 19 pandemic. The unprecedented situation brought with it challenges and impacts for communities, partner organisations and the Council of a level which had never been experienced before. We continue to feel the impacts of the pandemic and we see our revised strategy for 2023-2028 as a starting point in our recovery.

We acknowledge the limitations we have to increase the number of Welsh speakers in Neath Port Talbot but by working with local organisations, our schools and residents of our many communities we are confident that we will meet the commitments laid out in the strategy.

Although this revised strategy has been shaped by feedback received during the recent consultation period as well as from previous discussions with our many communities, partner organisations, elected members and our senior management team, it is not a 'done deal'.

We see the strategy as an organic document; one which we will continue to review and revise to reflect progress, new and revised policy/legislation and most importantly feedback from our Let's Keep Talking engagement activities to ensure it remains relevant to our language, area and people in Neath Port Talbot.

Welsh is of this soil, this island, the senior language of the men of Britain; and  
Welsh is beautiful." JRR Tolkien

## **Vision**

By 2028 the Welsh language will be more audible and visible in our communities and used by an increased number of people in their daily lives.

## **Target**

As a requirement of the promotion standards we must set a target (in terms of the percentage of speakers in our area) for increasing or maintaining the number of Welsh speakers in the area by the end of the 5 year strategy.

Our previous target of an increase of a minimum of 1% appears to not have been met, according to the Census 2021 data. However, an increase in children engaging with Welsh medium education along with the Annual Population Survey data for people 3years+ indicates to the contrary.

In light of this it is appropriate to continue to use the target of an increase of a minimum of 1% (based on the Annual Population Survey data) as an interim measure for the first year of the strategy. Analysis of all relevant data will be undertaken within 12 months of its publication to determine a more appropriate target for the remainder of the life of the strategy.

## **Strategic Themes**

Our approach set out in this document is structured to reflect the strategic themes outlined in the Welsh Government's Cymraeg 2050 Welsh Language Strategy. As these themes reflect our own belief in how the Welsh language can be promoted/facilitated locally we will work toward realising of the themes of

- Increasing the number of Welsh speakers
- Increasing the use of Welsh
- Creating favourable conditions – infrastructure and context

These themes while not explicitly reflecting the wellbeing objectives in our Corporate Plan 2023-2028 they do permeate/complement each one to as indicated below:

**Welsh Language Promotion Strategy  
2023 - 2028**

Strategic Theme 1  
Increasing the number of Welsh  
speakers

Strategic Theme 2  
Increasing the use of Welsh

Strategic Theme 3  
Creating favourable conditions -  
infrastructure and context

**Corporate Plan 2023 - 2028**

Wellbeing Objective 1  
All children get the best start in life.

Wellbeing Objective 2  
All communities are thriving and  
sustainable.

Wellbeing Objective 3  
Our local environment, culture and  
heritage can be enjoyed by future  
generations.

Wellbeing Objective 4  
Local people are skilled and access  
high quality, green jobs.



Welsh is more than just the language; it is part of our being, our heritage and culture. It is woven into the fabric of our lives - even if not instantly recognisable; our place names, forenames, colloquialisms, all are rooted in the Welsh language. Our Culture and Heritage Strategy, currently being developed, will further address these links. Actions identified as part of this promotion strategy will help our aim of increasing the numbers of Welsh speakers and the use of the language whilst also complementing the links between language, culture and heritage.

In order to increase the number of Welsh speakers over the life of the strategy we, both individually and with our partners, will prioritise key areas for action

<b>Strategic Theme 1: Increasing the numbers of Welsh speakers</b>
<b>Vision:</b> More people speak Welsh
<p><b>Key areas of work</b></p> <ul style="list-style-type: none"> <li>• Support the implementation of the WESP 2022-2032</li> <li>• Language transmission in the home</li> <li>• Support people learning/speaking Welsh</li> </ul>
<p><b>Potential actions include:</b></p> <ul style="list-style-type: none"> <li>• Promote benefits of bilingualism/language awareness to young families and all new comers into NPT</li> <li>• Provide homework support to pupils of non-Welsh speaking families attending Welsh medium schools</li> <li>• Explore reasons for limited take up/access to Welsh language courses/education amongst specific communities</li> <li>• Provide language awareness and training courses for teaching and non-teaching staff</li> </ul>

