

To: Chair and Members of the Welsh
Language Steering Committee

Date: 4 November 2020

Direct Dial: 01824 712589

e-mail: democratic@denbighshire.gov.uk

Dear Councillor

You are invited to attend a meeting of the **WELSH LANGUAGE STEERING COMMITTEE** to be held at **10.00 am** on **TUESDAY, 10 NOVEMBER 2020** via **VIDEO CONFERENCE**.

Yours sincerely

PLEASE NOTE: DUE TO THE CURRENT RESTRICTIONS ON TRAVEL AND THE REQUIREMENT FOR SOCIAL DISTANCING THIS MEETING WILL NOT BE HELD AT ITS USUAL LOCATION. THIS WILL BE A REMOTE MEETING BY VIDEO CONFERENCE AND NOT OPEN TO THE PUBLIC.

G Williams
Head of Legal, HR and Democratic Services

AGENDA

1 APOLOGIES

2 DECLARATIONS OF INTEREST (Pages 3 - 4)

Members to declare any personal or prejudicial interests in any business to be conducted at this meeting.

3 URGENT MATTERS AS AGREED BY THE CHAIR

Notice of items which, in the opinion of the Chair, should be considered at the meeting as a matter of urgency pursuant to Section 100B(4) of the Local Government Act, 1972.

4 MINUTES (Pages 5 - 10)

To receive the minutes of the meeting of the committee held on the 12 November 2019.

5 WELSH LANGUAGE COMMISSIONER'S MONITORING REPORT (Pages 11 - 16)

To consider the findings of a monitoring report from the Welsh Language Commissioner (copy attached)

6 WELSH LANGUAGE STRATEGY (Pages 17 - 20)

To consider a proposed timeline for the production of a new Welsh Language Strategy (copy attached)

7 WELSH LANGUAGE PROMOTION ACTIVITIES (Pages 21 - 26)

To consider a report into the Welsh Language promotional activities carried out during covid (copy attached).

8 FORWARD WORK PROGRAMME (Pages 27 - 28)

To consider the Committee's forward work programme (copy attached).

MEMBERSHIP

Councillors

Ellie Chard
Ann Davies
Tony Flynn
Huw Hilditch-Roberts
Arwel Roberts

Anton Sampson
Graham Timms
Joe Welch
Emrys Wynne

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LOCAL GOVERNMENT ACT 2000

Code of Conduct for Members

DISCLOSURE AND REGISTRATION OF INTERESTS

I, *(name)*

a *member/co-opted member of

*(*please delete as appropriate)*

Denbighshire County Council

CONFIRM that I have declared a ***personal / personal and prejudicial** interest not previously declared in accordance with the provisions of Part III of the Council's Code of Conduct for Members, in respect of the following:-

*(*please delete as appropriate)*

Date of Disclosure:

Committee *(please specify)*:

Agenda Item No.

Subject Matter:

Nature of Interest:

*(See the note below)**

Signed

Date

*Note: Please provide sufficient detail e.g. 'I am the owner of land adjacent to the application for planning permission made by Mr Jones', or 'My husband / wife is an employee of the company which has made an application for financial assistance'.

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WELSH LANGUAGE STEERING COMMITTEE

Minutes of a meeting of the Welsh Language Steering Committee held in Conference Room 1A, County Hall, Ruthin on Tuesday, 12 November 2019 at 10.00 am.

PRESENT

Councillors Ellie Chard, Ann Davies, Huw Hilditch-Roberts, Arwel Roberts, Graham Timms (Chair), Joe Welch and Emrys Wynne (Vice-Chair)

ALSO PRESENT

The Team Leader – Communications and Campaign Management (GW), Welsh Language Officer (MC), The Economic and Business Development Team Manager (MH), Corporate Director: Communities (NS) Welsh Commissioner (AR), Welsh Commissioner's Officer (DJ) and Committee Administrator (HB)

Councillor Meirick Lloyd Davies (Cefn Meiriadog), Councillor Bobby Feeley, Councillor Alan James and Councillor Rhys Thomas

1 APOLOGIES

There were no apologies received.

