

To: Chair and Members of the Welsh
Language Steering Committee

Date: 24 June 2025

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Dear Councillor

You are invited to attend a meeting of the **WELSH LANGUAGE STEERING COMMITTEE** to be held at **10.00 am** on **TUESDAY, 1 JULY 2025** in **BY VIDEO CONFERENCE**.

Yours sincerely

G Williams
Monitoring Officer

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 - 8)

To receive the minutes of the meeting of the committee held Thursday, 21 November 2024.

5 APPOINTMENT OF CHAIR

To appoint a Chair of the Welsh Language Steering Committee for the 2025/26 municipal year.

6 APPOINTMENT OF VICE-CHAIR

To appoint a Vice Chair of the Welsh Language Steering Committee for the 2025/26 municipal year.

7 NEW INTERNAL WELSH LANGUAGE POLICY (DRAFT) (Pages 9 - 32)

To receive a report by the Welsh Language Officer (copy attached) on the Policy to facilitate and encourage the internal use of Welsh, and to provide information about the Policy, and encourage a discussion and an opportunity to offer adjustments to the Draft Policy before it's adopted.

8 AGREEING THE WELSH LANGUAGE STRATEGY MONITORING REPORT (Pages 33 - 58)

To receive a report by the Welsh Language Officer (copy attached) regarding the Welsh Language report 24-25 and provides an overview of the work completed during the year to comply with the Welsh language standards and the progress made against the Council's Welsh Language Strategy 2023-28.

9 CORPORATE PLAN PERFORMANCE (WELSH LANGUAGE AND CULTURE) AND WELL-BEING IMPACT ASSESSMENT (Pages 59 - 170)

To receive a report by the Strategic Planning and Performance Officer (copy attached) providing the Welsh Language Steering Committee an update on performance and progress in relation to the Welsh language and culture elements of the Council's Corporate Plan.

10 FORWARD WORK PROGRAMME (Pages 171 - 172)

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

MEMBERSHIP

Councillors

Ellie Chard
Ann Davies
Huw Hilditch-Roberts
Martyn Hogg
Carol Holliday

Paul Keddie
Will Price
Cheryl Williams
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 by video conference on Thursday, 21 November 2024 at 10.00 am.

PRESENT

Councillors Ellie Chard (Vice-Chair), Ann Davies, Paul Keddle, Arwel Roberts and Emrys Wynne (Chair)

ALSO PRESENT

Corporate Director: Governance and Business (GW); Communications and Marketing Manager (CHO); Head of Corporate Support Service: People (CR), Welsh Language Officer (GL) Committee administrators (NH (Host) RhTJ)

1 APOLOGIES

Apologies were received from Councillors Carol Holliday and Cheryl Williams.

2 DECLARATIONS OF INTEREST

None.

3 URGENT MATTERS AS AGREED BY THE CHAIR

None.

4 MINUTES

The minutes of the Welsh Language Steering Committee held on 2 July 2024 were submitted

Members welcomed the new Welsh Language Officer, Gerallt Lyle, to the meeting and joined the Council. They were informed that he started working for the Council in August. He had a background of working in education, and for Menter Iaith Sir Ddinbych, members reiterated their welcome and were looking forward to working together moving forward.

RESOLVED that subject to the above, the minutes of the previous meeting held on 2 July 2024 be received and approved as a correct record.

5 WELSH LANGUAGE MAINSTREAMING REPORT IN THE CORPORATE PLAN 2022-27

The Welsh Language Officer (WLO), alongside the Team Leader – Communications and Campaign Management, introduced the Welsh Language Mainstreaming Report in the Corporate Plan 2022-27 (previously circulated). The

report informed the committee on how the council ensured that the Welsh Language and Welsh Culture were mainstreamed throughout the six themes of the Corporate Plan and to establish ways to monitor this to ensure a positive impact on the Welsh Language and Culture across the county.

The WLO gave members background on the Welsh Language and the corporate plan. With the Corporate Plan 2022 to 2027 now reduced from nine to six themes and the Welsh Language and Culture theme no longer a standalone theme, it is essential to ensure that Welsh Language and Culture are mainstreamed into the remaining six themes.

Officers proposed how the Welsh Language Steering Committee could assist in achieving the mainstreaming of the Welsh language through the six themes these were –

- The Welsh Steering Committee takes a leading role in providing governance and oversight of Welsh language and culture-related indicators and activity in support of the Corporate Plan, with the aim that this monitoring work coincides with the Committee's work of monitoring and reporting on the County Council's Welsh Language Strategy 2023-28.
- The Welsh Steering Committee should be satisfied that all reasonable opportunities to mainstream the Welsh language and culture into each theme of the Corporate Plan were taken.
- The Committee should ensure that the Corporate Plan prioritises key indicators and activities. Detailed and fuller performance management frameworks are in place for the Welsh Language Strategy 2023-28 and WESP.
- The Welsh Steering Committee could include in its terms of reference an additional purpose to act as a 'critical friend' supporting groups to enhance the Welsh language and cultural elements within Well-being Impact Assessments that are being developed. The boards in place to deliver the Corporate Plan themes ensure that the Welsh Language and Culture were a core part of their thinking and that they can demonstrate how opportunities to mainstream the Welsh Language are being taken.

Following the introduction by officers' members discussed the following further –

- Members highlighted the point regarding boards relating to the corporate plan; the committee queried how many boards were held, and officers were aware that not each corporate plan theme had a related board. However, officers and members agreed that neutral well-being assessments weren't necessarily good. Having assessments that cause officers and members to discuss impacts on the Welsh language would naturally create discussions around the Welsh language. Members suggested having older examples of well-being assessments to see how the committee could strengthen the wording on the impact on the Welsh language and culture.
- Members also queried whether they could have a list of the boards that were in existence and see how they could support them moving forward. Officers would investigate the matter and have the information to share if possible.

RESOLVED that the Welsh Language Steering committee discuss and agree the suggestions for mainstreaming the Welsh language across the themes of the

Corporate Plan and agree on the role of the Steering Committee in governing and monitoring this work.

6 CATEGORISING LANGUAGE LEVELS AMONG STAFF

The Welsh Language Officer (WLO) introduced the Categorising Language Levels Among Staff updates.

Members were informed that human resources (HR) had been working on categorising staff members' Welsh language levels. The WLO had met with HR since being in post to see how to best categorise the levels throughout the Council from levels 1-5. The WLO had helped HR with the levels, and work would continue with all the pre-existing jobs in the Council to reflect the abilities of the staff in those roles.

Members questioned whether there was any information about staff learning Welsh, as a high number of staff were learning Welsh. Members felt that if the information was kept, it would be beneficial to try to assist them with increasing their skills. The committee was informed that HR was monitoring staff who were learning the Welsh Language.

The Corporate Director: Governance and Business highlighted that confidence was a significant element of learning the language and felt that Denbighshire County Council was good at adopting an environment that gives people confidence in their abilities.

RESOLVED that the Welsh Language Steering Committee note the Categorising Language Levels Among Staff update.

7 FOR INFORMATION - WELSH IN EDUCATION STRATEGIC PLAN

Members were presented with an information report highlighting the work of the Welsh Education Strategic Plan (WESP) Development Officer, who could not attend the meeting.

The Corporate Director: Governance and Business informed the committee that the item had been discussed at a recent Performance scrutiny committee, and members supported the report.

The committee wanted to thank the WESP Development Officer and the Head of Education for their continued work on the matter.

RESOLVED that the Welsh in Education Strategic Plan be noted.

8 FORWARD WORK PROGRAMME

The committee's forward work programme was presented for consideration.

Members queried whether they could have an update on the Welsh language strategy; officers were happy to circulate an email with the latest information or organise a team meeting to discuss the matter further.

Members suggested that, following the discussion during the Welsh Language Mainstreaming item, examples of Well-being impact assessments could be discussed and reviewed at a future meeting.

RESOLVED that, subject to the above, the Committee's Forward Work Programme be received and noted.

The meeting concluded at 10:50 am

Report to	Welsh Language Steering Committee
Date of Meeting	01.07.25
Lead Member	Emrys Wynne
Head of Service	Catrin Roberts
Report Author	Gerallt Llyall
Title	Policy to facilitate and encourage the internal use of Welsh

What is the report about?

- 1.1. A draft policy is presented - Policy to facilitate and encourage the internal use of Welsh.

2. What is the reason for making this report?

Subheading (delete if necessary)

- 2.1. This policy is a response to Standard 98 (Welsh Language (Wales) Measure 2011, which asks us to create a policy on using Welsh internally. Its aim is to show our commitment to increasing the use of Welsh daily in the workplace, and support the national aim of reaching a million speakers by 2050.

This report is to provide information about the Policy, and encourage a discussion and an opportunity to offer adjustments to the Draft Policy before it's adopted.

3. What are the Recommendations?

Subheading (delete if necessary)

- 3.1. The recommendations are that the Committee accepts this Policy to facilitate and encourage the internal use of Welsh and undertake to monitor the annual progress of the Policy against the actions points connected to this Policy.

4. Report details

Subheading (delete if necessary)

- 4.1. See the attachment - Policy to facilitate and encourage the internal use of Welsh.
Prepared according to the requirement of standard 98. Date: July 2025

5. How does the decision contribute to the Corporate Plan 2022 to 2027: The Denbighshire We Want?

Subheading (delete if necessary)

- 5.1. The Welsh language has been mainstreamed through 6 themes of the Corporate Plan and so an Internal Policy that facilitates and encourages the use of Welsh is going to contribute positively to each of the themes, and help to ensure that everyone can have services through the medium of Welsh naturally at each step of their lives, and support the use of Welsh widely and support Welsh culture.

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

Subheading (delete if necessary)

- 6.1. We don't anticipate any extra cost. The action plan for the programme means that the County Councils' departments have action points to complete within a timeline.

7. What are the main conclusions of the Well-being Impact Assessment and what changes have, or will be made to the project or approach as a result of the assessment?

Subheading (delete if necessary)

- 7.1. There is no need for a Well-being Impact Assessment for this report.

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

Subheading (delete if necessary)

8.1. The Welsh Language Officer has consulted with the Welsh Language Commissioner and County Council's Welsh Champion - they supported the content of the Policy.

9. Chief Finance Officer Statement

Subheading (delete if necessary)

9.1. There is no need for a statement from the Chief Finance Officer for this report.

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

10.1. This Internal Policy could increase the workload of some departments and officers - but to reduce this risk, the work programme is realistic and there is a timeline in place, so there is enough time to achieve the objectives of the Policy. The Policy is reviewed every year and is adjusted after 5 years so that the action points are still relevant to the Council's priorities.

11. Power to make the Decision

Subheading (delete if necessary)

11.1. Standard 98 (**Welsh Language (Wales) Measure 2011** and the **Welsh Government Strategy - Cymraeg 2050: Welsh Language strategy (2017)**)

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Policy to Facilitate and Promote Internal Use of Welsh

Prepared in accordance with the requirement of Standard 98

Date: July 2025

Part 1: Vision and Statement of Intent

This policy is a response to Standard 98 (**Welsh Language (Wales) Measure 2011**), which requires us to create a policy on the internal use of Welsh. Its aim is to show our commitment to increasing the daily use of Welsh in the workplace and to support the national goal of reaching one million Welsh speakers by 2050.

We want to build on the good work that has already taken place to provide services in Welsh. We will put the right structures in place to create more opportunities for staff to use Welsh, whether in formal or informal situations.

Our staff are key to this. We want to offer opportunities and support to anyone who wants to use or improve their Welsh at work. Through careful planning and positive action, we can help staff develop skills and confidence. Ultimately, this will enable us to go beyond the requirements of the standards and provide better services in Welsh to the public.

Our Commitment:

This policy brings together practices, policies and resources in relation to Welsh-language training, the Welsh Language Standards and our corporate approach to using Welsh in the workplace. Through this policy, we will work towards becoming an increasingly bilingual organisation where both languages are valued and used naturally, formally and informally.

In implementing this policy, we will adhere to our organisational principles and ensure we communicate any changes with our staff.

What does this mean for our staff?

We will make Welsh more visible internally and actively offer it as an option for staff. This will help build confidence and encourage more people to learn or develop their Welsh. We will support staff in their work and offer a variety of opportunities to use

Welsh, whatever their level. Through this policy, we aim to create an atmosphere where using Welsh every day feels natural. Our priority is to build confidence and support our staff.

Part 2: Policy Background and Context

We have been implementing the Welsh Language Standards since 2015. This has led to an increase in the services available to the public in Welsh.

In the *Cymraeg 2050* strategy, the Welsh Government identifies the workplace as a key space for increasing the use of Welsh. It states that the “workplace is central to our daily lives and is important in the linguistic development of individuals,” as it is an opportunity for speakers of all levels to use and practise the language. In addition to the aim of creating a million Welsh speakers by 2050, the strategy also wants to see an increase in the proportion of people using Welsh daily. The workplace is essential in enabling this. Furthermore, one of the goals of the Well-being of Future Generations (Wales) Act 2015 is to ensure “a Wales of vibrant culture and thriving Welsh language.”

We know that if someone uses Welsh in their daily work, they are more likely to use it outside of work too. Most of us know someone who can speak Welsh but doesn’t use it in their job. There are many and varied reasons for this, but by implementing this policy we hope to create pathways and opportunities for everyone to make use of their Welsh.

This policy will consider formal opportunities through training, use of technology and guidance, as well as informal opportunities to chat and engage beyond formal workplace scenarios.

In a recent staff survey, the question “In a typical week, how often do you use Welsh?” received the following responses:

Frequency	Never	Once a week	2–3 days a week	Every day
%	47%	16%	14%	23%

We also asked for views on the following statement: “The Council supports and encourages the use of Welsh in the workplace.”

Agree or strongly agree
84%

The purpose of this policy, therefore, is to set out a clear plan to facilitate and increase the use of Welsh formally and informally within our organisation over the next 5 years—so that the percentage of staff who never use Welsh decreases, and the percentage of those using it daily increases.

Part 3: Setting Objectives and a Work Plan

We have identified a work plan that will enable us to develop in an ambitious yet realistic way, allowing time for all our staff to benefit from the development opportunities we are proud to offer.

Language learning and changing usage habits take time, and we are committed to supporting this to happen.

The work will be structured under the following headings to ensure all aspects of the organisation's business are included:

1. **Leadership** – Creating and maintaining the right conditions throughout the organisation
2. **Building confidence** – Creating conditions for everyone to feel confident using whatever Welsh they have
3. **Administrative infrastructure** – Ensuring that our procedures and processes foster an environment in which Welsh can thrive, including technology, employment practices, and translation

Part 4: Objectives

Leadership

Our goal is to create an organisational atmosphere that supports and encourages the use of Welsh. This includes, but goes beyond, leaders setting an example by using Welsh. It also means having structural foundations to ensure that Welsh is considered at all levels of organisational operation—not limited to Welsh speakers or specific officers.

1. **Leading by example** – We will:
 - Encourage our leaders to use whatever Welsh they have and to open/close meetings, messages and presentations in Welsh at every opportunity, supported by training for managers on using Welsh effectively
 - Promote positive attitudes and encourage our workforce to take pride in the Welsh language and culture, clearly stating that Welsh is a valuable skill within the organisation
 - Develop a programme to ensure all key staff have received ‘Leading in a bilingual country’ training
 - Maintain a ‘Welsh Language Champions’ scheme to ensure a Welsh presence throughout the organisation
2. **Ensuring accountability and robust structures** – By ensuring compliance with the Standards and incorporating Welsh into our internal reporting structures, we aim to give the language a clear status and solid foundation for promoting its use. We will:
 - Use the Welsh Language Steering Group to lead on monitoring progress and ensure accountability across the organisation when implementing this policy
 - Support our Welsh Language Champions in every department to promote internal use of Welsh and support implementation of the Standards
 - Thoroughly assess and record the Welsh language skills of our staff to inform workforce planning and recruitment policy decisions
3. **Internal communication** – To ensure everyone in the organisation understands our commitment to Welsh and how it applies to their everyday work, we will:
 - Maintain a bilingual intranet with information and resources on using Welsh in an easily accessible location
 - Ensure all internal communications – newsletters, staff bulletins – are

bilingual with Welsh first, as well as all signage, publications and announcements

- Except in valid cases (e.g. emergency messages relating to health and safety), any mass correspondence aimed at all Council staff / groups of staff / entire services, etc., sent via emails / letters / newsletters, will always be sent in Welsh and English simultaneously

Building Confidence

We recognise that people's confidence in using Welsh can vary depending on the situation. Individuals may feel comfortable in informal settings but less confident in professional contexts. By increasing day-to-day opportunities to use Welsh, we will help our staff develop their skills and confidence, encouraging everyone to use whatever Welsh they have.

1. **Supporting use:** Creating a framework to support our workforce in using their Welsh is important to us. This means we will:
 - Create and maintain a database showing the level of Welsh required for each role and the current skills of staff, as a basis for planning learning and training.
 - Maintain a database of Welsh speakers within the organisation to facilitate internal communication and encourage staff to use Welsh with each other.
 - Ensure access to Welsh language training for staff at every stage of their learning journey and provide relevant, purposeful training to support staff to use Welsh in their roles, e.g. for reception or telephone staff.
 - Provide Iaith Gwaith (Working Welsh) resources (Badges and Lanyards) for staff to show they are ready to use Welsh.
2. **Increasing opportunities:** Creating opportunities to use the language is essential for building confidence in Welsh and mainstreaming the language within our organisation. To facilitate this, we will:
 - Run an ongoing programme of language awareness training for staff to increase understanding of the role of Welsh in their work and more broadly.
 - Promote local opportunities to use Welsh (e.g. local Mentrau Iaith events etc.) in our newsletter / intranet / staff bulletins.

3. **Celebrating success:** It's important that we celebrate the efforts and achievements of colleagues developing their Welsh language use. To do this we will:
 - Celebrate learners' successes through internal communications to support our learners and inspire others.
 - Highlight individuals or teams who are making good progress in increasing their use of Welsh.
 - Take part in national or local campaigns celebrating the use of Welsh, e.g. Defnyddia dy Gymraeg Campaign (*Use Your Welsh*), *Welsh Language Music Day*, etc.
 4. **Raising awareness and showing ambition:**
 - We will share weekly vocabulary / phrases with staff via our newsletter / intranet / Teams.
 - Ensure that the statement "happy to communicate in Welsh or English" is available for all to use in email signatures.
 - We will set a target that every member of staff reaches Level 1 (ALTE) as a minimum – i.e. pronunciation, greeting and basic vocabulary etc.
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Administrative Infrastructure

Robust procedures will underpin all this work, enabling our staff to use Welsh in their everyday roles. This will mean clear arrangements within employment matters and technological systems that offer the best support for colleagues to use the language effectively.

1. **Employment matters:** The Welsh Language Standards set clear expectations for our HR arrangements and what our staff can expect from us in Welsh. In response, we will:
 - Ensure our workforce receives employment-related information in Welsh if they wish, recording staff language preference on our systems, and offering Welsh proactively to our staff.

- Provide core policies and forms in Welsh in accordance with the Standards and identify any other employment documents that need to be available in Welsh.
 - Allow staff to follow our complaints procedures in Welsh if they wish to do so, in accordance with the Standards, and make this process as simple as possible.
 - Provide induction training to all new staff which includes a session on the Welsh language and culture, compliance with the Welsh Language Standards, and information on e.g. the translation service and Welsh lessons available on the intranet, link to who our Welsh Language Champions are.
2. **Technology:** Technology can greatly support our use of Welsh as an organisation. We are keen for our workforce to have access to tools that support them to use Welsh in their everyday work. We will:
- Provide Microsoft Teams backgrounds that display the Cymraeg Gwaith logo for Welsh speakers and learners and promote their use in online meetings.
 - Create and provide guidance for staff on using automatic/machine translation (Microsoft, Google) to support use of Welsh – staff should not rely on this tool, but it can help facilitate internal Welsh communication. It should always be checked by a Welsh speaker within the service.
 - Ensure the electronic staff directory includes the Cymraeg Gwaith badge to identify Welsh speakers and learners. This will make it easier to make initial contact.
 - Maintain a bilingual intranet with an interface that can be easily switched between languages.
3. **Translation processes:** Our translation service is key to our ability to operate bilingually. We will support their work by ensuring clear and organised working processes. We will:
- Use simultaneous translation to facilitate internal discussions in staff's language of choice.
 - Implement clear processes for translation work, including timelines and instructions on what the translator needs to translate effectively.

- Promote drafting in Welsh from the outset and create guidance to support staff to do so.
- Provide a translation flowchart on the intranet so staff know which documents and publications need translating.
- Create and maintain a list of key words for each service to help translators ensure consistency in the use of Denbighshire's language in translation.

Part 5: Implementation and Review

The above outlines our commitments to promoting and facilitating the use of Welsh within our organisation. A separate action plan accompanies this document, detailing targets, timelines, and responsibilities to put these commitments into practice.

This is a 5-year plan. We will review it annually and assess performance against a series of indicators outlined in the action plan.

Part 6: Responsibilities

Ultimate responsibility for this policy rests with the Welsh Steering Group. The Group will work closely with the Welsh Language Officer, the Corporate Director for Governance and Business, and the Lead Member for the Welsh Language, Heritage and Culture and Head of Corporate Support Service – People.

Part 7: Metrics

An annual staff survey on daily use of Welsh and staff views on whether the Council supports and encourages use of Welsh in the workplace; a staff Welsh language skills questionnaire to gather quantitative data.

A focus group with Welsh Champions, officers, council workers and the Lead Member for the Welsh Language, Heritage and Culture to gather qualitative data.