<b>Strategic Theme 2: Increasing the use of Welsh</b>
<b>Vision:</b> Welsh is an integral part of people’s everyday life
<p><b>Key areas of work</b></p> <ul style="list-style-type: none"> <li>• Support and promote the use of Welsh in social settings</li> <li>• Expand the use of Welsh in the workplace</li> </ul>
<p><b>Potential actions include:</b></p> <ul style="list-style-type: none"> <li>• Increase the instances of using Welsh within the Council</li> <li>• Develop a programme of Welsh language events and activities across NPT</li> <li>• Increased use of Welsh in a social context</li> <li>• Work in partnership to identify good practice and resources to increase the number of welsh speaking staff in all our organisations</li> </ul>

### Strategic Theme 3: Creating Favourable Conditions: Infrastructure and Context

**Vision:** We have an environment in which the language thrives

#### Key areas of work

- Increase the visibility of the language across the area
- Embed Welsh into all our strategies and plans

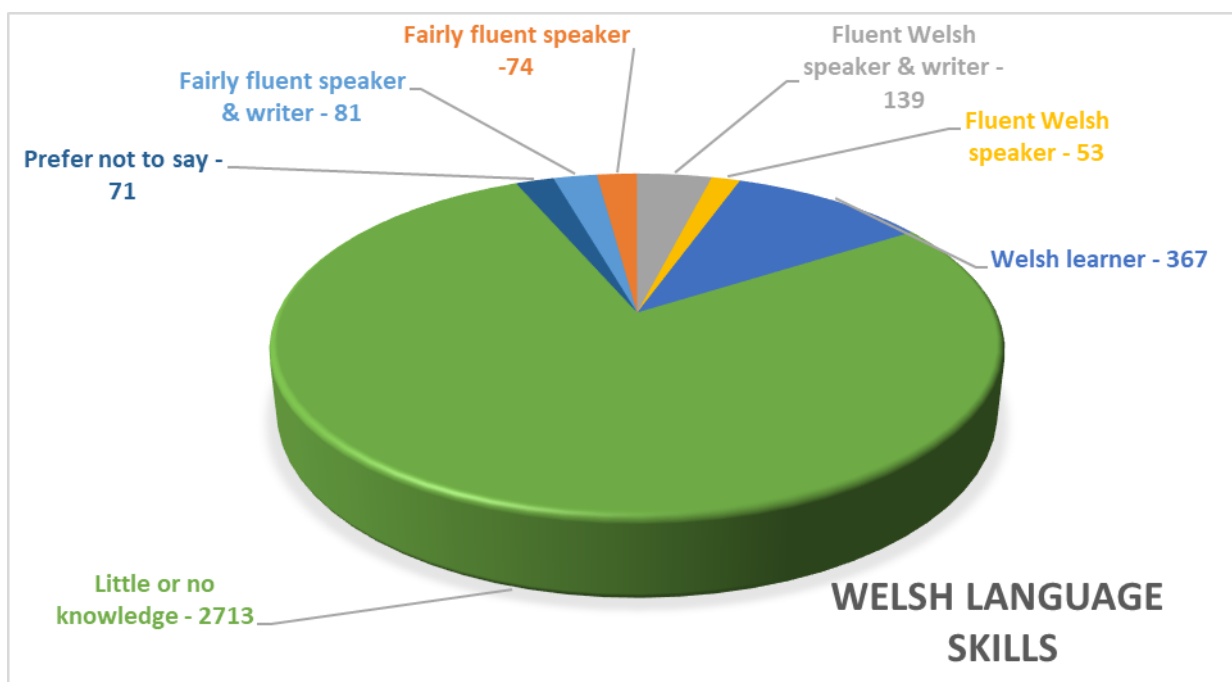
#### Potential actions include:

- Work with partners to increase the visibility of Welsh across leisure, business and cultural locations, activities and events
- Promote Welsh in all new developments
- Work with services to ensure Welsh is a key element of all new strategies and plans

## Neath Port Talbot Welsh Language Profile

### Council

Over recent years the number of staff who identified as having Welsh language skills has remained relatively low overall. However, there has been a small increase in the number of staff identifying as fluent speakers and writers, 137 in 2021-2022 compared to 126 during 2020-2021, and the number of Welsh learners within the council has increased by 17.





