

Welsh Language Strategy 2017 - 2022



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Foreword

We are delighted to produce this Welsh Language Strategy for the next five years. The Welsh Language Measure (Wales) 2011 has enabled the Government to set standards relating to the Welsh Language and the Welsh Government expects the Council to adopt a Welsh Language Strategy, as part of its response to the Standards.

This strategy outlines the proposed approach towards promoting the Welsh Language and facilitating its use within the county.

Five years on from the Strategy, the Council will publish a revised version.

February 2017

The Council is already responding positively to the Welsh Language Standards and has already implemented many of the agreed actions. It has also responded positively to the More Than Just Words framework which has been put in place to improve Welsh language provision in the health and social care sector. A comprehensive action plan is in place and Denbighshire has committed to implementing the action plan in the county, for the benefit of the county's residents.

The Council also has a Welsh in Education Strategic Partnership which looks at the strategic development of the Welsh language in the county's schools. An action plan is already in place, which has been approved by the Welsh Government.

Looking to the future

We have drawn up our vision for the Welsh Language.

- Denbighshire is a predominantly bilingual county with a rich culture and heritage. We are proud of this and want this pride to be reflected in our day to day interaction with communities, residents and with our staff.
- We are committed to ensuring that the principles of the Welsh Language Standards underpin the way we deliver services to the public; we want people to be able to access services through the language of their choice naturally, at all stages of their lives.
- We want to enhance the bilingual culture and ethos of the organisation, providing training and social opportunities for our staff to work in Welsh and increase their confidence in using the language in the workplace.
- We want to work with partners and the wider communities to ensure that Welsh is a thriving language in Denbighshire.
- We have an ambition to be sector leaders in the development of the Welsh Language in Wales.

Our ambition is to halt the decline in the number of Welsh speakers in Denbighshire. As a result, we are proposing to increase the number of Welsh speakers in Denbighshire by 0.5 % over the next five years, with a view to considering a longer term target to increase the number of Welsh speakers over the next 15 years.

The Council will deliver the main elements of this strategy by working strategically and in collaboration with a host of community organisations to further mainstream the Welsh Language into service delivery and ensure that it becomes an essential consideration in future projects, strategies and work plans.

It is essential that the Welsh Language forms a key component of all policy making in all areas of our work, including planning, regeneration, education and social care.

To this end, the Council will work with partners to make linguistic planning a more strategically focussed outcome, with the aim of ensuring that all partners work together towards the same objective: to protect and enhance the Welsh Language in Denbighshire.



Councillor Huw Jones,
Cabinet Lead Member for the
Welsh language



Councillor Hugh Evans OBE
Leader of Denbighshire County Council

Executive Summary

Denbighshire's Welsh Language Strategy has been developed around the vision of working to ensure that the Welsh language thrives in Denbighshire communities, as well as within our own organisation.



To deliver this vision, the Strategy has been devised under five themes, all of which are interlinked:

Theme 1: Strategic planning of the Welsh language in Denbighshire

Theme 2: Children and Young People

Theme 3: Community

Theme 4: Business and the economy

Theme 5: Internal administration within the Council

These five themes emerged from extensive research carried out on behalf of the authority.

Theme 1 looks at how Denbighshire works with its key partners involved in delivering the Welsh language across the county and how they can work more strategically and planning their activities in a more co-ordinated manner.

Theme 2 looks at increasing the number of pupils becoming fluent in the Welsh language during their school life and encouraging greater use of the language in future life. We are also looking at improving opportunities for children and young people in social settings through working with our Youth and Leisure services.

Theme 3 looks at issues affecting communities in relation to the Welsh Language, with a key focus on the impact of policy decisions. A key focus is being placed on local planning issues and the More Than Words Framework to enhance bilingual services in health and social care.

Theme 4 looks at how Denbighshire and its economy development partners should recognise the importance of a thriving economy to the future of the Welsh language and ensuring that strategies are in place to ensure opportunities for young people to stay in the local community.

Theme 5 looks at how the Council can enhance the Welsh language through providing training to staff and enhancing the bilingual ethos of the authority through promotion of the Welsh language.

The Council has committed to a number of actions to achieve the outcomes within the strategy and this reflects the Council's commitment to addressing some of the key areas of work identified in developing the Welsh language.

The actions will be monitored through the Council's Welsh language Steering Committee and the process for monitoring and governance of this strategy is detailed in Section 6.

The Welsh Language in Denbighshire

The 2011 Census show that 22,236 people in Denbighshire can speak Welsh, which equates to 24.6% of the population. The total number of Welsh speakers in 2001 was 23,760, which is 26.4% of the population. Over a ten year period there has been a drop of 1,524 in the number and 1.8% in the percentage of Welsh speakers in the county.

The data shows that the highest percentages of Welsh speakers are found in the south-west of the county, in the electoral wards of Llandrillo (59.2%), Efenechtyd (53.7%), Llanrhaeadr yng Nghinmeirch (50.0%) and Llanfair Dyffryn Clwyd (48.3%).