2 DECLARATIONS OF INTEREST

There were no Declarations of Interest.

3 URGENT MATTERS AS AGREED BY THE CHAIR

There were no urgent matters.

4 MINUTES

The minutes were of the Welsh Language Steering Group meeting held 09 July 2019 were submitted.

RESOLVED: that the minutes of the previous meeting held on 09 July 2019 be received and approved as a correct record.

5 WELSH LANGUAGE COMMISSIONER FEEDBACK

The Team Leader for Communications and Campaign Management (TLCCM) explained that they would create an annual report that reviewed emails, complaints, phone calls, website etc. The latest results were very positive. He advised that there was a small issues regarding emails, whereby several Welsh emails were sent into the county and only one was responded to in Welsh.

Documents, books, policies etc. were all bilingual, though they needed to ensure services consider the level of Welsh for each role.

Members agreed that it may be beneficial for the Welsh Language Commissioner to attend a council briefing meeting, or full council.

The Welsh Language Commissioner (WLC) thanked all for the invite to the meeting. He also thanked Councillor Graham Timms for introducing him in Welsh. The WLC wanted to updated members of the current situation, he introduced Dylan Jones from the Welsh Language Commissioner team. The WLC also wanted to inform members of some changes that would be happening.

Members were advised that every year a report was published which reviewed standards within the Local Authority, complaints and how they were dealt with. In terms of change, they had seen a big difference. Since appointing a Welsh Language, internally there had been a big difference.

It was highlighted that a big change internally for Denbighshire was the moving of the Leisure Service. It would need to be monitored to ensure the same level of standards are applied.

The WCL advised that they reviewed recruitment between June and December 2018. There were 85 roles advertised in that time, 75 were Welsh desirable and 10 Welsh essential. The WLC advised that there should be further categories on the job in terms of Welsh, the current process needed to be reviewed.

The WLC explained some of the changed he had implemented since starting in the role. He said he needed to ensure resources were available to conduct thorough and proper investigations and research.

This was because the commissioner could conduct an investigation without getting any information from the Local Authority. Once an investigation had started it would have to be completed in full.

The process was he commissioner would complete an investigation, present a report to the Local Authority, the Local Authority would accept the problem and would review how they could stop the same problem in the future.

The WLC and members highlighted the struggle Ireland were having with the Gaelic language, and the worry that official languages were dying out. He did not want Wales to experience the same issues, roughly 9% of welsh speakers use welsh all day, every day, the Welsh Government have said they want the figure to be 20% by 2050.

The WLC said he wanted to complete some work regarding Welsh Language Skill level. He explained that during a recent visit to a school, it was clear that sixth form students could understand Welsh but struggled to respond in Welsh. He felt there needed to be something in place to ensure students continue to speak Welsh after education.

Students leave education not knowing that the Welsh language was a skill. This was why the WLC wanted to focus on recruitment policies, he felt that if 75 jobs

were listed as Welsh desirable then not enough thought had been put into the assessment of the role.

Councillor Huw Hilditch-Roberts agreed that standards were important but was only the start. He felt that attitude was a priority however great work had already been done in the LA.

As a county, there had been major investments in schools, Ysgol Carreg Emlyn, Ysgol y Llys etc. since, Welsh Education numbers had increased, with the hope that the figures would continue to increase. Cllr Hilditch-Roberts said he would welcome the WLC to support the Canolfan Iaith in Ysgol Glan Clwyd. The centre was important as they could push the Welsh Language from young people to adults.

Members highlighted that once pupils turn 16 and decide on their A-Level subjects, they tend to move to English education as it could offer more options. Something needed to be done to keep students in Welsh education.