Directorate/Service	Fairly Fluent Speaker & Writer	Fairly Fluent Speaker	Fluent Speaker and Writer	Fluent Speaker	Welsh Learner	Little or no knowledge	Prefer Not To Say	Total
<b>Chief Officers</b>					1	3		4
<b>Chief Executive's Office</b>								
Digital Services	3				7	74	1	85
Financial Services	3	4	3		9	138		157
Legal & Democratic Services	4	2	5	1	15	57		84
People & Organisational Development	2	4	7	1	11	94	1	120
<b>Education Leisure and Lifelong Learning</b>								
Early Years Inclusion & Partnerships	5	3	7	2	35	95	5	152
Education Development	7	3	18	4	29	135	6	202
Leisure Tourism Heritage & Culture	1	1	6	1	12	95		116
Support Services & Transformation	10	3	22	10	22	357	26	450
<b>Environment</b>								
Engineering & Transport	2	3	4	2	12	102	2	127
Planning & Public Protection	4	5	1	1	28	80	2	121
Property & Regeneration		6	3	2	11	115	3	140
South Wales Trunk Road Agency	3	5	7	6	19	152	1	193
Streetcare Services	10	11	17	7	32	382	9	468
<b>Social Service Health and Housing</b>								
Adult Services	16	11	18	9	49	421	9	533
Business Services		3	4	3	9	91	3	113
Children & Young People Services	11	7	15	4	55	257	3	352
Housing & Communities		3	2		11	65		81
<b>Total</b>	<b>81</b>	<b>74</b>	<b>139</b>	<b>53</b>	<b>367</b>	<b>2713</b>	<b>71</b>	<b>3498</b>

## Neath Port Talbot Locality

According to the 2021 Census 19,210 (13.5%) of Welsh speakers live in Neath Port Talbot.

<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	142,300	19,210	13.5
Aberavon	5,700	359	6.3
Aberdulais	2,400	297	12.4
Allt-wen	2,700	650	24.1
Baglan	6,800	584	8.6
Blaengwrach and Glynneath West	3,100	381	12.3
Briton Ferry (East)	2,900	240	8.3
Briton Ferry (West)	2,900	266	9.2
Bryn and Cwmavon	6,600	838	12.7
Bryncoch (North)	2,100	273	13
Bryncoch (South)	5,400	599	11.1
Cadoxton	1,600	192	12
Cimla and Pelenna	4,900	499	10.2
Coedffranc (Central)	5,200	457	8.8
Coedffranc (North)	2,300	227	9.9
Coedffranc (West)	5,200	556	10.7
Crynant, Onllwyn and Seven Sisters	5,100	958	18.8
Cwmillynfell and Ystalyfera	3,900	1,599	41
Cymmer and Glyncorrwg	2,100	123	5.9
Dyffryn	3,300	330	10
Glynneath Central and East	2,100	466	22.2
Godre'r Graig	2,100	567	27
Gwaun-Cae-Gurwen and Lower Brynamman	4,200	2,041	48.6
Gwynfi and Croeserw	2,600	137	5.3
Margam and Tai-bach	7,800	655	8.4
Neath (East)	6,100	506	8.3
Neath (North)	3,800	368	9.7
Neath (South)	4,800	460	9.6

Ward	Number of people over 3 years of age	Number of people aged 3+ that can speak Welsh	% of people aged 3+ that can speak Welsh
Pontardawe	5,500	1424	25.9
Port Talbot	5,800	504	8.7
Resolven and Tonna	5,600	599	10.7
Rhos	2,600	561	21.6
Sandfields (East)	6,700	442	6.6
Sandfields (West)	6,800	523	7.7
Trebanos	1,700	518	30.5

Census 2021

The upper Swansea Valley and Amman Valley, with wards such as Gwaun-Cae-Gurwen and Lower Brynamman and Cwmllynfell and Ystalyfera continue to be the areas with the highest percentage of Welsh speakers.

Direct comparisons between the 2011 and 2021 Census cannot be made due to boundary changes that came into being in October 2021. However, by combining specific ward data from the 2011 Census some form of comparison can be made.