Appendix 1: Action Plan

LEADERSHIP: Leading by example			
Target	Actions	Responsibility	Date
Set an expectation for leaders in our organisation to use the Welsh they have in public settings, when addressing meetings and in writing	Arrange training for relevant officers. Create and post a guide on the intranet including common pronunciations	SLT Welsh Language Officer	Nov 2025 Dec 2025
Promote positive attitudes and encourage our workforce to take pride in the Welsh language and culture, clearly stating that Welsh is a valuable skill within the organisation	Hold regular internal campaigns celebrating Welsh language and culture, e.g. Welsh Music Day, Shwmae Day	Welsh Language Officer	Ongoing Review annually and at end of 5-year period
Develop a programme to ensure all key staff members receive 'Leading in a bilingual country' training	Work with Welsh Government to develop the programme	SLT	By end of 5-year period
Maintain the Welsh Language 'Champions' scheme to ensure the presence of	Language Champions to meet quarterly to discuss good practice, issues	Welsh Language Officer	Ongoing

Welsh across the organisation	and plan internal campaigns		
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LEADERSHIP: Ensuring accountability and strong structures			
Target	Action Steps	Responsibility	Date
The Welsh Steering Committee will lead the monitoring of Welsh language internal use Policy and help ensure accountability across the organisation.	Add monitoring of the Internal Welsh Language Policy to its work programme.	Welsh Steering Committee	Ongoing Reviewed annually and at the end of the 5-year period
Support our Welsh Language Champions in each department to promote internal use of Welsh and support the implementation of Welsh Language Standards.	Language Champions to meet quarterly to discuss good practice, issues and to plan internal campaigns.	Welsh Language Champions + Welsh Language Officer	Ongoing
Thoroughly assess and record the Welsh language skills of our staff to guide workforce	Annual Language Skills Questionnaire sent to all staff. Maintain a	HR + Language Officer	Annually by April

planning and recruitment policy development.	database of this information.		
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LEADERSHIP: Internal communication			
Target	Action Steps	Responsibility	Date
Maintain a bilingual intranet with information and resources on using Welsh easily accessible to all.	Ensure the 'Welsh in the Workplace' page is updated regularly.	Welsh Language Officer + Web Team	Ongoing
All internal communications – newsletters, staff bulletins – will be bilingual with Welsh first, including signage, announcements and statements.	Continue to produce the 'Heddiw yn Sir Ddinbych / Denbigh Today' bulletin bilingually. Review and adapt internal signage for clearer Welsh.	Comms Team Facilities Team + Building Managers	Ongoing By April 2026
Except in valid circumstances (e.g. urgent health/safety message), all mass communication to staff via email/letters/newsletters etc. will always be sent simultaneously in Welsh and English.	Templates available on intranet. Welsh Language Officer + Welsh Language Champions to support with translating short messages.	Welsh Language Officer Welsh Language Officer + Welsh Language Champions	By Dec 2025 Ongoing By May 2026

	Create guidance on using automatic/machine translation tools (Microsoft, Google) to support internal Welsh communication.	Welsh Language Officer with guidance from Welsh Language Commissioner	
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BUILDING CONFIDENCE: Supporting Use			
Target	Actions	Responsibility	Date
Create database categorising job language skills to show the required level of Welsh for each role in the County Council, and the skills staff currently have, as a basis for training planning	Create and maintain a Welsh Language Skills Database for every role in the County Council. Use this database to set expectations when advertising roles.	Language Officer & HR	Initial database in place by January 2026 Ongoing
Maintain a database of Welsh speakers within the organisation to support internal communication and encourage staff to use Welsh with each other.	Work with ICT to provide a Welsh Skills Tool in Outlook, so that a message appears in Outlook when composing emails to indicate the recipient speaks Welsh.	HR + ICT Department	By July 2026
Ensure access to Welsh training for staff at every stage of their learning journey and	Continue to offer Work Welsh courses through Learn Welsh.	Learn Welsh + HR	Ongoing

provide relevant and purposeful training to support staff to use Welsh in their roles – e.g., reception or telephone staff.	Deliver Customer Care Courses to frontline staff.	Welsh Language Officer	All key staff to receive training by April 2026 – to be delivered annually thereafter targeting new staff.
Provide Work Welsh resources for staff to show they are ready to use Welsh.	Clear expectation that Welsh speakers wear Work Welsh lanyards, and learners are encouraged to wear learner lanyards. Clear signs in reception areas welcoming the use of Welsh.	Welsh Language Officer + Language Champions	Ongoing

BUILDING CONFIDENCE: Increasing Opportunities			
Target	Actions	Responsibility	Date
Deliver an ongoing programme of language awareness training for staff to increase understanding of the role of Welsh in their work and more broadly.	Create language awareness training. Target departments with low performance in mystery shopper exercises to receive the training. Managers / Heads of Service to complete an annual self-assessment form on the service's performance in	Welsh Language Officer Managers / Heads of Service	By April 2026 Annually

	relation to the Welsh language.		
Promote local opportunities to use Welsh, e.g. local Mentrau Iaith events etc. via our newsletter / intranet / staff bulletins.	Work closely with Menter Iaith Sir Ddinbych to promote their events in our bulletin and on our staff Facebook page.	Welsh Language Officer	Ongoing
Hold conversation sessions / chat clubs / Paned a Sgwrs sessions to give Welsh speakers and learners the opportunity to use their Welsh skills in a supportive environment outside formal learning sessions.	Continue to hold monthly Paned a Sgwrs and Taith a Sgwrs sessions.	Welsh Language Officer	Ongoing

BUILDING CONFIDENCE: Celebrating Successes			
Target	Actions	Responsibility	Date
Celebrate learner achievements through internal communications to support and inspire other learners.	Highlight learner successes in our 'Heddiw yn Sir Ddinbych Denbighshire Today)' bulletin and staff Facebook page. Q&A with learners attending our Paned a Sgwrs sessions.	Welsh Language Officer	By January 2025 and then an item every 2 months

Highlight individuals or teams who are making good and increasing use of Welsh.	Create a 'Meet the Team' template and send to Welsh Language Champions. Include an item every 2 months in our staff bulletin in a Q&A format on the theme 'How have you gone about using more Welsh in your team?' Include a photo of the team.	Welsh Language Officer + Language Champions	By January 2025 and then an item every 2 months
Take part in national or local campaigns celebrating the use of Welsh, e.g. Use Your Welsh Campaign, Dydd Miwsig Cymru etc.	Create a video to celebrate events. Post photos on social media.	Welsh Language Officer	Ongoing

BUILDING CONFIDENCE: Raising awareness + Showing ambition			
Target	Actions	Responsibility	Date
Ensure that the statement 'happy to communicate in Welsh or English' is available for everyone to add to their email signature	Sentence available on our intranet – Welsh in the Workplace page	Web Team + Language Officer	By December 2025
We share a vocabulary / phrase of the week etc. among staff via our	Continue to share the Welsh Word of the Week across our various platforms – encourage a	Communications Team + Language Officer	Ongoing

newsletter / intranet / Teams	competitive element by asking staff to use the word in a sentence		
We will set a target for every member of staff to have Level 1 (ALTE - (Association of Language Testers in Europe)) as a minimum i.e. pronunciation, greetings and simple vocabulary etc.	Promote and encourage "Croeso" courses by the National Centre for Learning Welsh Include a question on staff 1-to-1 form asking employees if they would like any Welsh language training	Welsh Language Officer + Managers + HR	Review at the end of the 5-year period

Administrative Infrastructure: Employment Matters			
Target	Actions	Responsibility	Date
Ensure that our workforce receives employment information in Welsh if they wish, by recording staff language preference in our systems and proactively offering Welsh to staff	This is in place. Monitor that this is facilitated and happening	HR	Ongoing
Provide core policies and forms in Welsh in	This is in place. Monitor that this is	HR	Ongoing

accordance with the standards and identify any other employment documents that need to be provided in Welsh	facilitated and happening		
Allow staff to follow our complaints procedures in Welsh if they wish to do so, in accordance with the standards, making this as simple as possible	This is in place. Monitor that this is facilitated and happening	HR	Ongoing
Provide induction training to all staff which includes a session on the Welsh language and culture, compliance with the Welsh Language Standards, and where to find information such as the translation service and Welsh lessons on the intranet	Update our training to include a quiz element at the end. Increase course completion % by targeting the Education Department at the start of the school year as completion levels are low.	HR + Language Officer	By September 2025

Administrative Infrastructure: Technology			
Target	Actions	Responsibility	Date
Provide Microsoft Teams backgrounds displaying the Welsh at Work logo for Welsh speakers and learners and promote them to encourage staff to use them in online meetings	This is in place. Template is available on the intranet. Remind staff in our Did You Know? item in the Denbighshire Today bulletin	Welsh Language Officer	By December 2025
Create and provide guidance to staff on using automatic/machine translation (Microsoft, Google) to facilitate use of Welsh – staff should not rely solely on the tool, but it can assist with internal communication in Welsh	Create the guidance and promote it through language champions and Managers	Welsh Language Officer with support and guidance from the Welsh Language Commissioner	By May 2026
The electronic staff directory will include the Welsh at Work Badge to identify Welsh speakers and learners. This will make it easier to establish initial contact	Liaise with the ICT department to explore how this can be done	Welsh Language Officer + ICT Department	By April 2026
Maintain a bilingual intranet with an interface that can be switched seamlessly from	This is in place	Web Team	Ongoing

one language to the other			
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Administrative Infrastructure: Translation Processes			
Target	Actions	Responsibility	Date
Use simultaneous translation to facilitate internal discussions in the staff member's language of choice	This is in place	Democratic Services	Ongoing
Put clear processes in place for translation work including timelines for translation tasks and instructions on what the translator needs to translate effectively	This is available on the intranet – link provided	Democratic Services	Ongoing
Promote drafting in Welsh from the outset and create guidance to support staff in doing so	Awaiting the Commissioner's Guidance on this	Welsh Language Commissioner + Welsh Language Officer	By April 2026
Provide a translation flowchart on the intranet to help staff know which documents and publications need to be translated	Create the guidance and flowchart	Welsh Language Officer	By April 2026
Create and maintain a list of key words for each	Create and maintain a list of key words	Welsh Language Officer to	By April 2026

service to help translators ensure consistency in the use of Denbighshire's language in translation.		coordinate with Heads of Services	
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Draft

Report to	Welsh Language Steering Committee
Date of Meeting	01.07.25
Lead Member	Emrys Wynne Lead Member for Welsh Language, Culture and Heritage
Head of Service	Catrin Roberts – Corporate Support Services - People
Report Author	Gerallt Lyall, Welsh Language Officer
Title	Welsh Language Monitoring Report 2024-25

1. What is the report about?

- 1.1. Present the Welsh Language Monitoring Report to the Steering Group for approval. The report provides an overview of the work completed during the year in order to comply with the Welsh language standards and the progress made against the Council's Welsh Language Strategy 2023-28.

2. What is the reason for making this report?

- 2.1. In accordance with Standard 158 we are required to prepare an annual report which describes how we comply with the Welsh language standards that are relevant to us during every financial year."

3. What are the Recommendations?

That Committee members read the Report and approve the Report as correct evidence of compliance with the Welsh language standards and the progress made against the Council's Welsh Language Strategy 2023-28 during the 2024-25 financial year.

4. Report details

4.1. Please see the appendix “Welsh Language Monitoring Report 2024-25”

5. How does the decision contribute to the Corporate Plan 2022 to 2027: The Denbighshire We Want?

5.1. The Welsh language is now mainstreamed through the 6 themes of the Corporate Plan. The Monitoring Report reports on progress and the Council's ability to offer services naturally through the medium of Welsh and support the broader use of the Welsh language and celebrating Welsh culture.

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

6.1. No cost as this is a Progress Monitoring Report.

7. What are the main conclusions of the Well-being Impact Assessment and what changes have, or will be made to the project or approach as a result of the assessment?

7.1. Not applicable

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

8.1. The Welsh Language Officer has consulted with the Lead Member for Welsh Language, Culture and Heritage

9. Chief Finance Officer Statement

9.1. Not applicable

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

10.1. Not applicable

11. Power to make the Decision

- 11.1. Welsh Language (Wales) Measure 2011 and the Welsh Government Strategy**
 - Cymraeg 2050: Welsh Language strategy (2017)**

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Denbighshire County Council Annual Welsh Language Monitoring Report 2024 - 2025

Published June 2025

Mae'r ddogfen hon ar gael yn Gymraeg / This document is available in Welsh

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1.0 Foreword

It is my pleasure to present to you this Annual Monitoring Report.

As Denbighshire County Council operates a flexible working policy whereby staff are entitled to work in various different ways such as working from home, the use of information technology has been carefully refined in order to promote and facilitate the use of the Welsh language. As the majority of the meetings are now held in person there are more opportunities for staff to use the Welsh language socially.

You will see that there are opportunities for staff to attend courses and join in-house activities in order to use, develop and foster their skills.

Also, you will see that the Welsh language is a strand tying together all six priorities in the Corporate Plan.

I must express my thanks to the internal team that oversees the use of the Welsh language under the leadership of our new Welsh Language Officer, Gerallt Lyall. I must also thank Manon Celyn for her work promoting the Welsh Language before she moved to another role out of County. The work done by Gerallt and the Language Champions and other individuals is valuable as all the internal departments develop their Welsh medium services.

A positive response was had to the **four** complaints received during the year and details regarding the actions taken are in this report.

The good work continues. Don't forget, you can discuss any matter regarding this Report or the Welsh language in general within the County Council, with the Welsh Language Officer.

Councillor Emrys Wynne

Lead Member for the Welsh Language, Heritage and Culture



Councillor Emrys Wynne

Lead Member for the Welsh Language, Heritage and Culture

2.0 Introduction / Background

The Welsh Language Standards introduced under the Welsh Language Measure (Wales) 2011 require the Council to publish an annual report no later than 30 June outlining the work accomplished to comply with the requirements of the Standards between April 1st and March 31st. The report focusses on our tenth year of implementing the Welsh Language Standards. Denbighshire County Council is fully committed to responding positively to the Welsh Language Standards and this is reflected in our Welsh Language Strategy 2023-2028, which was published in June 2023. We are fully committed to playing our part in the national efforts to increase the number of Welsh speakers to one million by 2050.

[View the full list of Standards with which we are required to comply.](#)

The duties which derive from the Standards mean that the Council should not treat the Welsh language less favourably than English and should promote and facilitate the use of the Welsh language, thereby making it easier for people to use their Welsh language skills in their everyday lives.

The Standards will:

- provide greater clarity to organisations on their duties in relation to the Welsh language
- provide greater clarity to Welsh speakers about the services they can expect to receive in Welsh
- ensure greater consistency of Welsh language services and improve their quality

We continue to support the workforce in implementing the Welsh Language Standards and our target is to double the daily usage of the Welsh language. This shall be accomplished by promoting Welsh courses to set them on their language journey, or confidence-building courses and in-house activities for them to develop and foster their skills.

We have a clear vision for the Welsh language in Denbighshire.

- The Council's Corporate Plan has been amended during the year and rather than a separate priority for the Welsh language, it was recognised that the Welsh language should be tied into all six of the priorities in the Corporate Plan. We have

implemented monitoring methods for each of the priorities in the revised corporate plan to ensure the Council meets this aim.

- Denbighshire is a predominantly bilingual county with a rich heritage and culture. We are proud of this and want that pride to be reflected in our daily work with communities, residents and our staff.
- We are committed to ensuring that the principles of the Welsh Language Standards are the basis for the method in which we provide services to the public; we want people to be able to access services through their natural language of choice, at every stage of their lives.
- We wish to build on the bilingual culture and ethos of the organisation, providing training and social opportunities for our staff to work in Welsh and to increase their confidence to use the language in the workplace.
- We shall work with partners and the wider community to ensure that Welsh is a thriving language in Denbighshire.

In addition to the above, the Council has continued to respond positively to the 'More Than Just Words' Framework and the Welsh in Education Strategic Group (an update on this work is provided further on in this document).

Accountability

Strategic responsibility for the Welsh Language in Denbighshire rests with the Council's Corporate Operations Team. The Lead Director is Gary Williams and the political Lead Member is Councillor Emrys Wynne, whom was responsible for the Welsh Language, Heritage and Culture during the period to which this report relates. Gerallt Lyall is the Welsh Language Officer for the County.

If you wish to discuss the report, you should contact the relevant department directly via e-mail on cymraeg@sirddinbych.gov.uk

3.0 Summary - Progress / Developments during the year

Language Partnership

The Council is an active partner in the Language Partnership led by Menter Iaith Sir

Ddinbych. A number of local and national organisations participate in the Forum, working towards promoting and developing the Welsh language strategically in Denbighshire.

Menter Iaith in Denbighshire

We continue to have a service level agreement with Menter Iaith Sir Ddinbych as they receive an annual grant from us. In exchange, the Initiative assists the Council in its efforts to promote and enhance the Welsh language in Denbighshire. We supported the St David's Day Parade in Denbigh which was arranged by Menter Iaith. 600 school children attended and Denbighshire County Council Councillors were present, three officers from the County Council volunteered to help steward the event. You can watch a video of the day here - [St David's Day Parade 2025](#)

We also work closely with Menter Iaith to promote Welsh Medium Education in the county. The education department's pages on the Denbighshire County Council website have been updated and promote Welsh medium education. Information regarding the benefits of Welsh medium education is also shared regularly on other digital platforms. [Welsh Medium Education](#)

Postcards containing information about the benefits of being bilingual and Welsh medium education have been produced and shared with relevant stakeholders to be distributed e.g. health visitors, midwives, Mudiad Meithrin, schools etc.

A Magi Ann Tour was held in the libraries in the County to distribute the postcards and chat to parents in Bookstart sessions to promote the benefits of Welsh Medium education.

Welsh Language Champions

The membership of the Welsh Language Champions has increased this year and there are now 20 officers in the group. We hold regular meetings to monitor progress with the Standards and to share good practice, relevant training and to work as a critical friend. Members have an understanding of the requirements of the Standards and the associated strategy, and also conduct secret shopper exercises.

The Champions continue to strengthen the language standards by facilitating the internal communication process to the rest of the Council by sharing standards checklists, promoting Welsh language lessons, Paned a Sgwrs sessions and raising awareness of national days such

as Owain Glyndŵr Day, St Dwynwen's Day, St David's Day, Welsh Language Music Day, Shwmae Su'mae, Use Your Welsh Campaign etc.

Promoting the Welsh language internally and externally

We have been doing a great deal of essential work to promote and facilitate the use of the Welsh language internally and externally over the last year in order to ensure that the Welsh Language Standards are implemented. These are some of projects undertaken:

St Dwynwen's Day

A quiz about the history of St Dwynwen was produced as part of the celebrations. It was shared internally and externally on our social media channels. We also shared a document containing a [relevant Welsh language glossary](#) internally for staff and externally for the public on our Social Media channels with phonetics to help Welsh learners.

Shwmae Su'mae Day

We took part in celebrating Shwmae Su'mae Day again this year on the 15th of October. The aim of the day is to promote the idea of starting every conversation with 'Shwmae' or 'Su' mae' with the aim of showing that the Welsh language belongs to us all – fluent speakers, learners or those shy about their Welsh. We also shared several messages on our social media and shared the following video - [Shwmae Su' mae Video 2024](#)

Welsh Language Music Day

[A playlist of Welsh songs](#) was created to share with staff and encourage them to play them at home, at work, or when travelling in the car. A quiz about Welsh language music was shared with the Council staff and externally on our social media channels.

St David's Day

We shared a video on our social media telling the history of St David, and created a quiz about St David. [St David Video 2025](#)

The video included members of the Senior Leadership Team, the Leader of the Council, and the Lead Member for the Welsh Language, Heritage and Culture speaking in Welsh and encouraging the public to phone and e-mail the council using the Welsh language. The video also includes young people who attend our Youth Clubs and the Council's Welsh Language Officer sharing the history of St David. The video concludes with staff from different Council departments wishing everyone a happy St David's Day.

Paned a Sgwrs

We have restarted our monthly Paned a Sgwrs (Cuppa and Chat) sessions for the Council staff. This is what some attendees had to say about the sessions:-

"The Paned a Sgwrs sessions have been an enjoyable way to practice speaking Welsh in a relaxed environment where we do not need to feel afraid to make mistakes or forget words. It's a great initiative to encourage more use of the Welsh language in our everyday lives. I enjoy learning to speak Welsh in Paned a Sgwrs!"

"It gives me the opportunities to speak with others in Welsh and consolidate my learning that I would otherwise miss, and learn new words and motivate me to keep speaking and learning Welsh."

Use your Welsh campaign

With the support of the Welsh language Champions we held a stall in the Council Offices in Russell House in Rhyl and in the County Hall in Ruthin to promote the Welsh Language Commissioner's Campaign - Use your Welsh. There were opportunities to chat in Welsh, get more information regarding Welsh lessons and Paned a Sgwrs sessions and Welsh Speaker and Welsh Learner badges and lanyards were shared with staff.

Business and the Economy

March for Business - a bilingual Using the Welsh Language in Business seminar was held and we advertised the Welsh Government's Welsh language seminar - Starting a Business. The Helo Blod website is now advertised on the Business Page on our Corporate website.

Welsh Language Books for Care Homes Campaign

A campaign was arranged to collect Welsh language books and then distribute them to the care homes in the County. The County Libraries Department, the Adult Social Care Department and Homelessness Service and general council staff worked together to collect old books / books that were no longer required, and compiled them in the County Hall and in Russell House. We collected around a 100 books which have been distributed to the Care Homes in the county to be read by the residents.

Working Welsh

We have continued to promote and encourage staff to wear Working Welsh lanyards or badges. Also, we have developed TEAMS backgrounds with the Working Welsh logo and a background for learners which states that they are learning Welsh so staff can recognise the Welsh speakers in virtual meetings. We have created guidelines on how to record a bilingual message on the County Council Jabber phone system, the guidelines are on our [intranet](#).

Welsh Language Steering Group

The committee has continued to meet online and has invited some of our partners to give presentations on their work in the county. We have strengthened the Group's role when monitoring and scrutinising that the Welsh language is mainstreamed in all 6 of our aims in the Corporate Plan. The committee also scrutinises the Impact on the Welsh Language in our Wellbeing Impact Assessments to ensure a Conscientious Effort is made in Council Policy Decisions.

4.0 Update from the Council's numerous services

4.1 Denbighshire Libraries Service Welsh Language Activities

Here's a brief overview of the Welsh medium and bilingual activities held in our Libraries:-

- Regular school visits.
- Visits from Playgroups and childcare groups.
- Craft workshops for adults and children.
- This year a new craft group was established 'Crefft a Chlonc' (Craft and Chat).
- Reminiscence sessions in Rhyl and Ruthin Libraries - 'Wyt ti'n Cofio?'
- 25 Book Challenge.
- "Meet the Author" session with Rebecca Roberts with Welsh learners in Denbigh Library and she recently held a book launch for her new Welsh language book in St Asaph Library in March 2025.
- Stars of the Shelves Project- Anni Llŷn visited Denbigh and Ruthin Libraries

Fiction Festival

Two well-known Welsh language authors were part of the Festival this year. Manon Steffan Ros held a "Meet the Author" session in Denbigh Library, and Myfanwy Alexander held a similar session in Ruthin Library.

Summer Reading Challenge 2024- Marvellous Makers

Denbigh Library was proud to host the national launch for the Summer Reading Challenge 2024, with children from Ysgol Twm o'r Nant joining the author Leisa Mererid for a yoga and movement session based on her book 'Y Wariar Bach'. The session was arranged in partnership with the Welsh Books Council.

Bookstart Denbighshire

The Bookstart team host bilingual sessions in Denbighshire Libraries during term time. The number of attendees increased to 12,948 during this period. Staff from Menter Iaith Sir Ddinbych and the Welsh Language Network visited the sessions in October to promote the benefits of Welsh medium education. Magi Ann, a popular Welsh language children's book character was also in attendance.