The WLC advised that it is with the Local Authority to make decisions on percentage. For examples some departments could assess the role and conclude that Welsh was not essential as there was enough Welsh speakers in the department already.

He continued to explain that the issue was not the lack of Welsh speakers but confidence in those who can speak Welsh.

Coleg Cambria were now offering some exams in Welsh, some personal tutors also spoke Welsh. The WLC noted that although that was great, there could be much more done to support Welsh students.

The WLC felt it important the correct complaints process was followed. Once a complaint was received by the commissioner it would be allocated to an investigations officer, they would then make the decision whether or not it should be investigated fully. Investigation officers take into account previous complaints, measure put in place to avoid future complaints, the investigation officer would then make recommendations on whether a full investigation should take place. He advised that he would be happy to release internal resources when policies were created, rather than find problems further down the line.

The Chair advised members that as a learner of the Welsh language he was hesitant to speak it, he said he was a prime example of the people who need concentrating on. He felt that if he attempted to speak Welsh that he may be criticised for being incorrect even though he knows that wouldn't be the case. He asked whether there was anything being developed to ensure barriers like the above don't become an issue.

The WLC noted that wearing Welsh lanyards and badges was a great way to encourage people to speak Welsh with one another. But it would be something to review, if barriers were still present. The WLC noted that he had agreed to attend all Rhanbarth Llaes Cymru's meetings.

He continued to explain that they were working closely with Banks and Shops to increase the use of work language, Menter Iaith were responsible for smaller businesses.

To conclude the WLC commissioner thanked members for the opportunity to attend the meeting, and said he would be happy to attend future meetings.

RESOLVED: that the update received be accepted and noted by the committee.

6 PROGRESS WITH THE WELSH LANGUAGE STANDARDS (SELF ASSESSMENT)

RESOLVED: that members had discussed the item in the previous item and agreed to continue to the next agenda item.

7 EISTEDDFOD YR URDD UPDATE

The Team Leader for Communication and Campaign Management (TLCCM) advised members that 1,600 people had taken part in the 'gwyl cyhoeddi'. He continued to say that many schools had taken part and the Urdd were really impressed by Rhyl's response.

Communication – the strategic group were currently deciding on the main tent. The TLCCM advised that they wanted 3 sections to the tent; a studio, a section for business and tourism and a section for art and design.

Business and Tourism – the strategic group had many ideas, for example they wanted Llandegla bike centre to attend, SC2, open stalls that promote their business.

Art and Design – the idea was to have something happening throughout the whole week. An ongoing design competition for example that enticed people to return.

Sports area – 5x60 staff were bringing different sports in throughout the week, with equipment.

Schools – Primary school shows were already being planned, the shows were open to years 5 and 6, and there would also be a high school show.

RESOLVED: that the update on the Eisteddfod be received and noted by the committee.

8 WELSH LANGUAGE STRATEGY - BUSINESS AND ECONOMY

The Economic and Business Development Team Manager (EBDTM) presented a PowerPoint presentation to the committee on the Welsh in Business Pilot Project.

Firstly, the EBDTM noted that majority of the response said it would cost money, however the case study had examples to prove that it would be financially beneficial.

For the purpose of the minutes, a video was played to the committee

The video discussed support and advice regarding the Welsh Language and also Local Welsh Products.

Case Studies – the programme encouraged businesses to engage with staff. For example, Oriel House now provided 100% Welsh Weddings, statistics proved that productivity increased.

The EBDTM highlighted that the demand for Social Media Courses had risen. He also advised that the EBT team was much smaller which could cause delays in processes.

Members were advised that they were looking for local businesses to join the DCC tent at the Eisteddfod.

The committee were advised that the team had been working on established retailers. Working on how business and shops can be more friendly and welcoming, music etc.

The Chair noted that businesses played a vital part in using Welsh in the community. There was a need to encourage public facing staff to engage in the Welsh Language. He thanked the EBDTM for attending and welcomed the team back to future meetings.