Ward	Number of Welsh speakers (2011)	Number of Welsh speakers (2021)	Change	% of Welsh speakers (2011)	% of Welsh speakers (2021)	Change
Cwmllynfell and Ystalyfera	2,008	1599	-409	49.6	41	-8.6
Crynant, Onllwyn and Seven Sisters	1,156	958	-198	22.84	18.8	-4.04
Gwaun - Cae-Gurwen and Lower Brynamman	2,352	2041	-311	57.37	48.6	-8.77
Trebanos	459	518	59	33.6	30.5	-3.1

Ward	Number of Welsh speakers (2011)	Number of Welsh speakers (2021)	Change	% of Welsh speakers (2011)	% of Welsh speakers (2021)	Change
Godre'r Graig	473	567	94	30.1	27	-3.1
Pontardawe	1,624	1,424	-200	31	25.9	-5.1
Alltwen	664	650	-14	29.5	24.1	-5.4
Rhos	588	561	-27	24.7	21.6	-3.1

Factors that contribute historically to linguistic erosion include:

- Lack of language transmission at home
- Out-migration / Immigration
- Negative perception of the inherent value of the language
- Lack of awareness of the advantages of bilingualism
- Lack of confidence in speaking Welsh
- The spread of English into traditional Welsh language areas
- 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

As can be seen above the 2021 Census disappointingly indicates a decrease in the numbers of Welsh speakers locally, a picture reflected across most of Wales.

There has been a significant decrease in the number and percentage of Welsh speakers between the 2011 and 2021 Census; 20,698 (15.3%) of the local population were able to speak Welsh in the 2011 Census while only 18,662 (13.5%) indicated having this language skill in 2021:

	Number who can speak Welsh			Percentage who can speak Welsh		
	2001	2011	2021	2001	2011	2021
<b>NPT</b>	23,404	20,698	18,662	18	15.3	13.5
Wales	582,368	562,016	538,296	20.8	19.0	17.3

The decline in numbers across Wales has been attributed primarily to the decrease in percentage of children and young people (the group most likely to report ability) reported as being able to speak Welsh. The Census 2021 was held during the pandemic and followed periods of lockdown which necessitated remote learning for children and many people working from home. It is not known how the pandemic impacted people's reported Welsh language ability, or their perception of the Welsh language ability of others, such as their children.

In addition, mortality rates, immigration/migration and the subjective nature of language skills all are likely to contribute to the decrease in the number of people identifying as able to speak Welsh.

With Census 2021 data still being released the strategy will be reviewed in light of the additional data and insight to ensure it addresses the ongoing position.

Contrary to Census data the Annual Population Survey has historically and continues to indicate figures far above the Census data:

<b>Neath Port Talbot</b>						
	<b>2011</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Total Population	134,400	136,100	137,800	136,400	135,400	137,900
Can speak Welsh	27,200	30,500	34,600	27,900	31,100	31,400
% who can speak Welsh	20.7%	22.4%	25.5%	20.5%	23%	22.8%

While the Census 2021 data indicates the decrease in the percentage of children and young people reporting the ability of speak Welsh, data from our pupil level annual school census (PLASC), more consistent with the annual population survey data, indicates an increase in the numbers enrolled in Welsh medium education.

<b>PLASC - Years N1-11</b>			
	<b>2011</b>	<b>2021</b>	<b>2023 (projected)</b>
No. in Welsh medium schools	2,993	3,321	3,329
No. in NPT schools	20,399	21,149	20,535
% in Welsh medium schools	14.7%	15.7%	16.2%

Our Welsh medium schools are:

### **Primary**

Ysgol Gynradd Gymraeg Blaendulais  
Ysgol Gynradd Gymraeg Castell-nedd  
Ysgol Gynradd Gymraeg Cwmnedd  
Ysgol Gynradd Gymraeg Cwmllynfell  
Ysgol Gynradd Gymraeg Gwaun Cae Gurwen  
Ysgol Gynradd Gymraeg Pontardawe  
Ysgol Gynradd Gymraeg Rhosafan  
Ysgol Gynradd Gymraeg Trebannws  
Ysgol Gynradd Gymraeg Tregeles  
Ysgol Gynradd Gymraeg Tyle'r Ynn

### **Middle (ages 3-18)**

Ysgol Gymraeg Ystalyfera - Bro Dur

More detailed information about Welsh medium education, including an aim to create a further three Welsh medium primary schools, can be found in our [WESP 2022-2032](#).

## **Policy 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 organisations 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**

Under the Regulations Welsh language standards have been imposed on the Council which aim to promote and facilitate the Welsh language, and ensure that the Welsh language is not treated less favourably than the English language.

The Standards, as applied to the Council, and contained in the compliance notice, comprises service delivery, policy making, operational, promotion and record keeping standards. As a consequence of the promotion standards the Council has developed its Welsh Language Promotion Strategy.