This is what a few members of the public had to say about the Bookstart Sessions:-

"We are so lucky to have Bookstart here in Denbighshire. The ladies are fantastic with every child and offer fun bilingual sessions! Thank you very much."

"Bookstart is a very valuable service for young children and their parents. It teaches the children many valuable skills such as sharing, playing with others, following instructions, concentrating, taking part, and developing their vocabulary and understanding of the language."

Thank you very much to the Bookstart Team!"

Digital Offer

BorrowBox is the national service which enables readers to discover the latest edition of *Y Cymro* and Welsh language newspapers and magazines online.

Here are a few of this year's stats:-

- 4,795 Welsh Language e-books for adults available on BorrowBox, and 750 audio books.
- 130 downloads of *Y Cymro*.
- There are 5,993 Welsh language e-books for children and young people, and 465 audio books.
- Over 2,000 new Welsh language editions were added last year.
- 857 Welsh language e-books and 401 audio books were downloaded by Denbighshire libraries members.

Welsh Language Books Borrowed

From April to December last year, 14,000 Welsh language items were borrowed (books, audio books and DVDs), although the full data isn't available at the moment. From these, 66% were children's books, which shows the substantial contribution local libraries make to increase the number of children that use the Welsh language socially. With only two Welsh bookshops in the county, the local library is a key source of Welsh books in the community for children and adults. The libraries work closely with *Siop y Siswrn*, which provided many Welsh language titles for free as presents for children on World Book Day.

Welsh Language Service

A Welsh language service is available in all libraries, and staff are supported to learn and develop their language skills. In partnership with *Menter Iaith Sir Ddinbych*, many libraries display posters to encourage visitors to practise their Welsh language in the location.

4.2 Adult Social Care and Homelessness Service

Progress with the 'More Than Just Words' framework

We continue to promote the Welsh language within the Adult Social Care and Homelessness Service and the Children's Service in Denbighshire County Council. This work is led by the More Than Just Words Framework (2022-27) and an internal group, consisting of Councillors, Managers and Officers who meet regularly to lead on the actions. There's a clear commitment to improve services to ensure the Active Offer and the Welsh Language is a key element of care, including services provided by the independent sector.

- We continue to work closely with the local *Menter Iaith*, Commissioning Officers, the Council's Welsh Language Officer and officers who attend the Regional More Than Just Words Forum in order to share good practice.
- Details were shared regarding the Welsh language awareness e-learning module which

has been developed by Social Care Wales for social care workers and students who wish to learn more about the Welsh language, culture and working bilingually.

- We encourage all staff to complete the short 'Croeso' course which has been developed for staff working in the Social Care sector.
- We have commissioned more Welsh language skills courses for staff, including a course on meeting and greeting the public in Welsh.
- We also promote a range of language training opportunities (including the 'Camau' course) and a residential course in Nant Gwrtheyrn.
- We arranged a stall in the office so staff could meet with the Language Champions from both services. This was also an opportunity to share information regarding opportunities to learn and improve Welsh language skills and a chance to share materials that promote the active offer such as posters, badges, bios, lanyards and magnets.
- The Adult Services team have taken part in the Arfer Project provided by Bangor University. The aim of the project is to change language habits to enable colleagues who can speak Welsh (but it's become a habit for them to speak English) to use more of their Welsh in the workplace.

4.3 Education and Children's Services

Welsh in Education Strategic Group Update

2024/25 Update

There have been many developments regarding Welsh in Education during the last year - here are a few of the main points.

Collaborating with Denbighshire Early Years departments and teams

Denbighshire's WESP Officer is part of Denbighshire's Early Years Team Committee with the Welsh language on the agenda for every meeting, discussing:

- Welsh-medium pre-school settings
- Usage of Welsh in each pre-school setting
- Staff in the team who speak Welsh
- Training
- How to share information with parents on Welsh medium education options

Mudiad Meithrin

- The number of Cylch Meithrin Playgroups and Cylch Meithrin locations has increased to 19.
- The number of children attending the Cylch Meithrin playgroups has increased to 566.
- The percentage of children transferring from the Cylch Meithrin playgroups to a Welsh medium school has increased to 96.2%.
- The Nursery learners that are educated through the medium of Welsh has increased to 30%.

Flying Start

The number of Welsh-medium Flying Start settings has increased from 3 to 6.

- Cylch Capel Seion
- Cylch Meithrin Bodawen
- Cylch Meithrin Henllan

- Cylch y Llys
- Cylch Dewi Sant
- Cylch y Dderwen

Increased capacity in Welsh-medium schools

- The new building on site at Ysgol Twm o'r Nant is nearing completion after a period of delay due to problems with the roof.
- The numbers in Nursery and Reception classes has stabilised since the COVID period and has increased in some schools.
- There's a clear increase in the nursery and reception numbers in those schools where the childcare provision is on the school site.

Welsh language support team

- The team continues to co-ordinate activities, and training and to create and share learning resources so that learners can continue to improve their Welsh skills across all sectors.
- The support model for newcomers is developing well. The number of pupils who are newcomers in Welsh medium Schools continue to increase and the support is greatly appreciated by all.
- Resources and work plans have been developed and staff from the service, parents and teachers all work closely together.

Secondary Schools

- The two dual stream high schools are Category 2 schools under the new categorisation arrangements.
- Discussions regarding increasing the number of subjects taught through the medium of Welsh are ongoing in both schools.
- There's been a lot of collaboration to prepare for the new GCSE qualification.
- A website has been created to share information and resources with Welsh teachers in high schools.
- There is a need to reinforce the message and expectation that children receive Welsh-medium education from nursery to 16+.
- The number of pupils registered for the immersion class in Ysgol Glan Clwyd has increased significantly from 15 in 2024 to 30 in September 2025.

Language Charter / Cymraeg Campus

- Every Welsh medium primary school will be reassessed for the silver award in the summer and Ysgol Llanfair are going for the gold award.

- In the English medium schools 25 schools have received the bronze award and 7 schools have received the silver award. It is expected that 2 schools will receive the gold award in the near future.
- From the 7 English medium and bilingual high schools, one school has received the silver award, one school has received the bronze award and it's expected that 2 schools will receive the gold award in the near future.

An increase in the provision of Welsh-medium education for pupils with Additional Learning Needs (ALN)

- Questionnaires have been distributed to the county's ALN departments, special schools and ALN coordinators in Welsh schools. After analysing the responses, the main message was that the authority provides support through the medium of Welsh for ALN learners and that there is a Welsh medium offer for learners in several different areas.
- The authority's ALN staff offer a bilingual service, the special schools offer bilingual education and support and the ALN coordinators in the Welsh medium schools in the county receive good support from the authority. But, the lack of Welsh language resources is a problem and recruiting Welsh speaking staff is extremely challenging.
- Information regarding ALN provision through the medium of Welsh has been updated on the Denbighshire County Council website.
- Denbighshire's WESP officer works closely with the ALN officers in the county to ensure that there's a balanced provision for Welsh and English medium ALN pupils.
- A network has been established to share Welsh language information, assessments and resources for staff in Welsh medium schools.

An increase in the number of teaching staff who can teach Welsh (as a subject) and through the medium of Welsh

- The Supporting Welsh team continue to develop training programmes for staff in schools on pedagogy and methods of teaching Welsh.
- We are in contact with officers from *Dysgu Cymraeg*, who are putting together national programmes to train the workforce to learn to speak Welsh. 6 teachers in our T2 schools have been funded to attend the Foundation Course to learn Welsh. 2 members of staff in an English medium high school are receiving 10 hour taster training. 2 teachers have been accepted to attend a sabbatical course to learn Welsh.
- We will continue to scrutinise SWAC data in the county to assess where there are gaps.

5.0 Workforce Development

5.1 Welsh Lessons

The table below shows the number of Council staff members who attended Welsh lessons as part of the 'Working Welsh' scheme provided by the National Centre for Learning Welsh and the Wales Social Care 'Welsh Offer':

Course Level	Number
Taster	31
Meet and greet the public	10
Entry	21
Foundation	13
Total	75

10-hour Welsh taster courses are available online for those who want to start their language journey. These courses introduce everyday vocabulary and phrases and are available to everyone, free of charge. Some courses are tailored for various sectors such as health, care, public services, teachers, head teachers, tourism, retail, Welsh tourism.

5.2 Welsh Language Training completed

See below the number / percentage of staff that have completed induction training through the medium of Welsh and a percentage of staff that have completed Welsh Language Awareness training in the County during 2024-25.

10 members of staff completed their induction training through the medium of Welsh.

Welsh Language Awareness (including schools)

Status	%
completed	76
not completed	24

5.3 The Welsh Language Skills of Council Staff:

The information that the Council currently holds is presented below. This information is fed back to services so that Heads of Service can plan their workforces.

Corporate Outcomes only (excluding schools)

Reading / Understanding		
Level		Number of Staff (%)
Level 0		355 (22%)
Level 1	Learning Cymraeg	687 (43%)
Level 2		185 (11%)
Level 3		120 (7%)
Level 4	Fluent	145 (9%)
Level 5		124 (8%)
Total		1616

Speaking / Listening		
Level		Number of Staff (%)
Level 0		297 (18%)
Level 1	Learning Cymraeg	714 (44%)
Level 2		224 (14%)
Level 3		120 (7%)
Level 4	Fluent	131 (8%)
Level 5		130 (8%)
Total		1616

Writing		
Level		Number of Staff (%)
Level 0		540 (33%)
Level 1	Learning Cymraeg	555 (34%)
Level 2		187 (12%)
Level 3		112 (7%)
Level 4	Fluent	102 (6%)
Level 5		120 (7%)
Total		1616

Council Staff's Welsh Language Skills, by service:

Service	No. of staff who speak Welsh fluently (Levels 4 and 5) and (%)	No. of staff who are learning Welsh (Levels 1, 2, and 3) and (%)	No. of staff with Level 0 Welsh and (%)
Adult Social Care and Homelessness Service	42 (12%)	216 (63%)	86 (25%)
Corporate Support Service - People	29 (33%)	51 (59%)	7 (8%)
Corporate Support Service - Performance, Digital and Assets	16 (14%)	81 (72%)	16 (14%)
Education and Children's Services	49 (20%)	154 (64%)	37 (15%)
Finance and Audit Service	12 (17%)	52 (75%)	5 (7%)
Highways and Environmental Services	39 (10%)	264 (66%)	98 (24%)
Housing and Communities Services	43 (23%)	118 (64%)	22 (12%)
Planning, Public Protection and Countryside Services	31 (17%)	122 (68%)	26 (15%)

5.4 Recruitment - Welsh Language Skills Framework / Jobs advertised

during the year

We continue to operate the Framework which is a simple way for staff to self-assess their language skills based on the type of communication tasks (reading, speaking, comprehension and writing) they can perform through the medium of Welsh. This is an effective way of monitoring the skill levels necessary for the post and what courses workers may need in order to progress to the next level. Following this framework enables us to support learners on their language journey and achieve the best possible outcomes. The Framework is also used by managers as they determine the recruitment level in Job Descriptions. This started in February so the impact will be seen in next year's Monitoring Report. We have updated the Framework levels this year - [Welsh Language for Recruitment: Welsh Language levels](#)

Please find below the number/percentage of jobs advertised during the year where Welsh was essential or desirable, and the number / percentage of posts where Welsh speakers were appointed.

Welsh Language Category in Job advertisements

Category	No. and % by language category	Percentage %
Essential	52	10%
Desirable	437	81%
Learning after appointment	3	1%
Welsh language skills not required	47	9%

Complaint 1

Date	22/07/2024
The Complainant	Welsh Language Commissioner - Investigation CS1197 and CS1206
Nature of Complaint	<ol style="list-style-type: none"> 1. A complaint from a member of the public claiming the Denbigh Leisure Centre Facebook Page included information / prices in English only. 2. We received comments from a member of the public regarding the Denbighshire Leisure Ltd (DLL) website, which included swimming timetables in English only.
Council's Response	<ol style="list-style-type: none"> 1. We have created guidelines for staff that are responsible for our social media sites regarding the Welsh language standards (including Standard 58), and we have shared it with the relevant staff members. 2. We monitor the Denbigh Leisure Centre Facebook page and we contact Denbighshire Leisure Ltd if we find any problems complying with the Welsh Language Standards. 3. We have ensured that all the timetables on the Denbighshire Leisure Ltd website are available in Welsh (including swimming timetables, membership timetables for children, and class timetables). 4. We continue to monitor the timetables on the Denbighshire Leisure Ltd website (including swimming timetables, membership timetables for children, and class timetables).
Result	The Welsh Language Commissioner was satisfied with the evidence regarding the actions taken and noted the investigation was closed on 23/10/24

Complaint 2

Date	28.08.24
The Complainant	County Council Worker
Nature of Complaint	A letter with a job offer including errors with English words and phrases in a Welsh language letter.
Council's Response	<ul style="list-style-type: none"> • The Council's Welsh Language Officer contacted the Human Resources Department. • This was confirmed as a human error and proofing systems will be introduced to ensure that this will not occur again.
Result	A new correct letter was sent to the member of staff and an apology regarding the original letter on 06/09/24

Complaint 3

Date	18/11/2024
The Complainant	Member of the public
Nature of Complaint	Unclear road sign / Incorrect Welsh
Council's Response	The Council's Welsh Language Officer contacted the Highways Department to inform them.
Result	The sign was changed.

Complaint 4

Date	1/11/24
The Complainant	Member of the public
Nature of Complaint	An English only message written on a waste bin explaining why the bin wasn't collected.
Council's Response	A message was sent to the Waste Officers to use bilingual stickers to note contamination.
Result	<p>Crews to aim to use the bilingual sticker with tick boxes to note contamination in future.</p> <p>*However, there may be rare occasions where operators need to provide additional information which isn't on the sticker (it's impossible to include every possible scenario).</p> <p>An apology was given to the member of the public and we explained that we had removed the old stickers where operators had to write a reason for the contamination and now use bilingual stickers with tick boxes only.</p>

7.0 Looking towards the future - Plans 2025-26

Here are the plans in progress or that will be prioritised during the next year.

1. Introducing a new Policy to facilitate and encourage the use of the Welsh language internally and ensuring Senior Officers and managers understand the contents.

In a recent staff survey, we asked “In an average week how often do you use the Welsh language”:-

How often do you use the Welsh language	Never	Once a week	2 or 3 days a week	Every day
Percentage	47%	16%	14%	23%

We also asked for opinions regarding this statement - “The Council supports and encourages the use of the Welsh language in the workplace”.

Agree or strongly agree
84%

We will use the above data to monitor the success of our Facilitating and Encouraging the use of the Welsh Language Internally Policy over the next 5 years with the aim that the percentage of staff that never use the Welsh language decreases and the percentage of staff that use their Welsh daily increases.

2. Develop a Welsh in Business webpage on Denbighshire County Council's website to highlight best practice in promoting the Welsh offer within the business community.
3. Update the Welsh Language Awareness training and increase the percentage of those that complete the training.
4. Strengthen and improve guidelines for Officers on how to complete a Wellbeing Impact Assessment to ensure a Conscientious Effort to consider the impact on the Welsh language.
5. Complete a database to categorise Welsh language skills for each job within the Council.
6. Send a Welsh Language Skills questionnaire to staff in order to update staff Welsh language skill levels, aiming to reduce the number of staff at Level 0.

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Report to	Welsh Language Steering Committee
Date of meeting	July 1, 2025
Lead Member / Officer	Cllr Julie Matthews / Gary Williams
Head of Service	Helen Vaughan-Evans, Head of Corporate Support Service: Performance, Digital and Assets
Report author	Emma Horan, Strategic Planning and Performance Officer
Title	Corporate Plan Performance (Welsh Language and Culture) and Well-being Impact Assessment

1. What is the report about?

- 1.1. This report is the first of its kind providing the Welsh Language Steering Committee an update on performance and progress in relation to the Welsh language and culture elements of the Council's [Corporate Plan](#). The information is based on the council's Performance Self-Assessment for 2024 to 2025. The Self-Assessment provides our end of year analysis of achievements and challenges with our key performance objectives (i.e. our Corporate Plan themes), together with our October 2024 to March 2025 Performance Update Report. The reports are currently making their way through Committees and will be presented to County Council in July for approval.
- 1.2. This report also provides the Committee with an opportunity (in its new role in relation to Well-being Impact Assessments (WIA)) to review a recent 'live' example of a WIA for the draft Economic Strategy. The report also refers to the cumulative impact assessment of budget that has been underway since 2024.

2. What is the reason for making this report?

- 2.1 Regular reporting reflects our [values and principles](#). It is an essential monitoring requirement of the council's performance management methodology and our statutory duties in relation to the Local Government and Elections (Wales) Act 2021,

the Equality Act 2010 and Welsh Language (Wales) Measure 2011, and our contributions to the Well-being of Future Generations (Wales) Act 2015. We monitor our performance regularly, taking six monthly reports to Scrutiny and Cabinet meetings.

- 2.2 Furthermore, the Committee has committed to taking a leading role in providing governance and oversight of Welsh language and culture-related indicators and activity in support of the Corporate Plan, with the aim that this monitoring work coincides with the Committee's work of monitoring and reporting on the County Council's Welsh Language Strategy 2023 to 2028 (Appendix I).
- 2.3 Considering the impact of our proposals and mitigating unintended negative impacts reflects our values and principles (being close to communities, having good officer and member relations, being transparent and accountable and being a good employer). The Committee's input into this process would be valuable and would enable it to perform its Terms of Reference, which include to act as a 'critical friend' supporting groups to enhance the Welsh language and culture elements within Well-being Impact Assessments that are being developed.

3. What are the Recommendations?

- 3.1 The Committee considers the report and its appendices and notes the draft improvement actions (section 4.3).
- 3.2 The Committee notes the latest version of the cumulative impact assessment (presented to the Strategic Equality Group in May).
- 3.3 The Committee reviews the latest version of the Economic Strategy WIA.

4. Report details

Performance

- 4.1 Appendix I presents an extract from our six-monthly Performance Update Report (October 2024 to March 2025), which is our process for ongoing self-assessment and embodies all the evidence (internal and external) and analysis that seeks to answer the questions of 'How well are we doing', 'How do we know', and 'What and how can we do better'? It is the first performance report for our newly revised Corporate Plan

performance management framework.¹ The extract focuses on only those aspects relating to Welsh language and culture.

4.2 Our full draft Performance Report will be presented alongside an Executive Summary for the year to [Cabinet \(June 24\)](#) and to [County Council for approval on July 8](#).

Papers can be viewed online using the links provided. We have also appended our new Citizen Voice report (Appendix II), which attempts to triangulate a range of data to strengthen the Council's approach to performance management. Local authorities across Wales are being encouraged to incorporate more service user perspectives into decision-making, placing greater emphasis on outcomes of decisions on people's lives. This initiative follows a national report by Audit Wales, which calls for action in this area. While further work is needed to source appropriate and reliable data, the report is a first attempt to bring together a range of different perspectives on our performance. Our intention is to publish this report online alongside our other performance reports.

4.3 Critically, the purpose of performance management is to identify areas needing improvement. This period, nine improvement actions (as at the time of writing) have been identified. The full list can be viewed using the links at 4.2. The improvement actions of most interest to this Committee are:

- Ensure the mitigating actions in the cumulative impact assessment are delivered and provide an update to the Budget and Transformation Board on progress.
- The whole Council, both elected members and officers, should consider how reduced or changing capacity will impact our commitments around service delivery and quality, especially where these may fall short of customer expectations, and agree mechanisms for communicating that to stakeholders.
- Consider the Council's compliance with the Welsh Language Standards within our Annual Welsh Language Monitoring Report 2024 to 2025.

¹ Our performance management framework includes indicators that reflect the outcomes we aim to achieve. These often relate to long-term challenges—such as poverty, the economy, housing, or carbon emissions—where our influence is limited (e.g., housing waiting lists or business start-ups). Despite this, these outcomes remain central to our ambition to achieve the [Denbighshire We Want](#). Alongside this, we also monitor how effectively we deliver services that are within our control. For example, we track efforts to reduce poverty through homelessness prevention or to improve access to housing by building new council homes.

Well-being Impact Assessment

- 4.4 Appendix III presents the latest version of our cumulative impact assessment. It was first created to support decision making around the 2024 to 2025 budget savings proposals, approved by Council in [January 2024](#). It was revised and presented to Council again in [February of this year](#). A further revision was made recently and presented to the Strategic Equality and Diversity Group in May. This latest version forms Appendix II and is therefore an updated version of that put before Council in February 2025. The cumulative impact assessment is based on our WIA, which was developed to reflect various legislation including the Well-being of Future Generations (Wales) Act. On this basis, an analysis of predicted impacts on Welsh Language and Culture are included. The Committee's views on the conclusions to date in respect of Welsh Language and Culture are welcomed.
- 4.5 Appendix IV presents the draft Economic strategy WIA. This initial screening was undertaken by a cross sector, multi-agency focus group. A further focus group is planned to take place in July, to inform any further revisions to the Strategy and Action Plan and to support Cabinet's decision making in September of this year. The Committee's views on the approach and conclusions of the WIA are encouraged. For example, have any positive impacts on Welsh Language and Culture been omitted, are any overestimated? Similarly, are potential negative impacts omitted or underestimated? For reference, the documentation shared with the impact assessment group is shared as part of Appendix V.

5. How does the decision contribute to the Corporate Plan 2022 to 2027: The Denbighshire We Want?

- 5.1 The report sets out the council's success in delivering its Corporate Plan.

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

- 6.1 There is no additional cost associated with this report.

7. What are the main conclusions of the Well-being Impact Assessment and what changes have, or will be made to the project or approach as a result of the assessment?

- 7.1. A Well-being Impact Assessment (WIA) is not required for this report. A WIA was undertaken on the Corporate Plan itself, which has been updated as part of the revision of the Corporate Plan, approved by [County Council](#) in February 2024.

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

- 8.1. The reports have been developed by the Strategic Planning Team, in consultation with other council services. Discussion has already taken place at a Cabinet and SLT Tranche Review (May 21), Cabinet Briefing (June 2), Governance and Audit Committee (June 11). Reports will be submitted to Council for approval in July.

9. Chief Finance Officer Statement

- 9.1. No statement is required with this report.

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

- 10.1 Risks of under or over estimating impacts on Welsh language – the Committee's terms of reference to act as a critical friend mitigates this risk. Opportunities to enhance and bolster Welsh Language and Culture as part of wider efforts associated with delivering the Corporate Plan could be missed. Whilst the appendices here do not set out the entire Corporate Plan full details can be accessed from section 4.2.