As can be seen from the table opposite, the electoral wards with the lowest percentages of Welsh speakers are Prestatyn North (12.6%), Rhyl West (12.7%) and Rhyl East (13.0%), which are coastal areas.



The table below shows the electoral districts with the highest and lowest percentages of Welsh speakers in Denbighshire:

Electoral District	% Welsh Speakers 2011
Llandrillo	59.2
Efenechtyd	53.7
Llanrhaeadr yng Nghinmeirch	50.0
Llanfair DC/Gwyddelwern	48.3
Corwen	47.9
Ruthin	41.7
Denbigh Lower	40.2

Rhyl South West	13.7
Prestatyn South West	13.7
Rhyl East	13.0
Rhyl West	12.7
Prestatyn North	12.6

Source: Sbectrwm

Unlike the electoral departments with high percentages – which are mainly rural – the table below shows that the majority of electoral wards with the highest numbers are to be found in the market towns such as Corwen, Ruthin and Denbigh. It therefore appears that these towns are very significant in terms of planning for the future of the language since they have relatively high numbers and percentages of Welsh speakers living in them; similarly wards such as Llanfair DC/Gwyddelwern and Efenechtyd that have fairly high percentages and numbers. Interestingly, there are 1,000 Welsh speakers living in the Rhyl South East ward although the percentage is relatively low (15.5%):-

Electoral District	Number of Welsh Speakers
Ruthin	2,195
Denbigh Lower	1,777
Rhyl South East	1,132
Llanfair DC/Gwyddelwern	1,044
Corwen	1,084
Denbigh Upper	998

Source: Sbectrwm

There were 9 electoral divisions that saw an increase in numbers since 2001. In addition to those named on page 9, the electoral divisions of Bodelwyddan (+3), Llanarmon yn Iâl/Llandegla (+20), Rhyl South East (+5) and Ruthin (+23) saw increases within the space of a decade. Prestatyn North and South West saw the biggest increase, as outlined above.

Distribution of Welsh Speakers by Age

The ability to speak Welsh varies significantly according to age. As shown in the table below, according to the 2011 Census over 40% of 3-15 year-olds can speak Welsh in Denbighshire.

Unfortunately this figure drops to 26% for the 15-30 age group and drops even further for the 30-50 age group (21.3%). The 50-70 age group contains the lowest percentage of Welsh speakers of all age groups at 18.3%. The 70+ age group is slightly higher with 22.4% who can speak Welsh. As can be seen, the highest percentages are in the 4-15 age group. This probably reflects the influence of the education system on the linguistic skills of school-aged children.

The numbers in the 20-70 age groups are fairly constant and vary from 1,032 to 1,340. The average for all age groups is 1,174 Welsh speakers.

Age Group	% Welsh speakers 2001	% Welsh speakers 2011	Number of Welsh speakers 2001	Number of Welsh speakers 2011
All those aged over 3 years	26.4	26.4	23,760	22,236
3-4 years	19.6	27.6	417	584
5-9 years	39.4	45.3	2,273	2,248
10-14 years	46.3	47.2	2,865	2,581
15-19 years	36.6	32.5	1,990	1,950
20-24 years	24.8	23.0	1,115	1,198

Age Group	% Welsh speakers 2001	% Welsh speakers 2011	Number of Welsh speakers 2001	Number of Welsh speakers 2011
25-29 years	24.2	22.8	1,174	1,032
30-34 years	22.0	23.1	1,295	1,039
35-39 years	21.5	22.7	1,425	1,215
40-44 years	21.6	20.6	1,271	1,320
45-49 years	20.5	19.1	1,202	1,326
50-54 years	21.0	18.6	1,471	1,158
55-59 years	22.1	17.3	1,283	1,034
60-64 years	22.8	18.7	1,212	1,340
65-69 years	25.0	18.6	1,175	1,079
70-74 years	24.4	20.3	1,109	972
75-79 years	24.6	22.4	1,011	832
80+ years	26.9	24.6	1,472	1,328

Source: Sbectrwm

What is encouraging about the data is the significant increase in the percentage and numbers of Welsh speakers in the 3-4 age group, from 19.6% (417 in number) in 2001 to 27.6% (584) in 2011, an increase of 8% and 167 in number. This reflects the fact either that there are more parents or members of the extended family who speak Welsh at home with their children or that there are more children attending Ti a Fi groups or Welsh-medium nursery groups.

It is also worth noting that there is an increase in the proportion of 5-15 year-olds who can speak Welsh since 2001, from 42.8% to 46.25%. In terms of numbers there is a reduction in this group of 309, which reflects the fact that there are fewer children in those year groups compared with a decade earlier.

National Policy and Legislation

The Welsh Language Act 1993 established the principle that the Welsh and English languages are equal in public life in Wales. The Act placed a duty on the public sector to treat both languages equally when providing services to the public.