## **Cymraeg 2050 Strategy**

Published originally in 2017 and more recently updated the strategy illustrates the Welsh Government's vision to see "the Welsh language thrive" by achieving a million Welsh speakers by 2050. Three key strategic themes are identified to realise this ambition:

- Increasing the number of Welsh speakers
- Increasing the use of Welsh
- Creating favourable conditions – infrastructure and context

## **More than just Words**

The Welsh Government's strategic framework to strengthen Welsh language provision in health and social care aims to support Welsh-speakers to receive services in their first language.

Its 5 year plan 2022-2027 is based on and reflects the strategic themes of Cymraeg 2050:

- Culture and Leadership
- Welsh language planning and policies including data
- Supporting and developing the Welsh Language skills of the current and future workforce
- Sharing best practice and an enabling approach

## **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.'

## **Welsh in Education Strategic Plan 2022-2032**

Prepared under Section 84 of The School Standards and Organisation (Wales) Act 2013 and the Welsh in Education Strategic Plans (Wales) Regulations 2019 this latest iteration, Welsh in Education Strategic Plan 2022-2032 (WESP), has been developed in the firm belief that education is the vehicle that will produce Welsh speakers of the future.

We believe that all children should benefit from the opportunity to learn, appreciate and shape their lives through the medium of Welsh and so Welsh-medium education is an integral and essential part of the learning offer in Neath Port Talbot. The implementation of the WESP will enable all learners, families and carers to develop their Welsh language skills and to use the language confidently in everyday life.

Our WESP is the cornerstone for this vision and its outcomes detail how we plan to support and further develop Welsh language education in schools and in our wider communities and how we plan for future growth:

- More nursery children/3 year olds receive their education through the medium of Welsh
- More reception class children/ 5 year olds receive their education through the medium of Welsh
- More children continue to improve their Welsh language skills when transferring from one stage of their statutory education to another
- More learners study for assessed qualifications in Welsh (as a subject) and subjects through the medium of Welsh
- More opportunities for learners to use Welsh in different contexts in school.



- An increase in Welsh-medium education provision for learners with additional learning needs (in accordance with duties determined by the Additional Learning Needs and Education Tribunal (Wales) Act 2018)
- Increase the number of teaching staff able to teach Welsh (as a subject) and teach through the medium of Welsh.

With the outcomes and ambitious targets of the WESP relating to the complete education journey it is not appropriate to include similar actions in this revised Welsh Language Promotion Strategy. However, as both the Plan and Strategy relate to the promotion and facilitation of the Welsh language it is now appropriate for their greater alignment and potential complementary actions to be included in the Welsh Language Promotion Strategy as necessary.

## **Working in partnership**

Partners in our journey to promote and facilitate the Welsh language come in all guises from well-established organisations to informal groups, from schools to businesses, from families with babes in arms to those who have lived full and long lives. Welsh speakers or not, young or old we all play our part on this journey. This strategy has the potential to help us make great strides but without the contribution of everyone in Neath Port Talbot it will fall short and not realise its full potential.

Our communities are our greatest partners. We are mindful that any success in this, and any other, strategy is dependent on the investment we all put into it. The investment of our time, our actions and support, finance and commitment to making a difference; for those who already use Welsh daily, who are on the first steps in learning Welsh, those who don't speak it but support the language as well as those who find it all a waste of time, we all have a part to play.

There is an array of local organisations that have the future of the language as a key principle of their work. The significant role they played in the previous strategy is consolidated in this revised iteration. While only those bodies governed by the Welsh Language Standards (No.1) Regulations (2015) are subject to promotion standards each organisation has a part to play in ensuring the promotion and the continued use of the language is facilitated in all aspects of daily life.

Local organisations, individually and as constituent members of the Iaith Fforwm Abertawe/Castell-nedd, continue to play a key role in the

implementation of the strategy. With the recent restructure of the Fforwm there is greater opportunity to work together in a more structured way and in so doing will address some of the issues highlighted in the evaluation.

We remain conscious of the limitations we as council have in influencing the numbers of Welsh language speakers in the area. Consequently in developing actions we have been mindful of three discrete areas within our responsibility:

- Direct - plans, strategies and internal processes over which the council has sole control.
- Indirect - processes that the council can affect with interventions but does not have outright control
- Partnerships - working with organisations and groups to progress new and established areas of work and creating positive attitudes towards the Welsh language.