To conclude the agenda item, it was noted that the EBDTM was leaving the authority and this would be his final meeting. The committee thanked him for his work and wished him well.

RESOLVED: that the committee received and noted the update regarding the Welsh language Strategy.

9 FORWARD WORK PROGRAMME

The Committee's Forward Work Programme was presented for consideration.

RESOLVED: that the committee's forward work programme be received and noted.

Meeting Closed 13:00pm

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Report to	Welsh Language Strategic Committee
Date of meeting	10 November 2020
Lead Member / Officer	Councillor Huw Hilditch-Roberts/ Nicola Stubbins
Report author	Gareth Watson, Team Leader – Communications and Campaign Management
Title	Welsh Language Commissioner's Monitoring Work

1. What is the report about?

The report is about the Welsh Language Commissioner's Monitoring work.

2. What is the reason for making this report?

To update Members on the findings of the 2020 monitoring work, carried out by the Commissioner's office.

3. What are the Recommendations?

To note the contents of the report and to agree the associated actions resulting from the work.

4. Report details

4.1 The Welsh Language Commissioner annually monitors user experience by testing specific services – including correspondence, telephone, reception, websites etc – for a random sample of organisations.

4.2 The work happens intermittently during the year through mystery shopper exercises, site visits, and online inspection. The work is designed so that it does not lead to unreasonable use of organisations' resources.

4.3 In 2019-20, Denbighshire was part of the random sample of organisations. The

findings are outlined by the Commissioner's Office, with a view to the organization taking appropriate steps to ensure compliance with statutory requirements.

4.4 A summary of the main findings can be found in Section 5. Generally a virtual clean bill of health with the majority of issues assessed found to be in compliance with the Welsh Language Standards.

4.5 Issues raised involved one e-mail received not being responded to in Welsh and a complete service in Welsh was not received when visiting one of the Council's reception areas.

4.6 Main Findings:

<p>Correspondence</p> <ul style="list-style-type: none">○ Three e-mails were sent in Welsh to the Council's online form between June and November 2019.○ A reply was received in Welsh to two e-mails.○ Additional material was provided in Welsh with one reply. The other reply did not need additional information to answer the enquiry.○ The replies included a statement that you welcome correspondence in Welsh and corresponding in Welsh will not lead to a delay.
<p>Telephone calls</p> <ul style="list-style-type: none">○ Three phone calls were made to 01824 706000 between June and December 2019.○ All automatic information was available in Welsh.○ A proactive offer of a Welsh Language Service was received at the start of every call.○ The organisation successfully dealt with all three calls in their entirety in Welsh and provided a full response to the enquiry.
<p>Forms</p> <ul style="list-style-type: none">○ Three forms were subject to the survey.○ The three forms were available fully in Welsh.○ All English versions stated that the forms were also available in Welsh.
<p>Press releases</p> <ul style="list-style-type: none">○ Three press releases were subject to the survey.○ The three were available fully in Welsh.○ The three were pages on the website, and a language choice button was available on the English versions.

<p>Brochure / pamphlet / leaflet / card</p> <ul style="list-style-type: none"> ○ Three examples were subject to the survey. ○ The three examples were available fully in Welsh. ○ One English version did not state that the document was also available in Welsh.
<p>Corporate identity</p> <ul style="list-style-type: none"> ○ Three examples were subject to the survey. ○ The three examples appeared in Welsh.
<p>Website</p> <ul style="list-style-type: none"> ○ 30 pages from the organisation's website were subject to the survey. ○ The text on every page was available fully in Welsh.
<p>Facebook and Twitter</p> <ul style="list-style-type: none"> ○ 15 posts on the organisation's Facebook page were subject to the survey. ○ The 15 posts were available in Welsh. ○ 15 tweets on the organisation's Twitter account were subject to the survey. ○ The 14 tweets were available in Welsh.
<p>New and vacant posts</p> <ul style="list-style-type: none"> ○ 9 posts were subject to the survey. ○ The Welsh language was mentioned in all posts. ○ The Welsh language was considered 'essential' for 0 posts. ○ 15 job advertisements were available in Welsh. ○ The application form and job descriptions for all posts were available in Welsh. ○ The application form included an option to note language choice for assessment.
<p>Reception areas</p> <ul style="list-style-type: none"> ○ Two visits were made to the Caledfryn offices, Denbigh, between October and December 2019.
<ul style="list-style-type: none"> ○ The visitor was not greeted in Welsh by the receptionist in either visit. ○ A staff member did not succeed to deal with both visits in Welsh. ○ The staff member noted that she was learning Welsh and wore a lanyard showing this. ○ The organisation had signs in the reception area stating that visitors were welcome to use the Welsh language. ○ All Welsh speaking staff wore a badge showcasing this ability. ○ The organisation promotes the use of the Welsh language in the reception area.

