

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

1. What is the report about?

This report is about Welsh Language promotional activity.

2. What is the reason for making this report?

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

3. What are the Recommendations?

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

4. Report details

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

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

Partnership working

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

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

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

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

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

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

Mae gen i Hawl (I have rights) campaign

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

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

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

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

Staff Eisteddfod

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

Paned a Sgwrs

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

Owain Glyndŵr Day

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

Shwmae Sumae Day

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

Tasgau Tachwedd/ November Tasks

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

4.5 Next steps: Proposed timetable of activity for 2021:

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

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

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

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

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

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

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

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

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

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

One of the key components of the well-being and Future Generations (Wales) Act 2015 is having: "A Wales of vibrant culture and thriving Welsh Language : A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation".

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

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

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