11. Power to make the decision

- 11.1 Part 6, Local Government and Elections (Wales) Act 2021 (chapter 1, section 89).
- 11.2. Part 2, Well-being of Future Generations Act (Wales) 2015 (section 13).
- 11.3. The Equality Act 2010 (Statutory Duties) (Wales) Regulations 2011 (section 16); and The Equality Act (Authorities subject to the Socio-economic Inequality Duty) (Wales) Regulations 2021.
- 11.4. Section 21, Local Government Act 2000 and Section 7 of the Council's Constitution outline Scrutiny's powers in relation to performance management.

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Welsh Language and Culture - Corporate Plan Performance Update: October 2024 to March 2025

This document presents the Council's performance against Welsh Language and Culture measures and activity across relevant Corporate Plan themes and governance areas between October 2024 to March 2025.

A prosperous Denbighshire

Projects or Activities

Title	Status	Mitigating Statement
Develop the Council's new Economic Strategy (Welsh Language and Culture)	On Target Same	None
Raise awareness of the provision of Welsh training for adults who work in the business community (Welsh Language and Culture)	On Target Same	None
Work with partners on the proposed designation of a National Park in North East Wales (Welsh Language and Culture)	On Target Same	None

Please note, not currently cited as Welsh Language and Culture activities (but that are relevant) are the following:

Title	Status	Mitigating Statement
Develop the Area of Outstanding Natural Beauty Sustainable Tourism Plan and work with local businesses to develop the actions	On Target Same	None
Deliver the Denbighshire Tourism Strategy and Action Plan 2022 – 2027	On Target Same	None

A healthier and happier, caring Denbighshire

During the period, we publicised a range of news this period related to Welsh language, culture and heritage including [art exhibitions](#) at Loggerheads Country Park; Ruthin Gaol [family events](#) and [seasonal launch](#); [Plas Newydd](#) and [Nantclwyd y Dre](#) Christmas events; [Dee Valley guided walks](#) and a [Spring walk](#) at St Tysilio's Church. We also highlighted the importance of volunteer groups dedicating their time to [food-related community initiatives](#), encouraging them to apply for grants through Cogog, which is a multi-agency partnership who work collaboratively alongside local community groups to reduce food waste and food poverty in the county through developing sustainable food initiatives.

A learning and growing Denbighshire

Annual or Biennial Measures

Data point, status and trend is provided for each time period.

Title	2023 to 2024	2024 to 2025
The percentage of reception pupils receiving Welsh medium education - Count Only (Welsh Language and Culture)	28.4%	28.5%
The percentage of year 6 learners in Welsh-medium schools who go to a Welsh-medium stream in secondary school – Count Only (Welsh Language and Culture)	95.1%	85.3%

Projects or Activities

Title	Status	Mitigating Statement
Implement the WESP to support 1 million speakers by 2050 (Welsh Language and Culture)	On Target Same	None

A well-run, high performing Council

Corporate Plan Update

Embed a positive “one Council” culture (Equality Objective)

We have also incorporated three key indicators from our Staff Survey into the performance management framework for this theme. These temperature test ‘staff mood’ and provide additional contextual information to sickness absence and completion of one-to-ones.

While based on a 48.03 percent response rate¹ - with a likely greater proportion of desk-based staff responding - these show that there is generally a strong awareness of our principles and values, that staff feel the Council is proactive around supporting the use of Welsh and that staff feel proud to work for the Denbighshire County Council.

Play our part in achieving one million Welsh Speakers in Wales by 2050, by building a culture and ethos that encourages the daily use of Welsh (Welsh Language and Culture)

The Council has a range of initiatives in place to support staff and elected members to grow their confidence in speaking Welsh and increase the visibility of the Welsh language and Welsh culture. Guidance to inform recruitment of staff with Welsh essential and Welsh desirable skills has been completed. The aim is to move to a position whereby every job has, as a minimum, a Level 1 Welsh language skills requirement (some positions will require a Level 5 skill). Managers are working with the Welsh Language Officer to categorise all jobs in the county using these new levels, which are now being used on Job Descriptions for new jobs advertised. We continue to advertise and support Welsh language training through the Iaith Gwaith scheme with new bitesize online taster sessions available. A session highlighting the benefits of bilingualism, exploring how using the Welsh Language can boost customer engagement, improve brand loyalty, and create a unique identity for businesses, was delivered as part of the [March for Business 2025](#). Monthly Paned a Sgwrs (Cuppa and Talk) sessions are up and running with growing attendance. These vary from online informal meetings, including seasonal activities such

¹ The Staff Survey 2024 achieved 1,178 responses from a total of 2,439 staff (excluding teaching staff, casual and relief staff). The response rate overall was 48.3%. The response rate by Service varied, with the weakest response rate from staff in the Highways and Environmental Service (with a greater proportion of front-line staff).

as a Christmas Quiz for Welsh learners and a Taith a Sgwrs (Walk and Talk) session to Celebrate St David's Day. These sessions provide staff with an informal opportunity to practice speaking in Welsh and have other benefits such as networking. Our Welsh Languages Champions, the Pencampwyr Cymraeg, alongside members of our Senior Leadership Team, elected members and the Welsh Language Officer worked together to create a celebratory [Saint David's Day video](#) to promote the use of Welsh and the history of Saint David. Other initiatives that have taken place during this period include: promoting the Welsh Language Commissioner's "Defnyddia Dy Gymraeg Campaign at our two offices in Rhyl and Ruthin; a Shwmae Sumae video; Santes Dwynwen Quiz and circulation of Iaith Gwaith lanyards and badges among staff to improve the visibility of Welsh speakers. The Council also collaborated with Menter Iaith Sir Ddinbych on [Gorymdaith Dewi Sant \(St David's Parade in Denbigh\)](#). Four members of staff helped to steward the event, which was attended by 600 school children, giving staff another opportunity to use their Welsh language skills. Publication of our 2024 to 2025 [annual report](#), which tracks the work done over the past year to comply with the requirements of the Welsh Language Standards, is expected in the next reporting period.

Case Study: Staff and elected member experiences of our Paned a Sgwrs sessions

"The Paned a Sgwrs sessions have been an enjoyable way to practice speaking Welsh in a relaxed environment where we do not need to feel afraid to make mistakes or forget words. It's a great initiative to encourage more use of the Welsh language in our everyday lives. Dw i'n mwynhau dysgu siarad Cymraeg yn Paned a Sgwrs!" – Councillor Martyn Hogg

"It gives me the opportunities to speak with others in Welsh and consolidate my learning that I would otherwise miss, and learn new words and motivate me to keep speaking and learning Welsh." – Stephen Tomes, Housing Officer

"I prefer reading Welsh and am slow to speak it - the sessions do prompt me to actually speak!" – Kerry Standen, Access to Information Officer

"I haven't been able to attend Panad a Sgwrs for some time because of time commitments but when I do attend, I find it really helpful just to practice my Welsh. Because I work from home and most of my online meetings are exclusively in English I can go for long periods not speaking Welsh, which makes me very rusty. Although I hear Welsh around the village and practice with people for whom Welsh is their first language, it is very helpful to speak

to and listen to other learners and to get hints and tips in terms of grammar and vocabulary. I desperately want to go to Nant Gwyrtheryn but am covering my boss' maternity leave so don't feel that I can ask until she returns. Panad a Sgwrs can help to keep things ticking over." – Holly Evans, Commissioning & Contracts Deputy Team Manager

Performance Framework: Measures Update

Annual or biennial measures

Data point, status and trend is provided for each time period.

Title	2023 to 2024	2024 to 2025
The percentage of staff that say the Council supports and encourages the use of the Welsh language in the workplace – Benchmarked Locally (Welsh Language and Culture)	New to 2024 to 2025	84% Excellent

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Citizen Voice Report

This document presents the findings of the annual Denbighshire County Council Stakeholder Survey, the Denbighshire County Council Staff Survey, the STAR survey of Denbighshire Housing Tenants and Residents, and many more sources of service user perspectives.

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Introduction

This document presents data from residents and service user perspectives related to the themes of the 2022-2027 Denbighshire County Council Corporate Plan. The data has been collected by multiple council Services including the annual Denbighshire County Council Stakeholder Survey, the Denbighshire County Council Staff Survey, and the STAR survey of Denbighshire Housing Tenants and Residents, among other sources of public feedback.

The purpose of this report is to strengthen Denbighshire County Council's approach to performance management. Local authorities across Wales are being encouraged to improve council decision-making by incorporating more service user perspectives in the data shared with leadership, and by placing greater emphasis on outcomes of decisions on people's lives. This initiative follows a [national report](#) by Audit Wales, which calls for action in this area.

To support this effort, the council has joined a Community of Practice led by the Welsh Local Government Association (WLGA) to pilot this work. However, it is important to acknowledge that current data does not yet provide a complete picture and several sections of this report lack citizen feedback data. As the work progresses, we will work with Services to explore whether gaps can be filled, with the aim of sharing a more comprehensive perspective for the 2025-26 report.

A Denbighshire of quality housing that meets people's needs

To what extent do you agree or disagree that there is sufficient, good quality housing in Denbighshire, which meets people's needs?

The results of the annual **Stakeholder Survey** show a slight increase in the percentage of respondents with an opinion that agree that there is sufficient, good quality housing in Denbighshire, which meets people's needs. As can be seen in the table below, the figure remains a 'Priority for Improvement.'

Title	2023 to 2024 With an opinion, and agree [Data; Status; Trend]	2024 to 2025 With an opinion, and agree [Data; Status; Trend]
The percentage of stakeholders who agree that there is sufficient, good quality housing in Denbighshire, which meets people's needs - Benchmarked Locally (Equality Objective)	31% Priority to Improve Worse	32% Priority to Improve Better

The **Survey of Tenants and Residents (STAR)** is a standardised satisfaction survey that is carried out bi-annually by Denbighshire Housing. In 2023, 893 completed surveys were received, which equates to 28 percent of all tenancies. Figures below show a slight decrease at 85 percent of tenants satisfied with Denbighshire Housing in 2023. However, this figure represents a continuation of 'Excellent' performance. On the basis of this data, Denbighshire County Council remains the highest performing stock holding Council in Wales.

Title	2021 [Data; Status; Trend]	2023 [Data; Status; Trend]
The percentage of tenants that were satisfied with Denbighshire Housing, taking everything into account - Benchmarked Locally	87% Excellent Better	85% Excellent Worse

Analysis

The 'Priority to Improve' Stakeholder Survey finding reflects perspectives of residents wider than the 'Excellent' STAR survey finding, which just includes residents of Denbighshire Housing. However, taking into account that Denbighshire is also rated Excellent regarding the number of completed new homes (147 in 2024 to 2025) and empty private properties brought back into use (269) there is a significant unexplained difference in residents' perspectives related to this Corporate Theme.

A Prosperous Denbighshire

To what extent do you agree or disagree that Denbighshire has a prosperous economy that provides access to the right skills, jobs and income?

The results of the annual **Stakeholder Survey** show a decrease in the percentage of respondents with an opinion that agree that Denbighshire has a prosperous economy that provides access to the right skills, jobs, and income. As can be seen in the table below, the figure remains a 'Priority for Improvement.'

Title	2023 to 2024 With an opinion, and agree [Data; Status; Trend]	2024 to 2025 With an opinion, and agree [Data; Status; Trend]
The percentage of stakeholders who agree that Denbighshire has a prosperous economy that provides access to the right skills, jobs, and income - Benchmarked Locally	30% Priority to Improve Worse	17% Priority to Improve Worse

Denbighshire County Council is a major employer in the county, and therefore it is useful to consider the perspectives of its staff. The **annual Staff Survey report** provides a summary of the findings from the 1,178 responses received, which equates to 48 percent of all staff (excluding teaching staff, casual and relief staff). The table below shows that for 2024 to 2025, 72 percent would recommend the Council as an employer, which represents 'Good' performance.

Title	2023 to 2024 [Data; Status; Trend]	2024 to 2025 [Data; Status; Trend]
The percentage of staff who agree that they would recommend the Council as an employer - Benchmarked Locally	No data	72% Good

Analysis

The 'Priority to Improve' Stakeholder Survey finding reflects perspectives of residents wider than the 'Good' Staff Survey finding, which just includes employees of Denbighshire Council. There is a significant unexplained difference in residents' perspectives related to this Corporate Theme. This reflects a similar mixed picture of employment, unemployment and economic inactivity captured for Denbighshire by the Office of National Statistics, which shows increases in both employment and economic inactivity.¹

To what extent do you agree or disagree that Denbighshire has the transport and road infrastructure to support thriving, cohesive, and well-connected communities?

The results of the annual Stakeholder Survey show a decrease in the percentage of respondents with an opinion that agree that Denbighshire has the transport and road infrastructure to support thriving, cohesive, and well-connected communities. As can be seen in the table below, the figure remains a 'Priority for Improvement.'

Title	2023 to 2024 With an opinion, and agree [Data; Status; Trend]	2024 to 2025 With an opinion, and agree [Data; Status; Trend]
The percentage of stakeholders who agree that Denbighshire has the transport and road infrastructure to support thriving, cohesive, and well-connected communities - Benchmarked Locally	28% Priority to Improve Worse	17% Priority to Improve Worse

This is an area of council services where there is a lack of broad user perspectives. We will seek to address this going forward. Please see the Corporate Plan Performance Update October to March 2025 for more information regarding applicable performance measures. For example, the percentage of damaged roads and pavements made safe within target time has decreased from 42 percent at the end of March 2024 to 33 percent at the end of March 2025. The service continues to struggle with meeting the increasing demands of the asset due to increased climate impacts within the limited budgetary and staffing resources available.

To what extent do you agree or disagree that Denbighshire has the digital infrastructure (such as good broadband connectivity, good mobile internet or mobile phone signal) to support thriving, cohesive, and well-connected communities?

The results of the annual **Stakeholder Survey** show an increase in the percentage of respondents with an opinion that agree that Denbighshire has the digital infrastructure (such as good broadband connectivity, good mobile internet or mobile phone signal) to support thriving, cohesive, and well-connected communities. As can

be seen in the table below, the figure represents a continuation of 'Acceptable' performance.

Title	2023 to 2024 With an opinion, and agree [Data; Status; Trend]	2024 to 2025 With an opinion, and agree [Data; Status; Trend]
The percentage of respondents with an opinion that agree that Denbighshire has the digital infrastructure (such as good broadband connectivity, good mobile internet or mobile phone signal) to support thriving, cohesive, and well-connected communities- Benchmarked Locally	52% Acceptable Same	55% Acceptable Better

This is an area of council services where there is a lack of broad user perspectives. We will seek to address this going forward. Please see the Corporate Plan Performance Update October to March 2025 for more information regarding applicable performance measures. For example, the percentage of premises that receive less than 30Mbps broadband speed has reduced from 3.9 to 2.7 percent in 2024 to 2025. This marks a promising move toward decreasing the number of people in Denbighshire affected by slower broadband speeds.

To what extent do you agree or disagree that the rich cultural heritage and natural assets of Denbighshire are being used to their full potential?

The results of the annual **Stakeholder Survey** show a decrease in the percentage of respondents with an opinion that agree that the rich cultural heritage and natural assets of Denbighshire are being used to their full potential. As can be seen in the table below, the figure remains a 'Priority for Improvement.'

Title	2023 to 2024 With an opinion, and agree [Data; Status; Trend]	2024 to 2025 With an opinion, and agree [Data; Status; Trend]
The percentage of stakeholders who agree that that the rich cultural heritage and natural assets of Denbighshire are being used to their full potential - Benchmarked Locally	49% Priority to Improve Worse	34% Priority to Improve Worse

The council's Countryside and Heritage Services collect visitor satisfaction feedback for larger sites in Denbighshire, such as Moel Famau, Loggerheads Country Park, and Horseshoe Falls. As seen in the table below, the latest data for 2023 to 2025 shows that of 131 respondents, 98 percent rate the quality of the sites as 'Excellent' or 'Good.' The satisfaction rate is also very high for maintenance of the sites, with 98 percent of respondents rating this as 'Excellent' or 'Good.'

Title	2021 to 2023 With an opinion, and agree [Data; Status]	2023 to 2025 With an opinion, and agree [Data; Status]
The percentage of respondents who rate the quality of Denbighshire Countryside and Heritage Services' larger sites as 'Excellent' or 'Good' - Benchmarked Locally	No data	98% Excellent
The percentage of respondents who rate the maintenance of Denbighshire Countryside and Heritage Services' larger sites as 'Excellent' or 'Good' - Benchmarked Locally	No data	98% Excellent

Please see the Corporate Plan Performance Update October to March 2025 for more information regarding applicable performance measures . For example, the latest STEAM¹ data available shows that the total visitor number for Denbighshire rose by 5.9 percent, reaching 6.39 million in 2023.

Analysis

The 'Priority to Improve' Stakeholder Survey finding reflects perspectives of residents wider than the Countryside and Heritage visitor site survey, which just includes visitors to the larger sites. However, taking into account the positive feedback from the sites and the latest STEAM data showing Denbighshire's visitor numbers increasing, there is a significant unexplained difference in residents' perspectives related to this Corporate Theme.

¹ Scarborough Tourism Economic Activity Monitor (STEAM) – a nationally-recognised method of measuring the economic impact of tourism

A healthier and happier, caring Denbighshire

To what extent do you agree or disagree that people in Denbighshire can live safely, happily, and independently, but receive good support when needed to promote resilience and well-being?

The results of the annual **Stakeholder Survey** show a decrease in the percentage of respondents with an opinion that agree that people in Denbighshire can live safely, happily, and independently, but receive good support when needed to promote resilience and well-being. As can be seen in the table below, the figure remains a 'Priority for Improvement.'

Title	2023 to 2024 With an opinion, and agree [Data; Status; Trend]	2024 to 2025 With an opinion, and agree [Data; Status; Trend]
The percentage of stakeholders who agree that people in Denbighshire can live safely, happily, and independently, but receive good support when needed to promote resilience and well-being - Benchmarked Locally	46% Priority to Improve Worse	34% Priority to Improve Worse

From a social care perspective, a number of surveys enable the local authority to gather the views of citizens in receipt of services.

In Children's Services, **Have Your Say Survey** results for 2024 to 2025 are anticipated and highlights will be reported as soon as they are available.

Families First feedback forms for parents are supplied at the end of a programme of support. In 2024 to 2025, 91 percent of (11) respondents reported feeling more positive and more confident after accessing the support. A survey of parents and carers accessing **Flying Start** targeted intervention showed that 78 percent of

respondents (74) reported an improvement in confidence in supporting their child's development.

In Adult's Social Care, surveys are used to gather feedback following support and interventions provided by **Community Navigators**. Results for 2024 to 2025 show that 100 percent of respondents stated that they were very satisfied with the information, advice and assistance they received, 100 percent of respondents stated that they were very happy after talking to the team at Talking Points, and 100 percent of respondents stated that they were able to speak in a language of their choice.

The latest data available from the National Survey for Wales is from 2021 to 2022. At that time, the percentage of people who felt safe was slightly lower in Denbighshire than the national average, at 65 percent in Denbighshire and 66 percent in Wales.

Analysis

The 'Priority to Improve' Stakeholder Survey findings reflect perspectives of residents wider than those who have responded to feedback forms from services including Families First, Flying Start and Community Navigators. However, taking into account the positive feedback from citizens in receipt of these services and the recent Corporate Plan Performance Update, which has categorised performance measures overall as 'Good' and projects as 'On Target,' there is a significant unexplained difference in residents' perspectives related to this Corporate Theme.

To what extent do you agree or disagree that Denbighshire has the social infrastructure (such as access to community venues, leisure opportunities, places of worship or other community gatherings, and volunteering opportunities) needed to support personal and community well-being?

The results of the annual **Stakeholder Survey** show a decrease in the percentage of respondents with an opinion that agree that Denbighshire has the social infrastructure needed to support personal and community well-being. As can be seen in the table below, the latest figure represents 'Acceptable' performance.

Title	2023 to 2024 With an opinion, and agree [Data; Status; Trend]	2024 to 2025 With an opinion, and agree [Data; Status; Trend]
The percentage of stakeholders who agree that Denbighshire has the social infrastructure needed to support personal and community well-being - Benchmarked Locally (Equality Objective)	66% Good Better	52% Acceptable Worse

In 2024, the Welsh Public Library Standards User Survey was carried out across Denbighshire, with a total of 489 responses. As seen in the table below, the latest results show that 93 percent think their library is 'Good' or 'Very good', which represents 'Excellent' performance.

Title	2021 [Data; Status; Trend]	2024 [Data; Status; Trend]
The percentage of respondents who think their library is 'good' or 'very good' - Benchmarked Locally	Data pending	93% Excellent

Denbighshire libraries also offer bilingual Bookstart rhymetime sessions for young children and their families. This gives them the opportunity to develop an early love of reading, have time for bonding with caregivers, and develop confidence and social skills. As seen in the table below, a recent survey shows that 100% of 135 respondents report that coming to Bookstart makes a positive difference to them and their child.

Title	2023 to 2024 [Data; Status; Trend]	2024 to 2025 [Data; Status; Trend]
The percentage of respondents who report that coming to Bookstart makes a positive difference to them and their child - Benchmarked Locally	99% Excellent Same	100% Excellent Better

The **Nature for Health** Programme is designed to promote health and well-being through engagement with nature. Recent survey data shows that of 90 respondents, 86 percent reported feeling more connected to the green space they had visited. Out of 326 respondents, 86 percent reported feeling more positive after visiting the Nature for Health location.

Title	2023 to 2024 [Data; Status; Trend]	2024 to 2025 [Data; Status; Trend]
The percentage of respondents feeling more connected to the green space they had visited as part of the Nature for Health Programme - Benchmarked Locally	No data	86% Excellent
The percentage of respondents feeling more positive after visiting the Nature for Health location - Benchmarked Locally	No data	86% Excellent

In addition relation to community engagement, the Corporate Plan Performance Update October to March 2025 reports that the local authority facilitated around 24,962 hours of volunteering in support of personal and community well-being in 2024 to 2025. There was also a significant increase in the number projects and groups supported by the Community Resilience Team this year.

Analysis

The 'Acceptable' Stakeholder Survey findings reflect perspectives of residents wider than those who have responded to feedback forms from Library Services and the Nature for Health programme. However, taking into account the positive feedback from citizens in receipt of these services and the significant number of volunteering hours and community well-being projects supported, there is an unexplained difference in residents' perspectives related to this Corporate Theme.

To what extent do you agree or disagree that people in Denbighshire are treated fairly and equally, and have access to opportunities to promote their well-being and community cohesion?

The results of the annual **Stakeholder Survey** show a decrease in the percentage of respondents with an opinion that agree that people in Denbighshire are treated fairly and equally and have access to opportunities to promote their well-being and community cohesion. As can be seen in the table below, the latest figure is a 'Priority for Improvement.'