Self-service machines

- No self-service machines were available

Signs

- Six signs were subject to the survey during the visits to the Caledfryn offices, Denbigh, during October and December 2019.
- All text on 6 signs was available in Welsh.
- The text of all signs was set so that Welsh is likely to be read first.
- All text was correct in meaning and expression.

4.7 Action Plan 2020

ACTION	BY WHO	WHEN
Address the matters raised in the report directly with the services.	Manon Celyn	December 2020
A communications programme of messages to remind staff of their roles and responsibilities	Gareth Watson Manon Celyn	December/ January 2021
Mystery Shopper exercise	DCC's Welsh Language Champions	March 2021

5 How does the decision contribute to the Corporate Priorities?

The decision contributes to the development of the Welsh Language and culture, which underpins the Council's Corporate Plan.

6 What will it cost and how will it affect other services?

There is no budget in place for the Welsh Language. Any costs are expected to be absorbed into existing budgets.

7 What are the main conclusions of the Well-being Impact Assessment?

Whilst no formal Well-being Impact Assessment is needed for this report, it is worth noting some of the key benefits in relation to the Well-Being and Future Generations (Wales) Act 2015 and the Welsh Language Standards.

One of the key components of the well-being and Future Generations (Wales) Act 2015 is having: "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".

The Council also has a role, through its Welsh Language Standards, to promote opportunities for local communities to get involved in Welsh Language activities.

8 What consultations have been carried out with Scrutiny and others?

None required, as this was an external piece of work.

9 What risks are there and is there anything we can do to reduce them?

The main risk of any non-compliance could be a complaint being submitted to the Welsh Language Commissioner's office, as well as damage to the Council's reputation.

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Report to	Welsh Language Steering Committee
Date of meeting	10 November 2020
Lead Member / Officer	Councillor Huw Hilditch-Roberts/ Nicola Stubbins
Report author	Gareth Watson, Team Leader- Communications and Campaign Management
Title	Welsh Language Strategy

1. What is the report about?

This report is about developing a new Welsh Language Strategy for Denbighshire.

2. What is the reason for making this report?

To update Members on proposed timetable for developing the new strategy

3. What are the Recommendations?

To approve the approach and associated timetable associated with the strategy.

4. Report details

4.1 The Welsh Language Measure (Wales) 2011 has enabled the Government to set standards relating to the Welsh Language and the Welsh Government expected all local authorities to adopt a Welsh Language Strategy, as part of their response to the Standards.

4.2 The current strategy, adopted by Denbighshire's Cabinet in March 2017, outlines the approach towards promoting the Welsh Language and facilitating its use within the county and there is an expectancy of the Council to revise its strategy, five years on from publication date. The new strategy is due in March 2022.

4.3 The current Welsh Language Strategy includes a Vision:

- Denbighshire is a predominantly bilingual county with a rich culture and heritage. We are proud of this and want this pride to be reflected in our day to day interaction with communities, with residents and with our staff.
- We are committed to ensuring that the principles of the Welsh Language Standards underpin the way we deliver services to the public; we want people to be able to access services through the language of their choice naturally, at all stages of their lives.