The Welsh Language (Wales) Measure 2011 secured official status for the Welsh Language, with the creation of the Welsh Language Commissioner's post.

The Wellbeing of Future Generations Act 2015 puts a responsibility on public bodies to consider the long term impact of their decisions on the population. It identifies 7 goals, one of which is 'A Wales of vibrant culture and thriving Welsh language'

The Commissioner has a responsibility to promote and facilitate the use of the Welsh Language, with a key principle that both the Welsh and English languages are treated equally. The Commissioner also has the powers to investigate any public sector body for non-compliance with the standards.

The Standards in Denbighshire were introduced in early March 2016 and replaced the previous Welsh Language Scheme that was in place.

A Living Language: A Language for Living 2012-2017

The Welsh Government published a five year policy document in 2010 called A Living Language: A Language for Living 2012-2017.

The Government's aim in this document is to see the Welsh Language thriving in Wales and 'strengthen the use of the Welsh Language in everyday life. To this end, over the next five years, the Welsh Government is eager to see

- an increase in the number of people who both speak and use the language
- more opportunities for people to use Welsh
- an increase in people's confidence and fluency in the language
- an increase in people's awareness of the value of Welsh, both as part of our national heritage and as a useful skill in modern life
- the strengthening of the position of the Welsh language in our communities
- strong representation of the Welsh language throughout the digital media.

In order to achieve these aims, the Government wants to see the responsibility for promoting and facilitating the use of Welsh being shared and embedded among an increasing number of organisations across Wales.

The Welsh Government has also set a national target to increase the number of Welsh speakers to a million by 2050. The Government has stated that in Wales we need to get to a position where the Welsh language is a perfectly natural element of all aspects of everyday life. If we want to achieve that, the whole nation has to be part of the discussion – fluent Welsh speakers, Welsh speakers who are reluctant to use the language, new speakers who have learned the language, or people who do not count themselves as Welsh speakers.

Theme One

Strategic Planning of the Welsh Language in Denbighshire

Vision:

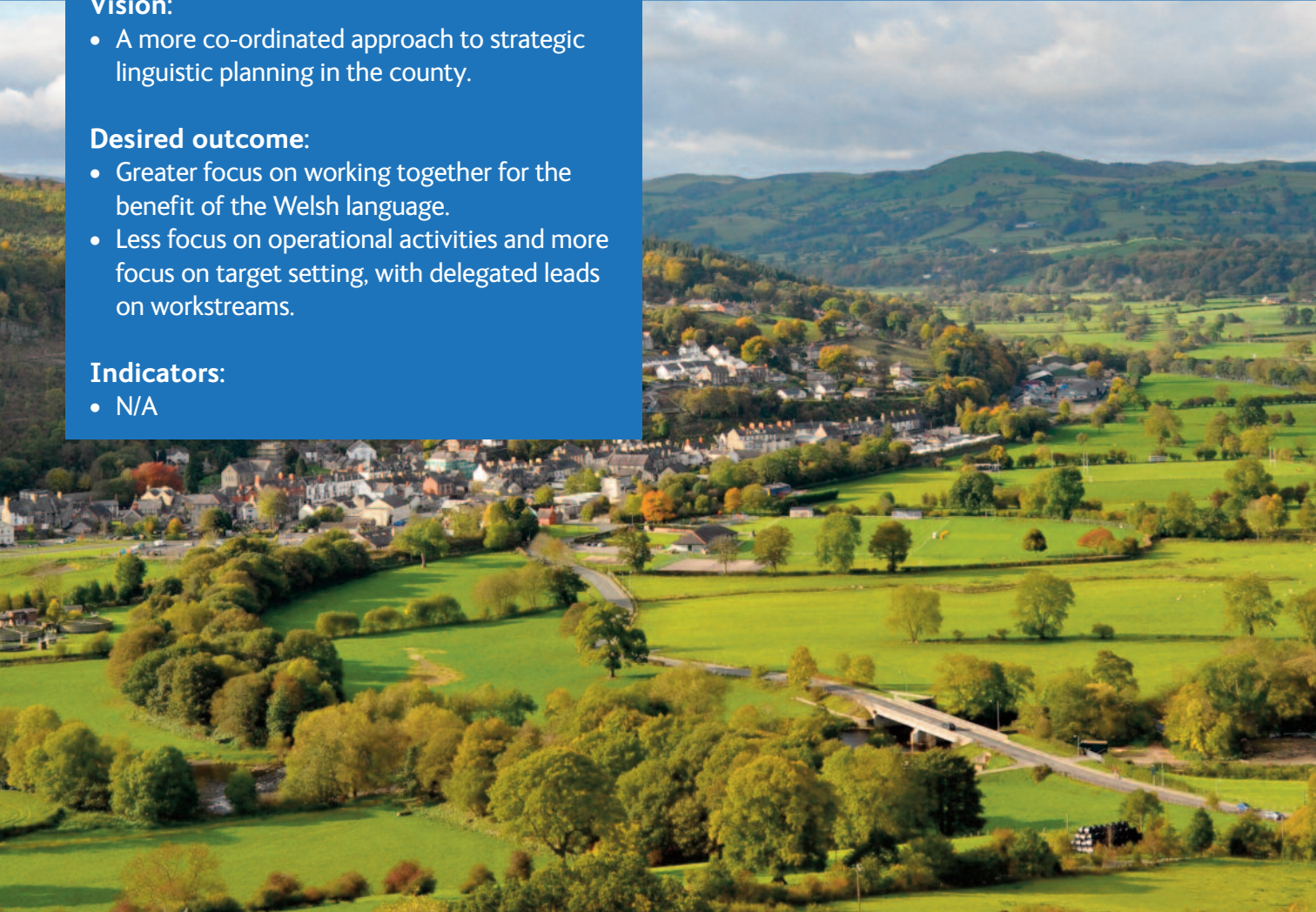
- A more co-ordinated approach to strategic linguistic planning in the county.