Title	2023 to 2024 With an opinion, and agree [Data; Status; Trend]	2024 to 2025 With an opinion, and agree [Data; Status; Trend]
The percentage of stakeholders who agree that people in Denbighshire are treated fairly and equally, and have access to opportunities to promote their well-being and community cohesion - Benchmarked Locally (Equality Objective)	53% Acceptable Better	37% Priority to Improve Worse

Denbighshire County Council's annual **Staff Survey** results show that for 2024 to 2025, 78 percent of respondents feel their employer supports equality in the workplace. As can be seen in the table below, this represents 'Excellent' performance.

Title	2023 to 2024 [Data; Status; Trend]	2024 to 2025 [Data; Status; Trend]
The percentage of staff who feel their employer supports equality in the workplace - Benchmarked Locally	No data	78% Excellent

Citizen's Advice Denbighshire (CAD) – supported in part by Denbighshire County Council – aims to reduce poverty, improve financial and personal resilience, and prevent homelessness, thereby contributing to improved community well-being. A survey in 2024 to 2025 showed that 87 percent of respondents reported being satisfied with the CAD's advice service. As can be seen in the table below, this figure represents 'Good' performance.

Title	2023 to 2024 [Data; Status; Trend]	2024 to 2025 [Data; Status; Trend]
The percentage of clients reporting satisfaction with the CAD's advice service over the past year - Benchmarked Locally	80% Good	87% Good

Analysis

The 'Priority to Improve' Stakeholder Survey finding reflects perspectives of residents wider than the 'Excellent' staff survey finding or 'Good' CAD survey findings. However, there is a significant unexplained difference in residents' perspectives related to this Corporate Theme, particularly when taking into account data from the **National Survey for Wales** which found in 2022 that there was above national average community cohesion in Denbighshire (69 percent for Denbighshire, 64 percent for Wales).

A learning and growing Denbighshire

To what extent do you agree or disagree that good quality learning and training is available in Denbighshire, allowing people of all ages to reach their personal and professional potential?

The results of the annual **Stakeholder Survey** show a decrease in the percentage of respondents with an opinion that agree that good quality learning and training is available in Denbighshire, allowing people of all ages to reach their personal and professional potential. As can be seen in the table below, the latest figure is a 'Priority for Improvement.'

Title	2023 to 2024 With an opinion, and agree [Data; Status; Trend]	2024 to 2025 With an opinion, and agree [Data; Status; Trend]
The percentage of stakeholders who agree that good quality learning and training is available in Denbighshire, allowing people of all ages to reach their personal and professional potential - Benchmarked Locally	56% Acceptable Worse	44% Priority to Improve Worse

In order to understand pupils' feelings about school, a self-evaluation survey known as the **Pupil Attitudes to Self and School (PASS)** is promoted to Denbighshire schools for pupils from reception class to year 13 to complete. As seen in the table below, the results from 2024 show that 84% of respondents report positive feelings about school, this represents 'Good' performance.

Title	2023 to 2024 [Data; Status; Trend]	2024 to 2025 [Data; Status; Trend]
The percentage of pupils (using Pupil Attitudes to Self and School - PASS) who respond positively against pupils' feelings about school – Benchmarked Locally	81% Good Worse	84% Good Better

Analysis

The 'Priority to Improve' Stakeholder Survey finding reflects perspectives of residents wider than the 'Good' PASS survey finding. However, there is a significant unexplained difference in residents' perspectives related to this Corporate Theme.

To what extent do you agree or disagree that Denbighshire is a county where the Welsh language is a living, thriving language?

The results of the annual **Stakeholder Survey** show a decrease in the percentage of respondents with an opinion that agree that Denbighshire is a county where the Welsh language is a living, thriving language. As can be seen in the table below, the latest figure is a 'Priority for Improvement.'

Title	2023 to 2024 With an opinion, and agree [Data; Status; Trend]	2024 to 2025 With an opinion, and agree [Data; Status; Trend]
The percentage of stakeholders who agree that Denbighshire is a county where the Welsh language is a	56% Acceptable	43% Priority to Improve

Title	2023 to 2024 With an opinion, and agree [Data; Status; Trend]	2024 to 2025 With an opinion, and agree [Data; Status; Trend]
living, thriving language - Benchmarked Locally (Welsh Language and Culture)	Worse	Worse

Denbighshire County Council's annual **Staff Survey** results show that for 2024 to 2025, 84 percent of respondents agree that the council supports and encourages the use of the Welsh language in the workplace. As can be seen in the table below, this represents 'Excellent' performance.

Title	2023 to 2024 [Data; Status; Trend]	2024 to 2025 [Data; Status; Trend]
The percentage of staff who agree that the council supports and encourages the use of the Welsh language in the workplace - Benchmarked Locally	No data	84% Good

Analysis

The 'Priority to Improve' Stakeholder Survey finding reflects perspectives of residents wider than the 'Excellent' staff survey finding. While there is a significant unexplained difference in residents' perspectives related to this Corporate Theme, 2021 Census data shows a 2.1 percent decrease in the proportion of Denbighshire's population reporting as being able to speak Welsh, when compared with the figure recorded ten years previously. However, the Denbighshire rate remains higher than the national average, which is 17.8 percent as at 2021.

A greener Denbighshire

To what extent do you agree or disagree that Denbighshire is resilient against the impacts of climate change and nature's decline?

The results of the annual **Stakeholder Survey** show a decrease in the percentage of respondents with an opinion that agree that Denbighshire is resilient against the impacts of climate change and nature's decline. As can be seen in the table below, the figure remains a 'Priority for Improvement.'

Title	2023 to 2024 With an opinion, and agree [Data; Status; Trend]	2024 to 2025 With an opinion, and agree [Data; Status; Trend]
The percentage of stakeholders who agree that Denbighshire is resilient against the impacts of climate change and nature's decline - Benchmarked Locally	44% Priority to Improve Worse	35% Priority to Improve Worse

This is an area of council services where there is a lack of broad user perspectives. We will seek to address this going forward. Please see the Corporate Plan Performance Update October to March 2025 for more information regarding applicable performance measures . For example, the latest data available shows that the total carbon tonnage emitted and absorbed by the council (excluding supply chains) was a 'Priority for Improvement' at 12,653 in 2023 to 2024. The percentage of municipal waste reused, recycled or composted increased to an 'Excellent' 67.59% during the same period.

A well run, high-performing Council

The **Stakeholder Survey** asked respondents for their views on thirteen different questions related to this theme. The results show a negative trend overall when compared with the previous year. The majority of responses were a 'Priority for Improvement.'

The results show a decrease in the percentage of respondents with an opinion that agree that Denbighshire County Council is a transparent, well-run and high-performing Council. As can be seen in the table below, the figure remains a 'Priority for Improvement.'

Title	2023 to 2024 With an opinion, and agree [Data; Status; Trend]	2024 to 2025 With an opinion, and agree [Data; Status; Trend]
The percentage of stakeholders who agree that Denbighshire County Council is a transparent, well-run and high-performing Council - Benchmarked Locally	39% Priority to Improve Worse	13% Priority to Improve Worse

As seen in the table below, Staff Survey results show a greater percentage of respondents in agreement that Denbighshire County Council is a well performing council, though at 41 percent, this is also a 'Priority for Improvement.'

Title	2023 to 2024 [Data; Status; Trend]	2024 to 2025 [Data; Status; Trend]
The percentage of staff who agree that Denbighshire is a well performing Council - Benchmarked Locally	No data	41% Priority to Improve

The data above contrasts with the findings of the recent report received by the [Panel Performance Assessment](#) that took place in September 2024. The assessment concludes that ‘within the current context of significant demand and financial pressures, the Panel identified a well-run council, with strong and cohesive political and professional leadership, that was exercising its functions effectively, acknowledging that there have been some recent challenges following the roll out of the new waste system.’ The Panel concluded that the Council has clear processes in place for managing resources economically and efficiently, and effective governance arrangements in place. The findings also showed that there are positive working relationships between officers and members who both understand their unique and complementary roles. This contrasts with the findings (see table below) of the Stakeholder Survey in relation to the governance areas, including Financial Management, Assets, Performance Management, Risk Management, Corporate Planning, Procurement, and Workforce Planning, as well as in relation to good working relationships between officers and members.

Title	2023 to 2024 With an opinion, and agree [Data; Status; Trend]	2024 to 2025 With an opinion, and agree [Data; Status; Trend]
The percentage of stakeholders who agree that Denbighshire County Council manages its finances well - Benchmarked Locally	30% Priority to Improve Worse	14% Priority to Improve Worse
The percentage of stakeholders who agree that Denbighshire County Council makes the best use of its assets and resources - Benchmarked Locally	30% Priority to Improve Worse	15% Priority to Improve Worse
The percentage of stakeholders who agree that Denbighshire County	43% Priority to Improve	18% Priority to Improve

Title	2023 to 2024 With an opinion, and agree [Data; Status; Trend]	2024 to 2025 With an opinion, and agree [Data; Status; Trend]
Council manages its performance well- Benchmarked Locally	Worse	Worse
The percentage of stakeholders who agree that Denbighshire County Council manages its risks and challenges well - Benchmarked Locally	44% Priority to Improve Worse	17% Priority to Improve Worse
The percentage of stakeholders who agree that Denbighshire County Council has effective long-term plans in place - Benchmarked Locally	40% Priority to Improve Worse	17% Priority to Improve Worse
The percentage of stakeholders who agree that the Council's Corporate Plan and priorities reflects the needs of the local community - Benchmarked Locally (Equality Objective)	42% Priority to Improve Worse	18% Priority to Improve Worse
The percentage of stakeholders who agree that Denbighshire County Council purchases its goods and services in a fair and efficient way - Benchmarked Locally	47% Priority to Improve Worse	26% Priority to Improve Worse
The percentage of stakeholders who agree that Denbighshire County Council works well with partners - Benchmarked Locally	63% Good Worse	42% Priority to Improve Worse
The percentage of stakeholders who agree that there is a good working relationship between political leaders and senior management within Denbighshire County Council - Benchmarked Locally	47% Priority to Improve Worse	20% Priority to Improve Worse

With respect to how the council treats its workforce, the Stakeholder Survey findings suggest an 'Acceptable' level of performance, as seen in the table below.

Title	2023 to 2024 With an opinion, and agree [Data; Status; Trend]	2024 to 2025 With an opinion, and agree [Data; Status; Trend]
The percentage of stakeholders who agree that that Denbighshire County Council treats its workforce well - Benchmarked Locally (Equality Objective)	67% Good Worse	51% Acceptable Worse

This is in stark contrast to the findings of the Staff Survey, showing (in the table below) that an 'Excellent' 83 percent of staff feel well supported by their manager.

Title	2023 to 2024 [Data; Status; Trend]	2024 to 2025 [Data; Status; Trend]
The percentage of staff who feel well supported by their manager - Benchmarked Locally	No data	83% Excellent

The Stakeholder Survey findings below reflect that a 'Priority for Improvement' are the percentage of stakeholders who agree that the council acts on the concerns of residents and those who agree that the council treats all people fairly. This is an area of council services where there is a lack of broad user perspectives. We will seek to address this going forward.

Title	2023 to 2024 With an opinion, and agree [Data; Status; Trend]	2024 to 2025 With an opinion, and agree [Data; Status; Trend]
The percentage of stakeholders who agree that Denbighshire County Council acts on the concerns of residents - Benchmarked Locally	44% Priority to Improve Worse	18% Priority to Improve Worse
The percentage of stakeholders who agree that Denbighshire County Council treats all people fairly - Benchmarked Locally (Equality Objective)	51% Acceptable Worse	33% Priority to Improve Worse

Analysis

Overall, the majority of Stakeholder Survey findings in this theme are a 'Priority for Improvement.' These perspectives have come from a range of stakeholders. However, there is a significant unexplained difference in residents' perspectives related to this Corporate Theme when compared with the findings of the Panel Performance Assessment, which was a positive report overall. There is also a difference in perceptions of staff treatment, which are reflected positively in the Staff Survey and are 'Acceptable' according to respondents of the Stakeholder Survey.

Appendix II: Cumulative Impact Assessment including 2024 to 2025 and 2025 to 2026 Budget Proposals, as at May 2025

1. Introduction

- 1.1 This document provides a cumulative view of the impact of major budget saving proposals being progressed as at May 2025 on Denbighshire's people and places. It is based on the evidence provided by officers within the relevant Service areas through Well-being Impact Assessments (WIA), outlines the key findings of the cumulative impact assessment and makes recommendations for next steps.
- 1.2 Given the cumulative nature of this impact assessment, this document includes the impact of savings proposals already delivered for the 2024 to 2025 financial year together with the predicted impacts of savings agreed in February 2025 for the 2025 to 2026 budget alongside additional proposals agreed during the year (see 2.1). Consideration of budget savings remains a continuous process rather than a single event. It is intended that this cumulative assessment continues to be updated as WIAs are revised, and as new budget saving proposals are developed. This therefore represents the third iteration of our cumulative impact assessment.
- 1.3 This cumulative impact assessment does not factor in the likely expected impacts of the emerging transformation programme, nor does it include consideration of the impact of "efficiencies" (e.g. vacancies). The impact of the latter is managed by Heads of Service and forms part of the scope of annual workforce planning.

2. Approach

- 2.1 Major budget saving proposals that have an impact on Denbighshire's people and places have completed the Council's WIA tool as part of their consideration and development and to aid decision making by Cabinet and the Chief Executive Team (CET). WIA is an important and useful tool in identifying impacts, ensuring exposure of opportunities and consequence and a way of exploring mitigation actions and

Cumulative Impact Assessment as at May 2025

controls. In addition to the proposals from 2024 to 2025¹ (updates regarding the recommendations we made in January 2024 can be found at appendix 2), eight new savings proposals for the financial year 2025 to 2025 are included in this cumulative assessment and are as follows:

- Charging for street naming
- New income from the issuing of licenses for certain procedures
- Annual increase of parking fees
- Review of local authority school improvement services
- Review of contracts and contributions to third parties in light of changes to grants and other income streams available
- Review of commercial rents
- Review of Tourism function
- Council Tax 2025 to 2026

Two additional proposals have been incorporated as at May 2025 (as follows):

- Public conveniences
- Increasing in house Domiciliary Care

This assessment is therefore an updated version of that put before Council in [February 2025](#).

2.2 The cumulative assessment work has been undertaken by officers within the Council's Strategic Planning Team. The framework for assessing and analysing the cumulative impacts of savings proposals to date is based on the evidence provided by officers through the WIA tool, and takes into account important legislation:

¹ Review of Libraries Provision; Car Parking fees; Reduction to capital investment in highways; Social Care Packages and Homelessness prevention; Public Conveniences; Asset Strategy; School Budgets and Increase in Council Tax. See [appendix 5 of item 5](#) for the cumulative impact assessment as at January 2024.

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- Welsh Language (Wales) Measure 2011
- The Equality Act 2010 (Statutory Duties) (Wales) Regulations 2011 and The Equality Act (Authorities subject to the Socio-economic Inequality Duty) (Wales) Regulations 2021
- Well-being of Future Generations (Wales) Act 2015
- Environment (Wales) Act 2016
- Local Government and Elections (Wales) Act 2021

- 2.3 A core pillar of the approach is about balancing the needs of the present with the needs of future generations. This framework considers the sustainable development principle and considers risks for the future.
- 2.4 Evidence within the saving proposals WIAs has been reviewed and summarised. In some cases, existing WIAs have been challenged by officers within the Council's Strategic Planning Team where it is felt there is some possible optimism (and in some cases pessimism) bias. In these cases, overall impacts have been amended (e.g., from positive to neutral or negative to neutral) and indicated where impacts are probable or possible, pending additional evidence.
- 2.5 Taking the budget saving proposals together and analysing the distribution of their impact, conclusions have been drawn about those impacts and whether certain people, groups or places are affected differentially or disproportionately negatively impacted. Where a negative impact has been identified, an analysis of the 'impact severity' has been provided based on Public Health Wales methodology. This is to provide members and officers with an understanding as to the extent or degree to which a negatively identified impact may affect people or places (minimal, moderate, or major).
- 2.6 It should be noted that savings proposals are at different stages. Some are further developed and have a more comprehensive WIA. Some remain in development (such as those relating to Adult Social Care and Homelessness and the review of the Tourism function). Some WIAs tend to be in the form of a light-touch screening of impacts, with some gaps and a lack of supporting evidence. Capacity in some areas is affecting our ability to carry out thorough WIAs in a timely manner.

Cumulative Impact Assessment as at May 2025

3. Summary of findings: cumulative impact for people and places in Denbighshire

- 3.1 The table below provides a summary of the analysis of cumulative impact of savings proposals taken together and provides a conclusion on nature of the impact (positive, negative, or neutral) and, where the impact is negative, the possible severity. These latest findings should continue to be viewed cautiously: this assessment does not take into account those proposals for which the impact is unknown; the review of the impact of the reduction in libraries opening hours is pending²; and some WIAs need further development and ‘testing’.
- 3.2 The assessment produced in February 2025 excluded from its scope the proposal about public conveniences.³ Given that the impacts predicted were largely negative (possible) or unknown its exclusion resulted in an adjustment to our cumulative assessment of impact at that time. This updated version now includes in scope the public conveniences proposal; a complicated proposal that advocates closure of facilities in three areas, closure of some facilities in other parts of the county, investment in others and introduction of a cashless system across all. There is the intention to work with businesses and communities to explore alternative provision. The predicted impacts therefore differ by area and will largely depend on the success of alternative delivery approaches and mitigating actions.
- 3.3 Other factors to note in this updated cumulative impact assessment include:
- Adult Social Care Packages and Homelessness prevention: Work continues on the development of this proposal and its associated impact assessment. A project

² Expected to be examined by Performance Scrutiny in July 2025.

³ At that time the focus was on developing a Draft Local Toilet Strategy 2024-2027, which at the time of writing is open for consultation (ending February 12, 2025). An assessment of the need for toilets in all towns and villages in Denbighshire was completed in October 2024. The draft Strategy includes feedback and findings from the assessment of need and includes an action plan to show how we will work towards meeting the needs of the local population within our current budget for public conveniences. A new WIA has now been developed incorporating a range of evidence including the findings of other research and evidence, such as the STAND NW CIC survey.

Cumulative Impact Assessment as at May 2025

management approach has been established, which may result in more detailed WIAs being undertaken as workstreams develop. The impacts that were predicted in last year's cumulative impact assessment have been adjusted in some areas and are more favourable. This is on the basis of process improvements, the preventative focus of the project and following implementation of some aspects of the proposal that have resulted in a neutral or positive (not negative) impact. For example, the merger of Y Bont and Popty and improvements to temporary accommodation and sourcing permanent housing solutions having a more positive impact on Rhyl (as this is an area, disproportionately affected by socio-economic disadvantage, is providing the most emergency accommodation at present).

- Review of Libraries Provision: A review of the lessons learnt and savings with respect to use of libraries since the reduction of opening hours (including reflection on whether the WIA was accurate) will take place before the end of July 2025. The overall findings from the original WIA that was undertaken remain part of this cumulative impact assessment. Our aim is to assess the accuracy of the original WIA: to see if the predicted impacts were observed and determine whether any impacts have materialised that we hadn't anticipated. This assessment will be updated as necessary following that review.
- Reduction to capital investment in highways: The WIA was based on a change in funding mechanism and the impacts identified are considered to be accurate.
- Asset Strategy: Plans to secure a long-term user of Caledfryn developed at pace with BCUHB now having taken over ownership of the site. This does not affect our overall determination of cumulative impact on "A Wales of Cohesive Communities" based on all impact assessments taken together (below).
- Review of Tourism function: this proposal and WIA is early in its development and the impact is unknown. It has therefore not yet been included within the findings of this assessment.
- Review of local authority school improvement services: the WIA is in its early stages. It is our intention that we will develop it further and ensure we consider how we can maximise opportunities before the delivery phase commences

Cumulative Impact Assessment as at May 2025

(should the proposal be agreed), together with other local authorities and key stakeholders (e.g. schools).

- Review of contracts and contributions to third parties in light of changes to grants and other income streams available: the proposal is at its early stages and the impact is not yet predictable.
- Equality impact of workforce changes from relevant savings since 2024 are included in Appendix 3.

Locality Impact	Cumulative impact	Possible severity* where negative (minimal, moderate, or major)	Summary of changes since January 2024 and February 2025
Rhyl	Negative (possible)	Minimal	Impact for areas amended from probable to possible and severity from moderate to minimal (except for Elwy). Also pending libraries review.
Prestatyn	Negative (possible)	Minimal	
Elwy	Negative (probable)	Moderate	
Denbigh	Negative (possible)	Minimal	
Ruthin	Negative (possible)	Minimal	
Dee Valley	Negative (possible)	Minimal	
Well-being Goals			
Prosperous Wales	Neutral ⁴	-	No change.
Resilient Wales	Positive (possible)	-	Impact downgraded from probable to possible. Maximised use of a smaller set of office buildings is better for our carbon emissions but continued use of Caledfryn by another user still results in emissions.
Healthier Wales	Negative (possible)	Minimal	Following engagement with Headteachers and noting the intended

⁴ Whilst some proposals could have a negative impact on personal finances, or the financial health of a third party, overall impact for Denbighshire is considered to be Neutral.

Cumulative Impact Assessment as at May 2025

Locality Impact	Cumulative impact	Possible severity* where negative (minimal, moderate, or major)	Summary of changes since January 2024 and February 2025
			positive impacts of adult social care proposals, the impact has been scaled back to possible. Also pending libraries review.
More Equal Wales	Negative (probable)	Moderate <i>(Taken with impacts in areas with socio-economic deprivation the severity could be at least moderate).</i>	No change.
A Wales of Cohesive Communities	Negative (possible)	Minimal	No change.
A Wales of Vibrant Culture and Thriving Welsh Language	Negative (possible)	Unknown	We have been cautious in our determination that the overall impact remains Negative (possible). Whilst schools have not reported any reductions in support for cultural and Welsh-medium provision, this is continually reviewed (and will also be considered as part of the libraries review). The "Review of contracts and contributions to third parties..." is also at its early stages and the impact is not yet predictable.
A Globally Responsible Wales	Neutral	-	No change. Although we remain mindful that proposals could impact broader public service provision.
Sustainable Development			
Long Term e.g., impact and opportunities for recovery	Negative (possible)	Unknown <i>(Impacts could be felt over the longer-term, and service standards could be difficult to recover).</i>	Impact reduced to possible. It is worth noting that some proposals will place council services on a

Cumulative Impact Assessment as at May 2025

Locality Impact	Cumulative impact	Possible severity* where negative (minimal, moderate, or major)	Summary of changes since January 2024 and February 2025
Prevention e.g., likely impact on public service partners (and impact on demand for services)	Negative (possible)	Minimal to moderate	more sustainable footing.
Integration e.g., of sustainable development into all aspects of operation	Negative (possible)	Minimal	Changed to Negative (possible) from unknown. Some proposals could result in positive impacts, others negative and the impact of some is unknown. All need to consider their impact on wider organisational objectives.
Collaboration e.g., between departments, organisations, and sectors	Positive (possible)	-	Changed to Negative (possible) from unknown on the basis that many proposals are focussed on protecting services as far as possible. That said, some proposals do not consider impact on partners. Subject to how the savings proposals are achieved there could be further opportunities for collaboration.
Involvement e.g., extent to which community can be involved and shape the proposal	Positive (possible)	Moderate.	Changed from Negative (probable) to Positive (Possible) on the basis of engagement that has taken place, or will take place. In particular for social care and public convenience proposals. That said, some of our proposals have not been shaped as a result of involvement.