- We want to enhance the bilingual culture and ethos of the organisation, providing training and social opportunities for our staff to work in Welsh and increase their confidence in using the language in the workplace.
- We want to work with partners and the wider communities to ensure that Welsh is a thriving language in Denbighshire.
- We have an ambition to be sector leaders in the development of the Welsh Language in Wales.

4.4 Current themes:

- Theme 1 looks at how Denbighshire works with its key partners involved in delivering the Welsh language across the county and how they can work more strategically and planning their activities in a more co-ordinated manner.
- Theme 2 looks at increasing the number of pupils becoming fluent in the Welsh Language during their school life and encouraging greater use of the language in future life. We are also looking at improving opportunities for children and young people in social settings through working with our Youth and Leisure services.
- Theme 3 looks at issues affecting communities in relation to the Welsh Language, with a key focus on the impact of policy decisions. A key focus is being placed on local planning issues and the More Than Words Framework to enhance bilingual services in health and social care.
- Theme 4 looks at how Denbighshire and its economy development partners should recognise the importance of a thriving economy to the future of the Welsh Language and ensuring that strategies are in place to ensure opportunities for young people to stay in the local community.
- Theme 5 looks at how the Council can enhance the Welsh language through providing training to staff and enhancing the bilingual ethos of the authority through promotion of the Welsh Language.

4.5 Next steps:

- 4.5.1 An initial research phase will begin shortly where the Council looks at example of best practice, looks at the demographic information it has access to and looks at the success of the previous strategy.
- 4.5.2 There will be discussions with Members and with the Senior Leadership Team on the current priority areas and whether they need to be amended or enhanced in the new strategy.
- 4.5.3 Following a period of drafting the strategy, the Council will begin on a period of internal and external consultation and engagement before a final report is drafted, ready for discussion at Cabinet.

4.6 Proposed timetable

ACTION	BY WHEN
Initial research	March 2021
Discussions/ workshops with the Welsh Language Steering Committee and Senior Leadership Team on the key themes – are they still fit for purpose?	June 2021
Discussion with partner agencies	July 2021
Drafting of the report	September 2021
Discussion by the Welsh Language Steering Committee	November 2021
Consultation on the Welsh Language Strategy	December 2021/ January 2022
Cabinet decision on Welsh Language Strategy	March 2022
Implementation of the new Welsh Language Strategy	March 2022 onwards

5. How does the decision contribute to the Corporate Priorities?

The decision contributes to the development of the Welsh Language and culture, which underpins the Council's Corporate Plan.

6. What will it cost and how will it affect other services?

There is no funding available for this work. Any costs would be absorbed by the current partners and through the goodwill of members.

7. What are the main conclusions of the Well-being Impact Assessment?

Whilst no formal Well-being Impact Assessment is needed for this report, it is worth noting some of the key benefits in relation to the Well-Being and Future Generations (Wales) Act 2015 and the Welsh Language Standards.

One of the key components of the well-being and Future Generations (Wales) Act 2015 is having: “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”.

The Council also has a role, through its Welsh Language Standards, to promote opportunities for local communities to get involved in Welsh Language activities.

8. What consultations have been carried out with Scrutiny and others?

Consultation has been carried out with the Cabinet Lead Member for Welsh Language and with the Lead Corporate Director.

9. What risks are there and is there anything we can do to reduce them?

The main risk is a potential decline in the number of Welsh speakers in the county (as measured by the national census). All partner organisations have also committed to contributing towards the development of the Welsh language nationally and towards the million speakers target set by the Welsh Government by 2050.

Report to	Welsh Language Steering Committee
Date of meeting	10 November 2020
Lead Member / Officer	Councillor Huw Hilditch-Roberts/ Nicola Stubbins
Report author	Gareth Watson, Team Leader- Communications and Campaign Management
Title	Welsh Language promotional activity

1. What is the report about?

This report is about Welsh Language promotional activity.