Desired outcome:

- Greater focus on working together for the benefit of the Welsh language.
- Less focus on operational activities and more focus on target setting, with delegated leads on workstreams.

Indicators:

- N/A



Denbighshire County Council works closely with its partners, as part of a county-wide forum which considers the use of Welsh in activities county - wide. The intention of the Forum is to bring together organisations involved in promoting the Welsh Language to co-ordinate efforts and create a more co-ordinated approach between the different partners.

The current members of the Denbighshire Welsh Language Forum are:-

- Menter Iaith Sir Ddinbych
- Denbighshire County Council
- Denbighshire County Council Education Department
- Yr Urdd
- Mudiad Meithrin
- TWF
- Merched y Wawr
- Young Farmers' Clubs
- Popeth Cymraeg
- North Wales Welsh for Adults Centre
- Cynllun Gweithredu Iaith Rhuthun
- Cynllun Gweithredu Iaith Bro Edeyrnion
- Coleg Cambria
- Welsh Government

Whilst the group is successful in terms of sharing details of activities arranged through the Welsh language, it needs to be more strategic in its activities and be clearer about its aims and objectives. This is confirmed in the recent review of the Mentrau Iaith and Cynlluniau Gweithredu Iaith, conducted by Cardiff University and Sbcetrwm.

The Language Forum has a potential to coordinate the efforts of all relevant organisations and the local authorities in order for them to operate more strategically. Menter Iaith Sir Ddinbych is considering revisiting the Forum's membership and remit and relaunching it in order for it to operate as a more strategic and cohesive body in terms of revitalising the Welsh language in Denbighshire.

Action	Responsibility	By When?
Denbighshire County Council, the Welsh Government and other partners will reconsider the remit and membership of the County Welsh Language Forum in order to ensure more of a strategic focus and better collaboration between partners.	All partners on the County Language Forum	April 2017
Denbighshire County Council, the Welsh Government and other partners will put a clear methodology in place to monitor linguistic progress and measure linguistic outcomes in relation to local and county action plans.	All partners on the County Language Forum	April 2017
Public bodies should respond positively to the Welsh Language Standards and will afford the language high status and economic value by increasing the use of Welsh within the workplace.	All partners on the County Language Forum	April 2017 then on-going
Denbighshire County Council, the Welsh Government and other partners will work with the Welsh Language Forum to reach agreement on which organisation should take the lead on developing strategic plans in each specific action area.	All partners on the County Language Forum	June 2017

Theme Two

Children and Young People

Vision:

- Increased use of the Welsh language amongst children and young people through accessing Welsh medium education, community activities and promotion of opportunities for social interaction.

Desired outcome:

- Improved attainment in Welsh and other subjects through the medium of Welsh at every key stage in every school.
- More learners aged 14 -16 studying for qualifications through the medium of Welsh
- More leisure and youth activities carried out through the medium of Welsh.

Indicators:

- More seven year olds receiving their education through the medium of Welsh
- More pupils continually improve their Welsh skills in the transition from primary to secondary school
- More 14 -16 year olds study for qualifications through the medium of Welsh
- More 14 -19 year old students studying through the medium of Welsh in schools, colleges and work-based learning.
- More students with higher level skills in Welsh
- Increase in the number of bilingual youth work sessions
- Increase the number of youth service staff and volunteers who are Welsh speakers / Learning Welsh.



Welsh in Education Strategic Plan

The Council has set ambitious targets to improve attainment in Welsh across all key stages, to increase the amount of Welsh learnt, increase the percentage of learners that reach A*-C grade in Welsh first language and to develop the skills of our workforce

We aim to ensure, through our 21st Century Schools programme that there is plenty of capacity to ensure that Welsh medium education is accessible through the county.

We will also support a seamless transition from home locations or childcare to foundation phase education, continuation from school to school and challenging under-performance of learners.