**Possible severity is based on Public Health Wales Methodology and descriptions as follows:*

Cumulative Impact Assessment as at May 2025

- *Major: Significant in intensity, quality, or extent. Significant or important enough to be worthy of attention, noteworthy.*
- *Moderate: Average in intensity, quality, or degree.*
- *Minimal: Of a minimum amount, quantity, or degree, negligible.*

3.4 Overall, whilst there is a largely negative impact for all areas in the County, the likely severity across some areas is expected to be different. Furthermore, there are opportunities for positive impacts subject to mitigations being successful. This change reflects the experience we have had in implementing some of the proposals over the course of the last year and more clarity about adult social care proposals taking a preventative approach to delivering savings such as by reducing the waiting time for domiciliary care, and in the case of public conveniences, an investment in some facilities). That said, it remains the case that impact is likely to be most acutely felt in areas with existing socio-economic disadvantage, and areas where it is more likely that people with protected characteristics live (which, the [evidence](#) suggests, tends to be areas of disadvantage). Pre-existing well-being inequality could be exacerbated for people (including children, young people and families) due to reduced capacity and potential reduced non-statutory provision in schools⁵, potential closure of public conveniences and new or increased charges for services such as public conveniences, street naming, parking and Council Tax as examples (although the latter may be offset by the Council Tax Reduction Scheme). All of which is more likely to most negatively affect vulnerable or disadvantaged people. However, subject to mitigations being successful, some proposals could have impacts that amount to some short-term disruption. For example, the temporary disruption to public conveniences being refurbished or where facilities

⁵ For example, it is not possible to identify the actual impacts for each school here as schools' budgets are delegated. It is also not possible to say that the following summary of impacts are solely a consequence of the 3% budget cut given the other contextual factors at play (see appendix B). In summary though, well-being support (particularly on a one-to-one basis, which is regarded as being more effective than whole class support), extra-curricular activities and the range and depth of the curriculum taught in some schools has reduced. Schools are identifying increasing mental health needs among some learners, particularly since Covid-19, with reducing staff capacity (at teaching, teaching support and strategic levels). Impacts could be more or less severe depending on schools' financial positions, and the level of need within the school/community.

Cumulative Impact Assessment as at May 2025

are being decommissioned will need to be carefully managed.) It is worth reiterating here that these conclusions should be viewed cautiously at this stage: this assessment does not take into account those proposals for which the impact is unknown (e.g. tourism review), the review of the impact of the reduction in libraries opening hours is pending and some WIAs need further development and 'testing'.

- 3.5 The severity of negative impacts for people in areas of socio-economic disadvantage / possessing one more protected characteristic is minimal or moderate and largely depends on how proposals can reduce negative impacts or design them out entirely, either by changing our proposals and / or by working alongside our partners. That being said, the proposals - particularly those that relate to an increase in charges - balance the impact on individuals (i.e. rate payers) against safeguarding core council services upon which many vulnerable residents depend.
- 3.6 Given the impacts associated with the recent addition of the public conveniences proposal into this cumulative assessment, there are some important points to note. The proposal involves a range of changes. Some areas face closures unless alternative funding mechanisms are found (Dyserth, Rhuddlan and St Asaph). Other areas are likely to see a mixture of investment and some closures. Where facilities are upgraded, there is likely to be a new cashless payment facility. This means the impact could be positive in terms of improvements to and standards of facilities but could at the same time result in barriers associated with cashless payment for their use. There may be negative impacts in terms of Community Cohesion at decommissioned sites. There are negative impacts for people with protected characteristics, which are clearly cited within the well-being impact assessment.
- 3.7 The proposals offer some potentially positive long-term gains for sustainable development, e.g., by reducing our carbon emissions or by strengthening our preventative approach through our social care proposals. However, the need to deliver savings quickly means that proposals are unlikely to be perfect in terms of whether they can safeguard the well-being of future generations; whether the proposals have been developed and informed by those affected by them; and in

Cumulative Impact Assessment as at May 2025

terms of how a proposal from one service could deliver budget savings in one area but potentially increase costs or demands in another. Previously, it was observed that there was little scope for communities to have their say on savings proposals. This time around, for some proposals, such as the Denbighshire Local Toilets Strategy, timescales were extended resulting in more research, needs assessment, engagement and consultation. It is likely that over the long-term, some proposals may result in poorer performance and standards but this needs to be tested through the review of the impact of the reduction in library opening hours as an example, which, it is hoped, will provide valuable insights into the accuracy of both the impact assessment process and the effectiveness of identified mitigations. What is clear is that in order to place some of our services on a sustainable footing we are having to introduce charges for the first time or increase charges. This year's settlement is certainly more favourable; relieving the pressure to make service reductions or cuts. That being said, service changes and reductions are still required and have occurred, and more will need to be explored. The ability to improve and recover is unknown at this time and depends on the extent to which services could be readily built back up again should financial recovery and investment into public services occur sooner or to a greater extent than might be expected, and in line with the long-term vision of the council.

4. Recommendations⁶

4.1 As before, this cumulative impact assessment should be updated promptly once proposals are more clearly developed.

- I. The continued development of the "Adult Social Care Packages and Homelessness prevention" WIA, and any more detailed WIAs for its transformation workstreams, should avoid risks associated with optimism bias and note potential short-term disruption during any change to service delivery. Opportunities to ensure

⁶ Updates regarding the recommendations we made in January 2024 can be found at appendix A.

Cumulative Impact Assessment as at May 2025

stakeholders are involved in the development of the proposal(s) and WIA(s) should be explored.

- II. The Increasing Domiciliary Care project will need to ensure mitigating actions are delivered, such as the proactive work with external providers and managing expectations around long term care. There has been no account of impacts on specific protected characteristics and the potential [risks of discrimination](#) that can occur/or be reduced by this project.
- III. The “Review of commercial rents” WIA should be reviewed as the proposal and mitigating actions are implemented.
- IV. WIAs for the “Review of local authority school improvement services” and the “Review of contracts and contributions to third parties in light of changes to grants and other income streams available” should be reviewed as proposals develop.
- V. The “Review of Tourism” WIA should be included within this assessment once the proposal, and/or options, are clarified.
- VI. The “Public Conveniences” WIA will need to be revisited as the proposal is developed and delivered because the particular impacts across areas will vary, and are likely to include short term disruptive impacts associated with refurbishments. There is the potential that where closures occur - there could be issues associated with the decommissioning of the site (negative?) or opportunities associated with benefits from any new uses of sites (potentially positive?). There are also opportunities to tap into other publicly accessible toilets, potentially of an even higher standard.
- VII. Overall, equality impacts need to be closely reviewed with mitigating actions delivered to avoid differentially negative impacts for groups with protected characteristics (particularly as a result of changes to public conveniences in terms of closure and temporary closures due to refurbishment).

Cumulative Impact Assessment as at May 2025

Appendix 2: Summary of recommendations from Cumulative Impact Assessment January 2024 and update as at January 2025

Recommendation	Update on progress May 2025
<p>All WIAs, but less developed ones in particular, will need to be revisited and updated as proposals develop. As proposals develop, mitigating controls should be identified through the WIA process to help minimise the severity of impact.</p>	<p>A workshop was held with all Headteachers on June 18, 2024, to discuss the WIA and opportunities to work collaboratively to ameliorate risks. Further information on the latest position regarding the 2024 to 2025 3% budget reduction to schools and workforce can be found in appendix B.</p> <p>Work continues on the development of the Social Care Packages and Homelessness prevention proposal and associated impact assessment. This work will continue well into 2025 to 2026 and possibly beyond. A project management approach has been established, which may result in more detailed WIAs as workstreams develop.</p>
<p>All existing and new WIAs should be undertaken as a group. Officers should seek advice from the Strategic Planning Team where there is uncertainty as to who to involve, or where facilitation may be required. Officers should engage, where that is possible, with groups likely to be affected.</p>	<p>Our leadership team and Cabinet has discussed the importance of their role in both the process of impact assessment and decision making (September and October 2024), and a workshop was held with the project forum in November to explore how to maximise the value of impact assessments. A workshop with members will take place in June 2025.</p>
<p>Going forward, in line with budget savings being considered as continuing process rather than a single event, impact assessment will also need to be a continual process. All major budget saving proposals which have an impact on Denbighshire's people and places must continue to complete the Council's WIA tool as part of their consideration and development. Impacts should be identified as confirmed, probable or possible. The Strategic Planning Team should continue to appraise and update the cumulative impact assessment to support CET and Cabinet in keeping a watchful eye</p>	<p>The cumulative assessment has been updated to include some workforce impact and the findings of this are presented within this report.</p> <p>A report was also taken to the Strategic Equality and Diversity Group in October to review and evaluate the approach to cumulative impact assessment. It was agreed that the Group will continue to look at the cumulative impact assessment as it develops following the 2025 to 2026 budget.</p>

Cumulative Impact Assessment as at May 2025

Recommendation	Update on progress May 2025
on overall impacts arising from the whole set of budget proposals.	
The council should share its assessment work with the Denbighshire Voluntary Services Council (DVSC) and the North East Wales Community Cohesion Team to look at ways in which we can support each other and mitigate any unintended disproportionately negative impacts. A meeting to do so with representatives has already been arranged for January 22.	Tom Barham, Chief Officer, DVSC joined Council Briefing in February 2025 to discuss the impact of budgets and budget proposals on the voluntary sector in Denbighshire.

Appendix 3- Equality impact: workforce – cumulative impact of 2024 to 2025 and 2025 to 2026 savings proposals

This table includes only those savings proposals to date where there has been a reduction/change in service affecting staff. There is no known negative impact to date that has disproportionately affected staff with protected characteristics. No impacts on skills and training or risks for remaining capacity and resources have been identified

	Number of staff affected	Number of redundancies	Grades of staff affected	Impact on staff with one or more protected characteristic	Comments
Voluntary exit scheme	CET received 138 applications. 44 were approved. 33 employees agreed to the exit.	33 <u>voluntary</u> exits	6 x Grades 1-5 18 x Grade 6-10 9 x Grade 11 and above	20 males : 13 females Age range: 1 x aged 20-29 2 x aged 40-49 12 x aged 50-59 18 x aged 60+	
Libraries hours reduction	34: 6 <u>voluntary</u> redundancies and 28 staff with a reduction in hours	6 <u>voluntary</u> redundancies	5 x Grade 3 2 x Grade 4 27 x Grade 5	In terms of those staff affected by a reduction in hours 5 are male and 23 are female. It is important to bear in mind that 73% of our workforce are female.	The proposal has been implemented. A review of the lessons learnt and savings since reduction of opening hours (including reflection on whether the WIA was accurate) will take place before the end of March 2025.
Rationalisation of the Council's Corporate Office Accommodation portfolio	314 staff were moved to new locations			49% males : 51% females	9% of staff affected have no change to mileage, 65% have an increase in mileage, and 27% a reduction. Those that saw an increase are entitled to a disturbance allowance of

Cumulative Impact Assessment as at May 2025

					16.4p per mile on a sliding scale of four years.
<p>Schools budget savings</p> <p>Page 114</p>	<p>There is evidence of school staff numbers reducing but so far, we are not aware that this is directly due to the 3% budget saving required by schools. Schools' budgets are delegated and some schools manage staff changes and voluntary exits routinely, year on year, in part due to changes in pupil numbers for example, which affect schools' budgets. There are other contextual factors and forces at play that are also relevant. Schools were awarded additional recovery monies post-Covid 19 and these were used, in some cases, to appoint additional staff members on fixed term contracts. Some of those contracts will have reached, or will be reaching their end and have not, or will not, be renewed. Any comparison of school staff numbers today</p>	<p>We are not aware of any formal redundancies being considered or pursued as a result of the 3% cut. As at January 2025, the council is aware of 29 <u>voluntary</u> redundancies in six schools. Most of these voluntary redundancies took place during the summer of 2024, with one taking place in December 2024. It is not possible to link these redundancies at individual schools with the 3% budget cut.</p>	<p>6 x Teachers 6 x Teaching Assistants 13 x Lunchtime Supervisors (<i>12 at one school</i>) 4 x Support Staff (various)</p> <p>Equates to 14.75 FTEs</p>	<p>5 males : 25 females</p>	<p>Of the total of 54 schools across the county, approximately 50% are forecasting to be in financial difficulty and are being supported by the council. Some schools are using their reserves, which decreased to £3.7m at the end of 2023 to 2024. Current indications suggest these may fall to a negative -£2.2m by the end of 2024 to 2025, a further reduction of £5.9m. This is around 27 schools in deficit (ranging from deficits of smaller £000s to £900k). Some schools are operating with a deficit because they have been unable to reduce or stop aspects of provision safely; without compromising the safety and well-being of the school community.</p>

Cumulative Impact Assessment as at May 2025

	therefore needs to be made with data from 2019. Furthermore, following Covid-19, some families opted to switch from Welsh to English medium education. This resulted in a smaller pupil population in some schools, which affected the school's allocated budget (based on the number of pupils).				
Review of tourism function	1	1	Disclosive information.	Disclosive information.	
Public conveniences	Not yet known. The proposal was agreed by Cabinet on April 29, 2025.				

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Draft Economic Strategy: Well-being Impact Assessment Report

This report summarises the likely impact of the proposal on the social, economic, environmental and cultural well-being of Denbighshire, Wales and the world.

Assessment Number: 1437

Brief description: This is an initial shallow screening/scoping of the four suggested themes (strategic framework) in the draft Economic Strategy. The themes are: Resilient and Competitive; Distinctive Places and Experiences; Skilled and Enterprising; and Ambitious and Outward Looking. Strategies by their nature are high-level and so our approach has been to consider the potential to maximise opportunities for positive impact, identify issues or ideas requiring further investigation, predict any risks of unintentional negative consequences.

Date Completed: [TEXT HERE] Version: 0

Completed by: [TEXT HERE]

Responsible Service: Planning, Public Protection and Countryside Services

Localities affected by the proposal: Whole County,

Who will be affected by the proposal? Businesses (all sectors including new businesses and investors), residents (individuals and families), workforce, tourists, children and young people, partners and stakeholders, people with protected characteristics, places (land, rural and urban areas).

Was this impact assessment completed as a group? Yes

Who has been involved in the development of this impact assessment? A multi-agency

stakeholder group was invited to participate in the initial impact screening workshop.

Representatives from the following DCC teams were invited: EBD Team, Working Denbighshire, Tourism, the Welsh Language Officer, Procurement, Planning, Housing, Climate Change team. Cllr Julie Matthews was also invited as an elected representative from the Task and Finish Group alongside representatives from Welsh Government, Cadwyn Clwyd, a local business, and Grwp Llandrillo Menai. All representatives were able to attend apart from Grwp Llandrillo Menai and the Climate Change Team.

Summary and Conclusion

Before we look in detail at the contribution and impact of the proposal, it is important to consider how the proposal is applying the sustainable development principle. This means that we must act "in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs."

Score for the sustainability of the approach

3 out of 4 stars

Actual score : 27 / 36.

Summary for each Sustainable Development principle

Long term

The draft Economic Strategy points to other key strategies and initiatives such as the Council's Climate and Nature Strategy, Corporate Plan, Working Denbighshire. The strategy refers to an ambition for our local economy to be resilient to shocks, including being resilient to the effects of climate change but how far into the future is it looking? The challenges and opportunities associated with a low carbon economy remain enormous and require focussed efforts from across industry, agriculture and the public sector. The Strategy should consider how we will stimulate green economic growth. For example, some counties will attract large new businesses by facilitating a clean energy supply.

Prevention

The strategy theme "Skilled and Enterprising" prioritises the workforce now and in the future and talks about a pathway to employment. There may be risks that insufficient jobs exist in the highly skilled sectors of tech, energy, housing-related trades - or that local smaller-medium sized businesses are unable to compete with the salaries offered by large employers in neighbouring counties. Has the strategy examined future trends e.g., land use, food shortages/challenges and climate resilience, building the correct infrastructure that will withstand future issues?

Integration

The aim is for the strategy to clarify how it links with council strategies and initiatives (as already listed). It would be beneficial for the strategy to set out our reasons for developing a local economic strategy and how it fits into the regional and national picture. For example, with the creation of the North Wales Corporate Joint Committee - how can our strategy act as a catalyst for a pipeline of activities and projects?

Collaboration

The strategy has been developed collaboratively with a range of stakeholders and using an extensive evidence base. This WIA was also undertaken as a multi-agency, multi-sector group.

Involvement

Stakeholders have been involved throughout all stages of strategy development.

Summary of impact

Well-being Goals	Overall impact
A prosperous Denbighshire	Positive
A resilient Denbighshire	[TEXT HERE]
A healthier Denbighshire	Neutral
A more equal Denbighshire	Positive
A Denbighshire of cohesive communities	Positive
A Denbighshire of vibrant culture and thriving Welsh language	Neutral
A globally responsible Denbighshire	Neutral

Main conclusions

Strategies by their nature tend to be positive. This impact assessment should therefore be regarded as the first step in assessing the impact of the strategy and should be revisited once the action plan is in draft.

Economic growth needs to be managed in line with our Climate and Nature commitments, i.e. we are not aspiring for growth at any cost. This could be more clearly articulated in the four themes of the strategic framework. There are opportunities to ensure our community, now and in the future, can benefit from our aspirations to become a 'tech rich' economy, particularly typically marginalised groups. We have an excellent track record with our Working Denbighshire programme, which could be strengthened with a stronger link to larger skilled businesses.

Our local economies are often intrinsically linked to cultural expression with significant appeal to tourists. The strategy could support traditional agricultural businesses while also fostering new start-ups in diversification enterprises. These ventures can strengthen 'Cefn Gwlad' —traditionally resilient communities that uphold and strengthen the Welsh language—by enabling local people to remain in rural areas and expanding more diverse job opportunities in these areas.

Throughout we have made suggestions about areas where a positive impact can be maximised, or where there are issues or risks that could result in unintended negative consequences. These suggestions are numerous, and whilst there is merit in all of them, we must strive to be effective. This invariably means committing to fewer actions that stand a better chance of being delivered, and delivered well.

The likely impact on Denbighshire, Wales and the world

A prosperous Denbighshire

Overall Impact

Positive

Justification for impact

The strategy will act as a positive catalyst in terms of skills and support for businesses. The capacity of the council could affect our ambition and we will need to ensure we can work proactively with regional bodies to ensure the county is well-placed to take advantage of opportunities. The strategy will need to articulate how growth will be achieved in line Climate and Nature commitments, and ensure we are best placed to secure benefits for Denbighshire from regional economic developments.

Further actions required

The impacts cited below point to areas requiring further investigation or action. Areas for further investigation include:

- Test our strategy against the regional investment plan and local energy action plan. Frame the strategy within the regional context and use it as a catalyst to articulate what we want from the Growth Deal.
- Develop secure education pathways that link to employment to encourage local people to be skilled and to stay local- Attract bigger companies and inward investment. The strategy needs to speak to a wider audience.
- It can be challenging to attract people to low-salary apprenticeships when they can get better paid jobs in retail as an example. We need to understand apprenticeship opportunities and map these against key priority areas in the regional plan.
- Improve communication with businesses, encourage participation in events, and consider the potential of the North Wales Portal and how Business Wales fits in.
- Developing more extensive links between Working Denbighshire and as many businesses as possible
- Developing a more flexible employment pattern in the tourism sector
- Examine why and what can be done to increase tourism spend, including maximising Inclusive Tourism (to suit all people) and the opportunities associated with being so close to the English

border

- Contact the Tourism Talent Network to see if it would be possible for a Denbighshire representative to join. We need to signpost and connect up to broader North Wales opportunities.
- Link in with food, agricultural and cultural events through events like "Blas Lleol" and by working with Taste Northeast Wales
- Explore opportunities associated with the Manufacturing Centre of Excellence
- Procurement and SPPP Act – we have the power to target local businesses and support the local supply chain to leverage our spend for the benefit of our local economy.

Positive impacts identified:

A low carbon society

There are growing opportunities for green growth, decarbonisation. We need economic growth to sustain local jobs to enable local spend - but this could be at odds with green growth/well-being economics.

Quality communications, infrastructure and transport

We have really good interconnectivity infrastructure.

There is an opportunity to re-evaluate and improve the way we engage and communicate with businesses, and connect businesses up with wider networks and opportunities.

Economic development

The strategy aims to attract more inward investment.

A collaborative approach with local partners could ensure there is support in place to sustain rural and agricultural businesses.

Businesses need help when they are struggling to adapt, and when the community is changing.

Denbighshire is an inclusive place for tourists; with something for everyone. We can attract casual visitors and have a strong overnight economy. We need to understand/maximise opportunities in relation to food hospitality and overnight stays.

Quality skills for the long term

Opportunities to link to the North Wales Regional Skills Partnership:

<https://ambitionnorth.wales/regional-working/regional-skills-partnership/>

Working Denbighshire complements what businesses do in terms of supporting people to be work ready and ready to work.

The strategy identifies the need for a clear pathway from education. Need to start younger and inspire young people to want to work in key sectors. Crucial that local schools and colleges have decent facilities to ensure that education pathway. And need to be available bilingual. Need to work with businesses for sector pathways and to understand their business workforce development plans.

Excellence Site in Rhyl – opportunity to influence with wind farm facilities and digital skills.

Quality jobs for the long term

The strategy seeks to secure better paid jobs, which will result in prosperity and improved well-being for people living in the county.

Tourism accounts for over 6,000 jobs in Denbighshire. Extending long-term, all-year round employment -particularly in the tourism sector with its seasonal employment - could be a focus of the strategy. Is there a way to develop more flexible tourism jobs that allow people to move from jobs according to seasonal demand?

Health and social care is a significant employer in the area supporting a large pool of economically active people. The strategy could link with social care and health to consider what this will look like in the future.