## **Monitoring**

We will continue to use existing executive reporting structures to monitor the progress of the Strategy.

Progress will be monitored by the Cabinet and scrutinised by the Policy and Resources Scrutiny Committee. Clear monitoring arrangements will be developed with the Fforwm Iaith to avoid duplication of effort and ensure alignment with our partners' existing reporting arrangements.

In addition regular progress reports to our internal Welsh Language Officer Group, the WESP Forum and to the Council's Equality and Community Cohesion Group.

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

Measures will be developed to ensure progress is measured appropriately.

## **Funding**

All strategies require funding to be able to fulfil their aims and this strategy is no exception. However, we are conscious that in the current climate budgets are an all-important consideration and are to be used appropriately. This strategy includes a range of actions that will be funded in a number of ways; from budgets already identified, external grant funding, smarter ways of working and a more creative use of already stretched finances.

## **Welsh Language Promotion Strategy Action Plan**

This latest Action Plan builds on progress made during the period of the first strategy, 2018- 2023, while responding to the position facing the Welsh language in Neath Port Talbot today. The actions will help in developing Neath Port Talbot as an area where the language is considered an important and relevant factor in people's everyday lives.

As in our initial strategy the action plan has been developed within current budgetary constraints although opportunities for additional budget/ external funding will be pursued. A number of actions have been included which are already being delivered or currently being developed to promote and facilitate the language locally.

However, these actions are not set in stone and are included here as the beginning of what we hope will be a meaningful conversation; on the vision and strategy and as to what realistic and achievable actions should be included to help ensure a future where the Welsh language is visible and used by more people in their daily lives.

The actions identified in the following pages are not set in stone but, along with our target, will be reviewed, amended/deleted and new actions included when appropriate to reflect our changing circumstances.

<b>Strategic Theme 1: Increasing the numbers of Welsh speakers</b>				
<b>Area of work</b>	<b>Action</b>	<b>Delivery partners</b>	<b>Links</b>	<b>By</b>
Support the implementation of the WESP 2022-2032	Promote the 'Welsh Homework Help' Facebook group to all pupils and their families who attend Welsh medium schools.	Fforwm Iaith Menter Iaith CNPT Council - Education service	WESP 2022-2032 Corporate Plan - WBO1	2024
	Establish and promote Welsh language courses for parents who send their children to Welsh-medium primary schools.	Council - Education Service/ Youth Service/ Youth Mayor Fforwm Iaith Menter Iaith CNPT	WESP 2022-2032 Corporate Plan - WBO 1	2025
	Promote Welsh language/Welsh-medium education among non-Welsh speaking families to increase/support language awareness	Council - Education Service Fforwm Iaith Menter Iaith CNPT	WESP 2022-2032 Corporate Plan - WBO 1	2024
	Update and promote the 'Benefits of Bilingualism' booklet to families.	Menter Iaith CNPT Council - Education service	WESP 2022-2032 Corporate Plan - WBO 1	2024
	Promote bilingualism to perinatal families	Council - Early years Menter Iaith CNPT Fforwm Iaith	WESP 2022-2032 Corporate Plan - WBO 1 and 2	2024
Language transmission in the home	Identify the availability (face to face and online), cost and location of Welsh language courses and promote these to residents	Fforwm Iaith Menter Iaith CNPT	Corporate Plan - WBO 3	2024
	Develop and promote Welsh language awareness sessions to residents	Fforwm Iaith Menter Iaith CNPT	Corporate Plan - WBO 3	2024
	Provide heritage, culture and language awareness sessions: <ul style="list-style-type: none"> <li>• in all 3 main town centres</li> <li>• to young families</li> <li>• to new residents of NPT</li> </ul>	Council - Corporate Policy/ Heritage, Culture Leisure and Tourism Section Fforwm Iaith Menter Iaith CNPT	Corporate Plan WBO 3 Heritage and Culture Strategy	2026