The Council's Welsh in Education Strategic Plan aims to set strong foundations through improving communication and oral understanding by beginning at pre-school places, targeting improving the language in primary schools and improving continuation through every key stage.

Youth Service

Denbighshire Youth Service runs various projects and activities for young people aged between 11 and 25 years. This work is carried out in youth centres and in schools and community halls throughout the county. The service holds activities that enable young people

to develop and improve their skills and knowledge and increase their confidence and self-esteem. The activities, which are free of charge, include sport, arts and crafts, games, trips and visits. The service also provides educational programmes relating to health, independent living skills and money management.

In order for the Welsh language to be seen as a living community language, it is important to show young people in particular that it is possible to use the Welsh language outside the formal structures of education and that it is a language that enriches their daily life. To that end, it is important that the County Council's Youth Service provides opportunities for young people to enjoy educational activities or programmes through the medium of Welsh. At present, the service does not have the internal capacity to achieve this since not one of the youth workers responsible for leading the work across the county can speak Welsh.

The Youth Service has a Service Level Agreement with the Urdd to employ a youth officer. The officer, who is employed jointly by the Urdd and the County Council, is responsible for developing 'uwch-adrannau' and 'aelwydydd' in each of the six local areas within the county as well as holding extra-curricular activities in conjunction with the Welsh-medium and bilingual secondary schools. The agreement recognises the Urdd organisation's capability and experience in providing a varied programme of activities for young people through

the medium of Welsh. The service also contributes funding to Menter Iaith Sir Ddinbych to employ a part-time youth worker.

The challenge for the service, however, is to build on the partnership with the Urdd and Menter Iaith Sir Ddinbych whilst at the same time building capacity within the service itself to provide educational activities and programmes through the medium of Welsh. There is also scope to develop a collaborative relationship with the Young Farmers movement that is extremely active within the county.

Leisure

The County Council's Leisure Service is responsible for managing a broad range of indoor and outdoor leisure facilities.

The service aims to create healthier and more prosperous communities and a service that enriches people's lives. The service's philosophy is to ensure that all children and young people, adults and key groups within the community get the opportunity, regardless of their ability or circumstances, to participate in sustainable and quality sporting and leisure activities.

The service does provide bilingual swimming and fitness sessions and work is progressing to enhance our current offer. Although some informal use is made of the Welsh language in some swimming

lessons and fitness sessions, the Welsh-medium provision is limited on the whole.

As noted above in the context of the Youth Service, it is crucial that leisure and sporting activities are available through the medium of Welsh for children and young people so that they realise that the language can be used on a community level outside the classroom and the school.

The Department has committed to ensuring that a bilingual front-line manager is available in all of the county's leisure centres to respond to enquiries from the public. The Department is also working with the Urdd to provide some 'Sportszone' sessions through the medium of Welsh.

In a recent public consultation, having swimming lessons and other leisure activities through the medium of Welsh came out on top in the list of parental wishes.

Action	Responsibility	By When?
Denbighshire County Council will work closely with Mudiad Meithrin and private childcare providers to ensure that Welsh-medium pre-school education is readily available in all parts of the county and that there is strong progression to Welsh-medium primary education	Childrens and Education Services/ Family Information Service.	April 2020
The County Council and Mudiad Meithrin will work closely with schemes such as Flying Start, which supports parents in disadvantaged communities, to ensure that the Welsh language is given an appropriate place in the activities provided by them across the county	Childrens and Education Services / Family Information Service.	April 2020
The County Council will work with the staff and governing bodies of the English-medium primary schools with significant use of Welsh to ensure that the Foundation Phase curriculum is delivered mainly through the medium of Welsh and plan for the availability of appropriate linguistic progression in these schools in Key Stage 2	Childrens and Education Services	April 2020
The County Council will initiate the process of identifying English-medium primary schools that are ready to deliver a higher percentage of the Foundation Phase curriculum through the medium of Welsh with the ultimate aim of expanding the provision and ensuring appropriate linguistic progression in Key Stage 2	Childrens and Education Services	April 2020
The County Council's Education Department will further develop the Language Charter scheme, in order to promote Welsh-medium activities in the school and raise awareness of the language among Welsh speakers and learners	Childrens and Education Services	April 2020

Action	Responsibility	By When?
The County Council, in conjunction with Menter Iaith Sir Ddinbych and Rhieni Dros Addysg Gymraeg, will run a continuous marketing campaign to promote Welsh-medium education and the benefits of bilingualism to parents and pupils.	Childrens and Education Services	April 2020
The County Council will provide training for primary and secondary governors on the benefits of Welsh-medium education and the educational, economic and community reasons why the provision should be expanded across the county.	Childrens and Education Services	April 2020
The County Council will conduct an audit of the language skills of staff within the Leisure Department in order to plan for increasing the number of staff who can provide leisure services through the medium of Welsh	Leisure Services (Facilities, Assets and Housing)	April 2018
The County Council will explore the demand for lessons (swimming lessons/fitness classes) through the medium of Welsh and put plans in place to provide those lessons where the demand exists. The Council will also work closely with the Urdd organisation to achieve this	Leisure Services (Facilities, Assets and Housing)	April 2018
The County Council's Leisure Department will train more bilingual coaches in a variety of sports to be able to hold activities through the medium of Welsh	Leisure Services	April 2018