2. What is the reason for making this report?

To update Members on the Welsh Language promotional activity since the last meeting and the outline plans for the year ahead.

3. What are the Recommendations?

To note the activity since the last meeting and to approve the proposal for the 2020 promotional activity.

4. Report details

The period since the last meeting of this Group has been challenging, with the team needing to find alternative ways of delivering Welsh Language promotional activity.

All activity over the past six months has been carried out through online meetings and promotion on social media and through internal communications channels.

Partnership working

Meetings of Partner Iaith (the Welsh Language Partnership in Denbighshire) have continued online. Although covid has had some impact on the partnership's work, such as the work of analysing Welsh Language social activity across the county, it has been able to progress with some activities.

The Partnership will now be progressing with its mapping work and will host focus groups (online) in designated areas to discuss what kind of support is needed in local communities to support Welsh Language social activities. This is in line with the Council's current Welsh Language Strategy.

The Group is also looking at more co-ordinated ways of sharing and cascading social media messages from partner agencies, to ensure they reach the widest audience possible. Work is also progressing on promoting the existence of social media

accounts through the medium of Welsh, to encourage greater take-up. All of this work will assist the Council in increasing its audience online.

In September, members of the Welsh Language Commissioner's Office discussed how covid had had an impact on the Welsh Language services across Wales and discussed how they were addressing the issues. They also emphasised the need for organisations to continue to comply with the Welsh Language Standards implementation, to ensure the public were given opportunities to access services in the language of their choice. They recognised the challenges all organisations had faced over recent months.

The Council has also held regular meetings with Welsh language teams from Wrexham, Flintshire and Conwy. These meetings are held to share best practice, to discuss any common issues and to agree a common work programme of promotional activities.

Mae gen i Hawl (I have rights) campaign

This is a campaign by the Welsh Language Commissioner's Office to promote people's rights to receive public services through the medium of Welsh. The campaign is an annual event, supported by a national programme of activities.

In Denbighshire, we have supported this campaign through regular promotion but decided to implement it for a lengthier period of time, to extend the reach of our messages and be able to carry out various promotional activities.

It has been an opportunity to promote Welsh language services and to try to increase the number of people choosing to access them. The marketing campaign focussed on the rights of the public, as well as the rights of staff working within the organisation.

In September, case studies featuring a number of staff working in different services were posted on the Council's social media feed on a weekly basis. Staff talked about their roles and responsibilities and how the Welsh Language was benefitting them in the workplace. The messages have generated a great deal of very positive attention on our accounts and increased the reach/ engagement on our messages generally.

Staff Eisteddfod

The Council held its second Eisteddfod on March 6th as part of St David's Day celebrations, shortly before the coronavirus national lockdown. The event is part of the Council's efforts to raise the profile and gain a better understanding of the language, and to celebrate the culture of Wales. It comes at a time when there is significant attention on the Welsh language and the fact that the Urdd Eisteddfod is due to return to the county in May 2021. This year the response and support received was excellent, with 62 members of staff registered to compete in a variety of competitions.

Paned a Sgwrs

As the majority of staff now work from home, the Paned a Sgwrs sessions have been held digitally. There was a very good start to the virtual sessions with a number of members attending, but the numbers have declined in recent months. This was due to the fact that staff needed a break from being in front of the small screen over lunchtime so the session time was inconvenient compared to face-to-face sessions. The numbers have risen again in recent times and the feedback from staff has been extremely positive. Weekly written tasks have been prepared for staff, in order to develop their writing skills in Welsh.

Owain Glyndŵr Day

This year to celebrate Owain Glyndwr's day, the Council shared a video it had produced on its corporate social accounts. The video shows Glyndŵr's links with Denbighshire and significant places within the county relating to its history. This received very positive feedback from staff and many stated that they were not aware of the significant of Denbighshire to Glyndŵr's history.