Childcare

At this stage there are no expected positive impacts for childcare provision.

Negative impacts identified:

A low carbon society

Economic growth (at any cost) can lead to harms to climate and nature.

Quality communications, infrastructure and transport

Transport, particularly rural transport, has been a persistent issue for some time. Efforts to decarbonise transport have been successful and are on going. Alleviating the challenges faced by those without a car, in a rural county, such as ours is extremely difficult.

Economic development

Does Denbighshire have a lack of visibility on the Growth Deal. Need to do more to understand what we want and be able to articulate our particular needs in Denbighshire. If we don't scope what the opportunities are for Denbighshire we might miss out. Do we need a pipeline of projects? Or ideas for expanding existing businesses or initiatives?

There are some sectoral challenges that could persist despite the strategy. For example, the manufacturing sector has been declining over many years. It can be challenging to provide apprenticeships and skill young people up to take on these skilled jobs. Local manufacturing businesses themselves have told us they struggle to compete with larger counterpart businesses in neighbouring counties. We also have issues associated with tourism not necessarily bringing revenue to town centres e.g., Rhyl and tourists staying in caravan parks.

Challenging to attract higher end businesses with a checklist of things they want, often linked to population size.

The sustainability of the rural economy, particularly the agricultural sector, is in doubt, particularly with the loss of European funding. This also has a potentially negative impact on culture and language.

Quality skills for the long term

We have issues with economically inactive residents (unemployed or not in education, employment or training (NEET)), or residents unable to work due to their own ill health or because they are providing care for loved ones. There is a need to start starting skilling from a young age in important areas such as tech and AI.

Businesses can struggle to access qualified people for engineering and high-tech jobs.

AI – working smarter not harder. Are businesses future proofed? Lack of IT learning.

Quality jobs for the long term

Competing on more attractive salaries offered elsewhere can be challenging for the private and public sector alike. There are opportunities though to attract new residents to the county who can work in highly-paid jobs and work remotely (maximising disposable income and raising standards of living).

Childcare

At this stage the strategy is not expected to lead to an increase in need for childcare/or have negative consequences for the sector.

Generally, childcare needs and caring responsibilities continue to be a significant barrier to gender equality in employment and education. Women tend to be more likely to be unpaid carers compared to men.

A resilient Denbighshire

Overall Impact

[TEXT HERE]

Justification for impact

The strategy points to the Climate and Nature Strategy and the importance of being resilient to climate shocks but will need to consider - and should clearly articulate - how it will stimulate economic growth without increasing environmental risks and ecological scarcities. The Economic Strategy is a great opportunity not only to prevent harm but to encourage improvement e.g. carbon reduction across the county, increase in green jobs, improvement in nature recovery by greening spaces, links to the Local Area Energy Plan. Given the gaps present at this stage in the assessment, the overall impact has not yet been determined.

Further actions required

Some counties attract new businesses by facilitating a clean energy supply.

There are barriers for the food sector accessing contracts because they are small. Can we cluster those together to access those contracts together, and improve our profile at events and initiatives such as Blas Lleol and Wales Week in Liverpool.

Positive impacts identified:

Biodiversity and the natural environment

Local Development Plans (LDP) in the future will focus on local context and the LDP will take into account the Economic Strategy.

Biodiversity in the built environment

The WIA session did not identify any positive impacts or opportunities in relation to biodiversity in the built environment.

Reducing waste, reusing and recycling

No positive impacts or opportunities identified during the initial session.

Reduced energy/fuel consumption

There are grant and funding opportunities we can point to to support businesses with greening and their journey to net carbon zero. Some businesses are not aware of these opportunities. An example of a successful scheme was the collaboration fund to enable businesses to work together managed by Cadwyn Clwyd. They had a partnership of 40 businesses at Colomendy to enable them to change methods of working and business grants to fund EV chargers, solar panels, small scale energy production- it was a very positive project. It could be a model replicated with non-geographical sectors on one estate to be focussed on tourism for example.

People's awareness of the environment and biodiversity

The WIA session found that more could be done to support businesses become net carbon zero (e.g. through advice, notification about grant schemes, networking etc).

Flood risk management

No positive impacts or opportunities identified during the initial session.

Negative impacts identified:

Biodiversity and the natural environment

There are issues with the lack of brownfield land.

Biodiversity in the built environment

There is a risk that because opportunities for redeveloping brownfield land for employment is limited, development is driven onto green field sites, which can lead to loss of biodiversity. The Local Development Plan considers this.

Reducing waste, reusing and recycling

Denbighshire does not have a circular economy, which is not dissimilar to many other counties in this respect.

Reduced energy/fuel consumption

Economic growth can result in increased carbon emissions.

People's awareness of the environment and biodiversity

No negative impacts or opportunities identified during the initial session.

Flood risk management

No negative impacts or risks identified during the initial session. Flood risk assessments are often required in flood risk areas. Sustainable Urban Drainage Principle may also be applied.

A healthier Denbighshire

Overall Impact

Neutral

Justification for impact

The overall impact is felt to be neutral but could be positive, on the basis that the strategy considers fully the opportunities below.

Further actions required

- What could the food sector look like in the future in Denbighshire and how could it have a positive impact on culture and tourism?
- Can/should the strategy embrace food sector opportunities head on? There are opportunities here linked to the procurement.
- The strategy, through an education pathway for example, should enable Working Denbighshire to enhance its profile with a greater number and range of businesses operating in the county.

Positive impacts identified:

A social and physical environment that encourage and support health and well-being

The strategy points to Working Denbighshire and there are opportunities to ensure Working Denbighshire can develop relationships directly with businesses to tackle together challenges in skills and recruitment.

Access to good quality, healthy food

The growing desire for natural, healthy food with a low carbon foot print will continue to grow as a trend over the longer term. These changes will have consequences for our economy and potentially for cultural well-being, as food related-events are increasingly connected to local food production. (Source: Conwy and Denbighshire Well-being Assessment).

People's emotional and mental well-being

Working Denbighshire has an excellent and well-respected track record in supporting people into sustainable employment.

Access to healthcare

No positive impacts or opportunities identified during the initial session.

Participation in leisure opportunities

No positive impacts or opportunities identified during the initial session.

Negative impacts identified:

A social and physical environment that encourage and support health and well-being

There are a lot of economically inactive people and many are long term unwell, or caring. We don't have the workforce to fill the jobs that we have across North Wales.

Access to good quality, healthy food

There are barriers for the food sector accessing contracts because they are small. Can we cluster those together to access those contracts together, and improve our profile at events and initiatives such as Blas Lleol and Wales Week in Liverpool.

People's emotional and mental well-being

Mental health and well-being is a barrier to getting people into work.

Access to healthcare

No negative impacts or risks identified during the initial session.

Participation in leisure opportunities

No negative impacts or risks identified during the initial session.

A more equal Denbighshire

Overall Impact

Positive

Justification for impact

The skilled and enterprising theme specifically points to the need to support those who are economically inactive to enter the workforce, some of whom may have protected characteristics, face socio-economic disadvantage or be from marginalised groups.

Further actions required

- There is a gender imbalance generally in certain industries like tech, engineering and manufacturing. There is a need globally to be proactive in this space to encourage more diversity.
- Can we attract, through a pipeline procurement, more women and more diverse student populations (marginalised, economically inactive)?

Positive impacts identified:

Advancing equality and improving the well-being of people with protected characteristics, including fostering good relations between people with protected characteristics and those without. The nine protected characteristics are: age; disability; gender reassignment; marriage or civil partnership; pregnancy and maternity; race; religion or belief; sex; and sexual orientation

There is a lottery programme, Sustainable Steps, that has not yet started looking at marginalised groups and a skills pathway into solar as an example. There is an opportunity for the Regional Skills Partnership to be stronger in this area. We work well together but that Partnership needs a stronger voice. Could the strategy help these developments come together for the benefit of local people?

Advancing equality and improving the well-being of people who suffer discrimination or disadvantage

Some beneficiaries of Working Denbighshire will have faced, or still be facing, discrimination or disadvantage.

Advancing equality and improving the well-being of people affected by socio-economic disadvantage and unequal outcomes

The skilled and enterprising theme specifically points to the need to align education with business and to support those who are economically inactive to enter the workforce.

Areas affected by socio-economic disadvantage

Economic development has the potential to reduce deprivation. The relationship between the economic strategy and place plans should be explained in the strategy.

Negative impacts identified:

Advancing equality and improving the well-being of people with protected characteristics, including fostering good relations between people with protected characteristics and those without. The nine protected characteristics are: age; disability; gender reassignment; marriage or civil partnership; pregnancy and maternity; race; religion or belief; sex; and sexual orientation

There is a potential that the learning in colleges around solar and wind etc is setting young people up to fail because we don't currently have job opportunities locally suited to those skills.

National trends to be mindful of:

- Employment rates (and pay) remain lower for women than for men, despite women tending to have higher level qualifications than men. Childcare needs and caring responsibilities continue to be a significant barrier to gender equality in employment and education. Women tend to be more likely to be unpaid carers compared to men.
- Few engineering and manufacturing jobs are filled by women and people with other protected characteristics.
- Economic inactivity and unemployment rates are higher for 16–24 year olds than for all groups aged below 65.
- Employment rates are higher among individuals from a White ethnic background than for individuals from a Black, Asian and Minority Ethnic background (BAME), with BAME people tending to earn less than non-BAME people.
- There can be differences in the educational and economic experiences of people identifying as LGBTQ+.
- The 2021 Census found that people whose gender identity was different from their sex registered at birth were more likely to report having no formal qualifications, more likely to be economically inactive, and disabled.
- The employment rate gap between disabled and non-disabled people has reduced in recent years, but nonetheless the gap remains with disabled people being less likely to be in employment than non-disabled people, with disabled people more likely to earn less than non-disabled people.
- The employment rate gap between disabled and non-disabled people has reduced in recent years, but nonetheless the gap remains with disabled people being less likely to be in employment than non-disabled people.
- There tends to be a pay difference for disabled people earning less than non-disabled people.

Advancing equality and improving the well-being of people who suffer discrimination or disadvantage

As above, there is potential that any education pathway centred around energy or tech for example, that targets marginalised groups, are not linked to current job opportunities.

Advancing equality and improving the well-being of people affected by socio-economic disadvantage and unequal outcomes

As above, there is potential that any education pathway centred around energy or tech for example, that targets marginalised groups, are not linked to current job opportunities.

Areas affected by socio-economic disadvantage

No negative impacts or risks identified during the initial session.

A Denbighshire of cohesive communities

Overall Impact

Positive

Justification for impact

The overall impact is felt to be potentially positive, given the focus on infrastructure and tourism. Further consideration should be given to the opportunities and risks below.

Further actions required

- The SWOT says we want to increase tourism but this is not correct; we need to increase the revenue of tourism. Increased tourists can have a negative impact on residents. Sometimes fewer people staying locally can be more effective than visits from numerous coaches .
- We need to increase spend in town centres. How?
- The Strategy should highlight the importance of better engagement with regional transport leads.

Positive impacts identified:

Safe communities and individuals

No positive impacts or opportunities identified during the initial session.

Community participation and resilience

Economic and community resilience are intrinsically linked.

The attractiveness of the area

Opportunities with the Rhyl Board and place making plans and getting people with money to spend locally. We need to provide the right conditions to attract the businesses. E.g. population, workforce, access to supply chain.

Connected communities

The strategy, under the resilient and competitive theme, refers to the importance of an 'enabling infrastructure' e.g., broadband, transport connectivity, green energy, commercial premises, the planning system, housing and so on.

Rural resilience

Economic development can lead to growth in communities and can sustain public transport, shops, clubs and other amenities.

Negative impacts identified:

Safe communities and individuals

No negative impacts or risks identified during the initial session.

Community participation and resilience

Increasing revenue from tourism needs to be prioritised over increasing tourism numbers.

The attractiveness of the area

No negative impacts or risks identified during the initial session.

Connected communities

Those without access to a private car will struggle to get to work and lack of transport is a barrier to sustaining businesses here.

Rural resilience

Economic development can lead to growth in communities and can sometimes be regarded as resulting in negative impacts.

A Denbighshire of vibrant culture and thriving Welsh language

Overall Impact

Neutral

Justification for impact

Our local economies are often intrinsically linked to cultural expression, for example farming. People have often said they would like to see more done to sustain, value and protect Welsh language and culture and see more cultural and community events e.g. Eisteddfodau, carnivals, pavilion events, food festivals, Christmas markets etc., with better promotion to increase tourism, and maximise the potential of our cultural assets. Levelling Up and SPF-funded projects support this aspiration and the strategy could build on these projects to maximise opportunities associated with the rural/agricultural sector and food. Given the strong association between culture, language and heritage the strategy could highlight the uniqueness of Denbighshire and set out more clearly our ambitions with this goal and what realistic actions could be delivered. The overall impact is felt to be neutral at this stage but has the potential to be positive.

Further actions required

- The strategy could support traditional agricultural businesses while also fostering new start-ups in diversification enterprises. These ventures can strengthen 'Cefn Gwlad' —traditionally resilient communities that uphold and strengthen the Welsh language—by enabling local people to remain in rural areas and expanding more diverse job opportunities in these areas.
- The strategy could be enhanced by giving a greater sense of Denbighshire and what the county is about. The strategy could use more Welsh words and cultural identifiers (landscape, architecture,

cultural points of interest).

- Culture/nature-led regeneration could pose some serious opportunities for communities in Denbighshire. Have these been assessed? Culture and creative industries are likely to be at the heart of regeneration; developing capacity cultural, creative, tourism and hospitality sectors. There's a role here for digital industries.
- Wales Week London and the St David's Day Walk are annual events in London that celebrate Welsh culture and identity. Consider the value in linking in with these events and what the economic opportunities could look like.

Positive impacts identified:

People using Welsh

Rural – given the loss of European funding the strategy should address the rural economy, the agricultural sector and its links to language, culture and tourism.

Promoting the Welsh language

Language and economy go hand in hand in Denbighshire, particularly when we think of our rural and agricultural sectors. The strategy should consider its relationship to our Welsh Language and Welsh in Education Strategies.

Culture and heritage

Our uniqueness is an opportunity to develop a sense of place and link into tourism. More sense of belonging through cultural links and sense of "hiraeth". We need to keep selling our rich history and use Cymraeg to add to the Denbighshire brand.

There are links to town centres and place planning – opportunities to repurpose town centre buildings, niche construction opportunities, residential opportunities in town centres to support growth of people in employment and links with culture.

Negative impacts identified:

People using Welsh

No negative impacts or risks identified during the initial session.

Promoting the Welsh language

No negative impacts or risks identified during the initial session.

Culture and heritage

Rural – loss of European funding so the strategy should address the rural economy and agricultural sector. These sectors have an impact on language and culture.

A globally responsible Denbighshire

Overall Impact

Neutral

Justification for impact

The overall impact is felt to be neutral as some of the positive impacts below will occur regardless of the strategy. Opportunities to achieve an enhanced positive impact are identified below.

Further actions required

- Networking opportunities can create business. Encourage better supply chains between local businesses. We should ensure local contractors and sub-contractors are invited to events such as the NW Construction Framework with opportunities to connect with main contractors.
- Probe our own spending power. Can we support reshoring of the food chain to be local/within Wales? The challenge is scale and we have lots of small businesses – but is that a role for the region?
- We can use our contacts and skills across economic development, procurement, Working Denbighshire and so on to facilitate more (and more effective) business communities, using technology to facilitate networking in a smarter way. For example, learning from the success of the Ambassador Scheme.

Positive impacts identified:

Local, national, international supply chains

Significant opportunities from the Social Partnerships and Public Procurement Act to support local

supply chain and achieve more community benefits.

Hwb Cig Cymru – levy charged on every animal sold into the food chain. Can we access that money for a regional programme?

Human rights

The Social Partnerships and Public Procurement Act supports fair and decent work and a partnership approach with Unions. This Act will be an important lever for economic development in the county.

Broader service provision in the local area or the region

The outline themes of the strategy emphasise the importance of placing the economic strategy within the context of the Climate and Nature Strategy and Working Denbighshire for example.

Reducing climate change

As already stated, the strategy will need to articulate how growth will be achieved in line Climate and Nature commitments, and ensure we are best placed to secure benefits for Denbighshire from regional economic developments.

Negative impacts identified:

Local, national, international supply chains

There are issues generally with Councils not buying locally. There may also be issues within the local supply chain in terms of business resilience.

The SPPP Act could be confusing.

Human rights

No negative impacts or risks identified during the initial session.

Broader service provision in the local area or the region

No specific negative impacts or risks identified during the initial session but the capacity of the

council could affect our ambition and we will need to ensure we can work proactively with regional bodies to ensure the county is well-placed to take advantage of opportunities.

Reducing climate change

Economic growth (at any cost) can lead to harms to climate and nature.

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AGENDA

Draft Economic Strategy – Well-being Impact Assessment Workshop

Thursday, 20 February 2025, 230-430pm

Chair: Emma Horan, Strategic Planning Team

2:30pm	Welcome and apologies (Chair)
2:35pm	Overview (Chair)
2:40pm	<p>Group-based screening exercise</p> <p>Our task is to conduct an initial shallow screening/scoping of the four suggested themes. Focus on potential to maximise opportunities for positive impact, identify issues or ideas requiring further investigation, predict any risks of unintentional negative consequences.</p> <div> <div> <p>Team 1 - Facilitator: Emma Horan</p> <ul style="list-style-type: none"> • Gareth Roberts • Melanie Evans • Gerallt Lyall • Robyn Lovelock • Mark Dixon • Peter James • Lowri Owain </div> <div> <p>Team 2 - Facilitator: James Evans</p> <ul style="list-style-type: none"> • Karen Bellis • Jane Hodgson • Darren Foster • Peter Mcdermott • Lara Griffiths • Cllr Julie Matthews </div> </div>
3:40pm	Plenary discussion (Chair)
4:25pm	Next steps and close (Chair)



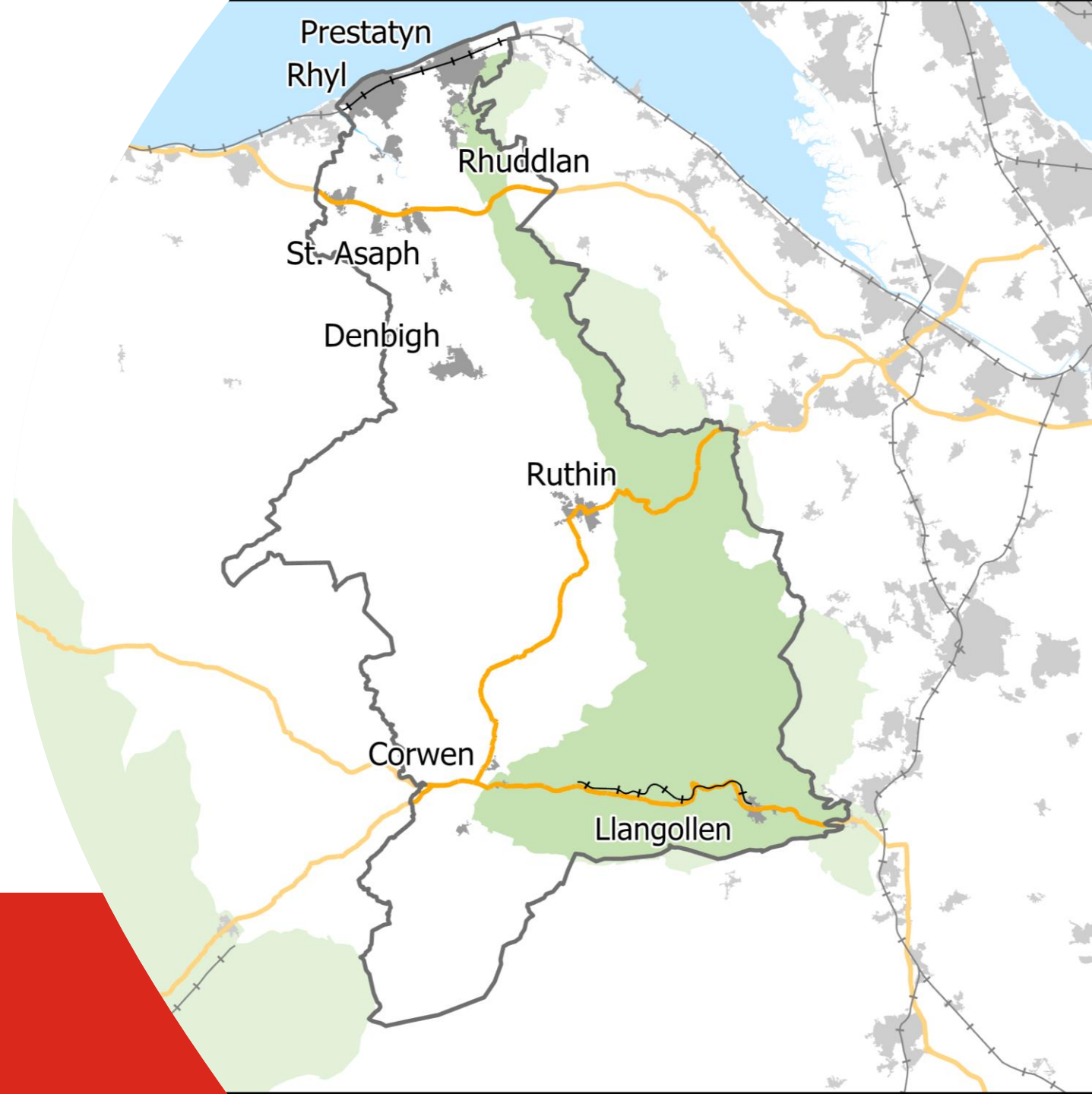
Denbighshire Economic Strategy

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Strategic Framework Workshop 1: Task & Finish Group

29th November 2024

Luke Delahunty and Donald Ross



Welcome and Introductions

Emlyn Jones

**Head of Planning, Public Protection and
Countryside Services
Denbighshire County Council**

Our agenda this afternoon

- 14.00 Welcome and Introductions
- 14.05 Recap on strategy process and SWOT headlines
- 14.25 Introducing the *draft* emerging Strategic Framework
- 14.50 Tea/coffee break
- 14.55 Group discussion - three key questions
- 15.55 Next steps & close!

- *Full slide pack to be circulated*

Our Starting Point – Your Corporate Plan

Corporate Plan objectives	
A Denbighshire of quality housing that meets people's needs	A healthier and happier, caring Denbighshire
A prosperous Denbighshire	A greener Denbighshire
A learning and growing Denbighshire	A well-run, high performing council

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What We Want:

*"Support **economic recovery**, capitalising on opportunities to **enable residents to access decent employment and income**. This will mean having good access to goods and services, and the County will **maximise its rich cultural heritage and natural assets** to support **economic prosperity**. We want to use economic growth as a driver to reduce inequality and poverty."*



Our role...