Action	Responsibility	By When?
The County Council will adopt a 'Language Champion' in each Leisure Centre to be responsible for promoting the use of the Welsh language and develop a Welsh ethos	Leisure Services	December 2017
The County Council will support administrative and front-line staff within the leisure service who can speak Welsh or who are learning Welsh to further develop their skills in order to aim to provide a complete bilingual service	Leisure Services	December 2017
The County Council will increase the Welsh-medium provision within its youth service by recruiting more bilingual staff and volunteers in future and supporting staff within the service to develop their skills to work through the medium of Welsh	Youth Service	March 2021
The County Council will continue to develop the partnership with the Urdd and other Welsh language youth work providers in order to ensure in the short term that Welsh-medium activities are available to the young people of Denbighshire	Youth Service	April 2017 and on going
The County Council will establish and facilitate a Youth Work Welsh Language strategic group from among the major providers to develop and co-ordinate bilingual activities for children and young people	Youth Service	April 2017 and on going

Theme Three

Community

Vision:

- Greater use of the Welsh language in Denbighshire communities.

Desired outcome:

- Increased promotion of council services offered through the medium of Welsh
- More opportunities to use the Welsh language in social activities
- Greater understanding of the effects of Council's policies and decisions on the Welsh language in communities and the benefits of bilingualism.

Indicators:

- The number of people moving into Denbighshire that have access to information about bilingualism
- The number of council policy decisions where the impact on the Welsh language was taken into consideration.

Promotion of the Welsh language in communities

The Welsh Language needs to be a living language, where it is commonplace for people to have a choice about which language they use; they have opportunities to access services and activities naturally through the medium of Welsh and that Welsh is seen as a living language through our contact with our residents.

To this end, the Council will ensure that all of its communication to residents is bilingual; is correct in its meaning and services provided through the medium of Welsh will be actively promoted through the residents newsletter, website and social media accounts.

We will work with adult learner providers to promote opportunities to learn and enhance Welsh language skills through effective joint working.

We will also strengthen our working links with other organisations involved in developing the Welsh language in Denbighshire, ensuring that people have a firm understanding of the benefits of bilingualism; the need to enhance the bilingual culture of the county and provide opportunities for the Welsh language to thrive organically.

Policy and decision making

There are a number of other elements of the Council's work that have a potential impact on the Welsh Language.

One of the key elements of the Welsh language Standards is the effect that any policy or decision has on the Welsh language, be it a positive, neutral or negative effect. We will ensure that all services take this into consideration when making decisions, carrying out Welsh impact assessments where appropriate and identifying opportunities to mitigate the negative effect of any decision. This is enabled through the use of the Council's Wellbeing Impact Assessment Tool.

The Council will consider the use of the Welsh language in areas of key policy decision making, with Planning being one of the main areas of our work.

Planning

Denbighshire's Local Development Plan provides a vision in terms of how new developments and land use can deal with the challenges faced by the county over the next decade. As stated by the County Council in its Local Development Plan - 'By providing a coordinated framework to determine where, when and how much new development can take place up to 2021, Denbighshire's LDP, through sustainable principles, aims to make the county greener, fairer and more prosperous with recognition that the Welsh language and culture should be maintained and protected.'

Planning Policy Wales (2010) sets the Welsh Assembly Government's land use policies. The document, along with supplementary guidance in Technical Advice Note (TAN) 20 on the Welsh language (2000) states that the land use planning

system should take account of the needs and interests of the Welsh language and in so doing can contribute to its well-being.

Denbighshire County Council has agreed in principle that mitigation measures should be implemented that would seek to minimise the negative impact of the development on the Welsh language.

More than Words Framework

The Mwy Na Geiriau / More Than Words framework has been put in place to enhance and increase opportunities for people to access health and social care services through the medium of Welsh.

In Denbighshire, our proactive approach continues with our active offer promoted to residents.

The Framework requires Denbighshire to consider steps to ensuring that the Welsh language is a key consideration in commissioning services and that the active offer is evident at first point of contact. The workforce development team continues to offer opportunities for staff to learn Welsh and gain an awareness of the Welsh language and culture.