Support people learning/speaking Welsh	Provide opportunities for Council staff to access appropriate levels of Welsh language learners/improvement courses	Council - HR/Training section	Welsh Language Standards	2024
	Explore potential barriers to and increase the take up of Welsh medium education by children from BME communities and other underrepresented groups.	Council - Corporate Policy BME Community Association/ NPTCVS Fforwm Iaith	Anti-Racism Wales Action Plan	2025
	Explore potential barriers to and increase the take up of adult Welsh language courses amongst BME communities and other underrepresented groups	Council - Corporate Policy BME Community Association/ NPTCVS Fforwm Iaith	Anti-Racism Wales Action Plan	2025
	Create and promote Welsh language resources for families and the public more generally	Council - Corporate Policy/ Training and Development Section/Education Service Fforwm Iaith Menter Iaith CNPT		2024
	Develop/sign post to appropriate courses and support for teaching and non-teaching staff learning Welsh	Council - Training and Development Section Fforwm Iaith	WESP 2022-2032	2023

<b>Strategic Theme 2: Increasing the use of Welsh</b>				
<b>Area of work</b>	<b>Action</b>	<b>Delivery partners</b>	<b>Links</b>	<b>By</b>
Support and promote the use of Welsh in social settings	Expand the Welsh language arts programme across Neath Port Talbot.	Council - Heritage, Culture Leisure and Tourism Section Menter Iaith CNPT	Heritage and Culture Strategy Corporate Plan - WBO 2 and 3	2026
	Promote the Welsh language arts programme to Council staff and the public through both targeted and more general publicity	Council - Heritage, Culture Leisure and Tourism Section	Heritage and Culture Strategy Corporate Plan - WBO 2 and 3	2026
	Explore opportunities with the Library Service to raise awareness of Welsh language books/materials with residents.	Council - Corporate Policy Library Service/Youth Service	Heritage and Culture Strategy (?) WESP 2022-2032	2024
	The Youth Council and Library Service to work together to identify, and where possible stock, appropriate Welsh Language books/ materials.	Council - Corporate Policy Library Service/Youth Service	Heritage and Culture Strategy (?) WESP 2022-2032	2025
	Explore opportunities to increase the visibility of the Welsh language at all leisure and cultural facilities	Council - Heritage, Culture Leisure and Tourism Section/Corporate Policy	Heritage and Culture Strategy Corporate Plan - WBO 2 and 3	2024
	Work with partners to encourage greater use and awareness of the language in all youth clubs	Fforwm Iaith Council - Youth Service	WESP 2022-2032	2025
	Develop a second Welsh language Youth Club in partnership with the voluntary sector in Tairgwaith	Council - Youth Service Voluntary Sector	WESP 2022-2032	2024
	Explore with children and young people how Welsh can be used more in a social context.	Fforwm Iaith Council - Youth Service/ Corporate Policy	WESP 2022-2032	2024
	Work with partners to identify opportunities to promote the Welsh	Fforwm Iaith	WESP 2022-2032	2026

	language in a variety of social settings, e.g. bore coffi, music sessions, etc	Council - Youth Service/ Corporate Policy/ Education Service		
	Work with local musicians to provide creative sessions for young people - exploring personal journeys in Welsh music, etc	Council - Youth Service	WESP 2022-2032 Corporate Plan - WBO 3 Heritage and Culture Strategy (?)	2024
Expand the use of Welsh in the workplace etc	Identify and promote alternative language skills training opportunities to Council staff	Council - Corporate Policy/ Training and Development Section		2024
	Promote and embed the Council's Internal use of Welsh Policy	Council - Corporate Policy/HR Section	Welsh Language Standards	2024
	Develop, promote and deliver Welsh language awareness training to all Council staff	Council - Corporate Policy/ Training and Development Section Menter Iaith CNPT	Welsh Language Standards	2028
	Encourage Council staff to reassess their Welsh language skills against new language skills levels	Council - Corporate Policy/ HR Section	Corporate Plan - WBO 4	2026
	Encourage Council Staff to use their Welsh language skills more widely within and outside workplace	Council - Corporate Policy/ HR Section/Training and Development Section	Corporate Plan - WBO 2 and 3	2026
	Work with the business community to explore ways Welsh can be promoted amongst their staff	Council - Economic Development/Corporate Policy	Corporate Plan - WBO 2 and 3	2028
	Further promote and develop 'Hyder-ish' sessions (improving language skills/ confidence in using Welsh) throughout the area	Menter Iaith CNPT Council - HR/Training Section	Corporate Plan - WBO 2 and 3	2028
	Encourage elected members to increase their use of Welsh at meetings, events, within their communities, etc	Council - Democratic Services/Corporate Policy / Training and Development Section	Corporate Plan - WBO 2	2028