“Oversee the development of the Economic Strategy...

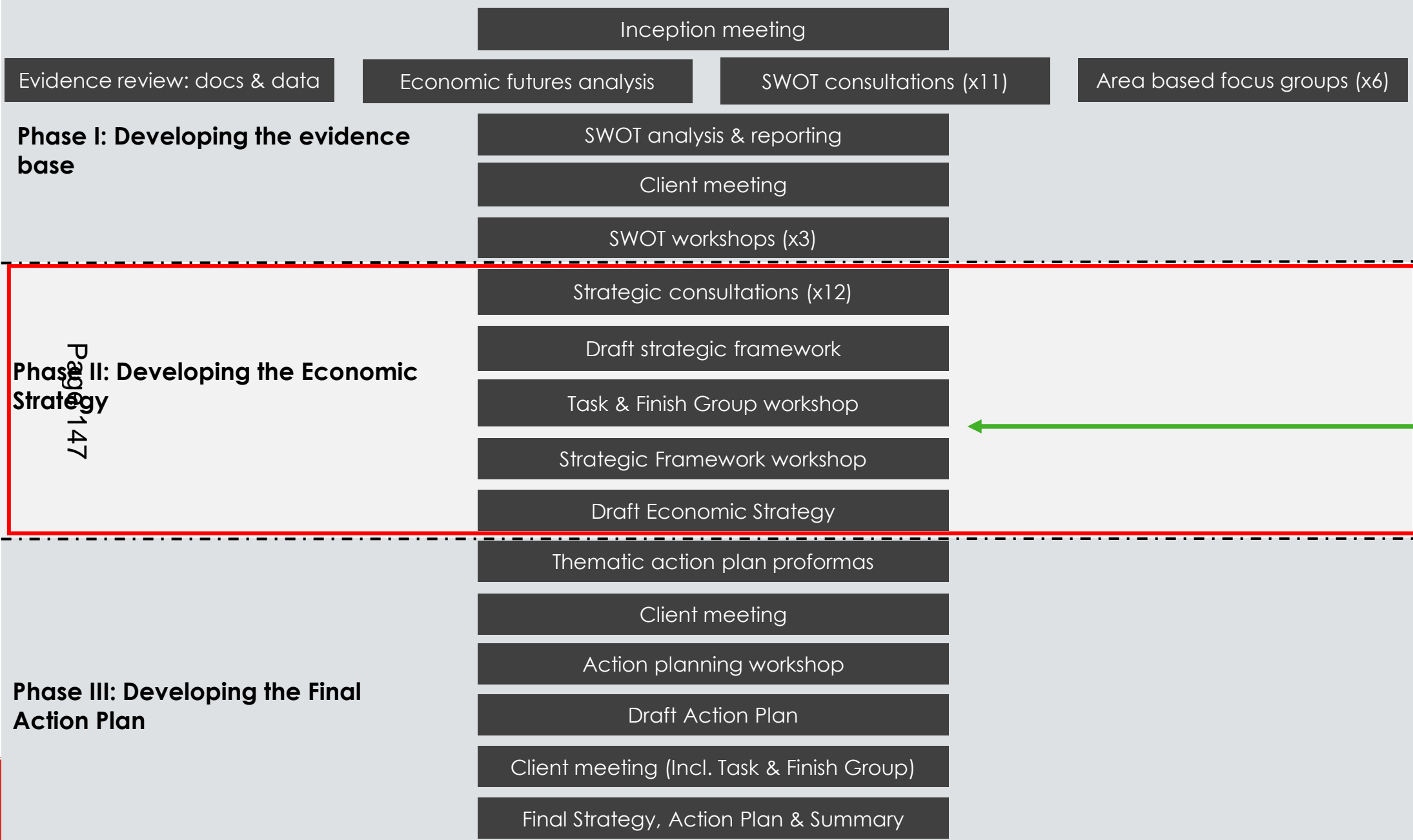
...which will include reviewing relevant economic information and policies, analysis of economic data...

... and engaging with senior stakeholders to understand the current state of play and identify measurable objectives and actions to successfully build upon the six identified themes”

DCC Economic Strategy: Final Specification (2023)

Denbighshire County Council (DCC) commissioned SQW to produce a “concise Economic Strategy document, and associated Action Plan... to further the growth and development of the County’s economy”

Our process...



Today
and 5th
Dec

And today?

- We played out the detailed data-driven analysis on 11 October
- So, today the focus is on the *draft* Strategic Framework. . .
 - Have we missed anything in the analysis of issues?
 - Are the strategic priorities that flow convincing?
 - Does anything else need to be in there?
- An engaging, enjoyable and productive Friday afternoon's work!

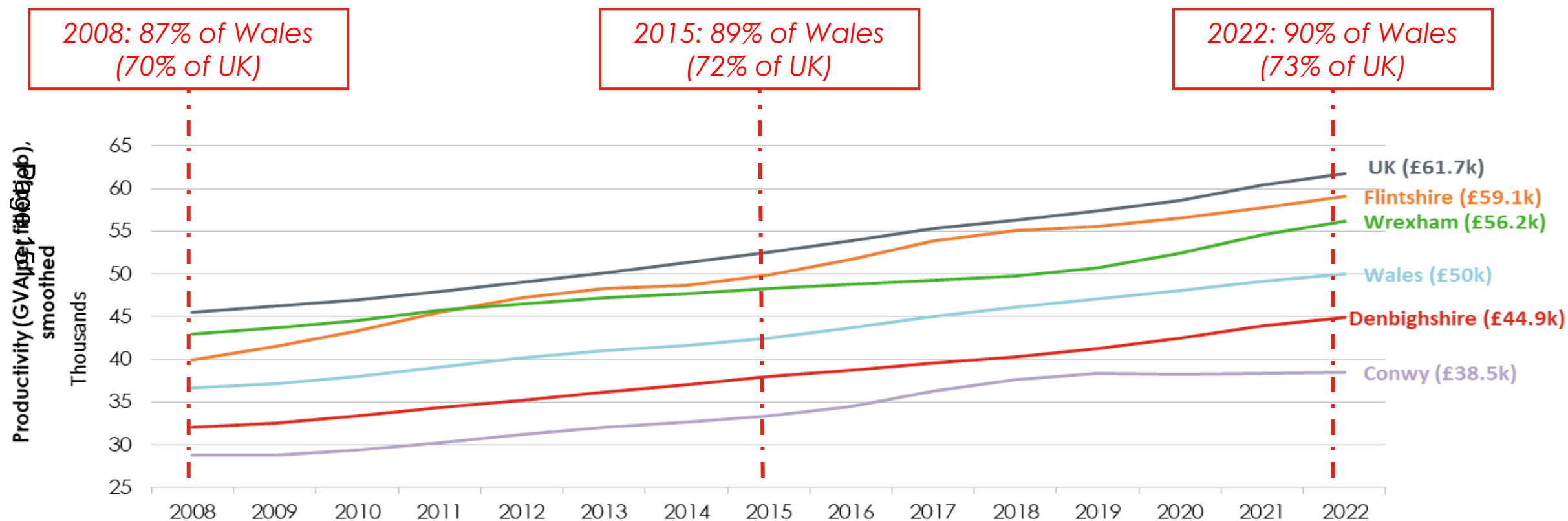
Responding to the key Qs for Denbighshire...



Headlines from the SWOT assessment

Denbighshire's economic challenge on a slide

A significant and persistent productivity gap exists between Denbighshire & the UK



Summary SWOT analysis

Strengths

- **Relatively strong employment and GVA recovery** since the pandemic
 - 49k jobs in a £2bn+ economy
- **Outstanding natural environment**, supporting quality of life for residents...
- ... and a **well-established tourism offer in coastal and rural areas**
 - Visitor economy worth £630m and 6k+ jobs in 2022
- **Emerging optics and photonics cluster** at St Asaphs Business Park linked to the OpTIC Technology Centre
- **Housing more affordable than in England** and superfast broadband availability broadly in line with UK average (although lower gigabit availability)

Summary SWOT analysis

Weaknesses

- Projected **decline in working age population**, plus **low economic activity rates**
 - 4pp gap to UK on economic activity rate
- **Lower concentration of 'professional' firms and occupations** than UK average
 - 8pp gap to UK on share of employment in 'professional' occupations
- Lower skills base with **qualification levels below UK average**
 - 10pp gap to UK on Level 4+ on RQF
- Persistent **concentrations of disadvantage** in Rhyl and perceptions of **decline across some town centres**
- **Transport connectivity challenges**, especially north-south via public transport
- **Poor visibility/outdated profile** hampers efforts to compete for investment

Summary SWOT analysis

Opportunities

- Implementing the **existing Tourism, Procurement and Working Denbighshire Strategies**
- **Capitalising on Growth Deal plans** and **funding secured for town centres** via Levelling Up Fund (c.£44m across three Rounds*) and Long Term Plan for Towns (£20m for Rhyl)
- **Capturing higher levels of visitor spending** and better distributing this throughout the County
- Developing **stronger linkages to opportunities outside DCC boundaries** (e.g. with the NW Growth Deal and LCR) to help attract business and jobs in higher value sector
- **Decarbonisation** and opportunities presented by the 'green economy' for future economic activity
- **Attracting higher skilled, remote workers** by better promoting Denbighshire's distinctive quality of life offer

Summary SWOT analysis

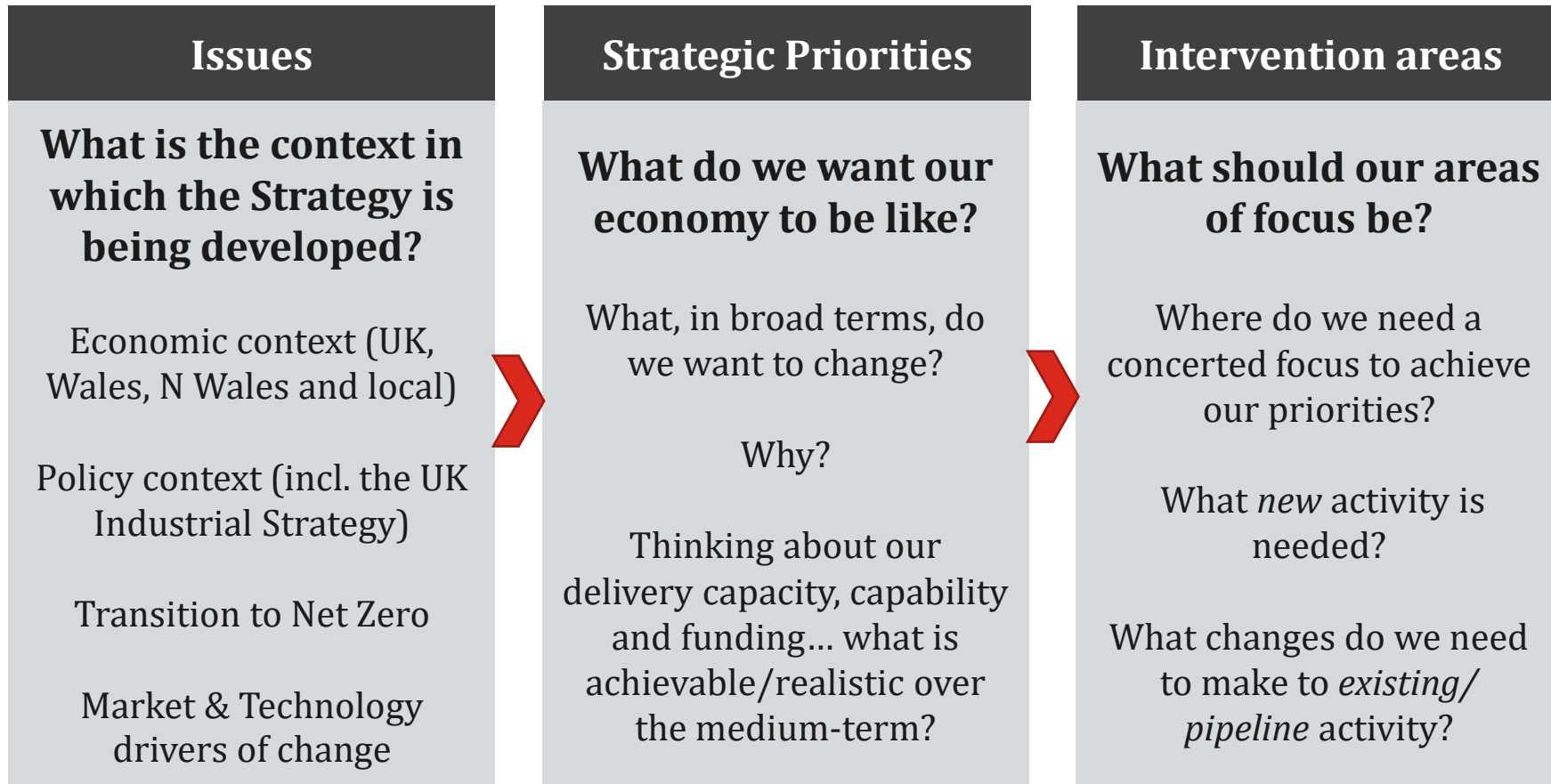
Threats

- **Ageing population and rising dependency ratio** placing significant pressure on public services
- Insufficient (public) finance a **risk to retaining a high-tech focus at St Asaph Business Park which is a key knowledge economy asset**
- Continued **town centre decline** detracts from quality of life for residents and visitors...
- ... plus **threats to local tourism** from Welsh Government proposals (incl. 'tourism tax')
- Brexit-related threats and uncertainties relating to **future farm payments** (via the SFS), **access to export markets** (especially for SMEs), and **longer-term economic development funding** via UKSPF (as a successor to ERDF, LEADER etc.)

***Draft* emerging Strategic Framework for discussion!**

Our 'logic sequence' for the new Strategy

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Remember – this requires a long-term view and not Business as Usual

Invest 2035: The UK's Modern Industrial Strategy

Fixing the Foundations

- 10 year plan to give certainty & stability
- Promoting investment, incl. FDI
- Supporting Net Zero, regional growth, plus economic security & resilience
- High quality, well-paid jobs
- Focus on 8 growth driving sectors and places



Advanced Manufacturing



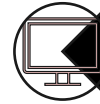
Clean Energy Industries



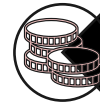
Creative Industries



Defence



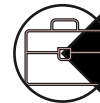
Digital & Technologies



Financial Services



Life Sciences



Professional & Business Services

Reflections on the 2013 Economic Strategy

The themes appear relevant and appropriate

However, it's clear from the SWOT that insufficient progress has been made in some areas

- Was this due to a lack of funding and/or delivery capacity?
- Was the Strategy trying to do too much?
- Or is this primarily a result of macro-economic shocks such as Brexit, Covid-19 and the cost-of-living crisis?

theme1: Infrastructure for growth

theme2: Supported and connected businesses

theme3: Opportunities for growth

theme4: High quality skilled workforce

theme5: Vibrant towns and communities

theme6: Well promoted Denbighshire

- Build a stronger private sector with a vibrant network of start-ups, scale-ups & large firms embedded locally in our rural & urban areas
- Build a tech-rich cluster at St Asaph's to create a focalpoint for our innovation economy
- Support an economy that is resilient to shocks including the climate emergency, new technologies, behaviours, business models & market change
- Compete increasingly on knowledge & expertise rather than cost
- Supported by an enabling infrastructure including broadband, energy, transport, commercial sites/premises, planning system, & business / innovation support etc.

**Resilient
and
Competitive**

**Distinctive
Places
and
Experiences**

A More Prosperous Denbighshire

**Skilled
and
Enterprising**

**Ambitious
and
Outward
Looking**

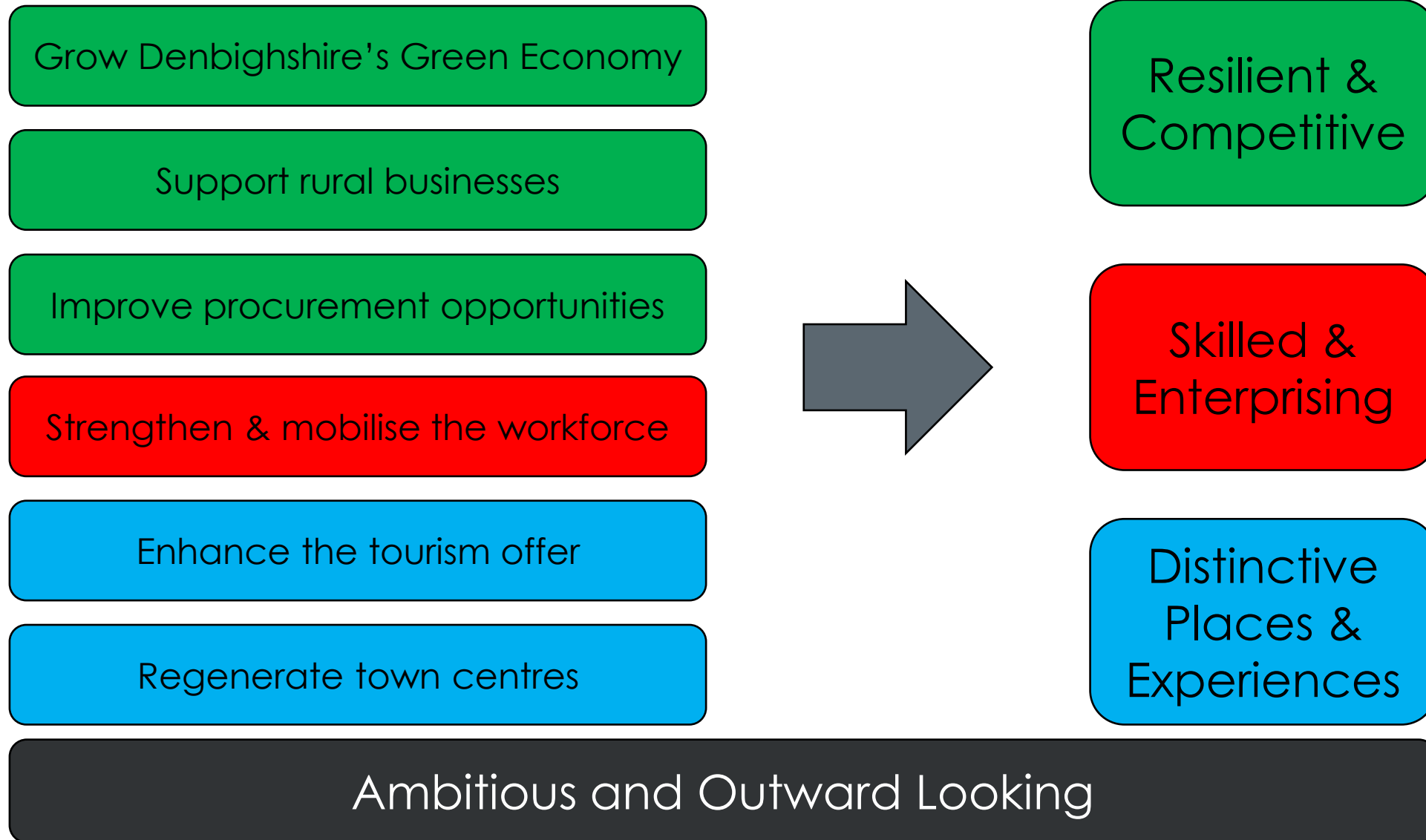
- Leverage our world-class natural environment & community character to create a quality of life offer that attracts & retains talent, entrepreneurs & investment
- Champion & celebrate our portfolio of distinctive urban & rural places, culture, Welsh language & heritage effectively to the outside world
- Position Denbighshire as a leading location in the UK for nature-based tourism & wellbeing, and maximise economic growth associated with the proposed National Park opportunity

- Develop a workforce that comprises skilled & entrepreneurial people who want to start, grow & develop innovative businesses
- Support a 'premier league' schools & skills system across the County that is aligned fully with the changing needs of businesses to create a pathway for local employment opportunities

- Build a Denbighshire Growth Partnership to drive forward the delivery of the new strategy. Ensure the partnership is ambitious & able to compete for investment & promote the County effectively – with a particular emphasis on the Green Economy & Opto Electronics
- Collaborate effectively with partners across the North Wales Growth Deal, Welsh Government & across into NW England

Good alignment with the six themes from the start...

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**Quick tea/coffee
break – back for
15.10 pls!**

SQW

Now it's your turn!
Group discussion & reflections

Three exam questions, 20 mins on each please

1) To what extent do you agree with the *draft* emerging Strategic Framework?

- Is it coherent, communicable and comprehensive ?

2) Are you comfortable that all six themes from the Corporate Plan process are adequately covered in the *draft* Framework?

3) What would be your three specific priorities for the Action Plan?

- More than business as usual activities

Evidence please, not assertion!

Next Steps

Phase 2: Developing the Economic Strategy

- Reflect on today's workshop discussion and feedback from the wider stakeholders session next week
- Draft the Strategy document drawing on the SWOT, strategic consultations and workshop insights

Phase 3: Action Planning

- Engage with relevant delivery partners early in 2025 to shape a small number of impactful actions
- Final Strategy and Action Plan reviewed by Scrutiny Committee

Thank you for your valuable contributions today!

Research, analysis and advice on economic and social development

SQW



Contact

For more information:

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Director

SQW

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Annex: Strategic consultations

Consultee	Organisation
Colin David Matthews	Ambition North Wales
Darren Foster	Complete Tooling Solutions
Tony Ward	DCC
Cllr Jason McLellan	DCC Leader
Jamie Groves	Denbighshire Leisure
Paul Flanagan & Steve Lloyd	Grwp Coleg Menai
Carole Williams	Ifor Williams Trailers
Cathryn Johnson, Tony Murphy	Jones Brothers Civil Engineering
Owain Colwell	Town Square
Dave McCullough	Transport for Wales
Bryn Richards, Cherly Whitaker, Michael Parkinson	Welsh Government – Business and Regions; Tourism Development
Chris Wheeler	Welsh Government - Land Division

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WELSH LANGUAGE STEERING COMMITTEE FORWARD WORK PROGRAMME

Meeting	Item (Description / Title)		Purpose of Report	Lead Member / Contact Officer	Date Entered / Updated By
13 November 2025		Update regarding the Eisteddfod	To receive any updates on the Eisteddfod.	Gary Williams	
		Well-being impact assessments to be discussed and reviewed	Members to view and discuss the WIA for the Economic Strategy	Economic and Business Development (EBD)	
		Review of Mystery Shopper / Assessment of Department's Performance regarding Welsh Language Standards.	Members to view and discuss the Report	Gerallt Lyall	

Future Items -					

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