Action	Responsibility	By When?
Consideration of the impact of policy making/ decisions on the Welsh Language and communities	All DCC Services	On-going
The Local Development Plan requires Community and Linguistic Statements to accompany planning applications for smaller developments within villages, hamlets and open countryside (i.e. developments of 5 or more dwellings; commercial, industrial or leisure/tourism development of 1,000m2 or more floor area; development likely to lead to the loss of community facilities or employment opportunities; infrastructure projects with long-term community impacts). Welsh language impact assessments to be carried out on any proposed major planning development	Planning and Public Protection	On-going
The Local Development Plan requires Community and Linguistic Impact Assessments to accompany planning applications for larger developments in all settlements (i.e. developments of 20 or more dwellings; commercial, industrial or leisure/tourism development of 3,000m2 or more floor area; large scale infrastructure projects with long-term community impacts).	Planning and Public Protection	On-going
As part of the review of the Local Development Plan, the Sustainability Appraisal and associated site assessment processes will assess the impacts of the plan's spatial strategy, policies and allocations on the Welsh language. Where evidence indicates a detrimental impact, amendments to the strategy or mitigation measures will be identified.	Planning and Public Protection	June 2021

Action	Responsibility	By When?
Greater marketing of availability of Welsh courses in the community	Customers Communications and Marketing Service and course providers	December 2020
Launch of a community buddying scheme	County Welsh Language Forum	December 2017
Information packs for residents new to the county on the importance of bilingualism (in conjunction with estate agents and letting agents)	County Welsh Language Forum / Estate Agents and Letting Agents	December 2017
Attendance at key county events to promote the Welsh language	County Welsh Language Forum	December 2017 then on-going
Cross-promotion of Welsh language events on partners' websites and social media	County Welsh Language Forum	June 2017
Facilitate and support events of national significance that promote the Welsh language and culture	Communications Team	December 2020
Joint marketing campaign to promote the Welsh language	County Welsh Language Forum	April 2017
Implementation of the More Than Words Framework	Childrens and Education Service/Community Support Services	April 2017

Theme Four

Business and the economy

Vision:

To recognise the importance of a thriving economy to the future of the Welsh Language.

Desired outcome:

- The County Council and other economic development partners should recognise the importance of the future of the Welsh language to a thriving community and strategies should be produced to ensure that young people in particular are given an opportunity to live and work in their local communities and contribute to their prosperity

Indicators:

- The number of businesses in Denbighshire being trained on the benefits of bilingualism through a targeted campaign.
- The number of businesses displaying Welsh language signage/ promotional materials within their businesses through a targeted campaign
- The number of opportunities for young people to access employment locally.



Economic and Social Background

According to the 2011 Census there were 93,734 people living in Denbighshire, of which 58.1% were born in Wales.

The Denbighshire economy is very diverse. In the north, towns such as Rhyl and Prestatyn are key centres for the retail, leisure and tourism sectors. The north is also home to St Asaph Business Park, which houses a number of important technological companies. In the south, the rural area is a network of traditional small villages that are important tourist resorts. The natural beauty of the landscape, which has been designated as an Area of Outstanding Natural Beauty, attracts visitors and residents alike.

The majority of the workforce are employed in Health and Social Work (19.1%), Wholesale and Retail (14%), Education (10%) and Construction (9%). The public sector, which includes health and social care, education and administration, is the largest employer in the county, with a higher proportion of the population working in this sector than in any other local authority area in the UK.

Jobs in the business sector tend to be in sectors such as retail, leisure and tourism, and these are generally low-paid and seasonal jobs.

Action	Responsibility	By When?
To test business benefit provide a pilot training programme to Denbighshire businesses on bilingualism	Planning and Public Protection - Economic and Business Development	Welsh In Business Pilot completed with 36 businesses by March 2017
If business benefit is identified, deliver further training for businesses	Planning and Public Protection - Economic and Business Development	Training to 30 businesses per year for period of strategy delivery
Arrange sessions for businesses on how to increase their use of Welsh on social media	Planning and Public Protection - Economic and Business Development	1 session carried out as part of Welsh In Business project to be completed by March 2017 2 sessions per year
Provide a briefing document to businesses on the benefits of bilingualism	Planning and Public Protection - Economic and Business Development	April 2017 Distributed to 1,000 businesses
Share examples of best practice with regard to Welsh Language service provision in business	Planning and Public Protection - Economic and Business Development	Starting April 2017 following Welsh In Business project

Action	Responsibility	By When?
Provide Siarad Cymraeg badges to businesses.	Customers Communications and Marketing Service with support from Planning and Public Protection Economic and Business Development	Ongoing from April 2017
Raise awareness of Adult Welsh learners courses in the community	Customers Communications and Marketing Service / Adult Welsh Learning providers	June 2017
Newsletters for the business community on what kind of business support is available to promote the Welsh Language	Customers Communications and Marketing Service / Planning and Public Protection - Economic and Business Development	Ongoing in various newsletters
Identify business champions in each main town to act as ambassador for the Welsh Language	Planning and Public Protection - Economic and Business Development	From April 2017
Encourage businesses in Denbighshire to identify Welsh Language as an additional skill when recruiting new staff where relevant to the position	Planning and Public Protection - Economic and Business Development	2017 onwards, in general communications and EBD Team specific communications During March for Business each year
Ensuring that all Council-issued contracts are adhered to in terms of the requirements of the Welsh Language Standards	Facilities, Assets and Housing - Procurement Team	March 2017

Theme Five

Internal administration within the Council

Vision:

- Greater opportunities for the use of the Welsh language in the workplace, with more emphasis on including specific Welsh language requirements for new posts.