Shwmae Sumae Day

The Council supported the national Shwmae Sumae Day campaign in October. The day is intended to promote the idea of starting each conversation with a shwmae or sumae. The aim of the day is to show that the Welsh language belongs to everyone – fluent speakers, learners or those who may be reticent about speaking Welsh.

Tasgau Tachwedd/ November Tasks

During the first week of each month we will draw up and present short and fun tasks for staff to complete online. The different themed tasks will always accompany the month/term. The aim is to engage with staff through the medium of Welsh and to try to get them to use and think in Welsh while working from home.

4.5 Next steps: Proposed timetable of activity for 2021:

The list below is a snapshot of the proposed promotional activity that will be taking place during 2021.

This is on top of the regulatory element of the role to ensure compliance with Welsh Language Standards and the work which will be carried out on developing the Welsh Language Strategy during 2021.

MONTH	PROMOTIONAL ACTIVITY
January 2021	Encourage more staff to complete the Welsh Language survey. Promoting learning Welsh as a New Year's resolution
	Celebrating national Santes Dwynwen Day
	Internal promotion around correspondence (Welsh Language Standards)
February 2021	Celebrating Dydd Miwsig Cymru
	Promoting the Mwy na Geiriau agenda and raising the profile of the work going on in health and social care to promote services through the medium of Welsh.
	Internal promotion around hosting and arranging meetings (to comply with Welsh Language Standards)
March 2021	Review of Welsh Language Social Media accounts
	Celebrating Dydd Gwyl Dewi
	Staff Eisteddfod

	Mapping activity (Partner Iaith)
April 2021	Promotional campaign to encourage more people to follow the Welsh Language social media accounts
	Mystery Shopper exercise to check compliance with the Welsh Language Standards
	Promotion of the role of the Welsh Language Commissioner and the Council's commitment to implementing the Standards.
May 2021	Eisteddfod yr Urdd
	Mystery Shopper exercise to check compliance with the Welsh Language Standards
	Mapping activity (Partner Iaith)
July 2021	Cultural promotion around Eisteddfod Llangollen
August 2021	Eisteddfod Genedlaethol
	Production of videos to promote Welsh Language Standards
September 2021	Celebrating Dydd Owain Glyndwr
	Mapping activity (Partner Iaith)
October 2021	Celebrating Diwrnod Sumai Shwmae
	Promotion of Learning Welsh Week and encouraging more staff to consider learning Welsh.
November and December 2021	I have rights campaign

5. How does the decision contribute to the Corporate Priorities?

The decision contributes to the development of the Welsh Language and culture, which underpins the Council's Corporate Plan.

6. What will it cost and how will it affect other services?

There is no funding available for this work. Any costs would be absorbed by the current partners and through the goodwill of members.

7. What are the main conclusions of the Well-being Impact Assessment?

Whilst no formal Well-being Impact Assessment is needed for this report, it is worth noting some of the key benefits in relation to the Well-Being and Future Generations (Wales) Act 2015 and the Welsh Language Standards.

One of the key components of the well-being and Future Generations (Wales) Act 2015 is having: "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".

The Council also has a role, through its Welsh Language Standards, to promote opportunities for local communities to get involved in Welsh Language activities.

8. What risks are there and is there anything we can do to reduce them?

The main risk is a potential decline in the number of Welsh speakers in the county (as measured by the national census). All partner organisations have also committed to contributing towards the development of the Welsh language nationally and towards the million speakers target set by the Welsh Government by 2050.

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WELSH LANGUAGE STEERING COMMITTEE FORWARD WORK PROGRAMME

Meeting	Item (Description / Title)	Purpose of Report	Lead member and Contact Officer
16 March 2020			
13 July 2020			
9 November 2020			

FUTURE ITEMS

Meeting	Item (description / title)	Purpose of Report	Author / Contact Officer

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