<b>Strategic Theme 3: Creating Favourable Conditions: Infrastructure and Context</b>				
<b>Area of work</b>	<b>Action</b>	<b>Delivery partners</b>	<b>Links</b>	<b>By</b>
Increase the visibility of the language across the area	Develop and implement a new Culture and Heritage Strategy that promotes awareness, use and visibility of the Welsh language within Neath Port Talbot	Council - Heritage, Culture Leisure and Tourism Section	Corporate Plan WBO 3	2024
	Work with the business community to explore opportunities to increase the visibility of Welsh	Council - Economic Development/Corporate Policy	Corporate Plan - WBO 3 and 4	2026
	Promote Business Wales' free Welsh translation and advice service, Helo Blod, to our business community	Council - Economic Development/Corporate Policy	Corporate Plan - WBO 3 and 4	2024
	Ensure Welsh language, heritage and culture is a key component of the Destination Management Plan currently being developed.	Council - Heritage, Culture Leisure and Tourism Section	Corporate Plan - WBO 3 and 4	2024
	Work with the BME Community Association to explore ways to increase awareness of the Welsh language and culture within communities	Council - Corporate Policy BME Community Association / NPTCVS Fforwm Iaith	Anti-Racism Wales Action Plan	2024
	Develop a Welsh focus for the Council's 'Let's Talk' campaign with 'Let's Talk Welsh/Cymraeg' 'Dewch i sgwrsio Cymraeg/Welsh'	Council - Corporate Policy		2024
	Ensure Welsh is promoted as part of the SPF monitoring system for the Council's Business Anchor project, i.e. gathering key data, and identifying if support is required to implement practices as part of the new Economic Development CMS system.	Council - Economic Development		2023
	Develop a 'Croeso' pack for distribution to new residents, etc.	Council - Corporate Policy and Partners		2025



	Introduce 'resident accounts' to enable more tailored interactions with the Council, to include a language preference option.	Council - Digital Services	Digital Services Operating Model	2028
	Explore the feasibility of creating a Welsh language promotion coordinator to work with services and partners	Council - Corporate Policy/ Education Service (WESP)	Corporate Plan WBO 3	2024
Embed Welsh into all our strategies and plans	Develop and implement our internal language skills policy across our service areas	Council - Corporate Policy/HR Section	Corporate Plan WBO 3	2024
	Ensure the Welsh language is central to the design and application of new technologies.	Council - Digital Services/ Corporate Policy	Digital Services Operating Model	2023
	Ensure Welsh is taken into account during the development of the commemoration of people and events in the public realm policy.	Council - Corporate Policy		2024
	Include the Welsh language as a key element in all future policies and strategies	Council - Corporate Directors/services		2028
	Review the target of 1% increase in the number of Welsh speakers in NPT following analysis of all relevant data	Council - Corporate Policy Menter Iaith CNPT Fforwm Iaith		2024
	Explore the establishment of a Welsh Champion category in the Council's internal Team NPT Awards	Council - Corporate Policy		2023

## **Proposed Measures**

### **Strategic Theme 1 - Increasing the number of Welsh speakers**

Number of learners accessing Welsh language courses provided across NPT

Number of 'Benefits of Bilingualism' booklet issued

% of families visited by perinatal service who go on to access Welsh/bilingual early years services.

% of council staff accessing Welsh language courses

% of council staff accessing language improvement courses

% Number of BME children/adults accessing formal / informal Welsh language courses

% of persons (aged 3 and over) who say they can speak Welsh

% of persons (aged 3 and over) who say they speak Welsh daily and more than just a few words

### **Strategic Theme 2 - Increasing the use of Welsh**

Number of Welsh language arts events held in NPT

Number of people attending Welsh language arts events

Number of Welsh language materials issued at Council owned libraries

Number of children and young people attending Welsh youth clubs

Number of children and young people speaking Welsh at bilingual youth clubs

% of council staff who have positively reassessed their Welsh language skills

Number/% of Welsh speaking council staff identified on the Welsh speakers directory

### **Strategic Theme 3 - Creating favourable conditions - infrastructure and context**

Number of businesses contacted and accessing Helo Bod translation service

Number of Croeso packs distributed/accessed on online

Number of residents indicating a Welsh language preference when dealing with the council.

Number of businesses requiring support in using, promoting and displaying Welsh.