Desired outcome:

- Greater number of staff using their Welsh language skills in their day to day work.
- Greater promotion of training opportunities (formal training and mentoring).
- More positive bilingual culture within the organisation.
- More opportunities for staff to use Welsh socially in the workplace.

Indicators:

- Increase in the number of staff learning Welsh in the workplace.
- Increase in the number of staff being mentored/ buddying in the workplace.



The Denbighshire economy is heavily reliant on the public sector. The county has a higher proportion of people working in the public sector than any other part of the UK, particularly in health and social care. The County Council is among the most important public bodies in terms of providing employment, with approx 5,000 people employed by the Council.

The Council therefore has a central role in providing leadership and setting an example in a number of very diverse areas. Central to all of this the Council can offer strong leadership in terms of developing the Welsh language and promoting the unique culture and identity of the area. In this context, it is important to consider the Council's role as a provider of services for a bilingual community but also as a significant employer. This is recognised in the Council's Economic and Community Ambition Strategy, which states that - 'The Strategy is intended to build on the economic strengths provided by Denbighshire's strong Welsh identity and culture, and to actively promote use of the Welsh language by businesses, residents and visitors.'

In order to respond to the reduction in the number of Welsh speakers over recent decades, the County Council needs to be more proactive by setting higher expectations for itself as a body that can lead the way in raising the status and increasing the use of the Welsh language in the county. Over a period of time, this approach could lead to developing a workplace ethos and culture that would reflect the bilingual nature of the communities that the Council serves. In

time, this would enable the Council to evolve with confidence to start conducting its administration naturally bilingually in the future.

In a recent audit of staff language skills, approx 28% of them identified themselves as Welsh speakers. In order to build on this foundation it is important that the County Council recognises the Welsh language as a workplace skill and build staff confidence to use the Welsh language. This can be achieved by supporting them to further develop their skills in order to be able to work naturally bilingually and to encourage and support staff without Welsh language skills to learn the language over a period of time.

As well as supporting the Council's existing staff, detailed consideration should be given to the Council's recruitment and workforce policies in order to support the aim of developing as a bilingual body. As a result of the introduction of the new Welsh Language Standards, the Council will need to formulate a Language Skills Strategy that will outline how it aims to plan for the development of a bilingual workforce, increase staff language skills and adopt a recruitment policy that will enable the Council to normalise the use of the Welsh language in its daily administration and the services it provides. As a priority, it will focus on the departments that offer a front-line service to customers.

Action	Responsibility	By When?
Introduce linguistic requirements for all new staff – where all staff will be required to achieve Level 1 basic skills in Welsh before commencing employment	HR/ All Managers	September 2017
Review the Council's Welsh Language staffing resource, with a view to increasing capacity within the organisation	Corporate Director - Communities	March 2017
Relaunch of the Council's mentoring and buddying scheme	Customers, Communications and Marketing - Team Leader - Communications	January 2017
Continue to develop the role of the service Welsh Language Champions	Welsh Language Champions	December 2017
Promotion and marketing of the Welsh Language courses	Customers, Communications and Marketing Team Leader - Communications	January 2017
Assess linguistic skills levels of staff annually and feed this information into the annual service planning process	Customers, Communications and Marketing Team Leader – Communications and HR Officer	March 2017

Action	Responsibility	By When?
Ensure all new Welsh speaking staff have access to Cysgair/ Cysill/ Microsoft Word packages available in Welsh	Customers, Communications and Marketing Team Leader – Communications and BIM - ICT	January 2017
Ensure all staff complete the e-learning module on the Welsh Language	All staff	December 2017
Gloywi Iaith sessions to be arranged for staff to increase their confidence in working in Welsh	HR	April 2017
Produce all intranet pages in Welsh	Customers, Communications and Marketing Team Leader - Communications	September 2017
Arrange annual days of Welsh language celebration of national importance – e.g Diwrnod Sumai Shwmae	Welsh Language Champions	March 2017

Monitoring and Governance

The Welsh Language Strategy is a corporate strategy and the associated Action Plan is the amalgamation of all of the identified actions concerned with promoting the use of the Welsh Language in Denbighshire.

As a result, the implementation of the Action Plan will be undertaken by several council services, as well as some partner organisations.

Each action in the action plan will be included in the relevant Service Business Plan and will be monitored by the relevant Head of Service and Lead Member.

The overall lead on the Welsh Language Strategy is the Lead Member with responsibility for the Welsh Language.

The Council's Scrutiny Committees will have a key role in monitoring the Strategy, as will the Strategic Welsh Language Group within Denbighshire.